

# YouGov Survey Results

Sample Size: 2193 Adults in GB  
Fieldwork: 27th - 28th 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	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2193</b>	395	564	202	237	770	783	1061	1132	230	906	542	515	1250	943	1897	105	191	520	360	265	752	
<b>Unweighted Sample</b>	<b>2193</b>	401	633	237	257	925	861	975	1218	117	808	593	675	1331	862	1872	124	197	520	359	211	782	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## What is your favourite swear word?

Bastard	1	0	1	1	0	1	0	1	1	3	1	0	1	1	1	1	0	1	1	0	0	1
Bloody (Hell)	2	4	1	1	2	1	3	1	2	0	1	2	5	2	2	2	3	0	2	2	1	2
Bollocks	6	8	6	6	8	7	7	7	4	3	5	7	7	6	5	6	7	0	6	5	5	7
Bugger	3	7	1	6	4	3	5	2	4	0	1	5	7	4	3	3	2	4	2	3	2	5
Cunt	11	3	13	11	16	11	8	16	7	14	17	9	2	10	13	11	16	14	9	9	13	11
Damn	1	2	0	0	2	0	1	1	1	0	0	1	2	1	0	1	0	0	1	1	2	1
Dickhead	1	0	1	1	1	0	1	0	1	2	1	1	0	1	1	1	0	0	1	1	0	0
Feck	1	0	0	0	0	0	1	0	1	0	0	2	0	0	1	0	0	3	0	1	0	0
Fuck	24	19	30	23	18	29	19	21	27	27	30	24	12	26	22	23	21	39	22	25	22	23
Minced oath	2	3	2	1	3	2	3	2	2	0	2	2	4	2	2	2	2	3	3	1	1	3
Motherfucker	0	0	0	0	0	0	0	0	1	2	0	0	0	1	0	1	0	0	1	1	0	0
Shit	6	9	5	7	5	6	7	5	8	4	7	6	6	5	7	6	5	5	6	5	10	6
Shite	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0
Twat	1	2	2	1	1	1	2	1	2	3	1	2	1	2	1	2	0	0	2	1	0	2
Non-swearword	0	1	0	1	1	0	1	1	0	1	0	1	1	1	0	0	0	0	0	0	0	1
Non-English language swearword	0	0	0	1	0	0	0	1	0	0	1	0	1	1	0	0	4	0	0	0	1	0
Other	2	1	3	1	1	2	2	3	1	3	2	2	2	2	2	2	1	0	2	4	4	1
Other swearword	3	2	2	2	2	2	2	2	3	6	2	2	2	3	2	3	0	2	3	2	3	3
None	5	7	4	6	4	4	7	4	5	3	3	6	8	4	5	5	4	3	6	5	3	5
Don't know	30	32	27	31	32	30	29	30	29	31	25	28	39	29	31	30	34	24	31	32	33	27

\*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.