

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1,140 National Adults**

This survey of 1,140 adults was conducted December 3rd through December 9th, 2014 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed in English 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 selected by 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 2010 Census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.9$  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	44%
	45 or older	56%
Age	18 to 29	23%
	30 to 44	21%
	45 to 59	29%
	60 or older	27%
Race	White	67%
	African American	11%
	Latino	14%
	Other	7%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Education	Not college graduate	60%
	College graduate	40%
Interview Type	Landline	55%
	Cell phone	45%

Marist Poll National Adults. Interviews conducted December 3rd through December 9th, 2014, n=1140 MOE +/- 2.9 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	Literally	Awesome	With all due respect	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		43%	23%	13%	10%	8%	3%
Region	Northeast	33%	34%	14%	10%	8%	2%
	Midwest	49%	17%	11%	10%	10%	3%
	South	50%	18%	12%	11%	6%	3%
	West	34%	27%	17%	10%	10%	3%
Household Income	Less than \$50,000	45%	21%	12%	10%	8%	3%
	\$50,000 or more	41%	23%	14%	11%	9%	2%
Education	Not college graduate	47%	21%	11%	9%	9%	3%
	College graduate	37%	26%	16%	12%	7%	2%
Age	Under 45	40%	25%	18%	6%	10%	2%
	45 or older	46%	21%	9%	14%	6%	3%
Age	Under 30	36%	22%	23%	5%	13%	1%
	30 or older	46%	23%	10%	12%	7%	3%
Age	18 to 29	36%	22%	23%	5%	13%	1%
	30 to 44	45%	28%	11%	7%	7%	2%
	45 to 59	50%	25%	12%	7%	5%	2%
	60 or older	42%	17%	7%	22%	8%	5%
Race	White	41%	24%	14%	11%	7%	3%
	Non-white	47%	21%	13%	7%	9%	3%
Gender	Men	44%	20%	13%	11%	9%	3%
	Women	41%	25%	14%	9%	7%	3%
Interview Type	Landline	43%	22%	11%	12%	8%	4%
	Cell phone	43%	24%	16%	8%	8%	2%

Marist Poll National Adults Split Sample: Interviews conducted December 3rd through December 9th, 2014, n=578 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 was the most overused in 2014:						
		Selfie	Hashtag	Twerk	YOLO	Twittersphere	Hispter	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		35%	27%	16%	8%	5%	1%	8%
Region	Northeast	39%	31%	9%	11%	4%	0%	7%
	Midwest	34%	22%	17%	9%	5%	4%	9%
	South	36%	26%	20%	5%	3%	0%	9%
	West	32%	30%	13%	12%	7%	1%	5%
Household Income	Less than \$50,000	29%	25%	17%	10%	8%	1%	9%
	\$50,000 or more	42%	29%	16%	7%	2%	1%	3%
Education	Not college graduate	31%	29%	16%	9%	6%	2%	8%
	College graduate	41%	25%	16%	8%	3%	1%	6%
Age	Under 45	29%	30%	20%	16%	2%	2%	1%
	45 or older	39%	26%	14%	3%	7%	1%	11%
Age	Under 30	23%	32%	20%	23%	0%	2%	0%
	30 or older	38%	27%	15%	5%	6%	1%	9%
Age	18 to 29	23%	32%	20%	23%	0%	2%	0%
	30 to 44	35%	29%	19%	9%	3%	2%	2%
	45 to 59	42%	27%	18%	3%	5%	2%	5%
	60 or older	36%	24%	8%	3%	9%	0%	19%
Race	White	36%	25%	15%	10%	4%	2%	8%
	Non-white	33%	30%	18%	5%	7%	1%	6%
Gender	Men	33%	24%	19%	10%	4%	2%	8%
	Women	37%	29%	12%	7%	6%	0%	7%
Interview Type	Landline	38%	25%	12%	6%	6%	1%	12%
	Cell phone	31%	29%	21%	11%	3%	1%	3%

Marist Poll National Adults Split Sample: Interviews conducted December 3rd through December 9th, 2014, n=543 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.