Swearing

SW Q1. Some of the following questions contain language that some people may find offensive. If you would prefer to skip the questions containing swearing, please indicate below. by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
I would prefer to skip the questions containing swearing	9	10	8	12	19	6	6	7
I am willing to answer the questions containing swearing	91	90	92	88	81	94	94	93
Column n	1535	728	807	152	229	361	433	360

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SW Q2. How offensive, if at all, do you consider the following words to be?

Row %	NET Offensive (Very + Fairly Offensive)	NET Not Offensive (Not very + Not Offensive At All)	Very offensive	Fairly offensive	Not very offensive	Not offensive at all	Don't know	NET
Ass	13	87	3	9	31	56	1	100
Asshole	44	56	13	31	34	22	0	100
Balls	14	85	3	11	31	54	1	100
Bastard	36	63	12	24	34	30	0	100
Bitch	55	45	16	39	28	17	0	100
Bollocks	10	88	3	7	24	64	2	100
Bugger	10	90	2	7	22	68	1	100
Bullshit	17	82	4	14	39	43	0	100
Butt	7	93	2	5	21	72	0	100
Cock	47	53	18	29	31	22	0	100
Crap	9	90	2	7	27	63	1	100
Cunt	83	17	58	25	10	7	0	100
Damn	4	95	1	3	18	78	0	100
Darn	5	95	2	3	10	84	1	100
Dick	34	66	10	24	35	31	0	100
Douchebag	24	75	5	19	36	39	1	100
Dumbass	24	75	5	19	37	38	1	100
Effing	25	73	6	19	30	43	2	100
Fuck	66	34	32	34	20	14	0	100
Goddamn	13	87	5	8	21	66	0	100
Gosh	3	97	1	2	10	87	0	100
Heck	5	94	2	3	13	81	1	100
Hell	9	91	4	5	17	74	0	100
Holy shit	21	79	6	15	33	46	0	100
Idiot	27	73	6	21	30	43	0	100
Jackass	18	81	6	13	31	49	1	100
Jerk	21	79	4	18	30	48	0	100
Motherfucker	73	27	39	33	16	12	0	100
Piss	22	78	5	17	35	43	0	100
Poo	10	89	3	7	20	69	1	100
Prick	39	60	7	32	33	28	0	100
Pussy	56	43	19	38	24	19	0	100
Shit	22	77	7	15	40	38	0	100
Slut	83	17	43	40	9	8	0	100
Son of a bitch	46	54	18	29	25	28	0	100
Tits	32	68	10	22	35	33	0	100
Twat	32	66	12	20	31	35	2	100
Wanker	42	57	12	29	32	26	1	100
Whore	78	22	44	34	12	10	0	100

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Sample size: 1535 Adults in Australia
Fieldwork: 30 May - 6 June 2025

SW Q2. How offensive, if at all, do you consider the following words to be? - NET OFFENSIVE (Very + Fairly Offensive) by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
Slut		83	78	87	84	93	88	75	79
Cunt		83	83	83	79	63	78	89	91
Whore		78	72	83	83	80	78	76	75
Motherfucker		73	73	72	68	69	63	76	82
Fuck		66	69	63	56	56	64	70	72
Pussy		56	49	63	65	63	55	51	57
Bitch		55	54	57	63	59	58	47	56
Cock		47	39	53	46	45	41	46	56
Son of a bitch		46	42	49	57	45	51	38	46
Asshole		44	44	44	51	48	43	36	51
Wanker		42	39	44	42	50	40	37	44
Prick		39	37	41	28	41	31	35	57
Bastard		36	36	36	50	38	35	32	36
Dick		34	38	31	52	33	35	23	38
Twat		32	32	31	27	40	32	25	37
Tits		32	26	36	30	24	34	26	40
Idiot		27	23	29	34	38	26	20	27
Effing		25	25	26	23	27	21	25	31
Dumbass		24	20	28	30	28	33	17	22
Douchebag		24	26	23	25	30	25	16	29
Shit		22	27	18	29	24	25	13	26
Piss		22	23	22	24	25	20	20	24
Jerk		21	22	20	27	32	23	10	23
Holy shit		21	22	20	19	19	27	15	24
Jackass		18	20	17	31	34	22	9	14
Bullshit		17	18	17	32	29	19	6	16
Balls		14	14	14	22	14	12	10	18
Ass		13	14	11	18	15	14	8	13
Goddamn		13	10	15	16	13	18	8	8
Bollocks		10	12	9	14	18	13	4	10
Poo		10	11	8	8	20	11	4	9
Bugger		10	9	10	6	12	13	5	12
Hell		9	10	8	9	18	15	3	4
Crap		9	11	7	18	12	11	3	10
Butt		7	7	6	7	12	10	3	4
Darn		5	7	3	14	9	5	0	3
Heck		5	5	4	6	8	9	1	2
Damn		4	6	3	7	11	6	1	2
Gosh		3	3	2	4	3	3	1	2
Column n		1391	653	738	132	185	331	405	338

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SW Q2. How offensive, if at all, do you consider the following words to be? - NET NOT OFFENSIVE (Not Very + Not Offensive At All) by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
Gosh		97	97	97	96	96	97	98	97
Damn		95	94	97	93	89	94	99	97
Darn		95	93	96	86	91	94	99	96
Heck		94	93	95	88	92	91	98	97
Butt		93	93	93	93	88	90	96	95
Hell		91	89	92	91	82	84	97	96
Crap		90	88	92	82	87	88	97	90
Bugger		90	90	90	90	87	87	95	88
Poo		89	87	92	86	79	89	95	90
Bollocks		88	87	89	81	80	86	96	88
Goddamn		87	89	84	84	87	82	90	92
Ass		87	85	88	82	83	85	92	86
Balls		85	85	85	78	85	87	90	80
Bullshit		82	82	82	68	71	81	94	84
Jackass		81	80	81	69	61	77	91	86
Holy shit		79	78	80	81	81	73	85	76
Jerk		79	78	79	73	68	77	89	77
Piss		78	77	78	76	74	80	80	75
Shit		77	72	82	71	75	74	87	74
Dumbass		75	79	71	70	72	67	83	76
Douchebag		75	73	77	71	70	75	83	69
Idiot		73	77	70	66	61	74	80	73
Effing		73	73	72	77	70	78	73	65
Tits		68	73	63	69	75	66	72	60
Twat		66	65	66	64	58	68	72	61
Dick		66	62	69	48	67	64	77	62
Bastard		63	64	63	50	61	65	68	63
Prick		60	62	58	72	58	68	65	43
Wanker		57	60	55	53	50	59	62	54
Asshole		56	56	56	49	52	56	64	49
Son of a bitch		54	58	50	43	55	49	62	54
Cock		53	60	47	54	55	58	54	44
Bitch		45	46	43	37	41	42	53	44
Pussy		43	51	37	30	37	45	49	43
Fuck		34	31	37	44	43	36	30	28
Motherfucker		27	27	27	31	30	37	24	18
Whore		22	28	16	17	19	22	23	25
Slut		17	22	13	16	7	12	25	21
Cunt		17	17	17	21	36	21	11	9
Column n		1391	653	738	132	185	331	405	338

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SW_Q3 Which, if any, of the following words do you regularly use? by BANNER_SWEARING

Column %	Total	Gender		Age				
		Male	Female	18-24	25-34	35-49	50-64	65+
Shit		61	58	64	67	67	67	68	44
Fuck		56	59	53	65	72	65	56	34
Bullshit		52	52	52	47	53	56	58	44
Idiot		50	52	47	49	53	50	54	43
Damn		44	38	48	68	47	49	40	31
Crap		44	45	42	42	43	44	49	38
Bugger		34	33	34	17	20	35	43	37
Holy shit		34	36	31	46	52	41	27	18
Hell		31	32	30	52	46	32	25	22
Bitch		31	26	35	50	41	36	29	14
Asshole		30	31	29	33	34	36	32	19
Wanker		30	40	21	18	24	37	36	24
Dick		26	27	25	34	36	33	25	10
Bastard		24	30	19	16	29	22	24	26
Dumbass		23	26	19	44	35	27	19	7
Motherfucker		20	23	18	29	38	28	15	5
Piss		20	26	14	23	17	27	17	15
Gosh		19	13	26	25	20	24	15	17
Goddamn		19	20	19	40	30	26	13	6
Poo		19	16	21	17	21	26	17	14
Prick		19	26	12	10	21	22	18	17
Cunt		18	24	12	21	26	24	17	7
Ass		18	20	16	37	30	25	11	5
Jerk		16	17	15	14	11	22	13	14
Son of a bitch		16	18	14	23	18	21	14	7
Butt		14	13	16	14	17	21	13	8
Effing		14	12	16	14	22	14	16	8
Pussy		14	20	8	18	19	17	11	8
Tits		13	18	9	10	20	18	10	9
Balls		13	16	10	25	16	16	9	7
Cock		13	20	6	16	15	18	12	6
Heck		12	12	13	27	14	10	10	11
Darn		12	10	13	14	8	10	13	12
Twat		11	13	9	13	12	15	11	4
Douchebag		9	9	9	11	13	18	5	2
Bollocks		8	13	4	13	8	8	10	5
Jackass		7	9	6	11	10	7	7	4
Slut		7	9	6	14	7	12	4	2
Whore		6	7	5	16	6	8	4	2
None of the above		6	7	5	7	5	5	5	8
Prefer not to say		2	3	2	3	2	2	3	2
Column n		1391	653	738	132	185	331	405	338

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SW Q4. How often, if at all, would you say you swear? by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
Every day		23	21	24	25	28	28	26	9
Most days		24	25	22	22	26	26	25	19
Sometimes		45	47	44	44	35	38	46	59
Never		7	6	9	8	10	6	3	12
Don't know		1	1	1	1	1	2	0	1
Column n		1535	728	807	152	229	361	433	360

SW Q5. Do you generally have a positive or negative opinion of swearing? by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
Very positive		4	5	3	6	8	4	3	2
Somewhat positive		10	11	9	20	19	12	5	5
Neither positive nor negative		51	51	50	45	47	54	56	45
Somewhat negative		25	23	26	22	16	20	27	33
Very negative		9	8	11	5	8	9	7	15
Don't know		1	2	1	2	2	1	2	0
Column n		1535	728	807	152	229	361	433	360

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SW Q7. How acceptable or unacceptable do you think it typically is to swear in the following situations?

Row %	NET Acceptable (Completely + Somewhat Acceptable)	NET Unacceptable (Completely + Somewhat Unacceptable)	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Don't know	NET
At work, with a colleague	41	57	9	32	29	28	2	100
At work, with a customer or client	7	92	2	5	18	74	1	100
At work, with your boss	17	81	4	13	25	57	1	100
With someone who works for you	27	70	5	22	28	42	3	100
In front of children	6	93	2	4	19	74	1	100
In front of older people	15	83	3	12	35	48	2	100
In response to physical pain	84	14	46	38	7	7	2	100
With friends, in private	79	20	43	35	12	9	1	100
With friends, in a public place	45	54	8	37	31	23	1	100
With friends, at a fancy restaurant	21	77	4	17	36	42	1	100
With friends, at a fast food restaurant	38	60	8	31	28	32	1	100
At a sporting event	37	59	8	29	28	31	4	100
In your own home by yourself	86	13	66	20	7	6	1	100
In a shop, at a member of staff	4	94	1	3	10	84	2	100
In a church or place of worship	5	92	3	2	9	83	3	100
In a post on social media	25	72	6	19	32	40	3	100

SW Q7. How acceptable or unacceptable do you think it typically is to swear in the following situations? - NET ACCEPTABLE (Completely + Somewhat Acceptable) by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
In your own home by yourself	86	85	87	90	84	87	88	81
In response to physical pain	84	86	83	88	91	83	86	78
With friends, in private	79	78	79	91	88	81	84	62
With friends, in a public place	45	49	42	62	45	55	44	24
At work, with a colleague	41	48	36	43	50	47	38	32
With friends, at a fast food restaurant	38	41	36	64	50	41	43	13
At a sporting event	37	44	32	48	41	47	36	22
With someone who works for you	27	35	19	33	32	33	22	20
In a post on social media	25	25	25	45	36	32	19	11
With friends, at a fancy restaurant	21	22	20	30	30	20	19	16
At work, with your boss	17	23	12	21	20	23	13	13
In front of older people	15	15	15	19	23	15	14	9
At work, with a customer or client	7	9	5	8	11	10	5	5
In front of children	6	5	7	6	11	9	3	3
In a church or place of worship	5	8	3	5	11	5	5	3
In a shop, at a member of staff	4	5	3	12	7	3	4	1
Column n	1535	728	807	152	229	361	433	360

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SW Q7. How acceptable or unacceptable do you think it typically is to swear in the following situations? - NET UNACCEPTABLE (Completely + Somewhat Unacceptable) by BANNER_SWEARING

| | | Gender | | Age | | | | |
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
In a shop, at a member of staff	94	92	96	87	89	94	95	99
In front of children	93	94	93	94	89	90	96	97
At work, with a customer or client	92	90	94	92	89	90	94	94
In a church or place of worship	92	89	94	93	84	90	95	95
In front of older people	83	84	83	79	75	82	85	89
At work, with your boss	81	75	87	78	77	75	86	86
With friends, at a fancy restaurant	77	77	78	69	69	78	79	84
In a post on social media	72	72	72	52	63	64	77	88
With someone who works for you	70	63	77	66	65	63	76	77
With friends, at a fast food restaurant	60	57	63	34	48	58	55	87
At a sporting event	59	52	65	50	49	50	62	76
At work, with a colleague	57	49	64	53	47	52	60	67
With friends, in a public place	54	51	57	38	53	44	55	74
With friends, in private	20	20	20	9	10	17	15	38
In response to physical pain	14	12	15	12	8	12	13	21
In your own home by yourself	13	14	12	10	12	13	11	18
Column n	1535	728	807	152	229	361	433	360

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SW Q8. How acceptable or unacceptable do you think it typically is to swear in the following situations?

Row %	NET Acceptable (Completely + Somewhat Acceptable)	NET Unacceptable (Completely + Somewhat Unacceptable)	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Don't know	NET
television before 9pm	29	67	7	22	33	34	4	100
television after 9pm	66	30	31	35	12	18	4	100
the news before 9pm, when quoting someone who has sworn	44	51	13	30	23	29	5	100

SW Q8. How acceptable or unacceptable do you think it typically is to swear in the following situations? - NET ACCEPTABLE (Completely + Somewhat Acceptable) by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
television before 9pm	29	31	27	38	37	39	24	16
television after 9pm	66	69	64	72	64	77	71	49
the news before 9pm, when quoting someone who has sworn	44	45	42	60	54	50	39	28
Column n	1535	728	807	152	229	361	433	360

SW Q8. How acceptable or unacceptable do you think it typically is to swear in the following situations? - NET UNACCEPTABLE (Completely + Somewhat Unacceptable) by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
television before 9pm	67	64	69	53	56	58	72	82
television after 9pm	30	26	32	17	28	20	26	49
the news before 9pm, when quoting someone who has sworn	51	49	52	33	35	47	55	69
Column n	1535	728	807	152	229	361	433	360

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SW Q9. If someone accidentally swears on a live television broadcast, do you think they should be punished (such as having to pay a fine or not being allowed to be on television for a period of time)? by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
Yes	15	16	15	14	18	14	15	16
No	68	71	64	77	62	76	65	60
Not sure	17	13	21	9	20	10	20	24
Column n	1535	728	807	152	229	361	433	360

SW Q10. Do you think that the word "cunt" is or is not inherently misogynistic? by BANNER_SWEARING

		Gender		Age				
Column %	Total	Male	Female	18-24	25-34	35-49	50-64	65+
It is inherently misogynistic	44	34	53	33	35	37	49	55
It is not inherently misogynistic	35	46	26	49	44	42	33	21
Don't know	21	20	21	18	21	21	18	24
Column n	1391	653	738	132	185	331	405	338

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