Slang Words

US_nat_internal Sample: 28th - 29th May 2019



	Ger	nder				Generation					Reg	gion		
Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	Α	В	С	D	E	F	G	Н	ı	J	K	L	М	N

faH9N. Which THREE, if any, of the following slang adjectives would you MOST commonly use in conversation with friends to describe something as positive or favorable? Please select up to three.

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Average		81
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B		
Boss 4% 4% 3% 3% 4% 2% 5% 5% 3%	3% 7% 5% 4% 8% 3%	51
Cool 58% 56% 56% 57% 37% 31% 61% 01% 01% 0.0	E L	
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Dopo 7% 8% 6% 6% 22% 14% 5% 3% 3% 1%	61% 61% 47% 56% 57% 55%	63
Fab 4% 4% 3% 5% 6% 3% 2% 5% 3% 3% 4% 4% 5% 6% 5% 3% 3% 4% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6%	D.G D.G * ** **	0.1
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Slang Words

US_nat_internal Sample: 28th - 29th May 2019



	Ra	ace			Educ	ation				Marita	l Status			Children unde
Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	0	P	Q	R	S	Т	U	٧	W	X	Y	z	AA	AB

faH9N. Which THREE, if any, of the following slang adjectives would you MOST commonly use in conversation with friends to describe something as positive or favorable? Please select up to three.

154 188 381 63 341 Unweighted base Base 1219 145 190 71 492 378 221 128 649 20 109 67 322 52 329 54% 57% 48% Awesome 56% 33% 42% 50% 63% 63% 59% 47% 58% 71% 50% 59% 0* R R R Z Z.AA* 7% 14% 9% 4% 7% Bad 6% 10% 6% 5% 3% 7% 14% 4% 7% 8% S.T.U Bitchin' 5% 6% 6% 6% 7% 5% 3% 1% 5% 8% 7% 4% 8% 4% T.U Boss 4% 6% 5% 4% 4% 3% 4% 2% 5% 14% 1% 2% 2% 4% 5% Z Cool 56% 40% 44% 48% 49% 59% 64% 67% 58% 50% 56% 54% 53% 63% 60% R R R 12% 12% 10% 6% 5% 9% 4% 5% 13% 7% 7% Dope 9% 2% N* U V.X Fab 4% 3% 9% 8% 5% 3% 2% 4% 4% 4% 2% 3% 4% 2% N* N.O 4% 10% 9% Far out 4% 2% 5% 5% 2% 4% 3% 2% 5% 2% T.U U Z* Fire 4% 10% 6% 5% 5% 5% 2% 2% 2% 9% 6% 6% 12% 5% Ν Ν X* V.X $V.X^{\star}$ Fresh 5% 12% 9% 3% 7% 4% 5% 4% 5% 9% 3% 5% 6% 7% 6% N.Q Ν Funky 4% 6% 6% 3% 5% 2% 3% 2% 4% 4% 3% 3% 2% 2% 4% Ν Ν S GOAT 3% 6% 5% 2% 4% 3% 3% 3% 3% 1% 3% 5% 3% 8% 4% 4% 3% 5% 6% Gucci 3% 3% 1% 1% 2% 1% 3% N.P Т Т ** V.X X* Groovy 5% 6% 3% 5% 2% 6% 8% 7% 3% 6% 5% X* 6% 2% 7% 4% 8% Hip 4% 12% 3% 2% 3% 4% 3% 3% 5% 5% N.P.Q S.T 6% 11% 7% 5% 8% 4% 3% 9% 4% 12% 3% 4% T.U V.X N Nasty 6% 7% 8% 4% 7% 5% 4% 3% 7% 10% 6% 5% 3% 2% 6% Z Neat 18% 7% 15% 9% 15% 19% 21% 16% 25% 13% 10% 17% Ω Z* 46% 38% 37% 44% 46% 44% 48% 45% 47% 25% 43% 47% 38% 43% 41% Nice Nifty 5% 2% 4% 2% 6% 3% 10% 9% 4% 7% X* 1% 6% 5% 6% 7% Poppin' 4% 19% 1% 1% 0% 3% 5% 1% 5% N.P.Q T.U T.U ٧ Rad 4% 4% 3% 3% 14% 4% 2% 3% 3% 3% 3% 2% 1% 5% 11% 6% 6% 7% 5% 3% 3% 5% 9% 7% 3% 10% 6% Righteous 7% Z* Ν Sick 9% 10% 10% 15% 9% 7% 9% 4% 13% 1% 10% 8%

Slang Words

US_nat_internal Sample: 28th - 29th May 2019



	r the age of 18			Income				Type of Ar	ea Lived in	
Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
	AC	AD	AE	AF	AG	AH	Al	AJ	AK	AL

faH9N. Which THREE, if any, of the following slang adjectives would you MOST commonly use in conversation with friends to describe something as positive or favorable? Please select up to three.

e or favorable?											
nweighted base	1219	878	248	183	386	260	142	409	600	206	4
Base	1219	890	248	182	385	263	141	401	610	205	3
Awesome	56%	55%	47%	56%	62% AD	57% AD	55%	50%	61% Al	53%	58%
Bad	7%	6%	7%	6%	6%	8%	7%	8%	5%	11% AJ	- **
Bitchin'	5%	6%	7%	3%	4%	6%	10% AE.AF	7%	5%	5%	28%
Boss	4%	3%	3%	3%	4%	4%	3%	5% AJ	3%	3%	- **
Cool	56%	55%	50%	56%	61% AD	55%	60%	49%	59% AI	61% Al	58%
Dope	7%	8%	11%	6%	7%	7%	6%	10% AJ	6%	5%	-
Fab	4%	3%	4%	2%	4%	5%	4%	5%	3%	3%	-
Far out	4%	4%	5%	4%	3%	3%	6%	5%	3%	2%	-
Fire	4%	4%	7% AF.AG	4%	3%	2%	5%	5%	3%	3%	- **
Fresh	5%	5%	8% AE	3%	5%	4%	7%	6%	5%	4%	- **
Funky	4%	3%	4%	3%	4%	2%	6% AG	4%	3%	4%	- **
GOAT	3%	3%	4%	1%	3%	4%	5%	3%	3%	3%	- **
Gucci	3%	3%	6% AE.AF.AG	1%	2%	2%	4%	4%	2%	1%	14%
Groovy	5%	5%	4%	3%	5%	5%	6%	6%	4%	5%	- **
Hip	4%	4%	8% AE.AF.AH	2%	3%	5%	3%	6%	4%	4%	-
Lit	6%	6%	8% AF.AG	8%	4%	4%	6%	7%	5%	5%	-
Nasty	6%	5%	6%	5%	6%	6%	5%	6%	5%	6%	-
Neat	18%	19%	17%	21%	19%	15%	19%	13%	20% Al	22% Al	28%
Nice	46%	47%	44%	41%	48%	46%	48%	41%	48% Al	48%	100%
Nifty	5%	5%	4%	5%	5%	4%	3%	4%	5%	5%	- **
Poppin'	4%	4%	6% AF	5%	2%	4%	4%	6% AJ	3%	3%	14%
Rad	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	- **
Righteous	5%	5%	8%	4%	4%	4%	5%	7%	5%	3%	- **
Sick	9%	9%	10%	7%	8%	10%	11%	7%	10%	10%	_

Slang Words

US_nat_internal Sample: 28th - 29th May 2019



		Gender					Generation	Region							
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		В		**				*	**	**				К	
Slaps	2%	3%	1%	8%	5% E.F.G	1%	0%		-	-	2%	2%	2%	3%	1%
Snatched	2%	1%	2%	4%	5% E.F	0%	0%	-	-	-	3% K	1%	2%	2%	1%
Superb	11%	11%	10%	4% **	6%	6%	17% D.E	24% D.E*	-	-	9%	9%	12%	10%	12% P
Swell	5%	6%	4%	-	4%	3%	6%	14% D.E.F*	-	-	5%	3%	4%	8% K	5%
Tight	4%	5%	4%	7% **	5% G	5% G	4%	- *	-	-	3%	3%	4%	7% K	3%
Wicked	8%	9%	6%	9%	7%	9% G	8% G	1% *	-	-	12% K.M	5%	7%	6%	8%
t know/not sure	10%	10%	10%	20%	8%	10%	12%	5% *	-	- **	13%	9%	9%	9%	8%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/IU, V/W/XY/Z/AA, AB/AC, AD/AE/AF/AG/AH, Al/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

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US_nat_internal Sample: 28th - 29th May 2019



		Race				Educ	ation				Marita	Status			Children un
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
				*						**		*	V.X.Y.AA	*	
Slaps	2%	3%	4% N	3%	2%	3%	1%	-	2%	-	-	-	3%	3%	2%
Snatched	2%	4% N	2%	3%	2%	2%	1%	-	1%	9%	-	2%	3%	2%	2%
Superb	11%	10%	5%	8%	7%	11%	12%	22% R.S.T	11% Z	4%	14% Z	25% V.Z.AA*	6%	9%	9%
Swell	5%	6%	5%	3%	6% T	5%	2%	5%	4%	12%	3%	8%	6%	4% *	3%
Tight	4%	12% N.P	5%	5%	5%	5%	3%	1%	3%	13%	5%	4% *	6%	2%	4%
Wicked	8%	6%	5%	7% *	8%	7%	8%	8%	7%	17%	10%	5% *	7%	8% *	8%
Oon't know/not sure	10%	9%	16% N	16% N*	12%	9%	8%	8%	9%	10%	12%	8%	10%	16% *	8%

Cell Contents (Co

Slang Words

US_nat_internal Sample: 28th - 29th May 2019



		r the age of 18			Income	Type of Area Lived in					
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
											**
Slaps	2%	2%	3%	2%	1%	3%	4% AF	3% AJ	1%	1%	**
Snatched	2%	2%	2%	2%	1%	2%	2%	3% AJ	1%	1%	-
Superb	11%	11%	9%	10%	10%	15% AF	9%	12%	11%	9%	-
Swell	5%	6% AB	6%	7%	4%	5%	5%	5%	5%	6%	-
Tight	4%	4%	6%	4%	4%	5%	2%	6% AK	4%	2%	- **
Wicked	8%	7%	6%	5%	10% AE	6%	10%	6%	8%	10%	-
Don't know/not sure	10%	10%	10%	11%	11%	7%	10%	11%	9%	10%	-

Cell Contents (Co