

YouGov Survey Results

Sample Size: 2005 Adults in GB
Fieldwork: 8th - 9th 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	2005	361	515	184	217	119	704	716	970	1035	211	828	495	471	1143	862	1734	96	174	475	329	243	688
Unweighted Sample	2005	345	562	210	224	128	820	732	880	1125	121	760	549	575	1214	791	1716	107	182	488	323	185	720
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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.

I would prefer to skip the questions containing swearing	6	7	6	5	5	3	5	6	6	7	11	5	4	9	6	8	7	3	6	6	8	6	7
I am happy to answer the questions containing swearing	94	93	94	95	95	97	95	94	94	93	89	95	96	91	94	92	93	97	94	94	92	94	93

Which, if any, of the following words do you regularly use? Please select all that apply.
[Asked only to those who said they are happy to answer questions containing swearing; n=1886]

Fuck	67	50	72	70	65	82	73	59	72	62	71	81	64	44	67	67	66	68	77	62	65	70	68
Shit	65	55	69	65	65	78	66	61	66	64	74	74	63	46	65	65	65	73	61	64	62	66	66
Bloody	54	54	57	58	55	62	57	56	52	56	49	54	59	51	53	56	55	60	42	53	58	45	59
Idiot	48	44	47	57	48	56	47	47	52	45	58	52	46	40	48	48	49	44	45	44	50	47	53
Crap	42	37	47	51	46	48	46	43	45	39	31	47	46	34	42	42	43	38	33	43	47	37	44
Dickhead	40	31	42	40	41	49	40	38	45	36	43	48	40	25	40	42	42	40	29	42	40	32	45
Bollocks	39	41	44	42	40	35	44	42	47	31	17	44	47	30	38	41	40	41	24	39	41	31	44
Bullshit	39	29	41	42	38	44	40	35	47	33	44	49	36	23	40	38	40	44	37	38	39	39	41
Twat	39	30	44	45	41	45	41	38	45	33	36	47	41	23	39	38	40	39	26	37	46	30	43
Bastard	38	33	45	39	35	41	43	35	45	31	35	44	39	29	39	37	38	44	40	36	35	34	42
Arsehole	38	24	45	42	43	43	40	37	44	32	36	47	37	24	37	39	37	38	50	34	37	35	39
Wanker	36	30	39	37	39	42	40	33	46	25	32	42	39	22	35	36	37	34	27	34	36	36	39
Arse	33	22	40	34	36	42	36	28	38	28	35	42	32	18	33	33	33	34	37	31	36	25	35
Shite	33	21	41	34	32	38	39	29	39	28	32	43	34	15	35	31	31	29	56	37	30	20	32
Dick	33	19	37	34	28	51	35	24	37	29	53	44	26	12	35	31	32	37	35	32	31	32	33
Piss	32	23	36	36	33	39	35	26	37	28	44	38	31	16	33	30	32	36	26	31	35	29	33
Bugger	31	29	35	35	40	36	36	35	33	30	13	30	39	34	31	32	31	42	26	27	37	24	34
Damn	30	29	33	41	25	38	33	27	29	31	37	33	27	26	32	28	31	29	24	25	35	33	32
Knob	30	24	35	32	29	35	32	29	35	26	26	40	33	10	29	31	31	36	22	33	29	22	33
Hell	29	20	32	33	25	42	32	23	27	31	41	34	26	18	31	27	29	33	31	29	28	28	29
Bitch	29	16	31	29	25	33	29	21	29	29	47	39	22	10	30	27	29	29	28	26	32	30	29
Cunt	29	17	34	23	27	36	31	20	38	19	39	39	25	9	29	29	28	27	38	27	25	28	29
Prick	28	18	35	27	28	30	30	25	36	21	26	38	26	14	27	30	27	33	32	26	27	25	29
Poo	22	17	25	31	18	32	28	18	22	22	21	26	20	17	23	21	22	25	19	21	24	21	23
Balls	22	14	25	29	21	26	27	18	27	17	21	27	21	13	24	19	22	28	18	23	22	19	22
Bellend	22	14	25	21	27	23	23	22	29	15	22	31	22	5	21	23	23	19	17	24	22	15	25
Bum	21	18	22	25	24	30	26	17	22	21	17	26	19	17	22	20	21	27	19	15	25	21	24
Tosser	21	18	23	20	30	23	22	23	27	15	13	20	28	17	20	22	22	17	10	24	22	15	23
Cock	21	12	26	21	19	24	24	16	30	12	22	29	21	4	22	19	21	24	18	19	23	19	22
Tit	20	12	22	26	21	29	23	16	25	15	17	25	24	7	20	20	20	26	16	23	22	18	18
Ass	17	10	20	17	16	17	16	13	19	15	34	21	12	7	18	15	17	24	17	12	17	21	18
Motherfucker	17	8	20	18	9	19	17	11	22	12	24	25	13	3	16	17	17	15	17	14	17	15	19

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Prat	15	20	15	17	19	18	17	19	18	13	7	12	20	19	15	15	16	11	7	12	14	13	21
	Pussy	14	9	14	15	12	12	12	9	21	8	28	19	11	4	14	15	15	16	9	13	15	17	15
	Effing	13	10	14	15	15	16	14	14	12	14	8	14	16	11	12	13	13	11	14	13	16	10	12
	Git	12	9	14	15	18	11	14	12	13	11	5	12	18	9	12	12	12	14	7	11	14	11	13
	Fanny	12	6	14	12	14	11	15	9	14	10	9	16	12	4	12	11	10	14	25	13	9	9	9
	Twit	10	12	9	12	11	13	11	11	9	10	5	7	13	13	10	10	10	9	6	8	11	10	12
	Son of a bitch	10	5	11	9	6	9	8	6	12	8	22	13	8	3	10	10	10	12	10	9	11	9	10
	Feck	8	5	10	10	8	11	11	8	9	7	1	9	11	6	8	7	7	7	17	10	7	7	5
	Heck	6	6	6	9	3	7	6	4	5	6	10	5	7	4	6	5	6	5	5	8	8	3	4
	Jerk	6	5	7	9	5	4	7	5	7	5	7	7	8	2	6	5	6	7	5	3	5	6	8
	Horseshit	5	3	6	9	4	5	6	4	8	3	6	8	5	2	6	5	6	2	3	5	4	5	7
	Douchebag	5	1	9	10	2	7	8	2	6	5	4	9	4	1	7	3	5	9	5	4	5	6	5
	Berk	4	5	4	5	7	4	4	5	5	3	1	3	6	4	4	4	4	3	1	3	5	5	5
	Smeg	4	2	4	3	8	6	5	3	6	1	2	4	6	1	4	3	4	3	1	3	6	3	4
	Fatherfucker	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	Pimhole	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	None of the above	3	6	3	6	3	1	3	4	3	4	2	2	3	8	3	3	4	5	1	4	3	3	3
	Prefer not to say	3	2	3	1	2	1	2	1	4	2	7	3	2	1	3	2	3	0	1	4	2	4	3

*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.