



Whatever! Still Oh SO Annoying

*** Complete Tables for Poll Appended ***

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

This Marist Poll Reports:

For the fifth straight year, Americans consider “whatever” to be the most annoying word or phrase in conversation today. 38% find “whatever” to be the most irritating while 22% report “like” gets on their nerves the most. “You know” irks 18% of Americans while 14% want to see “just sayin” stricken from casual conversation. Six percent detest “obviously,” and 2% are unsure.

There has been an increase in the proportion of residents who consider “whatever” to be the most annoying word. In last year’s survey, 32% thought “whatever” was the most abrasive. 21% said “like” was most irritating while 17% thought “you know” was an unnecessary choice of words. “Just sayin” bothered 10% of Americans the most while “Twitterverse” -- 9% -- and “gotcha” -- 5% -- rounded out the list. Five percent were unsure.

“Obamacare” Taboo Term for 2014

Looking ahead to 2014, which political word or phrase would Americans like to eliminate from the discussion? More than four in ten -- 41% -- do not want to hear “Obamacare.” There is also a strong aversion to Washington’s budget speak. 30% would prefer not to hear “shutdown” while 11% would like “gridlock” left out of the vernacular. One in ten -- 10% -- does not want to hear “fiscal cliff” while 4% feel the same about “sequestration.” Four percent are unsure. Not surprisingly, Democrats and Republicans have a different take on what they don’t want to hear in 2014. 59% of Republicans have had it with “Obamacare,” while 45% of Democrats cringe at the sound of “shutdown.”

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,173 Adults

This survey of 1,173 adults was conducted December 3rd through December 5th, 2013 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. 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 from Survey Sampling International. 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 ± 2.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Col %	Col %
National Adults		100%	
National Registered Voters		84%	100%
Party Identification	Democrat	n/a	31%
	Republican	n/a	27%
	Independent	n/a	41%
	Other	n/a	1%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	41%	38%
	45 or older	59%	62%
Age	18 to 29	17%	14%
	30 to 44	24%	25%
	45 to 59	29%	30%
	60 or older	30%	31%
Race	White	68%	70%
	African American	11%	11%
	Latino	13%	11%
	Other	7%	7%
Region	Northeast	18%	18%
	Midwest	22%	23%
	South	37%	37%
	West	23%	22%
Household Income	Less than \$50,000	49%	47%
	\$50,000 or more	51%	53%
Education	Not college graduate	62%	58%
	College graduate	38%	42%
Interview Type	Landline	67%	68%
	Cell phone	33%	32%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. National Registered Voters: n=988 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults					
		Which one of the following words or phrases do you find most annoying in conversation:					
		Whatever	Like	You know	Just sayin'	Obviously	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		38%	22%	18%	14%	6%	2%
Region	Northeast	38%	22%	14%	19%	6%	1%
	Midwest	51%	24%	13%	5%	8%	1%
	South	36%	18%	22%	15%	5%	4%
	West	31%	24%	22%	16%	5%	2%
Household Income	Less than \$50,000	41%	19%	20%	12%	6%	2%
	\$50,000 or more	38%	24%	13%	18%	6%	1%
Education	Not college graduate	43%	18%	19%	12%	7%	2%
	College graduate	32%	27%	18%	17%	4%	2%
Age	Under 45	34%	30%	9%	20%	5%	1%
	45 or older	41%	16%	25%	10%	6%	3%
Age	18 to 29	37%	35%	8%	16%	4%	0%
	30 to 44	31%	26%	11%	24%	6%	2%
	45 to 59	47%	17%	17%	13%	5%	1%
	60 or older	35%	14%	31%	6%	8%	5%
Race	White	37%	21%	20%	14%	5%	2%
	Non-white	40%	24%	14%	13%	7%	2%
Gender	Men	41%	19%	20%	12%	6%	2%
	Women	36%	24%	17%	15%	6%	2%
Interview Type	Landline	39%	18%	21%	14%	7%	2%
	Cell phone	37%	29%	14%	14%	4%	3%

Marist Poll National Adults Split Sample: Interviews conducted December 3rd through December 5th, 2013, n=577 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults					
		Which one of the following words or phrases do you least want to hear in 2014:					
		Obamacare	Shutdown	Gridlock	Fiscal cliff	Sequestration	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		41%	30%	11%	10%	4%	4%
National Registered Voters		41%	30%	12%	10%	5%	2%
Party Identification^	Democrat	23%	45%	15%	10%	5%	2%
	Republican	59%	15%	13%	9%	2%	3%
	Independent	43%	28%	10%	11%	7%	2%
Region	Northeast	32%	35%	10%	15%	3%	5%
	Midwest	43%	29%	14%	8%	4%	2%
	South	44%	30%	9%	8%	5%	5%
	West	42%	29%	12%	10%	4%	3%
Household Income	Less than \$50,000	42%	35%	7%	6%	4%	5%
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Race	White	45%	24%	12%	11%	4%	4%
	Non-white	34%	43%	9%	7%	4%	3%
Gender	Men	44%	27%	10%	10%	5%	4%
	Women	38%	34%	13%	10%	3%	3%
Interview Type	Landline	42%	27%	9%	11%	5%	5%
	Cell phone	37%	38%	15%	6%	1%	2%

Marist Poll National Adults Split Sample: Interviews conducted December 3rd through December 5th, 2013, n=596 MOE +/- 4.0 percentage points.

^National Registered Voters Split Sample: n=514 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

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