



Marist College Institute for Public Opinion
Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

“Whatever” Still Viewed As Most Annoying Word or Phrase, Just Sayin’

*** Complete Tables for Poll Appended ***

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Contact: Lee M. Miringoff
Barbara L. Carvalho
Mary E. Azzoli
Marist College
845.575.5050

This Marist Poll Reports:

For the fourth consecutive year, Americans consider “whatever” to be the most annoying word or phrase in conversation. More than three in ten -- 32% -- have this view while “like” irritates 21% of residents nationally. 17% are most irked by “you know” while 10% would prefer to ban “just sayin’” from today’s lexicon. “Twitterverse” annoys 9% of adults while 5% are ticked off by “gotcha.” Five percent are unsure.

In last year’s survey, 38% thought “whatever” to be the most obnoxious word in casual conversation while 20% said “like” was the most irritating. 19% despised hearing “you know” while “just sayin’” was the most bothersome to 11% of Americans. “Seriously” made last year’s list with 7% reporting it was the most annoying word in conversation. Five percent, at that time, were unsure.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,246 Adults

This survey of 1,246 adults was conducted December 4th through December 6th, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within ± 2.8 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
Gender	Men	49%
	Women	51%
Age	Under 45	37%
	45 or older	63%
Age	18 to 29	17%
	30 to 44	20%
	45 to 59	32%
	60 or older	32%
Race	White	70%
	African American	11%
	Latino	12%
	Other	6%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Education	Not college graduate	62%
	College graduate	38%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults. Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults						
		Which one of the following words or phrases do you find most annoying in conversation:						
		Whatever	Like	You know	Just sayin	Twitterverse	Gotcha	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		32%	21%	17%	10%	9%	5%	5%
Region	Northeast	29%	27%	20%	7%	10%	4%	2%
	Midwest	34%	21%	15%	9%	9%	5%	7%
	South	33%	19%	18%	9%	9%	6%	6%
	West	32%	21%	16%	12%	9%	5%	5%
Household Income	Less than \$50,000	35%	18%	17%	8%	10%	6%	6%
	\$50,000 or more	28%	25%	17%	12%	9%	5%	4%
Education	Not college graduate	36%	15%	17%	10%	11%	5%	6%
	College graduate	26%	31%	17%	10%	7%	5%	4%
Age	Under 45	24%	28%	9%	15%	15%	4%	6%
	45 or older	37%	18%	21%	7%	6%	6%	5%
Age	18 to 29	19%	29%	6%	15%	17%	7%	7%
	30 to 44	27%	26%	12%	14%	13%	1%	5%
	45 to 59	37%	21%	17%	10%	6%	6%	3%
	60 or older	37%	14%	26%	3%	6%	6%	7%
Race	White	31%	22%	20%	8%	9%	5%	5%
	Non-white	34%	20%	10%	14%	10%	6%	6%
Gender	Men	33%	20%	17%	11%	10%	4%	5%
	Women	31%	23%	17%	9%	8%	6%	6%
Interview Type	Landline	33%	20%	19%	9%	9%	5%	5%
	Cell Phone	31%	24%	12%	12%	9%	4%	7%

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