

YouGov / BBC Newsbeat Survey Results

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you use the following words or phrases when talking to your friends?

Nigger

[This word was shown to a random split of respondents; n=965]

All the time	2	1	2	2	6	1	3	0	3	1	2	2	3	2	0	1	2	1	3	1	3	0	2
Fairly often	5	3	4	3	16	2	3	6	6	3	5	4	6	5	3	3	4	5	5	4	7	3	3
Rarely	15	16	13	4	27	17	18	6	18	11	15	15	18	19	12	10	13	17	13	18	14	16	11
Never	76	79	79	87	49	78	75	86	69	84	76	77	69	69	83	84	78	73	74	76	71	79	81
Prefer not to say	1	1	0	4	2	1	1	0	2	1	1	2	1	2	2	1	1	1	2	0	2	1	3
Don't know	2	0	1	0	0	1	1	1	3	0	2	2	3	3	0	0	2	2	4	1	3	1	0

Paki

[This word was shown to a random split of respondents; n=972]

All the time	2	1	1	1	13	3	1	2	2	2	2	2	2	1	1	2	1	2	1	2	3	1	1
Fairly often	8	6	8	6	38	11	8	5	10	7	9	8	11	8	6	8	6	11	9	5	9	12	7
Rarely	16	15	13	10	21	18	19	8	14	18	15	17	12	16	18	18	14	18	11	17	19	16	12
Never	71	75	77	81	26	66	71	84	72	71	72	70	72	72	73	68	76	66	75	74	66	68	79
Prefer not to say	1	1	1	3	1	1	0	0	1	1	1	1	1	1	1	1	1	2	1	0	2	2	0
Don't know	1	1	1	0	0	2	1	1	2	1	1	2	1	2	1	2	1	1	3	1	1	1	1

Coloured

[This word was shown to a random split of respondents; n=995]

All the time	1	1	1	0	4	0	1	2	1	1	1	2	1	1	1	2	1	2	1	1	2	2	0
Fairly often	8	11	6	6	15	9	7	6	7	10	8	8	7	6	10	10	8	8	5	8	8	12	5
Rarely	21	21	20	19	26	24	17	16	19	24	21	22	19	18	23	26	19	24	11	23	22	24	24
Never	66	67	71	76	50	66	72	73	71	61	67	65	71	72	63	58	70	62	77	67	66	59	72
Prefer not to say	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	0	0	1	0
Don't know	2	0	2	0	5	1	2	2	2	2	2	3	2	3	2	3	1	3	5	2	1	2	0

Half caste

[This word was shown to a random split of respondents; n=1030]

All the time	1	1	1	0	7	0	1	0	2	1	2	1	3	0	0	1	1	2	1	0	3	1	1
Fairly often	6	8	4	0	16	7	5	6	5	7	5	8	5	6	5	9	5	7	3	4	9	8	4
Rarely	22	22	22	17	23	24	24	17	22	23	21	24	21	23	22	24	21	25	13	22	28	24	20
Never	68	68	73	74	51	67	68	77	68	68	69	66	68	68	71	63	70	64	78	71	58	65	73
Prefer not to say	0	0	0	4	0	0	1	0	0	0	1	0	1	0	0	0	1	0	2	0	0	0	0
Don't know	2	1	0	5	3	2	1	1	3	2	2	3	3	3	1	3	2	3	4	3	2	2	2

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	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chinky

[This word was shown to a random split of respondents; n=1026]

All the time	1	1	1	0	0	1	2	1	1	1	1	1	1	1	2	1	1	2	1	0	1	2	1
Fairly often	6	8	4	5	19	10	7	1	8	5	7	6	9	7	4	5	6	7	7	5	4	8	9
Rarely	17	15	19	9	20	17	24	12	17	16	16	17	17	17	15	17	15	18	8	17	19	20	17
Never	74	75	75	86	61	72	66	85	72	76	74	74	72	73	77	75	77	71	81	77	74	67	72
Prefer not to say	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0
Don't know	2	0	1	0	0	1	1	2	2	1	2	2	2	3	2	1	1	3	3	1	2	2	0

Pikey

[This word was shown to a random split of respondents; n=1023]

All the time	2	3	1	0	5	2	1	4	3	2	3	3	3	3	2	2	2	3	2	3	2	3	0
Fairly often	9	11	8	4	14	9	7	8	10	7	9	9	11	9	6	8	10	7	9	12	6	8	2
Rarely	27	30	23	17	43	34	25	26	29	24	23	31	26	33	20	28	27	26	23	32	27	26	14
Never	61	56	68	77	38	54	63	61	56	66	64	57	59	53	69	60	60	62	63	52	63	61	83
Prefer not to say	0	0	0	0	0	0	0	1	0	1	0	1	0	1	1	0	0	1	0	1	1	1	0
Don't know	1	0	1	3	0	1	4	0	1	1	1	2	1	2	2	1	2	1	3	0	2	1	1

Redneck

[This word was shown to a random split of respondents; n=1019]

All the time	1	1	0	2	3	2	1	1	1	1	0	2	0	2	1	1	1	1	2	1	0	0	2
Fairly often	2	3	2	4	2	2	4	3	3	1	2	3	3	3	1	2	3	1	4	1	3	1	3
Rarely	20	22	16	25	18	22	13	24	23	16	23	17	28	18	17	15	20	20	24	17	17	22	18
Never	75	74	79	65	74	74	77	70	70	79	73	76	66	74	81	78	74	76	65	80	75	74	75
Prefer not to say	0	0	0	3	0	0	1	0	1	0	1	0	1	0	0	0	0	0	2	0	0	0	0
Don't know	2	0	2	0	3	0	3	2	2	2	1	3	1	2	1	4	2	2	4	1	4	1	1

Black

[This word was shown to a random split of respondents; n=1052]

All the time	9	11	9	8	16	11	11	9	10	9	10	9	11	9	9	9	11	8	10	10	11	8	6
Fairly often	34	36	37	33	36	40	32	38	34	34	35	33	37	31	33	35	38	29	37	35	32	34	31
Rarely	38	36	35	46	33	38	36	34	36	39	35	40	33	41	38	39	35	41	36	38	38	36	44
Never	16	17	16	10	13	10	16	17	16	16	16	16	15	16	17	15	15	17	13	15	17	17	15
Prefer not to say	0	0	1	0	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	1	1	0
Don't know	3	0	3	2	2	1	5	2	4	2	3	2	4	3	2	1	2	4	4	1	2	5	3

White

[This word was shown to a random split of respondents; n=1032]

All the time	13	16	13	13	16	16	15	9	16	10	15	10	18	12	12	7	14	11	20	11	14	8	14
Fairly often	31	34	29	37	41	33	29	30	31	30	33	28	34	27	31	29	35	26	30	34	32	29	22
Rarely	34	32	35	41	16	30	37	37	30	37	32	36	29	32	35	39	31	37	30	34	31	37	39
Never	20	17	20	9	26	19	15	22	20	20	18	23	17	25	19	21	18	22	16	20	21	22	21
Prefer not to say	1	1	0	0	0	0	1	1	0	1	0	1	0	1	1	0	0	1	0	1	0	1	1
Don't know	2	1	2	0	1	2	4	2	2	3	2	3	2	3	2	3	2	3	4	1	2	3	3

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

Asian

[This word was shown to a random split of respondents; n=1049]

All the time	8	12	7	6	3	10	8	5	9	7	8	8	10	9	6	7	8	8	16	7	7	6	4
Fairly often	32	34	38	28	36	29	31	38	33	32	36	27	36	28	37	26	35	29	38	28	35	32	30
Rarely	36	36	30	49	37	41	39	33	36	37	36	38	37	35	34	41	36	37	29	43	32	36	37
Never	21	17	23	12	24	19	19	20	19	23	19	24	16	24	22	24	20	23	14	20	23	24	26
Prefer not to say	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	1	1	1	1	0	0
Don't know	2	0	2	4	0	1	2	3	3	1	2	2	2	3	1	1	1	3	1	1	2	2	4

Oriental

[This word was shown to a random split of respondents; n=1018]

All the time	2	4	1	5	1	3	1	0	2	1	1	2	2	2	0	2	2	1	6	1	0	1	1
Fairly often	6	5	4	10	13	8	4	5	6	6	6	6	6	6	5	6	7	4	12	5	4	3	9
Rarely	26	28	26	28	26	29	21	35	28	24	24	29	27	29	20	28	28	24	32	26	25	24	23
Never	65	61	69	57	56	58	72	58	62	67	67	61	64	60	71	62	62	67	47	66	69	70	64
Prefer not to say	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	0	0	2
Don't know	2	1	1	0	4	2	2	1	2	2	2	2	2	2	2	2	1	2	4	1	2	2	1

African

[This word was shown to a random split of respondents; n=1038]

All the time	4	5	4	2	7	4	5	3	6	3	4	5	5	7	3	3	5	3	8	3	5	3	2
Fairly often	15	12	19	14	27	20	14	14	17	14	17	14	19	14	15	13	16	14	23	14	14	13	17
Rarely	38	44	34	48	28	40	36	41	39	37	39	37	41	36	37	38	39	37	32	42	33	40	42
Never	39	37	40	35	37	34	39	39	35	43	37	41	31	40	43	42	37	40	32	38	45	40	35
Prefer not to say	1	1	1	0	0	0	1	1	1	1	0	1	0	1	1	0	0	1	1	0	1	1	0
Don't know	3	1	2	2	2	2	5	2	3	3	3	3	4	2	2	4	2	5	4	2	3	3	4

Slut

[This word was shown to a random split of respondents; n=1032]

All the time	4	6	3	4	5	5	4	2	5	4	5	4	6	4	4	3	4	5	6	4	4	4	7
Fairly often	17	20	14	24	28	24	14	16	19	15	20	14	21	16	18	11	15	19	15	23	16	13	11
Rarely	40	44	40	34	36	37	37	37	40	40	41	39	42	37	40	40	43	36	39	41	35	40	46
Never	37	29	41	37	30	33	41	45	34	39	33	42	30	40	36	43	36	38	35	32	42	40	35
Prefer not to say	1	1	1	1	0	0	1	0	0	2	0	1	0	0	1	2	1	1	2	1	0	1	1
Don't know	1	0	0	0	0	1	2	1	2	1	2	2	2	2	1	1	1	2	3	0	3	1	0

Slag

[This word was shown to a random split of respondents; n=1048]

All the time	3	2	3	1	7	2	2	1	3	2	3	2	3	2	3	2	3	2	1	2	5	3	1
Fairly often	14	18	13	16	15	20	15	13	16	13	16	13	16	15	16	10	15	13	14	11	19	17	8
Rarely	36	42	34	29	54	35	34	37	36	36	36	36	35	37	37	34	35	37	28	38	38	41	26
Never	45	38	48	54	22	42	47	49	44	46	44	47	45	43	42	51	46	44	53	47	36	38	64
Prefer not to say	1	1	1	0	0	0	1	0	0	2	1	2	0	1	2	2	0	2	1	0	1	1	1
Don't know	1	1	0	0	2	1	1	0	1	1	0	3	0	3	1	2	1	2	2	2	2	0	0

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	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ho

[This word was shown to a random split of respondents; n=1016]

All the time	2	1	2	3	2	1	1	3	1	2	1	2	1	1	2	2	1	2	3	1	1	1	3
Fairly often	7	7	4	13	16	11	7	7	7	7	9	5	9	5	8	5	7	7	9	7	7	7	5
Rarely	25	29	25	27	21	24	25	25	28	21	25	24	29	27	21	20	26	23	23	25	29	22	21
Never	65	61	69	54	60	63	62	64	61	69	63	67	60	63	67	71	64	66	62	65	62	68	70
Prefer not to say	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	1	1	0	1	0	0	1	1
Don't know	2	1	1	2	1	1	4	1	2	1	1	2	1	3	1	1	1	2	1	2	2	2	1

Sket

[This word was shown to a random split of respondents; n=994]

All the time	2	1	3	1	5	1	0	1	3	1	3	1	4	1	1	1	1	3	0	1	4	1	4
Fairly often	3	1	5	6	6	1	4	1	3	3	4	2	4	2	4	1	3	3	2	2	3	4	3
Rarely	12	9	12	7	20	11	12	7	12	11	15	7	15	8	15	5	11	12	16	7	19	9	5
Never	81	88	77	86	68	86	80	89	79	84	76	88	74	86	79	90	84	78	78	87	72	84	84
Prefer not to say	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0
Don't know	2	1	2	0	2	0	2	2	3	1	2	3	3	3	0	2	1	3	2	2	2	2	4

She's easy

[This word was shown to a random split of respondents; n=1025]

All the time	1	1	2	0	4	1	1	0	1	1	2	1	2	1	1	1	1	2	1	1	2	1	1
Fairly often	6	6	5	4	10	7	8	2	6	6	5	7	5	7	5	7	6	6	7	6	7	3	6
Rarely	22	24	21	25	27	25	26	18	22	22	21	24	20	25	22	22	24	20	23	23	23	21	18
Never	69	69	71	67	59	66	64	79	68	69	70	68	70	66	70	69	67	71	64	68	68	71	75
Prefer not to say	1	1	1	2	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0	0	2	0
Don't know	1	0	1	3	0	1	2	0	2	1	2	1	2	2	1	0	1	1	5	1	0	1	0

Dictease

[This word was shown to a random split of respondents; n=979]

All the time	1	1	1	2	2	1	2	2	2	1	1	2	1	2	0	1	1	1	2	0	1	1	2
Fairly often	3	2	3	9	7	3	3	5	5	2	3	4	4	5	1	3	4	3	4	3	4	4	1
Rarely	15	17	17	8	23	18	18	16	17	14	15	16	15	20	15	12	16	15	13	14	15	18	16
Never	78	79	77	81	69	75	74	76	75	81	80	76	78	70	82	81	78	79	77	81	78	75	80
Prefer not to say	1	0	0	0	0	0	1	1	0	1	0	1	0	1	1	1	0	1	0	1	0	1	1
Don't know	1	1	2	0	0	3	2	0	1	2	1	2	1	1	1	2	1	2	3	0	2	1	0

Bitch

[This word was shown to a random split of respondents; n=1038]

All the time	14	12	15	14	15	15	15	10	10	18	16	12	11	10	21	14	12	17	13	15	16	12	15
Fairly often	35	34	33	26	47	32	30	33	33	36	37	32	37	28	36	36	35	34	30	38	32	37	33
Rarely	33	34	35	41	18	33	37	39	34	32	31	37	31	38	30	35	35	31	32	30	32	37	35
Never	16	20	17	19	18	19	17	18	20	12	16	17	19	21	12	13	17	15	20	16	17	14	16
Prefer not to say	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	0	0	1
Don't know	2	0	0	0	2	0	1	1	3	1	2	2	2	3	1	1	1	3	4	1	3	1	0

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

She's loose

[This word was shown to a random split of respondents; n=987]

All the time	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Fairly often	3	2	4	3	6	2	4	2	3	2	3	2	4	3	2	1	3	3	4	3	4	1	0
Rarely	12	13	11	8	16	14	13	7	15	8	12	11	15	15	9	7	10	15	15	11	13	10	10
Never	82	83	84	86	75	82	79	90	78	87	82	83	79	77	86	89	85	79	74	84	80	86	89
Prefer not to say	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0
Don't know	3	1	1	3	2	1	3	1	3	2	2	4	2	5	1	3	2	3	6	1	3	2	1

Pretty

[This word was shown to a random split of respondents; n=996]

All the time	19	22	18	19	22	22	17	18	17	21	19	18	17	16	22	20	20	18	28	15	17	20	17
Fairly often	53	53	52	61	51	55	49	54	48	58	52	55	46	50	58	59	55	50	49	57	55	52	47
Rarely	18	18	22	14	15	17	25	18	23	14	17	20	22	24	12	15	18	19	14	18	18	20	22
Never	8	6	7	5	12	5	8	8	10	5	9	6	12	7	6	4	6	10	4	8	9	6	14
Prefer not to say	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0
Don't know	2	0	1	1	0	1	1	1	2	1	2	2	2	2	1	2	1	3	5	1	1	2	0

Sexy

[This word was shown to a random split of respondents; n=1004]

All the time	9	13	9	12	10	15	5	5	10	8	9	8	9	10	10	6	10	8	14	9	8	7	6
Fairly often	36	39	38	37	36	41	39	32	41	31	36	36	41	40	30	32	38	33	33	37	30	38	40
Rarely	37	34	35	36	34	33	30	48	32	42	34	41	30	34	39	48	38	36	41	36	38	37	36
Never	16	13	16	15	19	10	22	14	16	17	19	13	18	12	20	13	13	21	10	18	22	14	18
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Don't know	2	1	2	0	2	1	3	1	2	1	1	3	1	4	1	1	1	2	2	1	1	3	0

Hot

[This word was shown to a random split of respondents; n=1007]

All the time	14	15	16	24	13	17	15	14	18	11	17	12	20	15	13	9	18	11	18	12	20	10	16
Fairly often	40	51	39	29	49	44	30	42	40	40	42	39	42	39	42	38	42	38	47	41	40	37	38
Rarely	29	22	29	35	23	25	35	31	27	32	27	33	25	30	29	36	28	31	23	32	24	35	31
Never	14	11	15	9	14	12	20	12	13	16	14	15	13	14	15	16	11	19	11	15	14	17	12
Prefer not to say	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1
Don't know	1	0	0	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	2

Fit

[This word was shown to a random split of respondents; n=1045]

All the time	9	13	9	5	10	10	9	8	10	8	10	9	12	9	8	8	11	7	6	9	13	10	5
Fairly often	30	31	30	37	38	32	34	26	32	29	28	33	28	36	28	30	29	31	32	29	26	35	26
Rarely	32	33	33	34	32	35	33	34	29	36	33	32	29	29	37	34	35	30	28	36	34	30	31
Never	26	22	25	24	16	21	23	30	26	25	27	24	28	23	26	25	23	29	28	24	25	22	34
Prefer not to say	1	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	0	3
Don't know	2	0	1	0	4	1	1	1	3	1	2	2	3	2	0	2	2	2	5	1	0	2	1

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention				2010 Vote			Gender		Age		Age and Gender				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dyke

[This word was shown to a random split of respondents; n=1006]

All the time	2	1	1	0	4	2	2	0	2	1	2	2	2	3	1	0	1	2	2	2	2	1	2
Fairly often	3	4	3	4	7	4	3	1	4	3	4	4	4	4	3	3	4	3	1	5	1	4	6
Rarely	17	16	15	15	32	21	18	16	20	14	16	19	18	22	13	16	17	17	11	17	16	22	16
Never	76	77	79	81	54	72	77	81	72	80	77	74	74	68	80	80	76	75	83	75	75	71	77
Prefer not to say	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0
Don't know	2	1	1	0	2	1	1	2	2	2	2	2	2	2	2	1	1	2	3	1	4	1	0

Lezza

[This word was shown to a random split of respondents; n=1048]

All the time	1	2	1	0	2	2	1	1	2	0	1	2	2	2	0	1	1	1	2	0	1	2	1
Fairly often	5	5	5	2	9	4	6	6	4	6	5	4	4	3	7	5	4	6	4	4	7	3	7
Rarely	15	17	13	15	28	18	19	10	17	12	14	17	16	20	11	14	13	17	8	18	12	22	5
Never	76	74	78	82	60	75	72	81	74	79	77	76	76	72	78	80	79	72	81	75	77	71	86
Prefer not to say	1	1	1	0	0	0	1	0	1	1	1	1	1	0	2	1	1	1	2	0	1	1	0
Don't know	2	1	2	0	0	1	1	1	2	1	2	2	2	3	2	1	1	3	4	1	2	1	1

Queer

[This word was shown to a random split of respondents; n=1026]

All the time	1	1	1	3	3	2	3	1	2	0	2	1	2	2	1	0	2	1	2	2	1	1	2
Fairly often	6	7	5	9	13	6	6	4	7	5	6	6	7	6	5	5	7	4	3	7	5	7	5
Rarely	21	23	21	14	27	23	20	19	26	16	22	20	28	23	16	17	21	21	21	19	23	23	17
Never	70	68	72	71	57	68	70	76	64	76	69	71	62	67	76	75	68	73	70	70	70	68	73
Prefer not to say	1	1	0	0	0	0	0	0	0	1	1	1	1	0	1	1	1	1	0	1	1	0	1
Don't know	1	0	1	3	0	1	2	1	1	2	0	2	0	2	1	2	1	1	3	1	1	1	2

Faggot

[This word was shown to a random split of respondents; n=1048]

All the time	2	2	2	1	8	3	5	0	3	1	2	2	3	3	1	1	2	2	1	3	0	3	1
Fairly often	5	4	5	2	13	5	4	5	8	3	6	4	9	6	3	2	6	4	5	4	8	4	5
Rarely	18	17	17	10	24	14	13	13	22	14	20	15	26	16	14	13	18	18	18	21	17	17	14
Never	73	75	76	87	54	78	78	81	66	80	70	77	60	73	80	81	73	73	72	71	73	75	77
Prefer not to say	1	1	0	0	0	0	0	0	0	1	1	1	0	0	2	1	1	1	1	0	1	0	1
Don't know	1	0	0	0	1	1	0	1	2	1	1	2	2	1	0	2	1	2	4	1	1	1	1

Bender

[This word was shown to a random split of respondents; n=1022]

All the time	1	2	0	0	0	1	0	1	2	0	2	0	3	0	0	0	2	0	1	0	1	2	4
Fairly often	6	7	4	3	18	5	5	7	9	3	6	6	9	7	2	4	6	5	4	7	6	5	6
Rarely	18	19	19	20	30	17	24	15	23	11	19	16	25	21	12	11	20	15	16	19	17	20	11
Never	73	71	74	73	49	78	69	77	64	84	73	75	62	67	85	82	70	77	74	72	74	73	78
Prefer not to say	1	0	1	0	2	0	1	0	0	1	0	1	0	1	1	0	1	0	1	0	1	1	0
Don't know	2	1	1	3	2	0	1	2	2	1	1	3	1	3	1	2	1	2	4	1	2	0	1

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

That's gay

[This word was shown to a random split of respondents; n=1010]

All the time	7	11	7	6	3	9	9	7	8	5	6	8	8	9	4	7	6	7	5	6	7	7	12
Fairly often	16	12	18	12	37	19	14	8	17	15	18	15	19	16	16	13	15	18	15	17	13	17	19
Rarely	31	33	31	37	26	30	33	30	33	28	30	32	32	36	28	27	32	29	31	33	24	36	26
Never	44	42	44	44	32	39	40	54	38	50	44	44	39	36	49	52	45	42	44	43	52	39	41
Prefer not to say	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	2
Don't know	2	1	0	0	2	3	3	1	3	2	3	3	3	3	2	2	1	3	4	2	3	2	1

Queen

[This word was shown to a random split of respondents; n=1057]

All the time	1	2	1	3	0	3	0	0	1	1	1	1	1	1	1	1	1	1	2	0	1	2	1
Fairly often	7	9	8	6	6	5	8	4	6	7	8	5	7	6	10	4	8	6	12	7	5	5	7
Rarely	23	20	24	25	33	24	25	21	25	21	23	24	27	22	19	25	24	22	29	24	21	20	26
Never	65	66	64	66	58	65	65	71	63	68	64	68	61	66	67	69	64	66	52	66	70	69	64
Prefer not to say	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0
Don't know	3	2	3	0	3	1	2	2	4	3	4	3	4	4	3	2	3	4	5	2	3	4	1

Fairy

[This word was shown to a random split of respondents; n=1006]

All the time	1	1	1	2	3	1	2	2	1	1	1	1	1	1	1	1	1	1	1	0	2	2	0
Fairly often	5	7	5	11	9	6	6	2	6	4	5	6	5	8	4	4	5	6	6	3	4	7	7
Rarely	19	18	17	14	32	21	21	17	23	15	20	18	24	21	15	15	20	17	21	21	18	18	15
Never	73	73	76	73	53	71	69	78	68	77	73	72	69	68	78	76	73	73	68	75	73	72	76
Prefer not to say	0	0	1	0	0	0	1	0	0	1	0	1	0	0	1	1	1	0	0	0	0	1	1
Don't know	2	1	1	0	3	2	1	1	1	2	1	3	1	2	1	3	1	2	4	1	2	1	1

Poof

[This word was shown to a random split of respondents; n=1052]

All the time	1	2	1	0	0	3	1	0	1	0	1	1	1	2	1	0	1	1	3	1	1	0	2
Fairly often	5	5	5	2	16	4	6	3	7	3	5	6	7	6	2	5	4	6	1	5	4	6	11
Rarely	18	19	14	17	30	15	15	19	23	13	17	19	24	20	9	18	17	19	13	21	14	20	16
Never	75	74	78	81	54	77	75	77	67	83	77	73	66	69	88	76	77	72	80	72	81	72	71
Prefer not to say	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0	0	0	1	1	0	0	1	0
Don't know	1	0	1	0	0	1	2	1	2	1	2	1	2	1	1	1	1	1	3	0	1	1	1

Homosexual

[This word was shown to a random split of respondents; n=1021]

All the time	3	4	3	4	4	2	3	4	4	2	4	3	5	3	2	2	2	3	4	2	5	1	6
Fairly often	15	16	16	14	15	10	16	16	18	12	17	12	19	16	15	8	16	13	14	19	13	12	17
Rarely	45	53	45	50	39	46	48	45	46	44	45	46	48	44	41	47	49	40	41	42	46	50	46
Never	34	26	34	33	39	38	32	30	29	40	32	38	26	34	39	41	30	39	36	35	34	34	32
Prefer not to say	1	0	0	0	0	1	0	2	1	1	0	1	0	1	1	1	1	1	1	0	1	1	0
Don't know	2	1	1	0	2	2	1	3	3	2	3	2	3	2	2	2	2	3	4	2	1	3	0

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Straight

[This word was shown to a random split of respondents; n=1045]

All the time	9	10	10	8	9	7	11	7	10	9	12	6	12	6	11	6	9	10	10	7	11	9	12
Fairly often	32	35	37	46	18	36	33	33	35	29	36	28	39	29	32	26	35	28	35	32	32	32	27
Rarely	37	37	33	35	40	32	31	44	34	39	34	40	34	35	34	45	38	35	37	38	36	36	36
Never	19	17	18	9	31	23	21	14	18	20	15	24	11	27	20	20	16	24	12	21	19	20	23
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Don't know	3	1	2	2	2	2	4	1	3	2	3	3	3	3	2	3	2	3	6	2	1	2	1

Camp

[This word was shown to a random split of respondents; n=1025]

All the time	3	5	3	7	1	6	4	1	3	3	4	3	4	3	4	2	4	3	4	3	2	4	2
Fairly often	20	24	18	13	35	21	17	25	20	19	22	17	23	17	20	17	22	17	17	22	20	19	18
Rarely	43	46	40	48	33	47	47	47	43	44	36	52	35	52	38	51	47	40	41	47	43	39	48
Never	32	24	37	31	31	24	33	24	30	33	35	28	33	27	37	28	26	37	34	26	33	36	31
Prefer not to say	1	0	1	1	0	0	0	1	1	0	1	1	1	1	0	0	0	1	1	0	0	1	1
Don't know	2	1	1	0	0	1	0	2	2	1	2	2	3	1	1	2	1	2	3	1	3	2	0

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, if your friends used those words or phrases do you think you would or would not ask them to stop?

Nigger

[This word was shown to a random split of respondents; n=966]

Would definitely ask them to stop using this	48	42	59	68	18	38	55	65	41	56	50	48	38	46	62	49	49	48	51	47	41	52	55
Would probably ask them to stop using this	21	29	21	13	16	26	23	18	22	19	22	20	24	19	19	21	23	18	25	19	21	19	23
TOTAL WOULD ASK TO STOP	69	71	80	81	34	64	78	83	63	75	71	68	62	65	81	70	72	66	76	66	62	71	78
Would probably NOT ask them to stop using this	12	11	9	9	18	19	11	7	13	11	12	14	14	13	9	14	12	13	7	13	14	13	16
Would definitely NOT ask them to stop using this	11	13	7	8	37	11	5	5	15	8	10	12	14	15	6	9	10	13	9	14	16	8	4
TOTAL WOULD NOT ASK TO STOP	23	24	16	17	55	30	16	12	28	19	22	26	28	28	15	23	22	26	16	27	30	21	20
Don't know	7	5	5	2	11	6	6	5	9	5	7	8	9	8	4	7	6	8	7	7	8	8	2

Paki

[This word was shown to a random split of respondents; n=972]

Would definitely ask them to stop using this	36	33	46	36	16	32	42	52	34	38	38	34	36	33	40	34	40	32	36	35	33	38	42
Would probably ask them to stop using this	25	29	25	37	8	24	26	21	25	26	25	26	25	25	26	26	26	25	24	29	26	21	28
TOTAL WOULD ASK TO STOP	61	62	71	73	24	56	68	73	59	64	63	59	61	58	66	60	66	57	60	64	59	59	70
Would probably NOT ask them to stop using this	20	19	15	10	28	22	14	18	18	21	20	19	20	16	21	21	19	21	16	18	22	23	17
Would definitely NOT ask them to stop using this	12	13	8	9	40	15	9	5	15	9	11	14	14	16	7	12	10	14	12	14	12	10	11
TOTAL WOULD NOT ASK TO STOP	32	32	23	19	68	37	23	23	33	30	31	33	34	32	28	33	29	35	28	32	34	33	28
Don't know	7	5	6	8	7	7	8	3	8	7	6	9	6	10	6	8	6	9	12	5	8	9	2

Coloured

[This word was shown to a random split of respondents; n=995]

Would definitely ask them to stop using this	17	15	23	17	4	12	25	24	15	20	18	16	16	13	21	19	19	15	18	18	13	19	18
Would probably ask them to stop using this	22	24	23	37	6	21	20	25	24	20	23	21	25	22	20	19	25	18	18	24	20	24	22
TOTAL WOULD ASK TO STOP	39	39	46	54	10	33	45	49	39	40	41	37	41	35	41	38	44	33	36	42	33	43	40
Would probably NOT ask them to stop using this	31	30	32	25	31	31	34	24	30	33	32	30	30	29	34	31	30	33	33	30	32	27	43
Would definitely NOT ask them to stop using this	21	27	15	15	50	31	16	18	25	16	19	24	24	28	13	19	20	22	20	21	24	23	10
TOTAL WOULD NOT ASK TO STOP	52	57	47	40	81	62	50	42	55	49	51	54	54	57	47	50	50	55	53	51	56	50	53
Don't know	9	4	7	6	8	4	5	9	6	11	8	10	5	7	11	12	6	12	11	7	11	7	7

Half caste

[This word was shown to a random split of respondents; n=1030]

Would definitely ask them to stop using this	19	18	23	23	8	15	25	25	17	21	19	19	18	17	21	20	21	15	25	21	13	19	19
Would probably ask them to stop using this	21	22	26	17	12	22	20	23	20	22	21	21	21	19	21	23	23	18	26	18	23	19	23
TOTAL WOULD ASK TO STOP	40	40	49	40	20	37	45	48	37	43	40	40	39	36	42	43	44	33	51	39	36	38	42
Would probably NOT ask them to stop using this	28	27	27	32	22	34	26	27	26	30	25	32	23	31	28	32	25	32	24	27	28	31	29
Would definitely NOT ask them to stop using this	19	22	13	11	53	21	17	15	23	14	21	17	26	20	15	13	18	20	10	18	23	22	16
TOTAL WOULD NOT ASK TO STOP	47	49	40	43	75	55	43	42	49	44	46	48	49	51	43	45	43	52	34	45	51	53	45
Don't know	13	11	11	17	5	8	12	10	13	13	13	13	13	14	14	12	12	14	16	15	14	9	13

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chinky

[This word was shown to a random split of respondents; n=1026]

Would definitely ask them to stop using this	28	26	35	38	7	25	33	36	25	32	31	26	27	23	35	28	31	25	29	28	27	27	36
Would probably ask them to stop using this	25	22	29	21	12	21	29	32	25	25	25	26	25	25	24	26	26	24	25	27	25	24	21
TOTAL WOULD ASK TO STOP	53	48	64	59	19	46	62	68	50	57	55	51	52	48	59	54	57	49	54	55	52	51	57
Would probably NOT ask them to stop using this	22	24	19	22	30	24	18	19	21	24	22	22	22	19	23	24	22	22	20	19	19	28	26
Would definitely NOT ask them to stop using this	15	24	10	8	41	21	12	8	20	10	13	18	18	22	8	13	13	17	11	17	19	13	14
TOTAL WOULD NOT ASK TO STOP	37	48	29	30	71	45	30	27	41	34	36	39	40	41	31	37	35	39	31	36	38	41	40
Don't know	9	5	7	11	9	9	8	6	9	10	8	10	7	11	10	9	8	11	15	10	10	7	3

Pikey

[This word was shown to a random split of respondents; n=1023]

Would definitely ask them to stop using this	10	5	15	12	9	5	15	10	7	12	11	8	8	7	14	9	9	10	13	9	7	10	13
Would probably ask them to stop using this	15	12	21	11	5	12	19	14	12	18	17	13	14	10	20	15	15	15	16	12	17	14	20
TOTAL WOULD ASK TO STOP	25	17	36	23	14	17	34	24	19	30	28	21	22	17	34	24	24	25	29	21	24	24	33
Would probably NOT ask them to stop using this	38	43	35	36	35	46	34	44	37	40	37	40	35	40	40	40	42	34	32	45	37	36	40
Would definitely NOT ask them to stop using this	25	34	18	21	45	30	18	26	32	18	24	27	33	31	15	23	24	27	24	27	23	29	16
TOTAL WOULD NOT ASK TO STOP	63	77	53	57	80	76	52	70	69	58	62	67	68	71	55	63	66	61	56	72	60	65	56
Don't know	11	6	10	20	6	7	13	7	11	12	10	13	10	12	11	13	9	15	13	6	17	12	11

Redneck

[This word was shown to a random split of respondents; n=1019]

Would definitely ask them to stop using this	7	7	8	2	4	6	9	7	5	8	6	7	4	6	8	8	7	6	9	5	6	6	10
Would probably ask them to stop using this	9	8	8	10	1	7	9	11	7	11	9	9	7	7	11	11	8	10	9	8	7	10	12
TOTAL WOULD ASK TO STOP	16	15	16	12	5	13	18	18	12	19	15	16	11	13	19	19	15	16	18	13	13	16	22
Would probably NOT ask them to stop using this	42	46	41	45	31	45	43	45	39	45	43	41	39	38	47	44	43	41	40	47	41	38	45
Would definitely NOT ask them to stop using this	28	30	26	32	51	32	25	24	38	17	28	28	40	36	15	19	29	27	26	28	28	29	25
TOTAL WOULD NOT ASK TO STOP	70	76	67	77	82	77	68	69	77	62	71	69	79	74	62	63	72	68	66	75	69	67	70
Don't know	15	9	16	11	13	10	14	13	11	19	14	15	10	12	19	18	13	17	16	12	18	17	9

Black

[This word was shown to a random split of respondents; n=1052]

Would definitely ask them to stop using this	6	9	8	6	0	7	8	5	7	5	8	5	8	7	7	3	6	6	5	5	6	8	6
Would probably ask them to stop using this	6	6	3	12	1	4	5	5	7	6	7	6	9	5	5	7	5	8	10	5	5	7	4
TOTAL WOULD ASK TO STOP	12	15	11	18	1	11	13	10	14	11	15	11	17	12	12	10	11	14	15	10	11	15	10
Would probably NOT ask them to stop using this	36	33	39	32	26	32	35	35	31	40	36	35	33	30	40	40	36	36	31	35	37	39	35
Would definitely NOT ask them to stop using this	43	47	43	40	67	52	45	48	46	41	42	45	45	46	39	43	46	39	46	47	43	36	45
TOTAL WOULD NOT ASK TO STOP	79	80	82	72	93	84	80	83	77	81	78	80	78	76	79	83	82	75	77	82	80	75	80
Don't know	9	5	7	10	7	6	8	7	9	8	7	11	6	13	9	8	6	11	7	8	9	10	10

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention				2010 Vote			Gender		Age		Age and Gender				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

White

[This word was shown to a random split of respondents; n=1033]

Would definitely ask them to stop using this	2	2	2	4	2	2	3	1	2	3	2	3	2	2	2	3	2	3	4	1	2	1	5
Would probably ask them to stop using this	4	5	4	6	5	2	6	2	5	2	4	3	6	3	2	3	3	5	3	5	4	2	3
TOTAL WOULD ASK TO STOP	6	7	6	10	7	4	9	3	7	5	6	6	8	5	4	6	5	8	7	6	6	3	8
Would probably NOT ask them to stop using this	31	27	31	30	17	23	31	32	25	37	29	33	23	27	36	38	30	32	25	29	31	38	30
Would definitely NOT ask them to stop using this	55	63	55	46	69	69	54	53	61	48	56	54	63	59	49	48	58	51	59	57	55	50	53
TOTAL WOULD NOT ASK TO STOP	86	90	86	76	86	92	85	85	86	85	86	86	86	86	85	86	88	83	84	86	86	88	83
Don't know	8	3	8	13	7	4	5	12	7	10	8	9	6	9	10	9	7	10	9	8	9	9	8

Asian

[This word was shown to a random split of respondents; n=1049]

Would definitely ask them to stop using this	3	3	3	2	0	2	3	2	2	3	3	3	2	3	4	3	3	3	3	3	2	3	5
Would probably ask them to stop using this	5	5	6	1	5	5	4	7	4	6	4	5	3	4	6	6	5	4	2	5	6	6	4
TOTAL WOULD ASK TO STOP	8	8	9	3	5	7	7	9	6	9	7	8	5	7	10	9	8	7	5	8	8	9	9
Would probably NOT ask them to stop using this	36	38	36	33	24	36	38	38	29	43	38	33	31	26	46	40	37	35	33	34	38	37	43
Would definitely NOT ask them to stop using this	49	51	47	57	65	52	51	44	57	41	47	51	56	58	38	44	49	48	57	52	42	46	44
TOTAL WOULD NOT ASK TO STOP	85	89	83	90	89	88	89	82	86	84	86	84	87	84	84	84	86	83	90	86	80	83	87
Don't know	8	2	7	7	6	5	4	8	9	6	8	8	9	9	6	7	6	10	5	6	12	8	4

Oriental

[This word was shown to a random split of respondents; n=1019]

Would definitely ask them to stop using this	8	5	12	5	2	4	14	6	7	9	9	7	7	7	12	6	8	8	4	6	8	11	17
Would probably ask them to stop using this	11	11	13	14	7	7	16	15	10	11	11	10	11	10	11	10	11	10	9	16	6	9	11
TOTAL WOULD ASK TO STOP	19	16	25	19	9	11	30	21	17	20	20	17	18	17	23	16	19	18	13	22	14	20	28
Would probably NOT ask them to stop using this	37	43	33	44	20	44	27	37	34	39	37	36	34	34	41	38	39	34	38	36	32	39	43
Would definitely NOT ask them to stop using this	32	34	31	25	64	40	28	31	37	28	29	37	34	40	23	33	33	31	38	34	35	28	20
TOTAL WOULD NOT ASK TO STOP	69	77	64	69	84	84	55	68	71	67	66	73	68	74	64	71	72	65	76	70	67	67	63
Don't know	12	7	11	12	8	4	15	11	12	13	13	12	13	10	13	13	9	16	10	9	19	13	10

African

[This word was shown to a random split of respondents; n=1038]

Would definitely ask them to stop using this	4	4	5	3	1	2	6	4	4	4	5	4	5	4	5	4	4	5	3	3	5	6	7
Would probably ask them to stop using this	7	9	9	1	6	7	9	6	7	7	8	6	10	4	6	8	8	6	6	7	7	8	5
TOTAL WOULD ASK TO STOP	11	13	14	4	7	9	15	10	11	11	13	10	15	8	11	12	12	11	9	10	12	14	12
Would probably NOT ask them to stop using this	37	41	34	46	17	40	32	40	31	43	37	36	28	34	47	38	39	35	36	38	36	36	40
Would definitely NOT ask them to stop using this	41	39	41	41	70	40	41	40	48	33	39	43	47	48	30	37	42	39	40	44	42	36	39
TOTAL WOULD NOT ASK TO STOP	78	80	75	87	87	80	73	80	79	76	76	79	75	82	77	75	81	74	76	82	78	72	79
Don't know	11	7	10	9	6	10	13	10	10	13	11	12	9	10	13	13	8	15	14	8	10	14	9

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Slut
[This word was shown to a random split of respondents; n=1033]

Would definitely ask them to stop using this	10	4	16	13	7	4	14	14	8	12	8	12	7	10	10	14	9	12	10	8	11	9	16
Would probably ask them to stop using this	18	18	18	13	25	20	17	19	17	20	21	16	22	11	19	20	19	17	21	15	18	22	14
TOTAL WOULD ASK TO STOP	28	22	34	26	32	24	31	33	25	32	29	28	29	21	29	34	28	29	31	23	29	31	30
Would probably NOT ask them to stop using this	40	44	41	55	18	37	39	38	40	41	40	41	36	44	44	37	41	39	42	43	38	36	45
Would definitely NOT ask them to stop using this	25	30	22	15	45	35	23	21	28	22	24	26	28	28	20	24	25	24	19	27	27	27	21
TOTAL WOULD NOT ASK TO STOP	65	74	63	70	63	72	62	59	68	63	64	67	64	72	64	61	66	63	61	70	65	63	66
Don't know	6	5	4	5	6	4	6	7	7	6	7	6	7	6	7	6	6	7	8	7	6	6	4

Slag
[This word was shown to a random split of respondents; n=1048]

Would definitely ask them to stop using this	10	7	14	14	3	8	15	8	10	11	13	8	14	4	11	11	10	10	12	9	8	9	20
Would probably ask them to stop using this	17	13	18	23	6	13	19	21	15	20	17	17	15	14	20	20	19	14	20	19	15	14	20
TOTAL WOULD ASK TO STOP	27	20	32	37	9	21	34	29	25	31	30	25	29	18	31	31	29	24	32	28	23	23	40
Would probably NOT ask them to stop using this	42	45	44	39	30	40	38	45	40	43	41	42	38	43	45	40	40	44	38	40	44	45	38
Would definitely NOT ask them to stop using this	24	30	19	18	48	34	22	21	28	21	23	27	26	30	20	23	25	24	20	26	28	25	16
TOTAL WOULD NOT ASK TO STOP	66	75	63	57	78	74	60	66	68	64	64	68	64	73	65	63	65	68	58	66	72	70	54
Don't know	7	5	6	6	12	4	6	5	8	6	6	8	7	9	5	7	6	8	10	5	6	7	5

Ho
[This word was shown to a random split of respondents; n=1016]

Would definitely ask them to stop using this	11	7	16	11	9	10	15	15	9	13	10	12	10	8	11	16	11	10	11	10	9	11	19
Would probably ask them to stop using this	17	17	17	21	8	11	13	18	14	20	19	14	15	12	23	16	16	18	16	17	19	14	17
TOTAL WOULD ASK TO STOP	28	24	33	32	17	21	28	33	23	33	29	26	25	20	34	32	27	28	27	27	28	25	36
Would probably NOT ask them to stop using this	39	44	41	39	20	38	42	39	38	41	38	41	36	41	41	41	42	35	42	39	37	39	42
Would definitely NOT ask them to stop using this	23	24	18	23	50	32	22	21	28	18	22	24	28	27	16	21	22	24	21	24	23	26	18
TOTAL WOULD NOT ASK TO STOP	62	68	59	62	70	70	64	60	66	59	61	65	64	68	57	62	64	59	63	63	60	65	60
Don't know	10	7	8	7	14	9	8	7	12	8	11	9	12	12	10	6	8	13	10	9	13	10	5

Sket
[This word was shown to a random split of respondents; n=994]

Would definitely ask them to stop using this	12	10	15	19	4	9	9	17	11	13	13	11	12	9	14	13	11	13	11	13	10	12	13
Would probably ask them to stop using this	12	13	13	8	20	11	11	10	10	15	14	10	13	5	16	15	13	11	20	14	10	7	12
TOTAL WOULD ASK TO STOP	24	23	28	27	24	20	20	27	21	28	27	21	25	14	30	28	24	24	31	27	20	19	25
Would probably NOT ask them to stop using this	31	33	32	32	27	36	25	30	30	33	34	28	31	28	37	28	32	30	27	30	41	29	23
Would definitely NOT ask them to stop using this	19	20	18	12	31	17	22	13	21	16	19	18	21	21	17	15	18	20	20	19	18	20	15
TOTAL WOULD NOT ASK TO STOP	50	53	50	44	58	53	47	43	51	49	53	46	52	49	54	43	50	50	47	49	59	49	38
Don't know	26	25	21	30	18	28	32	30	29	22	20	33	23	37	17	29	26	25	22	25	20	30	37

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

She's easy

[This word was shown to a random split of respondents; n=1026]

Would definitely ask them to stop using this	11	12	12	8	6	9	10	10	8	15	12	10	8	7	17	12	12	10	12	9	10	11	17
Would probably ask them to stop using this	21	17	25	40	10	14	26	24	20	22	23	18	23	15	24	20	24	17	21	19	22	24	17
TOTAL WOULD ASK TO STOP	32	29	37	48	16	23	36	34	28	37	36	27	31	22	41	32	36	27	33	28	32	35	34
Would probably NOT ask them to stop using this	37	37	34	35	33	38	34	40	37	37	37	38	37	37	36	38	37	37	37	41	34	33	43
Would definitely NOT ask them to stop using this	22	30	18	16	43	33	20	18	27	17	19	27	24	32	14	21	21	24	19	25	25	20	15
TOTAL WOULD NOT ASK TO STOP	59	67	52	51	76	71	54	58	64	54	56	64	61	69	50	59	58	61	56	66	59	53	58
Don't know	9	4	11	0	8	6	10	8	8	10	9	9	8	8	10	9	6	13	11	6	10	12	8

Dicktease

[This word was shown to a random split of respondents; n=979]

Would definitely ask them to stop using this	11	8	13	16	10	6	14	14	8	14	13	9	10	6	16	12	11	12	14	9	7	14	17
Would probably ask them to stop using this	16	14	11	22	10	18	18	12	14	19	17	15	14	13	20	16	17	15	18	14	19	13	20
TOTAL WOULD ASK TO STOP	27	22	24	38	20	24	32	26	22	33	30	24	24	19	36	28	28	27	32	23	26	27	37
Would probably NOT ask them to stop using this	37	37	43	31	21	33	36	44	34	39	36	38	33	36	39	40	36	37	34	38	36	36	41
Would definitely NOT ask them to stop using this	24	32	23	16	43	38	20	21	32	16	22	28	29	36	14	19	25	24	20	28	22	27	17
TOTAL WOULD NOT ASK TO STOP	61	69	66	47	64	71	56	65	66	55	58	66	62	72	53	59	61	61	54	66	58	63	58
Don't know	12	10	11	14	15	6	11	9	12	12	13	11	14	9	11	13	11	13	14	11	16	10	6

Bitch

[This word was shown to a random split of respondents; n=1039]

Would definitely ask them to stop using this	3	3	4	2	1	5	6	3	2	4	3	4	2	3	4	4	3	3	5	2	3	4	4
Would probably ask them to stop using this	9	13	8	24	9	11	4	13	11	8	10	9	11	10	8	8	11	7	14	7	10	9	11
TOTAL WOULD ASK TO STOP	12	16	12	26	10	16	10	16	13	12	13	13	13	13	12	12	14	10	19	9	13	13	15
Would probably NOT ask them to stop using this	39	38	42	25	32	30	39	39	38	41	40	38	38	37	43	39	40	39	36	42	38	40	38
Would definitely NOT ask them to stop using this	42	42	42	38	56	50	46	40	44	41	42	43	45	42	39	44	41	44	37	46	40	42	44
TOTAL WOULD NOT ASK TO STOP	81	80	84	63	88	80	85	79	82	82	83	81	83	79	82	83	81	83	73	88	78	82	82
Don't know	6	4	4	11	3	5	5	6	6	6	5	7	4	8	6	5	5	7	8	4	8	5	3

She's loose

[This word was shown to a random split of respondents; n=988]

Would definitely ask them to stop using this	12	10	14	12	12	8	16	13	9	15	14	9	10	7	18	11	14	8	10	11	11	12	16
Would probably ask them to stop using this	19	16	19	22	9	18	17	24	16	23	21	18	18	13	24	22	19	19	20	18	20	19	20
TOTAL WOULD ASK TO STOP	31	26	33	34	21	26	33	37	25	38	35	27	28	20	42	33	33	27	30	29	31	31	36
Would probably NOT ask them to stop using this	36	40	39	24	32	37	32	36	37	35	34	40	37	39	31	40	36	37	34	36	38	37	35
Would definitely NOT ask them to stop using this	19	24	14	25	37	27	22	17	25	13	16	23	20	31	12	14	21	17	17	23	17	20	16
TOTAL WOULD NOT ASK TO STOP	55	64	53	49	69	64	54	53	62	48	50	62	57	70	43	54	57	54	51	59	55	57	51
Don't know	14	10	13	17	9	9	14	10	14	14	15	12	16	11	14	13	11	18	19	13	14	11	13

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pretty

[This word was shown to a random split of respondents; n=996]

Would definitely ask them to stop using this	2	2	2	0	3	2	1	1	1	2	1	2	1	1	2	2	1	2	1	2	1	2	1
Would probably ask them to stop using this	1	1	2	7	3	1	5	0	1	2	2	2	2	1	2	2	1	2	0	1	3	2	2
TOTAL WOULD ASK TO STOP	3	3	4	7	6	3	6	1	2	4	3	3	3	2	4	4	2	4	1	3	4	4	3
Would probably NOT ask them to stop using this	21	25	22	28	14	24	21	19	22	21	24	19	26	17	21	21	21	23	16	22	20	25	21
Would definitely NOT ask them to stop using this	69	68	69	65	75	68	70	75	68	70	66	73	62	77	71	69	73	64	78	69	71	62	70
TOTAL WOULD NOT ASK TO STOP	90	93	91	93	89	92	91	94	90	91	90	92	88	94	92	90	94	87	94	91	91	87	91
Don't know	6	5	6	0	4	5	3	5	7	5	7	6	9	5	4	6	4	9	5	6	5	8	6

Sexy

[This word was shown to a random split of respondents; n=1004]

Would definitely ask them to stop using this	1	2	1	0	2	2	1	0	1	1	0	2	0	2	1	2	1	1	1	1	1	1	1
Would probably ask them to stop using this	3	2	4	3	3	2	7	1	4	2	4	3	5	3	2	2	3	3	3	2	4	3	2
TOTAL WOULD ASK TO STOP	4	4	5	3	5	4	8	1	5	3	4	5	5	5	3	4	4	4	4	3	5	4	3
Would probably NOT ask them to stop using this	28	29	28	34	23	28	29	27	24	33	28	28	23	24	33	32	27	30	25	27	30	32	25
Would definitely NOT ask them to stop using this	61	64	61	61	66	65	53	67	66	57	61	62	65	67	56	57	64	58	64	65	57	56	67
TOTAL WOULD NOT ASK TO STOP	89	93	89	95	89	93	82	94	90	90	88	90	88	91	89	89	91	88	89	92	87	88	92
Don't know	7	3	6	2	6	3	10	5	6	8	7	6	6	4	8	7	5	9	7	5	8	7	5

Hot

[This word was shown to a random split of respondents; n=1007]

Would definitely ask them to stop using this	2	1	3	0	2	2	3	2	1	2	1	2	1	1	2	2	2	2	2	1	1	1	3
Would probably ask them to stop using this	2	2	2	6	5	2	5	0	2	2	2	3	2	2	1	4	3	2	2	3	1	2	0
TOTAL WOULD ASK TO STOP	4	3	5	6	7	4	8	2	3	4	3	5	3	3	3	6	5	4	4	4	2	3	3
Would probably NOT ask them to stop using this	25	22	27	21	29	29	27	22	22	29	26	25	24	20	28	29	24	27	20	28	20	30	26
Would definitely NOT ask them to stop using this	65	73	63	65	62	65	57	72	69	61	66	65	67	72	65	57	68	62	69	66	69	59	64
TOTAL WOULD NOT ASK TO STOP	90	95	90	86	91	94	84	94	91	90	92	89	91	92	93	86	92	89	89	94	89	89	90
Don't know	6	1	6	8	3	2	9	5	6	6	5	7	5	6	4	8	4	8	7	2	9	7	5

Fit

[This word was shown to a random split of respondents; n=1045]

Would definitely ask them to stop using this	2	3	4	5	0	3	3	1	3	1	3	1	5	1	1	1	2	3	5	1	1	2	5
Would probably ask them to stop using this	3	3	5	2	2	1	5	5	4	3	3	3	4	3	2	3	4	3	4	2	4	3	3
TOTAL WOULD ASK TO STOP	5	6	9	7	2	4	8	6	7	4	6	4	9	4	3	4	6	6	9	3	5	5	8
Would probably NOT ask them to stop using this	32	31	32	39	23	30	33	32	28	35	32	30	27	29	38	31	34	29	29	32	29	33	39
Would definitely NOT ask them to stop using this	56	59	54	48	67	63	53	55	58	54	55	58	57	60	52	56	56	55	52	59	60	55	45
TOTAL WOULD NOT ASK TO STOP	88	90	86	87	90	93	86	87	86	89	87	88	84	89	90	87	90	84	81	91	89	88	84
Don't know	7	3	5	5	8	4	7	8	7	7	7	8	8	7	6	9	5	10	9	5	6	8	8

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dyke

[This word was shown to a random split of respondents; n=1006]

Would definitely ask them to stop using this	21	19	25	29	13	17	33	23	16	26	22	19	16	16	28	22	23	19	30	20	15	21	25
Would probably ask them to stop using this	26	27	28	27	14	23	25	27	23	29	27	25	25	21	29	29	28	24	27	25	28	29	17
TOTAL WOULD ASK TO STOP	47	46	53	56	27	40	58	50	39	55	49	44	41	37	57	51	51	43	57	45	43	50	42
Would probably NOT ask them to stop using this	27	28	27	20	18	27	26	27	27	27	25	30	25	30	24	30	27	27	24	22	32	28	34
Would definitely NOT ask them to stop using this	17	20	10	18	47	27	11	13	23	11	15	20	21	26	9	13	15	18	9	25	14	14	17
TOTAL WOULD NOT ASK TO STOP	44	48	37	38	65	54	37	40	50	38	40	50	46	56	33	43	42	45	33	47	46	42	51
Don't know	9	6	10	6	7	5	5	9	11	8	11	7	13	8	9	6	7	11	10	9	11	8	6

Lezza

[This word was shown to a random split of respondents; n=1048]

Would definitely ask them to stop using this	15	13	19	17	6	16	16	17	12	19	17	14	13	11	21	16	15	16	16	15	14	16	20
Would probably ask them to stop using this	22	21	24	24	17	15	25	27	20	25	25	19	26	10	24	27	24	20	28	21	22	21	21
TOTAL WOULD ASK TO STOP	37	34	43	41	23	31	41	44	32	44	42	32	39	21	45	43	39	36	44	36	36	37	41
Would probably NOT ask them to stop using this	32	33	35	44	19	37	33	34	32	33	29	37	27	39	32	34	32	33	27	33	30	37	31
Would definitely NOT ask them to stop using this	19	26	13	6	45	26	20	13	24	14	18	22	22	28	13	16	20	18	14	23	20	19	17
TOTAL WOULD NOT ASK TO STOP	51	59	48	50	64	63	53	47	56	47	47	59	49	67	45	50	52	51	41	56	50	56	48
Don't know	11	8	10	9	13	7	6	9	12	10	11	10	11	12	11	7	10	12	14	9	13	8	11

Queer

[This word was shown to a random split of respondents; n=1026]

Would definitely ask them to stop using this	18	15	22	22	15	17	22	21	15	21	18	18	14	18	23	18	17	20	17	14	21	21	24
Would probably ask them to stop using this	23	23	22	30	18	21	22	28	20	27	23	24	20	19	26	29	25	22	19	27	24	22	23
TOTAL WOULD ASK TO STOP	41	38	44	52	33	38	44	49	35	48	41	42	34	37	49	47	42	42	36	41	45	43	47
Would probably NOT ask them to stop using this	32	35	33	28	26	39	30	30	34	29	33	30	38	30	28	30	32	31	32	32	27	36	28
Would definitely NOT ask them to stop using this	18	23	14	15	32	17	14	15	23	13	17	20	21	26	12	13	19	17	19	20	19	15	15
TOTAL WOULD NOT ASK TO STOP	50	58	47	43	58	56	44	45	57	42	50	50	59	56	40	43	51	48	51	52	46	51	43
Don't know	9	4	9	5	9	6	12	6	8	10	9	9	8	7	10	10	7	11	13	8	9	7	10

Faggot

[This word was shown to a random split of respondents; n=1049]

Would definitely ask them to stop using this	29	25	34	34	12	25	33	35	24	34	30	27	24	24	37	30	29	29	31	29	24	31	34
Would probably ask them to stop using this	26	25	29	35	15	22	23	34	23	30	25	27	21	25	30	29	27	26	31	27	27	22	26
TOTAL WOULD ASK TO STOP	55	50	63	69	27	47	56	69	47	64	56	54	45	49	67	59	56	55	62	56	51	53	60
Would probably NOT ask them to stop using this	24	31	21	23	28	35	20	18	27	22	24	25	26	28	22	21	26	22	22	23	29	22	29
Would definitely NOT ask them to stop using this	13	14	10	4	31	14	17	9	18	9	13	15	19	17	6	13	13	14	7	16	14	15	8
TOTAL WOULD NOT ASK TO STOP	37	45	31	27	59	49	37	27	45	31	37	40	45	45	28	34	39	36	29	39	43	37	37
Don't know	7	5	7	3	13	4	7	5	8	6	7	7	10	6	4	8	5	9	9	6	6	10	2

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Bender

[This word was shown to a random split of respondents; n=1022]

Would definitely ask them to stop using this	19	15	20	21	14	18	21	19	17	20	20	16	18	15	23	16	19	19	18	16	18	19	31
Would probably ask them to stop using this	23	25	23	24	11	18	22	26	16	29	22	24	16	17	29	30	23	22	21	24	21	24	22
TOTAL WOULD ASK TO STOP	42	40	43	45	25	36	43	45	33	49	43	39	34	32	52	46	42	41	39	40	39	43	53
Would probably NOT ask them to stop using this	30	34	31	25	41	34	31	32	33	28	31	30	33	33	28	27	32	29	28	31	33	29	28
Would definitely NOT ask them to stop using this	17	20	16	16	27	22	16	15	22	12	16	20	21	24	10	15	17	18	17	21	14	17	14
TOTAL WOULD NOT ASK TO STOP	47	54	47	41	68	56	47	47	55	40	46	50	54	57	38	42	49	47	45	52	47	46	42
Don't know	11	8	10	14	7	8	11	8	12	11	11	12	12	11	10	12	10	12	17	9	13	11	6

That's gay

[This word was shown to a random split of respondents; n=1010]

Would definitely ask them to stop using this	13	16	13	19	2	13	12	16	12	14	14	11	13	9	15	12	13	12	15	12	12	10	18
Would probably ask them to stop using this	17	14	18	20	8	11	17	24	15	19	17	17	15	15	20	18	19	14	20	20	15	13	14
TOTAL WOULD ASK TO STOP	30	30	31	39	10	24	29	40	27	33	31	27	28	24	35	30	32	26	35	32	27	23	32
Would probably NOT ask them to stop using this	36	35	40	43	20	35	33	40	34	39	37	36	35	34	39	38	35	38	29	34	38	43	34
Would definitely NOT ask them to stop using this	25	30	24	15	59	33	29	19	29	21	24	28	29	30	18	25	24	26	21	28	25	25	27
TOTAL WOULD NOT ASK TO STOP	61	65	64	58	79	68	62	59	63	60	61	64	64	64	57	63	59	64	50	62	63	68	61
Don't know	9	6	5	3	11	8	10	2	10	8	8	10	8	12	9	7	8	10	14	6	9	9	7

Queen

[This word was shown to a random split of respondents; n=1057]

Would definitely ask them to stop using this	7	8	8	7	0	9	8	8	6	8	6	7	6	6	7	8	7	6	6	6	5	8	13
Would probably ask them to stop using this	15	13	18	14	13	10	18	23	15	14	13	17	14	17	12	17	16	13	10	14	17	15	19
TOTAL WOULD ASK TO STOP	22	21	26	21	13	19	26	31	21	22	20	24	20	23	19	25	23	19	16	20	22	23	32
Would probably NOT ask them to stop using this	37	38	37	46	20	37	34	44	35	39	36	39	34	38	38	40	38	36	32	40	38	39	27
Would definitely NOT ask them to stop using this	25	29	19	22	48	31	22	15	28	20	24	25	28	29	20	21	24	25	30	28	21	21	24
TOTAL WOULD NOT ASK TO STOP	62	67	56	68	68	68	56	59	63	59	60	64	62	67	58	61	62	61	62	68	59	60	51
Don't know	17	12	18	12	18	14	18	10	15	19	20	13	18	10	22	15	14	21	22	12	19	17	17

Fairy

[This word was shown to a random split of respondents; n=1007]

Would definitely ask them to stop using this	12	9	15	17	3	11	15	13	11	12	11	12	10	11	12	12	12	11	11	12	8	12	17
Would probably ask them to stop using this	19	15	22	25	7	17	21	23	16	21	18	20	15	17	21	22	21	16	17	19	16	20	23
TOTAL WOULD ASK TO STOP	31	24	37	42	10	28	36	36	27	33	29	31	25	28	33	34	33	27	28	31	24	32	40
Would probably NOT ask them to stop using this	35	42	32	29	32	37	37	40	35	35	36	35	37	32	34	37	34	37	32	35	39	34	33
Would definitely NOT ask them to stop using this	22	22	18	19	51	29	20	17	28	17	21	24	27	30	15	18	22	23	24	21	21	24	19
TOTAL WOULD NOT ASK TO STOP	57	64	50	48	83	66	57	57	63	52	57	59	64	62	49	55	56	60	56	56	60	58	52
Don't know	13	12	13	8	7	7	9	8	11	14	14	11	11	11	18	10	12	13	17	12	15	10	8

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poof
[This word was shown to a random split of respondents; n=1053]

Would definitely ask them to stop using this	20	18	23	22	7	21	23	25	19	21	20	19	18	20	23	18	21	19	23	19	16	19	29
Would probably ask them to stop using this	26	24	32	29	12	23	27	27	22	29	25	26	22	22	29	30	25	26	23	27	27	24	26
TOTAL WOULD ASK TO STOP	46	42	55	51	19	44	50	52	41	50	46	45	40	42	52	48	46	45	46	46	43	43	55
Would probably NOT ask them to stop using this	31	32	27	36	27	31	27	32	32	29	30	32	33	31	27	32	33	28	26	31	31	34	25
Would definitely NOT ask them to stop using this	15	20	9	2	46	19	14	10	20	10	14	16	19	21	9	11	14	16	14	18	14	12	13
TOTAL WOULD NOT ASK TO STOP	46	52	36	38	73	50	41	42	52	39	44	48	52	52	36	43	47	44	40	49	45	46	38
Don't know	9	6	10	10	8	6	9	7	8	11	10	8	9	6	12	9	8	11	14	5	12	10	6

Homosexual
[This word was shown to a random split of respondents; n=1022]

Would definitely ask them to stop using this	5	4	5	7	4	4	4	3	4	6	4	6	3	4	6	7	3	7	8	4	3	5	7
Would probably ask them to stop using this	6	6	7	0	7	4	9	6	5	7	7	6	6	5	8	6	5	8	5	7	9	5	3
TOTAL WOULD ASK TO STOP	11	10	12	7	11	8	13	9	9	13	11	11	9	9	14	13	8	15	13	11	12	10	10
Would probably NOT ask them to stop using this	38	40	40	38	24	40	39	36	35	40	37	38	35	36	40	40	42	33	30	38	36	43	38
Would definitely NOT ask them to stop using this	42	45	39	44	60	45	40	46	47	37	43	42	48	46	37	38	43	41	46	45	42	35	49
TOTAL WOULD NOT ASK TO STOP	80	85	79	82	84	85	79	82	82	77	80	80	83	82	77	78	85	74	76	83	78	78	87
Don't know	9	5	9	12	5	7	8	10	8	10	9	9	8	9	10	9	7	11	12	7	10	11	3

Straight
[This word was shown to a random split of respondents; n=1046]

Would definitely ask them to stop using this	2	1	2	2	2	1	3	3	2	2	1	3	1	3	2	2	2	1	2	2	3	1	2
Would probably ask them to stop using this	2	2	3	3	1	1	1	2	1	3	3	2	2	1	4	3	2	3	3	3	2	1	3
TOTAL WOULD ASK TO STOP	4	3	5	5	3	2	4	5	3	5	4	5	3	4	6	5	4	4	5	5	5	2	5
Would probably NOT ask them to stop using this	30	31	29	37	28	28	26	29	25	34	29	30	23	26	35	33	33	25	30	29	24	34	32
Would definitely NOT ask them to stop using this	58	60	57	52	66	65	62	60	64	53	60	57	67	60	52	53	57	60	58	60	61	55	54
TOTAL WOULD NOT ASK TO STOP	88	91	86	89	94	93	88	89	89	87	89	86	90	86	87	86	90	85	88	89	85	89	86
Don't know	8	6	9	6	3	5	8	6	8	8	7	10	7	10	7	9	6	11	8	6	9	9	9

Camp
[This word was shown to a random split of respondents; n=1025]

Would definitely ask them to stop using this	5	1	7	4	4	3	7	6	4	6	5	5	3	5	7	4	4	6	5	4	4	5	8
Would probably ask them to stop using this	7	5	8	4	9	6	8	6	6	7	7	6	8	3	6	9	7	7	5	7	6	8	8
TOTAL WOULD ASK TO STOP	12	6	15	8	13	9	15	12	10	13	12	11	11	8	13	13	11	13	10	11	10	13	16
Would probably NOT ask them to stop using this	46	46	43	45	36	43	46	48	41	50	45	47	39	44	51	49	48	44	47	46	43	44	53
Would definitely NOT ask them to stop using this	33	42	33	33	45	42	33	32	40	26	33	34	40	40	25	27	34	32	31	35	33	34	24
TOTAL WOULD NOT ASK TO STOP	79	88	76	78	81	85	79	80	81	76	78	80	79	84	76	76	82	76	78	81	76	78	77
Don't know	10	5	8	15	7	6	6	8	9	10	10	9	10	8	10	10	8	12	12	7	13	9	7

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention				2010 Vote			Gender		Age		Age and Gender				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the use of those words or phrases on TV, do you think it is acceptable or unacceptable to broadcast them on TV after 9pm?

Nigger

[This word was shown to a random split of respondents; n=965]

Acceptable	28	27	24	30	42	31	28	28	35	19	25	30	35	36	15	24	31	23	27	33	23	25	31
Unacceptable	64	69	68	61	49	64	65	61	55	73	67	60	57	53	78	67	60	68	62	60	64	68	66
Don't know	9	4	8	9	10	5	7	10	9	8	8	10	8	11	7	9	9	9	11	7	13	7	4

Paki

[This word was shown to a random split of respondents; n=972]

Acceptable	32	32	30	51	52	32	28	35	41	24	33	32	43	37	23	27	35	30	38	34	32	26	35
Unacceptable	58	62	62	46	39	59	63	57	51	65	59	57	50	53	69	61	57	59	48	60	57	64	58
Don't know	9	6	8	3	9	9	9	8	8	10	8	11	7	10	9	12	7	11	15	6	10	10	7

Coloured

[This word was shown to a random split of respondents; n=995]

Acceptable	53	60	46	57	78	60	47	52	59	47	51	55	58	59	44	51	56	50	55	54	58	46	55
Unacceptable	35	33	44	37	13	33	41	39	31	40	37	34	32	30	42	37	35	35	32	34	32	40	34
Don't know	12	7	10	6	10	7	12	9	10	13	12	12	10	11	14	12	9	15	14	11	9	13	11

Half caste

[This word was shown to a random split of respondents; n=1030]

Acceptable	44	49	38	43	63	56	34	47	51	37	42	48	50	54	33	42	44	44	41	42	49	47	36
Unacceptable	39	40	46	33	23	34	48	39	32	46	42	34	35	28	50	40	41	36	45	39	36	38	39
Don't know	17	12	16	24	13	11	18	14	16	17	16	18	15	18	17	17	15	19	14	19	15	15	25

Chinky

[This word was shown to a random split of respondents; n=1026]

Acceptable	33	42	28	45	49	39	28	35	43	23	33	35	46	41	19	28	34	32	39	32	29	36	33
Unacceptable	56	53	64	48	42	54	60	58	47	66	58	54	46	49	71	59	55	58	48	59	59	55	59
Don't know	10	4	9	7	9	8	12	7	9	11	9	12	8	10	10	13	10	10	13	9	12	10	7

Pikey

[This word was shown to a random split of respondents; n=1023]

Acceptable	53	57	53	53	65	60	49	60	63	43	50	58	61	64	38	51	57	48	53	57	53	49	50
Unacceptable	34	31	36	22	25	29	36	32	25	43	38	28	29	20	48	36	31	37	28	34	33	38	33
Don't know	13	12	10	24	10	11	15	8	12	14	12	15	10	16	14	13	12	14	18	8	14	13	18

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Redneck

[This word was shown to a random split of respondents; n=1019]

Acceptable	62	71	63	71	80	73	59	67	73	51	64	60	76	68	51	52	65	58	63	68	61	57	57
Unacceptable	22	18	24	22	8	16	27	20	14	30	22	22	12	15	32	28	21	23	23	17	24	24	24
Don't know	16	11	13	7	13	11	14	13	14	18	14	19	11	17	17	20	14	19	14	15	15	19	19

Black

[This word was shown to a random split of respondents; n=1052]

Acceptable	79	85	80	77	89	83	76	82	79	79	79	79	80	77	78	81	83	74	80	82	80	76	74
Unacceptable	11	9	12	19	2	10	14	10	11	11	12	11	11	12	13	9	9	14	12	9	10	14	11
Don't know	10	6	8	3	9	7	11	8	10	9	9	11	9	11	9	10	8	12	8	9	10	10	14

White

[This word was shown to a random split of respondents; n=1032]

Acceptable	88	92	89	94	81	93	82	89	90	86	90	86	93	86	86	86	90	86	85	90	88	87	89
Unacceptable	5	5	5	5	8	3	7	4	4	6	5	5	4	4	6	5	4	6	5	5	5	5	6
Don't know	7	3	6	1	11	4	11	7	6	9	6	10	4	10	8	9	7	8	10	6	8	8	5

Asian

[This word was shown to a random split of respondents; n=1049]

Acceptable	86	91	86	92	86	88	86	88	88	84	88	84	90	86	85	81	89	82	85	85	86	86	90
Unacceptable	6	4	8	6	4	5	8	5	4	8	6	7	4	5	8	9	5	8	7	6	5	8	5
Don't know	8	5	6	3	9	7	6	7	7	8	6	10	6	9	7	10	6	10	8	10	9	5	5

Oriental

[This word was shown to a random split of respondents; n=1018]

Acceptable	66	77	58	71	82	79	57	69	70	62	62	71	69	73	55	69	70	62	70	70	66	63	57
Unacceptable	20	16	30	22	8	16	30	18	18	23	23	17	18	17	29	17	20	22	17	20	19	22	31
Don't know	13	7	12	7	10	5	13	13	12	15	14	12	13	10	16	13	11	16	13	10	16	15	13

African

[This word was shown to a random split of respondents; n=1038]

Acceptable	81	87	79	94	84	85	75	81	84	79	81	83	83	85	79	80	85	77	79	84	79	81	87
Unacceptable	8	7	13	5	6	7	10	9	7	9	9	7	9	5	9	9	8	9	7	7	12	7	9
Don't know	10	6	9	1	9	7	15	10	9	12	10	11	8	10	13	11	8	14	13	10	9	12	4

Slut

[This word was shown to a random split of respondents; n=1032]

Acceptable	61	71	55	70	60	70	54	62	66	55	60	62	63	70	57	53	65	55	57	61	63	58	69
Unacceptable	31	24	39	21	33	21	36	30	27	36	33	29	32	19	34	38	27	37	31	32	29	34	25
Don't know	8	5	7	9	7	9	10	8	7	9	7	10	5	10	9	9	8	8	12	8	8	8	6

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Slag	<i>[This word was shown to a random split of respondents; n=1048]</i>																							
Acceptable	64	68	61	77	72	67	52	71	70	58	65	63	71	68	58	58	65	62	62	62	66	64	64	
Unacceptable	28	26	34	19	12	25	40	21	21	34	28	27	22	19	34	34	27	28	26	31	25	27	27	
Don't know	9	6	6	4	17	8	8	8	9	8	7	11	6	13	8	8	8	9	12	7	8	9	8	
Ho	<i>[This word was shown to a random split of respondents; n=1016]</i>																							
Acceptable	55	60	57	67	65	64	56	56	63	48	56	56	63	63	48	49	59	51	54	55	57	56	55	
Unacceptable	33	33	31	28	22	28	28	33	26	40	33	33	27	24	39	41	31	35	33	34	31	31	35	
Don't know	12	7	12	5	13	8	16	11	12	12	11	12	10	13	13	10	10	15	13	10	13	13	10	
Sket	<i>[This word was shown to a random split of respondents; n=994]</i>																							
Acceptable	40	40	44	44	52	38	45	40	47	33	44	36	52	41	35	30	43	38	44	40	43	38	35	
Unacceptable	32	36	34	33	26	31	26	32	28	37	36	28	31	23	41	33	31	34	31	34	33	33	25	
Don't know	27	24	22	23	22	31	29	28	25	30	21	37	18	36	24	37	26	28	25	26	24	29	40	
She's easy	<i>[This word was shown to a random split of respondents; n=1025]</i>																							
Acceptable	60	65	60	78	66	71	58	64	66	53	58	63	65	69	51	56	63	56	59	66	54	56	66	
Unacceptable	30	29	33	19	19	23	30	28	22	37	32	27	24	19	40	34	28	31	26	27	34	33	24	
Don't know	11	6	7	3	15	6	12	9	12	9	11	11	12	11	9	11	9	12	16	6	13	11	10	
Dicktease	<i>[This word was shown to a random split of respondents; n=979]</i>																							
Acceptable	51	59	53	53	61	62	40	56	59	43	48	55	56	64	40	46	53	49	48	59	45	52	46	
Unacceptable	37	34	36	35	32	30	46	35	30	44	41	31	34	24	48	37	35	38	36	31	41	37	43	
Don't know	12	7	11	12	7	7	14	9	11	14	11	14	10	12	12	16	11	13	15	10	14	12	11	
Bitch	<i>[This word was shown to a random split of respondents; n=1038]</i>																							
Acceptable	78	78	79	81	78	82	78	78	80	76	79	79	80	81	77	76	81	75	75	81	79	76	79	
Unacceptable	14	15	16	15	11	8	18	15	12	17	15	12	15	7	16	17	12	17	16	12	16	15	13	
Don't know	8	7	5	5	12	10	4	6	8	7	6	9	5	11	7	7	7	9	9	6	5	10	8	
She's loose	<i>[This word was shown to a random split of respondents; n=987]</i>																							
Acceptable	57	62	56	74	70	64	49	55	65	49	56	58	65	65	47	50	59	55	56	62	57	52	59	
Unacceptable	30	29	34	21	18	28	36	37	23	39	33	28	24	22	43	34	30	32	31	29	32	31	29	
Don't know	12	9	10	4	11	8	16	8	12	13	11	15	11	13	10	16	11	14	13	9	12	17	12	

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pretty

[This word was shown to a random split of respondents; n=996]

Acceptable	91	95	92	95	90	94	91	95	91	92	91	92	91	91	91	93	93	89	93	91	95	88	92
Unacceptable	3	2	4	5	6	3	6	0	3	2	4	2	4	2	3	2	2	4	3	2	2	4	3
Don't know	6	3	4	0	3	3	3	5	6	6	5	6	5	6	6	5	4	8	4	7	3	8	5

Sexy

[This word was shown to a random split of respondents; n=1004]

Acceptable	92	97	90	99	86	96	88	94	92	92	91	93	92	91	90	94	93	90	90	94	89	92	93
Unacceptable	4	2	4	1	6	2	4	4	3	4	4	2	4	2	5	2	3	4	3	2	6	4	3
Don't know	5	1	6	0	8	2	7	2	5	4	4	6	4	7	5	4	4	6	7	3	5	5	4

Hot

[This word was shown to a random split of respondents; n=1007]

Acceptable	92	98	90	94	92	97	84	96	93	91	93	91	94	93	92	89	95	89	91	93	94	91	89
Unacceptable	4	1	6	5	7	1	8	2	3	4	3	4	3	3	4	5	3	4	3	3	2	4	8
Don't know	4	1	5	1	1	2	8	1	4	5	3	5	3	4	4	6	2	7	6	3	4	5	3

Fit

[This word was shown to a random split of respondents; n=1045]

Acceptable	90	92	90	91	89	92	89	90	88	91	90	90	88	88	92	91	91	88	89	92	90	89	86
Unacceptable	5	5	6	9	3	4	5	7	6	5	6	4	7	5	5	3	5	6	5	4	7	5	8
Don't know	5	2	3	0	8	4	6	3	6	4	4	7	5	8	3	6	4	6	7	3	3	7	6

Dyke

[This word was shown to a random split of respondents; n=1006]

Acceptable	45	51	39	54	65	51	32	47	54	36	42	50	51	58	33	41	46	44	43	47	40	46	54
Unacceptable	43	42	49	40	26	39	60	40	34	53	46	39	36	31	57	47	44	42	42	43	46	45	37
Don't know	11	7	11	6	9	10	8	14	12	11	11	12	12	10	12	10	10	14	15	10	14	9	9

Lezza

[This word was shown to a random split of respondents; n=1048]

Acceptable	47	53	46	40	61	56	40	47	54	39	44	51	53	56	34	45	50	43	48	54	45	43	39
Unacceptable	41	40	43	49	28	35	50	39	33	50	46	36	37	28	55	43	40	43	37	37	43	47	44
Don't know	12	7	11	11	11	8	10	14	13	11	11	14	11	16	11	11	10	15	15	9	12	11	17

Queer

[This word was shown to a random split of respondents; n=1026]

Acceptable	52	58	54	52	54	52	47	54	62	42	51	54	61	63	41	44	55	49	55	53	51	50	52
Unacceptable	38	34	39	37	40	39	39	36	28	47	40	35	30	25	50	44	37	38	28	40	40	40	37
Don't know	10	8	7	11	6	9	14	10	10	10	8	12	8	12	9	12	8	13	16	7	9	9	10

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Faggot

[This word was shown to a random split of respondents; n=1048]

Acceptable	34	38	36	31	49	40	31	33	43	26	32	38	43	43	21	32	37	31	30	36	35	35	34
Unacceptable	57	58	56	60	47	55	59	58	48	66	59	54	47	49	72	59	55	60	61	57	58	53	60
Don't know	9	4	9	9	4	4	10	9	9	8	9	9	10	8	7	10	8	9	9	8	7	12	6

Bender

[This word was shown to a random split of respondents; n=1022]

Acceptable	45	51	42	54	57	50	39	51	58	33	45	46	57	58	32	33	49	42	46	49	40	44	46
Unacceptable	43	43	44	38	37	43	46	37	34	52	44	39	37	28	52	50	40	45	38	41	46	44	42
Don't know	12	6	14	8	6	6	15	12	9	16	10	15	6	14	15	16	11	13	16	10	13	12	12

That's gay

[This word was shown to a random split of respondents; n=1010]

Acceptable	47	54	45	49	67	52	48	41	54	39	45	51	53	57	36	44	48	47	41	49	47	50	49
Unacceptable	40	40	45	40	18	40	38	49	35	46	43	37	38	30	49	43	41	39	44	41	43	34	40
Don't know	12	6	10	10	15	8	14	10	11	14	12	14	9	14	15	13	11	14	14	11	10	16	11

Queen

[This word was shown to a random split of respondents; n=1057]

Acceptable	65	68	65	78	86	69	65	65	71	58	63	68	71	72	54	64	68	61	66	68	66	61	60
Unacceptable	17	17	17	17	6	17	14	21	13	21	18	16	13	13	23	18	18	16	13	17	15	20	18
Don't know	18	15	18	4	8	14	21	14	16	21	20	17	16	15	24	18	14	23	21	15	20	19	22

Fairy

[This word was shown to a random split of respondents; n=1006]

Acceptable	57	63	49	62	72	63	51	59	66	48	57	57	69	61	45	52	58	55	50	58	58	57	58
Unacceptable	29	25	37	31	20	25	38	32	23	34	29	29	23	23	35	34	28	30	33	30	25	28	30
Don't know	15	12	14	7	8	12	11	9	11	18	14	15	8	16	20	14	15	15	17	12	17	15	13

Poof

[This word was shown to a random split of respondents; n=1052]

Acceptable	45	52	41	53	66	54	38	50	57	34	44	48	59	53	28	42	47	43	41	47	51	43	38
Unacceptable	43	42	49	38	24	39	51	37	34	52	46	40	34	35	58	45	43	44	43	44	42	42	49
Don't know	11	7	11	9	10	7	12	13	9	14	10	13	7	12	14	13	10	13	16	9	7	15	13

Homosexual

[This word was shown to a random split of respondents; n=1021]

Acceptable	85	88	89	89	86	90	84	87	87	83	84	87	87	87	81	86	88	82	84	87	85	84	86
Unacceptable	8	9	6	9	9	6	8	5	6	10	9	7	6	6	12	8	6	10	8	8	7	8	7
Don't know	7	3	5	3	5	4	8	8	7	6	7	7	7	8	7	5	6	8	8	5	8	8	7

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Straight

[This word was shown to a random split of respondents; n=1045]

Acceptable	90	94	90	91	94	94	86	93	91	89	91	90	93	90	88	90	92	88	87	92	91	88	91
Unacceptable	3	2	2	8	2	2	4	2	3	4	3	3	3	2	3	4	4	3	5	2	3	4	3
Don't know	7	4	7	1	4	4	10	4	6	7	6	7	5	8	8	6	4	9	8	6	6	8	6

Camp

[This word was shown to a random split of respondents; n=1025]

Acceptable	78	81	77	83	84	79	78	80	83	74	78	80	83	83	72	76	81	75	75	85	78	74	77
Unacceptable	13	11	16	10	11	12	18	11	9	17	13	13	8	11	18	15	11	15	13	8	13	19	12
Don't know	9	7	7	7	5	9	3	9	8	9	9	8	9	6	9	9	8	9	12	7	10	7	11

And do you think it is acceptable or unacceptable to broadcast them in a song (radio/streaming)?

Nigger

[This word was shown to a random split of respondents; n=965]

Acceptable	25	23	22	29	41	27	23	25	35	13	25	24	36	34	13	13	27	23	31	29	21	21	21
Unacceptable	66	71	70	64	48	67	70	64	54	78	68	65	55	53	81	76	64	67	60	62	66	72	70
Don't know	10	6	8	7	11	6	7	10	10	9	8	12	9	12	6	11	9	10	8	9	13	8	9

Paki

[This word was shown to a random split of respondents; n=972]

Acceptable	20	18	14	41	48	23	11	19	30	9	23	16	37	21	8	11	20	19	22	21	20	16	22
Unacceptable	70	75	77	55	39	68	78	73	60	81	69	72	56	66	83	78	71	70	66	71	68	74	73
Don't know	10	7	9	4	13	8	11	7	10	10	8	12	8	12	9	11	8	11	12	8	12	11	5

Coloured

[This word was shown to a random split of respondents; n=995]

Acceptable	43	47	33	42	72	51	36	39	51	34	44	41	51	51	36	31	41	45	43	42	48	38	43
Unacceptable	45	45	54	47	20	40	51	51	39	51	44	46	40	37	49	54	48	41	44	45	40	50	41
Don't know	13	8	13	11	7	9	14	10	10	15	12	14	9	12	15	15	11	14	13	13	12	11	16

Half caste

[This word was shown to a random split of respondents; n=1030]

Acceptable	30	32	24	31	64	36	23	29	40	20	30	31	41	38	18	23	29	31	24	28	32	35	24
Unacceptable	54	55	61	42	28	52	63	56	43	65	55	52	44	42	67	62	55	52	61	50	55	54	49
Don't know	16	13	15	27	8	13	14	14	17	15	15	18	15	20	16	15	16	17	15	22	13	10	26

Chinky

[This word was shown to a random split of respondents; n=1026]

Acceptable	21	26	17	31	45	29	12	23	33	9	23	19	38	27	7	11	24	18	29	20	18	22	18
Unacceptable	68	69	76	58	42	62	81	71	58	79	69	68	57	59	81	77	67	70	58	70	69	70	75
Don't know	10	5	7	11	13	9	8	6	9	11	7	13	4	14	11	12	9	12	13	10	13	8	7

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pikey

[This word was shown to a random split of respondents; n=1023]

Acceptable	35	40	30	43	52	39	29	41	48	20	34	35	50	46	18	23	37	31	39	37	37	32	19
Unacceptable	50	46	57	40	40	45	52	48	38	62	52	48	41	34	63	61	47	54	40	50	48	54	59
Don't know	16	14	13	17	8	16	19	12	14	18	14	18	9	20	19	16	16	15	21	13	15	14	22

Redneck

[This word was shown to a random split of respondents; n=1019]

Acceptable	52	60	49	73	60	60	48	52	66	37	55	48	70	61	39	35	53	50	50	56	53	49	45
Unacceptable	31	31	36	21	17	30	34	27	21	41	31	32	20	23	42	40	30	32	32	25	33	35	36
Don't know	17	9	15	7	23	10	17	21	13	21	15	20	11	16	19	24	16	18	18	19	14	16	19

Black

[This word was shown to a random split of respondents; n=1052]

Acceptable	68	75	66	73	83	77	66	74	71	65	67	71	71	71	62	70	73	62	75	69	67	64	66
Unacceptable	19	17	22	23	6	14	25	14	16	21	20	17	17	15	23	19	16	22	15	16	19	23	23
Don't know	13	8	12	4	11	9	9	13	12	14	14	13	12	13	16	12	11	15	10	15	14	13	10

White

[This word was shown to a random split of respondents; n=1032]

Acceptable	77	85	76	94	79	84	75	77	83	71	78	76	86	80	70	71	80	73	75	80	75	77	78
Unacceptable	12	11	14	4	10	10	12	11	8	16	13	11	8	8	18	13	9	16	9	12	11	14	17
Don't know	11	4	11	2	11	6	12	12	8	14	9	13	6	11	12	15	11	11	15	8	14	10	5

Asian

[This word was shown to a random split of respondents; n=1049]

Acceptable	74	79	73	84	82	76	73	74	79	69	78	69	83	73	72	64	76	70	79	75	68	72	73
Unacceptable	15	14	15	4	4	14	18	12	10	19	13	16	9	11	18	21	13	16	12	11	18	16	20
Don't know	12	7	12	12	14	11	10	14	11	12	9	16	8	16	10	15	10	14	9	13	13	12	7

Oriental

[This word was shown to a random split of respondents; n=1018]

Acceptable	57	62	53	64	73	65	51	52	61	52	55	59	63	59	47	58	58	56	64	58	53	55	53
Unacceptable	29	30	33	18	16	24	32	32	26	32	31	26	27	24	35	28	29	29	23	26	28	34	37
Don't know	14	8	13	17	11	11	17	16	13	16	14	16	10	17	18	14	13	16	13	16	19	11	11

African

[This word was shown to a random split of respondents; n=1038]

Acceptable	71	74	68	86	73	74	61	71	75	66	69	72	74	76	64	68	75	64	73	72	68	68	73
Unacceptable	16	16	20	7	13	14	22	16	13	20	17	15	15	9	20	20	14	19	12	17	15	18	18
Don't know	13	9	12	7	13	11	17	13	12	14	13	14	10	16	16	12	11	17	15	11	17	14	9

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Word	Sample Size	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Slut																									
<i>[This word was shown to a random split of respondents; n=1032]</i>																									
Acceptable	33	41	27	39	44	37	30	33	44	22	37	29	48	39	25	19	37	28	32	38	30	29	36		
Unacceptable	56	52	64	50	48	55	60	56	44	68	54	58	44	43	65	73	52	62	54	51	60	61	55		
Don't know	11	7	9	11	8	8	11	11	12	10	9	14	8	18	10	9	11	11	15	11	10	10	8		
Slag																									
<i>[This word was shown to a random split of respondents; n=1048]</i>																									
Acceptable	35	39	30	47	47	37	27	34	49	22	37	34	52	44	22	23	37	33	41	32	35	34	35		
Unacceptable	54	52	61	44	41	55	66	55	41	67	53	56	40	44	67	67	54	56	48	58	52	57	52		
Don't know	11	9	9	9	12	8	7	11	10	11	9	12	8	13	11	11	10	12	10	10	13	9	13		
Ho																									
<i>[This word was shown to a random split of respondents; n=1016]</i>																									
Acceptable	41	47	39	44	52	51	41	39	51	31	42	39	52	49	32	29	43	38	40	42	39	42	37		
Unacceptable	46	45	49	46	35	40	46	45	35	57	45	47	37	33	53	61	45	46	45	45	47	46	51		
Don't know	13	7	11	9	13	9	12	17	14	13	12	14	11	18	14	10	12	15	15	13	15	12	12		
Sket																									
<i>[This word was shown to a random split of respondents; n=994]</i>																									
Acceptable	30	28	30	31	45	27	30	29	41	18	33	25	45	33	20	16	33	26	36	31	31	25	26		
Unacceptable	47	51	52	45	42	46	46	47	37	58	51	42	41	31	62	53	45	50	43	48	49	52	32		
Don't know	23	21	17	24	14	26	24	23	22	24	16	34	14	36	18	31	22	24	21	21	20	23	42		
She's easy																									
<i>[This word was shown to a random split of respondents; n=1025]</i>																									
Acceptable	45	50	43	51	57	57	40	41	55	35	42	49	52	59	31	39	48	41	46	52	41	40	42		
Unacceptable	42	41	45	42	27	34	44	47	32	52	45	39	35	28	55	49	40	45	37	37	49	44	44		
Don't know	13	9	12	7	16	9	16	12	13	13	13	13	13	13	14	12	12	14	17	11	10	16	14		
Dictease																									
<i>[This word was shown to a random split of respondents; n=979]</i>																									
Acceptable	35	38	35	47	46	39	23	39	47	23	36	34	47	47	25	20	38	32	36	42	34	31	25		
Unacceptable	53	53	56	44	49	49	63	53	43	64	54	52	46	38	63	65	52	55	49	46	56	59	61		
Don't know	12	9	10	9	5	12	13	8	10	14	10	15	7	15	13	15	11	13	15	11	11	10	14		
Bitch																									
<i>[This word was shown to a random split of respondents; n=1038]</i>																									
Acceptable	56	53	60	54	67	53	61	53	64	49	58	55	67	59	48	50	57	55	54	61	53	52	62		
Unacceptable	34	43	31	35	27	41	31	36	27	40	33	34	27	27	40	41	34	33	33	32	35	37	29		
Don't know	10	5	9	11	7	7	8	11	9	11	9	12	6	14	12	9	9	12	13	7	12	11	9		

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

She's loose

[This word was shown to a random split of respondents; n=987]

Acceptable	41	49	38	54	41	47	37	37	52	29	39	42	52	52	26	32	44	38	45	42	40	38	46
Unacceptable	45	45	49	36	43	47	47	50	35	56	47	43	38	31	57	55	43	47	38	44	44	50	43
Don't know	14	5	12	10	16	6	16	13	13	15	13	15	10	16	17	13	13	15	17	14	15	12	11

Pretty

[This word was shown to a random split of respondents; n=996]

Acceptable	85	91	85	90	78	88	83	86	85	85	85	86	85	85	84	87	89	79	86	84	86	83	86
Unacceptable	6	4	9	7	12	8	10	3	7	5	7	6	8	6	6	5	5	8	5	6	7	6	7
Don't know	9	5	7	3	9	5	7	10	9	9	9	9	8	10	10	8	6	12	9	10	6	11	6

Sexy

[This word was shown to a random split of respondents; n=1004]

Acceptable	85	91	86	92	75	92	80	89	87	84	85	87	87	87	82	86	88	82	88	86	85	85	84
Unacceptable	7	6	7	5	12	4	11	4	5	9	8	5	7	3	10	7	6	9	2	6	10	8	8
Don't know	8	3	6	3	13	4	8	6	8	7	7	9	6	10	8	7	6	9	10	8	5	7	8

Hot

[This word was shown to a random split of respondents; n=1007]

Acceptable	86	91	84	86	87	95	81	89	87	85	86	86	86	89	86	83	89	83	83	89	87	84	85
Unacceptable	7	6	9	5	12	3	10	5	6	9	8	6	7	4	10	8	7	8	7	7	6	8	10
Don't know	7	3	6	9	1	2	9	5	7	6	6	8	7	7	5	9	5	9	9	4	8	8	5

Fit

[This word was shown to a random split of respondents; n=1045]

Acceptable	83	88	82	86	83	86	80	84	80	85	81	84	79	81	84	86	84	81	80	85	80	82	88
Unacceptable	10	9	12	10	10	8	13	8	11	8	11	9	12	9	9	8	10	10	10	8	12	11	5
Don't know	8	3	6	3	7	6	7	8	9	7	8	8	9	10	7	6	7	10	11	7	8	7	7

Dyke

[This word was shown to a random split of respondents; n=1006]

Acceptable	26	29	21	31	50	26	21	27	39	14	28	26	41	38	14	13	28	24	27	26	26	25	30
Unacceptable	61	64	68	50	39	63	71	57	46	75	61	60	46	46	76	74	61	60	57	61	61	65	55
Don't know	13	7	11	19	11	11	8	15	15	11	12	15	14	17	10	13	11	16	16	13	13	9	14

Lezza

[This word was shown to a random split of respondents; n=1048]

Acceptable	29	34	23	29	49	39	30	23	40	17	28	30	41	39	15	20	32	25	30	35	25	26	24
Unacceptable	58	60	65	64	33	51	60	63	45	71	59	56	47	43	72	69	56	61	56	51	61	64	56
Don't know	13	6	13	7	18	9	10	14	14	12	12	15	12	18	13	11	12	15	14	14	14	10	19

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Queer

[This word was shown to a random split of respondents; n=1026]

Acceptable	36	35	36	42	44	34	33	38	46	25	37	34	46	46	27	21	38	33	44	33	33	35	37
Unacceptable	54	55	56	51	54	56	54	52	42	65	53	55	43	41	64	68	51	57	40	57	59	55	55
Don't know	11	10	8	8	2	11	12	10	11	10	10	12	11	12	9	11	11	11	16	10	8	10	7

Faggot

[This word was shown to a random split of respondents; n=1048]

Acceptable	22	24	20	26	47	27	18	21	33	12	23	22	33	32	12	12	21	24	23	25	21	22	17
Unacceptable	68	68	71	70	50	65	71	74	57	79	68	69	56	59	80	78	71	66	66	67	70	69	75
Don't know	9	8	9	4	3	8	11	5	10	9	9	10	10	9	8	10	8	10	11	8	9	9	8

Bender

[This word was shown to a random split of respondents; n=1022]

Acceptable	29	28	28	42	39	32	22	29	42	16	31	27	44	39	17	14	31	27	30	31	27	30	25
Unacceptable	59	64	62	48	53	61	67	58	47	72	59	60	46	48	72	72	58	60	53	57	60	63	62
Don't know	12	8	10	10	9	7	12	14	11	12	10	14	10	13	11	14	11	13	17	12	13	7	13

That's gay

[This word was shown to a random split of respondents; n=1010]

Acceptable	34	40	25	32	61	39	30	31	44	22	34	32	47	40	21	24	35	32	31	37	34	30	37
Unacceptable	52	51	61	58	27	49	55	59	43	63	53	53	43	43	63	62	52	52	54	51	51	54	52
Don't know	14	9	13	10	12	12	15	11	13	15	13	16	10	18	16	14	13	15	15	13	15	16	11

Queen

[This word was shown to a random split of respondents; n=1057]

Acceptable	54	59	49	68	67	58	52	47	60	47	55	53	61	59	48	46	55	52	59	56	52	53	41
Unacceptable	28	29	32	27	20	29	26	34	22	34	27	29	23	21	31	37	28	26	16	27	28	32	34
Don't know	19	12	19	4	13	13	22	19	18	19	19	19	17	21	21	17	17	21	25	17	19	15	25

Fairy

[This word was shown to a random split of respondents; n=1006]

Acceptable	44	51	37	49	60	49	37	43	55	33	46	42	58	51	34	32	46	41	38	46	45	46	38
Unacceptable	41	37	50	38	28	38	51	45	32	48	40	41	33	31	47	51	40	42	45	39	37	39	50
Don't know	16	12	13	13	12	13	12	12	13	18	14	18	9	18	19	17	14	17	17	15	18	15	12

Poof

[This word was shown to a random split of respondents; n=1052]

Acceptable	26	30	22	36	40	29	21	29	39	13	26	27	41	37	10	16	25	27	24	32	24	23	24
Unacceptable	62	64	69	62	42	61	68	64	50	74	63	61	50	50	76	72	64	60	57	58	65	68	64
Don't know	12	7	9	2	18	11	11	7	10	13	11	13	9	13	14	12	11	13	19	11	12	9	12

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Homosexual

[This word was shown to a random split of respondents; n=1021]

Acceptable	64	68	67	74	66	67	60	68	71	58	66	62	75	65	57	59	68	60	63	67	67	59	66
Unacceptable	23	26	22	20	20	23	27	21	18	29	22	26	16	21	28	30	21	26	26	22	21	27	19
Don't know	12	6	10	7	14	11	13	11	11	14	12	13	9	14	15	12	11	14	11	11	13	14	15

Straight

[This word was shown to a random split of respondents; n=1045]

Acceptable	78	81	78	79	79	85	75	84	82	73	78	78	82	82	73	74	80	75	82	76	80	74	81
Unacceptable	11	10	11	9	14	6	13	8	8	15	12	11	9	6	15	15	11	11	6	12	10	15	11
Don't know	11	9	11	12	7	9	12	8	10	12	10	12	9	12	12	11	9	14	12	12	10	11	8

Camp

[This word was shown to a random split of respondents; n=1025]

Acceptable	58	68	55	63	61	63	61	52	67	49	58	58	69	63	47	53	60	55	51	66	53	55	62
Unacceptable	28	25	34	20	27	28	33	29	19	37	27	29	17	20	37	37	27	29	30	20	30	33	28
Don't know	14	8	11	17	11	9	6	19	15	14	15	14	14	17	16	11	13	16	19	14	17	12	11

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is ever acceptable to use those words or phrases?

Nigger

[This word was shown to a random split of respondents; n=965]

Acceptable to use in some circumstances	27	26	21	24	53	34	21	25	35	17	26	27	37	33	15	21	28	25	30	30	25	24	21
NOT acceptable to use in any circumstances	66	67	73	69	37	62	72	68	57	76	68	65	56	57	80	72	65	67	62	64	65	70	71
Don't know	7	7	5	6	10	4	8	7	8	6	6	9	7	10	5	8	7	8	8	5	10	6	9

Paki

[This word was shown to a random split of respondents; n=972]

Acceptable to use in some circumstances	26	28	17	30	64	36	21	19	33	19	25	27	33	32	17	22	26	26	31	25	25	25	27
NOT acceptable to use in any circumstances	66	65	77	67	31	58	73	76	61	72	67	65	61	60	74	70	67	65	59	69	63	70	66
Don't know	8	6	6	3	5	6	6	5	7	9	7	8	6	8	9	8	7	9	10	6	11	5	7

Coloured

[This word was shown to a random split of respondents; n=995]

Acceptable to use in some circumstances	53	56	44	47	84	58	44	45	56	50	52	54	54	58	50	50	51	56	44	52	64	50	54
NOT acceptable to use in any circumstances	39	41	48	48	13	39	48	45	37	40	39	39	39	35	39	42	41	35	42	40	29	44	40
Don't know	8	3	8	5	2	3	8	10	7	10	9	8	7	7	11	8	8	9	14	9	7	6	6

Half caste

[This word was shown to a random split of respondents; n=1030]

Acceptable to use in some circumstances	41	48	31	40	64	52	32	35	47	35	40	44	47	49	33	38	37	47	24	44	46	47	31
NOT acceptable to use in any circumstances	43	38	54	41	21	38	51	50	37	49	44	40	40	32	49	48	47	36	59	40	38	38	49
Don't know	16	13	15	19	15	11	17	14	16	16	16	17	14	19	18	14	16	17	17	16	16	15	20

Chinky

[This word was shown to a random split of respondents; n=1026]

Acceptable to use in some circumstances	27	33	20	21	54	34	17	20	36	17	27	27	38	34	15	19	25	29	29	27	23	28	26
NOT acceptable to use in any circumstances	63	62	72	71	34	58	71	73	56	70	63	63	56	57	71	68	66	59	56	64	64	63	69
Don't know	10	5	8	9	12	8	12	7	8	13	10	11	6	10	14	12	9	12	16	8	13	10	5

Pikey

[This word was shown to a random split of respondents; n=1023]

Acceptable to use in some circumstances	49	55	42	48	68	61	43	47	58	39	46	52	57	58	35	45	51	46	49	55	50	45	36
NOT acceptable to use in any circumstances	39	32	46	36	26	29	42	45	31	47	42	34	34	27	51	41	37	41	34	37	37	42	50
Don't know	13	13	11	16	6	10	15	8	12	14	11	15	9	15	14	14	13	13	18	8	14	13	15

Redneck

[This word was shown to a random split of respondents; n=1019]

Acceptable to use in some circumstances	59	66	57	73	72	69	54	64	71	47	60	59	73	68	46	49	61	56	55	65	61	55	56
NOT acceptable to use in any circumstances	23	22	26	23	10	18	25	22	18	29	24	23	18	18	30	28	23	24	27	18	25	24	31
Don't know	18	12	17	4	18	14	21	14	12	24	16	19	9	14	24	23	16	20	18	18	15	21	13

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Black

[This word was shown to a random split of respondents; n=1052]

Acceptable to use in some circumstances	83	88	82	77	94	88	81	87	81	84	82	83	82	80	83	86	86	79	81	89	82	80	75
NOT acceptable to use in any circumstances	10	8	12	20	2	7	12	7	11	9	11	9	11	11	10	7	8	12	11	7	9	12	14
Don't know	8	4	6	3	4	4	7	7	8	7	7	8	7	9	7	7	6	9	8	4	9	8	11

White

[This word was shown to a random split of respondents; n=1032]

Acceptable to use in some circumstances	88	94	90	92	85	93	86	89	90	86	89	89	91	89	86	88	90	87	87	91	86	87	91
NOT acceptable to use in any circumstances	5	4	5	6	7	3	5	5	4	6	6	4	5	3	7	5	5	6	5	5	6	5	8
Don't know	7	2	5	3	8	4	9	6	6	7	6	8	4	8	8	7	6	7	9	4	8	8	0

Asian

[This word was shown to a random split of respondents; n=1049]

Acceptable to use in some circumstances	89	91	88	95	88	89	88	88	89	88	90	87	91	86	89	87	89	88	93	90	85	86	90
NOT acceptable to use in any circumstances	5	5	7	0	1	6	6	4	3	6	4	6	1	6	7	6	5	5	2	3	6	7	7
Don't know	7	4	5	5	11	5	6	8	8	5	6	8	8	8	4	8	6	7	5	6	9	7	3

Oriental

[This word was shown to a random split of respondents; n=1018]

Acceptable to use in some circumstances	71	76	65	86	79	79	59	73	73	69	68	75	71	75	64	75	72	69	77	75	69	67	63
NOT acceptable to use in any circumstances	18	17	25	6	13	15	28	15	18	19	20	16	18	17	22	14	18	19	10	17	17	22	27
Don't know	11	7	11	8	8	6	12	11	10	12	12	9	11	8	14	10	10	12	14	8	14	11	10

African

[This word was shown to a random split of respondents; n=1038]

Acceptable to use in some circumstances	85	87	84	94	87	87	77	87	87	82	84	86	86	87	81	84	87	81	82	90	83	80	89
NOT acceptable to use in any circumstances	8	9	10	2	5	9	10	7	7	8	8	7	8	5	8	9	7	9	6	5	10	10	7
Don't know	8	4	7	4	7	4	13	5	7	9	8	8	6	7	10	8	6	10	12	5	7	10	4

Slut

[This word was shown to a random split of respondents; n=1032]

Acceptable to use in some circumstances	60	70	52	69	73	68	53	64	68	52	62	58	69	66	54	50	63	55	57	65	56	56	66
NOT acceptable to use in any circumstances	32	23	41	28	24	22	37	32	25	39	31	33	26	24	37	41	30	35	30	28	33	37	30
Don't know	8	7	7	3	3	10	10	4	7	9	7	10	5	10	10	9	7	10	13	7	10	7	4

Slag

[This word was shown to a random split of respondents; n=1048]

Acceptable to use in some circumstances	60	66	57	60	80	63	49	62	68	52	61	60	68	67	53	52	59	61	58	59	66	59	56
NOT acceptable to use in any circumstances	32	29	38	32	12	33	44	30	25	39	32	32	26	24	38	39	33	32	31	34	26	34	39
Don't know	8	5	5	8	8	4	7	7	7	9	7	9	5	9	9	9	8	7	11	6	9	7	5

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ho

[This word was shown to a random split of respondents; n=1016]

Acceptable to use in some circumstances	51	60	47	50	69	65	51	51	60	41	51	51	62	59	40	42	52	49	48	52	50	53	47
NOT acceptable to use in any circumstances	37	35	41	39	26	29	37	37	28	46	37	38	29	28	46	47	37	37	38	36	38	35	42
Don't know	12	5	12	10	6	6	12	12	11	13	12	12	9	13	15	11	10	14	14	12	12	12	10

Sket

[This word was shown to a random split of respondents; n=994]

Acceptable to use in some circumstances	35	35	37	41	59	36	37	30	43	26	38	30	47	37	29	22	37	32	40	35	37	34	23
NOT acceptable to use in any circumstances	38	40	42	34	26	37	26	42	32	44	42	32	36	24	48	40	35	41	32	41	40	39	32
Don't know	27	26	22	25	15	27	37	29	26	30	20	39	17	39	23	38	28	26	29	25	23	27	45

She's easy

[This word was shown to a random split of respondents; n=1025]

Acceptable to use in some circumstances	55	62	52	59	68	71	46	54	63	47	53	58	60	67	45	49	54	56	55	58	55	52	49
NOT acceptable to use in any circumstances	34	30	40	37	21	23	40	38	27	42	36	32	29	24	44	40	36	32	30	35	36	34	39
Don't know	11	8	9	4	11	7	14	8	10	11	11	11	11	10	12	11	10	12	15	7	9	14	12

Dicktease

[This word was shown to a random split of respondents; n=979]

Acceptable to use in some circumstances	50	57	50	51	66	63	38	55	59	41	46	55	55	65	37	45	51	49	49	54	51	48	42
NOT acceptable to use in any circumstances	38	33	40	38	28	29	48	39	31	46	42	33	36	23	48	42	37	39	36	33	39	42	47
Don't know	12	11	10	11	6	8	14	6	10	14	12	13	9	12	15	13	12	12	15	13	10	11	11

Bitch

[This word was shown to a random split of respondents; n=1038]

Acceptable to use in some circumstances	82	81	83	80	85	84	82	83	85	80	83	83	87	82	78	83	83	82	81	85	82	81	81
NOT acceptable to use in any circumstances	11	14	13	9	11	11	12	9	9	12	10	12	9	9	12	14	11	11	12	11	8	12	12
Don't know	7	5	4	11	4	6	5	8	6	7	7	6	4	8	10	3	6	8	7	4	10	7	7

She's loose

[This word was shown to a random split of respondents; n=987]

Acceptable to use in some circumstances	48	51	45	59	62	57	43	43	56	39	44	53	53	60	35	45	49	48	49	47	52	46	50
NOT acceptable to use in any circumstances	39	40	47	36	31	37	43	47	33	47	44	35	37	28	51	42	40	39	34	41	38	42	41
Don't know	12	9	8	5	7	7	14	11	11	14	12	13	10	12	14	13	12	13	17	12	10	12	9

Pretty

[This word was shown to a random split of respondents; n=996]

Acceptable to use in some circumstances	91	96	89	90	90	94	90	94	90	91	90	92	88	92	92	91	93	88	89	91	94	88	90
NOT acceptable to use in any circumstances	4	2	7	7	6	3	6	0	5	3	5	3	7	2	2	3	3	5	3	3	2	6	5
Don't know	6	2	4	3	3	3	4	6	5	6	5	6	5	6	6	6	4	7	7	6	3	6	5

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sexy

[This word was shown to a random split of respondents; n=1004]

Acceptable to use in some circumstances	92	97	91	94	84	95	87	93	89	94	91	92	90	89	93	94	94	89	89	95	90	90	93
NOT acceptable to use in any circumstances	3	1	3	5	8	2	6	3	4	2	4	3	5	3	2	2	3	4	2	1	6	3	3
Don't know	5	2	6	1	9	3	7	4	7	4	5	6	6	8	4	4	4	7	8	4	4	7	4

Hot

[This word was shown to a random split of respondents; n=1007]

Acceptable to use in some circumstances	92	96	91	95	87	92	85	95	93	90	92	91	94	92	90	90	93	90	91	91	90	92	95
NOT acceptable to use in any circumstances	4	3	5	3	10	6	10	2	3	5	3	5	2	4	5	6	3	5	2	6	4	3	4
Don't know	4	1	4	2	3	2	6	3	4	5	4	5	3	4	5	5	3	5	6	3	6	5	1

Fit

[This word was shown to a random split of respondents; n=1045]

Acceptable to use in some circumstances	89	91	89	90	94	93	88	84	87	91	87	90	85	88	90	92	91	86	89	91	86	88	88
NOT acceptable to use in any circumstances	5	6	7	6	0	4	6	7	6	4	7	4	8	4	5	3	4	6	4	3	7	6	6
Don't know	6	3	4	4	6	3	6	8	7	5	6	7	7	8	5	5	5	8	7	5	6	6	6

Dyke

[This word was shown to a random split of respondents; n=1006]

Acceptable to use in some circumstances	36	38	28	36	69	44	33	36	47	25	33	41	44	51	22	31	36	36	33	39	38	30	42
NOT acceptable to use in any circumstances	52	51	61	55	28	48	60	49	40	64	55	48	42	36	68	59	53	52	51	51	49	58	50
Don't know	12	11	10	8	2	8	6	14	13	10	12	12	14	13	10	11	11	12	16	10	12	11	8

Lezza

[This word was shown to a random split of respondents; n=1048]

Acceptable to use in some circumstances	40	50	34	30	69	51	40	33	47	33	38	44	46	49	29	39	41	39	36	47	40	40	28
NOT acceptable to use in any circumstances	48	43	59	60	20	39	51	53	41	55	50	44	43	37	58	51	47	49	49	43	47	49	60
Don't know	12	7	8	10	12	10	9	14	12	12	12	12	11	14	13	10	12	12	15	10	13	11	13

Queer

[This word was shown to a random split of respondents; n=1026]

Acceptable to use in some circumstances	52	56	48	56	64	53	50	51	60	43	51	53	57	64	44	41	54	49	53	51	53	50	53
NOT acceptable to use in any circumstances	39	36	44	40	33	37	37	42	32	47	41	37	35	27	48	47	37	42	33	42	36	42	44
Don't know	9	8	8	4	4	10	13	7	8	10	8	11	8	9	8	12	9	9	14	7	10	8	3

Faggot

[This word was shown to a random split of respondents; n=1048]

Acceptable to use in some circumstances	28	27	25	20	57	33	21	23	37	19	28	29	38	36	17	21	28	28	26	31	27	26	29
NOT acceptable to use in any circumstances	64	66	67	74	35	62	72	73	54	74	64	64	51	58	77	69	65	63	65	63	65	63	67
Don't know	8	7	9	6	8	5	7	4	9	8	9	8	11	6	6	10	7	10	9	7	8	11	4

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Bender

[This word was shown to a random split of respondents; n=1022]

Acceptable to use in some circumstances	38	39	36	48	60	43	31	34	51	25	39	38	53	48	24	28	41	35	32	44	34	40	39
NOT acceptable to use in any circumstances	51	53	56	46	36	52	56	54	40	61	51	51	39	42	63	59	48	53	47	47	55	53	52
Don't know	11	9	8	6	5	6	14	13	9	13	10	12	8	10	13	13	11	11	21	9	11	7	9

That's gay

[This word was shown to a random split of respondents; n=1010]

Acceptable to use in some circumstances	49	54	43	51	74	60	44	42	57	41	47	51	57	57	37	45	49	50	41	50	47	54	53
NOT acceptable to use in any circumstances	40	38	47	47	16	33	44	51	34	47	42	38	35	32	50	43	42	38	45	40	44	33	40
Don't know	11	8	9	1	10	7	12	8	9	13	11	12	9	11	13	12	9	13	14	10	9	13	7

Queen

[This word was shown to a random split of respondents; n=1057]

Acceptable to use in some circumstances	65	70	61	67	86	71	62	65	67	63	65	67	66	69	63	64	67	63	65	66	64	65	67
NOT acceptable to use in any circumstances	20	19	25	26	8	18	23	21	17	22	20	19	20	13	21	24	20	19	14	20	19	23	20
Don't know	15	11	15	7	6	10	15	14	15	15	15	15	14	18	16	12	13	18	21	14	16	12	13

Fairy

[This word was shown to a random split of respondents; n=1006]

Acceptable to use in some circumstances	54	60	48	46	75	65	51	53	62	47	54	57	63	62	44	51	55	53	44	55	54	58	57
NOT acceptable to use in any circumstances	32	29	40	36	14	26	42	39	28	36	32	30	29	25	36	35	32	32	34	34	29	29	39
Don't know	14	11	12	18	10	9	7	8	10	17	14	14	8	13	20	14	13	15	22	11	16	13	5

Poof

[This word was shown to a random split of respondents; n=1052]

Acceptable to use in some circumstances	36	41	30	24	69	43	30	40	46	26	33	40	45	47	20	33	36	36	27	40	35	37	33
NOT acceptable to use in any circumstances	54	52	63	74	23	51	58	52	45	64	57	52	45	45	69	58	55	54	52	53	57	54	58
Don't know	10	7	7	3	9	6	12	7	9	10	11	9	10	9	12	9	9	11	21	6	9	9	9

Homosexual

[This word was shown to a random split of respondents; n=1021]

Acceptable to use in some circumstances	85	90	88	85	83	91	81	88	88	83	84	87	88	87	80	86	89	81	83	89	86	81	88
NOT acceptable to use in any circumstances	9	8	9	10	13	6	12	6	8	10	8	9	7	8	10	9	6	12	11	7	8	10	8
Don't know	6	2	4	5	4	3	7	6	4	7	7	5	4	5	10	4	5	7	6	4	5	9	3

Straight

[This word was shown to a random split of respondents; n=1045]

Acceptable to use in some circumstances	90	95	91	91	92	96	90	91	92	89	90	92	93	91	87	92	92	88	89	93	91	89	90
NOT acceptable to use in any circumstances	3	2	4	6	2	0	3	4	3	4	4	3	4	3	4	3	4	3	3	3	3	5	1
Don't know	6	3	5	3	6	4	7	4	5	8	6	6	4	6	9	5	4	9	8	5	6	7	8

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Camp

[This word was shown to a random split of respondents; n=1025]

Acceptable to use in some circumstances	79	83	76	87	88	83	74	82	82	76	78	80	82	82	74	78	83	76	75	86	80	74	77
NOT acceptable to use in any circumstances	13	10	18	8	7	12	19	11	10	15	13	12	9	10	17	13	10	15	12	8	9	19	15
Don't know	8	6	6	5	5	5	6	7	8	9	8	8	8	7	9	8	7	9	13	6	11	6	8
											0	0											

And how offensive, if at all, do you find the words or phrases that we've asked you about?

Nigger

[This word was shown to a random split of respondents; n=965]

Not at all offensive	7	9	4	5	25	11	5	4	10	3	7	6	11	8	2	4	7	6	5	8	9	5	5
Not very offensive	6	6	3	7	16	9	1	5	7	5	6	7	7	8	4	6	7	6	10	6	6	5	4
TOTAL NOT OFFENSIVE	13	15	7	12	41	20	6	9	17	8	12	13	18	16	6	10	14	12	15	14	15	10	9
Fairly offensive	21	23	21	15	28	20	16	17	21	21	23	19	26	15	19	22	20	21	19	24	21	15	27
Very offensive	59	56	68	66	23	57	73	69	53	67	59	62	47	61	71	62	59	60	55	57	55	68	62
TOTAL OFFENSIVE	80	79	89	81	51	77	89	86	74	88	81	80	73	76	90	84	79	81	74	81	76	83	89
Don't know	7	5	4	7	8	3	6	6	9	5	6	8	9	8	3	7	6	7	11	5	9	6	3

Paki

[This word was shown to a random split of respondents; n=972]

Not at all offensive	9	8	5	7	33	11	6	5	10	7	9	9	11	9	7	8	7	10	8	8	11	8	7
Not very offensive	11	12	7	9	21	19	5	10	12	9	10	12	11	14	8	10	11	10	13	11	8	10	10
TOTAL NOT OFFENSIVE	20	20	12	16	54	30	11	15	22	16	19	21	22	23	15	18	18	20	21	19	19	18	17
Fairly offensive	28	32	24	32	21	24	27	21	29	28	29	27	31	26	27	28	26	31	26	30	26	27	41
Very offensive	48	43	60	48	23	44	58	59	44	51	48	47	43	46	53	48	50	45	47	47	49	52	37
TOTAL OFFENSIVE	76	75	84	80	44	68	85	80	73	79	77	74	74	72	80	76	76	76	73	77	75	79	78
Don't know	5	5	4	4	3	3	3	5	4	5	4	6	3	5	5	6	5	5	7	4	6	3	4

Coloured

[This word was shown to a random split of respondents; n=995]

Not at all offensive	27	35	17	21	60	39	21	22	31	22	27	26	31	30	22	22	25	29	25	27	30	28	18
Not very offensive	26	25	24	20	26	24	23	21	24	28	24	29	22	27	26	30	26	25	24	23	33	24	28
TOTAL NOT OFFENSIVE	53	60	41	41	86	63	44	43	55	50	51	55	53	57	48	52	51	54	49	50	63	52	46
Fairly offensive	23	21	29	28	4	20	26	30	23	24	24	22	24	21	24	23	25	20	25	24	18	23	29
Very offensive	17	15	23	25	6	13	25	21	16	18	16	18	15	17	17	19	18	15	17	19	13	17	19
TOTAL OFFENSIVE	40	36	52	53	10	33	51	51	39	42	40	40	39	38	41	42	43	35	42	43	31	40	48
Don't know	8	4	7	6	5	4	5	6	7	9	9	6	8	5	10	6	5	10	10	8	6	8	5

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Half caste

[This word was shown to a random split of respondents; n=1030]

Not at all offensive	19	20	14	19	50	22	17	14	23	16	20	19	24	21	15	17	17	23	11	18	22	26	16
Not very offensive	21	28	16	21	17	27	16	19	21	21	18	25	17	25	19	24	20	23	13	23	23	22	18
TOTAL NOT OFFENSIVE	40	48	30	40	67	49	33	33	44	37	38	44	41	46	34	41	37	46	24	41	45	48	34
Fairly offensive	24	20	27	22	11	24	22	25	23	24	23	25	24	23	22	26	25	21	25	23	25	22	25
Very offensive	22	21	31	29	10	20	27	32	21	24	24	21	23	18	25	23	26	17	32	21	17	22	25
TOTAL OFFENSIVE	46	41	58	51	21	44	49	57	44	48	47	45	47	41	47	49	51	38	57	44	42	44	50
Don't know	13	12	13	10	12	7	17	10	12	15	15	12	12	13	18	10	12	16	18	14	14	8	16

Chinky

[This word was shown to a random split of respondents; n=1026]

Not at all offensive	10	14	8	5	21	13	8	6	13	6	9	11	12	15	6	7	11	9	9	10	11	9	11
Not very offensive	14	17	9	14	29	15	10	11	15	12	15	13	16	14	13	12	11	17	15	11	13	19	9
TOTAL NOT OFFENSIVE	24	31	17	19	50	28	18	17	28	18	24	24	28	29	19	19	22	26	24	21	24	28	20
Fairly offensive	27	26	26	35	27	29	27	27	27	27	26	28	26	29	27	26	27	27	25	34	25	22	27
Very offensive	42	38	51	38	15	39	49	51	39	46	42	42	39	38	46	46	46	38	41	39	44	44	50
TOTAL OFFENSIVE	69	64	77	73	42	68	76	78	66	73	69	70	65	67	73	72	73	65	66	73	69	66	77
Don't know	7	4	7	8	8	3	5	5	6	9	7	7	7	4	8	9	5	9	11	7	8	7	3

Pikey

[This word was shown to a random split of respondents; n=1023]

Not at all offensive	18	25	11	13	32	20	13	22	23	12	17	20	23	24	10	15	19	17	17	21	16	19	9
Not very offensive	24	30	23	23	26	38	22	20	27	21	21	30	23	33	18	26	25	23	22	26	25	24	21
TOTAL NOT OFFENSIVE	42	55	34	36	58	58	35	42	50	33	37	49	46	57	28	41	44	40	39	47	41	43	30
Fairly offensive	33	26	34	33	29	26	29	35	28	37	35	29	31	24	40	34	33	32	35	33	29	31	41
Very offensive	15	11	22	15	8	11	23	17	12	18	17	13	14	10	20	16	15	15	13	14	15	17	17
TOTAL OFFENSIVE	48	37	56	48	37	37	52	52	40	55	52	42	45	34	60	50	48	47	48	47	44	48	58
Don't know	10	9	9	16	5	4	13	6	9	11	10	10	9	9	12	10	9	12	13	6	14	9	12

Redneck

[This word was shown to a random split of respondents; n=1019]

Not at all offensive	25	32	23	25	37	30	21	24	31	18	25	23	32	29	18	17	25	25	19	26	24	26	29
Not very offensive	33	34	35	41	29	37	36	37	37	29	32	35	36	39	27	31	36	30	36	32	33	33	32
TOTAL NOT OFFENSIVE	58	66	58	66	66	67	57	61	68	47	57	58	68	68	45	48	61	55	55	58	57	59	61
Fairly offensive	20	18	19	18	16	17	20	20	16	25	20	20	17	13	24	26	20	20	23	19	18	19	27
Very offensive	8	7	10	5	3	5	10	7	6	10	7	9	4	8	11	9	7	9	8	5	11	8	7
TOTAL OFFENSIVE	28	25	29	23	19	22	30	27	22	35	28	28	21	21	35	35	27	29	31	24	29	27	34
Don't know	14	9	13	10	15	10	13	11	11	19	15	14	10	11	20	17	13	17	15	17	15	15	5

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Black

[This word was shown to a random split of respondents; n=1052]

Not at all offensive	57	61	56	62	64	66	56	65	59	54	55	60	59	60	51	59	59	54	61	59	56	54	51
Not very offensive	25	26	26	21	29	23	27	18	23	28	26	24	24	20	28	27	26	25	22	26	26	25	31
TOTAL NOT OFFENSIVE	82	87	82	83	93	89	83	83	82	82	81	83	83	80	79	86	85	79	83	85	82	79	82
Fairly offensive	6	4	7	9	1	5	6	6	6	7	7	6	5	7	9	5	5	9	6	4	8	7	7
Very offensive	4	3	5	4	0	3	6	2	4	4	4	4	4	4	4	3	3	5	4	3	4	6	2
TOTAL OFFENSIVE	10	7	12	13	1	8	12	8	10	11	11	10	9	11	13	8	8	14	10	7	12	13	9
Don't know	8	5	6	4	6	3	5	9	8	7	8	8	8	9	8	6	7	8	7	8	6	8	9

White

[This word was shown to a random split of respondents; n=1032]

Not at all offensive	71	79	70	69	70	82	68	75	75	67	70	72	74	76	66	68	75	66	76	72	68	68	72
Not very offensive	18	17	20	23	8	13	20	13	15	22	19	18	16	14	22	21	16	22	10	19	21	22	16
TOTAL NOT OFFENSIVE	89	96	90	92	78	95	88	88	90	89	89	90	90	90	88	89	91	88	86	91	89	90	88
Fairly offensive	4	3	3	3	13	2	4	4	3	4	4	3	4	2	4	4	2	5	4	4	3	3	6
Very offensive	2	0	2	2	2	0	3	1	2	1	2	1	2	1	1	1	2	1	2	2	2	1	0
TOTAL OFFENSIVE	6	3	5	5	15	2	7	5	5	5	6	4	6	3	5	5	4	6	6	6	5	4	6
Don't know	6	2	4	3	7	2	6	7	5	7	5	7	3	7	7	6	5	7	9	3	5	6	7

Asian

[This word was shown to a random split of respondents; n=1049]

Not at all offensive	65	72	63	67	73	73	64	62	68	61	65	65	68	69	62	60	67	62	67	68	56	65	65
Not very offensive	23	22	26	22	7	18	23	23	18	28	23	23	19	17	28	29	22	25	23	19	29	24	23
TOTAL NOT OFFENSIVE	88	94	89	89	80	91	87	85	86	89	88	88	87	86	90	89	89	87	90	87	85	89	88
Fairly offensive	4	3	5	0	4	4	5	4	4	4	3	6	2	6	4	5	3	5	2	4	5	4	4
Very offensive	2	2	1	6	2	1	2	1	2	1	2	2	2	2	2	1	2	1	2	1	1	2	2
TOTAL OFFENSIVE	6	5	6	6	6	5	7	5	6	5	5	7	4	8	6	6	5	6	4	5	6	6	6
Don't know	6	2	6	6	13	4	5	9	8	5	7	6	8	7	5	5	6	7	6	7	8	5	5

Oriental

[This word was shown to a random split of respondents; n=1018]

Not at all offensive	39	45	36	37	58	49	38	36	43	36	34	46	39	48	29	43	40	38	41	39	42	37	33
Not very offensive	32	32	30	34	22	33	24	36	29	35	33	30	30	28	37	32	32	33	30	34	30	33	32
TOTAL NOT OFFENSIVE	71	77	66	71	80	82	62	72	72	71	68	76	69	76	66	75	72	71	71	73	72	70	65
Fairly offensive	12	11	14	18	9	8	13	14	11	13	12	11	11	10	14	11	10	14	9	13	10	10	17
Very offensive	7	6	11	4	3	6	13	6	7	6	8	6	8	7	7	5	9	4	4	5	7	11	8
TOTAL OFFENSIVE	19	17	25	22	12	14	26	20	18	19	20	17	19	17	21	16	19	18	13	18	17	21	25
Don't know	10	5	9	7	8	5	11	8	10	11	12	8	11	7	13	9	9	12	15	9	11	8	10

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

African

[This word was shown to a random split of respondents; n=1038]

Not at all offensive	59	57	58	70	75	60	52	60	64	54	56	63	61	67	51	58	60	59	53	61	58	59	69
Not very offensive	24	28	25	24	10	25	23	27	21	27	25	23	21	21	29	25	26	21	30	23	25	22	21
TOTAL NOT OFFENSIVE	83	85	83	94	85	85	75	87	85	81	81	86	82	88	80	83	86	80	83	84	83	81	90
Fairly offensive	6	5	9	3	8	7	10	6	5	7	6	5	6	4	7	6	5	7	3	7	9	5	6
Very offensive	2	2	3	2	0	3	3	2	3	2	3	2	4	1	2	2	2	2	3	2	2	2	3
TOTAL OFFENSIVE	8	7	12	5	8	10	13	8	8	9	10	7	10	5	9	8	7	9	6	9	11	7	9
Don't know	8	8	5	0	6	6	12	7	8	9	9	8	8	7	10	8	6	11	11	8	5	12	2

Slut

[This word was shown to a random split of respondents; n=1032]

Not at all offensive	12	19	7	10	26	24	6	8	18	7	13	13	17	19	8	6	11	13	13	12	12	11	14
Not very offensive	24	32	21	23	26	23	19	33	26	21	26	21	30	21	22	21	26	21	22	25	24	20	34
TOTAL NOT OFFENSIVE	36	51	28	33	52	47	25	41	44	28	39	34	47	40	30	27	37	34	35	37	36	31	48
Fairly offensive	37	36	40	36	27	38	39	38	34	41	36	39	33	35	40	42	38	37	36	40	38	37	32
Very offensive	21	11	29	26	18	13	29	18	17	26	19	24	16	18	23	29	20	23	19	18	22	27	18
TOTAL OFFENSIVE	58	47	69	62	45	51	68	56	51	67	56	62	49	53	63	71	58	60	55	58	60	64	50
Don't know	5	3	3	5	4	1	7	3	5	5	6	5	4	6	8	3	5	6	10	5	4	5	3

Slag

[This word was shown to a random split of respondents; n=1048]

Not at all offensive	14	21	8	13	24	23	8	11	20	9	15	14	21	18	9	9	15	12	17	14	16	12	7
Not very offensive	22	28	19	16	21	26	17	25	23	21	22	21	22	24	23	18	23	21	21	26	23	15	24
TOTAL NOT OFFENSIVE	36	49	27	29	45	49	25	36	43	30	38	35	43	42	32	27	38	33	38	40	39	27	31
Fairly offensive	42	38	47	49	31	33	46	48	41	42	41	42	39	42	43	42	40	43	36	41	39	47	47
Very offensive	18	10	22	21	16	15	27	14	13	22	17	18	14	11	20	25	17	19	19	15	16	20	19
TOTAL OFFENSIVE	60	48	69	70	47	48	73	62	54	64	58	60	53	53	63	67	57	62	55	56	55	67	66
Don't know	5	3	4	1	7	3	3	3	5	6	4	6	4	5	5	6	5	5	7	5	5	4	3

Ho

[This word was shown to a random split of respondents; n=1016]

Not at all offensive	15	16	9	17	43	25	13	15	22	8	16	15	23	21	8	8	16	14	14	16	16	15	14
Not very offensive	24	32	22	23	26	26	23	23	28	21	24	25	26	30	21	20	25	23	27	24	19	28	23
TOTAL NOT OFFENSIVE	39	48	31	40	69	51	36	38	50	29	39	40	49	51	29	28	41	37	41	40	35	43	37
Fairly offensive	35	34	38	30	9	30	36	38	29	41	34	37	28	31	41	42	34	37	30	38	38	32	37
Very offensive	18	15	24	23	15	16	23	16	13	23	18	18	16	10	21	25	18	18	22	15	19	19	18
TOTAL OFFENSIVE	53	49	62	53	24	46	59	54	42	64	53	54	44	41	62	67	52	55	52	53	57	51	55
Don't know	7	4	7	6	7	4	5	9	8	7	8	6	8	8	9	4	7	8	9	8	7	5	9

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sket
[This word was shown to a random split of respondents; n=994]

Not at all offensive	12	16	11	4	30	15	11	8	16	7	12	12	15	17	8	7	12	11	16	9	12	15	3
Not very offensive	15	15	16	16	14	14	15	15	16	14	15	15	15	16	15	13	15	15	15	15	15	14	16
TOTAL NOT OFFENSIVE	27	31	27	20	44	29	26	23	32	21	27	27	30	33	23	20	27	26	31	24	27	29	19
Fairly offensive	26	26	29	26	23	27	22	22	24	29	32	18	31	12	34	23	25	28	26	27	34	24	15
Very offensive	16	15	21	17	11	14	17	18	13	20	18	14	14	10	22	18	15	18	16	16	18	17	14
TOTAL OFFENSIVE	42	41	50	43	34	41	39	40	37	49	50	32	45	22	56	41	40	46	42	43	52	41	29
Don't know	31	28	23	37	22	31	35	37	32	29	23	42	24	44	21	39	32	28	27	33	21	30	52

She's easy
[This word was shown to a random split of respondents; n=1025]

Not at all offensive	18	23	16	10	35	30	18	12	24	12	17	19	24	23	10	14	17	19	16	21	16	18	10
Not very offensive	25	30	21	38	24	25	25	30	30	20	23	28	28	33	18	22	29	20	28	27	26	19	25
TOTAL NOT OFFENSIVE	43	53	37	48	59	55	43	42	54	32	40	46	52	56	28	36	46	39	44	48	42	37	35
Fairly offensive	37	30	41	37	22	29	36	41	33	40	38	35	34	32	42	37	35	38	37	33	40	35	41
Very offensive	15	14	16	12	11	13	14	12	7	23	15	15	8	6	23	23	14	16	14	13	12	19	17
TOTAL OFFENSIVE	52	44	57	49	33	42	50	53	40	63	53	49	42	38	65	60	49	54	51	46	52	54	58
Don't know	6	3	6	2	8	3	7	4	6	5	6	6	6	7	6	5	5	7	5	5	5	8	6

Dictease
[This word was shown to a random split of respondents; n=979]

Not at all offensive	20	29	15	17	35	27	10	19	28	12	20	20	27	29	13	11	20	20	16	25	21	19	12
Not very offensive	28	31	30	33	20	32	25	35	31	25	26	31	28	35	24	27	29	28	29	28	26	31	24
TOTAL NOT OFFENSIVE	48	60	45	50	55	59	35	54	59	37	46	51	55	64	37	38	49	48	45	53	47	50	36
Fairly offensive	29	25	34	22	25	26	40	24	23	36	29	30	24	21	34	38	29	29	31	25	30	28	39
Very offensive	14	10	14	15	12	13	15	16	10	19	15	13	12	7	19	18	14	14	10	14	16	14	18
TOTAL OFFENSIVE	43	35	48	37	37	39	55	40	33	55	44	42	36	28	53	56	43	43	41	39	46	42	57
Don't know	9	5	7	13	7	2	11	6	9	8	10	7	10	8	10	6	8	9	13	8	8	7	6

Bitch
[This word was shown to a random split of respondents; n=1038]

Not at all offensive	22	29	17	12	36	33	14	20	28	17	24	22	28	28	19	15	22	23	20	23	26	20	23
Not very offensive	36	29	42	31	28	28	40	41	35	36	35	37	36	35	34	39	37	35	31	40	32	37	34
TOTAL NOT OFFENSIVE	58	58	59	43	64	61	54	61	63	53	59	59	64	63	53	54	59	58	51	63	58	57	57
Fairly offensive	31	34	30	44	25	30	31	30	26	35	32	29	27	25	38	32	32	30	30	29	32	32	35
Very offensive	7	5	8	10	7	6	9	7	7	8	7	9	7	7	6	11	7	8	13	6	7	7	4
TOTAL OFFENSIVE	38	39	38	54	32	36	40	37	33	43	39	38	34	32	44	43	39	38	43	35	39	39	39
Don't know	4	3	3	3	4	3	5	2	4	3	2	5	2	6	3	3	3	5	6	2	3	4	3

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

She's loose

[This word was shown to a random split of respondents; n=987]

Not at all offensive	15	24	10	5	29	23	7	14	22	8	12	19	19	26	5	11	16	14	15	18	13	16	14
Not very offensive	25	26	25	33	32	30	29	27	28	21	22	28	26	30	18	26	25	25	26	27	22	25	23
TOTAL NOT OFFENSIVE	40	50	35	38	61	53	36	41	50	29	34	47	45	56	23	37	41	39	41	45	35	41	37
Fairly offensive	35	31	42	37	19	30	39	30	31	40	39	31	36	25	43	36	37	33	31	33	40	34	39
Very offensive	16	12	19	18	13	15	17	20	11	22	17	16	11	11	23	21	15	18	13	14	17	18	19
TOTAL OFFENSIVE	51	43	61	55	32	45	56	50	42	62	56	47	47	36	66	57	52	51	44	47	57	52	58
Don't know	9	6	4	7	7	2	7	9	8	9	10	7	9	8	11	6	7	10	15	9	7	7	5

Pretty

[This word was shown to a random split of respondents; n=996]

Not at all offensive	82	87	80	79	86	88	77	84	82	81	80	84	79	87	82	80	84	79	84	77	86	82	84
Not very offensive	9	9	9	17	4	8	12	7	7	10	8	9	8	6	9	12	8	10	4	13	8	9	8
TOTAL NOT OFFENSIVE	91	96	89	96	90	96	89	91	89	91	89	93	87	93	91	92	92	89	88	90	94	91	92
Fairly offensive	1	1	3	0	0	2	3	1	1	1	1	2	1	1	1	2	2	1	2	1	1	2	0
Very offensive	1	0	3	0	4	1	3	0	2	1	2	1	2	1	1	1	1	2	1	1	1	1	3
TOTAL OFFENSIVE	2	1	6	0	4	3	6	1	3	2	3	3	3	2	2	3	3	3	3	2	2	3	3
Don't know	7	3	6	5	5	2	5	8	7	7	8	6	8	5	7	6	6	9	10	8	4	7	5

Sexy

[This word was shown to a random split of respondents; n=1004]

Not at all offensive	69	78	65	68	73	77	59	68	77	61	67	73	77	77	57	68	70	68	75	71	63	66	73
Not very offensive	22	17	26	30	15	19	28	23	14	30	24	19	15	12	33	26	24	20	16	20	25	26	20
TOTAL NOT OFFENSIVE	91	95	91	98	88	96	87	91	91	91	91	92	92	89	90	94	94	88	91	91	88	92	93
Fairly offensive	3	2	2	0	3	1	3	3	2	3	2	4	1	4	3	3	2	3	2	2	4	3	2
Very offensive	1	0	1	0	2	0	2	0	1	0	1	1	1	2	0	0	1	1	1	0	2	0	1
TOTAL OFFENSIVE	4	2	3	0	5	1	5	3	3	3	2	5	2	6	3	3	3	4	3	2	6	3	3
Don't know	6	3	6	2	8	2	8	6	5	6	6	4	5	5	8	3	4	8	6	6	6	5	5

Hot

[This word was shown to a random split of respondents; n=1007]

Not at all offensive	70	72	66	68	69	74	62	77	72	68	68	72	68	76	69	67	70	70	73	70	72	67	67
Not very offensive	22	24	24	29	16	22	25	18	22	22	24	20	26	18	22	22	23	21	18	23	19	25	28
TOTAL NOT OFFENSIVE	92	96	90	97	85	96	87	95	94	90	93	92	94	94	91	89	93	91	91	93	91	92	95
Fairly offensive	2	3	3	1	8	2	4	1	1	4	2	3	1	1	3	5	2	3	3	3	2	2	2
Very offensive	1	0	2	2	4	0	4	1	1	1	1	2	1	2	1	1	1	1	1	2	1	1	1
TOTAL OFFENSIVE	3	3	5	3	12	2	8	2	2	5	3	5	2	3	4	6	3	4	4	5	3	3	3
Don't know	4	1	5	0	3	2	5	3	4	5	5	4	5	2	5	5	4	5	6	2	7	4	2

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention				2010 Vote			Gender		Age		Age and Gender				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fit

[This word was shown to a random split of respondents; n=1045]

Not at all offensive	67	70	69	69	73	71	61	68	66	69	66	69	64	69	69	69	68	66	65	72	63	68	63
Not very offensive	23	24	21	20	15	23	27	22	22	24	22	23	21	22	24	24	23	23	20	22	27	21	26
TOTAL NOT OFFENSIVE	90	94	90	89	88	94	88	90	88	93	89	92	85	91	93	93	91	89	85	94	90	89	89
Fairly offensive	3	3	5	1	5	3	3	1	3	2	3	2	4	2	2	2	2	3	4	1	3	3	4
Very offensive	2	1	2	4	2	2	4	3	3	1	2	2	3	2	1	1	2	2	3	0	2	3	3
TOTAL OFFENSIVE	5	4	7	5	7	5	7	4	6	3	5	4	7	4	3	3	4	5	7	1	5	6	7
Don't know	5	3	2	5	5	1	5	6	7	4	6	5	8	6	4	4	5	6	8	4	5	5	4

Dyke

[This word was shown to a random split of respondents; n=1006]

Not at all offensive	14	19	9	11	28	19	6	15	20	8	13	16	17	23	8	8	12	16	9	18	15	11	11
Not very offensive	15	17	13	7	27	19	15	10	17	13	13	19	15	20	10	17	15	15	13	15	13	17	18
TOTAL NOT OFFENSIVE	29	36	22	18	55	38	21	25	37	21	25	34	32	43	18	25	27	31	22	33	28	28	29
Fairly offensive	37	38	39	37	21	38	35	40	34	40	36	39	32	37	40	40	40	34	39	36	40	36	34
Very offensive	27	22	32	41	17	22	36	25	21	33	31	22	26	16	36	28	28	26	28	25	24	30	31
TOTAL OFFENSIVE	64	60	71	78	38	60	71	65	55	73	67	61	58	53	76	68	68	60	67	61	64	66	65
Don't know	7	4	7	3	7	3	7	10	8	7	9	5	11	3	6	7	5	10	12	5	8	6	6

Lezza

[This word was shown to a random split of respondents; n=1048]

Not at all offensive	15	18	11	12	38	21	12	10	20	9	15	14	20	20	10	8	14	15	11	18	18	14	5
Not very offensive	25	29	21	26	23	30	26	27	28	22	23	28	25	32	21	24	25	26	22	28	25	24	28
TOTAL NOT OFFENSIVE	40	47	32	38	61	51	38	37	48	31	38	42	45	52	31	32	39	41	33	46	43	38	33
Fairly offensive	32	31	38	32	18	31	34	35	29	36	32	32	30	27	35	37	34	30	35	30	29	34	38
Very offensive	19	16	24	25	9	12	23	22	15	24	20	18	16	12	24	23	20	18	18	17	20	21	20
TOTAL OFFENSIVE	51	47	62	57	27	43	57	57	44	60	52	50	46	39	59	60	54	48	53	47	49	55	58
Don't know	9	5	6	5	13	5	5	6	8	9	9	8	8	8	10	8	7	11	14	7	8	7	9

Queer

[This word was shown to a random split of respondents; n=1026]

Not at all offensive	15	19	11	18	20	17	8	13	20	9	16	13	21	18	10	8	17	12	17	18	11	12	16
Not very offensive	28	30	27	24	35	33	29	32	31	25	28	29	31	32	24	25	27	29	30	29	26	27	26
TOTAL NOT OFFENSIVE	43	49	38	42	55	50	37	45	51	34	43	42	52	50	34	33	44	41	47	47	37	39	42
Fairly offensive	31	29	32	36	26	28	31	29	29	34	31	31	29	29	34	33	32	31	29	32	34	30	32
Very offensive	19	18	24	18	17	18	24	19	13	26	18	21	12	15	25	26	18	21	15	16	20	26	21
TOTAL OFFENSIVE	50	47	56	54	43	46	55	48	42	60	50	52	41	44	59	59	50	52	44	48	54	56	53
Don't know	6	4	6	4	2	4	7	8	6	7	6	6	6	5	7	7	6	8	10	5	9	4	5

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Faggot

[This word was shown to a random split of respondents; n=1048]

Not at all offensive	9	11	6	4	23	13	7	9	13	5	9	9	14	12	4	6	8	10	7	12	9	10	4
Not very offensive	11	16	6	8	25	17	8	8	13	10	12	11	14	10	9	11	10	12	8	13	12	11	8
TOTAL NOT OFFENSIVE	20	27	12	12	48	30	15	17	26	15	21	20	28	22	13	17	18	22	15	25	21	21	12
Fairly offensive	33	37	32	38	27	31	32	30	36	30	31	36	33	39	28	32	35	30	34	34	31	30	40
Very offensive	42	34	50	49	21	37	48	49	34	51	44	40	34	34	54	46	42	43	44	37	44	45	44
TOTAL OFFENSIVE	75	71	82	87	48	68	80	79	70	81	74	76	67	73	82	78	77	73	78	71	75	75	84
Don't know	4	2	5	1	4	2	6	4	4	5	5	5	5	4	4	5	4	5	8	4	4	4	3

Bender

[This word was shown to a random split of respondents; n=1022]

Not at all offensive	14	15	11	18	32	19	8	15	20	9	14	15	19	22	9	8	14	15	15	13	14	18	12
Not very offensive	19	24	19	16	9	23	16	15	23	15	18	22	21	26	14	17	21	17	16	21	17	21	20
TOTAL NOT OFFENSIVE	33	39	30	34	41	42	24	30	43	24	32	37	40	48	23	25	35	32	31	34	31	39	32
Fairly offensive	36	36	39	42	32	31	43	34	32	40	37	33	35	26	40	40	36	36	34	37	40	32	36
Very offensive	22	21	25	18	22	23	25	28	19	26	22	23	19	18	25	27	22	22	20	20	22	25	27
TOTAL OFFENSIVE	58	57	64	60	54	54	68	62	51	66	59	56	54	44	65	67	58	58	54	57	62	57	63
Don't know	8	4	6	6	4	4	7	8	7	10	8	9	5	9	11	8	7	10	16	9	7	4	5

That's gay

[This word was shown to a random split of respondents; n=1010]

Not at all offensive	21	26	16	15	42	30	16	17	25	16	20	22	25	26	14	18	20	21	21	22	24	19	16
Not very offensive	26	30	28	22	18	29	34	23	27	24	24	29	26	29	21	28	26	25	21	27	25	25	33
TOTAL NOT OFFENSIVE	47	56	44	37	60	59	50	40	52	40	43	51	51	55	35	46	46	46	42	49	49	44	49
Fairly offensive	32	30	37	37	20	25	29	38	30	34	33	30	30	30	37	30	31	33	32	32	29	36	33
Very offensive	15	11	16	25	8	13	16	20	11	19	16	13	13	8	19	18	17	12	18	14	15	12	16
TOTAL OFFENSIVE	47	41	53	62	28	38	45	58	41	53	49	43	43	38	56	48	48	45	50	46	44	48	49
Don't know	7	3	4	0	11	4	5	2	6	7	7	6	6	6	8	6	5	8	8	5	7	9	2

Queen

[This word was shown to a random split of respondents; n=1057]

Not at all offensive	32	35	28	33	47	34	30	26	37	26	32	32	36	39	28	24	29	35	34	31	31	35	24
Not very offensive	29	32	27	26	34	30	23	33	27	31	27	33	25	31	29	34	32	26	30	32	29	26	27
TOTAL NOT OFFENSIVE	61	67	55	59	81	64	53	59	64	57	59	64	61	70	57	58	61	61	64	63	60	61	51
Fairly offensive	19	17	26	24	10	18	26	26	17	21	18	21	18	16	18	26	21	17	15	19	20	21	23
Very offensive	5	5	6	4	0	9	6	4	4	6	5	5	5	3	5	7	5	5	5	4	5	6	7
TOTAL OFFENSIVE	24	22	32	28	10	27	32	30	21	27	23	26	23	19	23	33	26	22	20	23	25	27	30
Don't know	15	11	13	12	9	9	15	11	14	16	18	10	16	11	20	9	12	18	16	14	15	13	19

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention					2010 Vote			Gender		Age		Age and Gender				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fairy

[This word was shown to a random split of respondents; n=1006]

Not at all offensive	26	26	22	27	40	26	24	20	32	20	27	25	32	31	21	19	25	27	20	29	27	25	23
Not very offensive	24	30	19	22	31	29	20	26	26	22	23	27	26	26	19	27	23	25	26	22	28	22	24
TOTAL NOT OFFENSIVE	50	56	41	49	71	55	44	46	58	42	49	52	58	57	40	46	48	52	46	51	55	47	47
Fairly offensive	28	26	35	32	20	28	37	35	27	30	27	30	25	29	29	31	30	26	25	29	23	32	36
Very offensive	11	5	16	6	1	8	14	14	8	14	11	11	9	6	13	15	11	11	13	8	13	10	13
TOTAL OFFENSIVE	39	31	51	38	21	36	51	49	35	44	38	41	34	35	42	46	41	37	38	37	36	42	49
Don't know	11	12	8	13	9	8	5	6	8	14	13	8	7	8	19	8	11	11	16	11	9	11	4

Poof

[This word was shown to a random split of respondents; n=1052]

Not at all offensive	10	12	5	5	41	13	7	8	16	5	12	9	18	12	5	6	8	13	6	11	14	11	7
Not very offensive	19	25	12	11	22	25	16	20	20	18	17	22	18	22	15	21	21	17	21	23	18	15	14
TOTAL NOT OFFENSIVE	29	37	17	16	63	38	23	28	36	23	28	31	36	34	20	27	29	30	27	34	32	26	21
Fairly offensive	40	41	45	54	22	38	41	45	38	42	39	42	37	41	42	42	41	39	37	41	41	40	39
Very offensive	25	19	33	29	7	21	32	25	22	27	25	25	22	23	28	26	26	23	24	21	23	28	34
TOTAL OFFENSIVE	65	60	78	83	29	59	73	70	60	69	64	66	59	64	70	68	67	62	61	62	64	68	73
Don't know	6	2	4	1	8	3	5	3	4	8	7	4	5	3	10	5	4	8	11	5	4	7	6

Homosexual

[This word was shown to a random split of respondents; n=1021]

Not at all offensive	58	61	59	66	66	65	59	63	62	54	57	60	62	63	52	56	64	52	56	61	61	56	57
Not very offensive	25	29	27	18	15	25	22	23	23	26	24	26	23	23	25	28	22	28	24	25	24	25	26
TOTAL NOT OFFENSIVE	83	90	86	84	81	90	81	86	85	80	81	85	85	86	77	84	86	80	80	86	85	81	83
Fairly offensive	7	6	6	2	9	5	7	6	5	8	6	8	4	8	8	8	6	7	8	6	5	7	10
Very offensive	3	3	3	11	3	3	3	1	3	3	4	3	4	3	4	3	3	3	6	3	3	3	2
TOTAL OFFENSIVE	10	9	9	13	12	8	10	7	8	11	10	11	8	11	12	11	9	10	14	9	8	10	12
Don't know	7	2	5	3	6	2	8	7	6	8	8	4	7	3	10	5	5	9	6	6	7	9	6

Straight

[This word was shown to a random split of respondents; n=1045]

Not at all offensive	76	81	71	85	77	86	72	81	80	72	76	76	83	76	69	76	78	73	78	73	82	72	79
Not very offensive	16	16	20	8	12	12	19	15	13	19	16	17	12	15	20	18	15	18	13	19	12	20	12
TOTAL NOT OFFENSIVE	92	97	91	93	89	98	91	96	93	91	92	93	95	91	89	94	93	91	91	92	94	92	91
Fairly offensive	2	2	1	2	5	0	3	1	1	2	1	2	0	1	2	3	2	1	1	2	2	2	0
Very offensive	1	1	1	4	0	0	1	0	1	0	1	2	1	2	0	1	1	0	2	0	0	1	1
TOTAL OFFENSIVE	3	3	2	6	5	0	4	1	2	2	1	4	1	3	2	4	3	1	3	2	2	3	1
Don't know	6	1	6	1	6	1	5	3	5	6	6	5	4	6	9	3	4	8	5	6	4	6	8

Sample Size: 3063 GB 18-29 Year-Olds
Fieldwork: 16th - 27th March 2015

	Voting intention				2010 Vote			Gender		Age		Age and Gender				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-29	Male 18-24	Male 25-29	Female 18-24	Female 25-29	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3063	X	X	X	X	476	448	528	1546	1517	1764	1300	897	650	867	650	1715	1348	493	901	651	754	264	
Unweighted Sample	3063	698	908	165	165	525	494	516	1237	1826	1445	1618	623	614	822	1004	1883	1180	503	909	617	733	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Camp

[This word was shown to a random split of respondents; n=1025]

Not at all offensive	34	40	32	37	40	38	28	33	43	26	34	36	42	44	25	28	32	36	27	40	34	34	31
Not very offensive	42	44	42	42	39	41	44	43	38	45	42	42	39	37	45	46	44	39	45	42	42	39	41
TOTAL NOT OFFENSIVE	76	84	74	79	79	79	72	76	81	71	76	78	81	81	70	74	76	75	72	82	76	73	72
Fairly offensive	13	9	16	13	17	13	17	12	10	16	13	13	9	11	17	15	13	13	14	10	12	16	12
Very offensive	3	4	4	1	1	4	3	4	2	4	3	3	3	1	4	4	3	3	2	2	2	4	6
TOTAL OFFENSIVE	16	13	20	14	18	17	20	16	12	20	16	16	12	12	21	19	16	16	16	12	14	20	18
Don't know	8	4	6	6	3	3	7	7	7	8	8	7	8	7	9	7	7	8	11	5	9	6	10