



The Associated Press-NORC
Center for Public Affairs Research

Rude Behavior in Everyday Life and on the Campaign Trail

Conducted by The Associated Press-NORC Center for Public Affairs Research

Interviews: 3/17-21/2016

1,004 adults

Margin of error: +/- 3.8 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Rude Behavior in Everyday Life and on the Campaign Trail

Q31. Compared to 20 or 30 years ago, do you think people are more rude, less rude, or about the same?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 3/17-21/2016	AP/IPSOS 8/22-24/2005 ¹
More rude	74	69
Less rude	4	4
About the same	21	26
DON'T KNOW	*	1
SKIP/REFUSED	*	-
N=	1,004	1,001

Q32. Here are some questions about some people's behavior in this country--that is, the way they act and talk to each other. For each of the following, please say if you think this behavior is generally acceptable, unacceptable or neither acceptable nor unacceptable?

[ITEMS RANDOMIZED]

AP-NORC 3/17-21/2016	Acceptable (NET)	Mostly Acceptable	Somewhat acceptable	Neither acceptable nor unacceptable	Un-acceptable (NET)	Somewhat un-acceptable	Mostly un-acceptable	DK	Ref.
Using cell phones in restaurants	35	16	18	15	50	26	24	*	*
Discussing sex in public	30	9	22	13	57	20	37	*	*
Using swear words online, including social media	25	12	14	12	62	21	41	*	1
Using the F-word in conversation	25	8	16	12	63	19	45	*	*
Using swear words in public	23	9	14	10	66	24	42	-	*
Making jokes or comments about race in private	22	8	13	14	65	18	47	*	*
Making jokes or comments about a person's gender or sexuality in private	20	9	11	16	64	20	44	*	*

¹ Associated Press/Ipsos Rudeness Study, August 2005. http://surveys.ap.org/data/Ipsos/national/2005/2005-08-24%20AP%20Topline%20results%20_rudeness_.pdf

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Q32 continued...

Making jokes or comments about race in public	10	4	6	6	83	13	70	*	*
Making jokes or comments about a person's gender or sexuality in public	10	3	7	6	84	17	67	*	*

N= 1,004

Q33. How often do you personally do each of the following?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 3/17-21/2016	Often/ Sometimes	Often	Sometimes	Rarely/ Never	Rarely	Never	DK	Ref.
Using cell phones in restaurants	37	9	28	63	37	26	*	*
Using swear words in public	34	8	27	65	30	36	*	*
Discussing sex in public	21	4	17	79	29	50	*	*
Using swear words online, including social media	18	4	15	81	18	62	*	1
Making jokes or comments about race in private	17	2	15	82	28	55	*	*
Making jokes or comments about a person's gender or sexuality in private	17	4	13	83	30	53	*	*
Making jokes or comments about a person's gender or sexuality in public	8	1	6	92	19	73	*	*
Making jokes or comments about race in public	7	1	6	93	15	78	*	*

N= 1,004

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Q34. Thinking specifically about the F-word, how often do you personally use that word in conversations?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/17-21/2016	AP/IPSOS 3/20-22/2006 ²
Daily (NET)	23	15
Several times a day	16	8
Once a day	8	7
Less than daily to monthly (NET)	30	34
A few times a week	12	12
A few times a month	12	13
About once a month	5	9
A few times a year or less (NET)	47	50
A few times a year	19	15
Never	27	35
DON'T KNOW	*	1
SKIP/REFUSED	-	-
<i>N=</i>	<i>1,004</i>	<i>1,001</i>

[ORDER OF Q35/Q36 ROTATED]

Q35. How would you characterize the tone of the campaign for the Republican nomination for president so far?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-4 IN REVERSE ORDER]

	AP-NORC 3/17-21/2016
Polite and respectful (NET)	9
Mostly polite and respectful	1
Somewhat polite and respectful	8
Rude and disrespectful (NET)	78
Somewhat rude and disrespectful	29
Mostly rude and disrespectful	50
I have not followed the Republican nomination for President	12
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>1,004</i>

² Associated Press/Ipsos Profanity Study, March 2006. <http://surveys.ap.org/data/ipsos/national/2006/2006-03-28%20AP%20Profanity%20topline.pdf>

Q36. How would you characterize the tone of the campaign for the Democratic nomination for president so far?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-4 IN REVERSE ORDER]

	AP-NORC 3/17-21/2016
Polite and respectful (NET)	41
Mostly polite and respectful	16
Somewhat polite and respectful	25
Rude and disrespectful (NET)	41
Somewhat rude and disrespectful	25
Mostly rude and disrespectful	16
I have not followed the Democratic nomination for President	16
DON'T KNOW	*
SKIP/REFUSED	2

N=

1,004

Q37. Do you think the tone of this year's political campaigns is more rude, less rude, or about the same as the tone of everyday life in the United States?

	AP-NORC 3/17-21/2016
A lot/Somewhat more rude	68
A lot more rude	39
Somewhat more rude	30
About the same	22
A lot/Somewhat less rude	3
Somewhat less rude	2
A lot less rude	1
I am not following this year's political campaigns	6
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,004

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Q38. Which of the following comes closer to your opinion?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/17-21/2016
It's better if political leaders are held to a higher standard of behavior than other people	80
It's better if political leaders mostly behave the way regular people do	18
DON'T KNOW	*
SKIP/REFUSED	2

N=

1,004

Q39. How sensitive should political candidates be to the possibility of upsetting other people when they're campaigning?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 3/17-21/2016
Extremely/Very sensitive	40
Extremely sensitive	16
Very sensitive	25
Somewhat sensitive	44
Not very/Not sensitive at all	15
Not very sensitive	10
Not sensitive at all	5
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,004

Q40. Which of the following do you think is more important for a leader to do?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 3/17-21/2016
Not be afraid to say things that might offend or upset some people	21
Be sensitive about the possibility of upsetting or offending people	19
Both are equally important	55
Neither are important	5
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,004

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PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AP-NORC 3/17-21/2016
Democrat	32
Republican	26
Independent	26
None of these	15
DON'T KNOW	*
SKIP/REFUSED	1

N= 1,004

If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDI. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 3/17-21/2016
Lean Democrat	29
Lean Republican	28
Don't lean	42
DON'T KNOW	*
SKIP/REFUSED	1

N= 420

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 3/17-21/2016
Strong Democrat	36
Moderate Democrat	64
DON'T KNOW	-
SKIP/REFUSED	*

N= 342

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 3/17-21/2016
Strong Republican	31
Moderate Republican	69
DON'T KNOW	-
SKIP/REFUSED	-

N= 242

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POLITICS. Combines PID1, PIDI, PIDa, and PIDb.

	AP-NORC 3/17-21/2016
Democrat (NET)	44
Strong Democrat	11
Moderate Democrat	21
Lean Democrat	12
Independent/None – Don't lean	18
Republican (NET)	38
Lean Republican	12
Moderate Republican	18
Strong Republican	8
Unknown	*

N= 1,004

AGE

	AP-NORC 3/17-21/2016
18-24	12
25-34	17
35-44	18
45-54	16
55-64	17
65-74	12
75+	7

N= 1,004

GENDER

	AP-NORC 3/17-21/2016
Male	48
Female	52

N= 1,004

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RACE/ETHNICITY

	AP-NORC 3/17-21/2016
White	65
Black or African American	12
Hispanic	15
Other	8

N= 1,004

MARITAL STATUS

	AP-NORC 3/17-21/2016
Married	51
Widowed	5
Divorced	12
Separated	3
Never married	24
Living with partner	5

N= 1,004

EMPLOYMENT STATUS

	AP-NORC 3/17-21/2016
Employed	57
Not employed	43

N= 1,004

EDUCATION

	AP-NORC 3/17-21/2016
Less than a high school diploma	12
High school graduate or equivalent	30
Some college	26
College graduate or above	32

N= 1,004

INCOME

	AP-NORC 3/17-21/2016
Under \$10,000	6
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	15
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	10
\$100,000 to under \$150,000	15
\$150,000 or more	7

N= 1,004

AP-NORC Center for Public Affairs Research Poll

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using AmeriSpeak®, which is a probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Interviews for this survey were conducted between March 17 and 21, 2016, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak®, and 1,004 completed the survey—785 via the web and 219 via telephone. The final stage completion rate is 29.2 percent, the weighted household panel response rate is 36.9 percent, and the weighted household panel retention rate is 93.9 percent, for a cumulative response rate of 10.1 percent. The overall margin of sampling error is +/- 3.8 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and household phone status. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

Rude Behavior in Everyday Life and on the Campaign Trail

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.