BROADCASTING STANDARDS AUTHORITY
## *TE MANA WHANONGA KAIPĀHO*

LANGUAGE THAT MAY OFFEND IN BROADCASTING

JUNE 2018

Warning: *This report contains language that some readers may find offensive.*

RESEARCH OBJECTIVES

- Find out what New Zealanders think about the use of potentially offensive language on television or radio – such as swear words, blasphemies and other potentially derogatory or offensive language

- Focus on derogatory language that may be offensive due to cultural / ethnic context, or from a gender / sexual orientation perspective

- Understand whether / how public views are changing in relation to the use of particular language in broadcasting

- Identify any areas of increasing concern in the community about offensive language in broadcasting to inform BSA decision-making

METHODOLOGY
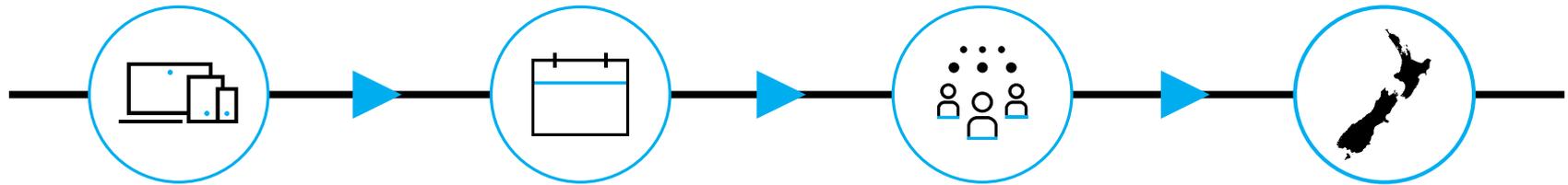
METHOD

- Research conducted by Nielsen on behalf of the Broadcasting Standards Authority (BSA)

- Online panel survey – 1,500 randomly selected individuals aged 18+

- Online 'open' survey link distributed to community representatives, Citizens Advice Bureaus and Community Law Centres – to increase Māori and Pasifika engagement

FIELDWORK

- Survey conducted 4 April – 1 May 2018

- **31 words tested** – including new words added in 2018

- Consulted and sought input from Te Taura Whiri i Te Reo Māori, Human Rights Commission, Ministry for Women

- Offensiveness tested in **11 scenarios** – different broadcasting contexts

RESPONDENTS

- Total respondents: **1,514**

- Maximum margin of error of ±2.5% at a 95% confidence interval

WEIGHTING

- Results were weighted to be representative of the New Zealand population by region, age group, gender and ethnicity

31 WORDS TESTED

- Arsehole
- Bastard
- Bitch
- Cock
- Cocksucker
- Cunt
- Dick
- Faggot
- Fuck
- Get fucked
- God
- Jesus Christ
- Jesus Fucking Christ
- Mother fucker
- Nigger
- Prick
- Retard
- Shit

- Slut
- Wanker
- Hoe^
- Pussy^
- Gook^
- Coconut^
- Hori^
- Pōkokohua^
  (Te Reo Māori: *boil your head*)
- Kai a te kurī^
  (Te Reo Māori: *dog's food*)
- Puaaelo^
  (Samoan: *stinking pig*)
- E te fai la'u mea a ai^
  (Samoan: *you're my slave/prepare my meals for me*)
- Chink^
- Homo^

^ New word added to 2018 survey

OFFENSIVE LANGUAGE TESTED IN 11 SCENARIOS / CONTEXTS

	SCENARIO	DESCRIPTION
	People being interviewed (TV or Radio)	People being interviewed or asked to give opinions in news, documentaries and current events programmes on TV or radio
	TV drama (after 8.30pm)	A television drama screened after 8.30pm (e.g. Criminal Minds, Doctor Foster, Victoria)
	TV drama (between 7pm & 8.30pm)	A television drama, soap or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Modern Family, Family Guy)
	Stand-up Comedy (after 8.30pm on TV or Radio)	Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm (e.g. Live at the Apollo)
	Reality TV	A reality television programme (e.g. Border Security, The Block, Masterchef, X Factor)
	Music video (TV)	A music video played on television
	Caller to talkback	When used by a caller to a talkback radio station
	Radio host on talkback	When used by a radio host on a talkback radio station
	Radio host in a breakfast programme	When used by a radio host in a breakfast programme
	Song played on the radio	When used in a song played on radio
	During a sports commentary (TV or Radio)*	When used during a sports commentary programme on TV or radio (added 2018)

KEY FINDINGS

2018 MOST UNACCEPTABLE WORDS IN BROADCASTING

- Cunt, Nigger, Jesus Fucking Christ, Cocksucker, and Mother fucker – remain the top five most unacceptable words across all scenarios

- However, notable decline in the proportion who find four of the five totally unacceptable

- Racial / cultural insults added to the list in 2018 appeared in the top 12 – Chink, Gook, Coconut

- Homo, also new, appeared at 11th most unacceptable

- Small but notable increases in proportion who find some gender-related words totally unacceptable, e.g. Bitch, Dick, Prick

- Level of unacceptability for some blasphemies has decreased significantly – Jesus Christ, God and Jesus Fucking Christ

^ New word added to 2018 survey

Base: Respondents who had heard of the word or phrase (n=367-1,512)

Q8. Keeping in mind the programmes and situations listed on the previous page, how acceptable are each of the following words in these scenarios?

RANK	WORD OR PHRASE	Totally unacceptable in ALL scenarios 2018* (n=1514)	Totally unacceptable in ALL scenarios 2013 (n=1497)	Rank 2013	Change + / -
1	Cunt (n=1491)	63%	72%	1	▼ -9%
2	Nigger (n=1489)	62%	61%	3	1%
3	Jesus Fucking Christ (n=1498)	55%	64%	2	▼ -9%
4	Cocksucker (n=1499)	52%	58%	5	▼ -6%
5	Mother fucker (n=1497)	51%	60%	4	▼ -9%
6	Chink^ (n=1241)	50%	-	-	-
7	Faggot (n=1454)	49%	46%	7	3%
8	Get fucked (n=1512)	47%	50%	6	-3%
9	Gook^ (n=1146)	44%	-	-	-
10	Retard (n=1482)	43%	39%	10	▲ 4%
11	Homo^ (n=1473)	42%	-	-	-
12	Coconut^ (n=1441)	39%	-	-	-
13	Fuck (n=1509)	39%	43%	9	▼ -4%
14	Slut (n=1502)	39%	38%	11	1%
15	Puaaelo^ (n=375)	38%	-	-	-
16	E te fai la'u mea e ai^ (n=367)	37%	-	-	-
17	Pokokohua^ (n=433)	37%	-	-	-
18	Cock (n=1495)	36%	37%	12	-1%
19	Hori^ (n=1149)	35%	-	-	-
20	Pussy^ (n=1496)	33%	-	-	-
21	Hoe^ (n=1332)	32%	-	-	-
22	Kai a te kuri^ (n=453)	32%	-	-	-
23	Wanker (n=1463)	32%	29%	15	3%
24	Arsehole (n=1503)	29%	26%	17	3%
25	Bitch (n=1511)	25%	20%	21	▲ 5%
26	Dick (n=1508)	25%	20%	19	▲ 5%
27	Prick (n=1465)	23%	20%	20	▲ 3%
28	Bastard (n=1508)	22%	15%	22	▲ 7%
29	Jesus Christ (n=1507)	19%	31%	14	▼ -12%
30	Shit (n=1509)	18%	12%	26	▲ 6%
31	God (n=1505)	15%	22%	18	▼ -7%

▲ ▼ Significantly less/more acceptable than 2013

THE IMPORTANCE OF CONTEXT – ACCEPTABILITY ACROSS SCENARIOS

CONTEXT AFFECTS THE LEVEL OF ACCEPTABILITY

- The chart shows the proportion of New Zealanders who feel the 31 words tested are:
  - 🟠 Totally **unacceptable** in all scenarios
  - 🔵 **Depends** on the scenario
  - 🟢 Totally **acceptable** in all scenarios

- The proportion who considered the words *'totally unacceptable in all scenarios'* is similar to 2013

- The proportion who said whether the use of potentially offensive language is acceptable *'depends on the scenario'* has increased

- Those who find the use of potentially offensive language *'totally acceptable in all scenarios'* has decreased
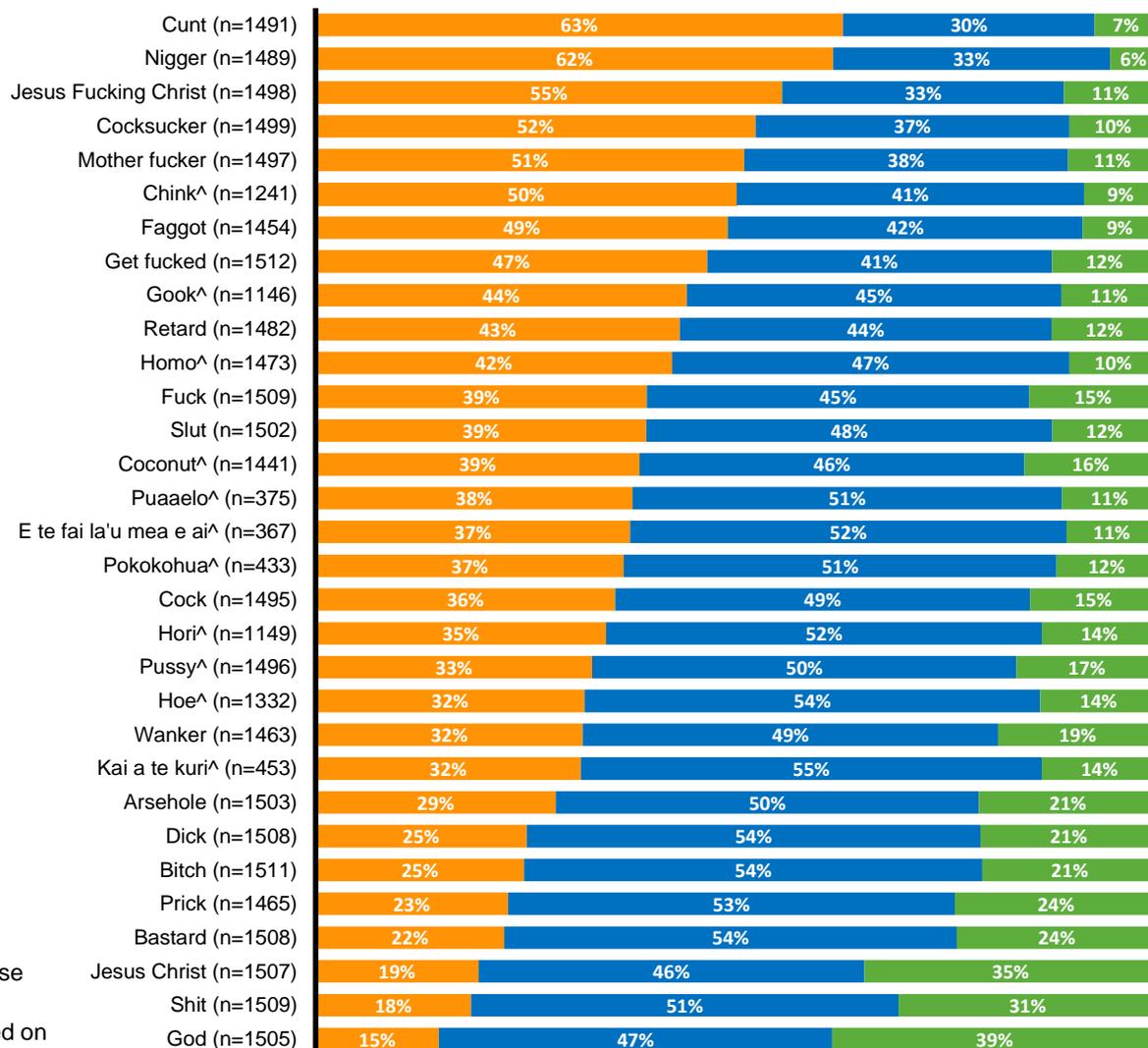
^ New word added to 2018 survey
Base: All respondents who have heard this word or phrase (n=1514)
Q8. Keeping in mind the programmes and situations listed on the previous page, how acceptable are each of the following words in these scenarios?

Word	Unacceptable	Depends	Acceptable
Cunt (n=1491)	63%	30%	7%
Nigger (n=1489)	62%	33%	6%
Jesus Fucking Christ (n=1498)	55%	33%	11%
Cocksucker (n=1499)	52%	37%	10%
Mother fucker (n=1497)	51%	38%	11%
Chink^ (n=1241)	50%	41%	9%
Faggot (n=1454)	49%	42%	9%
Get fucked (n=1512)	47%	41%	12%
Gook^ (n=1146)	44%	45%	11%
Retard (n=1482)	43%	44%	12%
Homo^ (n=1473)	42%	47%	10%
Fuck (n=1509)	39%	45%	15%
Slut (n=1502)	39%	48%	12%
Coconut^ (n=1441)	39%	46%	16%
Puaaelo^ (n=375)	38%	51%	11%
E te fai la'u mea e ai^ (n=367)	37%	52%	11%
Pokokohua^ (n=433)	37%	51%	12%
Cock (n=1495)	36%	49%	15%
Hori^ (n=1149)	35%	52%	14%
Pussy^ (n=1496)	33%	50%	17%
Hoe^ (n=1332)	32%	54%	14%
Wanker (n=1463)	32%	49%	19%
Kai a te kuri^ (n=453)	32%	55%	14%
Arsehole (n=1503)	29%	50%	21%
Dick (n=1508)	25%	54%	21%
Bitch (n=1511)	25%	54%	21%
Prick (n=1465)	23%	53%	24%
Bastard (n=1508)	22%	54%	24%
Jesus Christ (n=1507)	19%	46%	35%
Shit (n=1509)	18%	51%	31%
God (n=1505)	15%	47%	39%

CONTEXT AFFECTS THE LEVEL OF ACCEPTABILITY

WHO
- Offensive language when used by a member of a group or community when referring to themselves or others within the same group or community, might be more acceptable.
- Offensive language when delivered by someone outside of the community, may be less acceptable.
- Offensive language appears to be less acceptable when used by the broadcaster than when used by the public/subject of the broadcast (e.g. programme host vs caller to the programme).

WHAT
- The public seems to be more accepting of offensive language used in stand-up comedy or TV drama shown after 8.30pm.
- While the time of broadcast may be a relevant factor, audience expectations are also important.
- Where audiences reasonably expect the use of potentially offensive language, they have an opportunity to decide whether or not to listen to/watch the programme.

WHERE
- The public appears to find offensive language on radio less acceptable than on TV.
- However, this is likely to be influenced by the type of content, with radio content mostly involving real people (e.g. hosts, callers or interviewees, commentators on live sports games) compared with more fictional content on television.

WHEN
- Time of day plays a significant role in the acceptability of strong language.
- Offensive language used in a TV drama or comedy between 7pm-8.30pm is significantly less acceptable compared with similar content delivered after 8.30pm.

WHY
- There appears to be growing awareness (and less tolerance) in society of possible harm or upset caused by some words or expressions which allude to a person's gender or sexual orientation, or to cultural or ethnic diversity.
- The use of potentially offensive language in reference to a specific person or group appears to be less acceptable across the board than in the past, irrespective of the context.

HOW
- Whether potentially offensive language has been scripted (e.g. in a TV drama) or is used spontaneously (e.g. reality TV) impacts the level of acceptability.
- While in the past offensive language used spontaneously was more likely to be considered acceptable, this is now less the case.

THE IMPORTANCE OF CONTEXT

"It depends on the host. I am more comfortable hearing 'faggot' from a gay host than a straight one."

WHO

"I think some words that used to be used as a derogatory phrase towards people of non-straight sexual orientation or non confirmative genders should not be used now out of respect for people's lifestyle choices. I wouldn't think them out of place on a historical drama for instance though, because that would have been the language and culture of the time."

"Dyke, fag, faggot, bulldyke, all used to abuse members of the LGBT community by people who do not necessarily realise their implications, but might be used acceptably by the LGBT community towards each other."

WHAT

"Other derogatory terms for homosexuals such as queer or bender, etc. I would generally consider such terms to be unacceptable except when used in stand-up comedy or possibly parody."

"The use of words on TV brings them into general use e.g. the Toyota ad where the dog says 'Bugger' - now used generally."

WHERE

"It always depends on context and time during the day or evening. I generally don't like words used in a derogatory manner towards someone or some group. Some words are offensive unless used in humour, and once again in the right context and the right audience."

WHEN

"Discuss and debate the offence and see why the other person has taken offence to something you may have said."

WHY

"Don't know, but I have friends that are Māori and call themselves Hori, so that's a hard one. All comes down to why it's being used in what context."

HOW

"I don't find saying things like 'fuck' offensive until you are using that language to make another person uncomfortable/ talk down to them / insult them, etc."

OFFENSIVENESS FROM A CULTURAL / GENDER / SEXUAL ORIENTATION PERSPECTIVE (1)

NEW ZEALAND'S DIVERSE CULTURES, COMMUNITIES AND LANGUAGES

CULTURAL PERSPECTIVE – WE ASKED:

New Zealand is rich with a diverse range of cultures, communities and languages. As a result, it is not only words traditionally thought of as swear words in English that may offend. Words or expressions in English or in other languages may be offensive depending on the cultural perspective of the audience.

Are there any words or expressions (either in English or in other languages), not on the earlier list, that you would personally find unacceptable from a **cultural perspective** if used in a broadcast, or that may be offensive depending on the cultural context?
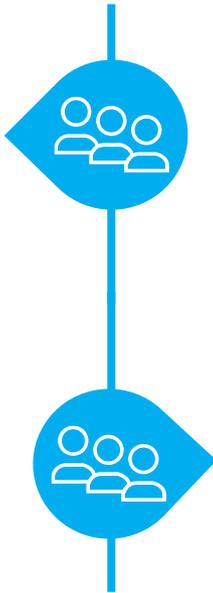
PARTICIPANTS TOLD US (10+ mentions):

Word or Phrase	Number of times mentioned
Nigger	27
Pakeha	21
Curry muncher	15
Coconut	11
Cunt	10
Palangi	

Base: All respondents (n=1,514)

OFFENSIVENESS FROM A CULTURAL / GENDER / SEXUAL ORIENTATION PERSPECTIVE (2)

NEW ZEALAND'S DIVERSE CULTURES, COMMUNITIES AND LANGUAGES

GENDER / SEXUAL ORIENTATION PERSPECTIVE – WE ASKED:

Our community is becoming increasingly aware of the harm or upset that may be caused by some words or expressions people use, which allude to a person's gender or sexual orientation.

Are there any words or expressions, not on the earlier list, that you would personally find unacceptable from a **gender or sexual orientation perspective** if used in a broadcast, or that may be unacceptable depending on the context?
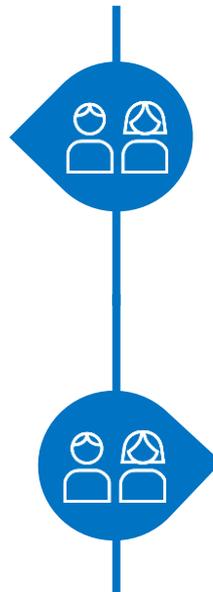
PARTICIPANTS TOLD US (10+ mentions):

Word or Phrase	Number of times mentioned
Faggot	37
Dyke	32
Tranny	31
Queer	27
Homo	26
Gay	23
Fag	14
Poofter	13
Whore	
Gaybo	12
Lesbo	11
Bitch	10

Base: All respondents (n=1,514)

WHY IS THIS LANGUAGE CONSIDERED OFFENSIVE?

CULTURAL PERSPECTIVE

"Raghead - used offensively to describe people wearing turbans for cultural and / or religious reasons"

"Kefe, keo - these words are very offensive in the Samoan language and should never be used in TV or radio."

"A lot of words in Samoan unacceptable to Samoan listeners and viewers. Samoan swear words for example. But these words because of different meaning may not be offensive to say, Tongan or other Pacific viewers and listeners. Quite a lot of words and expressions. Need lots of time to write down and explain."

"Any word that is degrading to a person's nationality e.g. coconut, chink, nigger, slit eye, etc."

"Pakeha is a derogatory term offensive to those of European descent."

"Anything that describes other races in a derogatory way - calling an Indian a 'curry muncher', any descriptors that negatively describe sexual orientation – e.g. calling someone 'gay' as an insult, not referring to their sexuality."

GENDER OR SEXUAL ORIENTATION PERSPECTIVE

"Words such as 'poofter' or 'faggot' are harmful because they are usually said with malice or hate (even when it's the caller's insecurity). It's different in a humorous context, providing you know the recipient liked the humour too. Otherwise, live and let live."

"If a male gets called a girl for struggling to do something I guess I could get offended as females are nothing less than males."

"I think 'Tranny' is offensive to the transgender community, and Dyke is an offensive term for lesbians. In both instances the offence from the words themselves is increased by the tone which is usually derogatory and often aggressive."

"Again can't think of any other offensive words that offend me but there are double meaning phrases that do in many radio ads e.g. a person asks a roofing company rep if she is 'always on top'."

"Faggot, fag, dyke, lesbo - if not used by someone from the LGBTQ community are unacceptable."

OTHER OFFENSIVE LANGUAGE

- Respondents were also asked to identify any other words, not previously listed, they would personally find unacceptable if used in a broadcast

- One in five (20%) referenced cultural based / racist words or phrases

- Also slight increase in the identification of words or phrases from a sexist / sexual orientation perspective

THEMES OF ADDITIONAL WORDS IDENTIFIED

Theme	2018	2013
Racist	**20%**	15%
Variations of fuck	**17% ▼**	24%
Variations of cunt	**14%**	18%
Sexual Orientation	**9%**	8%
Sexist	**6%**	4%
Blasphemies	**5%**	5%
Anti-Semitic	**1%**	2%
Words in other languages*	**1%**	
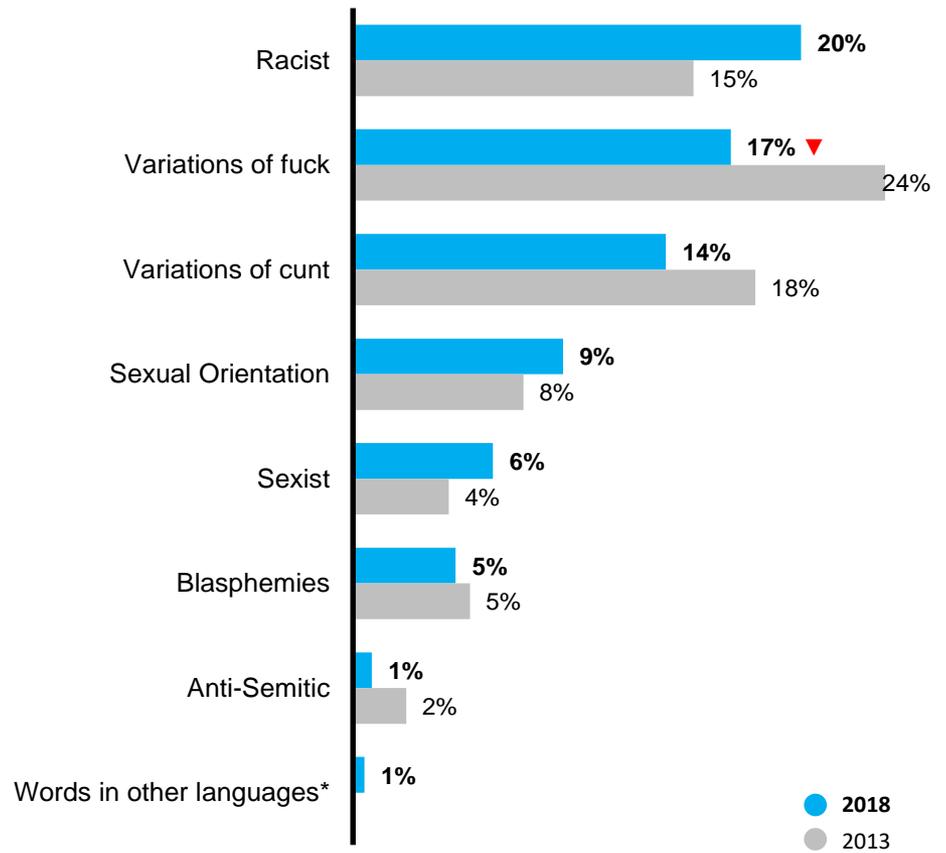
● **2018**
● 2013

▲ ▼ Significantly more/fewer comments than in 2013

Base: All respondents excluding None/Don't Know (2018, n=479) (2013, n=210)
* Not measured in 2013

DEMOGRAPHIC VARIATIONS

YOUNGER GENERATIONS ARE TYPICALLY MORE ACCEPTING

- **Benchmark scenario**: Word used in a TV movie screened after 8.30pm, where a criminal being arrested is swearing at police

- **Green** = more acceptable than the average

- **Red** = less acceptable than the average

- Typically, younger people find the use of offensive language in broadcasting more acceptable

- Except for words relating to gender or sexual orientation – eg, higher proportion of 18-24 year olds find 'Homo' unacceptable

% FAIRLY OR TOTALLY UNACCEPTABLE

WORD OR PHRASE	TOTAL 2018	18-24 (n=41-172)	25-34 (n=99-323)	35-44 (n=68-244)	45-54 (n=62-264)	55-64 (n=45-230)	65+ (n=47-282)
Nigger (n=1489)	**69%**	72%	60%	66%	70%	68%	77%
Cunt (n=1491)	**67%**	55%	52%	60%	72%	77%	85%
Jesus Fucking Christ (n=1498)	**58%**	47%	41%	55%	58%	68%	77%
Mother fucker (n=1497)	**57%**	42%	41%	53%	60%	65%	77%
Cocksucker (n=1499)	**57%**	46%	47%	50%	55%	63%	76%
Faggot (n=1454)	**56%**	57%	49%	59%	58%	56%	60%
Chink^ (n=1241)	**55%**	52%	42%	54%	59%	55%	66%
Get fucked (n=1512)	**53%**	41%	39%	47%	55%	59%	74%
Homo^ (n=1473)	**50%**	57%	47%	48%	51%	53%	50%
Fuck (n=1509)	**49%**	34%	34%	44%	52%	57%	70%
Retard (n=1482)	**49%**	50%	42%	45%	51%	54%	52%
Slut (n=1502)	**47%**	45%	41%	45%	53%	49%	50%
Cock (n=1495)	**45%**	35%	38%	41%	46%	48%	57%
Coconut^ (n=1441)	**45%**	29%	34%	40%	50%	52%	62%
Hori^ (n=1149)	**44%**	36%	30%	40%	48%	55%	52%
Gook^ (n=1146)	**44%**	43%	36%	49%	53%	41%	43%
Hoe^ (n=1332)	**42%**	44%	38%	37%	46%	39%	49%
Dick (n=1508)	**40%**	34%	32%	36%	40%	44%	52%
Wanker (n=1463)	**39%**	27%	32%	34%	45%	42%	48%
Pussy^ (n=1496)	**39%**	35%	31%	39%	41%	41%	45%
Pōkokohua^ (n=433)	**39%**	19%	40%	34%	38%	44%	53%
Arsehole (n=1503)	**38%**	29%	31%	33%	41%	42%	49%
Puaaelo^ (n=375)	**38%**	16%	35%	39%	42%	39%	52%
E te fai la'u mea e ai^ (n=367)	**38%**	25%	34%	39%	45%	36%	50%
Bitch (n=1511)	**37%**	36%	34%	33%	39%	41%	41%
Kai a te kuri^ (n=453)	**35%**	32%	30%	33%	41%	40%	37%
Bastard (n=1508)	**34%**	30%	29%	31%	36%	36%	40%
Prick (n=1465)	**30%**	19%	17%	23%	34%	41%	42%
Shit (n=1509)	**26%**	22%	20%	24%	28%	30%	34%
Jesus Christ (n=1507)	**25%**	23%	18%	21%	23%	30%	36%
God (n=1505)	**18%**	18%	13%	15%	19%	21%	22%

^ Not asked in 2013

Base: Respondents who have heard this word or phrase (n=367-1512)

Q6. Firstly, imagine each word being used in a television movie screened after 8.30pm, in a scene where police have chased and are arresting a criminal. The criminal is swearing at the police.
How acceptable or unacceptable do you personally feel each word is in this situation.

🟥 / 🟩 Significantly less/more acceptable than Total 2018

THOSE OF PASIFIKA AND ASIAN ETHNICITY ARE LESS ACCEPTING

- Those of Pasifika and Asian ethnicity are least accepting of the use of potentially offensive language in broadcasting

- Those who identified as NZ European / European are typically more accepting

- Māori are also generally more accepting

Note: Respondents were able to select more than one ethnicity

% FAIRLY OR TOTALLY UNACCEPTABLE

WORD OR PHRASE	TOTAL 2018	NZ EUROPEAN / EUROPEAN (n=191-1055)	MĀORI (n=68-182)	PASIFIKA (n=48-104)	ASIAN (n=48-161)
Nigger (n=1489)	**69%**	68%	63%	78%	62%
Cunt (n=1491)	**67%**	68%	57%	74%	59%
Jesus Fucking Christ (n=1498)	**58%**	52%	57%	82%	70%
Mother fucker (n=1497)	**57%**	53%	49%	72%	68%
Cocksucker (n=1499)	**57%**	52%	51%	74%	69%
Faggot (n=1454)	**56%**	54%	60%	70%	57%
Chink^ (n=1241)	**55%**	54%	53%	57%	59%
Get fucked (n=1512)	**53%**	48%	48%	70%	68%
Homo^ (n=1473)	**50%**	49%	55%	66%	47%
Fuck (n=1509)	**49%**	45%	41%	66%	62%
Retard (n=1482)	**49%**	46%	55%	69%	50%
Slut (n=1502)	**47%**	42%	51%	68%	56%
Cock (n=1495)	**45%**	39%	43%	64%	58%
Coconut^ (n=1441)	**45%**	47%	46%	60%	28%
Hori^ (n=1149)	**44%**	43%	38%	54%	46%
Gook^ (n=1146)	**44%**	44%	47%	57%	46%
Hoe^ (n=1332)	**42%**	39%	45%	62%	45%
Dick (n=1508)	**40%**	33%	35%	61%	60%
Wanker (n=1463)	**39%**	33%	40%	64%	49%
Pussy^ (n=1496)	**39%**	33%	37%	65%	50%
Pōkokohua^ (n=433)	**39%**	33%	39%	53%	46%
Arsehole (n=1503)	**38%**	31%	37%	63%	55%
Puaaelo^ (n=375)	**38%**	31%	37%	56%	45%
E te fai la'u mea e ai^ (n=367)	**38%**	31%	38%	40%	46%
Bitch (n=1511)	**37%**	30%	38%	61%	57%
Kai a te kuri^ (n=453)	**35%**	31%	35%	57%	37%
Bastard (n=1508)	**34%**	27%	38%	54%	55%
Prick (n=1465)	**30%**	26%	32%	48%	38%
Shit (n=1509)	**26%**	21%	25%	49%	40%
Jesus Christ (n=1507)	**25%**	24%	29%	45%	24%
God (n=1505)	**18%**	17%	19%	29%	17%

^ Not asked in 2013
Base: Respondents who have heard this word or phrase (n=367-1512)
Q6. Firstly, imagine each word being used in a television movie screened after 8.30pm, in a scene where police have chased and are arresting a criminal. The criminal is swearing at the police.
How acceptable or unacceptable do you personally feel each word is in this situation.

🟥 / 🟩   Significantly less/more acceptable than Total 2018

FEMALES ARE LESS ACCEPTING THAN MALES

- Significant differences between males and females in levels of acceptability of offensive language, particularly:

  - Homo: 39% of males find it fairly or totally unacceptable cf. 61% females

  - Retard: 38% males cf. 59% females

  - Chink: 46% males cf. 65% females

  - Cunt: 58% males cf. 76% females

OTHER DEMOGRAPHICS

- Those who are Christian are least accepting, with higher or significantly higher levels of unacceptability for most words

- Those of no religion are more accepting

- As combined household income increases, so does the level of acceptability
  - $100,000+ household income – more accepting across the 31 words tested
  - <$30,000 household income – less accepting across the 31 words tested

^ Not asked in 2013
Base: Respondents who have heard this word or phrase (n=367-1512)
Q6. Firstly, imagine each word being used in a television movie screened after 8.30pm, in a scene where police have chased and are arresting a criminal. The criminal is swearing at the police.
How acceptable or unacceptable do you personally feel each word is in this situation.

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	TOTAL 2018	MALE (n=197-729)	FEMALE (n=168-777)
1	**Nigger (n=1489)**	69%	61%	75%
2	**Cunt (n=1491)**	67%	58%	76%
3	**Jesus Fucking Christ (n=1498)**	58%	51%	64%
4	**Mother fucker (n=1497)**	57%	51%	63%
5	**Cocksucker (n=1499)**	57%	50%	64%
6	Faggot (n=1454)	56%	47%	65%
7	Chink^ (n=1241)	55%	46%	65%
8	Get fucked (n=1512)	53%	47%	59%
9	Homo^ (n=1473)	50%	39%	61%
10	Fuck (n=1509)	49%	44%	54%
11	Retard (n=1482)	49%	38%	59%
12	Slut (n=1502)	47%	39%	55%
13	Cock (n=1495)	45%	36%	52%
14	Coconut^ (n=1441)	45%	38%	53%
15	Hori^ (n=1149)	44%	35%	52%
16	Gook^ (n=1146)	44%	39%	50%
17	Hoe^ (n=1332)	42%	33%	50%
18	Dick (n=1508)	40%	37%	43%
19	Wanker (n=1463)	39%	33%	45%
20	Pussy^ (n=1496)	39%	31%	46%
21	Pōkokohua^ (n=433)	39%	33%	46%
22	Arsehole (n=1503)	38%	33%	43%
23	Puaaelo^ (n=375)	38%	32%	44%
24	E te fai la'u mea e ai^ (n=367)	38%	35%	42%
25	Bitch (n=1511)	37%	32%	43%
26	Kai a te kuri^ (n=453)	35%	30%	41%
27	Bastard (n=1508)	34%	29%	39%
28	Prick (n=1465)	30%	25%	35%
29	Shit (n=1509)	26%	24%	29%
30	Jesus Christ (n=1507)	25%	21%	30%
31	God (n=1505)	18%	17%	19%

🟥 / 🟩 Significantly less/more acceptable than Total 2018

RESPONDENT PROFILE

DEMOGRAPHIC PROFILE OF RESPONDENTS

GENDER	Weighted Proportion (%)	Number of respondents (unweighted)
Male	49%	729
Female	51%	785
AGE		
18 to 24	11%	172
25 to 34	21%	324
35 to 44	16%	244
45 to 54	17%	261
55 to 64	16%	230
65 and over	19%	283
ETHNICITY		
NZ European / European	69%	1026
Māori	12%	182
Pasifika	7%	104
Samoan	3%	45
Tongan	1%	13
Asian	11%	164
Indian	4%	61
Other	5%	70

Note: Results were weighted to be re representative of the New Zealand population. Respondents were able to select more than one ethnicity which means the total may not add to 100%.

DEMOGRAPHIC PROFILE OF RESPONDENTS

HOUSEHOLD INCOME	Weighted Proportion (%)	Number of respondents (unweighted)
Up to and including $30,000	19%	283
Over $30,000 to $50,000	18%	282
Over $50,000 to $70,000	13%	201
Over $70,000 to $100,000	17%	254
Over $100,000	16%	242
Don't know/Prefer not to answer	17%	252
RELIGION		
Buddhist	2%	24
Christian	36%	527
Hindu	2%	36
Muslim	2%	25
Jewish	<1%	5
Other	7%	102
No religion	46%	705
Don't know/ Prefer not to answer	6%	90
RESPONSIBLE FOR CHILDREN (14 & UNDER)		
Yes	29%	451
No	70%	1053
Don't know	1%	10

DEMOGRAPHIC PROFILE OF RESPONDENTS

REGION	Weighted Proportion (%)	Number of respondents (unweighted)
Whangarei / Northland	3%	51
Auckland / Rodney	35%	525
Hamilton / Waikato	9%	133
Tauranga / Bay of Plenty	5%	78
Rotorua / Taupō	2%	25
Gisborne / East Coast	<1%	5
Napier / Hastings / Hawkes Bay	3%	48
New Plymouth / Taranaki	2%	24
Whanganui / Palmerston North / Manawatu	5%	81
Wellington / Wairarapa	12%	186
Nelson / Tasman / Marlborough	4%	52
West Coast	<1%	7
Canterbury / Christchurch	12%	186
Dunedin / Otago	6%	88
Invercargill / Southland	2%	25

ACCEPTABILITY ACROSS
11 SCENARIOS TESTED

PEOPLE BEING INTERVIEWED (TV OR RADIO)

- **Question:** *For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?*

- Acceptability of offensive language in the context of people being interviewed on TV or radio is on par with 2013, with the level of unacceptability ranging from 22% for use of the word God to 80% for Cunt

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Cunt (n=1491)	80%	86%	1	▼ -6%
2	Nigger (n=1489)	79%	78%	5	1%
3=	Cocksucker (n=1499)	73%	78%	4	▼ -5%
3=	Mother fucker (n=1497)	73%	80%	2	▼ -7%
3=	Jesus Fucking Christ (n=1498)	73%	79%	3	▼ -6%
6=	Faggot (n=1454)	70%	65%	9	▲ 5%
6=	Get fucked (n=1512)	70%	74%	6	▼ -4%
8	Chink^ (n=1241)	68%	-	-	-
9	Fuck (n=1509)	64%	69%	7	▼ -5%
10=	Homo^ (n=1473)	63%	-	-	-
10=	Slut (n=1502)	63%	61%	10	2%
12	Retard (n=1482)	62%	57%	13	▲ 5%
13=	Gook^ (n=1146)	60%	-	-	-
13=	Cock (n=1495)	60%	59%	11	1%
15	Coconut^ (n=1441)	54%	-	-	-
16=	Pussy^ (n=1496)	53%	-	-	-
16=	Hori^ (n=1149)	53%	-	-	-
18	Hoe^ (n=1332)	52%	-	-	-
19=	Wanker (n=1463)	50%	49%	15	1%
19=	Bitch (n=1511)	50%	40%	17	▲ 10%
21=	Arsehole (n=1503)	48%	50%	14	-2%
21=	Puaaelo^ (n=375)	48%	-	-	-
23	E te fai la'u mea e ai^ (n=367)	46%	-	-	-
24	Pōkokohua^ (n=433)	45%	-	-	-
25	Kai a te kuri^ (n=453)	42%	-	-	-
26	Dick (n=1508)	41%	33%	21	▲ 8%
27	Bastard (n=1508)	40%	31%	23	▲ 9%
28	Prick (n=1465)	38%	38%	18	0%
29	Shit (n=1509)	33%	30%	24	3%
30	Jesus Christ (n=1507)	29%	41%	16	▼ -12%
31	God (n=1505)	22%	29%	25	▼ -7%

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

▲ ▼ Significantly less/more acceptable than Total 2013

TV DRAMA (AFTER 8.30pm)

- Acceptability of the use of potentially offensive language in a TV drama after 8.30pm is mostly consistent with 2013

- Blasphemies and general insults are more acceptable, while words that are typically directed toward an individual or group are less acceptable

- The use of the word Chink is among the top five most unacceptable words or phrases in a TV drama after 8.30pm

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1=	Cunt (n=1491)	72%	79%	1	▼ -7%
1=	Nigger (n=1489)	72%	71%	3	1%
3	Jesus Fucking Christ (n=1498)	65%	71%	2	▼ -6%
4=	Mother fucker (n=1497)	62%	69%	4	▼ -7%
4=	Chink^ (n=1241)	62%	-	-	-
4=	Cocksucker (n=1499)	62%	67%	5	▼ -5%
7	Faggot (n=1454)	59%	56%	7	3%
8	Get fucked (n=1512)	58%	61%	6	-3%
9=	Homo^ (n=1473)	55%	-	-	-
9=	Retard (n=1482)	55%	50%	11	▲ 5%
11	Gook^ (n=1146)	54%	-	-	-
12	Slut (n=1502)	51%	50%	10	1%
13	Fuck (n=1509)	50%	54%	9	▼ -4%
14	Coconut^ (n=1441)	49%	-	-	-
15=	Hori^ (n=1149)	48%	-	-	-
15=	Puaaelo^ (n=375)	48%	-	-	-
17=	Cock (n=1495)	47%	48%	12	-1%
17=	E te fai la'u mea e ai^ (n=367)	47%	-	-	-
19	Pussy^ (n=1496)	46%	-	-	-
20	Pōkokohua^ (n=433)	45%	-	-	-
21	Hoe^ (n=1332)	44%	-	-	-
22=	Kai a te kuri^ (n=453)	41%	-	-	-
22=	Wanker (n=1463)	41%	40%	14	1%
24=	Arsehole (n=1503)	35%	33%	16	2%
24=	Bitch (n=1511)	35%	27%	20	▲ 8%
26	Dick (n=1508)	34%	27%	22	▲ 7%
27	Prick (n=1465)	32%	31%	18	1%
28	Bastard (n=1508)	29%	23%	24	▲ 6%
29=	Shit (n=1509)	27%	22%	25	▲ 5%
29=	Jesus Christ (n=1507)	27%	38%	15	▼ -11%
31	God (n=1505)	20%	28%	19	▼ -8%

▲ ▼ Significantly less/more acceptable than Total 2013

TV DRAMA (BETWEEN 7PM & 8.30PM)

- While there has been change in the level of acceptability for some words, respondents are more accepting of the most offensive language (top 6 words) used in the context of a TV drama screened between 7pm and 8.30pm

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Cunt (n=1491)	78%	86%	1	▼ -8%
2	Nigger (n=1489)	77%	78%	4	-1%
3=	Jesus Fucking Christ (n=1498)	72%	82%	2	▼ -10%
3=	Mother fucker (n=1497)	72%	81%	3	▼ -9%
5=	Cocksucker (n=1499)	70%	78%	5	▼ -8%
5=	Get fucked (n=1512)	70%	77%	6	▼ -7%
7	Faggot (n=1454)	68%	64%	9	▲ 4%
8	Chink^ (n=1241)	67%	-	-	-
9	Fuck (n=1509)	64%	73%	7	▼ -9%
10=	Slut (n=1502)	62%	62%	10	0%
10=	Homo^ (n=1473)	62%	-	-	-
12	Retard (n=1482)	61%	56%	13	▲ 5%
13	Gook^ (n=1146)	60%	-	-	-
14	Cock (n=1495)	57%	60%	11	-3%
15	Coconut^ (n=1441)	54%	-	-	-
16	Pussy^ (n=1496)	53%	-	-	-
17=	Hoe^ (n=1332)	52%	-	-	-
17=	Hori^ (n=1149)	52%	-	-	-
19	Wanker (n=1463)	50%	52%	14	-2%
20=	Puaaelo^ (n=375)	49%	-	-	-
20=	E te fai la'u mea e ai^ (n=367)	49%	-	-	-
22	Pōkokohua^ (n=433)	47%	-	-	-
23	Arsehole (n=1503)	46%	51%	15	▼ -5%
24=	Kai a te kuri^ (n=453)	45%	-	-	-
24=	Bitch (n=1511)	45%	38%	18	▲ 7%
26	Dick (n=1508)	41%	33%	21	▲ 8%
27	Bastard (n=1508)	40%	33%	23	▲ 7%
28	Prick (n=1465)	39%	40%	17	-1%
29	Shit (n=1509)	35%	31%	24	▲ 4%
30	Jesus Christ (n=1507)	30%	42%	16	▼ -12%
31	God (n=1505)	23%	29%	25	▼ -6%

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

▲ ▼ Significantly less/more acceptable than Total 2013

STAND-UP COMEDY
(AFTER 8.30PM ON TV OR RADIO)

% FAIRLY OR TOTALLY UNACCEPTABLE

- Generally, respondents find the use of potentially offensive language most acceptable in the context of a stand-up comedy programme broadcast on TV or radio after 8.30pm

- Typically, respondents do not take the same level of offence to words used in this context

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Nigger (n=1489)	72%	71%	2	1%
2	Cunt (n=1491)	70%	78%	1	▼ -8%
3	Jesus Fucking Christ (n=1498)	63%	70%	3	▼ -7%
4=	Cocksucker (n=1499)	61%	64%	5	-3%
4=	Chink^ (n=1241)	61%	-	-	-
6	Faggot (n=1454)	60%	55%	7	▲ 5%
7	Mother fucker (n=1497)	59%	67%	4	▼ -8%
8	Get fucked (n=1512)	55%	59%	6	▼ -4%
9=	Retard (n=1482)	54%	50%	11	▲ 4%
9=	Homo^ (n=1473)	54%	-	-	-
11	Gook^ (n=1146)	53%	-	-	-
12	Slut (n=1502)	51%	50%	10	1%
13=	Coconut^ (n=1441)	48%	-	-	-
13=	Fuck (n=1509)	48%	52%	9	▼ -4%
15	E te fai la'u mea e ai^ (n=367)	47%	-	-	-
16=	Cock (n=1495)	45%	46%	13	-1%
16=	Hori^ (n=1149)	45%	-	-	-
18=	Puaaelo^ (n=375)	44%	-	-	-
18=	Pussy^ (n=1496)	44%	-	-	-
20	Pōkokohua^ (n=433)	43%	-	-	-
21	Hoe^ (n=1332)	42%	-	-	-
22=	Wanker (n=1463)	40%	39%	14	1%
22=	Kai a te kuri^ (n=453)	40%	-	-	-
24	Bitch (n=1511)	35%	28%	19	▲ 7%
25	Arsehole (n=1503)	34%	34%	16	0%
26	Dick (n=1508)	33%	25%	22	▲ 8%
27	Prick (n=1465)	31%	29%	18	2%
28	Bastard (n=1508)	30%	22%	24	▲ 8%
29	Jesus Christ (n=1507)	27%	38%	15	▼ -11%
30	Shit (n=1509)	26%	21%	25	▲ 5%
31	God (n=1505)	22%	28%	20	▼ -6%

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

▲ ▼ Significantly less/more acceptable than Total 2013

REALITY TV

- Unlike the other scenarios, respondents have become less accepting of the use of potentially offensive language in Reality TV

- In particular in relation to language that is directed at a particular person, eg, Faggot, Retard, Wanker, Bitch, Dick

- There has also been an increase in the proportion of the public who indicate they watch reality TV regularly (54% cf. 48% in 2013)

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Nigger (n=1489)	79%	76%	2	▲ 3%
2	Cunt (n=1491)	77%	82%	1	▼ -5%
3	Jesus Fucking Christ (n=1498)	73%	75%	3	-2%
4=	Mother fucker (n=1497)	71%	74%	4	-3%
4=	Cocksucker (n=1499)	71%	70%	5	1%
6	Faggot (n=1454)	69%	59%	7	▲ 10%
7=	Get fucked (n=1512)	68%	66%	6	2%
7=	Chink^ (n=1241)	68%	-	-	-
9	Homo^ (n=1473)	64%	-	-	-
10=	Slut (n=1502)	63%	57%	10	▲ 6%
10=	Retard (n=1482)	63%	53%	12	▲ 10%
12	Gook^ (n=1146)	62%	-	-	-
13	Fuck (n=1509)	61%	59%	9	2%
14=	Cock (n=1495)	55%	51%	13	▲ 4%
14=	Coconut^ (n=1441)	55%	-	-	-
16=	Hoe^ (n=1332)	54%	-	-	-
16=	Hori^ (n=1149)	54%	-	-	-
16=	Pussy^ (n=1496)	54%	-	-	-
19	Wanker (n=1463)	51%	44%	14	▲ 7%
20	E te fai la'u mea e ai^ (n=367)	50%	-	-	-
21	Puaaelo^ (n=375)	49%	-	-	-
22	Pōkokohua^ (n=433)	47%	-	-	-
23	Bitch (n=1511)	45%	32%	19	▲ 13%
24	Arsehole (n=1503)	44%	38%	16	▲ 6%
25	Kai a te kuri^ (n=453)	43%	-	-	-
26	Dick (n=1508)	41%	29%	21	▲ 12%
27	Prick (n=1465)	40%	33%	18	▲ 7%
28	Bastard (n=1508)	39%	25%	24	▲ 14%
29	Shit (n=1509)	33%	24%	25	▲ 9%
30	Jesus Christ (n=1507)	30%	39%	15	▼ -9%
31	God (n=1505)	23%	28%	22	▼ -5%

▲ ▼ Significantly less/more acceptable than Total 2013

MUSIC VIDEO (TV)

- Although there has been an increase in the proportion that find language directed at an individual or minority unacceptable eg, Nigger, Faggot, Retard, this is less the case of offensive language used in the context of a music video on TV

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1=	Nigger (n=1489)	77%	76%	4	1%
1=	Cunt (n=1491)	77%	84%	1	▼ -7%
3	Jesus Fucking Christ (n=1498)	71%	79%	2	▼ -8%
4	Cocksucker (n=1499)	69%	75%	5	▼ -6%
5	Mother fucker (n=1497)	68%	78%	3	▼ -10%
6=	Faggot (n=1454)	67%	65%	9	2%
6=	Chink^ (n=1241)	67%	-	-	-
8	Get fucked (n=1512)	66%	73%	6	▼ -7%
9=	Homo^ (n=1473)	61%	-	-	-
9=	Retard (n=1482)	61%	58%	12	3%
11=	Slut (n=1502)	60%	61%	10	-1%
11=	Gook^ (n=1146)	60%	-	-	-
13	Fuck (n=1509)	59%	67%	8	▼ -8%
14	Cock (n=1495)	55%	58%	13	-3%
15	Coconut^ (n=1441)	53%	-	-	-
16=	Pussy^ (n=1496)	52%	-	-	-
16=	Hori^ (n=1149)	52%	-	-	-
18	E te fai la'u mea e ai^ (n=367)	50%	-	-	-
19=	Hoe^ (n=1332)	49%	-	-	-
19=	Wanker (n=1463)	49%	50%	14	-1%
21	Puaaelo^ (n=375)	48%	-	-	-
22	Pōkokohua^ (n=433)	47%	-	-	-
23	Arsehole (n=1503)	46%	49%	15	-3%
24=	Bitch (n=1511)	43%	39%	18	▲ 4%
24=	Kai a te kuri^ (n=453)	43%	-	-	-
26	Dick (n=1508)	41%	35%	21	▲ 6%
27	Bastard (n=1508)	40%	34%	23	▲ 6%
28	Prick (n=1465)	39%	39%	17	0%
29	Shit (n=1509)	34%	32%	24	2%
30	Jesus Christ (n=1507)	29%	41%	16	▼ -12%
31	God (n=1505)	22%	29%	25	▼ -7%

▲ ▼ Significantly less/more acceptable than Total 2013

RADIO HOST ON TALKBACK

- As with other scenarios, in the context of offensive language used by a host on talkback radio, language that is typically directed at a person or group is considered least acceptable

- Faggot is one of the five most unacceptable words or phrases in this context

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1=	Nigger (n=1489)	82%	81%	4	1%
1=	Cunt (n=1491)	82%	88%	1	▼ -6%
3=	Mother fucker (n=1497)	77%	84%	3	▼ -7%
3=	Jesus Fucking Christ (n=1498)	77%	84%	2	▼ -7%
5=	Cocksucker (n=1499)	75%	81%	5	▼ -6%
5=	Faggot (n=1454)	75%	71%	9	▲ 4%
7	Get fucked (n=1512)	74%	81%	6	▼ -7%
8	Chink^ (n=1241)	73%	-	-	-
9=	Slut (n=1502)	70%	69%	10	1%
9=	Homo^ (n=1473)	70%	-	-	-
9=	Fuck (n=1509)	70%	76%	8	▼ -6%
12	Retard (n=1482)	68%	62%	13	▲ 6%
13	Gook^ (n=1146)	67%	-	-	-
14	Cock (n=1495)	65%	65%	12	0%
15=	Pussy^ (n=1496)	61%	-	-	-
15=	Coconut^ (n=1441)	61%	-	-	-
15=	Hoe^ (n=1332)	61%	-	-	-
18	Hori^ (n=1149)	60%	-	-	-
19	Wanker (n=1463)	58%	56%	15	2%
20	Bitch (n=1511)	57%	49%	16	▲ 8%
21	Arsehole (n=1503)	56%	60%	14	▼ -4%
22	E te fai la'u mea e ai^ (n=367)	51%	-	-	-
23=	Pōkokohua^ (n=433)	50%	-	-	-
23=	Dick (n=1508)	50%	39%	21	▲ 11%
23=	Bastard (n=1508)	50%	42%	20	▲ 8%
23=	Puaaelo^ (n=375)	50%	-	-	-
27	Prick (n=1465)	49%	45%	17	▲ 4%
28	Kai a te kuri^ (n=453)	47%	-	-	-
29	Shit (n=1509)	42%	38%	24	▲ 4%
30	Jesus Christ (n=1507)	33%	44%	18	▼ -11%
31	God (n=1505)	24%	31%	27	▼ -7%

▲ ▼ Significantly less/more acceptable than Total 2013

CALLER TO TALKBACK

- Respondents are more forgiving of offensive language used by a caller to talkback radio (compared with the host)

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Nigger (n=1489)	81%	79%	4	2%
2	Cunt (n=1491)	80%	86%	1	▼ -6%
3=	Jesus Fucking Christ (n=1498)	74%	81%	2	▼ -7%
3=	Mother fucker (n=1497)	74%	81%	3	▼ -7%
5	Cocksucker (n=1499)	73%	78%	5	▼ -5%
6=	Get fucked (n=1512)	72%	77%	6	▼ -5%
6=	Faggot (n=1454)	72%	66%	9	▲ 6%
8	Chink^ (n=1241)	69%	-	-	-
9	Slut (n=1502)	67%	64%	10	3%
10	Homo^ (n=1473)	66%	-	-	-
11	Fuck (n=1509)	65%	72%	8	▼ -7%
12=	Retard (n=1482)	64%	59%	12	▲ 5%
12=	Gook^ (n=1146)	64%	-	-	-
14	Cock (n=1495)	60%	59%	13	1%
15	Coconut^ (n=1441)	57%	-	-	-
16=	Pussy^ (n=1496)	56%	-	-	-
16=	Hoe^ (n=1332)	56%	-	-	-
18	Hori^ (n=1149)	55%	-	-	-
19	Wanker (n=1463)	52%	51%	14	1%
20=	E te fai la'u mea e ai^ (n=367)	51%	-	-	-
20=	Bitch (n=1511)	51%	42%	17	▲9%
22=	Puaaelo^ (n=375)	49%	-	-	-
22=	Arsehole (n=1503)	49%	51%	15	-2%
24	Pōkokohua^ (n=433)	48%	-	-	-
25	Kai a te kuri^ (n=453)	46%	-	-	-
26	Dick (n=1508)	45%	35%	21	▲ 10%
27=	Bastard (n=1508)	44%	35%	23	▲ 9%
27=	Prick (n=1465)	44%	40%	18	▲ 4%
29	Shit (n=1509)	37%	32%	24	▲ 5%
30	Jesus Christ (n=1507)	31%	42%	16	▼ -11%
31	God (n=1505)	22%	30%	25	▼ -8%

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

▲ ▼ Significantly less/more acceptable than Total 2013

RADIO HOST IN A BREAKFAST PROGRAMME

- Potentially offensive language, when used by a radio host in a breakfast programme, is considered least acceptable when comparing the 11 scenarios tested

- More than half of respondents considered almost all of the words tested unacceptable in this scenario

- Blasphemies are the exception, and generally more acceptable in this scenario compared with 2013 results

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1	Nigger (n=1489)	83%	82%	4	1%
2	Cunt (n=1491)	82%	89%	1	▼ -7%
3=	Mother fucker (n=1497)	77%	85%	3	▼ -8%
3=	Jesus Fucking Christ (n=1498)	77%	85%	2	▼ -8%
3=	Cocksucker (n=1499)	77%	82%	5	▼ -5%
6	Faggot (n=1454)	76%	73%	9	3%
7	Get fucked (n=1512)	75%	81%	6	▼ -6%
8	Chink^ (n=1241)	73%	-	-	-
9	Slut (n=1502)	72%	70%	10	2%
10=	Homo^ (n=1473)	71%	-	-	-
10=	Fuck (n=1509)	71%	78%	8	▼ -7%
12	Retard (n=1482)	69%	63%	13	▲ 6%
13=	Gook^ (n=1146)	67%	-	-	-
13=	Cock (n=1495)	67%	68%	11	-1%
15	Pussy^ (n=1496)	63%	-	-	-
16	Hoe^ (n=1332)	62%	-	-	-
17	Coconut^ (n=1441)	61%	-	-	-
18=	Hori^ (n=1149)	60%	-	-	-
18=	Wanker (n=1463)	60%	59%	15	1%
20=	Arsehole (n=1503)	59%	63%	14	▼ -4%
20=	Bitch (n=1511)	59%	51%	16	▲ 8%
22	Bastard (n=1508)	54%	45%	20	▲ 9%
23	Dick (n=1508)	53%	42%	21	▲ 11%
24=	Prick (n=1465)	51%	48%	17	3%
24=	E te fai la'u mea e ai^ (n=367)	51%	-	-	-
26=	Puaaelo^ (n=375)	50%	-	-	-
26=	Pōkokohua^ (n=433)	50%	-	-	-
28	Kai a te kuri^ (n=453)	47%	-	-	-
29	Shit (n=1509)	45%	40%	23	▲ 5%
30	Jesus Christ (n=1507)	34%	45%	18	▼ -11%
31	God (n=1505)	25%	31%	27	▼ -6%

▲ ▼ Significantly less/more acceptable than Total 2013

SONG PLAYED ON THE RADIO

- While the level of unacceptability is still high, over time, it appears the public are more accepting of the use of potentially offensive language in a song played on the radio (similar to music videos played on TV and most other scenarios)

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)	2013 (n=1500)	Rank 2013	Change + / -
1=	Cunt (n=1491)	77%	85%	1	▼ -8%
1=	Nigger (n=1489)	77%	77%	4	0%
3	Jesus Fucking Christ (n=1498)	72%	80%	2	▼ -8%
4=	Mother fucker (n=1497)	69%	78%	3	▼ -9%
4=	Cocksucker (n=1499)	69%	76%	5	▼ -7%
6	Faggot (n=1454)	68%	67%	9	1%
7=	Get fucked (n=1512)	67%	74%	6	▼ -7%
7=	Chink^ (n=1241)	67%	-	-	-
9	Homo^ (n=1473)	63%	-	-	-
10	Slut (n=1502)	62%	61%	10	1%
11=	Gook^ (n=1146)	61%	-	-	-
11=	Retard (n=1482)	61%	59%	13	2%
13	Fuck (n=1509)	60%	68%	8	▼ -8%
14	Cock (n=1495)	56%	59%	12	-3%
15	Coconut^ (n=1441)	54%	-	-	-
16=	Hori^ (n=1149)	53%	-	-	-
16=	Pussy^ (n=1496)	53%	-	-	-
18=	Wanker (n=1463)	50%	52%	14	-2%
18=	Hoe^ (n=1332)	50%	-	-	-
20=	E te fai la'u mea e ai^ (n=367)	48%	-	-	-
20=	Arsehole (n=1503)	48%	51%	15	-3%
20=	Puaaelo^ (n=375)	48%	-	-	-
23	Pōkokohua^ (n=433)	46%	-	-	-
24	Bitch (n=1511)	45%	40%	17	▲ 5%
25	Kai a te kuri^ (n=453)	44%	-	-	-
26	Dick (n=1508)	43%	36%	21	▲ 7%
27	Bastard (n=1508)	42%	37%	20	▲ 5%
28	Prick (n=1465)	41%	40%	18	1%
29	Shit (n=1509)	36%	33%	24	3%
30	Jesus Christ (n=1507)	29%	41%	16	▼ -12%
31	God (n=1505)	22%	29%	26	▼ -7%

^ Not asked in 2013
Base: All respondents who have heard this word or phrase.
Q10. For each of the words selected where acceptability depends on the scenario. How acceptable to you is <word> in this scenario?

▲ ▼ Significantly less/more acceptable than Total 2013

DURING SPORTS COMMENTARY (TV OR RADIO)

- New scenario tested in 2018

- Other than language used by a radio host in a breakfast programme or on talkback, it is perceived by most as unacceptable to use potentially offensive language during a sports commentary programme on TV or radio

% FAIRLY OR TOTALLY UNACCEPTABLE

RANK	WORD OR PHRASE	2018 (n=1514)
1=	Nigger (n=1489)	82%
1=	Cunt (n=1491)	82%
3	Mother fucker (n=1497)	77%
4=	Jesus Fucking Christ (n=1498)	76%
4=	Cocksucker (n=1499)	76%
4=	Faggot (n=1454)	76%
7	Get fucked (n=1512)	74%
8	Chink^ (n=1241)	72%
9=	Slut (n=1502)	71%
9=	Homo^ (n=1473)	71%
11	Fuck (n=1509)	70%
12=	Retard (n=1482)	68%
12=	Gook^ (n=1146)	68%
14	Cock (n=1495)	65%
15=	Hoe^ (n=1332)	62%
15=	Pussy^ (n=1496)	62%
17=	Coconut^ (n=1441)	61%
17=	Hori^ (n=1149)	61%
19	Wanker (n=1463)	59%
20=	Bitch (n=1511)	58%
20=	Arsehole (n=1503)	58%
22	Bastard (n=1508)	52%
23=	Dick (n=1508)	51%
23=	Pōkokohua^ (n=433)	51%
23=	E te fai la'u mea e ai^ (n=367)	51%
26=	Puaaelo^ (n=375)	49%
26=	Prick (n=1465)	49%
28	Kai a te kuri^ (n=453)	48%
29	Shit (n=1509)	43%
30	Jesus Christ (n=1507)	34%
31	God (n=1505)	26%

NOTES TO THIS 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*'.

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

ROUNDING OF FIGURES
All percentages are rounded from two decimal places and, therefore, some 'Total' results may not add to 100%.

COMPARISONS WITH PREVIOUS YEARS
Changes to the makeup of the survey, including words listed and scenarios, impact direct comparability with previous measures in 2013, 2009, 2005 and 1999. Respondents were presented with 31 words as per previous measures. However, eleven words were removed and replaced to be reflective of New Zealand society in 2018.
Words removed included 'Crap', 'Fuck off', 'Jesus', 'Balls', 'Piss', 'Piss off', 'Whore', 'Bollocks', 'Bloody', 'Bugger', 'Bullshit'.
Replacement words were 'Hoe', 'Pussy', 'Gook', 'Coconut', 'Pōkokohua', 'Kai a te kurī', 'Puaaelo', 'E te fai la'u mea e ai', 'Chink', 'Homo', and 'Hori'. One scenario, '*When used during a sports commentary programme on TV or radio*', was also included in 2018.

DEFINITIONS
- E te fai la'u mea e ai - You're my slave/you prepare my meals for me (Samoan)
- Kai a te kurī – Dog's food (Te Reo Māori)
- Pōkokohua – Boil your head (Te Reo Māori)
- Puaaelo – Stinking pig (Samoan)

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