# YouGov poll ranks swearwords as male contraceptive innovation nears UK launch



YouGov has recently published findings from a poll assessing the offensive nature of various swearwords among the UK population, coinciding with the forthcoming byelection season. The survey reveals a ranking of terms from those deemed most offensive to the least. Notably, the expected frontrunner in this ranking was indeed at the top, while the term "arse" found itself at the bottom. The poll has sparked discussions about cultural expressions of frustration and creativity in language, particularly among British speakers.

A humorous observation was noted regarding the distinct linguistic styles of various cultures. An American residing in the UK expressed admiration for the British knack for conveying negative emotions using a unique formula: "You absolute" followed by a noun. Some examples include "You absolute ‘nana" and "You absolute wombat." One particularly favourite expression was "You absolute suitcase," which resonated deeply with the American, highlighting the quirky and creative aspects of British vernacular.

In other news, developments in male contraception have made strides, with a newly tested hydrogel shown to effectively prevent pregnancy for up to two years. This innovative method involves delivering the hydrogel via a quick injection into the vas deferens, where it blocks sperm and allows them to die off naturally. The hydrogel is gradually absorbed over time, restoring fertility when desired. The invention has generated intrigue, along with a touch of cynicism about the reliability of such a method, considering societal norms regarding trust in relationships. Suggestions have emerged that men might consider providing proof of their injection through a time-stamped video, as a humorous strategy to assure prospective partners of their contraceptive status.

Meanwhile, the anticipation surrounding the opening of a new flagship Ikea store in Oxford Street on Thursday drew interest, particularly among certain demographics. The store's launch is seen as an exciting event, particularly for those nostalgic for the unique experience Ikea offers. It is perceived as a sanctuary for personal exploration and self-reflection, rather than the chaotic atmosphere often associated with family outings to the store. The appeal lies in its well-designed, functional items and the opportunity for individual contemplation—elements that many find restorative.

A light-hearted intergenerational conversation unfolded regarding the impacts of parental shouting on children, deriving from an article read aloud by an individual to their elderly mother. This discussion highlighted differing views on parenting approaches and their long-term effects on children's mental health. The mother, reflecting on her experiences, underscored the practical necessity of compliance despite potential long-term ramifications, leading to an ironic conclusion that perhaps the immediate outcomes might justify the means.

In summary, these topics weave together observations of cultural expressions, advancements in contraceptive technology, consumer experiences, and generational dialogues—illustrating a rich tapestry of contemporary British life and societal norms.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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7. <https://www.theguardian.com/uk-news/2025/may/02/you-absolute-brits-inventive-way-with-words-instils-a-certain-kind-of-pride> - Please view link - unable to able to access data