

YouGov RealTime

Slang Words

US_nat_internal Sample: 28th - 29th May 2019



Total	Gender		Generation							Region				
	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
	A	B	C	D	E	F	G	H	I	J	K	L	M	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.

Unweighted base	1219	549	670	22	382	364	368	83	-	-	234	296	404	285	805
Base	1219	592	627	24	377	351	380	88	-	-	217	256	459	287	813
Awesome	56%	52%	60%	19%	47%	62%	62%	55%	-	-	52%	54%	57%	58%	63%
		A	**	**	D	D	*	**	**	**					O.P
Bad	7%	9%	5%	10%	9%	6%	6%	5%	-	-	5%	4%	7%	11%	5%
		B	**	**			*	**	**					J.K	
Bitchin'	5%	7%	4%	11%	6%	3%	7%	5%	-	-	4%	8%	3%	8%	5%
		B	**	**			E	*	**	**	L			L	
Boss	4%	4%	3%	-	4%	2%	5%	3%	-	-	4%	3%	4%	3%	3%
			**	**			*	**	**	**					
Cool	56%	56%	57%	31%	51%	61%	61%	47%	-	-	56%	57%	55%	58%	63%
			**	**	D.G	D.G	*	**	**	**					O.P.Q
Dope	7%	8%	6%	22%	14%	5%	3%	1%	-	-	7%	8%	6%	9%	6%
			**	E.F.G	*	**	**	**	**	**					
Fab	4%	4%	3%	5%	6%	3%	2%	-	-	-	5%	3%	3%	4%	2%
			**	E.F.G	*	**	**	**	**	**					
Far out	4%	4%	3%	4%	3%	0%	7%	6%	-	-	4%	4%	3%	4%	4%
			**	E			E	E*	**	**					
Fire	4%	4%	4%	15%	7%	4%	1%	-	-	-	4%	4%	4%	4%	2%
			**	E.F.G	F	*	**	**	**	**					
Fresh	5%	6%	4%	16%	7%	5%	4%	-	-	-	8%	6%	5%	3%	4%
			**	G	G	*	**	**	**	**	M				
Funky	4%	3%	4%	-	4%	3%	4%	3%	-	-	3%	4%	4%	3%	3%
			**	**	*	**	**	**	**	**					
GOAT	3%	4%	3%	25%	4%	3%	2%	-	-	-	3%	2%	4%	3%	2%
			**	F	*	**	**	**	**	**					
Gucci	3%	2%	3%	12%	6%	2%	1%	-	-	-	2%	3%	3%	3%	2%
			**	E.F.G	*	**	**	**	**	**					
Groovy	5%	6%	4%	-	4%	5%	6%	2%	-	-	8%	3%	4%	4%	4%
			**	**	*	**	**	**	**	**	K				
Hip	4%	6%	3%	17%	5%	4%	4%	2%	-	-	4%	3%	5%	5%	3%
		B	**	**	*	**	**	**	**	**					
Lit	6%	5%	6%	36%	11%	3%	2%	-	-	-	4%	5%	6%	6%	4%
			**	E.F.G	*	**	**	**	**	**					
Nasty	6%	6%	5%	4%	5%	5%	6%	7%	-	-	7%	5%	5%	7%	5%
			**	**	*	**	**	**	**	**					
Neat	18%	15%	21%	8%	12%	16%	22%	34%	-	-	19%	19%	18%	16%	21%
		A	**	**	D.E	D.E	D.E.F*	**	**	**					O.Q
Nice	46%	44%	48%	36%	43%	46%	46%	60%	-	-	42%	47%	46%	47%	49%
			**	**	D.E.F*	**	**	**	**	**					O.P
Nifty	5%	4%	5%	4%	5%	2%	5%	9%	-	-	5%	2%	5%	6%	5%
			**	E			E	E*	**	**					
Poppin'	4%	4%	4%	10%	5%	4%	3%	-	-	-	3%	3%	5%	3%	2%
			**	G	*	**	**	**	**	**					
Rad	3%	3%	3%	7%	4%	2%	3%	1%	-	-	3%	1%	2%	5%	3%
			**	**	*	**	**	**	**	**				K	
Righteous	5%	6%	4%	4%	5%	3%	8%	6%	-	-	6%	5%	4%	6%	4%
			**	**	E	*	**	**	**	**					
Sick	9%	11%	7%	31%	11%	8%	7%	6%	-	-	9%	7%	8%	12%	8%

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Total	Race			Education				Marital Status					Children under	
	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
	O	P	Q	R	S	T	U	V	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.

Unweighted base	1219	154	188	72	484	381	229	125	645	21	111	63	327	52	341
Base	1219	145	190	71	492	378	221	128	649	20	109	67	322	52	329
Awesome	56%	33%	42%	54%	50%	57%	63%	63%	59%	47%	58%	71%	48%	50%	59%
				O*		R	R	R	Z	**		Z,AA*		*	
Bad	7%	14%	9%	6%	10%	6%	5%	3%	7%	14%	4%	4%	7%	7%	8%
		N	N	*	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	**			*	*	*	
Dope	7%	12%	9%	12%	7%	10%	6%	2%	5%	9%	4%	5%	13%	7%	7%
		N		N*		U			**			*	V,X	*	
Fab	4%	3%	9%	8%	5%	3%	2%	4%	4%	4%	2%	3%	4%	2%	5%
			N,O	N*					**			*	*	*	
Far out	4%	2%	5%	-	4%	5%	2%	-	4%	10%	3%	9%	2%	5%	2%
				*	U	T,U			**			Z*	*	*	
Fire	4%	10%	6%	5%	5%	5%	2%	2%	2%	9%	-	6%	6%	12%	5%
		N	N	*					**			X*	V,X	V,X*	
Fresh	5%	12%	9%	3%	7%	4%	5%	4%	5%	9%	3%	5%	6%	7%	6%
		N,Q	N	*					**			*	*	*	
Funky	4%	6%	6%	3%	5%	2%	3%	2%	4%	4%	3%	3%	2%	2%	4%
		N	N	*	S				**			*	*	*	
GOAT	3%	6%	5%	2%	4%	3%	3%	3%	3%	-	1%	3%	5%	-	3%
		N		*					**			*	*	*	
Gucci	3%	8%	3%	4%	4%	3%	1%	1%	2%	-	-	1%	5%	6%	3%
		N,P		*	T	T			**			*	V,X	X*	
Groovy	5%	5%	6%	3%	6%	5%	2%	2%	6%	8%	1%	7%	3%	6%	5%
				*	T				X	**		X*	*	*	
Hip	4%	12%	6%	2%	7%	3%	2%	3%	4%	4%	3%	3%	5%	8%	5%
		N,P,Q		*	S,T				**			*	*	*	
Lit	6%	11%	7%	9%	5%	8%	4%	2%	3%	9%	3%	4%	12%	3%	4%
		N		*		T,U			**			*	V,X	*	
Nasty	6%	7%	8%	4%	7%	5%	4%	3%	7%	10%	6%	5%	3%	2%	6%
				*					Z	**		*	*	*	
Neat	18%	7%	15%	9%	20%	15%	19%	19%	21%	16%	13%	25%	13%	10%	17%
			O	*					Z	**		Z*	*	*	
Nice	46%	38%	37%	44%	46%	44%	48%	45%	47%	25%	43%	43%	47%	38%	41%
				*					**			*	*	*	
Nifty	5%	2%	4%	2%	4%	6%	5%	3%	4%	10%	1%	9%	4%	7%	4%
				*					**			X*	*	*	
Poppin'	4%	19%	1%	1%	6%	5%	1%	0%	3%	-	5%	1%	6%	7%	5%
		N,P,Q		*	T,U	T,U			**			*	V	*	
Rad	3%	4%	3%	-	3%	4%	3%	2%	3%	14%	1%	1%	4%	2%	3%
				*					**			*	*	*	
Righteous	5%	11%	6%	6%	7%	5%	3%	3%	5%	9%	7%	7%	3%	10%	6%
		N		*					**			*	*	Z*	
Sick	9%	10%	10%	15%	9%	11%	7%	5%	9%	8%	6%	4%	13%	1%	10%

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Total	r the age of 18						Income				Type of Area Lived in			
	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	AI	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.

	Unweighted base	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
	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%	57%	55%	50%	61%	53%	58%
					AD	AD			AI		**
Bad	7%	6%	7%	6%	6%	8%	7%	8%	5%	11%	-
									AJ		**
Bitchin'	5%	6%	7%	3%	4%	6%	10%	7%	5%	5%	28%
							AE,AF				**
Boss	4%	3%	3%	3%	4%	4%	3%	5%	3%	3%	-
									AJ		**
Cool	56%	55%	50%	56%	61%	55%	60%	49%	59%	61%	58%
					AD				AI	AI	**
Dope	7%	8%	11%	6%	7%	7%	6%	10%	6%	5%	-
									AJ		**
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%	4%	3%	2%	5%	5%	3%	3%	-
			AF,AG								**
Fresh	5%	5%	8%	3%	5%	4%	7%	6%	5%	4%	-
			AE								**
Funky	4%	3%	4%	3%	4%	2%	6%	4%	3%	4%	-
							AG				**
GOAT	3%	3%	4%	1%	3%	4%	5%	3%	3%	3%	-
											**
Gucci	3%	3%	6%	1%	2%	2%	4%	4%	2%	1%	14%
			AE,AF,AG								**
Groovy	5%	5%	4%	3%	5%	5%	6%	6%	4%	5%	-
											**
Hip	4%	4%	8%	2%	3%	5%	3%	6%	4%	4%	-
			AE,AF,AH								**
Lit	6%	6%	8%	8%	4%	4%	6%	7%	5%	5%	-
			AF,AG								**
Nasty	6%	5%	6%	5%	6%	6%	5%	6%	5%	6%	-
											**
Neat	18%	19%	17%	21%	19%	15%	19%	13%	20%	22%	28%
									AI	AI	**
Nice	46%	47%	44%	41%	48%	46%	48%	41%	48%	48%	100%
									AI		**
Nifty	5%	5%	4%	5%	5%	4%	3%	4%	5%	5%	-
											**
Poppin'	4%	4%	6%	5%	2%	4%	4%	6%	3%	3%	14%
			AF						AJ		**
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%	-

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	Total	Gender		Generation						Region					
		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
		B		**	5%	1%	0%	*	**	**				K	
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%	5% K
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%
Don'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/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

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Slang Words

US_nat_internal Sample: 28th - 29th May 2019



	Total	Race			Education				Marital Status					Children unde	
		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%	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%
Don't know/not sure	10%	9% N	16% N	16% N*	12%	9%	8%	8%	9%	10% **	12%	8% *	10%	16% *	8%

Cell Contents (C

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	Total	r the age of 18	Income				Type of Area Lived in				
		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%	3%	1%	1%	**
Snatched	2%	2%	2%	2%	1%	2%	2%	3%	1%	1%	-
Superb	11%	11%	9%	10%	10%	15%	9%	12%	11%	9%	-
Swell	5%	6%	6%	7%	4%	5%	5%	5%	5%	6%	-
Tight	4%	4%	6%	4%	4%	5%	2%	6%	4%	2%	-
Wicked	8%	7%	6%	5%	10%	6%	10%	6%	8%	10%	-
Don't know/not sure	10%	10%	10%	11%	11%	7%	10%	11%	9%	10%	-

Cell Contents (C)