

# 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	
<b>Weighted Sample</b>	<b>2150</b>	<b>387</b>	<b>553</b>	<b>198</b>	<b>232</b>	<b>755</b>	<b>768</b>	<b>1041</b>	<b>1109</b>	<b>486</b>	<b>627</b>	<b>531</b>	<b>505</b>	<b>1226</b>	<b>924</b>	<b>1860</b>	<b>103</b>	<b>187</b>	<b>510</b>	<b>353</b>	<b>260</b>	<b>737</b>	
<b>Unweighted Sample</b>	<b>2150</b>	<b>363</b>	<b>623</b>	<b>220</b>	<b>248</b>	<b>882</b>	<b>814</b>	<b>902</b>	<b>1248</b>	<b>382</b>	<b>543</b>	<b>590</b>	<b>635</b>	<b>1318</b>	<b>832</b>	<b>1853</b>	<b>113</b>	<b>184</b>	<b>505</b>	<b>353</b>	<b>213</b>	<b>782</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 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
<b>TOTAL POSITIVE</b>	<b>17</b>	<b>6</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>13</b>	<b>20</b>	<b>13</b>	<b>30</b>	<b>20</b>	<b>12</b>	<b>4</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>22</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>15</b>
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
<b>TOTAL NEGATIVE</b>	<b>33</b>	<b>50</b>	<b>29</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>29</b>	<b>39</b>	<b>21</b>	<b>28</b>	<b>35</b>	<b>51</b>	<b>35</b>	<b>32</b>	<b>35</b>	<b>22</b>	<b>27</b>	<b>36</b>	<b>35</b>	<b>27</b>	<b>37</b>
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

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

<b>At work, with a colleague</b>																						
Completely acceptable	11	9	8	10	19	9	13	15	6	8	15	12	6	10	12	10	11	13	12	10	10	9
Somewhat acceptable	34	29	36	31	40	36	33	39	30	40	37	33	28	33	36	34	43	36	33	36	33	33
<b>TOTAL ACCEPTABLE</b>	<b>45</b>	<b>38</b>	<b>44</b>	<b>41</b>	<b>59</b>	<b>45</b>	<b>46</b>	<b>54</b>	<b>36</b>	<b>48</b>	<b>52</b>	<b>45</b>	<b>34</b>	<b>43</b>	<b>48</b>	<b>44</b>	<b>54</b>	<b>49</b>	<b>45</b>	<b>46</b>	<b>43</b>	<b>42</b>
Somewhat unacceptable	32	33	34	38	21	34	28	28	35	35	29	30	32	33	29	32	29	26	29	33	35	33
Completely unacceptable	21	27	19	20	17	20	22	15	27	15	17	22	32	22	20	22	15	21	24	19	19	22
<b>TOTAL UNACCEPTABLE</b>	<b>53</b>	<b>60</b>	<b>53</b>	<b>58</b>	<b>38</b>	<b>54</b>	<b>50</b>	<b>43</b>	<b>62</b>	<b>50</b>	<b>46</b>	<b>52</b>	<b>64</b>	<b>55</b>	<b>49</b>	<b>54</b>	<b>44</b>	<b>47</b>	<b>53</b>	<b>52</b>	<b>54</b>	<b>55</b>
Don't know	2	2	2	2	4	1	3	3	2	2	2	3	2	2	3	2	2	3	2	2	3	2

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	
<b>Weighted Sample</b>	2150	387	553	198	232	755	768	1041	1109	486	627	531	505	1226	924	1860	103	187	510	353	260	737	
<b>Unweighted Sample</b>	2150	363	623	220	248	882	814	902	1248	382	543	590	635	1318	832	1853	113	184	505	353	213	782	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>At work, with a customer or client</b>																							
Completely acceptable	1	2	1	0	0	1	1	2	0	1	1	2	1	1	1	1	1	2	1	1	2	1	
Somewhat acceptable	3	1	3	3	3	2	3	5	1	4	4	2	1	3	3	3	3	4	4	1	1	4	
<b>TOTAL ACCEPTABLE</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>1</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>5</b>	
Somewhat unacceptable	16	9	14	12	24	15	15	20	12	25	17	13	8	15	16	16	21	14	14	16	20	14	
Completely unacceptable	78	87	80	84	70	82	79	70	86	68	76	82	88	80	76	79	72	80	80	80	73	79	
<b>TOTAL UNACCEPTABLE</b>	<b>94</b>	<b>96</b>	<b>94</b>	<b>96</b>	<b>94</b>	<b>97</b>	<b>94</b>	<b>90</b>	<b>98</b>	<b>93</b>	<b>93</b>	<b>95</b>	<b>96</b>	<b>95</b>	<b>92</b>	<b>95</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>96</b>	<b>93</b>	<b>93</b>	
Don't know	2	1	1	1	3	0	3	3	1	2	2	1	2	1	3	2	2	0	1	1	4	2	
<b>In front of children</b>																							
Completely acceptable	1	2	1	2	0	1	2	2	1	1	1	1	2	1	2	1	1	2	1	1	2	1	
Somewhat acceptable	3	1	3	4	0	3	1	3	2	4	4	2	1	2	3	3	4	4	3	1	2	3	
<b>TOTAL ACCEPTABLE</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>	
Somewhat unacceptable	26	13	30	24	29	28	22	29	23	37	32	23	11	26	25	26	21	29	23	24	36	25	
Completely unacceptable	69	83	65	69	70	68	74	65	73	57	62	72	86	70	69	70	73	64	71	73	60	70	
<b>TOTAL UNACCEPTABLE</b>	<b>95</b>	<b>96</b>	<b>95</b>	<b>93</b>	<b>99</b>	<b>96</b>	<b>96</b>	<b>94</b>	<b>96</b>	<b>94</b>	<b>94</b>	<b>95</b>	<b>97</b>	<b>96</b>	<b>94</b>	<b>96</b>	<b>94</b>	<b>93</b>	<b>94</b>	<b>97</b>	<b>96</b>	<b>95</b>	
Don't know	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
<b>In response to physical pain</b>																							
Completely acceptable	41	21	43	44	45	41	33	46	35	59	46	36	21	41	40	40	36	49	40	35	47	40	
Somewhat acceptable	46	60	45	48	43	48	51	42	50	33	44	52	54	48	43	46	55	40	45	50	39	47	
<b>TOTAL ACCEPTABLE</b>	<b>87</b>	<b>81</b>	<b>88</b>	<b>92</b>	<b>88</b>	<b>89</b>	<b>84</b>	<b>88</b>	<b>85</b>	<b>92</b>	<b>90</b>	<b>88</b>	<b>75</b>	<b>89</b>	<b>83</b>	<b>86</b>	<b>91</b>	<b>89</b>	<b>85</b>	<b>85</b>	<b>86</b>	<b>87</b>	
Somewhat unacceptable	8	13	8	6	9	9	11	8	9	4	5	8	19	7	11	9	5	9	7	10	9	9	
Completely unacceptable	4	4	3	1	3	2	4	3	5	4	4	3	5	3	5	4	3	2	7	4	3	3	
<b>TOTAL UNACCEPTABLE</b>	<b>12</b>	<b>17</b>	<b>11</b>	<b>7</b>	<b>12</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>14</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>24</b>	<b>10</b>	<b>16</b>	<b>13</b>	<b>8</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>12</b>	
Don't know	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1	0	0	1	2	2	
<b>With friends, in private</b>																							
Completely acceptable	53	29	62	57	55	56	45	58	49	72	65	50	24	55	51	52	57	59	51	47	62	53	
Somewhat acceptable	33	51	28	35	28	34	37	29	36	21	25	41	45	33	32	33	30	28	34	39	25	34	
<b>TOTAL ACCEPTABLE</b>	<b>86</b>	<b>80</b>	<b>90</b>	<b>92</b>	<b>83</b>	<b>90</b>	<b>82</b>	<b>87</b>	<b>85</b>	<b>93</b>	<b>90</b>	<b>91</b>	<b>69</b>	<b>88</b>	<b>83</b>	<b>85</b>	<b>87</b>	<b>87</b>	<b>85</b>	<b>86</b>	<b>87</b>	<b>87</b>	
Somewhat unacceptable	7	10	6	5	9	6	10	6	7	2	5	4	16	6	7	6	6	8	6	7	6	7	
Completely unacceptable	6	9	3	2	6	4	7	5	7	4	3	4	13	5	7	6	6	4	8	6	4	6	
<b>TOTAL UNACCEPTABLE</b>	<b>13</b>	<b>19</b>	<b>9</b>	<b>7</b>	<b>15</b>	<b>10</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>29</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>10</b>	<b>13</b>	
Don't know	1	1	1	1	3	1	2	2	1	1	2	1	2	1	2	2	1	0	1	1	3	1	

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	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
<b>Weighted Sample</b>	<b>2150</b>	<b>387</b>	<b>553</b>	<b>198</b>	<b>232</b>	<b>755</b>	<b>768</b>	<b>1041</b>	<b>1109</b>	<b>486</b>	<b>627</b>	<b>531</b>	<b>505</b>	<b>1226</b>	<b>924</b>	<b>1860</b>	<b>103</b>	<b>187</b>	<b>510</b>	<b>353</b>	<b>260</b>	<b>737</b>
<b>Unweighted Sample</b>	<b>2150</b>	<b>363</b>	<b>623</b>	<b>220</b>	<b>248</b>	<b>882</b>	<b>814</b>	<b>902</b>	<b>1248</b>	<b>382</b>	<b>543</b>	<b>590</b>	<b>635</b>	<b>1318</b>	<b>832</b>	<b>1853</b>	<b>113</b>	<b>184</b>	<b>505</b>	<b>353</b>	<b>213</b>	<b>782</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>With friends, in a public place</b>																						
Completely acceptable	11	5	12	14	12	10	10	13	10	19	14	8	4	12	10	11	7	17	10	11	12	11
Somewhat acceptable	40	27	46	44	37	43	32	43	37	54	48	37	18	41	38	39	39	40	41	37	46	37
<b>TOTAL ACCEPTABLE</b>	<b>51</b>	<b>32</b>	<b>58</b>	<b>58</b>	<b>49</b>	<b>53</b>	<b>42</b>	<b>56</b>	<b>47</b>	<b>73</b>	<b>62</b>	<b>45</b>	<b>22</b>	<b>53</b>	<b>48</b>	<b>50</b>	<b>46</b>	<b>57</b>	<b>51</b>	<b>48</b>	<b>58</b>	<b>48</b>
Somewhat unacceptable	30	39	30	28	30	31	33	30	31	19	27	35	40	31	30	30	36	28	28	32	28	31
Completely unacceptable	17	27	12	13	18	14	22	12	21	6	9	18	37	15	19	18	16	13	20	18	10	18
<b>TOTAL UNACCEPTABLE</b>	<b>47</b>	<b>66</b>	<b>42</b>	<b>41</b>	<b>48</b>	<b>45</b>	<b>55</b>	<b>42</b>	<b>52</b>	<b>25</b>	<b>36</b>	<b>53</b>	<b>77</b>	<b>46</b>	<b>49</b>	<b>48</b>	<b>52</b>	<b>41</b>	<b>48</b>	<b>50</b>	<b>38</b>	<b>49</b>
Don't know	2	2	1	1	4	1	2	2	1	2	2	2	2	1	3	2	2	1	1	1	4	2
<b>At a football match</b>																						
Completely acceptable	18	14	16	15	24	14	18	23	13	26	21	15	10	17	19	18	10	23	19	18	20	16
Somewhat acceptable	35	28	40	40	31	38	33	34	36	41	35	38	26	37	33	35	38	36	36	35	37	34
<b>TOTAL ACCEPTABLE</b>	<b>53</b>	<b>42</b>	<b>56</b>	<b>55</b>	<b>55</b>	<b>52</b>	<b>51</b>	<b>57</b>	<b>49</b>	<b>67</b>	<b>56</b>	<b>53</b>	<b>36</b>	<b>54</b>	<b>52</b>	<b>53</b>	<b>48</b>	<b>59</b>	<b>55</b>	<b>53</b>	<b>57</b>	<b>50</b>
Somewhat unacceptable	23	31	24	22	21	25	23	23	24	20	22	23	29	23	23	24	26	19	24	26	21	23
Completely unacceptable	15	20	12	13	13	13	19	13	17	8	14	15	24	14	16	15	13	15	15	14	12	17
<b>TOTAL UNACCEPTABLE</b>	<b>38</b>	<b>51</b>	<b>36</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>42</b>	<b>36</b>	<b>41</b>	<b>28</b>	<b>36</b>	<b>38</b>	<b>53</b>	<b>37</b>	<b>39</b>	<b>39</b>	<b>39</b>	<b>34</b>	<b>39</b>	<b>40</b>	<b>33</b>	<b>40</b>
Don't know	9	8	7	11	10	10	7	8	9	6	8	9	11	8	9	8	14	7	6	8	10	10
<b>In your own home by yourself</b>																						
Completely acceptable	75	61	79	84	76	76	71	77	72	83	81	78	54	75	74	75	73	76	72	70	79	77
Somewhat acceptable	16	28	15	12	15	16	19	14	19	10	11	16	29	17	16	16	20	15	17	22	11	16
<b>TOTAL ACCEPTABLE</b>	<b>91</b>	<b>89</b>	<b>94</b>	<b>96</b>	<b>91</b>	<b>92</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>93</b>	<b>92</b>	<b>94</b>	<b>83</b>	<b>92</b>	<b>90</b>	<b>91</b>	<b>93</b>	<b>91</b>	<b>89</b>	<b>92</b>	<b>90</b>	<b>93</b>
Somewhat unacceptable	3	5	3	1	3	4	3	4	3	1	3	2	7	3	4	3	0	7	3	2	5	3
Completely unacceptable	4	6	2	1	5	3	5	3	5	3	3	3	8	4	5	4	5	2	7	5	2	3
<b>TOTAL UNACCEPTABLE</b>	<b>7</b>	<b>11</b>	<b>5</b>	<b>2</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>15</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>6</b>
Don't know	1	1	1	1	1	1	2	2	1	2	1	1	1	1	2	1	1	0	1	2	3	1
<b>In a shop, at a member of staff</b>																						
Completely acceptable	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1
Somewhat acceptable	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1
<b>TOTAL ACCEPTABLE</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Somewhat unacceptable	10	6	7	8	14	6	10	14	7	14	12	8	6	8	13	10	9	12	12	10	14	8
Completely unacceptable	87	91	90	90	83	91	87	82	91	82	84	89	92	90	83	87	90	86	86	88	81	89
<b>TOTAL UNACCEPTABLE</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>98</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>96</b>	<b>98</b>	<b>96</b>	<b>96</b>	<b>97</b>	<b>98</b>	<b>98</b>	<b>96</b>	<b>97</b>	<b>99</b>	<b>98</b>	<b>98</b>	<b>98</b>	<b>95</b>	<b>97</b>
Don't know	1	1	1	1	3	0	1	2	1	2	1	1	1	1	2	1	1	0	1	1	4	1
<b>In a church or place of worship</b>																						
Completely acceptable	3	2	3	4	1	3	2	4	1	3	3	2	2	3	2	3	2	3	4	1	2	3
Somewhat acceptable	1	0	2	3	1	2	1	2	1	2	2	2	0	2	1	1	2	2	2	1	2	1
<b>TOTAL ACCEPTABLE</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>4</b>	<b>4</b>
Somewhat unacceptable	11	4	14	10	10	12	8	14	9	19	13	9	4	11	11	11	14	15	9	13	14	10
Completely unacceptable	80	92	75	79	85	77	85	74	86	67	78	83	91	78	82	80	76	76	81	81	77	81
<b>TOTAL UNACCEPTABLE</b>	<b>91</b>	<b>96</b>	<b>89</b>	<b>89</b>	<b>95</b>	<b>89</b>	<b>93</b>	<b>88</b>	<b>95</b>	<b>86</b>	<b>91</b>	<b>92</b>	<b>95</b>	<b>89</b>	<b>93</b>	<b>91</b>	<b>90</b>	<b>91</b>	<b>90</b>	<b>94</b>	<b>91</b>	<b>91</b>
Don't know	5	2	5	4	4	6	4	7	3	8	4	4	2	5	4	5	7	4	4	5	6	5

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	
<b>Weighted Sample</b>	2150	387	553	198	232	755	768	1041	1109	486	627	531	505	1226	924	1860	103	187	510	353	260	737	
<b>Unweighted Sample</b>	2150	363	623	220	248	882	814	902	1248	382	543	590	635	1318	832	1853	113	184	505	353	213	782	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
<b>TOTAL ACCEPTABLE</b>	<b>27</b>	<b>15</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>29</b>	<b>21</b>	<b>31</b>	<b>24</b>	<b>42</b>	<b>33</b>	<b>24</b>	<b>11</b>	<b>27</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>37</b>	<b>26</b>	<b>23</b>	<b>33</b>	<b>26</b>
Somewhat unacceptable	35	42	38	35	37	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
<b>TOTAL UNACCEPTABLE</b>	<b>69</b>	<b>84</b>	<b>70</b>	<b>72</b>	<b>69</b>	<b>69</b>	<b>77</b>	<b>64</b>	<b>74</b>	<b>52</b>	<b>63</b>	<b>74</b>	<b>87</b>	<b>70</b>	<b>68</b>	<b>69</b>	<b>71</b>	<b>62</b>	<b>71</b>	<b>75</b>	<b>59</b>	<b>70</b>
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
<b>TOTAL ACCEPTABLE</b>	<b>77</b>	<b>66</b>	<b>84</b>	<b>85</b>	<b>76</b>	<b>81</b>	<b>75</b>	<b>80</b>	<b>76</b>	<b>86</b>	<b>85</b>	<b>81</b>	<b>57</b>	<b>80</b>	<b>74</b>	<b>77</b>	<b>85</b>	<b>82</b>	<b>79</b>	<b>75</b>	<b>73</b>	<b>79</b>
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
<b>TOTAL UNACCEPTABLE</b>	<b>20</b>	<b>33</b>	<b>15</b>	<b>12</b>	<b>19</b>	<b>17</b>	<b>24</b>	<b>17</b>	<b>23</b>	<b>10</b>	<b>13</b>	<b>17</b>	<b>43</b>	<b>18</b>	<b>23</b>	<b>20</b>	<b>14</b>	<b>18</b>	<b>19</b>	<b>24</b>	<b>21</b>	<b>19</b>
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
<b>TOTAL ACCEPTABLE</b>	<b>49</b>	<b>34</b>	<b>56</b>	<b>55</b>	<b>47</b>	<b>53</b>	<b>44</b>	<b>55</b>	<b>45</b>	<b>64</b>	<b>54</b>	<b>49</b>	<b>33</b>	<b>52</b>	<b>48</b>	<b>48</b>	<b>54</b>	<b>60</b>	<b>52</b>	<b>44</b>	<b>55</b>	<b>47</b>
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
<b>TOTAL UNACCEPTABLE</b>	<b>42</b>	<b>58</b>	<b>38</b>	<b>41</b>	<b>41</b>	<b>42</b>	<b>47</b>	<b>37</b>	<b>47</b>	<b>25</b>	<b>39</b>	<b>44</b>	<b>62</b>	<b>41</b>	<b>43</b>	<b>43</b>	<b>41</b>	<b>35</b>	<b>42</b>	<b>48</b>	<b>35</b>	<b>43</b>
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.