

# How often does YOUR state swear? Researchers find New Jersey and Connecticut use the most profanity - but are also the most honest

- Researchers found that honest people are more likely to use profanity
- People are more likely to swear to express themselves than to cause harm
- Two of the three US states with the highest profanity rate, Connecticut and New Jersey, were also two of the three states with the highest integrity scores

By [CECILE BORKHATARIA FOR DAILYMAIL.COM](#)

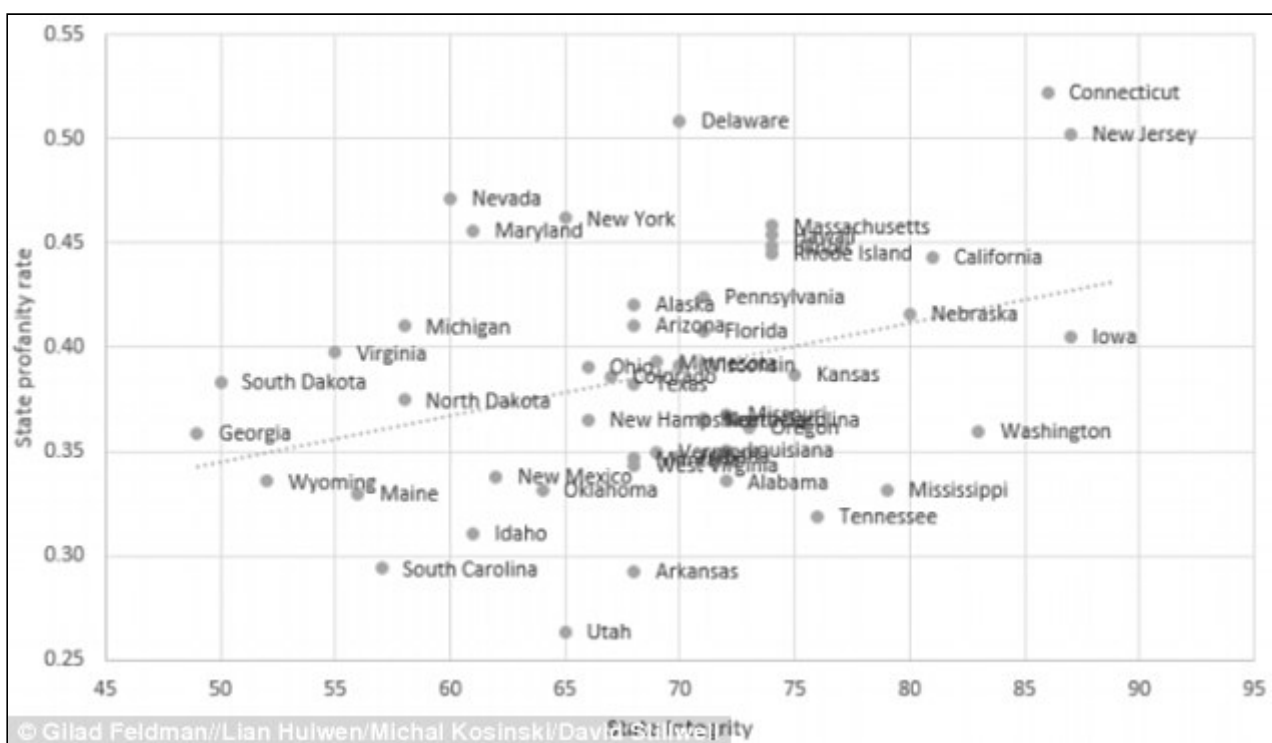
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Researchers have found that honest people are more likely to swear, and states who swore more had higher integrity scores.

Two of the three states with the highest profanity rate, Connecticut and New Jersey, were also two of the three states with the highest integrity scores.

The researchers analyzed the relationship between profanity and honesty in each state by looking at how often people swear in their Facebook statuses.



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The **research paper**, which will be published in the **journal Social Psychological and Personality Science**, read: 'On the one hand, profane individuals are widely perceived as violating moral and social codes, and thus deemed untrustworthy and potentially antisocial and dishonest.'

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'On the other hand, profane language is considered as more authentic and unfiltered, thus making its users appear more honest and genuine.'

'These opposing views on profanity raise the question of whether profane individuals tend to be more or less dishonest.'

The study was split into three separate studies, and the third one looked at how often people swear in each state.

It looked at whether state level rates of swearing predict state levels of integrity, based on already existing data from the State Integrity Investigation study in 2012.



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Researchers analyzed the statuses of 73,789 Facebook users who use the English version on the website and looked at how often each person used swear words in their Facebook statuses.

To measure integrity, the researchers used data from The State Integrity Investigation in 2012, which ranked each state based on 14 integrity criteria, such as the presence of independent ethics commissions, legislative accountability and transparency.

It found that states with a higher profanity rate had a higher integrity score.

Two of the three states with the highest profanity rate, Connecticut and New Jersey, were also two of the three states with the highest integrity scores.

Some of the states with the lowest integrity scores and profanity rates were Georgia, Wyoming and South Dakota

The study found that higher rates of using profanities were associated with with greater honesty, however, it doesn't prove that being more honest necessarily causes people to swear more - but there is a link.

## THE STATE INTEGRITY INVESTIGATION

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- The State Integrity Investigation is a project that aims to assess the transparency, accountability and anti-corruption mechanisms in each state.
- Each state has a score and ranking, along with analytical pieces about every state.
- It measures the strength of laws and practices that encourage openness and deter corruption.
- Reporters in each state researched 330 “Corruption Risk Indicators” across 14 categories of government such as access to information, campaign finance, judicial accountability, budgeting, lobbying disclosure, pension fund management, ethics enforcement and insurance commission operations



Table 4

*Study 3: State-level profanity and integrity rates.*

State	Profanity rate	Integrity	State	Profanity rate	Integrity	State	Profanity rate	Integrity
Alabama	34	72	Maine	33	56	Oregon	36	73
Alaska	42	68	Maryland	46	61	Pennsylvania	42	71
Arizona	41	68	Massachusetts	46	74	Rhode Island	44	74
Arkansas	29	68	Michigan	41	58	South Carolina	29	57
California	44	81	Minnesota	39	69	South Dakota	38	50
Colorado	39	67	Mississippi	33	79	Tennessee	32	76
Connecticut	52	86	Missouri	37	72	Texas	38	68
Delaware	51	70	Montana	35	68	Utah	26	65
Florida	41	71	Nebraska	42	80	Vermont	35	69
Georgia	36	49	Nevada	47	60	Virginia	40	55
Hawaii	45	74	New Hampshire	36	66	Washington	36	83
Idaho	31	61	New Jersey	50	87	West Virginia	34	68
Illinois	45	74	New Mexico	34	62	Wisconsin	39	70
Indiana	35	70	New York	46	65	Wyoming	34	52
Iowa	40	87	North Carolina	37	71			
Kansas	39	75	North Dakota	37	58			
Kentucky	37	71	Ohio	39	66			
Louisiana	35	72	Oklahoma	33	64			

*Note:* Integrity is the SSI2012 index. Profanity rates were aggregated to the state level from the Study 2 Facebook profanity rates for American participants.

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Some of the states with the lowest integrity scores and profanity rates were Georgia, Wyoming and South Dakota

Read more:

[Frankly, we do give a damn: The relationship between profanity and honesty \(PDF Download Available\)](#)

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