

# BRITISH PUBLIC COULDN'T GIVE A F\*\*\* ABOUT SWEARING

Submitted by: 10 Yetis PR and Marketing

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A nationwide survey has found that more than nine tenths of Brits are unfazed by swearing, with 87% confessing to swearing on a daily basis. The nation's favourite top 5 favourite swearwords are detailed below.

Despite being a nation typically viewed as conservative in nature, a recent survey of 2,319 people has found that just 8% of Brits are offended by swearing in an adult context.

The average Brit swears 14 times a day, according to the research by the Australian company behind the recently launched Start Ya Bastard engine starter, [www.Nulon-uk.com](http://www.Nulon-uk.com). When asked "Are you offended by swearing in an adult context (e.g. movies intended for adults, in a child-free workplace etc)?" 92% of people answered 'no'.

There was a clear correlation between age and personal feelings regarding swearing, with 94% of people between the ages of 18-30 agreeing that 'bad language' is not an issue, whilst just 79% of people aged 50-60 agreed.

Men are more potty-mouthed than women, with 90% of men blurting expletives on a daily basis compared to 83% of females.

78% of people admitted to swearing regularly for no reason, whilst most participants, 98%, admitted to having sworn whilst angry at some point in the past.

When asked "Have you used any of the following words in the past week?" the top 5 most-used swearwords were as follows:

1. Sh\*t – 90% (of people have used in the past week)
2. Fu\*k – 88%
3. Bastard – 86%
4. Tw\*t – 83%
5. Bo\*\*ocks – 81%

William Findlay said,

"This survey clearly shows that British people accept that swearing is a fact of life in today's society, appropriate in adult circumstances.

"The fact that nearly every one of the 2,319 people polled have sworn whilst angry shows that British attitudes towards conservatism in public are way off beliefs commonly held by other countries, and akin to the more relaxed attitude in the birthplace of Start Ya Bastard engine starter, Australia."

LINK – [www.nulon-uk.com](http://www.nulon-uk.com) and [www.startyabastard.com](http://www.startyabastard.com)

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For further information, or to arrange for samples to be sent to your offices, please get in touch with Rich Leigh, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) on 01452 348 211 or with [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk).

#### EDITORS NOTES

Start Ya Bastard retails for £4.99 in all good retail and trade outlets

'Start Ya Bastard' promotes easy starting of all diesel and petrol engines (both 2 and 4 stroke). Nulon's SYB high potency, highly concentrated, highly flammable formulation is designed to instantly fire-up difficult-to-start engines.

Nulon is a family owned business based in Sydney, Australia

Nulon have over 70 high performance vehicle products on the market to both trade and retail consumers