

# THE ACCEPTABILITY OF WORDS ON TELEVISION AND RADIO

A Comparison of Words That Respondents Found Totally or Fairly Unacceptable in 2009, 2005 and 1999.

(from *What Not to Swear: The Acceptability of Words in Broadcasting* – published in March 2010 by the Broadcasting Standards Authority)

Words	2009 (%) n=1500	2005 (%) n=500	1999 (%) n=500
Cunt	74	70	79
Nigger	66	70	72
Mother Fucker	66	68	78
Jesus Fucking Christ <sup>^</sup>	65	-	-
Cocksucker	60	64	-
Get fucked <sup>^</sup>	55	-	-
Fuck off <sup>^</sup>	52	-	-
Fuck <sup>**</sup>	51	58	70
Faggot <sup>^</sup>	46	-	-
Cock	46	50	58
Retard <sup>**^</sup>	44	-	-
Slut <sup>^</sup>	43	-	-
Whore <sup>**</sup>	40	46	55
Wanker	37	38	48
Arsehole <sup>**</sup>	35	41	49
Jesus Christ <sup>**</sup>	31	40	41
Dick	30	33	40
Prick <sup>**</sup>	27	35	43
Jesus <sup>^</sup>	27	-	-
Piss <sup>**</sup>	26	32	38
Bitch <sup>**</sup>	26	38	42
God	24	25	34
Piss off <sup>^</sup>	24	-	-
Bastard <sup>**</sup>	23	33	36
Shit <sup>**</sup>	22	27	31
Balls <sup>**</sup>	21	27	33
Bullshit <sup>**</sup>	17	24	28
Crap <sup>**</sup>	14	21	23
Bollocks <sup>**</sup>	12	23	20
Bloody <sup>**</sup>	12	17	17
Bugger <sup>**</sup>	11	16	16

\*Smaller base size (n=988) due to late addition to survey

\*\*Significantly lower than in 2005

<sup>^</sup>Not asked in previous measures

**Note:** Survey carried out face to face in 1999 and 2005 and online in 2009.