

Poll conducted by Research Co. on Manners in Canada - September 29, 2023

Next, we'd like to ask you some questions about language. Throughout the course of a regular day, how often do you hear the following people swearing when they are having a conversation with you?



	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
<i>Friends</i>															
Frequently	31%	30%	31%	42%	31%	15%	27%	42%	33%	30%	25%	41%	28%	31%	33%
Occasionally	41%	41%	41%	39%	45%	39%	39%	33%	40%	48%	40%	37%	45%	37%	46%
Rarely	20%	22%	19%	13%	17%	35%	24%	18%	22%	16%	24%	19%	18%	26%	16%
Never	8%	7%	9%	5%	7%	11%	9%	7%	5%	6%	11%	3%	8%	6%	5%
<i>Relatives</i>															
Frequently	17%	15%	19%	18%	21%	9%	13%	22%	16%	17%	13%	25%	14%	22%	15%
Occasionally	38%	39%	38%	40%	42%	31%	31%	35%	38%	45%	35%	42%	43%	34%	41%
Rarely	31%	33%	30%	30%	25%	41%	37%	27%	31%	27%	36%	25%	31%	32%	33%
Never	14%	14%	14%	13%	12%	19%	19%	16%	16%	11%	16%	8%	12%	13%	11%
<i>Co-workers</i>															
Frequently	19%	22%	17%	22%	24%	10%	17%	25%	25%	20%	13%	26%	16%	23%	21%
Occasionally	33%	34%	32%	36%	36%	26%	36%	34%	26%	35%	32%	31%	37%	31%	34%
Rarely	28%	26%	30%	28%	25%	32%	31%	26%	22%	26%	31%	31%	28%	32%	25%
Never	19%	18%	21%	14%	15%	32%	16%	15%	26%	19%	23%	12%	18%	14%	20%
<i>Strangers</i>															
Frequently	14%	18%	12%	14%	19%	10%	20%	13%	17%	16%	11%	12%	13%	17%	10%
Occasionally	38%	36%	38%	38%	41%	33%	35%	38%	40%	41%	32%	43%	37%	35%	37%
Rarely	32%	32%	34%	34%	28%	37%	29%	38%	33%	28%	38%	33%	32%	36%	39%
Never	16%	15%	16%	15%	13%	21%	17%	12%	11%	16%	19%	12%	18%	12%	14%

And how often do you swear in each one of the following situations?



	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
<b><i>When talking with friends</i></b>															
Frequently	25%	25%	26%	37%	28%	7%	25%	37%	31%	26%	18%	29%	25%	23%	27%
Occasionally	33%	32%	34%	36%	37%	24%	24%	35%	33%	36%	34%	35%	35%	29%	41%
Rarely	25%	28%	23%	17%	22%	41%	31%	15%	24%	24%	28%	29%	24%	29%	22%
Never	16%	15%	17%	10%	13%	28%	20%	13%	13%	14%	21%	8%	16%	18%	10%
<b><i>When talking with relatives</i></b>															
Frequently	13%	13%	14%	17%	17%	4%	11%	21%	14%	13%	10%	20%	14%	18%	12%
Occasionally	30%	29%	30%	30%	36%	21%	22%	25%	28%	34%	30%	35%	33%	25%	33%
Rarely	29%	30%	27%	27%	26%	35%	27%	28%	31%	29%	30%	25%	27%	26%	31%
Never	28%	27%	29%	26%	22%	39%	40%	26%	27%	24%	30%	20%	27%	30%	24%
<b><i>When talking with co-workers</i></b>															
Frequently	13%	14%	11%	15%	17%	4%	9%	19%	16%	13%	7%	21%	10%	17%	15%
Occasionally	26%	27%	25%	31%	29%	15%	25%	24%	25%	31%	21%	24%	27%	24%	27%
Rarely	27%	28%	26%	26%	26%	29%	27%	27%	21%	24%	32%	29%	28%	29%	24%
Never	35%	32%	38%	28%	28%	53%	39%	30%	38%	32%	40%	26%	35%	30%	33%
<b><i>When talking to strangers</i></b>															
Frequently	8%	12%	5%	12%	10%	1%	6%	11%	8%	10%	5%	11%	9%	9%	5%
Occasionally	18%	20%	15%	21%	21%	8%	15%	13%	21%	21%	11%	31%	14%	19%	18%
Rarely	29%	30%	27%	28%	31%	26%	29%	30%	31%	25%	33%	24%	32%	29%	30%
Never	46%	38%	53%	39%	38%	64%	49%	46%	40%	44%	51%	34%	44%	43%	47%

Which of these statements comes closest to describing your own behaviour?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION			
Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	
I always alter the way I speak to make sure that I don't swear in public	44%	42%	45%	46%	38%	48%	46%	46%	43%	47%	41%	35%	46%	43%	37%
I sometimes alter the way I speak so as not to swear in front of certain people	44%	44%	44%	45%	48%	37%	39%	43%	46%	45%	43%	52%	43%	44%	50%
I never alter the way I speak—if a swear word comes out, I don't worry about it	12%	14%	11%	8%	14%	16%	15%	11%	11%	9%	16%	13%	10%	13%	14%

What swear word do you say the most?



	Canada
Fuck	40%
Shit	23%
Damn	5%
Câllice	2%
Tabarnak	1%
God	1%
Hell	1%
Bitch	1%
Others	9%
None	17%

