



## **“Whatever” Most Annoying Word for Seventh Year**

\*\*\* Complete Tables for Poll Appended \*\*\*

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### **This Marist Poll Reports:**

#### *Whatever!*

For the seventh consecutive year, “whatever” tops the list as the word or phrase Americans, 43%, consider to be the most annoying. “No offense, but” is a distant second with 22% followed closely by “like” with 20%. Seven percent are irked by “no worries” while 3% consider “huge” to be most irritating.

In last year’s survey, the same proportion, 43%, called “whatever” the most annoying word followed by “like” with 23%. “Literally” received 13% while 10% mentioned “awesome.” Eight percent chose “with all due respect” as the most irritating word or phrase in 2014.

Regardless of age, race, gender, region of residence, income, or level of education, “whatever” is thought to be the most bothersome word in casual conversation today. Of note, Americans in the South, 48%, and Midwest, 46%, are more likely than those in the Northeast, 38%, and in the West, 36%, to dislike the word, “whatever.” African Americans, 54%, are more likely to be annoyed by “whatever, than whites, 41%, or Latinos, 42%.

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1,517 National Adults**

This survey of 1,517 adults was conducted December 1<sup>st</sup> through December 7<sup>th</sup>, 2015 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed in English or Spanish 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. Respondents in the household were randomly selected by first asking for the youngest male. 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 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.5$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

**Nature of the Sample**

		National Adults
		Col %
National Adults		100%
Gender	Men	49%
	Women	51%
Age	Under 45	47%
	45 or older	53%
Age	18 to 29	22%
	30 to 44	26%
	45 to 59	27%
	60 or older	26%
Race	White	62%
	African American	11%
	Latino	14%
	Other	12%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	47%
	\$50,000 or more	53%
Education	Not college graduate	59%
	College graduate	41%
Interview Type	Landline	38%
	Cell phone	62%

Marist Poll National Adults. Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 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	No offense, but	Like	No worries	Huge	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		43%	22%	20%	7%	3%	4%
Region	Northeast	38%	19%	29%	5%	4%	5%
	Midwest	46%	22%	18%	7%	2%	6%
	South	48%	20%	19%	7%	3%	4%
	West	36%	28%	17%	10%	5%	4%
Household Income	Less than \$50,000	46%	20%	19%	7%	3%	5%
	\$50,000 or more	42%	25%	20%	7%	4%	3%
Education	Not college graduate	47%	21%	17%	7%	3%	5%
	College graduate	37%	25%	24%	8%	3%	3%
Age	Under 45	40%	28%	22%	5%	3%	3%
	45 or older	46%	17%	18%	9%	3%	6%
Age	18 to 29	40%	28%	21%	3%	5%	3%
	30 to 44	40%	28%	22%	6%	2%	2%
	45 to 59	48%	18%	18%	9%	3%	3%
	60 or older	44%	15%	19%	9%	4%	9%
Race	White	41%	22%	23%	7%	3%	5%
	African American	54%	22%	8%	9%	4%	2%
	Latino	42%	26%	16%	8%	3%	6%
Gender	Men	44%	21%	20%	8%	3%	5%
	Women	43%	23%	20%	6%	4%	4%
Interview Type	Landline	41%	20%	20%	9%	4%	6%
	Cell phone	45%	23%	20%	6%	3%	3%

Marist Poll National Adults: Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 percentage points. Totals may not add to 100% due to rounding.