

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

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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 November and December 2009 among 1500 members of the general public aged 18 years and over.

This survey measured how acceptable the public finds the use of swear words, blasphemies and other expletives in broadcasting.

Where possible, comparisons have been made with surveys conducted in 1999 and 2005 to help determine whether public attitudes are changing over time.

Acceptability of words in Broadcasting

A total of 31 words were presented to respondents, 23 that were included in the 2005 survey and eight new words or phrases: Jesus Fucking Christ, Get fucked, Fuck off, Faggot, Retard, Slut, Jesus and Piss off.

At least half the respondents rated eight words as *Totally or Fairly unacceptable* in relation to the scenario of a television drama shown after 8.30pm. These were: Cunt (74%), Nigger (66%), Mother Fucker (66%), Jesus Fucking Christ (65%), Cocksucker (60%), Get fucked (55%), Fuck off (52%) and Fuck (51%).

The least contentious words, rated as *Totally or Fairly acceptable* in this scenario by around one in ten respondents, were: Bugger (11%), Bloody (12%) and Bollocks (12%).

Comparisons with 2005 and 1999

In general, the order of the words found to be the most offensive to the least offensive remain largely the same as found in 2005 and in 1999. However, six of the eight words added in 2009 ranked among the top twelve most unacceptable words (the exceptions being Jesus and Piss off).

For 14 of the 23 words included in both the 2005 and 2009 surveys, there has been a statistically significant decrease in the proportion who find these words unacceptable in the scenario in question. A similar trend existed between the 1999 and 2005 surveys (12 of 23 words experienced a significant decrease).

These 14 words are: Fuck, Whore, Arsehole, Jesus Christ, Prick, Bitch, Bastard, Shit, Balls, Bullshit, Crap, Bollocks, Bloody, and Bugger.

This indicates a continuing trend of softening of attitudes to the use of certain swear words in broadcasting, particularly to those words that are less contentious. The most obvious exception to this trend is attitudes to the word Cunt; this word remains unacceptable to a large majority of New Zealanders (74%).

Differences amongst sub groups

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

- Males tend to be more accepting of words than females
 - Younger respondents tend to be more accepting than older respondents
 - Those that state they have no religion tend to be more accepting than those of religious belief
 - Those of New Zealand European ethnicity are generally more accepting than those in the Māori, Pacific Island and Asian ethnic groups.
-

Use in different contexts

In 2009, respondents were asked to consider the acceptability of words in 10 different contexts. There were some notable patterns that emerged, including:

- Use of 'bad' language by **radio hosts**, in both breakfast programmes and talkback scenarios, is less acceptable than in other scenarios
- Related to the above, there appears less tolerance for use of 'bad' language from **real people** (as opposed to actors), including interviewees and callers to radio talkback
- Use of 'bad' language is generally more acceptable in the context of **stand-up comedy** and television **dramas** played after 8.30pm and in **reality TV** where there is considerable spontaneous content
- 'Bad' language tends to be more acceptable when used **after 8.30pm** than before 8.30pm.

There was no differentiation made by respondents in relation to acceptability of such language in general between:

- Songs played on radio and music videos on television
- Radio host in a breakfast programme and radio host on talkback.

The majority (68%) hold the same views in relation to acceptability of language, irrespective of whether a broadcast is free-to-air or pay-to-view.

NEEDS ASSESSMENT

Background

Researching matters relating to standards in broadcasting is one of the statutory functions of the BSA.

The Broadcasting Act of 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 for broadcasters to have safeguards against the portrayal of persons in programmes in a manner which encourages denigration or discrimination.

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

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

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

Research Objectives

The research objectives were as follows:

- To what extent does the public find the use of specific words 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?

The focus of this survey was on free-to-air rather than pay-to-view broadcasting.

RESEARCH DESIGN

Methodology

Approach

Interviews were completed with members of the general public between 27 November and 12 December 2009. A total of 1500 interviews was achieved.

For this survey, an online methodology was adopted, utilising Nielsen's Your Voice Online Panel. For the previous two measures, a face-to-face method had been used.

The average interview took approximately 20 minutes to complete.

Respondents

The eligible respondent was a member of the general public, aged 18 years and over, selected at random on Nielsen's Your Voice panel.

Sample Design

To ensure a good representation of the general New Zealand population, aged 18 years and over, the sampling frame (Your Voice Panel) 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 Peoples and Asian).

A random sample was selected to take part in the survey based on the stratification used as above.

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.

Discussion of Change in Method

The primary **benefits** of changing from a face-to-face method to an online method for this survey were as follows:

- The functionality and layout benefits offered by the online platform allowed us to explore the acceptability of 31 words in a variety of contexts. There would have been significant risk to the quality of the information if this task had been carried out via any other method (due to respondent fatigue and boredom)
- It future-proofed this survey, as the cost of face-to-face interviewing will continue to increase in future
- The cost was considerably less

The main **limitations** of changing to an online methodology were:

- Comparisons with earlier studies need to be made with a greater degree of caution

- The online approach only includes people with access to the internet – however, this is becoming less of a limitation as time goes on (76% of the population have access to the internet at home now¹). This issue is managed to an extent by the setting of quotas for surveys according to known population statistics (in this case, gender, age, ethnicity, location)
- The online approach involves the use of online panels – people who have opted in to taking part in online surveys. These people may be different in their attitudes and behaviours than those that are not on online panels. There are means of controlling for this limitation and these are detailed in Appendix 1 of this report. However, it must also be remembered that every method has a similar limitation (expressed as the refusal rate). For example, in the 2005 BSA survey that included questions on swear words and that was conducted by face to face interviewing, to achieve 500 interviews we initially approached 1271 people – so 60% of these people ‘opted out’ of this research by refusing to take part.
- The segments of the population on online panels can be different to the same segments who are not online, in terms of attitudes, behaviours etc. This can be true, depending on the topic in question. For this survey, there was potentially a risk that, for example, elderly people on our online panel are more connected, more up-to-date than those elderly who are not online and it is possible that they may have a more lenient, accepting attitude to the use of language. However, this is no different from the argument that the responses of those who refuse to take part in surveys irrespective of survey method may be different to those who do take part, and therefore is a non-sampling error that cannot be measured.

There are some indicators in this survey that give us confidence that it is valid to make comparisons with earlier studies despite the change in method. These are:

- The same overall trends in media usage change over time, as measured by Nielsen Media in face-to-face interviewing, are evident in our survey (stability or slight increase in TV viewing, slight decline in radio listening)
- A similar proportion of our sample claim to have pay TV than among the general public (54% in our survey, 47% from Nielsen Media)
- The change in levels of acceptability in swear words between the 2005 survey and the 2009 online survey mirrors a similar trend noted between the 2005 and 1999 surveys (both carried out face-to-face)
- There was one word that was deemed slightly more unacceptable than in 2005 - helping alleviate the concern that online respondents may have more lenient views than the population in general.

Margins of Error

All sample surveys are subject to sampling error. Based on a total sample size of 1500 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% actually lies between 52.5% and 47.5%. As the sample figure moves further away from 50%, so the error margin will decrease.

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

¹ Nielsen Media data

Positioning of Survey

The survey was positioned 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 standards 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 swear words 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 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, TVNZ6, TVNZ7, TV3, C4, Maori 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.

Notes to Report

- When a result is discussed in the text of this report relating to the proportion who found a particular word unacceptable, this refers to those who rated a particular word either 'Fairly unacceptable' or 'Totally unacceptable'.
 - Also note that the change in methodology should be kept in mind when comparing the results to the 2005 survey.
-

ACCEPTABILITY OF WORDS IN BROADCASTING

Introduction

This section reports the findings of the New Zealand public's attitudes to various words. 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 and repeated in 2005.

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

Most of the 31 words tested were included in the 2005 survey. However, in 2009, the following eight words or phrases were added:

- Jesus Fucking Christ
- Get fucked
- Fuck off
- Faggot
- Retard
- Slut
- Jesus
- Piss off

Presentation of information

The charts in the following analysis are presented as follows:

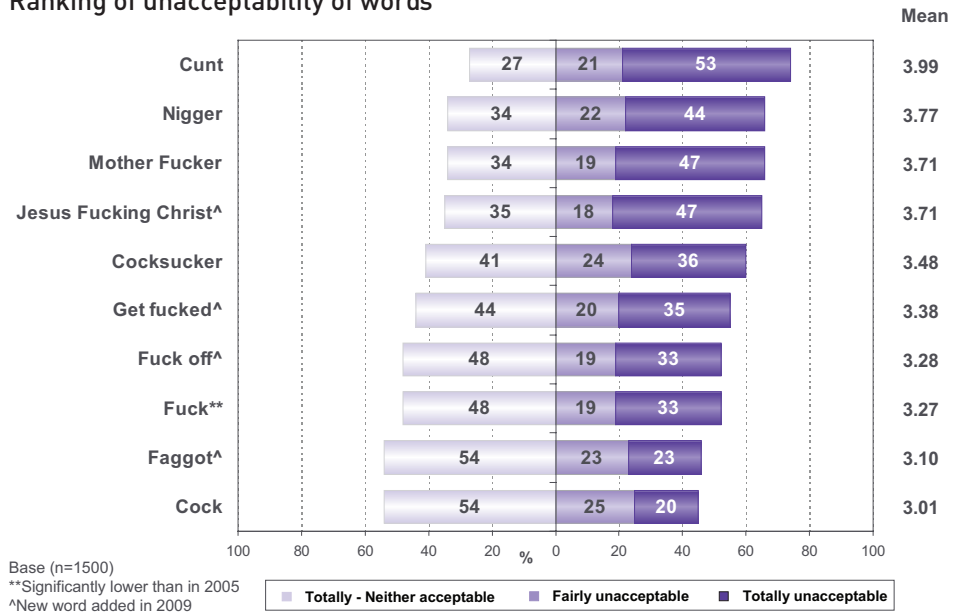
- The words are ordered in terms of the proportion of respondents who described the use of each word as unacceptable in this scenario (*Fairly* or *Totally unacceptable*)
- Where there is a significant difference between the 2005 result and the 2009 result for a particular word, this word is annotated with a **
- If a word is new in the 2009 survey, this word is annotated with a ^

Unacceptability of words

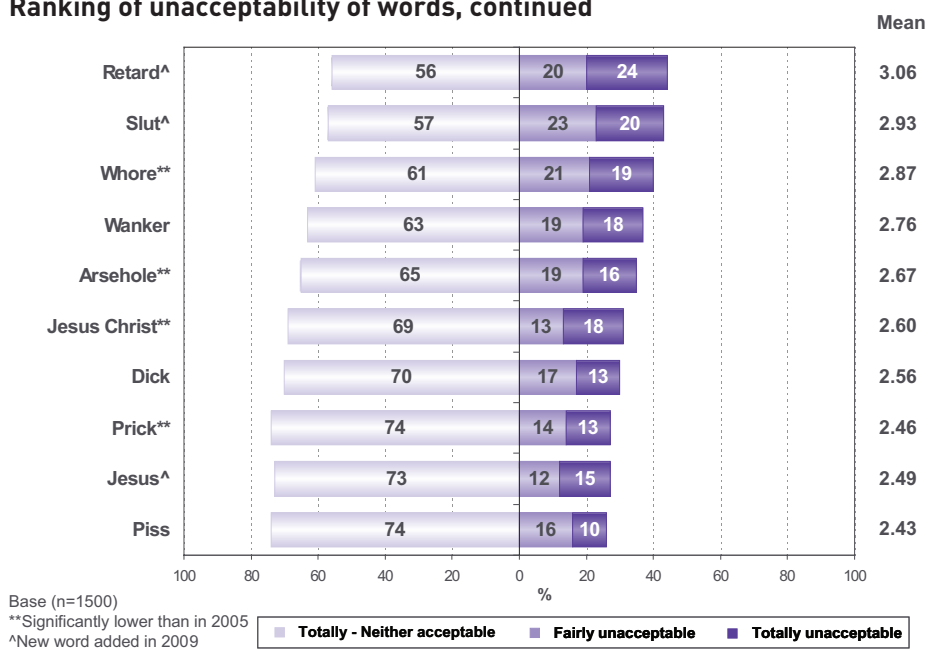
Usage of the words Cunt, Nigger, Mother Fucker, Jesus Fucking Christ, Cocksucker and Fuck, as well as derivatives of Fuck, are felt to be unacceptable to use in drama after 8.30pm by over half of respondents.

Of the eight new words included in 2009, four appear in the top 10 most unacceptable words (Jesus Fucking Christ, Get fucked, Fuck off and Faggot). Two others (Retard and Slut) appear in 11th and 12th place respectively.

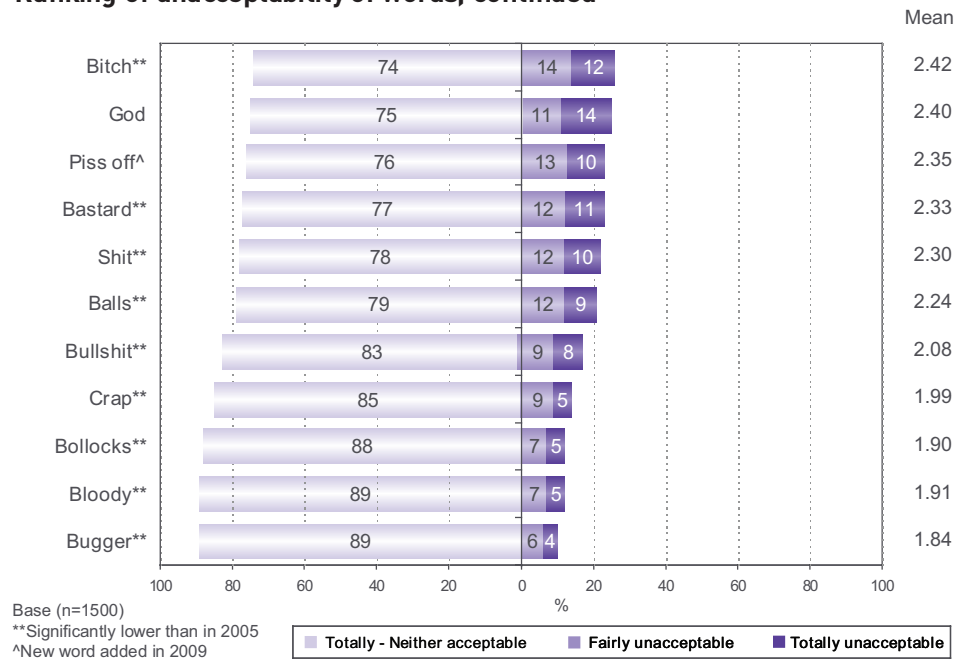
Ranking of unacceptability of words



Ranking of unacceptability of words, continued



Ranking of unacceptability of words, continued



Comparisons with earlier studies

The following table compares the proportion of respondents who found each word unacceptable (*Totally unacceptable or Fairly unacceptable*) over the last three measures (2009, 2005 and 1999). The words are ranked from those most unacceptable to least unacceptable. **Please note the change in methodology which means direct comparisons should be treated with caution.**

In general, the words ranked most unacceptable in 2005 and in 1999 remain the words ranked most unacceptable today. Alternatively, the words deemed relatively less offensive in 2005 remain the less offensive words in 2009.

For 14 of the 23 words included in the 2005 and 2009 surveys, there has been a statistically significant decrease in the proportion of respondents who find that word unacceptable in the scenario in question. A similar trend existed between the 1999 and 2005 surveys (12 of the 23 words experienced a significant decrease). This indicates a continuing trend of a softening in attitudes to the use of swear words in broadcasting. The cause of, or contributors to, this softening in attitudes is not able to be identified from this research. However, one hypothesis may be that desensitisation is occurring through greater exposure to these words.

One obvious exception to this softening of attitudes is use of the word Cunt, where there has been a slight but not statistically significant increase in the proportion describing this word as unacceptable (from 70% to 74%).

The 14 words that have seen a significant decrease in the proportion who rated them unacceptable compared to 2005 are bolded in the following table. Note that the majority of these words are towards the bottom of the list.

| 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^ | 65 | - | - |
| Cocksucker | 60 | 64 | - |
| Get fucked^ | 55 | - | - |
| Fuck off^ | 52 | - | - |
| Fuck** | 51 | 58 | 70 |
| Faggot^ | 46 | - | - |
| Cock | 46 | 50 | 58 |
| Retard*^ | 44 | - | - |
| Slut^ | 43 | - | - |
| Whore** | 40 | 46 | 55 |
| Wanker | 37 | 38 | 48 |
| Arsehole** | 35 | 41 | 49 |
| Jesus Christ** | 31 | 40 | 41 |
| Dick | 30 | 33 | 40 |
| Prick** | 27 | 35 | 43 |
| Jesus^ | 27 | - | - |
| Piss** | 26 | 32 | 38 |
| Bitch** | 26 | 38 | 42 |
| God | 24 | 25 | 34 |
| Piss off^ | 24 | - | - |
| Bastard** | 23 | 33 | 36 |
| Shit** | 22 | 27 | 31 |
| Balls** | 21 | 27 | 33 |
| Bullshit** | 17 | 24 | 28 |
| Crap** | 14 | 21 | 23 |
| Bollocks** | 12 | 23 | 20 |
| Bloody** | 12 | 17 | 17 |
| Bugger** | 11 | 16 | 16 |

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

**Significantly lower than in 2005

^Not asked in previous measures

Other unacceptable words

We gave respondents the opportunity to write down any other words that they personally found unacceptable that were not included in the list of 31 words.

A variety of comments was made and can be found in Appendix II.

Differences amongst sub groups

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

- Males tend to be more accepting of words than females
- Younger respondents tend to be more accepting than older respondents
- Those that state they have no religion tend to be more accepting than those of religious belief.
- Those of New Zealand European ethnicity are generally more accepting than those in the Māori, Pacific Island and Asian ethnic groups.

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

Those who find *Cunt* significantly more unacceptable are:

- Female (83%)
- Aged 65 years and over (88%)
- Aged 55-64 years (82%)
- Those of Christian belief (81%)

Those who find *Cunt* significantly less unacceptable are:

- Male (64%)
- Aged 15-24 years (51%)
- Aged 25-34 years (64%)
- Those who have no religion (66%)

Those who find *Nigger* significantly more unacceptable are:

- Female (77%)
- Aged 55-64 years (72%)
- Of Pacific ethnicity (81%)

Those who find *Nigger* significantly less unacceptable are:

- Male (52%)
- Aged 15-24 years (49%)
- Those who have no religion (60%)

Those who find *Mother Fucker* significantly more unacceptable are:

- Female (73%)
 - Aged 65 years and over (84%)
 - Aged 55-64 years (78%)
 - Of Asian ethnicity (83%)
 - Those of Christian belief (76%)
-

Those who find *Mother Fucker* significantly less unacceptable are:

- Male (57%)
- Aged 15-24 years (41%)
- Aged 25-34 years (55%)
- Those who have no religion (52%)
- Those who have a household income of over \$70,000 (58%)

Those who find *Jesus Fucking Christ* significantly more unacceptable are:

- Female (72%)
- Aged 65 years and over (84%)
- Aged 55-64 years (76%)
- Of Asian ethnicity (79%)
- Those of Christian belief (81%)

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

- Male (57%)
- Aged 15-24 years (47%)
- Aged 25-34 years (56%)
- Those who have no religion (46%)
- Those who have a household income of over \$100,000 (55%)

Those who find *Cocksucker* significantly more unacceptable are:

- Female (69%)
- Aged 65 years and over (78%)
- Aged 55-64 years (71%)
- Of Asian ethnicity (78%)
- Those of Christian belief (70%)

Those who find *Cocksucker* significantly less unacceptable are:

- Male (49%)
- Aged 15-24 years (36%)
- Aged 25-34 years (49%)
- Those who have no religion (47%)
- Those who have a household income of over \$100,000 (52%)
- Those who have a household income of over \$70,000-\$100,000 (53%)

There were no significant differences found between those personally responsible for children under the age of 14 and those who are not.

It is also interesting to note that Māori respondents' level of unacceptability was found to be similar to the general population. Thus there were few significant differences for the Māori sub group. Comparing across ethnicities, they were generally on par with levels of unacceptability for New Zealand Europeans. This is shown in the following table.

| Words | 2009 [%] n=1500 | NZ European n=1122 | Māori n=149 | Pacific n=62 | Asian n=133 | Other n=121 |
|-----------------------|-----------------------|--------------------------|----------------|-----------------|----------------|----------------|
| Cunt | 74 | 75 | 66 | 69 | 72 | 73 |
| Nigger | 66 | 64 | 71 | 81 | 73 | 65 |
| Mother Fucker | 66 | 62 | 61 | 69 | 83 | 72 |
| Jesus Fucking Christ^ | 65 | 61 | 65 | 77 | 79 | 70 |
| Cocksucker | 60 | 57 | 55 | 58 | 78 | 65 |
| Get fucked^ | 55 | 52 | 52 | 61 | 74 | 61 |
| Fuck off^ | 52 | 49 | 48 | 56 | 65 | 59 |
| Fuck** | 51 | 49 | 48 | 56 | 62 | 59 |
| Faggot^ | 46 | 43 | 48 | 55 | 56 | 49 |
| Cock | 46 | 41 | 45 | 50 | 67 | 52 |
| Retard**^ | 44 | 43 | 43 | 50 | 42 | 51 |
| Slut^ | 43 | 38 | 49 | 64 | 58 | 47 |
| Whore** | 40 | 36 | 42 | 57 | 60 | 41 |
| Wanker | 37 | 33 | 38 | 51 | 56 | 40 |
| Arsehole** | 35 | 31 | 33 | 47 | 54 | 39 |
| Jesus Christ** | 31 | 30 | 29 | 59 | 22 | 34 |
| Dick | 30 | 26 | 29 | 45 | 52 | 35 |
| Prick** | 27 | 25 | 20 | 41 | 38 | 28 |
| Jesus^ | 27 | 26 | 26 | 54 | 18 | 30 |
| Piss** | 26 | 23 | 24 | 38 | 44 | 26 |
| Bitch** | 26 | 22 | 31 | 41 | 44 | 31 |
| God | 24 | 23 | 25 | 50 | 19 | 25 |
| Piss off^ | 24 | 21 | 20 | 38 | 39 | 22 |
| Bastard** | 23 | 20 | 26 | 37 | 42 | 23 |
| Shit** | 22 | 19 | 23 | 44 | 34 | 25 |
| Balls** | 21 | 17 | 17 | 38 | 41 | 25 |
| Bullshit** | 17 | 15 | 17 | 41 | 27 | 21 |
| Crap** | 14 | 12 | 10 | 30 | 21 | 17 |
| Bollocks** | 12 | 9 | 10 | 30 | 26 | 19 |
| Bloody** | 12 | 10 | 11 | 33 | 22 | 13 |
| Bugger** | 11 | 8 | 8 | 29 | 21 | 15 |

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

**Significantly lower than in 2005 (total results)

^Not asked in previous measures

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 one scenario. This scenario has been consistently used for the past three measures.

The switch to an online methodology provided an opportunity to collect detailed information from respondents without compromising the quality of information. Thus, it allowed exploration of how the acceptability of specific words might vary according to the context in which they are used in broadcasting.

All the scenarios were initially presented and respondents were required to read these scenarios before progressing to the next stage of the process.

The ten scenarios presented were:

1. *People being interviewed or asked to give opinions in news, documentaries and current events programmes on TV or radio*
2. *In a television drama screened after 8.30pm (e.g. Grey's Anatomy, Criminal Minds)*
3. *In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Coronation Street, Two and a Half Men)*
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, Border Patrol, The Apprentice)*
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 required to perform the following inter-active task for each of the 31 words and phrases considered.

"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 any of these situations, totally unacceptable in any 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*.

Scenarios

The following table shows that there are five words (out of a list of 31) that were felt to be *Totally unacceptable in ALL scenarios* by over half the respondents.

On the contrary, there are also four words considered *Totally acceptable in ALL scenarios* by the majority of respondents; namely: Bloody, Bugger, Bollocks and Crap.

Acceptability of many other words varies according to context, with most variation in relation to the words Retard, Whore and Bitch.

| Words | % Totally unacceptable in ALL scenarios | % Depends on the scenario | % Totally acceptable in ALL scenarios |
|----------------------|---|---------------------------|---------------------------------------|
| Cunt | 70 | 24 | 7 |
| Nigger | 56 | 37 | 7 |
| Mother Fucker | 61 | 33 | 6 |
| Jesus Fucking Christ | 63 | 29 | 8 |
| Cocksucker | 58 | 34 | 8 |
| Get fucked | 48 | 44 | 8 |
| Fuck off | 42 | 50 | 8 |
| Fuck | 40 | 51 | 8 |
| Faggot | 39 | 50 | 12 |
| Cock | 35 | 50 | 15 |
| Retard | 26 | 63 | 10 |
| Slut | 32 | 54 | 14 |
| Whore | 28 | 58 | 14 |
| Wanker | 26 | 54 | 20 |
| Arsehole | 23 | 56 | 21 |
| Jesus Christ | 26 | 46 | 28 |
| Dick | 17 | 48 | 36 |
| Prick | 19 | 53 | 28 |
| Jesus | 23 | 43 | 34 |
| Piss | 12 | 51 | 37 |
| Bitch | 16 | 57 | 27 |
| God | 18 | 40 | 42 |
| Piss off | 13 | 53 | 34 |
| Bastard | 14 | 55 | 32 |
| Shit | 11 | 52 | 37 |
| Balls | 13 | 44 | 44 |
| Bullshit | 12 | 50 | 38 |
| Crap | 8 | 39 | 53 |
| Bollocks | 11 | 38 | 52 |
| Bloody | 7 | 34 | 59 |
| Bugger | 8 | 34 | 58 |

There were some notable patterns to emerge in terms of context. These are:

- Use of 'bad' language by **radio hosts**, in both breakfast programmes and talkback scenarios, is less acceptable than in other scenarios
- Related to the above, there appears less tolerance for use of 'bad' language from **real people** (as opposed to actors) including interviewees and callers to radio talkback
- Higher standards are expected of talkback radio hosts than of callers
- Use of such language is generally more acceptable in the context of **stand-up comedy** and television **dramas** played after 8.30pm and in **reality TV** where there is considerable spontaneous content
- 'Bad' language tends to be more acceptable when used **after 8.30pm** than before 8.30pm.

There was no differentiation made by respondents in relation to acceptability of such language in general between:

- Songs played on radio and music videos on television
- Radio hosts in breakfast programme and radio hosts on talkback.

Acceptability of many other words varies according to context, with most variation evident in relation to the words Retard, Whore and Bitch

The following three tables illustrate the degree to which use of each of these three words is considered acceptable in specific contexts.

| Rating for <i>Retard</i> Scenario | % Unacceptable | % Neither | % Acceptable |
|---|----------------|-----------|--------------|
| When used by a radio host in a breakfast programme | 65 | 10 | 25 |
| When used by a radio host on a talkback radio station | 63 | 11 | 25 |
| People being interviewed or asked to give opinions | 59 | 10 | 31 |
| In a television drama or comedy screened between 7pm and 8.30pm | 59 | 10 | 31 |
| In a music video played on television | 59 | 12 | 29 |
| When used by a caller to a talkback radio station | 59 | 13 | 29 |
| When used in a song played on radio | 59 | 12 | 29 |
| In a reality television programme | 54 | 11 | 34 |
| In a television drama screened after 8.30pm | 53 | 10 | 37 |
| Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm | 51 | 9 | 39 |

| Rating for <i>Whore</i> Scenario | % Unacceptable | % Neither | % Acceptable |
|---|-------------------|--------------|-----------------|
| When used by a radio host in a breakfast programme | 65 | 10 | 25 |
| When used by a radio host on a talkback radio station | 63 | 11 | 26 |
| People being interviewed or asked to give opinions | 58 | 12 | 29 |
| In a television drama or comedy screened between 7pm and 8.30pm | 57 | 12 | 31 |
| In a music video played on television | 56 | 11 | 33 |
| When used by a caller to a talkback radio station | 56 | 12 | 32 |
| When used in a song played on radio | 55 | 11 | 33 |
| In a reality television programme | 49 | 13 | 38 |
| In a television drama screened after 8.30pm | 43 | 10 | 46 |
| Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm | 42 | 10 | 48 |

| Rating for <i>Bitch</i> Scenario | % Unacceptable | % Neither | % Acceptable |
|---|-------------------|--------------|-----------------|
| When used by a radio host in a breakfast programme | 51 | 10 | 38 |
| When used by a radio host on a talkback radio station | 48 | 11 | 41 |
| People being interviewed or asked to give opinions | 41 | 12 | 48 |
| In a television drama or comedy screened between 7pm and 8.30pm | 40 | 11 | 49 |
| In a music video played on television | 39 | 10 | 51 |
| When used by a caller to a talkback radio station | 39 | 13 | 48 |
| When used in a song played on radio | 38 | 12 | 49 |
| In a reality television programme | 29 | 8 | 62 |
| In a television drama screened after 8.30pm | 26 | 7 | 67 |
| Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm | 26 | 7 | 67 |

Acceptability of words used 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 Word | 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 | 49 | 31 | 52 | 31 | 34 | 47 |
| Balls | 25 | 18 | 27 | 18 | 20 | 27 |
| Bastard | 33 | 21 | 36 | 22 | 25 | 36 |
| Bitch | 40 | 26 | 39 | 26 | 29 | 38 |
| Bloody | 15 | 12 | 16 | 12 | 13 | 17 |
| Bollocks | 18 | 15 | 21 | 14 | 16 | 20 |
| Bugger | 15 | 12 | 16 | 12 | 12 | 17 |
| Bullshit | 28 | 20 | 31 | 19 | 21 | 30 |
| Cock | 60 | 47 | 61 | 43 | 49 | 58 |
| Cocksucker | 77 | 66 | 78 | 64 | 69 | 74 |
| Crap | 17 | 13 | 18 | 13 | 14 | 20 |
| Cunt | 84 | 78 | 85 | 76 | 80 | 83 |
| Dick | 34 | 26 | 34 | 24 | 27 | 34 |
| Faggot | 62 | 51 | 62 | 49 | 55 | 61 |
| Fuck | 71 | 54 | 75 | 50 | 55 | 68 |
| Fuck off | 71 | 56 | 75 | 52 | 58 | 69 |
| Get fucked | 75 | 62 | 78 | 58 | 65 | 74 |
| God | 25 | 24 | 26 | 25 | 25 | 27 |
| Jesus | 31 | 30 | 33 | 29 | 30 | 32 |
| Jesus Christ | 38 | 34 | 40 | 34 | 36 | 39 |
| Jesus Fucking Christ | 79 | 72 | 81 | 70 | 74 | 79 |
| Mother Fucker | 80 | 71 | 83 | 68 | 74 | 79 |
| Nigger | 77 | 70 | 77 | 69 | 74 | 76 |
| Piss | 31 | 24 | 33 | 22 | 24 | 32 |
| Piss off | 36 | 25 | 37 | 23 | 26 | 36 |
| Prick | 40 | 31 | 42 | 28 | 32 | 41 |
| Shit | 30 | 21 | 32 | 20 | 22 | 32 |
| Slut | 58 | 46 | 58 | 45 | 52 | 58 |
| Wanker | 48 | 38 | 50 | 35 | 39 | 49 |
| Whore | 55 | 43 | 56 | 42 | 49 | 56 |
| Retard | 59 | 53 | 59 | 51 | 54 | 59 |

Acceptability of words used on Radio

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

| Word | % Totally or Fairly unacceptable | People being interviewed (TV or Radio) | Stand-up comedy programmes after 8.30pm (TV or Radio) | Caller to a talkback | Radio host on talkback | Radio host in a breakfast programme | Song played on radio |
|----------------------|----------------------------------|--|---|----------------------|------------------------|-------------------------------------|----------------------|
| Arsehole | | 49 | 31 | 48 | 58 | 62 | 50 |
| Balls | | 25 | 18 | 25 | 30 | 33 | 27 |
| Bastard | | 33 | 22 | 36 | 44 | 47 | 37 |
| Bitch | | 40 | 26 | 41 | 48 | 51 | 39 |
| Bloody | | 15 | 12 | 16 | 21 | 22 | 18 |
| Bollocks | | 18 | 14 | 20 | 24 | 26 | 21 |
| Bugger | | 15 | 12 | 16 | 20 | 22 | 18 |
| Bullshit | | 28 | 19 | 29 | 36 | 40 | 31 |
| Cock | | 60 | 43 | 60 | 65 | 67 | 59 |
| Cocksucker | | 77 | 64 | 76 | 80 | 82 | 76 |
| Crap | | 17 | 13 | 19 | 23 | 25 | 21 |
| Cunt | | 84 | 76 | 85 | 86 | 87 | 84 |
| Dick | | 34 | 24 | 34 | 40 | 42 | 36 |
| Faggot | | 62 | 49 | 63 | 68 | 70 | 62 |
| Fuck | | 71 | 50 | 73 | 79 | 81 | 69 |
| Fuck off | | 71 | 52 | 73 | 79 | 81 | 70 |
| Get fucked | | 75 | 58 | 77 | 82 | 83 | 74 |
| God | | 25 | 25 | 27 | 30 | 30 | 27 |
| Jesus | | 31 | 29 | 33 | 37 | 38 | 32 |
| Jesus Christ | | 38 | 34 | 39 | 44 | 45 | 40 |
| Jesus Fucking Christ | | 79 | 70 | 80 | 84 | 85 | 79 |
| Mother Fucker | | 80 | 68 | 82 | 85 | 86 | 80 |
| Nigger | | 77 | 69 | 80 | 83 | 83 | 76 |
| Piss | | 31 | 22 | 33 | 39 | 41 | 34 |
| Piss off | | 36 | 23 | 37 | 44 | 46 | 38 |
| Prick | | 40 | 28 | 42 | 48 | 50 | 42 |
| Shit | | 30 | 20 | 32 | 39 | 41 | 33 |
| Slut | | 58 | 45 | 61 | 67 | 69 | 60 |
| Wanker | | 48 | 35 | 48 | 55 | 57 | 50 |
| Whore | | 55 | 42 | 58 | 63 | 65 | 57 |
| Retard | | 59 | 51 | 59 | 63 | 65 | 59 |

ACCEPTABILITY OF WORDS ON PAY TELEVISION

Heading

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 for 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)?

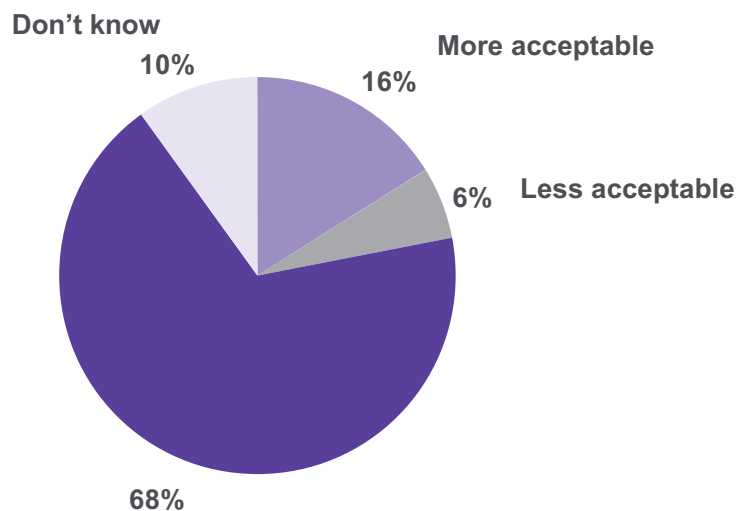
Those who indicated that they held different views depending on the broadcaster were then asked to explain why this was the case.

More or Less acceptable on Pay TV

The chart below shows that just over two-thirds (68%) hold the same views in relation to acceptability of language, irrespective of whether the broadcast is free-to-air or pay-to-view.

About one in six felt that it was more acceptable for swear words to be used on Pay TV.

There is no significant difference in attitude between those who currently subscribe to Pay TV and do not (68% of subscribers also say their views on acceptability of language do not vary between pay-to-view and free-to-air TV).



The main explanations given by those respondents who felt swear words were more acceptable on Pay TV, were that viewers have made the choice to pay for the broadcast, that there is the ability to block access from children viewing, and that there are fewer people viewing Pay TV. Some verbatim comments that illustrate these points are as follows:

"People choose to watch those shows to a degree that they don't with Free to Air TV. And they have more responsibility to keep minors from seeing inappropriate content."

"There is the option of parents censoring children's use of Pay TV, therefore their exposure to some of the language being used."

"You pay to have more choice of what you view, and therefore think and expect less censorship."

"It's not freely available for most people, reducing coverage."

The predominant explanations given by those respondents who felt swear words were less acceptable on Pay TV was that they don't want to pay to hear bad language and that they expect a higher quality of broadcasting:

"As a paying customer I should not have to listen to this language whereas the other forms of TV are govt run and have censors watching for explicit language and such."

"You are paying for a more prestigious viewing of channels - the selective right to view tasteful programmes should be subscription only I feel. There's enough of foul language on New Zealand streets and at every pub - bar and night club. We need to promote a more healthier choice for all to enjoy."

"If I am paying, the standard should be much higher."

RESPONDENT PROFILE

Behaviour and profile

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

Media consumption behaviour

Just over half (54%) of respondents have pay television, an increase of 17% since 2005. This result is similar to that from the Nielsen Media Panorama Survey, where 47% indicated that they have pay television. Around one quarter (26%) also report that they have Freeview.

The table below shows the television programmes respondents watched regularly. As found in 2005, News dominates the programmes watched, followed by Current Affairs and Comedy or Sitcoms. **n=500**

| TV programmes watched | (% watch regularly) n=1500 |
|--|-------------------------------|
| News | 86 |
| Current Affairs | 71 |
| Comedy or Sitcoms | 68 |
| Movies | 63 |
| Drama | 62 |
| Documentary | 54 |
| Lifestyle | 49 |
| Sports | 49 |
| Reality TV and TV based on real events | 38 |
| Other | 11 |
| None | 1 |

As you would expect, there are some differences amongst the sub groups that watch different types of programmes. For example, females are more likely than males to watch lifestyle (58% cf. 39% males), Reality TV (45% cf. 30%) and Drama (72% cf. 50%). Younger respondents (18-24 years of age) are more likely to watch Movies (76%), Comedy or Sitcoms (85%) and are less likely to watch Lifestyle programmes (25%) and News (72%). Almost all of those aged 65 years and over are likely to watch News programmes (97%).

Since 2005, there has been a slight increase in the consumption of television, with under half (45%) reporting light viewership (up to 15 hours per week). This compares to just over half (51%) in 2005. This is shown in the following table.

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

This trend is supported by Nielsen Media information, which indicates that the average amount of time New Zealanders over the age of 10 spend watching television each week has increased slightly from 19 hours 54 minutes in 2006 to 20 hours and 4 minutes in 2008.

Respondents were also asked what kinds of radio stations they listened to regularly. The table below shows that music stations remain the most popular, with over seven in ten respondents listening to music stations on a regular basis. Although this is a slight increase from 2005, the total proportion who listen to radio remains at about the same level as 2005.

As expected, older listeners (aged 65 years and over) are less likely to listen to music stations (37%), but more likely to be listening to National Radio (43%) or Talkback stations (40%).

| Radio Stations listened to | 2009 (% listen regularly) n=1500 |
|----------------------------|--|
| Music stations | 71 |
| Talkback | 28 |
| National Radio | 18 |
| Concert FM | 7 |
| Other | 10 |
| None | 8 |

The table below shows that the proportion listening to the radio has remained relatively similar to 2005. However, there appears to be a significant decrease in the proportion of heavy listeners (more than 10 hours per week) of 10% to just under three in ten listeners (compared to just under four in ten listeners in 2005).

Again, this trend is supported by Nielsen Media information, which indicates that the average amount of time New Zealanders over the age of 10 spend listening to radio each week has decreased slightly from 13 hours 48 minutes in 2006 to 13 hours and 16 minutes in 2008.

| Average time spent listening to the radio | 2009 (% listen regularly) n=1500 | 2005 (% listen regularly) n=500 |
|---|--|---------------------------------------|
| None | 7 | 6 |
| Up to 4 hours | 37 | 32 |
| 4-10 hours | 29 | 23 |
| More than 10 hours | 27 | 37 |
| Don't know | 1 | 1 |

Demographics

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

| Gender | Weighted % | Number of respondents (unweighted) |
|---------------------------------|------------|------------------------------------|
| Male | 48 | 697 |
| Female | 52 | 803 |
| Age | | |
| 18 to 24 | 11 | 151 |
| 25 to 34 | 20 | 301 |
| 35 to 44 | 19 | 295 |
| 45 to 54 | 19 | 289 |
| 55 to 64 | 19 | 280 |
| 65 and over | 13 | 184 |
| Ethnicity | | |
| New Zealand European | 75 | 1122 |
| Maori | 10 | 149 |
| Pacific | 4 | 62 |
| Asian | 9 | 133 |
| Other | 8 | 121 |
| Household Income | | |
| Up to and including \$30,000 | 13 | 206 |
| Over \$30,000 to \$50,000 | 17 | 263 |
| Over \$50,000 to \$70,000 | 17 | 260 |
| Over \$70,000 to \$100,000 | 19 | 281 |
| Over \$100,000 | 19 | 281 |
| Don't know/Prefer not to answer | 14 | 209 |
| Responsible for Children | | |
| Yes | 36 | 536 |
| No | 64 | 955 |
| Don't know | 1 | 9 |

| Region | Weighted % | Number of respondents (unweighted) |
|------------------------------------|------------|------------------------------------|
| Whangarei/Northland | 3 | 44 |
| Auckland/Rodney | 32 | 507 |
| Hamilton/Waikato | 9 | 114 |
| Tauranga/Bay of Plenty | 5 | 61 |
| Rotorua/Taupo | 2 | 30 |
| Gisborne | 0 | 6 |
| Napier/Hastings/Hawkes Bay | 3 | 44 |
| New Plymouth/Taranaki | 2 | 26 |
| Wanganui/Palmerston North/Manawatu | 5 | 74 |
| Wellington/Wairarapa | 14 | 217 |
| Nelson/Tasman/Marlborough | 3 | 44 |
| Westcoast | 1 | 11 |
| Canterbury/Christchurch | 15 | 223 |
| Dunedin/Otago | 4 | 68 |
| Invercargill/Southland | 2 | 31 |

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 (39%) 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 % n=1500 |
|---------------------------------|----------------------|
| Buddhist | 1 |
| Christian | 43 |
| Hindu | 2 |
| Muslim | 0 |
| Jewish | 0 |
| Other (specify) | 5 |
| No religion | 39 |
| Don't know/Prefer not to answer | 9 |

APPENDIX I – YOUR VOICE PANEL

Nielsen's Your
Voice Online
Panel



Nielsen's 'Your Voice' panel in New Zealand has over 70,000 active members. It is used exclusively by Nielsen for research purposes only. Participant names are not passed to any other parties. There is no inherent bias to users of or subscribers to any particular products or services. It is managed by a dedicated team within Nielsen, located in both Wellington and Auckland offices.

Creation of the panel

Nielsen has extensively leveraged new technology and the web platform to connect with survey participants for its proprietary research since 1999. In recent years, the research industry has seen monumental change in online sampling and online panel management strategies and Nielsen has been leading the way with its 'Your Voice' online panels. Originally started in the Asia Pacific area in Australia in 2003, it has now grown to over 800,000 active panelists worldwide. Globally there are Nielsen proprietary panels in 27 countries. Each country has a dedicated local team who deploys surveys and maintains the panel, while aligning to global protocols and strategies.

Your Voice panels cater to a variety of client requests, with the ability to handle large and complex projects online with fast turnaround time.

Demographics of the panel

Constructing nationally representative samples of New Zealanders using Nielsen's Your Voice online panel is simple and straightforward. Nielsen's New Zealand Your Voice panel includes virtually all demographic groups in the New Zealand community.

Your Voice sample is drawn to meet quota groups and each sample provided follows either the country's General Distribution or Online Distribution, by quota specified dimensions - usually age by gender by location. This is to minimise any bias to any of the quota groups.

Projects are in field for a period of 4 to 14 days, depending on country and available field time. This minimises any bias, in terms of panelist activity, gender, age or location, by allowing selected panelists equal access time to the survey during the maximum field time available for the job.

Recruitment / selection for the panel

Nielsen adopts a mix of online and offline recruitment strategies to recruit panel members from a variety of audiences amongst the general population (broad) and target market (narrow). By using a variety of strategies, Nielsen is able to both grow panels in size, as well as focus strictly on demographic deficiencies via targeted campaigns.

It is not difficult to recruit a lot of panelists. However, it is more difficult to recruit adequately qualified panelists and to ensure breadth of coverage in relevant target groups. In order to ensure that the recruitment is as broad, diversified and exhaustive as possible, we need to use a wide range of different methods and sources of recruitment. Recruitment activities also leverage Nielsen's solid offline data collection infrastructure. Techniques in this area cover opt-in permission to recontact respondents on the back of other telephone, face to face and mail-based projects, online panel invitations on the back of delivery notes for door-to-door and central location projects, website referrals etc.

Recruitment strategy is devised on an ongoing basis to ensure optimal diversity and quality and to minimize any distortions that could arise if we used only one or a few methods of recruitment. In addition to the methods mentioned above, we conduct recruitment through magazine and newspaper ads and advertorials, sponsorships and events, outdoor postings etc. Our internal standards require more than 30% of new members to be recruited off-line in the future.

Main recruitment methods in New Zealand include:

- Invitation on completion of regular telephone surveys (such as Nielsen's Omnibus service)
- Response to advertising in mainstream media
- Response to localised letterbox drops or targeted recruitment campaigns (with the objective of establishing usable numbers of panel members in otherwise hard to recruit groups, or in specialist areas)

Members are rewarded for the time they spend answering surveys - incentives include vouchers, movie tickets, pre-pay phone vouchers, as well as the opportunity to donate to a range of charities, plus, entry into a quarterly prize valued at \$2,500. Recruitment also stresses intangible benefits - "the chance to have your say".



Quality control measures are in place to ensure profile data is as reliable as possible:

- Members removed if/when we receive bounce-back emails.
 - Database checks are used to find empty cells or illogical data. Members are contacted and the profile updated, or they are invalidated.
 - All referrals are checked (ISP addresses or physical addresses) and those breaking the Terms and Conditions are invalidated.
 - Distinction between active and inactive panel members. Actives have joined/logged into the website in the last year - surveys are not sent to inactives.
 - Controlled frequency of survey invitations (including invitations to surveys with similar topic).
-

APPENDIX II – OTHER UNACCEPTABLE WORDS (VERBATIM)

If there are any words that were not on the list that you would personally find unacceptable if used in broadcasts, please write them here.

(note: these quotes are verbatim and have not been edited in any way).

all fuck words, after 10pm only

*and word that has f*** in it or Jesus or God*

Any derogatory racial insults

any fuck words

any jargon swear words are quite rude as well

Any label that degrades people, especially when people who are in a so called "position of power", like television and radion presenters, make offensive comments about others.

any other words to do with handicaps or disabilities

Any racial slur, but it all depends on the specific context

any racially derogatory remarks such as "fuckin dirty jew [or any other race] queer

any racist or degrading words to do with race, colour, religion

Any thing with F.U.C.K in it.

Any words that puts anyone down, used to make an assumption of another person, has religious undertones or in any way can describe a persons race or belief. No need for any of this.

anything demeaning to ethnic groups

Anything that is racially biased.....already in your list is nigger etc

Are you joking? I used to be an infantryman! I know lots of words that I would never write down. And I would certainly not want to hear them on the air. The test is: would I be embarrassed if my mother heard me saying them when interviewed in the 6 o'clock news?

Arsewipe

Ask Hone Harawira as he seems to have a dictionary of inappropriate words

ass-fucker girls-slit cunt-hole pussy-

baldhead (the derogitory term for a white New Zealander)

bastard, daggo,

black bastard

Black bitch

bradford

"Brian Tamaki" Anything Paul Henry Says

brown face, whitey

bunger

can't think of at the moment, but anything deemed offensive is a no go

cheeky darky, darky, curry muncher, coolie, coconut and similar ethnic/racial slurs.

chigger kike any racial slur derogatory slang terms about people or gender or religion

Christ Almighty

cock .cunt . Jesus .God

cum oven mcnugget

Cunt is the only word I feel that is unacceptable in any situation

Cunt. I HATE that word

Dago Pom

dam swine

Darky, or similar words for black people.

deuch bag

Dickhead, arse

Discriminating words depicting hate and promoting crime.

dork

douchbag, dirty cunt, lick pussy

dumb, addict, criminal, good-for-nothing, nerd

fanny, Clit, dickhead, arsehole

fuck head

fuck Jesus fucking christ cunt motherfucker

fuck wit dead wood

Fuckety fucking fucker

fucking cunt motherfucker

fucking mother fucker

fucking, kiddy fucker

fuckwit

Fuckwit

fuckwit

general sexual inuendo used on radio is disgusting

generally all the swering

Ginga

God Almighty fuckn' hell fricken

Gor Blimey

handicapped disabled

Harawira

Ho

hoe

hoe, slapper

Holy

Homo Dyke Queer

homo, dyke

Honky

Honky, Hairyback, Redneck, Grogard, Nerd, Butt munch, toerag, Porch monkey, User, American, cheesebucket.

Hori

Hori, Black c, black b,

i find the harsher swear words more unecseptable on tv before 8:30 pm

jackass

Jesus fucking christ. Up yours.

Jesus in any form Cocksucker, cunt

jigabou

John Key
kaffir white nigger
Kyke. Wog.
Most 'ist' words such as being racist, sexist, ageist.
Mother Fucker, Chinese Pig, Sex
Mother Fucker. fuck ,cunt,
Mother...er
My problem is what is being screened at certain times of the day, I'm not happy with Hell's Kitchen Program that needs to be aired later in the evening or not at all, honestly is it that necessary to curse so much?
Nar, just let them use any word, freedom of speech I say
Nigga cum
nigger kaffir darky
Nigger, faggot, panties
Nigger, nigger-lover, darkie
Niggerdick, Cockmuncher, Teabag.
No, but the 8.30pm "watershed" time is ridiculous, the violence and sexual content that seems to be a free-for-all after that time should be screened WAY later, e.g. 9.30 or 10pm!
none i can think off...but certainly few words are used in cartoons that are too harsh for kids.
not really
Not that I would be willing to write :)
oh my god
" Oh My God" "Mary, Mother of God"
On BattleStar Galatica they use "frackin" or "frack" which means they get to air the programme earlier than 8.30pm. It is obvious that it is just a substitute for the other 'F' word and I don't think it's acceptable.
pakeha
Pakeha
pakeha (seriously, as it means "white pig")
Paki, Coon, Darkie, Ching, Skank
papist ginner frog (for French person) ;
People interviewed or public shown on shows or talks are acceptable to say rude things because not every one is happy to be shown on show but hosts should know how to speak and should say words which are acceptable for the community
pig, raghead
Political Correctness
Pofter/Pussy Licker -I have heard these 2 words on AIR and its totally unacceptable for listeners esp on Radio. The broadcasters may find it 'funny' when they say these on AIR to go with the context of their stories or line BUT TOTally unacceptable for listeners.
Praise Jesus
probably just don't think of it until you hear it
puss
pussy
pussy and words in the same vain
Racial comments, physical comments
racial slang names. Curry - muncher, Bunga, Coconut,

Monkey, Spade, Jockstrap, Pussy, Arsewipe,
RACIST REMARKS BY MAORI SCANDAL MONGERING
ELABERATING TO CREATE SENSATIONALISM
Racist words
Racist words
Religion
retard motherfucker handicapped
Retarded Scrubber Arrogant and hideous people, campervan people
screw,holycrap
Seriously how long would this list be to include phrases as given in this survey.
shag
Shag, lay/get laid, goddamit
shithead, dickface
Shortland street, anything said by politicians, propoganda
Slapper
slapper hoe wench
slapper, cunt,
snot, fart, bum. (they say this a lot on what now)
son of a bitch, pussy
son of a bitch....couldnt recollect
soo many naughty words to recall
spastic
spastic, honky
split-arsed mechanic
Sun of a bitch
swine, son of a bitch,
the c word! racist (nigger) or abusive (faggot)
The word Ho used as a substitute for Whore/slut/cunt but not in the Santa Ho Ho Ho context. As with most swear words - when used sparingly they have a desirable effect in notifying intensity of emotion. The problems come when they become trite/normalised due to overuse or are used to invite negative judgement of the target (usually to justify the appalling treatment being meted out by the source).
tit clit
Tits
to be nazi about something
tosser
Turd
vag and pussy
White Trash.
WOG
wog looney crippled

APPENDIX III – QUESTIONNAIRE

Today we are conducting a very important survey for an organisation called the Broadcasting Standards Authority. The Broadcasting Standards Authority oversees the standards 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 swear words 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 that we want to focus only on what is acceptable in broadcasting that is free to the viewer or listener such as TVOne, TV2, TVNZ6, TVNZ7, TV3, C4, Maori 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.

Firstly, a few questions about listening to radio and watching television.

| Q1 | What kinds of TV programmes do you watch regularly? [MA] | Code | Route |
|----|---|------|-------|
| | Comedy or sitcoms..... | 01 | |
| | Current Affairs (e.g. Close Up, Campbell Live, 20/20, 60 Minutes, Native Affairs) | 02 | |
| | Documentary (e.g. Documentary New Zealand) | 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. Treasure Island, Big Brother, Border Patrol) | 08 | |
| | Drama | 09 | |
| | Other | 10 | |
| | None..... | 11 | |
| | Don't know..... | 12 | |

| Q2 | What kinds of radio stations do you listen to regularly?[MA] | Code | Route |
|----|--|------|-------|
| | Concert FM | 1 | |
| | Music stations (e.g. More FM, Classic Hits, The Rock) | 2 | |
| | National Radio | 3 | |
| | Talkback (e.g. Radio Pacific, Newstalk ZB) | 4 | |
| | Other | 5 | |
| | None..... | 6 | |
| | Don't know..... | 7 | |

| Q3 | Do you have any of the following in your household? [MA] | Code | Route |
|----|--|------|-------|
| | Pay TV (e.g. Sky, Sky Digital, TelstraClear)..... | 1 | |
| | Freeview..... | 2 | |
| | Internet access | 3 | |
| | None of these | 4 | |

| Q4 | About how many hours per week on average do you personally spend watching television? [SA] | Code | Route |
|----|--|------|-------|
| | None | 1 | |
| | Up to 15 hours | 2 | |
| | 15-21 hours | 3 | |
| | More than 21 hours | 4 | |
| | Don't know..... | 5 | |

| Q5 | About how many hours per week on average do you personally spend listening to the radio? [SA] | Code | Route |
|----|---|------|-------|
| | None | 1 | |
| | Up to 4 hours | 2 | |
| | 4-10 hours | 3 | |
| | More than 10 hours | 4 | |
| | Don't know | 5 | |

| Q6a | | ROTATE WORDS AND OBTAIN RATING FOR ALL WORDS | | | | |
|------|----------------|--|------------------------------|-----------------|--------------------------------|---------------------------------|
| | | Thinking now about language and swear words, 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. [SA] | | | | |
| | | Q6a | | | | |
| | | (H1) Totally acceptable | (H2) Fairly acceptable | (H3) Neither | (H4) Fairly unacceptable | (H5) Totally unacceptable |
| (R1) | Arsehole | 1 | 2 | 3 | 4 | 5 |
| (R2) | Balls | 1 | 2 | 3 | 4 | 5 |
| (R3) | Bastard | 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 |

continued.

| | (H1) | (H2) | (H3) | (H4) | (H5) |
|----------------------------------|------|------|------|------|------|
| (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 |

| Q7 | 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. Again, just a reminder to think only about broadcasting that is free to the viewer or listener such as TVOne, TV2, TVNZ6, TVNZ7, TV3, C4, Maori TV and Prime TV and not broadcasting you pay for such as SKY TV or TelstraClear. [SA] | Code | Route |
|----|---|------|-------|
| | 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. Grey's Anatomy, Criminal Minds) | 02 | |
| | In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Coronation Street, Two and a Half Men)..... | 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. Hell's Kitchen, Border Patrol, The Apprentice) | 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 any of these situations, totally unacceptable in any 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. [MA]

| | Q8a | Q8b | Q8c |
|---------------------------|---------------------------------------|-------------------------|-------------------------------------|
| | Totally unacceptable in ALL scenarios | Depends on the scenario | Totally acceptable in ALL scenarios |
| Arsehole..... | 01 | 01 | 01 |
| Balls..... | 02 | 02 | 02 |
| Bastard..... | 03 | 03 | 03 |
| Bitch..... | 04 | 04 | 04 |
| Bloody..... | 05 | 05 | 05 |
| Bollocks..... | 06 | 06 | 06 |
| Bugger..... | 07 | 07 | 07 |
| Bullshit..... | 08 | 08 | 08 |
| Cock..... | 09 | 09 | 09 |
| Cocksucker..... | 10 | 10 | 10 |
| Crap..... | 11 | 11 | 11 |
| Cunt..... | 12 | 12 | 12 |
| Dick..... | 13 | 13 | 13 |
| Faggot..... | 14 | 14 | 14 |
| Fuck..... | 15 | 15 | 15 |
| Fuck off..... | 16 | 16 | 16 |
| Get fucked..... | 17 | 17 | 17 |
| God..... | 18 | 18 | 18 |
| Jesus..... | 19 | 19 | 19 |
| Jesus Christ..... | 20 | 20 | 20 |
| Jesus Fucking Christ..... | 21 | 21 | 21 |
| Mother fucker..... | 22 | 22 | 22 |
| Nigger..... | 23 | 23 | 23 |
| Piss..... | 24 | 24 | 24 |
| Piss off..... | 25 | 25 | 25 |
| Prick..... | 26 | 26 | 26 |
| Shit..... | 27 | 27 | 27 |
| Slut..... | 28 | 28 | 28 |
| Wanker..... | 29 | 29 | 29 |
| Whore..... | 30 | 30 | 30 |

| Q9 | LOOP WORDS - Show only those words that were selected for "Depends on the scenario". [SA] | Code | Route |
|----|---|------|-------|
| | Arsehole | 01 | |
| | Balls | 02 | |
| | Bastard | 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 | |
| | Shit | 27 | |
| | Slut | 28 | |
| | Wanker | 29 | |
| | Whore | 30 | |

| Q10 Insert Loop words from Q9 . How acceptable to you is ←LOOP WORD→ in this scenario? [SA] | | | | | | |
|--|---|-------------------------------|------------------------------|-----------------|--------------------------------|---------------------------------|
| | | Q10a | | | | |
| | | (H1) Totally acceptable | (H2) Fairly acceptable | (H3) Neither | (H4) Fairly unacceptable | (H5) Totally unacceptable |
| (R1) | People being interviewed or asked to give opinions 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. Grey's Anatomy, Criminal Minds) | 1 | 2 | 3 | 4 | 5 |
| (R3) | In a television drama or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Coronation Street, Two and a half men). | 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, Border Patrol, The Apprentice) | 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 Telstra Clear)? Would you say the words would be...? [SA] | Code | Route |
|------------|--|-------------|--------------|
| | More acceptable on pay TV..... | 1 | |
| | Less acceptable on pay TV | 2 | |
| | Neither | 3 | Q13 |
| | Don't know/Not sure | 4 | Q13 |

| Q13 | If there are any words that were not on the list that you would personally find unacceptable if used in broadcasts, please write them here. |
|------------|--|
| | |
| | |

| Q12 | IF MORE/LESS ACCEPTABLE ASK: Can you please explain why you say it would be ←More/Less→ acceptable on pay TV? |
|------------|--|
| | |
| | |

| Q14 | Finally, to make sure we have a good cross-section of New Zealanders, please select your gender. [SA] | Code | Route |
|--------------|--|-------------|--------------|
| Male | | 1 | |
| Female | | 2 | |

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

| Q16 | Which of the following ethnic groups do you belong to? [MA] | Code | Route |
|-----------------------------|--|-------------|--------------|
| New Zealand European | | 01 | |
| Maori..... | | 02 | |
| Samoan..... | | 03 | |
| Cook Island Maori | | 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 | |

| Q17 | 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? [SA] | Code | Route |
|------------|--|-------------|--------------|
| | 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 | |

| Q18 | 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? [SA] | Code | Route |
|------------|--|-------------|--------------|
| | Yes | 1 | |
| | No..... | 2 | |
| | Don't know | 3 | |

| Q19 | What is your religion? [SA] | Code | Route |
|------------|--------------------------------------|-------------|--------------|
| | Buddhist..... | 1 | |
| | Christian | 2 | |
| | Hindu..... | 3 | |
| | Muslim | 4 | |
| | Jewish | 5 | |
| | Other (specify)..... | 6 | |
| | No religion | 7 | |
| | Don't know/Prefer not to answer..... | 8 | |

| Q20 | Which of the following region do you live in? [SA] | Code | Route |
|-----|--|------|-------|
| | Whangarei/Northland | 1 | |
| | Auckland/Rodney | 2 | |
| | Hamilton/Waikato | 3 | |
| | Tauranga/Bay of Plenty | 4 | |
| | Rotorua/Taupo | 5 | |
| | Gisborne | 6 | |
| | Napier/Hastings/Hawkes Bay | 7 | |
| | New Plymouth/Taranaki | 8 | |
| | Wanganui/Palmerston North/Manawatu | 9 | |
| | Wellington/Wairarapa | 10 | |
| | Nelson/Tasman/Marlborough | 11 | |
| | Westcoast | 12 | |
| | Canterbury/Christchurch | 13 | |
| | Dunedin/Otago | 14 | |
| | Invercargill/Southland | 15 | |

APPENDIX IV – 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.

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.

Code of Ethics

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

APPENDIX IV – COMPANY INFORMATION

Company Profile

Nielsen Corporation is the world's leading provider of market research, information and analysis to the consumer products and service industries. More than 9,000 clients in over 90 countries rely on Nielsen's dedicated professionals to measure competitive marketplace dynamics, to understand consumer attitudes and behaviour, and to develop advanced analytical insights that generate increased sales and profits.

The company provides four principal market research services:

Retail measurement

Includes continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. Nielsen delivers detailed information on actual purchases, market shares, distribution, pricing and merchandising and promotional activities.

Consumer panel research

Includes detailed information on purchases made by household members, as well as their retail shopping patterns and demographic profiles.

Consumer Research

Includes quantitative and qualitative studies that generate information and insights into consumers' attitudes and purchasing behaviour, customer satisfaction, brand awareness and advertising effectiveness.

Media measurement

Includes information on international television and radio audience ratings, advertising expenditure measurement and print readership measurement that serves as the essential currency for negotiating advertising placement and rates.

In addition, Nielsen markets a broad range of advanced software and modeling & analytical services. These products help clients integrate large volumes of information, evaluate it, make judgements about their growth opportunities and plan future marketing and sales campaigns.

As the industry leader, we constantly work to set the highest standards in the quality and value of our services, and the passion and integrity of our people bring to helping clients succeed.

Our professionals worldwide are committed to giving each of our clients the exact blend of information and service they need to create competitive advantage: The right information, covering the right markets, with the most valuable information management tools, all supported by the expertise and professionalism of the best market research teams in the industry.

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