

# WHAT NOT TO SWEAR:

THE ACCEPTABILITY OF WORDS  
IN BROADCASTING

# NGĀ KUPU KANGAKANGA KIA KAUA

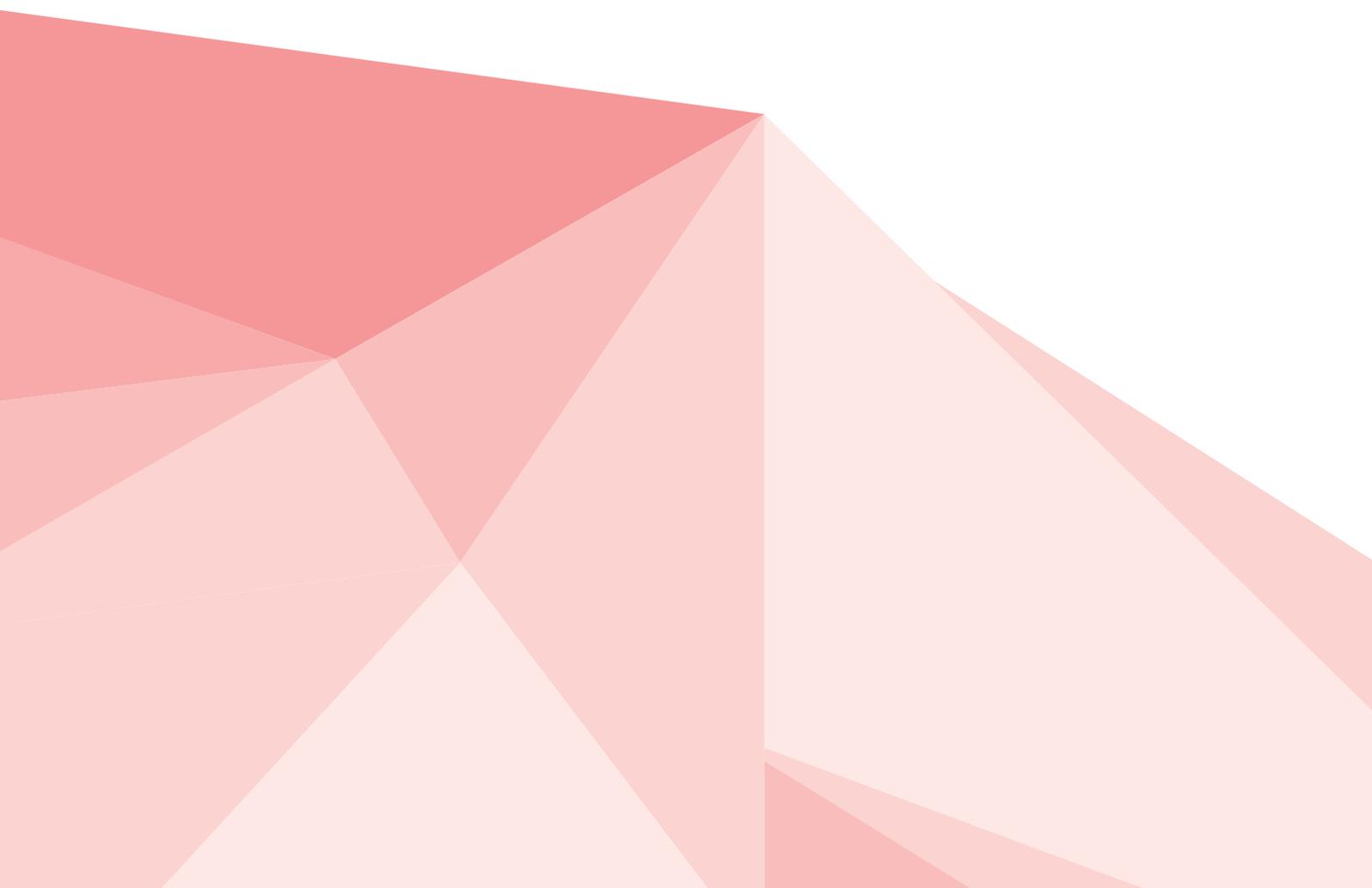
E WHAKAHUATIA:

TE TŌTIKA O TĒNĀ KUPU,  
O TĒNĀ KUPU, I TE AO PĀPĀHO

# 2013

**BSA** 

BROADCASTING STANDARDS AUTHORITY  
TE MANA WHANONGA KAIPĀHO



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FINDINGS OF RESEARCH  
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## Opinion Statement

*Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.*

# EXECUTIVE SUMMARY AND CONCLUSIONS

## Needs assessment

This report documents the findings of a national survey carried out in March 2013 among 1,500 members of the general public aged 18 years and over.

The survey measured how acceptable the public finds the use of swearwords, blasphemies and other expletives in broadcasting. This survey was first conducted in 1999 and repeated in 2005 and 2009.

Where possible, comparisons have been made with previous surveys to help determine whether public attitudes are changing over time.

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## Acceptability of words in broadcasting

In total, 31 words and phrases were presented to respondents.

Initially, respondents were asked to consider how acceptable usage of each was in the context of a television movie shown after 8.30pm. At least half the respondents in 2013 rated eight words or phrases as *Totally or Fairly unacceptable* in this scenario. These were: Cunt (70%), Nigger (65%), Jesus Fucking Christ (61%), Mother fucker (61%), Cocksucker (56%), Get fucked (54%), Fuck (50%) and Fuck off (50%).

The least contentious words, rated as *Totally or Fairly unacceptable* in this scenario by around one in eight respondents, were: Bloody (15%), Bollocks (13%), and Bugger (13%).

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## Comparisons with 2009

The order of the words and phrases, from those considered most unacceptable to those least unacceptable, remains largely consistent with previous measures (2009, 2005 and 1999).

Other comparisons between 2009 and 2013 give a slightly conflicting picture as to whether people are becoming more or less tolerant of the words and phrases:

- Respondents' ratings of the acceptability of these words and phrases, in the context of the single scenario presented to them initially (a **television movie** shown after **8.30pm**), indicate a continuing softening of attitudes. This is evidenced by the fact that, for four of the five most unacceptable words there is greater acceptance of their use in this scenario.
  - At the same time, a small number of less offensive words show a slight decline in acceptance when considered in relation to being used in a television movie shown after 8.30pm.
  - When respondents consider acceptability of the words and phrases across a range of ten different scenarios (see section below), there are a number that are now rated by higher proportions as unacceptable in **all ten scenarios** when compared with 2009. In particular, the words Retard, Whore, Faggot, Nigger and Slut.
-

## Acceptability of words in different contexts

Respondents were also asked to consider the acceptability of the 31 words or phrases across an additional ten scenarios (in addition to the scenario of a television movie).

As seen in 2009, there are some notable patterns that emerged in terms of the acceptability of these words and phrases in different scenarios. In particular, the words and phrases are considered:

- Less acceptable when used by radio hosts in both breakfast programmes and talkback radio shows
- Less acceptable when used by real people (as opposed to actors) including interviewees on TV or radio and callers to radio talkback
- More acceptable when used in the context of stand-up comedy and television dramas played after 8.30pm
- More acceptable when used in reality TV where there is considerable spontaneous content
- Less acceptable in music videos on TV
- More acceptable when used after 8.30pm.

The majority (65%) hold the same views in relation to the acceptability of these words and phrases, irrespective of whether a broadcast is on free-to-air or pay television.

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## Differences among sub-groups

When comparing different demographic groups, it is evident that, in general:

- Males tend to be more accepting of the words or phrases than females
  - Younger respondents tend to be more accepting than older respondents
  - Those who state they have no religion tend to be more accepting than those of religious belief. Specifically, those of Christian belief tend to be less accepting
  - Those of Māori ethnicity are generally more accepting than those of other ethnicities, while Pacific peoples are less accepting
  - Those on high household incomes tend to be more accepting.
-

# NEEDS ASSESSMENT

## Background

Researching matters relating to standards in broadcasting is one of the statutory functions of the Broadcasting Standards Authority (BSA).

The Broadcasting Act 1989 imposes a responsibility on all broadcasters to maintain standards, including the observance of good taste and decency, the maintenance of law and order, the privacy of the individual, the protection of children, the requirement for broadcasts to be accurate, fair and balanced, and safeguards against programmes which encourage denigration or discrimination against any section of the community.

Research into community attitudes is one of the ways by which the BSA determines community norms, which in turn helps to guide its deliberative processes, thereby enhancing the integrity of decision making.

Nielsen was commissioned to assist the BSA with research to provide a monitor of the acceptability of the use of swearwords, blasphemies and other expletives in broadcasting.

Community attitudes to language were also measured in previous research carried out in 1999, 2005 and 2009.

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## Research objectives

The research sets out to answer the following questions:

- To what extent does the public find the use of specific words and phrases in broadcasting acceptable or unacceptable?
  - To what extent does acceptability vary according to context?
  - To what extent does acceptability vary according to whether or not the broadcast is on pay television?
-

# RESEARCH DESIGN

## Methodology

### Approach

An online survey was carried out in March 2013 among 1,500 New Zealanders. On average, the survey took 18 minutes to complete.

The sample was sourced from Survey Sampling International (SSI). There are approximately 65,000 New Zealanders on SSI's New Zealand panel. The panel is only used for research purposes.

This is the same approach that was undertaken in 2009. The surveys carried out in 2005 and 1999 were conducted in person.

### Respondents

The eligible respondent was a member of the general public, aged 18 years and over, selected at random from the SSI panel.

### Sample design

To ensure a good representation of the general New Zealand population aged 18 years and over, the sampling frame was stratified by region, age group, gender and ethnicity.

Quotas were set independently for four broad groups for region and two groups for gender. Four broad age groups were interlocked by four ethnic groups (NZ European/Other, Māori, Pacific and Asian).

A random sample was selected to take part in the survey based on this stratification.

### Weighting

The data was also weighted by age within ethnicity, gender and region to ensure the sample accurately reflected the New Zealand population, aged 18 years and over.

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## Margins of error

All sample surveys are subject to sampling error. Based on a total sample size of 1,500 respondents, the results shown in this survey are subject to a maximum error of plus or minus 2.5% at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of 50% is between 47.5% and 52.5%. As the sample figure moves further away from 50%, the error margin will decrease.

When comparing results with previous years, the margin of error will be slightly higher.

---

## Positioning of survey

The survey was introduced in the following way to assist respondents in expressing their honest views without reservation:

*Today we are conducting a very important survey for an organisation called the Broadcasting Standards Authority. The Broadcasting Standards Authority oversees the standard of radio and television broadcasting in New Zealand. To be able to carry out their role, they need to determine what the New Zealand public finds acceptable and unacceptable in terms of what is broadcast on television and radio.*

*This particular survey is about how acceptable you personally find the use of certain language or swearwords on television and radio. There are no right or wrong answers; we just need your honest, personal opinion. While some people may find some of the words included in this survey offensive, and others may not, we strongly encourage everyone to take part so that we provide the Broadcasting Standards Authority with an accurate picture of what New Zealanders think.*

*For this survey, please note that we want to focus only on what is acceptable in broadcasting that is free to the viewer or listener such as TV One, TV2, TV3, FOUR, Māori TV and Prime TV. We are not asking you about what is acceptable on pay television such as those channels you can only view if you have a subscription to SKY TV or TelstraClear.*

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## Notes to report

- When a result is discussed in relation to the proportion who found a particular word unacceptable, this refers to the word being rated as either *Fairly unacceptable* or *Totally unacceptable*.
  - The differences between 2009 and 2013 that have been commented on in this report are statistically significant.
  - While the consistency between the survey approach in 2013 and 2009 allows for a direct comparison, the different methodology for the surveys in 2005 and 1999 should be kept in mind when comparing these earlier results with 2013.
-

# ACCEPTABILITY OF WORDS IN BROADCASTING

## Introduction

This section reports the findings of the New Zealand public's attitudes to various words or phrases.

Respondents were given the following scenario:

*"Firstly, imagine each word being used in a television movie, in a scene where police have chased and are arresting a criminal. The criminal is swearing at the police. **The television movie is screened after 8.30pm.**"*

This was the scenario first used in 1999, which has been repeated in the 2005, 2009 and 2013 surveys.

The same 31 words and phrases from the 2009 survey were then presented in rotated order and respondents rated how acceptable or unacceptable each would be if used in this particular scenario on the following 5-point scale: *Totally acceptable*, *Fairly acceptable*, *Neither acceptable nor unacceptable*, *Fairly unacceptable* or *Totally unacceptable*.

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## Presentation of information

The charts in the following analysis are presented as follows:

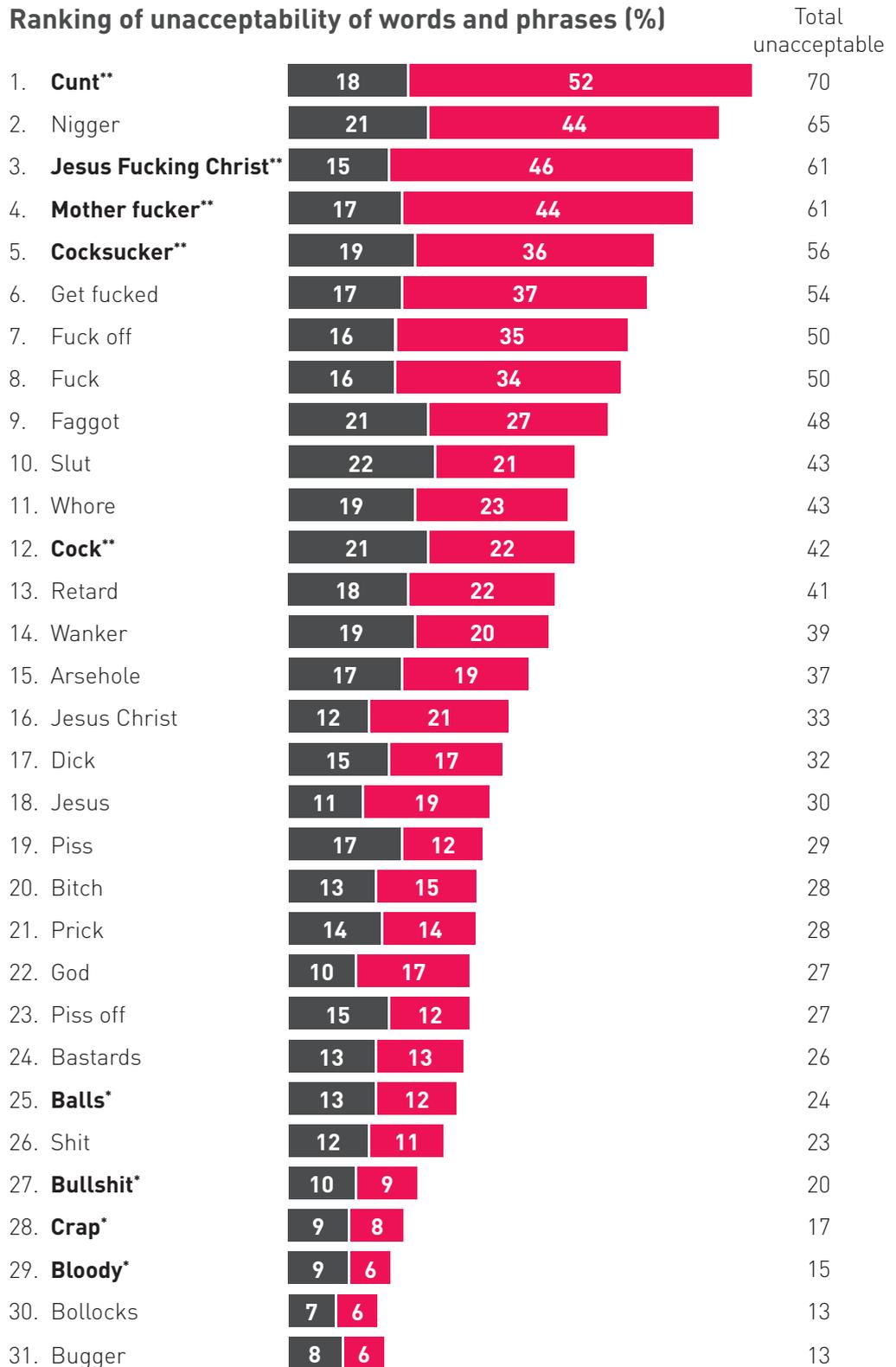
- The words are ordered in terms of the proportion of respondents who described the use of each word as unacceptable in this scenario (*Fairly unacceptable* or *Totally unacceptable*)
  - Words that have significantly lower levels of unacceptability than in 2009 are annotated with \*\*, and words that have significantly higher levels of unacceptability than in 2009 are annotated with \*
  - Also note that, due to rounding, the sum of the percentage of people rating the word or phrase as *Fairly unacceptable* and *Totally unacceptable* may not add up to the *Total unacceptable* result.
- 

## Unacceptability of words

Usage of the words Cunt, Nigger, Jesus Fucking Christ, Mother fucker, Cocksucker and Fuck, as well as derivatives of Fuck, are felt to be unacceptable to use in a television movie after 8.30pm by over half of the respondents.

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## Ranking of unacceptability of words and phrases (%)



■ Fairly unacceptable  
 ■ Totally unacceptable

Base: All Respondents (n=1,500)

\* Significantly higher levels of unacceptability than in 2009

\*\* Significantly lower levels of unacceptability than in 2009

Q6. How acceptable or unacceptable do you personally feel each word is in this situation?

## Comparisons with earlier studies

The following table illustrates the proportion of respondents who found each word or phrase unacceptable (*Totally unacceptable* or *Fairly unacceptable*) in each of the four measures (2013, 2009, 2005 and 1999). The words and phrases are ranked from those most unacceptable to those least unacceptable in 2013. As outlined in the Research Design section, the 2013 and 2009 surveys are directly comparable. Comparisons with the surveys carried out in 2005 and 1999 should be treated with caution due to the different survey methodologies.

Essentially, the words and phrases ranked most unacceptable in the previous three measures (2009, 2005, and 1999) remain the most unacceptable today.

Compared with the results in 2009, the proportion of respondents rating each of the following five words and phrases as unacceptable has decreased:

- Cunt (70% compared to 74% in 2009)
- Mother fucker (61% compared to 66% in 2009)
- Jesus Fucking Christ (61% compared to 65% in 2009)
- Cocksucker (56% compared to 60% in 2009)
- Cock (42% compared to 46% in 2009).

When 2009 results were compared with 2005, there were 14 words and phrases that had a lower proportion of respondents rating them as unacceptable. When 2005 results were compared with 1999, 12 words and phrases fell into this category. This year only five words and phrases fall into this category (i.e. a lower proportion rating them as unacceptable), but four of them are from the top five unacceptable words and phrases.

Also, when 2013 is compared with 2009, four of the least offensive words and phrases have had an increase in the proportion of respondents rating them as unacceptable in the given scenario:

- Balls (24% compared to 21% in 2009)
- Bullshit (20% compared to 17%)
- Crap (17% compared to 14%)
- Bloody (15% compared to 13%).

These results suggest that:

- There is a continuing trend of a softening in attitude towards the use of these words and phrases in broadcasting. While the survey does not identify the contributors to this softening in attitude, it is possible that desensitisation is occurring through greater exposure
  - There is possibly a counter-trend emerging in terms of a slight increase in the proportion who find all words unacceptable in this scenario (as illustrated by the increase in unacceptability of words previously identified as less offensive).
-

## Proportion rating the words and phrases as unacceptable

Words	2013 (%) n=1500	2009 (%) n=1500	2005 (%) n=500	1999 (%) n=500
1. <b>Cunt**</b>	70	74	70	79
2. Nigger	65	66	70	72
3. <b>Mother fucker**</b>	61	66	68	78
4. <b>Jesus Fucking Christ**</b>	61	65	–	–
5. <b>Cocksucker**</b>	56	60	64	–
6. Get fucked	54	55	–	–
7. Fuck	50	51	58	70
8. Fuck off	50	52	–	–
9. Faggot	48	46	–	–
10. Slut	43	43	–	–
11. Whore	43	40	46	55
12. <b>Cock**</b>	42	46	50	58
13. Retard	41	44	–	–
14. Wanker	39	37	38	48
15. Arsehole	37	35	41	49
16. Jesus Christ	33	31	40	41
17. Dick	32	30	33	40
18. Jesus	30	27	–	–
19. Piss	29	26	32	38
20. Bitch	28	26	38	42
21. Prick	28	27	35	43
22. Piss off	27	24	–	–
23. God	27	24	25	34
24. Bastard	26	23	33	36
25. <b>Balls*</b>	24	21	27	33
26. Shit	23	22	27	31
27. <b>Bullshit*</b>	20	17	24	28
28. <b>Crap*</b>	17	14	21	23
29. <b>Bloody*</b>	15	12	17	17
30. Bollocks	13	12	23	20
31. Bugger	13	11	16	16

\* Significantly higher level of unacceptability than in 2009

\*\* Significantly lower level of unacceptability than in 2009

## Other unacceptable words

Respondents were given the opportunity to write down any other words or phrases that they personally found unacceptable that were not included in the list of 31 words and phrases shown in the survey.

These can be found in Appendix I.

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## Differences among sub-groups

When comparing different demographic groups, it is evident that, in general:

- Males tend to be more accepting of the words or phrases than females
- Younger respondents tend to be more accepting than older respondents
- Those who state they have no religion tend to be more accepting than those of religious belief. Specifically, those of Christian belief tend to be less accepting
- Those of Māori ethnicity are generally more accepting than those of other ethnicities, while Pacific peoples are less accepting
- Those on high household incomes tend to be more accepting.

This is demonstrated in the following analysis of significant sub-group differences for the five most unacceptable words and phrases only, but the trend is evident across almost all of the words and phrases.

Those who find the word *Cunt* significantly **more** unacceptable (compared to the average of 70%) are:

- Female (79%)
- Aged 45-54 years (76%)
- Aged 55-64 years (75%)
- Aged 65 years and over (88%)
- Of New Zealand European ethnicity (72%)
- Of Christian belief (80%).

Those who find the word *Cunt* significantly **less** unacceptable are:

- Male (60% find unacceptable)
- Aged 18-24 years (54%)
- Aged 25-34 years (53%)
- Of Māori ethnicity (62%)
- Those who have no religion (62%)
- Those who have a household income of over \$100,000 (61%).

Those who find the word *Nigger* significantly **more** unacceptable (compared to the average of 65%) are:

- Female (75%)
- Aged 65 years and over (74%)
- Of Christian belief (74%).

Those who find the word *Nigger* significantly **less** unacceptable are:

- Male (53%)
- Aged 18-24 years (53%)
- Aged 25-34 years (58%)
- Those who have no religion (56%)
- Those who have a household income of over \$100,000 (58%).

Those who find the phrase *Mother fucker* significantly **more** unacceptable (compared with the average of 61%) are:

- Female (69%)
- Aged 65 years and over (86%)
- Aged 55-64 years (69%)
- Of Christian belief (77%).

Those who find the phrase *Mother fucker* significantly **less** unacceptable are:

- Male (53%)
- Aged 18-24 years (43%)
- Aged 25-34 years (43%)
- Of Māori ethnicity (48%)
- Those who have no religion (46%)
- Those who have a household income of over \$100,000 (50%).

Those who find the phrase *Jesus Fucking Christ* significantly **more** unacceptable (compared to the average of 61%) are:

- Female (66%)
- Aged 65 years and over (85%)
- Aged 55-64 years (68%)
- Of Pacific ethnicity (73%)
- Of Christian belief (82%).

Those who find the phrase *Jesus Fucking Christ* significantly **less** unacceptable are:

- Male (55%)
- Aged 18-24 years (44%)
- Aged 25-34 years (44%)
- Of Māori ethnicity (53%)
- Those who have no religion (41%)
- Those who have a household income of over \$100,000 (51%).

Those who find the word *Cocksucker* significantly **more** unacceptable (compared to the average of 56%) are:

- Female (67%)
- Aged 65 years and over (81%)
- Of Pacific ethnicity (71%)
- Of Christian belief (72%).

Those who find the phrase *Cocksucker* significantly **less** unacceptable are:

- Male (44%)
- Aged 18-24 years (41%)
- Aged 25-34 years (42%)
- Aged 35-44 years (50%)
- Of Māori ethnicity (44%)
- Those who have no religion (39%)
- Those who have a household income of over \$100,000 (44%).

## Words and phrases rated as unacceptable by ethnicity

Words	2013 (%) n=1500	NZ European n=1118	Māori n=140	Pacific n=73	Asian n=162	Other n=82
1. <b>Cunt**</b>	70	72	62	74	57	71
2. Nigger	65	65	64	70	67	61
3. <b>Mother fucker**</b>	61	61	48	67	60	63
4. <b>Jesus Fucking Christ**</b>	61	61	53	73	58	60
5. <b>Cocksucker**</b>	56	55	44	71	58	58
6. Get fucked	54	53	43	63	56	57
7. Fuck	50	50	40	61	49	51
8. Fuck off	50	50	41	64	50	53
9. Faggot	48	47	44	55	50	47
10. Slut	43	41	39	62	46	40
11. Whore	43	41	38	58	50	45
12. <b>Cock**</b>	42	40	41	57	47	47
13. Retard	41	41	42	48	35	38
14. Wanker	39	38	32	56	46	41
15. Arsehole	37	34	30	59	47	39
16. Jesus Christ	33	33	29	43	25	34
17. Dick	32	29	27	47	45	39
18. Jesus	30	30	26	42	24	31
19. Piss	29	28	22	35	33	29
20. Bitch	28	25	25	53	40	32
21. Prick	28	27	23	37	30	30
22. Piss off	27	26	21	39	32	30
23. God	27	26	25	45	24	28
24. Bastard	26	23	27	48	35	25
25. <b>Balls*</b>	24	22	22	36	35	26
26. Shit	23	22	17	45	25	27
27. <b>Bullshit*</b>	20	18	16	41	24	20
28. <b>Crap*</b>	17	16	15	21	19	16
29. <b>Bloody*</b>	15	13	14	25	22	19
30. Bollocks	13	11	10	22	24	17
31. Bugger	13	12	11	22	21	16

\* Significantly higher level of unacceptability than in 2009

\*\* Significantly lower level of unacceptability than in 2009

# ACCEPTABILITY OF WORDS IN DIFFERENT BROADCASTING SCENARIOS

## Introduction

The previous section summarised the public's attitudes to how acceptable the use of particular words and phrases is considered in relation to a specific scenario (television movie screened after 8.30pm). This scenario has been consistently used for all four measures.

In 2009 the survey was enhanced to understand the impact different contexts have on the acceptability of these words and phrases. The ten scenarios used in 2009 were repeated in 2013. These were:

1. *People being interviewed or asked to give opinions in news, documentaries and current affairs programmes on TV or radio*
2. *In a television drama screened after 8.30pm (e.g. Criminal Minds, Sons of Anarchy)*
3. *In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Modern Family, Coronation Street, Two and a Half Men, Sunny Skies)*
4. *Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm*
5. *In a reality television programme where a lot of the content is spontaneous and does not follow a script (e.g. Hell's Kitchen, Undercover Boss, Project Runway, The X Factor)*
6. *In a music video played on television*
7. *When used by a caller to a talkback radio station*
8. *When used by a radio host on a talkback radio station*
9. *When used by a radio host in a breakfast programme*
10. *When used in a song played on radio*

Respondents were presented with the ten scenarios and were then required to perform the following interactive task for each of the 31 words and phrases:

*With the 10 programmes or situations you have just considered in mind, please now sort the following words into three buckets, depending on whether you feel a particular word is totally acceptable in all of these situations, totally unacceptable in all of these situations or whether it depends on the situation being considered.*

*Just click on the word, then drag it and drop it into one of the three buckets. You can put none, some or all of the words in any bucket. [Respondents could drag the words into one of three buckets on screen]*

Following this, respondents considered each of the words they had placed in the 'depends on the scenario' bucket. For each of the 10 scenarios, they then rated whether use of that word was *Totally acceptable*, *Fairly acceptable*, *Neither acceptable nor unacceptable*, *Fairly unacceptable* or *Totally unacceptable* in the particular scenario.

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## Scenarios

The table on the following page shows that there are five words and phrases considered to be *Totally unacceptable in ALL scenarios* by over half the respondents. These are: Cunt (72%), Jesus Fucking Christ (64%), Nigger (61%), Mother fucker (60%) and Cocksucker (58%).

On the other hand, there are four words considered *Totally acceptable in ALL scenarios* by the majority of respondents, namely: Bugger (63%), Bloody (62%) Crap (57%) and Bollocks (54%).

Compared with 2009, a higher proportion rated the following words and phrases as *Totally unacceptable in ALL scenarios*:

- Bitch (20% compared to 16% in 2009)
- Dick (20% compared to 17%)
- Faggot (46% compared to 39%)
- God (22% compared to 18%)
- Jesus (27% compared to 23%)
- Jesus Christ (31% compared to 26%)
- Nigger (61% compared to 56%)
- Retard (39% compared to 26%)
- Slut (38% compared to 32%)
- Whore (35% compared to 28%).

At the same time, a higher proportion have rated the following words as *Totally acceptable in ALL scenarios*:

- Bugger (63% compared to 58%)
- Bullshit (43% compared to 38%)
- Crap (57% compared to 53%)
- Retard (18% compared to 10%).

As can be seen from the above findings, there is a more polarised view among the public regarding the word Retard – the number rating it as unacceptable in all scenarios increased as did the number rating it as acceptable.

For some, acceptability is dependent on the scenario. The tables on the following pages illustrate the acceptability of each of the words and phrases in each of the ten scenarios. These tables include all respondents, not just those who had to do an additional rating at the second stage for words they categorised as 'depends on the scenario'. That means that if a respondent rated a word or phrase as *Totally acceptable in ALL scenarios* at the first stage, that rating (*Totally acceptable*) is included in the percentage given in each of the ten scenarios.

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## Acceptability of the words and phrases in different scenarios

Words	% Totally unacceptable in ALL scenarios	% Depends on the scenario	% Totally acceptable in ALL scenarios
Arsehole	26	52	22
Balls	12	44	43
Bastards	15	50	35
Bitch	20*	51	29
Bloody	6	32	62
Bollocks	11	34	54
Bugger	7	30	63**
Bullshit	12	45	43**
Cock	37	48	15
Cocksucker	58	34	7
Crap	7	37	57**
Cunt	72	23	5***
Dick	20*	45	35
Faggot	46*	42	12
Fuck	43	48	9
Fuck off	44	46	10
Get fucked	50	41	8
God	22*	35	42
Jesus	27*	38	36
Jesus Christ	31*	37	31
Jesus Fucking Christ	64*	30	7
Mother fucker	60	33	6
Nigger	61*	33	6
Piss	14	50	36
Piss off	15	49	36
Prick	20	50	30
Retard	39*	44	18**
Shit	12	48	40
Slut	38*	50	12
Wanker	29	50	21
Whore	35*	52	13

\* Significantly higher level of unacceptability than in 2009  
 \*\* Significantly higher level of acceptability than in 2009  
 \*\*\* Significantly lower level of acceptability than in 2009

## Acceptability of the words and phrases on TV

The following table summarises the proportion of respondents who considered each word unacceptable across the scenarios that related to television.

### % Totally or Fairly unacceptable

Words	People being interviewed (TV or radio)	TV drama (after 8.30pm)	TV drama (between 7pm and 8.30pm)	Stand-up comedy programmes after 8.30pm (TV or radio)	Reality TV	Music video (on TV)
Arsehole	50	33	51	34	38	49
Balls	26	18	26	17	20	26
Bastards	31	23	33	22	25	34
Bitch	40	27	38	28	32	39
Bloody	12	10	14	10	12	16
Bollocks	18	15	19	15	16	20
Bugger	13	11	14	11	12	16
Bullshit	25	20	28	19	22	28
Cock	59	48	60	46	51	58
Cocksucker	78	67	78	64	70	75
Crap	15	12	16	12	13	16
Cunt	86	79	86	78	82	84
Dick	33	27	33	25	29	35
Faggot	65	56	64	55	59	65
Fuck	69	54	73	52	59	67
Fuck off	69	55	72	53	59	68
Get fucked	74	61	77	59	66	73
God	29	28	29	28	28	29
Jesus	34	33	35	33	34	35
Jesus Christ	41	38	42	38	39	41
Jesus Fucking Christ	79	71	82	70	75	79
Mother fucker	80	69	81	67	74	78
Nigger	78	71	78	71	76	76
Piss	32	26	33	25	27	34
Piss off	35	27	35	25	29	35
Prick	38	31	40	29	33	39
Retard	57	50	56	50	53	58
Shit	30	22	31	21	24	32
Slut	61	50	62	50	57	61
Wanker	49	40	52	39	44	50
Whore	58	48	59	48	55	59

## Acceptability of the words and phrases on radio

The following table summarises the proportion of respondents who considered each word unacceptable across the scenarios that related to radio.

### % Totally or Fairly unacceptable

Words	People being interviewed (TV or radio)	Stand-up comedy programmes after 8.30pm (TV or radio)	Caller to talkback	Radio host on talkback	Radio host in a breakfast programme	Song played on radio
Arsehole	50	34	51	60	63	51
Balls	26	17	27	32	34	28
Bastards	31	22	35	42	45	37
Bitch	40	28	42	49	51	40
Bloody	12	10	15	19	20	17
Bollocks	18	15	20	23	24	21
Bugger	13	11	16	18	19	17
Bullshit	25	19	29	35	37	30
Cock	59	46	59	65	68	59
Cocksucker	78	64	78	81	82	76
Crap	15	12	17	20	22	18
Cunt	86	78	86	88	89	85
Dick	33	25	35	39	42	36
Faggot	65	55	66	71	73	67
Fuck	69	52	72	76	78	68
Fuck off	69	53	73	77	78	70
Get fucked	74	59	77	81	81	74
God	29	28	30	31	31	29
Jesus	34	33	36	38	38	35
Jesus Christ	41	38	42	44	45	41
Jesus Fucking Christ	79	70	81	84	85	80
Mother fucker	80	67	81	84	85	78
Nigger	78	71	79	81	82	77
Piss	32	25	35	39	41	36
Piss off	35	25	37	42	45	37
Prick	38	29	40	45	48	40
Retard	57	50	59	62	63	59
Shit	30	21	32	38	40	33
Slut	61	50	64	69	70	61
Wanker	49	39	51	56	59	52
Whore	58	48	62	66	67	60

As was the case in 2009, there were some notable patterns that emerged in terms of context. In particular, the words and phrases are considered:

- Less acceptable when used by **radio hosts** in both breakfast programmes and talkback scenarios
- Less acceptable when used by **real people** (as opposed to actors) including interviewees on TV or radio and callers to radio talkback
- More acceptable when used in the context of **stand-up comedy** and television **dramas** played after 8.30pm
- More acceptable when used in **reality TV** where there is considerable spontaneous content
- Less acceptable in **music videos** on TV
- More acceptable when used **after 8.30pm**.

# ACCEPTABILITY OF WORDS ON PAY TELEVISION

## Introduction

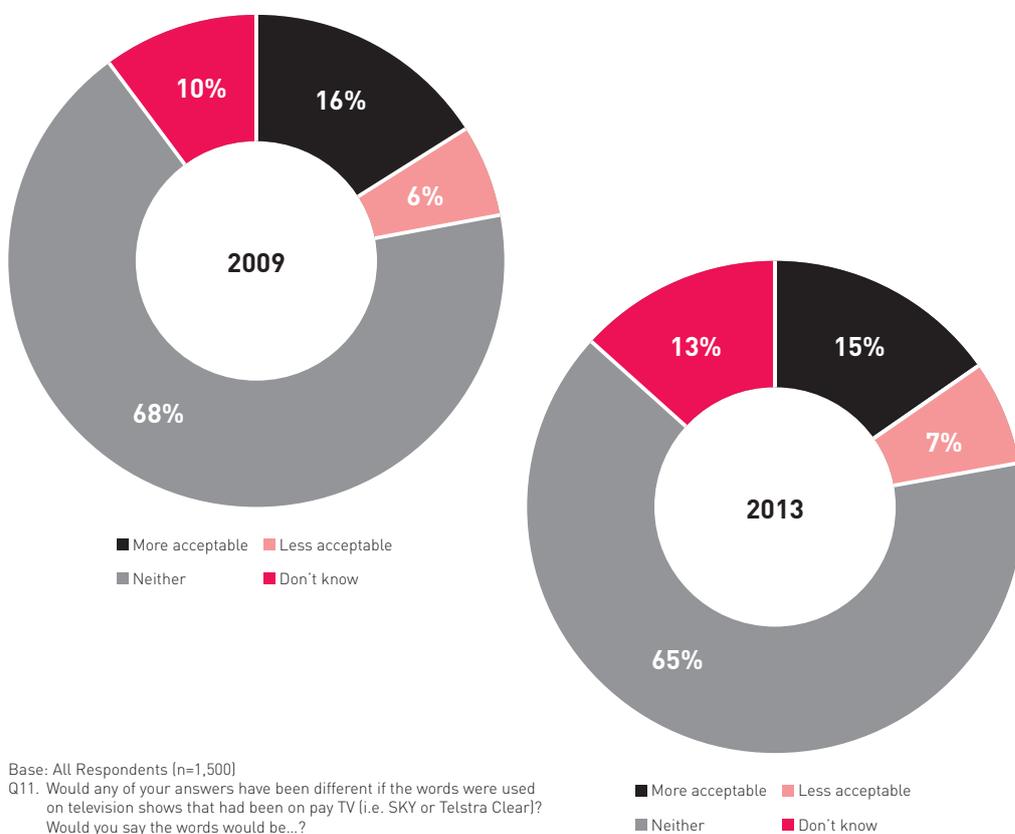
Responses to the questions reported earlier in this document are in relation to free-to-air broadcasting. To obtain an indication of whether the public has different expectations of language in broadcasts on pay television, respondents were asked:

*Would any of your answers have been different if the words were used on television shows that had been on Pay TV (i.e. SKY or TelstraClear)?*

Those who indicated that they held different views depending on the broadcaster were then asked to explain why this was the case.

## More or less acceptable on Pay TV

The charts below illustrate respondents' views regarding whether the 31 words and phrases are more or less acceptable on pay television compared with free-to-air television.



As shown in the above chart, almost two-thirds (65%) hold the same views in relation to acceptability of these words and phrases, irrespective of whether the broadcast is free-to-air or pay-to-view. As also seen in 2009, around one in six (15%) felt that it was more acceptable for them to be used on Pay TV. Those who have a subscription to Pay TV are more likely to say that these words and phrases are more acceptable on Pay TV (19% compared to the average of 15%).

The following comments illustrate why these words and phrases are considered more acceptable on Pay TV:

*“There is a greater variety of channels on pay TV, so you can choose which channel you watch, so you can avoid swearing if you want to, whereas with the free channels there is limited choice, so lots of people watch the programmes, and can’t avoid it so easily if they want.”*

*“Because if you pay for a programme, it should mean that you are fully aware of (and accept) the content so nothing should be ‘unacceptable’ in it according to you. Otherwise you just don’t pay for it, right?”*

*“Pay TV is better regulated by the end user in the form of parental locks and contracts (i.e. end user understands the risks of language and can opt out).”*

*“Pay TV is able to have special interests channels where the viewer can know the type of shows that are played. Free to air channels offer a wider range of shows / cater for a wider range of audience.”*

The following comments illustrate why these words and phrases are considered less acceptable on Pay TV by some:

*“We shouldn’t have to pay to hear cussing.”*

*“Language like that is not acceptable in any TV.”*

*“If paying for something I need it to be to my standards. Top quality, and inoffensive.”*

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# RESPONDENT PROFILE

## Introduction

This section reports the media consumption behaviours of the respondents and their demographic profile.

## Media consumption behaviour

Almost half (48%) of the respondents have pay television, a decrease from 2009 (54%). In comparison, the number of respondents who have Freeview has increased (58% compared to 26% in 2009). The increase in Freeview is most likely a reflection of the switch to digital television that is occurring in New Zealand.

The majority of respondents (91%) also have internet access. This was consistent with 2009.

The table below shows the television programmes respondents watched regularly. As seen in 2005 and 2009, News dominates television viewing; however, it is less popular than in 2009. Current Affairs, Drama, Lifestyle, and Sports programmes are also less popular among respondents, while Reality TV has become more popular since 2009.

TV programmes watched	2013 (% watch regularly) n=1500	2009 (% watch regularly) n=1500
News**	78	86
Comedy or Sitcoms	65	68
Movies	61	63
Current Affairs**	59	71
Drama**	58	62
Documentary	53	54
Reality TV and TV based on real events*	48	38
Lifestyle**	44	49
Sports**	42	49
Other	8	11
None	2	1

\* Significantly higher than 2009

\*\* Significantly lower than 2009

As you would expect, there are some differences amongst the sub-groups that watch different types of programmes. For example:

- Females are more likely to watch Current Affairs (61% cf. 56% males), Lifestyle (52% cf. 35% males), Reality TV (52% cf. 43%), and Drama (67% cf. 47%)
- Males (56%) are more likely to watch Sports than females (28%)
- Younger respondents are more likely to watch Comedy or Sitcoms (79%) and Movies (70%) and are less likely to watch News (56%) and Lifestyle programmes (23%)
- The majority of those aged 65 years or over are significantly more likely to watch the News (96%)
- Those of European ethnicity are significantly more likely to watch Documentaries (60%).

There has been an increase in the number of respondents with light television viewing (up to 15 hours, 50% cf. 45% in 2009). This is shown in the following table.

Average time spent watching TV per week	2013 (% watch regularly) n=1500	2009 (% watch regularly) n=1500	2005 (% watch regularly) n=500
None	2	1	3
Up to 15 hours	50	45	51
15-21 hours	27	34	23
More than 21 hours	18	19	23
Don't know	3	1	-

The changes in television viewing behaviour and preferences are potentially explained by the ever-changing television landscape. New Zealanders are increasingly using the internet to watch programmes – in 2012 New Zealanders spent, on average, 81 minutes per week watching television/video content online, a 16% increase on 2011.<sup>1</sup>

Respondents were also asked what kinds of radio stations they listened to regularly. The table on the following page shows that music stations remain the most popular, with two-thirds listening to music stations on a regular basis. However, the proportion of respondents who listen to music stations has decreased since 2009. This is also the case for Talkback and National Radio.

As expected, older listeners (aged 65 years and over) are less likely to listen to music stations (42% cf. 67%), but more likely to be listening to National Radio (33% cf. 14%) or Talkback stations (37% cf. 24%).

Radio stations listened to	2013 (% listen regularly) n=1500	2009 (% listen regularly) n=1500
Music stations	67	71
Talkback	24	28
National Radio	14	18
Concert FM	7	7
Other	10	10
None	12	8

<sup>1</sup> Source: New Zealand 2012, *The Year That Was* (Nielsen, 2013)

The table below shows that the proportion of respondents listening to the radio has remained relatively stable since 2009. However, there has been a significant decrease in the proportion listening to the radio regularly (more than 10 hours per week) since 2009 (27% cf. 22%).

These results also need to be considered in light of the current media landscape. Traditional radio broadcasts are not the only medium for this content, with New Zealanders able to download podcasts. There is a possibility that respondents have not considered all their media usage when answering these questions.

Average time spent listening to the radio per week	2013 (% watch regularly) n=1500	2009 (% listen regularly) n=1500	2005 (% listen regularly) n=500
None	11	7	6
Up to 4 hours	39	37	32
4-10 hours	25	29	23
More than 10 hours	22	27	37
Don't know	3	1	1

## Demographics

The following table shows the demographic profile of the sample of respondents.

As outlined in the Research Design section, the data was weighted by age within ethnicity, gender and region. (Due to rounding, the sum of percentages in the following tables may not add up to 100%.)

Gender	Weighted %	Number of respondents (unweighted)
Male	48	782
Female	52	718
Age		
18 to 24	10	144
25 to 34	20	287
35 to 44	17	265
45 to 54	20	294
55 to 64	16	248
65 and over	18	262
Ethnicity		
New Zealand European	75	1118
Māori	10	140
Pacific	4	73
Asian	10	162
Other	6	82
Household income		
Up to and including \$30,000	19	273
Over \$30,000 to \$50,000	16	244
Over \$50,000 to \$70,000	16	246
Over \$70,000 to \$100,000	16	247
Over \$100,000	13	210
Don't know/Prefer not to answer	19	280
Responsible for children		
Yes	27	412
No	73	1078
Don't know	1	10

Region	Weighted %	Number of respondents (unweighted)
Whangarei/Northland	4	3
Auckland/Rodney	29	31
Hamilton/Waikato	10	8
Tauranga/Bay of Plenty	6	5
Rotorua/Taupo	3	3
Gisborne	1	1
Napier/Hastings/Hawkes Bay	3	3
New Plymouth/Taranaki	2	2
Wanganui/Palmerston North/Manawatu	5	5
Wellington/Wairarapa	12	13
Nelson/Tasman/Marlborough	4	4
West Coast	1	1
Canterbury/Christchurch	13	14
Dunedin/Otago	5	5
Invercargill/Southland	2	2

We also asked respondents about their religious beliefs. As shown in the table below, just over four in ten are of Christian belief. A further four in ten (41%) report no religion.

This compares to 50% of all New Zealanders from the 2006 census who reported to be Christians and 32% who reported to have no religion. Note that these results are not directly comparable as the New Zealand Census results include those under 18 years of age also.

Religion	Weighted %
Buddhist	1
Christian	43
Hindu	3
Muslim	1
Jewish	0
Other (specify)	3
No religion	41
Don't know/Prefer not to answer	8

# APPENDIX I – OTHER UNACCEPTABLE WORDS (VERBATIM)

Respondents were asked to specify any words that they personally feel are unacceptable and were not included in the list of 31 words and phrases shown in the survey.

The most common mentions were racist terms (n=19), homosexual innuendo (n=11), variations of the F-word (n=11) or aspects of anti-semitism (n=5). Two individual words that were commonly mentioned were 'fuckwit' (n=11) and 'pussy' (n=10).

Respondents' comments, as typed in during the survey, are outlined below. Aside from removing duplicate words, these have not been edited in any way.

<i>Arselicker</i>	<i>Christ</i>	<i>Dipshit</i>
<i>Pommy bastard</i>	<i>Coon</i>	<i>Dirty Jew</i>
<i>Ass</i>	<i>Nignog</i>	<i>How gay</i>
<i>Sweetass</i>	<i>Dyke</i>	<i>Dork</i>
<i>Being Jewish (i.e. tight with money)</i>	<i>Fag</i>	<i>Poo-pusher</i>
<i>Black Bastard</i>	<i>Cum licker</i>	<i>Fat shuit</i>
<i>Black</i>	<i>Slag</i>	<i>Fatty</i>
<i>Hua Slimy Mongrel</i>	<i>Slapper</i>	<i>Felching</i>
<i>Slit eyed</i>	<i>Milf</i>	<i>Tea bagging</i>
<i>mutt</i>	<i>Fudge packer</i>	<i>Feltcher</i>
<i>Bossum</i>	<i>Cock-tease</i>	<i>Felatio</i>
<i>Bunga</i>	<i>Cuntface</i>	<i>Cuninlingus</i>
<i>Bonga</i>	<i>Arsebandit</i>	<i>Fuck face</i>
<i>Coconut</i>	<i>Damn!</i>	<i>Fuck me</i>
<i>Gook</i>	<i>Damnit</i>	<i>Dim Wit</i>
<i>Wog</i>	<i>Goodgracious</i>	<i>Fuck you</i>
<i>Raghead</i>	<i>Forsake you</i>	<i>Fucking Hell</i>
<i>Curry muncher</i>	<i>Frogface</i>	<i>Shit face</i>
<i>Calling someone a dog</i>	<i>Bluurr</i>	<i>Cock master</i>
<i>Chinese guy</i>	<i>Judas</i>	<i>Fucking nutter</i>
<i>Chink</i>	<i>Pooh hole</i>	<i>Fucking Shit</i>
<i>Douche bag</i>	<i>Mongrel</i>	<i>Fucktard</i>
<i>Spick</i>	<i>Savage</i>	<i>Fuckwit</i>
<i>Cracker</i>	<i>Dickhead</i>	<i>Doodoohead</i>

<i>Kaffir</i>	<i>Kiddy-fiddler</i>	<i>Dog</i>
<i>Son of a Bitch</i>	<i>OMG, Oh My God</i>	<i>Penis</i>
<i>Peckie</i>	<i>Kiddy fucker</i>	<i>Vag</i>
<i>Kooli</i>	<i>Bhurka bitch</i>	<i>Presbyopia</i>
<i>Butthole</i>	<i>Midgets</i>	<i>Prostitute</i>
<i>Dingdong</i>	<i>Mindfucker</i>	<i>Pussy</i>
<i>Gay</i>	<i>Tits</i>	<i>Pussy licker</i>
<i>Ginga</i>	<i>Shitfaced</i>	<i>Arse fucker</i>
<i>God all mighty</i>	<i>Mofo (shortened version of "mother fucker", and just as offensive)</i>	<i>Twat</i>
<i>Hell</i>	<i>Muptard (combination of "muppet" and "retard")</i>	<i>Fanny</i>
<i>Hoe</i>	<i>Mohammed</i>	<i>Sex</i>
<i>Holy Cow</i>	<i>Jihad</i>	<i>Dog banger</i>
<i>Shut the fuck off</i>	<i>Mongol</i>	<i>Shag</i>
<i>Holy shit</i>	<i>Queers</i>	<i>Shithead</i>
<i>Homo</i>	<i>Poofters</i>	<i>Skanky Ho</i>
<i>Chick</i>	<i>Honkees</i>	<i>Son of a bastard</i>
<i>"that's gay"</i>	<i>Moron</i>	<i>Piece of shit</i>
<i>Honky</i>	<i>Spass</i>	<i>Spastic</i>
<i>Terd</i>	<i>Pakeha</i>	<i>Suck</i>
<i>Insane (because it suggests that a person has a mental Health Issue)</i>	<i>Yoos and yoos fellas, yoos got the love?</i>	<i>Suck my dick</i>
<i>Jerk-off</i>	<i>Nazi is one I find offensive if used out of context</i>	<i>Whitee wiffee</i>
<i>Jesus-freak</i>	<i>Old fat cow</i>	<i>WTF</i>
<i>Blackie</i>		
<i>Darkie</i>		

# APPENDIX II – QUESTIONNAIRE

Today we are conducting a very important survey for an organisation called the Broadcasting Standards Authority. The Broadcasting Standards Authority oversees the standard of radio and television broadcasting in New Zealand. To be able to carry out their role, they need to determine what the New Zealand public finds acceptable and unacceptable in terms of what is broadcast on television and radio.

This particular survey is about how acceptable you personally find the use of certain language or swearwords on television and radio. There are no right or wrong answers; we just need your honest, personal opinion. While some people may find some of the words included in this survey offensive, and others may not, we strongly encourage everyone to take part so that we provide the Broadcasting Standards Authority with an accurate picture of what New Zealanders think.

For this survey, please note that we want to focus only on what is acceptable in broadcasting that is free to the viewer or listener such as TV One, TV2, TV3, FOUR, Māori TV and Prime TV. We are not asking you about what is acceptable on pay television such as those channels you can only view if you have a subscription to SKY TV or TelstraClear.

Q1	Note: demographic questions (Q14-16 + Q20) are asked here	Code
	Now, a few questions about listening to radio and watching television.	
	What kinds of TV programmes do you watch regularly?	
	Comedy or sitcoms.....	01
	Current affairs (e.g. Sunday, Campbell Live, 20/20, 60 Minutes, Native Affairs) .....	02
	Documentary (e.g. Inside New Zealand, Beyond the Darklands).....	03
	News (e.g. One News, 3 News, Nightline, Prime News, Te Kaea) .....	04
	Lifestyle (e.g. gardening, do-it-yourself, cooking) .....	05
	Sports.....	06
	Movies .....	07
	Reality TV and TV based on real events, where a lot of the content is spontaneous and not scripted (e.g. Border Patrol, The Biggest Loser, Police Ten 7, America's Next Top Model, Homai Te Pakipaki)	08
	Drama .....	09
	Other .....	10
	None.....	11
	Don't know.....	12

<b>Q2</b>	<b>What kinds of radio stations do you listen to regularly?</b>	<b>Code</b>
	Concert FM .....	01
	Music Stations (e.g. ZM, More FM, Classic Hits, The Rock) .....	02
	National Radio .....	03
	Talkback (e.g. Radio Live, Newstalk ZB).....	04
	Other .....	05
	None.....	06
	Don't know.....	07

<b>Q3</b>	<b>Do you have any of the following in your household?</b>	<b>Code</b>
	Pay TV (e.g. Sky, Sky Digital, TelstraClear).....	01
	Freeview .....	02
	Internet access .....	03
	None of these .....	04

<b>Q4</b>	<b>About how many hours per week on average do you personally spend watching television?</b>	<b>Code</b>
	None.....	01
	Up to 15 hours .....	02
	15-21 hours.....	03
	More than 21 hours .....	04
	Don't know.....	05

<b>Q5</b>	<b>About how many hours per week on average do you personally spend listening to the radio?</b>	<b>Code</b>
	None.....	01
	Up to 4 hours .....	02
	4-10 hours.....	03
	More than 10 hours .....	04
	Don't know.....	05

**06**

**ROTATE WORDS AND OBTAIN RATING FOR ALL WORDS**

Thinking now about language and swearwords, on the next page, you will see a number of words which some people might find acceptable and some might find unacceptable. Remember there are no right or wrong answers, we just want your honest opinion.

Firstly, imagine each word being used in a television movie, in a scene where police have chased and are arresting a criminal. The criminal is swearing at the police. The television movie is screened after 8.30pm.

How acceptable or unacceptable do you personally feel each word is in this situation?

	<b>Totally acceptable</b>	<b>Fairly acceptable</b>	<b>Neither</b>	<b>Fairly unacceptable</b>	<b>Totally unacceptable</b>
(R1) Arsehole.....	1	2	3	4	5
(R2) Balls.....	1	2	3	4	5
(R3) Bastards.....	1	2	3	4	5
(R4) Bitch.....	1	2	3	4	5
(R5) Bloody.....	1	2	3	4	5
(R6) Bollocks.....	1	2	3	4	5
(R7) Bugger.....	1	2	3	4	5
(R8) Bullshit.....	1	2	3	4	5
(R9) Cock.....	1	2	3	4	5
(R10) Cocksucker.....	1	2	3	4	5
(R11) Crap.....	1	2	3	4	5
(R12) Cunt.....	1	2	3	4	5
(R13) Dick.....	1	2	3	4	5
(R14) Faggot.....	1	2	3	4	5
(R15) Fuck.....	1	2	3	4	5
(R16) Fuck off.....	1	2	3	4	5
(R17) Get fucked.....	1	2	3	4	5
(R18) God.....	1	2	3	4	5
(R19) Jesus.....	1	2	3	4	5
(R20) Jesus Christ.....	1	2	3	4	5
(R21) Jesus Fucking Christ.....	1	2	3	4	5
(R22) Mother fucker.....	1	2	3	4	5
(R23) Nigger.....	1	2	3	4	5
(R24) Piss.....	1	2	3	4	5
(R25) Piss off.....	1	2	3	4	5
(R26) Prick.....	1	2	3	4	5
(R27) Retard.....	1	2	3	4	5
(R28) Shit.....	1	2	3	4	5
(R29) Slut.....	1	2	3	4	5
(R30) Wanker.....	1	2	3	4	5
(R31) Whore.....	1	2	3	4	5

Q7	<p>Now please consider a number of different types of programmes and situations. Just click on each when you have read it. The remaining questions are about these different programmes and situations.</p> <p>Again, just a reminder to think only about broadcasting that is free to the viewer or listener such as TV One, TV2, TV3, FOUR, Māori TV and Prime TV and not broadcasting you pay for such as SKY TV or TelstraClear.</p>	Code
	People being interviewed or asked to give opinions in news, documentaries and current events programmes on TV or radio .....	01
	In a television drama screened after 8.30pm (e.g. Criminal Minds, Sons of Anarchy).....	02
	In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Modern Family, Coronation Street, Two and a Half Men, Sunny Skies).....	03
	Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm .....	04
	In a reality television programme where a lot of the content is spontaneous and does not follow a script (e.g. <i>Hell's Kitchen</i> , <i>Undercover Boss</i> , <i>Project Runway</i> , <i>The X Factor</i> ) .....	05
	In a music video played on television.....	06
	When used by a caller to a talkback radio station .....	07
	When used by a radio host on a talkback radio station .....	08
	When used by a radio host in a breakfast programme .....	09
	When used in a song played on radio.....	10

**Q8**

With the 10 programmes or situations you have just considered in mind, please now sort the following words into three buckets, depending on whether you feel a particular word is totally acceptable in all of these situations, totally unacceptable in all of these situations or whether it depends on the situation being considered.

Just click on the word, then drag it and drop it into one of the three buckets. You can put none, some or all of the words in any bucket.

	Totally acceptable in ALL scenarios	Depends on the scenario	Totally unacceptable in ALL scenarios
(R1) Arsehole.....	1	2	3
(R2) Balls.....	1	2	3
(R3) Bastards.....	1	2	3
(R4) Bitch.....	1	2	3
(R5) Bloody.....	1	2	3
(R6) Bollocks.....	1	2	3
(R7) Bigger.....	1	2	3
(R8) Bullshit.....	1	2	3
(R9) Cock.....	1	2	3
(R10) Cocksucker.....	1	2	3
(R11) Crap.....	1	2	3
(R12) Cunt.....	1	2	3
(R13) Dick.....	1	2	3
(R14) Faggot.....	1	2	3
(R15) Fuck.....	1	2	3
(R16) Fuck off.....	1	2	3
(R17) Get fucked.....	1	2	3
(R18) God.....	1	2	3
(R19) Jesus.....	1	2	3
(R20) Jesus Christ.....	1	2	3
(R21) Jesus Fucking Christ.....	1	2	3
(R22) Mother fucker.....	1	2	3
(R23) Nigger.....	1	2	3
(R24) Piss.....	1	2	3
(R25) Piss off.....	1	2	3
(R26) Prick.....	1	2	3
(R27) Retard.....	1	2	3
(R28) Shit.....	1	2	3
(R29) Slut.....	1	2	3
(R30) Wanker.....	1	2	3
(R31) Whore.....	1	2	3

Q9	LOOP WORDS – Show only those words that were selected for “Depends on the scenario”	Code
	Arsehole .....	01
	Balls .....	02
	Bastards.....	03
	Bitch .....	04
	Bloody .....	05
	Bollocks .....	06
	Bugger .....	07
	Bullshit.....	08
	Cock .....	09
	Cocksucker .....	10
	Crap.....	11
	Cunt.....	12
	Dick.....	13
	Faggot .....	14
	Fuck .....	15
	Fuck off .....	16
	Get fucked.....	17
	God .....	18
	Jesus.....	19
	Jesus Christ.....	20
	Jesus Fucking Christ.....	21
	Mother fucker .....	22
	Nigger .....	23
	Piss.....	24
	Piss off .....	25
	Prick.....	26
	Retard .....	27
	Shit .....	28
	Slut.....	29
	Wanker.....	30
	Whore.....	31

**Q10**

**Insert Loop words from**

How acceptable to you is ←LOOP WORD→ in this scenario?

	Totally acceptable	Fairly acceptable	Neither	Fairly unacceptable	Totally unacceptable
(R1) People being interviewed or asked to give opinion in news, documentaries, and current events programmes on TV or radio .....	1	2	3	4	5
(R2) In a television drama screened after 8.30pm (e.g. Criminal Minds, Sons of Anarchy) .....	1	2	3	4	5
(R3) In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Modern Family, Coronation Street, Two and a half men, Sunny Skies) .....	1	2	3	4	5
(R4) Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm.....	1	2	3	4	5
(R5) In a reality television programme where a lot of the content is spontaneous and does not follow a script (e.g. Hell's Kitchen, Under Cover Boss, Project Runway, The X Factor) ...	1	2	3	4	5
(R6) In a music video played on television.....	1	2	3	4	5
(R7) When used by a caller to a talkback radio station .....	1	2	3	4	5
(R8) When used by a radio host on a talkback radio station .....	1	2	3	4	5
(R9) When used by a radio host in a breakfast programme .....	1	2	3	4	5
(R10) When used in a song played on radio .....	1	2	3	4	5

**Q11**

**Would any of your answers have been different if the words were used on television shows that had been on pay TV (i.e. SKY or TelstraClear)? Would you say the words would be...?**

**Code**

More acceptable on pay TV.....	01
Less acceptable on pay TV .....	02
Neither .....	03
Don't know/Not sure .....	04

<b>Q12</b>	<b>Can you please explain why you say it would be ←More/Less→ acceptable on pay TV?</b>

<b>Q13</b>	<b>If there are any words that were not on the earlier list that you would personally find unacceptable if used in free to air broadcasts, please write them here.</b>

<b>Q14</b>	<b>Finally, to make sure we have a good cross-section of New Zealanders, please select your gender.</b>	<b>Code</b>
	Male .....	01
	Female .....	02

<b>Q15</b>	<b>Which of the following age groups do you come into?</b>	<b>Code</b>
	Under 18 .....	01
	18 to 19 years.....	02
	20 to 24 years.....	03
	25 to 29 years.....	04
	30 to 34 years.....	05
	35 to 39 years.....	06
	40 to 44 years.....	07
	45 to 49 years.....	08
	50 to 54 years.....	09
	55 to 59 years.....	10
	60 to 64 years.....	11
	65 to 69 years.....	12
	70 to 74 years.....	13
	75 to 79 years.....	14
	80 years and over.....	15
	Prefer not to answer.....	16

<b>Q16</b>	<b>Which of the following ethnic groups do you belong to?</b>	<b>Code</b>
	New Zealand European.....	01
	Māori.....	02
	Samoan.....	03
	Cook Island Māori.....	04
	Tongan.....	05
	Niuean.....	06
	Tokelauan.....	07
	Fijian.....	08
	Other Pacific Island.....	09
	Chinese.....	10
	Indian.....	11
	Other (please specify).....	12
	Prefer not to answer.....	13

<b>Q17</b>	<b>And which of these groups does your combined household income fall into, including yours and your partner's or anyone else who lives with you?</b>	<b>Code</b>
	Up to and including \$10,000.....	01
	Over \$10,000 to \$20,000.....	02
	Over \$20,000 to \$30,000.....	03
	Over \$30,000 to \$40,000.....	04
	Over \$40,000 to \$50,000.....	05
	Over \$50,000 to \$70,000.....	06
	Over \$70,000 to \$80,000.....	07
	Over \$80,000 to \$100,000.....	08
	Over \$100,000.....	09
	Don't know / Prefer not to answer.....	10

<b>Q18</b>	<b>Are you personally responsible for the care of any children aged 14 years or younger?</b>	<b>Code</b>
	Yes .....	01
	No.....	02
	Don't know.....	03

<b>Q19</b>	<b>What is your religion?</b>	<b>Code</b>
	Buddhist.....	01
	Christian .....	02
	Hindu.....	03
	Muslim .....	04
	Jewish .....	05
	Other (please specify).....	06
	No religion .....	07
	Don't know / Prefer not to answer.....	08

<b>Q20</b>	<b>Which of the following regions do you live in?</b>	<b>Code</b>
	Whangarei / Northland.....	01
	Auckland / Rodney.....	02
	Hamilton / Waikato.....	03
	Tauranga / Bay of Plenty .....	04
	Rotorua / Taupo .....	05
	Gisborne.....	06
	Napier / Hastings / Hawkes Bay.....	07
	New Plymouth / Taranaki.....	08
	Wanganui / Palmerston North / Manawatu.....	09
	Wellington / Wairarapa.....	10
	Nelson / Tasman / Marlborough.....	11
	West Coast .....	12
	Canterbury / Christchurch .....	13
	Dunedin / Otago.....	14
	Invercargill / Southland.....	15

# APPENDIX III – NIELSEN QUALITY ASSURANCE

## Quality assurance

Nielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code.

The company maintains rigorous standards of quality control in all areas of operation. We believe no other commercial research organisation in New Zealand can provide clients with the level of confidence in survey data that we are able to. Furthermore, Nielsen is routinely and regularly subjected to **independent external auditing** of all aspects of its survey operations.

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## ISO 9001

In terms of this project, all processes involved are covered by our ISO 9001 procedures. As part of these procedures, all stages of this research project (including all inputs/ outputs) are to be approved by the Project Leader.

In March 2007 Nielsen also adopted the standards specified in AS20252.

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## Code of ethics

All research conducted by Nielsen conforms with the Code of Professional Behaviour of the Market Research Society of New Zealand.

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