

# YouGov Survey Results

Sample Size: 1939 GB Adults  
Fieldwork: 19th - 20th August 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Results</b> 1939	X	X	X	X	582	522	410	940	999	230	491	663	555	1105	834	248	631	415	477	168	
Unweighted Sample 1939	453	609	145	180	542	532	442	946	993	167	493	764	515	1286	653	259	641	403	447	189	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you consider each of the following uses and definitions of the word 'literally' acceptable or unacceptable? (Please tick one option per row)

In a literal manner or sense; exactly – for example, "the driver took it literally when asked to go straight over the traffic circle"

Generally acceptable	<b>72</b>	76	67	83	68	72	67	78	70	73	80	76	71	66	78	63	67	75	66	74	71
Generally unacceptable	<b>17</b>	14	20	13	21	16	21	15	18	15	5	12	17	26	13	21	18	13	23	15	21
Don't know	<b>12</b>	9	13	5	11	12	12	6	11	12	15	13	13	8	8	16	15	12	11	11	8

Used to acknowledge that something is not literally true but is used for emphasis or to express strong feeling – for example, "I am literally dying of hunger right now"

Generally acceptable	<b>36</b>	41	37	25	39	39	39	30	37	35	43	35	34	37	34	39	37	34	35	38	42
Generally unacceptable	<b>52</b>	51	51	70	50	51	50	61	51	54	39	53	54	57	57	47	48	55	54	52	50
Don't know	<b>11</b>	8	12	5	11	10	11	9	11	11	18	12	12	7	9	14	14	12	11	11	8

How often, if at all, do you ever notice people using the word "literally" in what you consider to be an incorrect way?

Always	<b>16</b>	16	16	22	15	12	15	20	18	14	23	23	12	10	18	13	14	17	18	13	12
Occasionally	<b>50</b>	54	50	46	47	52	51	49	48	52	52	45	47	57	53	46	52	50	44	53	51
Rarely	<b>20</b>	18	20	25	23	20	19	21	20	21	13	20	24	20	18	24	20	18	22	22	21
Never	<b>6</b>	6	6	5	5	8	6	3	7	5	9	6	6	5	5	7	7	6	7	4	11
Don't know	<b>8</b>	7	9	2	11	7	9	6	7	8	4	6	10	8	6	10	6	8	9	7	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How often, if at all, do you correct them?**

[Asked to respondents who only answered Always or Occasionally in the previous question n=1290]

Always	<b>4</b>	6	3	6	6	5	3	5	6	3	4	7	4	2	5	3	3	6	5	2	6
Occasionally	<b>21</b>	16	23	35	18	17	20	24	22	20	25	25	21	15	23	17	21	21	19	22	20
Rarely	<b>34</b>	38	32	33	27	35	32	35	33	35	37	30	30	40	34	34	34	32	39	32	34
Never	<b>40</b>	40	41	25	49	43	43	35	39	41	33	38	43	42	37	45	41	40	36	43	40
Don't know	<b>1</b>	0	1	1	0	0	1	1	1	1	0	0	1	1	0	1	1	1	0	0	0

**Thinking about if someone corrects another person for using an expression such as "literally" in what they consider to be an incorrect way, which one of the following statements best reflects your view?**

They are right – it is important to try and retain proper usage of the English language	<b>37</b>	41	35	50	36	39	37	40	39	36	32	40	37	38	40	35	40	40	38	34	33
They are wrong – it is annoying to correct people like that as languages and meanings can change over	<b>26</b>	25	30	21	25	25	28	28	27	25	34	26	22	26	27	25	23	25	24	29	29
Neither	<b>28</b>	28	26	26	22	29	24	28	26	30	27	24	29	31	28	28	24	29	31	25	31
Don't know	<b>9</b>	6	9	2	16	7	10	4	9	9	7	9	12	5	6	13	13	6	8	11	7