

**QUESTIONNAIRE – PREPARED BY NIELSEN, IN CONSULTATION WITH BSA
BSA RESEARCH 2018: LANGUAGE THAT MAY OFFEND IN BROADCASTING**

Hello, Kia Ora

Thank you for agreeing to participate in this important survey for the Broadcasting Standards Authority (BSA). The BSA oversees standards for radio and television broadcasting in New Zealand.

This survey is about the use of language that may offend on television or on radio, such as swear words, blasphemies and other potentially derogatory or offensive language. There are no right or wrong answers; we just need your honest, personal opinion. We want to know what New Zealanders think about language in broadcasting.

Importantly, we are interested in your views on gendered offensive language, that may be seen as derogatory about a particular sex or sexual orientation, and language that may be offensive due to the cultural or ethnic context.

Please note the survey contains strong language.

To begin, click on the "Continue >>" button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.

If you would like to pause the survey to return to it later, simply close the browser window and click on your original link to return.

If you would like to view our privacy statement, please click here. If you require assistance at any time during the survey, or would like to contact us, please click on the email image at the bottom of each screen.

HEADING: ABOUT YOU

Q14	Firstly, please select your gender. [SA]	Code	Route
	Male	1	
	Female.....	2	
	Gender diverse.....	3	

Q15	CLOSE SURVEY IF UNDER 18 OR 'Prefer not to answer' AND INSERT [CLOSE STATEMENT]	Code	Route
	In which of the following age groups do you belong? [SA]		
	[CLOSE STATEMENT] Thank you for your interest in taking part in this research. Unfortunately, for the purposes of this survey, we need to ensure you are 18 years or older.		
	Under 18.....	01	CLOSE
	18 to 19 years.....	02	
	20 to 24 years.....	03	
	24 to 29 years.....	04	
	30 to 34 years.....	05	
	35 to 39 years.....	06	
	40 to 44 years.....	07	
	45 to 49 years.....	08	

50 to 54 years.....	09	
55 to 59 years.....	10	
60 to 64 years.....	11	
65 to 69 years.....	12	
70 to 74 years.....	13	
75 to 79 years.....	14	
80 years and over	15	
Prefer not to answer.....	16	

Q16	Which ethnic groups do you identify with or belong to? [MA]	Code	Route
	New Zealand European.....	01	
	Other European	15	
	New Zealand Māori.....	02	
	Samoan	03	
	Cook Island Māori.....	04	
	Tongan	05	
	Niuean	06	
	Tokelauan	07	
	Fijian.....	08	
	Other Pacific Island.....	09	
	Chinese	10	
	Other Asian	14	
	Indian.....	11	
	African	15	
	Latin American	16	
	Middle Eastern	17	
	Other (please specify)	12	
	Prefer not to answer.....	13	

Q20	Which of the following regions do you live in?[SA]	Code	Route
	Whangārei / Northland	01	
	Auckland / Rodney.....	02	
	Hamilton / Waikato.....	03	
	Tauranga / Bay of Plenty.....	04	
	Rotorua / Taupō.....	05	
	Gisborne / East Coast	06	

Napier / Hastings / Hawkes Bay	07	
New Plymouth / Taranaki	08	
Whanganui / Palmerston North / Manawatū	09	
Wellington / Wairarapa	10	
Nelson / Tasman / Marlborough	11	
West Coast	12	
Canterbury / Christchurch.....	13	
Dunedin / Otago	14	
Invercargill / Southland.....	15	

HEADING: HABITS & PREFERENCES

Q1	Now, a few questions about your viewing and listening habits.	Code	Route
	What kinds of TV programmes do you watch regularly? [MA]		
	PROBE: Please select all that apply.		
	Comedy or sitcoms (e.g. The Big Bang Theory, Mrs Brown’s Boys)	01	
	Current affairs (e.g. Sunday, Seven Sharp, 60 Minutes, The Nation, Marae, Te Karere, Tagata Pasifika)	02	
	Documentary (e.g. Inside New Zealand, Country Calendar, Coast New Zealand, nature programmes)	03	
	News (e.g. 1 News, Newshub, Prime News, Te Kāea)	04	
	Programmes broadcast in languages other than English (e.g. Te Reo, APNA Television, World TV, Chinese TV).....	12	
	Lifestyle (e.g. gardening, do-it-yourself, cooking)	05	
	Sports	06	
	Religious (e.g. Shine, Firstlight, Hope Channel).....	13	
	Movies.....	07	
	Reality TV (e.g. Border Security, The Block, MasterChef, Police Ten 7, My Kitchen Rules, The Bachelor).....	08	
	Drama (e.g. Broadchurch, Coronation Street, Criminal Minds, Victoria).....	09	
	Other (please specify).....	10	
	None	11	
	Don't know.....	12	

Q2	What kinds of radio stations do you listen to regularly? [MA]	Code	Route
	PROBE: Please select all that apply		
	Concert FM (e.g RNZ Concert).....	1	
	Music and Entertainment (e.g. ZM, More FM, The Hits, The Rock, Mai FM)	2	
	National Radio (e.g RNZ National).....	3	

Talkback (e.g. Radio Live, Newstalk ZB)	4	
Sport (e.g. Radio Sport)	8	
Religious (e.g. Rhema, Life FM, Southern Star)	9	
Programmes broadcast in languages other than English (e.g. Radio Tarana, Niu FM, Iwi Radio).....	10	
Access Community Radio	11	
Other (please specify).....	5	
None	6	
Don't know	7	

Q3	Do you have access to any of the following in your household?[MA]	Code	Route
	Pay TV (e.g. SKY TV).....	1	
	Freeview.....	2	
	Internet access.....	3	
	Paid subscription video on-demand (e.g. Netflix, Neon, Lightbox)	5	
	Free/Unpaid video on-demand (e.g. TVNZ OnDemand, 3 Now)	6	
	None of these	4	

Q4	Approximately how many hours per week, on average, do you personally spend watching free-to-air or pay television? [SA]	Code	Route
	None	1	
	Up to 14 hours	2	
	14 - 23 hours	3	
	More than 23 hours	4	
	Don't know.....	5	

Q5	And, how many hours per week, on average, do you personally spend listening to the radio? [SA]	Code	Route
	None	1	
	Up to 7 hours	2	
	7 - 20 hours	3	
	More than 20 hours	4	
	Don't know.....	5	

HEADING: LANGUAGE IN BROADCASTING

Thinking now about language that may offend in broadcasting, such as swear words, blasphemies and other potentially derogatory or offensive language. On the next page, you will see a number of words which some people might find acceptable and some might find unacceptable. Remember there are no right or wrong answers, we just want your honest opinion.

We are interested in your views on language that may offend from a cultural or gender perspective. A small selection of words appear on the next page, this is not an exhaustive list and your views on other culturally and gender offensive words are sought in subsequent questions.

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.

PROBE: Please select a response for each word.
[SA]

	Totally acceptable	Fairly acceptable	Neither	Fairly unacceptable	Totally unacceptable	Haven't heard this word or phrase
(R1) Arsehole.....	1	2	3	4	5	99
(R3) Bastard	1	2	3	4	5	99
(R4) Bitch	1	2	3	4	5	99
(R9) Cock	1	2	3	4	5	99
(R10) Cocksucker	1	2	3	4	5	99
(R12) Cunt.....	1	2	3	4	5	99
(R13) Dick	1	2	3	4	5	99
(R14) Faggot	1	2	3	4	5	99
(R15) Fuck.....	1	2	3	4	5	99
(R17) Get fucked.....	1	2	3	4	5	99
(R18) God	1	2	3	4	5	99
(R20) Jesus Christ	1	2	3	4	5	99
(R21) Jesus Fucking Christ.....	1	2	3	4	5	99
(R22) Mother fucker	1	2	3	4	5	99
(R23) Nigger.....	1	2	3	4	5	99
(R26) Prick	1	2	3	4	5	99
(R27) Retard.....	1	2	3	4	5	99
(R28) Shit.....	1	2	3	4	5	99
(R29) Slut.....	1	2	3	4	5	99
(R30) Wanker	1	2	3	4	5	99
(R32) Hoe.....	1	2	3	4	5	99
(R33) Pussy.....	1	2	3	4	5	99

(R34) Gook.....	1	2	3	4	5	99
(R35) Coconut	1	2	3	4	5	99
(R42) Hori.....						
(R36) Pōkokohua	1	2	3	4	5	99
(R37) Kai a te kurī.....	1	2	3	4	5	99
(R38) Puaaelo.....	1	2	3	4	5	99
(R39) E te fai la'u mea e ai.....	1	2	3	4	5	99
(R40) Chink	1	2	3	4	5	99
(R41) Homo.....	1	2	3	4	5	99

SCENARIOS: INTRO

Now please consider a number of different types of programmes and situations. The remaining questions are about these different programmes and situations.

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

“Continue >>”

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

Please select whether you feel a particular word is totally acceptable in all of these situations, totally unacceptable in all of these situations, or whether it depends on the situation being considered.

PROBE Remember there are no right or wrong answers, we just want your honest opinion.

[SA]

	Totally acceptable in ALL scenarios	Depends on the scenario	Totally unacceptable in ALL scenarios
(R1) Arsehole.....	1	2	3
(R3) Bastard	1	2	3
(R4) Bitch.....	1	2	3
(R9) Cock	1	2	3

(R10) Cocksucker.....	1	2	3
(R12) Cunt.....	1	2	3
(R13) Dick	1	2	3
(R14) Faggot.....	1	2	3
(R15) Fuck.....	1	2	3
(R17) Get fucked.....	1	2	3
(R18) God.....	1	2	3
(R20) Jesus Christ.....	1	2	3
(R21) Jesus Fucking Christ.....	1	2	3
(R22) Mother fucker.....	1	2	3
(R23) Nigger	1	2	3
(R26) Prick.....	1	2	3
(R27) Retard.....	1	2	3
(R28) Shit	1	2	3
(R29) Slut	1	2	3
(R30) Wanker	1	2	3
(R32) Hoe	1	2	3
(R33) Pussy.....	1	2	3
(R34) Gook.....	1	2	3
(R35) Coconut.....	1	2	3
(R42) Hori.....			
(R36) Pōkokohua	1	2	3
(R37) Kai a te kurī	1	2	3
(R38) Puaaelo.....	1	2	3
(R39) E te fai la'u mea e ai.....	1	2	3
(R40) Chink	1	2	3
(R41) Homo	1	2	3

Q9	[HIDDEN QUESTION] - If selected "Depends on the scenario" (Q8=2). [SA]	Code	Route
	Arsehole	01	
	Bastard.....	03	
	Bitch.....	04	
	Bullshit	08	
	Cock.....	09	
	Cocksucker.....	10	
	Cunt	12	

Dick.....	13
Faggot.....	14
Fuck.....	15
Get fucked.....	17
God.....	18
Jesus Christ.....	20
Jesus Fucking Christ.....	21
Mother fucker.....	22
Nigger.....	23
Prick.....	26
Retard.....	27
Shit.....	28
Slut.....	29
Wanker.....	30
Hoe.....	32
Pussy.....	33
Gook.....	34
Coconut.....	35
Hori.....	42
Pōkokohua.....	36
Kai a te kurī.....	37
Puaaelo.....	38
E te fai la'u mea e ai.....	39
Chink.....	40
Homo.....	41

Q10 **SHOW R11 AND R12 AFTER R9**

For each of the words selected where acceptability depends on the scenario.

How acceptable to you is <LOOP WORD> in this scenario?[SA]

PROBE: Please select a response for each scenario.

	Totally acceptable	Fairly acceptable	Neither	Fairly unacceptable	Totally unacceptable
(R1) People being interviewed or asked to give opinion in news, documentaries, and current events programmes on TV or radio.	1	2	3	4	5
(R2) In a television drama screened after 8.30pm (e.g. Criminal Minds, Doctor	1	2	3	4	5

Foster, Victoria)					
(R3) In a television drama, soap or comedy screened between 7pm and 8.30pm (e.g. Shortland Street, Modern Family, Family Guy).....	1	2	3	4	5
(R4) Comedians in stand-up comedy programmes played on radio or shown on TV after 8.30pm (e.g. Live at the Apollo).....	1	2	3	4	5
(R5) In a reality television programme (e.g. Border Security, The Block, MasterChef, The X Factor).....	1	2	3	4	5
(R6) In a music video played on television.....	1	2	3	4	5
(R7) When used by a caller to a talkback radio station	1	2	3	4	5
(R8) When used by a radio host on a talkback radio station.....	1	2	3	4	5
(R9) When used by a radio host in a breakfast programme.....	1	2	3	4	5
(R10) When used in a song played on radio	1	2	3	4	5
(R11) When used during a sports commentary programme on TV or radio	1	2	3	4	5
	1	2	3	4	5

Q11 SHOW Q13 BEFORE Q11

Would any of your answers have been different if the words were used on television shows that had been on pay TV (e.g. SKY)?
Would you say the words would be...? [SA]

More acceptable on pay TV
Less acceptable on pay TV
Neither
Don't know/Not sure

Code	Route
1	
2	
3	Q21
4	Q21

Q12 Only asked of Code 1 or 2 at Q11

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

PROBE: Please be specific

Q13 SHOW AFTER Q10, BEFORE Q11

Are there any words, not on the earlier list, that you would personally find unacceptable if used in a broadcast?

HEADING: NEW ZEALAND'S DIVERSE COMMUNITIES

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.

Q21 Keeping in mind language that you, your family, or your community may find offensive.

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?

PROBE: Please write down the word(s) or expression(s), the language (if the word is in a language other than English) and explain why it is offensive / the context in which it may be offensive.

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.

Q22 Keeping in mind language that you, your family, or your community may find offensive.

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?

PROBE: Please write down the word(s) or expression(s) and tell us why you think it would be unacceptable / the context in which it may be unacceptable.

HEADING: MORE ABOUT YOU

Q17	Finally, 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	Are you personally responsible for the care of any children aged 14 years or younger? [SA]	Code	Route
	Yes	1	
	No.....	2	
	Don't know.....	3	

Q19 What is your religion?[SA]

- Buddhist
- Christian
- Hindu
- Muslim.....
- Jewish
- Other (please specify).....
- No religion
- Don't know / Prefer not to answer

Code	Route
1	
2	
3	
4	
5	
6	
7	
8	

CLOSING

Those are all the questions we have for you today. Thank you for agreeing to participate in this important survey.

Tēnā koe, kua oti pai i a koe te mahi.