

YouGov Survey Results

Sample Size: 2031 Adults in GB
Fieldwork: 10th - 11th July 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2031	366	522	187	219	122	713	725	983	1048	213	839	502	477	1158	873	1757	97	177	481	333	246	697
Unweighted Sample	2031	370	568	216	245	133	835	757	902	1129	133	731	545	622	1263	768	1741	103	187	501	304	189	747
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

At work, with a colleague		Completely acceptable	11	5	10	9	15	13	8	11	16	7	12	14	10	6	10	13	11	6	15	11	12	10	11
		Somewhat acceptable	40	35	42	41	39	44	41	40	43	36	40	42	43	32	41	38	39	45	38	39	39	37	41
		TOTAL ACCEPTABLE	51	40	52	50	54	57	49	51	59	43	52	56	53	38	51	51	50	51	53	50	51	47	52
		Somewhat unacceptable	26	26	28	25	25	26	28	23	23	28	29	25	25	25	27	24	27	19	20	28	29	23	25
		Completely unacceptable	20	32	16	23	19	13	20	24	14	25	9	14	19	35	19	21	19	29	25	19	19	18	19
		TOTAL UNACCEPTABLE	46	58	44	48	44	39	48	47	37	53	38	39	44	60	46	45	46	48	45	47	48	41	44
		Don't know	4	2	3	2	2	4	3	3	4	5	10	5	2	2	4	5	5	1	1	3	2	11	5
At work, with a customer or client		Completely acceptable	2	1	1	0	3	1	2	1	2	1	1	2	1	2	2	2	1	2	3	2	1	3	1
		Somewhat acceptable	4	2	4	2	5	5	3	4	6	3	6	5	5	1	4	4	4	0	4	5	5	6	3
		TOTAL ACCEPTABLE	6	3	5	2	8	6	5	5	8	4	7	7	6	3	6	6	5	2	7	7	6	9	4
		Somewhat unacceptable	16	9	19	20	15	19	18	13	21	12	25	19	14	9	18	14	16	21	13	14	14	19	18
		Completely unacceptable	75	87	73	77	75	71	76	80	68	82	62	69	79	86	74	76	75	76	77	78	78	65	74
		TOTAL UNACCEPTABLE	91	96	92	97	90	90	94	93	89	94	87	88	93	95	92	90	91	97	90	92	92	84	92
		Don't know	3	1	3	1	1	4	1	2	3	3	7	4	2	2	2	4	3	1	3	2	2	7	4
At work, with your boss		Completely acceptable	5	3	4	2	7	5	3	4	6	3	3	6	4	2	4	6	4	1	8	4	5	1	5
		Somewhat acceptable	18	12	17	17	19	17	17	18	23	13	14	22	20	9	19	17	17	15	23	17	16	23	17
		TOTAL ACCEPTABLE	23	15	21	19	26	22	20	22	29	16	17	28	24	11	23	23	21	16	31	21	21	24	22
		Somewhat unacceptable	27	24	33	31	25	33	29	25	29	26	30	30	27	22	29	25	27	35	22	27	27	22	30
		Completely unacceptable	45	60	40	47	46	37	47	48	35	54	44	35	45	63	45	46	45	45	45	48	48	44	42
		TOTAL UNACCEPTABLE	72	84	73	78	71	70	76	73	64	80	74	65	72	85	74	71	72	80	67	75	75	66	72
		Don't know	5	1	5	4	3	8	4	4	7	4	9	6	4	3	4	7	6	4	3	4	3	9	6
With someone who works for you		Completely acceptable	5	2	4	3	9	5	3	5	8	3	6	7	5	2	4	7	5	4	8	5	5	7	5
		Somewhat acceptable	21	16	22	21	21	25	21	20	26	17	23	24	24	13	22	20	21	26	23	23	18	18	22
		TOTAL ACCEPTABLE	26	18	26	24	30	30	24	25	34	20	29	31	29	15	26	27	26	30	31	28	23	25	27
		Somewhat unacceptable	29	30	33	30	28	29	33	26	30	29	32	32	30	22	32	26	30	30	24	28	29	33	30
		Completely unacceptable	38	48	35	41	38	34	38	44	30	46	31	30	36	58	37	40	38	36	41	40	43	32	36
		TOTAL UNACCEPTABLE	67	78	68	71	66	63	71	70	60	75	63	62	66	80	69	66	68	66	65	68	72	65	66
		Don't know	6	4	5	5	4	8	4	5	6	6	8	7	5	4	5	8	6	3	4	5	5	10	7
In front of children		Completely acceptable	2	3	2	1	2	1	1	2	3	1	0	3	1	1	1	3	1	0	6	2	1	1	2
		Somewhat acceptable	4	2	3	3	3	11	5	2	5	4	3	8	3	1	4	5	4	3	4	5	5	5	3
		TOTAL ACCEPTABLE	6	5	5	4	5	12	6	4	8	5	3	11	4	2	5	8	5	3	10	7	6	6	5
		Somewhat unacceptable	25	19	30	26	19	27	26	21	27	24	45	29	22	13	27	23	25	18	33	23	22	27	27
		Completely unacceptable	66	76	61	68	74	59	65	74	63	69	47	58	72	84	66	66	67	77	55	70	71	62	65
		TOTAL UNACCEPTABLE	91	95	91	94	93	86	91	95	90	93	92	87	94	97	93	89	92	95	88	93	93	89	92
		Don't know	2	1	3	1	1	2	2	2	3	2	4	3	2	1	2	3	2	2	2	1	1	5	4

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2031	366	522	187	219	122	713	725	983	1048	213	839	502	477	1158	873	1757	97	177	481	333	246	697
Unweighted Sample	2031	370	568	216	245	133	835	757	902	1129	133	731	545	622	1263	768	1741	103	187	501	304	189	747
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In front of older people																							
Completely acceptable	5	1	7	5	4	11	5	4	7	4	12	6	4	3	5	5	5	7	7	4	5	6	5
Somewhat acceptable	19	12	23	20	17	24	21	14	21	18	28	24	17	10	22	16	19	12	25	15	21	26	18
TOTAL ACCEPTABLE	24	13	30	25	21	35	26	18	28	22	40	30	21	13	27	21	24	19	32	19	26	32	23
Somewhat unacceptable	39	36	42	42	40	40	41	40	39	39	35	42	43	31	40	37	39	39	33	43	35	33	41
Completely unacceptable	31	48	24	26	36	20	29	38	28	34	16	21	32	54	29	34	31	38	31	34	35	28	27
TOTAL UNACCEPTABLE	70	84	66	68	76	60	70	78	67	73	51	63	75	85	69	71	70	77	64	77	70	61	68
Don't know	5	3	5	7	4	6	4	4	6	5	9	7	4	2	4	7	6	4	4	4	3	6	8
In response to physical pain																							
Completely acceptable	44	29	48	48	47	61	47	39	50	39	61	52	40	27	46	42	43	40	55	45	39	45	44
Somewhat acceptable	41	49	40	39	43	30	41	43	37	43	27	35	48	48	41	40	41	47	31	39	49	37	40
TOTAL ACCEPTABLE	85	78	88	87	90	91	88	82	87	82	88	87	88	75	87	82	84	87	86	84	88	82	84
Somewhat unacceptable	8	11	6	10	7	4	6	10	7	9	4	5	8	14	7	9	8	10	9	9	7	6	8
Completely unacceptable	4	8	3	3	2	3	4	5	3	5	3	3	2	9	4	5	4	3	4	5	4	5	4
TOTAL UNACCEPTABLE	12	19	9	13	9	7	10	15	10	14	7	8	10	23	11	14	12	13	13	14	11	11	12
Don't know	3	2	3	1	1	3	1	3	3	3	5	4	1	2	2	4	3	1	1	2	1	6	4
With friends, in private																							
Completely acceptable	52	34	56	49	52	66	54	43	56	48	75	64	47	24	55	48	52	46	55	55	51	57	48
Somewhat acceptable	30	39	29	33	27	26	31	33	29	31	17	24	35	41	29	31	31	31	23	29	30	26	34
TOTAL ACCEPTABLE	82	73	85	82	79	92	85	76	85	79	92	88	82	65	84	79	83	77	78	84	81	83	82
Somewhat unacceptable	9	13	8	10	12	2	8	12	8	10	3	5	11	16	9	9	8	10	12	7	11	7	8
Completely unacceptable	7	14	5	7	7	5	7	9	6	8	1	4	6	18	6	9	7	13	8	8	7	5	6
TOTAL UNACCEPTABLE	16	27	13	17	19	7	15	21	14	18	4	9	17	34	15	18	15	23	20	15	18	12	14
Don't know	2	0	2	1	2	1	1	2	2	3	4	4	1	1	1	4	3	1	1	1	2	6	3
With friends, in a public place																							
Completely acceptable	13	5	13	15	15	27	12	10	17	10	24	18	10	4	14	13	13	9	22	12	12	17	12
Somewhat acceptable	38	30	43	40	32	34	40	32	37	38	50	44	39	21	41	33	38	40	36	35	40	39	39
TOTAL ACCEPTABLE	51	35	56	55	47	61	52	42	54	48	74	62	49	25	55	46	51	49	58	47	52	56	51
Somewhat unacceptable	28	32	27	28	32	27	30	30	29	28	20	25	32	33	27	29	29	22	22	34	26	27	28
Completely unacceptable	17	31	13	16	18	11	16	25	14	20	1	8	17	41	16	19	17	27	18	17	19	10	17
TOTAL UNACCEPTABLE	45	63	40	44	50	38	46	55	43	48	21	33	49	74	43	48	46	49	40	51	45	37	45
Don't know	3	2	3	1	2	1	1	3	3	4	5	5	2	1	2	5	4	1	2	1	3	7	4
With friends, at a fancy restaurant																							
Completely acceptable	6	1	7	5	6	14	7	5	9	4	5	10	5	2	6	7	6	5	11	5	6	12	5
Somewhat acceptable	20	14	23	27	16	29	22	16	19	22	33	22	20	12	22	18	21	17	20	21	22	16	21
TOTAL ACCEPTABLE	26	15	30	32	22	43	29	21	28	26	38	32	25	14	28	25	27	22	31	26	28	28	26
Somewhat unacceptable	36	34	39	31	33	35	39	32	36	35	44	38	38	26	39	32	36	35	37	35	34	38	36
Completely unacceptable	34	48	28	35	43	17	30	45	32	35	12	25	34	59	30	38	34	41	31	36	35	25	34
TOTAL UNACCEPTABLE	70	82	67	66	76	52	69	77	68	70	56	63	72	85	69	70	70	76	68	71	69	63	70
Don't know	4	2	3	2	2	5	3	2	4	3	5	5	4	1	3	4	4	2	1	2	2	9	4
With friends, at a fast food restaurant																							
Completely acceptable	13	3	13	13	9	33	15	7	14	11	22	18	9	3	14	11	12	5	20	11	11	16	12
Somewhat acceptable	34	26	41	36	29	35	35	28	33	34	53	39	32	18	37	29	34	37	31	30	36	37	34
TOTAL ACCEPTABLE	47	29	54	49	38	68	50	35	47	45	75	57	41	21	51	40	46	42	51	41	47	53	46
Somewhat unacceptable	27	32	25	28	35	17	27	31	27	27	17	24	33	31	26	28	27	28	27	31	26	20	28
Completely unacceptable	22	36	18	22	24	12	21	30	21	23	3	14	23	45	20	25	22	29	20	24	24	18	21
TOTAL UNACCEPTABLE	49	68	43	50	59	29	48	61	48	50	20	38	56	76	46	53	49	57	47	55	50	38	49
Don't know	4	3	4	2	4	4	2	3	4	4	5	6	3	2	3	7	5	2	3	3	3	8	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At a sporting event

Completely acceptable	14	8	14	13	16	28	12	13	18	10	18	18	13	5	15	13	13	10	22	14	13	16	12
Somewhat acceptable	37	31	42	35	30	34	42	30	39	35	48	40	35	28	40	33	36	38	40	37	39	35	35
TOTAL ACCEPTABLE	51	39	56	48	46	62	54	43	57	45	66	58	48	33	55	46	49	48	62	51	52	51	47
Somewhat unacceptable	25	26	23	29	30	22	24	28	25	25	20	22	28	30	25	25	26	23	18	27	25	25	27
Completely unacceptable	17	30	13	15	19	8	17	22	13	21	5	12	18	31	15	20	17	21	16	17	18	15	18
TOTAL UNACCEPTABLE	42	56	36	44	49	30	41	50	38	46	25	34	46	61	40	45	43	44	34	44	43	40	45
Don't know	7	5	8	8	6	9	6	6	5	9	10	8	5	6	6	9	7	7	4	5	5	9	9

In your own home by yourself

Completely acceptable	72	59	77	70	73	84	74	68	74	71	86	78	74	54	75	69	72	64	78	74	72	70	72
Somewhat acceptable	16	22	14	20	17	9	16	20	16	17	9	12	18	26	15	19	16	21	14	17	17	15	16
TOTAL ACCEPTABLE	88	81	91	90	93	93	90	88	90	88	95	90	92	80	90	88	88	85	92	91	89	85	88
Somewhat unacceptable	4	8	3	4	5	2	3	6	5	4	3	3	4	8	5	4	4	6	4	3	5	5	5
Completely unacceptable	4	9	3	4	4	4	5	5	3	5	0	3	3	11	4	5	4	7	3	5	5	4	4
TOTAL UNACCEPTABLE	8	17	6	8	9	6	8	11	8	9	3	6	7	19	9	9	8	13	7	8	10	9	9
Don't know	2	1	2	1	2	1	1	2	3	2	3	3	1	2	2	3	3	2	0	1	1	6	3

In a shop, at a member of staff

Completely acceptable	1	2	1	2	1	1	1	1	2	1	2	1	1	1	1	2	1	0	1	2	1	2	1
Somewhat acceptable	2	1	2	1	3	5	1	2	3	1	3	3	2	1	3	2	2	1	1	3	3	5	1
TOTAL ACCEPTABLE	3	3	3	3	4	6	2	3	5	2	5	4	3	2	4	4	3	1	2	5	4	7	2
Somewhat unacceptable	11	7	11	9	11	9	9	10	14	8	16	13	8	8	10	12	11	11	8	12	11	10	11
Completely unacceptable	83	90	85	87	83	82	88	85	77	89	75	79	87	90	85	81	82	87	89	83	84	76	84
TOTAL UNACCEPTABLE	94	97	96	96	94	91	97	95	91	97	91	92	95	98	95	93	93	98	97	95	95	86	95
Don't know	3	1	1	1	2	3	1	2	3	2	4	4	2	1	2	4	3	1	2	0	2	7	3

In a church or place of worship

Completely acceptable	3	3	4	1	3	8	4	2	5	2	1	6	2	2	3	4	3	5	6	2	2	6	3
Somewhat acceptable	5	2	4	4	3	7	4	3	6	3	6	6	4	1	4	5	4	1	8	5	5	5	3
TOTAL ACCEPTABLE	8	5	8	5	6	15	8	5	11	5	7	12	6	3	7	9	7	6	14	7	7	11	6
Somewhat unacceptable	12	7	16	15	8	14	14	9	14	11	20	15	10	6	14	10	13	13	10	11	12	14	14
Completely unacceptable	74	87	70	74	82	62	73	83	68	80	63	65	81	89	74	75	74	80	74	79	78	65	72
TOTAL UNACCEPTABLE	86	94	86	89	90	76	87	92	82	91	83	80	91	95	88	85	87	93	84	90	90	79	86
Don't know	5	1	5	5	3	9	4	3	6	4	10	8	2	2	4	6	6	2	3	3	2	10	8

In a post on social media

Completely acceptable	12	2	12	11	15	31	11	8	16	8	29	16	7	3	12	13	12	8	18	11	12	15	11
Somewhat acceptable	26	16	31	25	25	25	25	23	28	23	30	34	23	12	27	24	25	27	28	25	30	25	24
TOTAL ACCEPTABLE	38	18	43	36	40	56	36	31	44	31	59	50	30	15	39	37	37	35	46	36	42	40	35
Somewhat unacceptable	25	25	27	25	25	18	28	24	24	27	23	26	30	20	27	24	26	29	21	29	21	24	26
Completely unacceptable	31	53	25	35	30	21	33	39	25	36	11	17	35	60	30	32	31	31	30	30	33	27	33
TOTAL UNACCEPTABLE	56	78	52	60	55	39	61	63	49	63	34	43	65	80	57	56	57	60	51	59	54	51	59
Don't know	6	5	5	4	4	5	3	7	6	6	7	7	5	5	5	8	6	6	3	5	4	11	7

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.