

YouGov Survey Results

Sample Size: 1933 GB Adults
Fieldwork: 5th - 6th May 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	1933	X	X	X	X	569	490	415	938	995	230	489	661	553	1102	831
Unweighted Sample	1933	486	548	112	235	565	489	395	895	1038	213	450	772	498	1250	683
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the past five years, have you ever heard friends, family or colleagues who are not black refer to a black person using the 'n-word'?

Yes, I have	22	23	23	16	29	21	23	21	28	17	30	29	22	13	21	24
No, I haven't	70	73	71	78	67	75	72	70	64	76	52	61	72	83	73	67
Not sure	8	4	6	6	4	4	6	10	8	8	18	9	6	4	6	9

Have you ever used the n-word in any of the following situations?

When reciting a rhyme	22	27	18	26	34	28	17	24	25	19	11	15	23	33	23	21
When repeating the lyrics of a song or rap	18	18	20	14	20	16	17	17	22	15	35	27	14	9	19	17
When making a joke	14	18	13	11	16	13	12	14	22	7	21	17	14	10	13	15
As a term of endearment among friends	6	6	6	7	5	5	5	5	8	4	13	8	5	2	6	5
As a term of a abuse directed at a person with dark skin	4	3	5	4	5	3	6	3	6	2	7	5	4	3	3	5
None of these	56	53	58	61	48	55	61	55	47	64	44	52	60	59	55	56
Not sure	5	3	5	2	3	4	4	5	6	5	11	6	4	3	4	6

Finally, have you personally ever used the n-word when not attempting to be offensive, in any context such as making a joke or reciting a rhyme or song?

Yes, definitely	15	17	14	16	19	14	14	14	20	10	17	16	14	14	15	15
Yes, probably	21	21	21	20	26	22	19	23	23	18	22	23	20	19	22	19
TOTAL YES	36	38	35	36	45	36	33	37	43	28	39	39	34	33	37	34
No, probably not	18	22	14	18	14	21	15	16	17	18	16	19	18	18	17	19
No, definitely not	47	40	52	46	40	43	52	47	40	53	45	42	48	50	46	48
TOTAL NO	65	62	66	64	54	64	67	63	57	71	61	61	66	68	63	67

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Sample Size: 1933 GB Adults
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	Region					CAMEO 2014 - Group											
Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11	
Weighted Sample	1933	247	628	414	476	168	93	98	196	194	251	142	348	203	226	155	3
Unweighted Sample	1933	280	595	436	430	192	110	104	207	204	254	139	338	207	214	132	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the past five years, have you ever heard friends, family or colleagues who are not black refer to a black person using the 'n-word'?

Yes, I have	22	21	19	25	24	22	16	14	15	22	24	20	27	22	24	27	0
No, I haven't	70	69	74	68	67	70	80	76	79	73	65	74	66	72	66	63	63
Not sure	8	10	6	7	9	8	5	10	6	5	10	6	7	7	10	11	37

Have you ever used the n-word in any of the following situations?

When reciting a rhyme	22	17	27	23	21	14	22	36	22	22	18	29	23	21	17	23	13
When repeating the lyrics of a song or rap	18	22	14	19	20	21	19	21	5	18	22	25	18	15	21	18	51
When making a joke	14	13	14	14	17	10	11	13	8	9	15	15	16	17	16	16	25
As a term of endearment among friends	6	9	4	5	8	3	2	0	2	4	9	7	5	9	8	5	0
As a term of a abuse directed at a person with dark skin	4	5	3	4	5	1	1	2	3	2	7	3	5	3	6	2	0
None of these	56	53	55	55	56	62	61	50	64	55	53	52	56	57	55	54	37
Not sure	5	6	5	4	6	5	3	2	5	6	7	3	5	4	6	7	0

Finally, have you personally ever used the n-word when not attempting to be offensive, in any context such as making a joke or reciting a rhyme or song?

Yes, definitely	15	15	15	16	15	11	11	13	10	8	14	20	19	16	16	17	0
Yes, probably	21	17	20	23	20	25	17	22	24	19	18	23	22	23	18	15	51
TOTAL YES	36	32	35	39	35	36	28	35	34	27	32	43	41	39	34	32	51
No, probably not	18	16	19	16	17	24	22	25	14	26	19	17	13	15	16	20	37
No, definitely not	47	53	46	45	48	40	50	39	52	46	49	41	46	46	50	48	13
TOTAL NO	65	69	65	61	65	64	72	64	66	72	68	58	59	61	66	68	50