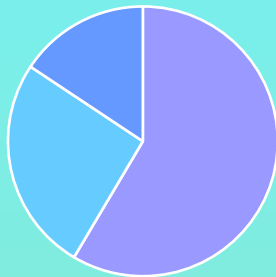




Results

"yass"



- Yep! I've used this!
- Umm, I know it but don't use it.
- Huh? Is this even a word?

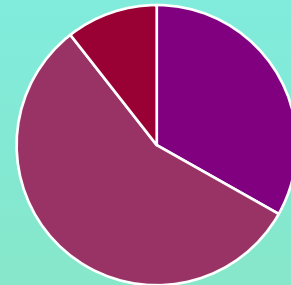
*Ok then so see you tonight? **Yass!!***

The majority of participants indicated that they do use this word. In case you aren't one of them, "yass" means "yes" but with more emphasis and excitement. Most "yass" users in our survey are younger than 25.

*Have you started your paper? **Nope, yolo.***

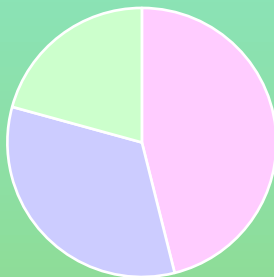
"Yolo" was also popular among our participants. The term is an acronym for "you only live once". It is used to explain a desire or intention to do, or not do, something despite the risk.

"yolo"



- Yep! I've used this!
- Umm, I know it but don't use it.
- Huuh? Is this even a word?

"gucci"



- Yep! I've used this!
- Umm, I know it but don't use it.
- Huh? Is this even a word?

*Does that sound like a good plan? **Yep, gucci.***

If you think "gucci" in this context refers to the Italian designer, then you are probably not a user of this word! "Gucci" means "good" in the sense of agreement (as in the above example). We have heard that younger children have broadened the meaning to include "good" in a qualitative sense as well, as in "This ice cream is so *gucci!*"

The graph shows how participants answered based on their age.

Age	"Yass"			"Yolo"			"gucci"		
	41+	25-40	<25	41+	25-40	<25	41+	25-40	<25
Yep! I've used this!	2	0	125	2	2	65	0	2	98
Umm, I know it but don't use it.	3	6	47	7	9	101	4	1	67
Huh? Is this even a word?	18	7	9	13	3	6	18	9	18