

YouGov Survey Results

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Arse
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1945]

Very offensive	2	4	2	2	1	2	2	2	2	1	1	2	5	2	3	2	1	3	4	2	2	1
Fairly offensive	11	18	10	11	5	11	10	11	12	13	7	10	17	12	11	11	10	13	10	11	16	11
TOTAL OFFENSIVE	13	22	12	13	6	13	12	13	14	14	8	12	22	14	14	13	11	16	14	13	18	12
Not very offensive	39	45	40	42	37	44	37	38	40	34	37	40	47	39	39	39	44	41	36	42	40	38
Not offensive at all	47	33	48	44	56	43	51	48	45	52	55	48	30	47	47	47	45	42	50	45	42	48
TOTAL NOT OFFENSIVE	86	78	88	86	93	87	88	86	85	86	92	88	77	86	86	86	89	83	86	87	82	86
Don't know	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0

Arsehole
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1811]

Very offensive	7	10	5	8	7	7	7	6	9	6	4	5	14	7	7	7	4	8	7	8	7	8
Fairly offensive	32	40	29	32	29	30	35	32	33	23	32	38	36	32	34	33	31	31	33	33	30	33
TOTAL OFFENSIVE	39	50	34	40	36	37	42	38	42	29	36	43	50	39	41	40	35	39	40	41	37	41
Not very offensive	38	36	41	42	36	40	37	37	38	42	40	32	36	38	38	38	39	36	38	33	43	39
Not offensive at all	22	14	25	18	28	22	21	25	20	27	23	24	13	23	21	22	25	25	22	25	20	21
TOTAL NOT OFFENSIVE	60	50	66	60	64	62	58	62	58	69	63	56	49	61	59	60	64	61	60	58	63	60
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	0	0

Ass
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1901]

Very offensive	1	2	1	1	0	1	2	1	1	0	2	1	2	1	1	1	2	0	2	1	1	1
Fairly offensive	10	11	9	8	8	8	10	8	11	9	7	8	15	10	9	9	11	9	10	13	8	8
TOTAL OFFENSIVE	11	13	10	9	8	9	12	9	12	9	9	9	17	11	10	10	13	9	12	14	9	9
Not very offensive	37	44	34	46	33	37	36	35	39	40	32	36	41	38	35	37	33	41	33	37	37	39
Not offensive at all	52	43	56	44	59	53	53	56	48	51	58	54	42	50	54	52	53	49	55	48	54	52
TOTAL NOT OFFENSIVE	89	87	90	90	92	90	89	91	87	91	90	90	83	88	89	89	86	90	88	85	91	91
Don't know	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0

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

Balls

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1832]

Very offensive	2	1	1	2	2	1	2	1	2	2	1	1	3	2	1	2	1	0	3	1	2	2
Fairly offensive	8	13	6	8	5	8	8	5	11	8	4	6	16	8	9	9	4	7	8	12	9	7
TOTAL OFFENSIVE	10	14	7	10	7	9	10	6	13	10	5	7	19	10	10	11	5	7	11	13	11	9
Not very offensive	35	42	34	47	27	38	35	34	36	26	33	35	44	37	32	34	40	37	33	35	34	35
Not offensive at all	55	42	58	42	66	53	54	60	50	63	62	57	35	53	57	55	55	55	56	51	53	56
TOTAL NOT OFFENSIVE	90	84	92	89	93	91	89	94	86	89	95	92	79	90	89	89	95	92	89	86	87	91
Don't know	0	1	0	1	0	0	1	0	1	1	0	0	1	1	0	0	0	1	0	1	1	0

Bastard

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1823]

Very offensive	12	17	11	6	12	9	15	9	14	9	8	12	21	10	15	12	5	14	15	12	12	11
Fairly offensive	33	35	36	41	32	34	35	29	37	27	33	37	36	33	34	33	30	37	33	31	34	33
TOTAL OFFENSIVE	45	52	47	47	44	43	50	38	51	36	41	49	57	43	49	45	35	51	48	43	46	44
Not very offensive	32	31	33	34	29	34	30	34	31	35	35	28	30	34	29	32	40	28	30	35	33	32
Not offensive at all	22	17	20	19	26	22	21	27	18	28	24	23	13	23	22	22	25	20	22	22	21	24
TOTAL NOT OFFENSIVE	54	48	53	53	55	56	51	61	49	63	59	51	43	57	51	54	65	48	52	57	54	56
Don't know	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0

Bellend

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1899]

Very offensive	5	5	3	3	3	4	4	4	5	5	3	5	5	5	4	4	6	5	6	4	4	3
Fairly offensive	26	29	26	30	24	27	26	25	26	27	25	25	26	26	25	27	28	17	26	29	25	26
TOTAL OFFENSIVE	31	34	29	33	27	31	30	29	31	32	28	30	31	31	29	31	34	22	32	33	29	29
Not very offensive	37	37	39	37	31	39	38	36	37	34	39	38	36	37	37	36	34	45	37	35	34	37
Not offensive at all	27	19	28	25	40	26	28	31	23	29	29	29	19	26	28	27	28	25	27	27	28	27
TOTAL NOT OFFENSIVE	64	56	67	62	71	65	66	67	60	63	68	67	55	63	65	63	62	70	64	62	62	64
Don't know	6	10	3	5	3	4	6	3	8	4	3	4	13	5	7	5	4	8	4	4	10	6

Berk

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1874]

Very offensive	1	0	1	0	0	1	1	1	1	1	0	1	1	1	1	1	0	0	0	0	2	1
Fairly offensive	4	5	3	5	2	3	3	3	5	6	3	1	5	4	3	4	1	2	4	4	5	4
TOTAL OFFENSIVE	5	5	4	5	2	4	4	4	6	7	3	2	6	5	4	5	1	2	4	4	7	5
Not very offensive	21	28	24	20	20	23	23	19	24	11	18	21	36	21	22	21	24	22	21	21	19	22
Not offensive at all	61	57	61	60	75	64	67	69	53	50	67	71	52	59	63	61	66	58	66	69	49	59
TOTAL NOT OFFENSIVE	82	85	85	80	95	87	90	88	77	61	85	92	88	80	85	82	90	80	87	90	68	81
Don't know	13	9	11	15	4	9	6	9	17	32	11	5	7	15	11	13	9	18	9	7	25	14

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

Bitch

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1904]

Very offensive	14	16	14	13	6	13	11	9	18	15	11	13	17	14	14	15	11	8	14	12	24	13
Fairly offensive	41	43	45	54	31	47	37	39	43	46	40	37	43	45	36	41	41	41	42	40	39	43
TOTAL OFFENSIVE	55	59	59	67	37	60	48	48	61	61	51	50	60	59	50	56	52	49	56	52	63	56
Not very offensive	28	30	27	22	30	27	31	28	28	24	28	32	26	26	30	27	25	32	28	31	23	27
Not offensive at all	17	11	14	11	33	13	22	24	11	15	21	17	14	15	20	17	23	19	16	18	15	17
TOTAL NOT OFFENSIVE	45	41	41	33	63	40	53	52	39	39	49	49	40	41	50	44	48	51	44	49	38	44
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Bloody

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1808]

Very offensive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Fairly offensive	4	6	5	6	4	5	4	5	4	4	4	3	7	5	3	4	6	6	4	4	4	4
TOTAL OFFENSIVE	4	6	5	6	4	5	4	5	4	4	4	3	7	5	3	4	7	6	4	4	5	4
Not very offensive	27	39	24	26	23	28	28	23	31	19	23	29	38	27	28	28	26	22	24	32	25	30
Not offensive at all	68	55	71	68	73	67	67	72	64	76	72	67	55	68	68	68	72	72	64	71	65	65
TOTAL NOT OFFENSIVE	95	94	95	94	96	95	95	95	95	95	95	96	93	95	96	96	94	94	96	96	96	95
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Bollocks

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1847]

Very offensive	3	6	2	2	2	3	4	2	5	3	2	3	6	2	5	4	1	1	4	5	5	3
Fairly offensive	15	22	16	16	16	15	18	15	16	9	15	16	21	15	16	15	24	10	16	14	14	16
TOTAL OFFENSIVE	18	28	18	18	18	18	22	17	21	12	17	19	27	17	21	19	25	11	20	19	19	19
Not very offensive	42	42	44	48	36	46	41	42	43	40	40	42	48	43	41	42	43	41	36	47	42	45
Not offensive at all	38	30	38	34	47	37	36	41	36	48	43	38	24	39	37	38	31	49	43	33	38	36
TOTAL NOT OFFENSIVE	80	72	82	82	83	83	77	83	79	88	83	80	72	82	78	80	74	90	79	80	80	81
Don't know	0	1	0	1	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0	1

Bugger

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1885]

Very offensive	2	3	1	2	2	2	2	2	2	0	1	1	5	2	1	2	2	2	2	1	2	2
Fairly offensive	9	14	9	8	7	11	9	8	10	8	8	8	14	10	8	9	8	9	10	11	6	9
TOTAL OFFENSIVE	11	17	10	10	9	13	11	10	12	8	9	9	19	12	9	11	10	11	12	12	8	11
Not very offensive	35	43	36	38	33	38	35	35	36	25	35	36	45	37	33	35	32	41	31	36	32	38
Not offensive at all	53	39	53	51	58	48	54	55	51	65	55	54	37	51	56	53	58	49	57	52	57	50
TOTAL NOT OFFENSIVE	88	82	89	89	91	86	89	90	87	90	90	90	82	88	89	88	90	90	88	88	89	88
Don't know	1	1	1	1	0	0	0	0	1	2	1	0	0	1	1	1	0	0	1	0	3	0

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

Bullshit

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1879]

Very offensive	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	3	1	2	4	5	1	2
Fairly offensive	17	19	19	18	12	19	14	18	16	21	17	15	15	18	15	17	12	16	19	18	18	16
TOTAL OFFENSIVE	20	22	22	20	14	21	17	21	19	23	20	18	18	21	18	20	13	18	23	23	19	18
Not very offensive	39	43	42	44	28	42	39	37	42	33	43	39	42	39	39	39	48	41	38	40	38	39
Not offensive at all	41	34	36	36	58	37	44	43	39	44	37	43	40	39	43	41	39	41	39	38	43	43
TOTAL NOT OFFENSIVE	80	77	78	80	86	79	83	80	81	77	80	82	82	78	82	80	87	82	77	78	81	82
Don't know	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

Bum

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1929]

Very offensive	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0
Fairly offensive	5	6	4	3	2	3	5	4	5	6	3	2	7	5	4	5	1	3	6	4	6	4
TOTAL OFFENSIVE	5	6	5	3	2	3	5	4	6	7	3	2	7	5	4	5	1	3	6	4	7	4
Not very offensive	22	28	20	27	16	20	20	19	24	17	16	20	35	22	21	22	14	24	20	19	27	22
Not offensive at all	73	66	74	71	81	75	74	77	70	76	81	77	57	72	74	72	86	72	73	76	64	73
TOTAL NOT OFFENSIVE	95	94	94	98	97	95	94	96	94	93	97	97	92	94	95	94	100	96	93	95	91	95
Don't know	1	1	0	0	0	1	1	0	1	0	0	1	1	1	1	1	0	1	0	0	1	1

Cock

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1875]

Very offensive	7	14	6	4	5	7	8	4	11	3	7	9	12	8	7	7	6	8	9	6	9	6
Fairly offensive	27	35	28	31	17	28	26	24	31	22	29	24	35	30	24	27	26	26	28	23	32	27
TOTAL OFFENSIVE	34	49	34	35	22	35	34	28	42	25	36	33	47	38	31	34	32	34	37	29	41	33
Not very offensive	38	35	40	43	40	40	38	38	38	39	35	41	35	36	40	37	39	47	40	39	32	35
Not offensive at all	27	16	26	20	38	24	28	34	20	36	29	25	18	26	29	28	28	19	23	31	26	31
TOTAL NOT OFFENSIVE	65	51	66	63	78	64	66	72	58	75	64	66	53	62	69	65	67	66	63	70	58	66
Don't know	0	0	0	1	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	1	1

Crap

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1883]

Very offensive	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	2	1
Fairly offensive	6	11	4	7	5	6	6	4	7	4	5	4	10	6	6	6	6	3	5	6	3	8
TOTAL OFFENSIVE	7	12	5	8	6	7	7	5	8	4	6	5	11	7	7	7	7	4	6	7	5	9
Not very offensive	33	41	35	33	26	36	32	32	33	26	31	29	45	34	31	32	32	36	32	31	32	33
Not offensive at all	61	46	60	60	69	57	61	63	58	70	63	65	44	59	62	61	61	60	63	62	63	58
TOTAL NOT OFFENSIVE	94	87	95	93	95	93	93	95	91	96	94	94	89	93	93	93	93	96	95	93	95	91
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

Cunt

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1977]

Very offensive	53	68	52	56	45	56	56	44	61	38	52	55	67	54	52	54	54	45	49	53	57	56
Fairly offensive	29	23	29	27	31	27	28	32	26	33	30	29	23	29	29	29	33	29	30	28	25	29
TOTAL OFFENSIVE	82	91	81	83	76	83	84	76	87	71	82	84	90	83	81	83	87	74	79	81	82	85
Not very offensive	9	5	10	10	12	9	8	12	7	16	9	7	5	9	10	9	4	18	9	9	10	9
Not offensive at all	9	4	9	6	11	7	8	12	5	12	9	8	5	8	9	8	10	8	11	9	8	7
TOTAL NOT OFFENSIVE	18	9	19	16	23	16	16	24	12	28	18	15	10	17	19	17	14	26	20	18	18	16
Don't know	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	1	0	0

Damn

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1939]

Very offensive	0	0	1	0	0	0	0	1	0	0	1	0	1	0	1	0	1	0	0	0	1	0
Fairly offensive	2	2	1	2	1	2	2	2	2	1	2	1	3	2	1	2	2	1	3	2	2	1
TOTAL OFFENSIVE	2	2	2	2	1	2	2	3	2	1	3	1	4	2	2	2	3	1	3	2	3	1
Not very offensive	18	26	14	25	12	20	17	16	21	13	17	19	25	18	18	19	15	18	17	17	18	21
Not offensive at all	79	71	84	73	87	78	82	82	77	86	81	80	71	79	80	79	82	80	80	82	79	78
TOTAL NOT OFFENSIVE	97	97	98	98	99	98	99	98	98	99	98	99	96	97	98	98	97	98	97	99	97	99
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

Dick

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1853]

Very offensive	5	5	3	3	5	3	5	4	5	7	3	3	7	5	5	5	4	6	6	3	6	5
Fairly offensive	23	25	22	25	16	23	21	21	24	22	24	21	23	23	22	23	20	24	21	22	31	21
TOTAL OFFENSIVE	28	30	25	28	21	26	26	25	29	29	27	24	30	28	27	28	24	30	27	25	37	26
Not very offensive	40	42	44	42	36	44	38	39	42	40	40	38	44	41	40	40	42	42	41	36	36	42
Not offensive at all	32	27	31	30	44	29	36	36	28	32	32	37	26	31	33	32	33	27	32	37	26	32
TOTAL NOT OFFENSIVE	72	69	75	72	80	73	74	75	70	72	72	75	70	72	73	72	75	69	73	73	62	74
Don't know	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	1	0	0

Dickhead

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1865]

Very offensive	8	8	8	4	4	8	5	7	8	9	7	8	8	7	9	8	6	5	10	7	10	8
Fairly offensive	31	33	33	38	25	32	29	28	34	31	35	27	31	32	31	31	32	28	32	36	34	27
TOTAL OFFENSIVE	39	41	41	42	29	40	34	35	42	40	42	35	39	39	40	39	38	33	42	43	44	35
Not very offensive	37	40	39	38	36	39	37	37	37	34	37	38	39	38	36	36	38	41	32	34	38	39
Not offensive at all	24	18	20	20	35	21	29	27	21	26	21	28	22	24	24	24	25	25	25	22	18	26
TOTAL NOT OFFENSIVE	61	58	59	58	71	60	66	64	58	60	58	66	61	62	60	60	63	66	57	56	56	65
Don't know	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Douchebag

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1902]

Very offensive	4	6	3	5	3	4	5	3	4	1	3	4	6	4	3	4	2	3	5	5	5	2
Fairly offensive	17	23	17	16	14	18	17	13	21	17	11	15	27	16	19	16	18	25	16	15	17	16
TOTAL OFFENSIVE	21	29	20	21	17	22	22	16	25	18	14	19	33	20	22	20	20	28	21	20	22	18
Not very offensive	35	31	34	49	35	38	31	34	36	32	38	34	36	36	34	36	25	32	29	37	38	39
Not offensive at all	38	29	42	27	41	36	39	45	32	48	44	43	17	38	38	38	46	37	44	35	35	36
TOTAL NOT OFFENSIVE	73	60	76	76	76	74	70	79	68	80	82	77	53	74	72	74	71	69	73	72	73	75
Don't know	6	11	4	2	7	5	8	5	7	1	3	5	15	6	7	6	8	2	6	7	5	6

Effing

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1882]

Very offensive	4	9	3	4	3	3	6	4	4	1	2	5	9	4	4	4	4	2	4	5	3	5
Fairly offensive	13	22	11	14	10	12	16	11	15	8	8	14	23	11	15	13	6	13	13	13	12	14
TOTAL OFFENSIVE	17	31	14	18	13	15	22	15	19	9	10	19	32	15	19	17	10	15	17	18	15	19
Not very offensive	28	29	28	23	26	29	27	27	30	23	28	25	38	30	26	28	36	28	27	27	31	28
Not offensive at all	53	38	56	57	59	55	49	57	50	66	60	55	29	53	53	53	53	57	54	54	52	51
TOTAL NOT OFFENSIVE	81	67	84	80	85	84	76	84	80	89	88	80	67	83	79	81	89	85	81	81	83	79
Don't know	2	2	1	1	1	1	2	2	1	2	1	1	1	1	2	2	2	0	2	1	2	2

Fanny

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1857]

Very offensive	6	8	5	3	7	5	6	4	8	4	3	6	11	6	6	6	5	5	9	7	7	4
Fairly offensive	19	33	16	22	11	18	22	16	22	14	13	21	31	20	19	19	19	22	20	18	17	19
TOTAL OFFENSIVE	25	41	21	25	18	23	28	20	30	18	16	27	42	26	25	25	24	27	29	25	24	23
Not very offensive	37	34	44	37	34	38	36	35	38	36	40	34	37	38	35	36	42	41	38	34	35	36
Not offensive at all	37	25	36	36	47	38	35	44	31	46	43	38	21	36	39	38	33	32	33	41	39	40
TOTAL NOT OFFENSIVE	74	59	80	73	81	76	71	79	69	82	83	72	58	74	74	74	75	73	71	75	74	76
Don't know	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	0	0	1	0	2	1

Fatherfucker

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1932]

Very offensive	32	51	28	35	26	35	36	27	35	16	25	35	52	32	31	32	25	28	33	31	28	34
Fairly offensive	30	26	35	31	30	32	29	30	31	30	33	32	26	32	28	31	38	23	29	27	33	32
TOTAL OFFENSIVE	62	77	63	66	56	67	65	57	66	46	58	67	78	64	59	63	63	51	62	58	61	66
Not very offensive	14	10	16	18	13	14	12	16	12	21	15	10	10	14	14	14	16	17	15	14	11	13
Not offensive at all	16	7	15	9	23	12	16	19	14	24	18	15	6	15	18	16	15	17	17	21	16	13
TOTAL NOT OFFENSIVE	30	17	31	27	36	26	28	35	26	45	33	25	16	29	32	30	31	34	32	35	27	26
Don't know	8	6	7	7	8	7	7	7	9	9	10	7	6	8	9	8	5	15	6	7	11	8

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feck

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1780]

Very offensive	2	3	2	1	2	2	3	1	2	0	0	2	5	1	2	2	4	1	2	2	1	2
Fairly offensive	8	11	9	9	7	8	9	8	8	5	8	7	14	8	8	8	9	4	8	9	7	9
TOTAL OFFENSIVE	10	14	11	10	9	10	12	9	10	5	8	9	19	9	10	10	13	5	10	11	8	11
Not very offensive	29	31	29	34	20	33	25	27	30	24	30	27	36	29	28	29	31	27	28	29	29	30
Not offensive at all	56	47	56	49	67	53	57	59	53	65	59	60	36	56	55	55	54	63	58	56	53	53
TOTAL NOT OFFENSIVE	85	78	85	83	87	86	82	86	83	89	89	87	72	85	83	84	85	90	86	85	82	83
Don't know	6	8	4	7	4	4	6	5	7	6	4	5	10	6	6	6	3	5	5	4	10	7

Fuck

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1899]

Very offensive	20	35	15	21	19	18	25	20	21	12	12	21	38	19	21	21	19	13	21	21	23	20
Fairly offensive	33	38	39	33	26	36	33	34	33	28	31	36	39	34	32	34	29	32	34	35	33	34
TOTAL OFFENSIVE	53	73	54	54	45	54	58	54	54	40	43	57	77	53	53	55	48	45	55	56	56	54
Not very offensive	27	17	28	34	31	31	23	25	30	34	33	24	16	29	25	27	33	31	25	29	22	28
Not offensive at all	19	9	18	12	24	15	18	21	16	25	23	18	6	16	21	18	17	24	20	14	23	17
TOTAL NOT OFFENSIVE	46	26	46	46	55	46	41	46	46	59	56	42	22	45	46	45	50	55	45	43	45	45
Don't know	0	1	0	0	0	0	1	1	0	1	0	1	1	1	0	0	2	1	0	1	0	1

Git

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1888]

Very offensive	2	2	2	1	1	2	1	1	2	2	1	1	3	2	1	2	1	0	2	2	3	1
Fairly offensive	9	14	8	13	4	9	8	8	10	10	6	7	14	10	8	9	5	9	10	5	13	10
TOTAL OFFENSIVE	11	16	10	14	5	11	9	9	12	12	7	8	17	12	9	11	6	9	12	7	16	11
Not very offensive	32	40	30	36	23	33	32	28	36	26	29	30	44	33	31	31	29	38	28	35	31	33
Not offensive at all	55	44	58	49	72	55	58	60	49	56	61	62	38	53	57	54	64	53	58	59	41	55
TOTAL NOT OFFENSIVE	87	84	88	85	95	88	90	88	85	82	90	92	82	86	88	85	93	91	86	94	72	88
Don't know	3	1	2	1	0	0	0	3	3	6	3	0	1	3	3	3	1	0	3	0	12	1

Heck

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1846]

Very offensive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Fairly offensive	1	2	1	1	0	1	1	1	2	2	2	1	0	2	1	2	0	0	1	4	2	1
TOTAL OFFENSIVE	1	2	1	1	0	1	1	1	2	2	2	1	0	2	1	2	1	0	1	4	2	1
Not very offensive	11	14	9	9	9	10	11	10	13	11	12	10	14	12	11	11	4	17	10	13	12	11
Not offensive at all	82	74	88	85	83	86	82	84	80	86	83	85	75	82	82	82	88	81	84	81	79	82
TOTAL NOT OFFENSIVE	93	88	97	94	92	96	93	94	93	97	95	95	89	94	93	93	92	98	94	94	91	93
Don't know	5	11	2	5	8	3	7	4	6	2	4	5	10	4	6	5	8	1	4	3	7	6

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Hell
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1879]

Very offensive	1	2	1	0	2	1	1	0	1	1	1	1	1	1	1	1	0	0	1	1	1	0
Fairly offensive	3	5	3	5	2	4	4	3	4	3	5	1	5	3	4	3	6	5	2	5	3	3
TOTAL OFFENSIVE	4	7	4	5	4	5	5	3	5	4	6	2	6	4	5	4	6	5	3	6	4	3
Not very offensive	21	28	19	21	14	22	20	17	25	14	20	23	28	20	23	21	30	19	21	21	19	21
Not offensive at all	74	64	77	74	81	73	75	78	69	81	74	74	65	76	71	74	64	75	74	72	76	75
TOTAL NOT OFFENSIVE	95	92	96	95	95	95	95	95	94	95	94	97	93	96	94	95	94	94	95	93	95	96
Don't know	1	0	0	0	1	0	0	1	1	1	1	0	1	1	1	1	0	0	2	0	1	0

Horseshit
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1873]

Very offensive	3	5	3	1	1	3	4	3	3	3	3	3	3	4	2	3	2	2	4	3	3	3
Fairly offensive	14	16	12	18	11	16	12	13	15	17	14	8	18	15	13	15	10	13	14	18	12	14
TOTAL OFFENSIVE	17	21	15	19	12	19	16	16	18	20	17	11	21	19	15	18	12	15	18	21	15	17
Not very offensive	39	40	39	48	32	43	35	39	39	41	34	37	45	40	37	39	43	37	37	35	45	40
Not offensive at all	43	38	45	31	55	38	48	44	41	38	47	52	32	40	46	42	45	47	44	42	38	42
TOTAL NOT OFFENSIVE	82	78	84	79	87	81	83	83	80	79	81	89	77	80	83	81	88	84	81	77	83	82
Don't know	1	1	1	2	0	1	1	1	1	0	2	0	2	1	1	1	0	1	0	1	2	1

Idiot
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1877]

Very offensive	3	2	3	4	0	3	2	4	3	5	2	3	3	2	4	3	5	3	3	1	6	3
Fairly offensive	16	14	15	19	13	15	13	12	20	16	17	14	16	14	18	16	12	19	15	16	16	15
TOTAL OFFENSIVE	19	16	18	23	13	18	15	16	23	21	19	17	19	16	22	19	17	22	18	17	22	18
Not very offensive	32	34	34	32	24	33	30	30	34	33	35	28	31	34	29	32	22	32	32	35	30	32
Not offensive at all	49	50	48	44	63	49	54	55	43	45	46	54	50	49	49	49	58	46	49	48	48	49
TOTAL NOT OFFENSIVE	81	84	82	76	87	82	84	85	77	78	81	82	81	83	78	81	80	78	81	83	78	81
Don't know	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	3	0	0	0	0	0

Jerk
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1887]

Very offensive	1	1	0	1	0	0	1	1	1	2	0	1	1	1	1	1	1	0	2	1	2	1
Fairly offensive	11	14	9	11	4	9	9	10	12	13	9	11	12	12	10	11	15	9	13	12	8	10
TOTAL OFFENSIVE	12	15	9	12	4	9	10	11	13	15	9	12	13	13	11	12	16	9	15	13	10	11
Not very offensive	36	40	35	38	29	40	37	34	38	30	34	36	44	36	35	36	32	35	32	38	42	36
Not offensive at all	51	43	54	49	66	50	51	56	47	55	56	52	41	50	53	51	52	55	53	48	47	52
TOTAL NOT OFFENSIVE	87	83	89	87	95	90	88	90	85	85	90	88	85	86	88	87	84	90	85	86	89	88
Don't know	1	3	1	0	1	1	1	0	1	0	1	0	2	1	1	1	0	1	0	1	1	1

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Knob

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1832]

Very offensive	4	6	5	2	3	4	4	3	5	2	3	5	6	4	4	4	4	5	6	2	4	4
Fairly offensive	24	29	22	27	13	24	22	22	25	21	26	19	28	23	24	23	29	24	23	22	31	21
TOTAL OFFENSIVE	28	35	27	29	16	28	26	25	30	23	29	24	34	27	28	27	33	29	29	24	35	25
Not very offensive	40	36	41	43	42	42	40	39	41	38	36	42	43	40	39	40	45	37	39	43	36	40
Not offensive at all	31	27	32	28	41	29	33	36	27	38	34	33	21	31	31	32	21	30	32	31	27	34
TOTAL NOT OFFENSIVE	71	63	73	71	83	71	73	75	68	76	70	75	64	71	70	72	66	67	71	74	63	74
Don't know	1	2	1	0	1	1	1	0	2	1	1	1	2	1	1	1	1	4	1	1	1	1

Motherfucker

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1945]

Very offensive	33	46	29	34	29	35	36	29	36	15	31	36	52	33	32	34	21	25	34	37	34	32
Fairly offensive	37	37	42	44	38	37	37	37	37	38	39	36	36	38	36	37	44	36	37	35	36	38
TOTAL OFFENSIVE	70	83	71	78	67	72	73	66	73	53	70	72	88	71	68	71	65	61	71	72	70	70
Not very offensive	17	8	20	15	18	17	13	18	15	28	16	14	8	16	17	16	26	23	14	15	14	17
Not offensive at all	13	8	9	7	15	11	14	16	11	20	15	13	4	13	14	13	10	16	14	13	16	12
TOTAL NOT OFFENSIVE	30	16	29	22	33	28	27	34	26	48	31	27	12	29	31	29	36	39	28	28	30	29
Don't know	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	1	0	0	0

Pimhole

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1867]

Very offensive	4	6	5	4	3	4	3	2	6	2	4	2	7	4	4	4	2	4	4	5	7	3
Fairly offensive	6	12	4	6	5	6	7	5	8	4	4	5	13	6	7	7	4	5	6	8	6	7
TOTAL OFFENSIVE	10	18	9	10	8	10	10	7	14	6	8	7	20	10	11	11	6	9	10	13	13	10
Not very offensive	12	12	10	11	13	9	14	13	10	9	12	15	11	11	13	12	12	7	9	11	13	15
Not offensive at all	27	21	29	23	35	28	27	36	19	34	33	26	14	27	26	26	35	30	27	24	24	27
TOTAL NOT OFFENSIVE	39	33	39	34	48	37	41	49	29	43	45	41	25	38	39	38	47	37	36	35	37	42
Don't know	51	50	52	57	44	53	49	44	57	52	47	53	55	52	50	51	47	54	55	52	51	49

Piss

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1920]

Very offensive	2	4	1	2	2	2	3	1	3	1	1	2	4	2	2	2	1	1	2	3	2	2
Fairly offensive	15	21	13	16	11	16	16	12	17	9	14	13	23	15	15	15	13	14	16	17	14	14
TOTAL OFFENSIVE	17	25	14	18	13	18	19	13	20	10	15	15	27	17	17	17	14	15	18	20	16	16
Not very offensive	40	41	45	41	35	41	40	39	40	36	40	41	42	41	38	40	44	37	39	39	40	40
Not offensive at all	43	33	41	39	52	41	41	47	39	51	44	44	30	41	45	42	41	48	41	41	44	43
TOTAL NOT OFFENSIVE	83	74	86	80	87	82	81	86	79	87	84	85	72	82	83	82	85	85	80	80	84	83
Don't know	1	0	1	2	0	0	1	1	1	2	1	0	1	1	1	1	1	0	2	0	0	0

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poo
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1854]

Very offensive	1	0	0	0	0	0	0	2	0	3	0	0	1	1	1	1	2	1	1	1	2	1
Fairly offensive	3	3	2	3	2	2	2	3	2	3	2	3	2	3	3	3	3	4	3	4	4	1
TOTAL OFFENSIVE	4	3	2	3	2	2	2	5	2	6	2	3	3	4	4	4	5	5	4	5	6	2
Not very offensive	18	26	16	20	14	15	20	17	19	14	13	16	31	17	18	18	8	18	16	17	27	18
Not offensive at all	78	70	81	77	84	82	78	78	78	79	84	81	65	78	77	77	88	76	80	78	66	79
TOTAL NOT OFFENSIVE	96	96	97	97	98	97	98	95	97	93	97	97	96	95	95	95	96	94	96	95	93	97
Don't know	0	0	1	1	0	1	0	0	0	1	0	0	1	1	0	0	0	1	0	0	1	0

Prat
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1840]

Very offensive	2	2	1	1	0	1	1	2	2	3	2	0	2	2	1	2	1	2	2	0	4	2
Fairly offensive	11	15	10	9	5	8	10	10	12	13	9	9	13	10	11	11	7	10	8	10	18	11
TOTAL OFFENSIVE	13	17	11	10	5	9	11	12	14	16	11	9	15	12	12	13	8	12	10	10	22	13
Not very offensive	35	40	35	39	34	38	33	33	37	33	32	31	44	36	33	34	36	38	31	41	31	34
Not offensive at all	51	42	54	48	60	52	55	54	49	49	56	59	41	50	53	52	55	48	58	49	43	52
TOTAL NOT OFFENSIVE	86	82	89	87	94	90	88	87	86	82	88	90	85	86	86	86	91	86	89	90	74	86
Don't know	1	1	0	2	0	1	1	1	2	3	2	1	1	2	1	1	2	2	1	0	4	1

Prick
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1908]

Very offensive	8	11	8	8	4	8	9	8	8	6	7	8	13	7	9	8	11	12	9	7	6	8
Fairly offensive	34	40	32	41	25	36	32	32	36	33	31	33	40	34	33	34	35	34	30	38	34	34
TOTAL OFFENSIVE	42	51	40	49	29	44	41	40	44	39	38	41	53	41	42	42	46	46	39	45	40	42
Not very offensive	35	33	40	33	34	39	33	36	35	36	37	36	32	37	33	35	33	35	35	30	38	37
Not offensive at all	22	16	18	16	36	18	25	24	21	24	25	23	16	21	24	23	21	19	26	24	22	20
TOTAL NOT OFFENSIVE	57	49	58	49	70	57	58	60	56	60	62	59	48	58	57	58	54	54	61	54	60	57
Don't know	0	0	1	1	1	0	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0

Pussy
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1914]

Very offensive	11	12	12	13	6	13	9	7	16	11	11	12	12	12	10	11	13	12	10	12	15	11
Fairly offensive	33	33	39	40	25	38	28	30	36	35	34	31	34	36	30	33	31	35	35	33	32	33
TOTAL OFFENSIVE	44	45	51	53	31	51	37	37	52	46	45	43	46	48	40	44	44	47	45	45	47	44
Not very offensive	34	32	32	33	37	32	35	36	32	35	37	30	34	32	36	33	43	34	33	32	37	33
Not offensive at all	21	22	17	14	33	17	27	26	15	19	18	27	19	19	22	21	13	18	21	23	15	23
TOTAL NOT OFFENSIVE	55	54	49	47	70	49	62	62	47	54	55	57	53	51	58	54	56	52	54	55	52	56
Don't know	1	0	1	0	0	0	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	0

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shit
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1881]

Very offensive	4	5	2	4	5	2	5	4	3	4	3	3	5	3	4	4	1	2	5	3	5	4
Fairly offensive	19	27	16	24	15	21	18	21	18	17	18	17	24	20	18	19	24	20	15	23	20	19
TOTAL OFFENSIVE	23	32	18	28	20	23	23	25	21	21	21	20	29	23	22	23	25	22	20	26	25	23
Not very offensive	42	42	45	51	37	45	38	40	44	40	42	41	46	44	41	42	43	41	45	43	42	41
Not offensive at all	35	25	37	22	43	32	39	34	35	38	37	38	25	33	37	34	30	38	36	31	33	35
TOTAL NOT OFFENSIVE	77	67	82	73	80	77	77	74	79	78	79	79	71	77	78	76	73	79	81	74	75	76
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	0	0

Shite
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1856]

Very offensive	3	3	3	4	4	3	3	2	4	2	2	3	4	3	3	3	3	3	4	3	3	2
Fairly offensive	16	21	15	18	9	17	15	16	15	15	15	14	19	16	16	15	16	19	13	13	17	17
TOTAL OFFENSIVE	19	24	18	22	13	20	18	18	19	17	17	17	23	19	19	18	19	22	17	16	20	19
Not very offensive	39	42	43	45	40	42	40	39	40	35	38	38	46	41	38	40	34	38	41	46	35	39
Not offensive at all	41	33	38	33	48	38	41	41	41	47	44	43	29	39	43	41	47	41	40	38	43	41
TOTAL NOT OFFENSIVE	80	75	81	78	88	80	81	80	81	82	82	81	75	80	81	81	81	79	81	84	78	80
Don't know	1	1	0	0	0	0	1	1	0	1	1	1	1	1	1	1	1	0	1	0	2	0

Smeg
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1800]

Very offensive	2	3	1	1	2	2	2	2	3	2	2	3	2	3	1	2	2	2	4	1	4	1
Fairly offensive	11	13	9	12	9	10	10	9	12	11	11	11	9	11	10	11	8	11	9	12	10	11
TOTAL OFFENSIVE	13	16	10	13	11	12	12	11	15	13	13	14	11	14	11	13	10	13	13	13	14	12
Not very offensive	20	20	23	19	16	22	19	23	17	17	20	22	22	21	18	20	25	19	17	25	15	21
Not offensive at all	38	28	43	33	50	41	39	49	30	40	51	41	20	36	42	38	43	37	39	40	34	38
TOTAL NOT OFFENSIVE	58	48	66	52	66	63	58	72	47	57	71	63	42	57	60	58	68	56	56	65	49	59
Don't know	29	36	23	34	23	25	29	17	38	30	17	23	47	28	29	29	21	31	30	22	37	29

Son of a bitch
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1883]

Very offensive	8	6	7	7	4	9	5	6	10	11	9	5	7	9	7	8	8	8	7	6	16	6
Fairly offensive	28	29	28	29	25	29	24	24	31	32	27	24	27	29	25	28	25	28	25	30	32	27
TOTAL OFFENSIVE	36	35	35	36	29	38	29	30	41	43	36	29	34	38	32	36	33	36	32	36	48	33
Not very offensive	37	40	38	43	32	37	39	38	37	33	38	37	42	38	36	37	37	42	40	38	27	37
Not offensive at all	27	25	26	21	38	25	32	33	22	24	25	34	24	24	32	27	30	22	28	25	25	29
TOTAL NOT OFFENSIVE	64	65	64	64	70	62	71	71	59	57	63	71	66	62	68	64	67	64	68	63	52	66
Don't know	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Tit

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1881]

Very offensive	3	4	1	1	2	3	3	2	3	1	1	3	5	3	3	3	1	5	3	3	3	2
Fairly offensive	12	16	11	16	8	11	12	10	15	12	11	11	18	13	12	13	8	14	14	12	16	10
TOTAL OFFENSIVE	15	20	12	17	10	14	15	12	18	13	12	14	23	16	15	16	9	19	17	15	19	12
Not very offensive	39	42	44	46	37	44	38	37	42	37	36	41	44	40	39	40	33	35	39	44	34	42
Not offensive at all	45	37	43	37	53	42	46	51	39	49	51	44	33	44	46	44	56	46	44	40	47	45
TOTAL NOT OFFENSIVE	84	79	87	83	90	86	84	88	81	86	87	85	77	84	85	84	89	81	83	84	81	87
Don't know	1	1	0	0	0	0	0	1	1	1	1	1	0	1	1	1	2	0	1	1	0	1

Tosser

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1847]

Very offensive	4	7	4	1	4	5	5	3	5	2	3	6	8	4	6	4	6	5	3	3	4	6
Fairly offensive	27	33	27	33	19	28	26	27	26	26	27	24	30	28	25	28	24	22	27	27	24	30
TOTAL OFFENSIVE	31	40	31	34	23	33	31	30	31	28	30	30	38	32	31	32	30	27	30	30	28	36
Not very offensive	39	39	39	45	40	42	38	38	40	39	39	38	40	41	36	39	36	40	38	41	40	38
Not offensive at all	29	21	29	20	36	26	31	31	27	31	29	32	22	27	32	28	33	31	30	28	31	26
TOTAL NOT OFFENSIVE	68	60	68	65	76	68	69	69	67	70	68	70	62	68	68	67	69	71	68	69	71	64
Don't know	1	1	1	0	0	0	0	0	2	2	2	0	0	1	1	1	1	2	2	1	2	0

Twat

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1843]

Very offensive	11	13	8	8	11	10	11	9	13	5	11	12	15	10	11	11	13	2	20	11	10	6
Fairly offensive	29	30	37	29	25	31	27	28	30	30	29	26	31	29	30	29	37	20	31	31	33	27
TOTAL OFFENSIVE	40	43	45	37	36	41	38	37	43	35	40	38	46	39	41	40	50	22	51	42	43	33
Not very offensive	35	35	32	40	37	37	33	34	35	34	36	34	36	35	34	34	29	49	27	36	30	39
Not offensive at all	25	20	23	21	26	22	27	28	22	30	24	27	18	25	24	25	20	29	21	22	26	28
TOTAL NOT OFFENSIVE	60	55	55	61	63	59	60	62	57	64	60	61	54	60	58	59	49	78	48	58	56	67
Don't know	1	2	0	1	0	0	1	1	0	0	0	1	1	1	1	1	0	0	1	1	0	1

Twit

[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1829]

Very offensive	1	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1	0	0	1	1	3	1
Fairly offensive	5	4	6	5	2	4	3	4	6	7	5	3	5	4	6	5	2	5	6	6	6	4
TOTAL OFFENSIVE	6	5	7	5	3	5	4	5	7	9	6	4	6	5	7	6	2	5	7	7	9	5
Not very offensive	23	26	22	24	19	25	22	20	27	26	18	21	30	22	25	23	19	30	22	21	24	24
Not offensive at all	69	67	71	68	78	69	73	73	65	63	73	75	64	70	67	69	76	64	70	71	60	70
TOTAL NOT OFFENSIVE	92	93	93	92	97	94	95	93	92	89	91	96	94	92	92	92	95	94	92	92	84	94
Don't know	2	1	0	3	1	1	1	2	1	3	2	0	1	2	1	2	2	1	1	1	6	1

Sample Size: 8008 Adults in GB
Fieldwork: 30th March - 9th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	8008	1441	2058	737	865	2811	2859	3876	4132	1931	2218	1978	1882	4565	3443	6927	384	697	1898	1313	969	2747
Unweighted Sample	8008	1439	2228	803	934	3226	3112	3601	4407	1493	2035	2187	2293	4863	3145	6883	413	712	1927	1326	794	2836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Wanker
[Asked to a random selection of respondents who said they were happy to answer questions containing swearing; n=1893]

Very offensive	13	17	11	11	14	13	13	11	16	8	12	15	18	12	15	14	7	10	16	11	14	14
Fairly offensive	40	43	40	48	40	41	41	41	40	38	40	39	45	41	39	41	45	32	39	43	41	41
TOTAL OFFENSIVE	53	60	51	59	54	54	54	52	56	46	52	54	63	53	54	55	52	42	55	54	55	55
Not very offensive	29	26	34	30	28	31	28	29	30	35	29	28	25	28	31	29	30	37	26	30	26	30
Not offensive at all	16	13	16	11	18	15	18	19	13	16	19	18	11	17	15	16	17	20	18	15	16	14
TOTAL NOT OFFENSIVE	45	39	50	41	46	46	46	48	43	51	48	46	36	45	46	45	47	57	44	45	42	44
Don't know	1	0	0	1	0	0	0	1	1	3	0	0	1	1	1	1	1	1	1	1	4	0

*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.