

UNACCEPTABLE WORDS ON TELEVISION AND RADIO

A Comparison of Words that Respondents Found Totally or Fairly Unacceptable in 2013, 2009, 2005 and 1999

(from *What Not to Swear: The Acceptability of Words in Broadcasting 2013* – published in September 2013 by the Broadcasting Standards Authority)

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

* Significantly higher level of unacceptability than in 2009

** Significantly lower level of unacceptability than in 2009

Note: Survey carried out face to face in 1999 and 2005 and online in 2009 and 2013.