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Interview dates: March 20 – 22, 2006
Interviews: 1,001 adults, 805 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

**THE ASSOCIATED PRESS PROFANITY STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: MARCH 23, 2006
PROJECT #81-5139-83**

NOTE: all results shown are percentages unless otherwise labeled.

PROFANITY STUDY

1. How often do you encounter people using profanity or swear words in public?

Frequently.....	42
Occasionally	32
Rarely	18
Never.....	8
Not sure.....	-

Total frequently/occasionally	74
Total rarely/never.....	25

2. In general, compared to 20 years ago, do you think that people use swear words more often, less often, or about as often as they used to?

More often	67
Less often.....	11
About as often	20
Not sure.....	2

3. How much does it bother you when people use profanity or swear words?

A lot	36
Some	31
A little.....	20
Not at all	12
Not sure.....	1

Total A Lot/Some	67
Total A Little/Not At All.....	32

4. How often do you personally use swear words in conversations?

Several times a day	16
Once a day	10
A few times a week.....	21
A few times a month.....	12
About once a month	8
A few times a year	12
Never.....	21
Not sure.....	-

Total A Few Times a Week or More.....	46
Total A Few Times a Month or Less	32

5. Thinking specifically about the F-word, how often do you personally use that word in conversations?

Several times a day	8
Once a day	7
A few times a week.....	12
A few times a month.....	13
About once a month	9
A few times a year	15
Never.....	35
Not sure.....	1

Total A Few Times a Week or More.....	27
Total A Few Times a Month or Less	37

REGISTERED VOTERS/ PARTY AFFILIATION

1. Are you currently registered to vote at this address, or not?

	ALL ADULTS
Yes	80
No	19
Refused/not sure	1

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

INITIAL PARTY IDENTIFICATION

	REGISTERED VOTERS
Republican	28
Democrat	33
Independent	25
None of these.....	12
Not sure	2

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED VOTERS
Strongly Republican	16
Moderately Republican	23
Definitely Independent/neither	11
Moderately Democrat.....	28
Strongly Democrat	20
Refused/not sure.....	2
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Total Republican	39
Total Democrat.....	48

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	31
35-49	28
50-64	25
65 and over	16
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	62
- Full time.....	50
- Part time.....	13
Not employed	16
Retired.....	21
Refused/not sure	-

D3. What is the last year of school you completed?

Grade school or some high school	8
Completed high school	26
Some community college or university, but did not finish	22
Completed technical school or a community college	11
Completed a university or Bachelor's degree	20
Completed a post-graduate degree such as a Master's or Ph.D.	13
Refused/not sure	-

D4. Are you currently married?

Yes	58
No.....	41
Refused/not sure	1

D5. Including yourself and any children, how many people are currently living in your household?

1	20
2	32
3	20
4	15
5	7
6 or more	5
Refused/not sure	1

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	38
Under 6.....	18
6-12	18
13-17	15
NO CHILDREN	60
Refused/not sure	2

D7a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	39
No.....	59
Refused/not sure	2

D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant.....	44
Catholic	24
Mormon	1
Jewish	1
Muslim.....	1
Other non-Christian religion.....	5
No religion	22
Refused/not sure	2

D10a. Are you of Hispanic ethnicity?

(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

D10b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	70
Black.....	12
Hispanic.....	13
Asian.....	2
American Indian.....	1
Other.....	1
Refused	1

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	10
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	7
\$25,000 to less than \$30,000	3
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	10
\$100,000 or more	12
Refused/not sure	19

REGION:

Northeast.....	19
Midwest	23
South	36
West	22

METROPOLITAN STATUS:

Urban.....	30
Suburban	52
Rural.....	18

GENDER:

Male	48
Female	52