

YouGov Survey Results

Sample Size: 2150 Adults in GB
Fieldwork: 30th - 31st March 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2150	387	553	198	232	755	768	1041	1109	486	627	531	505	1226	924	1860	103	187	510	353	260	737	
Unweighted Sample	2150	363	623	220	248	882	814	902	1248	382	543	590	635	1318	832	1853	113	184	505	353	213	782	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, would you say you swear?

Every day	37	26	37	42	44	37	35	41	33	47	45	35	19	37	37	36	43	40	39	33	37	36
Most days	20	17	26	20	14	21	20	21	20	21	24	22	14	21	20	20	17	23	20	20	17	21
Sometimes	34	47	32	32	33	37	36	30	37	21	25	37	54	33	35	34	35	31	31	35	36	35
Never	8	11	6	5	9	6	8	7	9	11	5	6	12	9	8	9	4	5	9	10	10	8
Don't know	0	0	0	0	0	0	1	0	1	1	1	0	0	0	1	1	0	0	1	1	1	0

Do you generally have a positive or negative opinion of swearing?

Very positive	6	3	4	7	5	4	5	7	4	8	8	5	1	4	7	5	2	10	7	3	7	5
Somewhat positive	11	3	13	9	12	12	8	13	9	22	12	7	3	12	9	11	12	12	12	13	8	10
TOTAL POSITIVE	17	6	17	16	17	16	13	20	13	30	20	12	4	16	16	16	14	22	19	16	15	15
Neither positive nor negative	48	44	52	50	49	50	50	49	47	47	50	51	45	48	49	48	62	48	45	47	57	47
Somewhat negative	23	33	22	26	23	25	24	20	27	14	20	26	33	25	21	24	15	18	24	24	18	27
Very negative	10	17	7	7	10	8	12	9	12	7	8	9	18	10	11	11	7	9	12	11	9	10
TOTAL NEGATIVE	33	50	29	33	33	33	36	29	39	21	28	35	51	35	32	35	22	27	36	35	27	37
Don't know	1	1	2	2	0	0	2	2	1	2	2	1	1	1	2	1	1	2	0	2	1	2

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

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

On a television programme before 9pm

Completely acceptable	5	2	4	8	6	5	4	6	4	8	8	3	2	5	6	5	3	9	6	5	4	5
Somewhat acceptable	22	13	24	20	20	24	17	25	20	34	25	21	9	22	22	22	25	28	20	18	29	21
TOTAL ACCEPTABLE	27	15	28	28	26	29	21	31	24	42	33	24	11	27	28	27	28	37	26	23	33	26
Somewhat unacceptable	35	35	42	38	35	37	36	36	34	35	34	39	33	38	31	35	41	32	36	35	30	37
Completely unacceptable	34	49	28	34	34	32	41	28	40	17	29	35	54	32	37	34	30	30	35	40	29	33
TOTAL UNACCEPTABLE	69	84	70	72	69	69	77	64	74	52	63	74	87	70	68	69	71	62	71	75	59	70
Don't know	3	2	2	1	5	2	2	5	2	6	3	2	2	3	4	4	1	1	2	2	8	4

On a television programme after 9pm

Completely acceptable	43	25	51	51	40	50	34	48	39	59	56	40	16	45	41	42	54	48	44	40	43	43
Somewhat acceptable	34	41	33	34	36	31	41	32	37	27	29	41	41	35	33	35	31	34	35	35	30	36
TOTAL ACCEPTABLE	77	66	84	85	76	81	75	80	76	86	85	81	57	80	74	77	85	82	79	75	73	79
Somewhat unacceptable	13	22	10	10	13	12	16	10	16	6	7	11	30	12	14	13	11	10	11	16	15	13
Completely unacceptable	7	11	5	2	6	5	8	7	7	4	6	6	13	6	9	7	3	8	8	8	6	6
TOTAL UNACCEPTABLE	20	33	15	12	19	17	24	17	23	10	13	17	43	18	23	20	14	18	19	24	21	19
Don't know	2	1	1	3	5	1	1	3	1	4	3	1	1	2	3	3	1	0	2	1	6	2

On a television news programme when quoting someone who has sworn before 9pm

Completely acceptable	17	9	18	22	17	19	15	21	14	23	23	15	8	18	17	17	12	22	19	12	22	17
Somewhat acceptable	32	25	38	33	30	34	29	34	31	41	31	34	25	34	31	31	42	38	33	32	33	30
TOTAL ACCEPTABLE	49	34	56	55	47	53	44	55	45	64	54	49	33	52	48	48	54	60	52	44	55	47
Somewhat unacceptable	25	32	24	27	25	28	27	23	27	18	21	28	35	25	24	26	19	21	23	29	19	28
Completely unacceptable	17	26	14	14	16	14	20	14	20	7	18	16	27	16	19	17	22	14	19	19	16	15
TOTAL UNACCEPTABLE	42	58	38	41	41	42	47	37	47	25	39	44	62	41	43	43	41	35	42	48	35	43
Don't know	8	8	7	4	12	5	9	8	8	11	8	8	6	7	9	9	5	5	6	8	10	10

Do you think that the word "cunt" is or is not inherently misogynistic?

[Asked only to those who said they were happy to answer the questions containing swearing; n=2030]

It is inherently misogynistic	35	45	37	39	26	40	35	23	47	27	28	37	51	38	32	36	39	32	35	37	35	36
It is not inherently misogynistic	45	34	46	43	60	44	45	59	32	55	50	43	31	45	45	44	48	50	47	40	43	45
Don't know	20	21	18	18	14	16	20	18	21	18	22	20	19	17	23	20	14	19	18	23	22	19

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