

UNACCEPTABLE WORDS ON TELEVISION AND RADIO

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

(from *What Not to Swear: The Acceptability of Words in Broadcasting* – published in March 2010 by the Broadcasting Standards Authority)

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

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