

OVER TWO THIRDS OF PARENTS ALLOW CHILDREN TO SWEAR, 4 IN 5 SWEAR IN FRONT OF KIDS

Submitted by: 10 Yetis PR and Marketing
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Research by the company behind engine starter "Start Ya Bastard" has found that over two-thirds of parents allow their children to swear without punishment, effectively accepting the practice. 4 in 5 parents swear in front of their children.

Research of 2,241 people intended to investigate swearing in society and particularly with regards to children, has found that just 1 in 3 parents reprimand their child if they swear in their presence. The same research also found that 4 in 5 parents admitted to having sworn in front of their children.

The research was commissioned by www.Nulon-uk.com, the Australian company behind the recently launched-to-the-UK engine starter, "Start Ya Bastard". Dads were the most to blame for swearing in front of children, with 84% of men admitting to the practice, compared to 75% of mums.

The study found that 9 in 10 parents have witnessed their child swearing at least once, but just 34% punish their child to reprimand their obscenity. 41% of parents admitted that they believe their child swears on a 'regular basis'. The average age of children of the participants was 12.3 years old.

The most common punishment was 'taking items away from children', which 71% of parents who punished their potty-mouthed kids admitted to. Second most popular was 'grounding' with 45%, and third most popular was 'making them do more chores' with 32%.

When asked "Which of the following have you heard your child say?" 42% of parents admitted to hearing their child utter the 'F' word. Here is the top 5 most prolifically uttered swear words according to the research:

1. F*ck – 42% (of parents have heard their child say this word)
2. Sh*t – 36%
3. Cr*p – 31%
4. Bastard – 28%
5. Bo**cks – 22%

An interesting stat that the survey revealed is that 93% of parents that have sworn in front of their children have heard their children swear, opposed to just 64% for those that haven't.

Also, the parents who didn't swear in front of their children were more likely to punish their child for swearing, with 45% commenting that they wouldn't let obscenity go unpunished.

Children aged between the ages of 10 and 13 were most likely to be overheard swearing according to the study.

William Findlay, CEO of Nulon UK had the following to say,

“A previous study we commissioned found that the average Briton swears 14 times a day, meaning that it’s highly likely that at least one of these will be in front of children, maybe their own.

“The results speak for themselves, showing that children whose parents swear in front of them are much more likely to swear. I think that as a nation, Britain needs to either cut down on our bad language in front of children, or be more willing to ensure our kids don’t follow suit, at least within earshot. It’s a matter of respect from both parties, and the fact is, kids will swear, especially when they feel there will be no repercussion.”

LINK – www.nulon-uk.com and 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 (<http://www.10yetis.co.uk>) Agency on 01452 348 211 or with rich@10yetis.co.uk. Find me on Twitter @RichLeighSmith (<http://www.twitter.com/richleighsmith>)

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 Ltd 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