

# MJM Entertainment Group

Executive Summary – U.S. Adults

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## Executive Summary

How do Americans feel about the use of profanity in movies? Does it impact their willingness to watch a film? When U.S. adults (ages 18+) were given a predetermined list of swear words, a little over half (51%) report that none of these words would influence whether they would watch a film or not. Perhaps due to religious affiliation, more Americans say the words “G\*d\*mn” and “Jesus Christ” would dissuade them from watching a film compared to other common swear words (31% and 33% respectively). The curse word, “f\*ck” is also considered sensitive with 32% of Americans reporting it would influence whether they watched a film or not.

Women tend to be more mindful than men of the curse words that are present in films, with 37% of women reporting that “Jesus Christ” affects them compared to 28% of men. This trend is consistent for all other swear words tested. Additionally, older generations tend to be more sensitive to the use of profanity in comparison to younger generations. 41% of Boomers and 57% of Elders express the word “f\*ck” would make them less willing to watch a film, whereas only 20% of Millennials report the same.

Not surprisingly, an overwhelming percentage of Evangelicals report the two deity-based swear words, “G\*d\*mn” (86%) and “Jesus Christ” (90%) would sway them from watching a film. Evangelicals are also less likely (7%) to report that *none* of the swear words presented would influence them to not watch a film, whereas 85% of those who identify as having no faith say the same thing.

1,015 respondents completed the survey via an online consumer panel and have been weighted to represent the national population by age, region, ethnicity and gender. The sample error for this research study is +/- 2.9 percent points at the 95% confidence level. A list of 8 profane words were presented to participants (f\*ck, sh\*t, d\*mn, G\*d d\*mn, hell, p\*ss, cr\*p, and Jesus Christ used as a swear word) along with an option to specify other words. Additional words respondents specified would be offensive include sexually explicit or racist words.