OPIGRAM
August 16 - 17, 2013

YouGov

1.
Which usage of the word "literally" do you consider acceptable?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
In a literal manner or sense, exactly	48%	54%	42%	51%	50%	48%	41%	42%	48%	56%	51%	28%
Used for emphasis or to express strong feeling	13%	14%	12%	13%	11%	13%	16%	17%	10%	13%	13%	11%
Both	20%	19%	22%	20%	22%	20%	20%	22%	21%	17%	19%	29%
Neither	3%	2%	5%	2%	3%	4%	5%	4%	4%	1%	3%	2%
Not sure	15%	11%	19%	13%	15%	15%	17%	15%	16%	13%	13%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(479)	(521)	(155)	(301)	(381)	(163)	(321)	(433)	(246)	(906)	(94)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
In a literal manner or sense, exactly	48%	51%	22%	54%	57%	32%	50%	53%	69%	45%	46%	46%	56%
Used for emphasis or to express strong feeling	13%	12%	18%	15%	8%	17%	13%	13%	5%	12%	13%	13%	13%
Both	20%	21%	23%	15%	19%	24%	18%	25%	13%	20%	22%	22%	16%
Neither	3%	3%	9%	3%	—	5%	3%	1%	6%	6%	2%	4%	2%
Not sure	15%	13%	28%	13%	17%	21%	15%	9%	7%	17%	17%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(802)	(104)	(94)	(33)	(316)	(319)	(216)	(116)	(157)	(212)	(364)	(267)

2.
Do you ever notice people using the word "literally" incorrectly?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Frequently	27%	28%	26%	41%	27%	22%	18%	26%	30%	22%	28%	17%
Sometimes	44%	47%	42%	32%	39%	50%	54%	45%	39%	52%	45%	39%
Never	7%	7%	8%	5%	10%	6%	9%	7%	8%	8%	7%	13%
Not sure	22%	19%	24%	22%	23%	22%	18%	22%	23%	18%	20%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(479)	(521)	(155)	(301)	(381)	(163)	(321)	(433)	(246)	(906)	(94)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Frequently	27%	28%	10%	38%	9%	13%	36%	34%	45%	23%	28%	27%	29%
Sometimes	44%	45%	47%	35%	56%	43%	40%	44%	44%	42%	37%	46%	50%
Never	7%	7%	11%	8%	8%	12%	6%	4%	4%	10%	6%	9%	5%
Not sure	22%	20%	32%	19%	27%	31%	17%	18%	8%	25%	29%	19%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(802)	(104)	(94)	(33)	(316)	(319)	(216)	(116)	(157)	(212)	(364)	(267)

3.
Do you correct them?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Always	5%	8%	2%	14%	3%	2%	3%	5%	6%	3%	5%	4%
Sometimes	43%	44%	42%	49%	50%	40%	32%	48%	39%	44%	43%	45%
Never	49%	44%	54%	34%	43%	56%	63%	45%	52%	49%	49%	45%
Not sure	3%	4%	2%	3%	4%	2%	3%	3%	3%	4%	3%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(738)	(368)	(370)	(114)	(218)	(291)	(115)	(244)	(314)	(180)	(688)	(50)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Always	5%	4%	7%	9%	12%	2%	6%	5%	2%	2%	7%	5%	5%
Sometimes	43%	42%	41%	47%	41%	36%	47%	45%	44%	40%	32%	46%	50%
Never	49%	50%	48%	45%	47%	61%	42%	47%	50%	55%	59%	47%	40%
Not sure	3%	4%	4%	—	—	1%	5%	3%	3%	3%	2%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(738)	(602)	(67)	(69)	(22)	(187)	(246)	(178)	(105)	(106)	(154)	(264)	(214)

4.

Do you approve or disapprove with people who correct others for incorrectly using the word "literally?"

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
I approve; it is right to correct others' poor grammar	33%	40%	27%	51%	38%	28%	15%	36%	34%	28%	33%	33%
I disapprove; it is annoying to correct people like that	31%	28%	34%	19%	22%	33%	57%	31%	31%	33%	32%	27%
Not sure	35%	32%	39%	30%	40%	39%	28%	33%	35%	39%	35%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(479)	(521)	(155)	(301)	(381)	(163)	(321)	(433)	(246)	(906)	(94)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
I approve; it is right to correct others' poor grammar	33%	30%	31%	50%	36%	28%	36%	34%	33%	32%	23%	40%	33%
I disapprove; it is annoying to correct people like that	31%	33%	32%	20%	30%	36%	27%	30%	34%	30%	36%	27%	35%
Not sure	35%	36%	37%	29%	34%	36%	36%	36%	33%	37%	41%	33%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(802)	(104)	(94)	(33)	(316)	(319)	(216)	(116)	(157)	(212)	(364)	(267)