

1. Heard about dress

Have you heard about the debate over a photo of a dress that different people see as being different colors?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	74%	69%	79%	75%	69%	74%	81%	75%	72%	78%
No	26%	31%	21%	25%	31%	26%	19%	25%	28%	22%
Totals (Unweighted N)	100% (992)	100% (474)	100% (518)	100% (138)	100% (277)	100% (410)	100% (167)	100% (354)	100% (408)	100% (230)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	74%	78%	59%	67%	70%	80%	80%	73%	69%	77%	74%
No	26%	22%	41%	33%	30%	20%	20%	27%	31%	23%	26%
Totals (Unweighted N)	100% (992)	100% (754)	100% (114)	100% (124)	100% (393)	100% (267)	100% (188)	100% (177)	100% (199)	100% (362)	100% (254)

2. Dress color - Democratic cue

As you may know, a photo of a dress sparked controversy this week because people can't agree on which colors it is. Some Democrats in Congress have weighed in to say the dress is white and gold. Which of the following color combinations do you think best describes this dress?

Asked of half of respondents

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
White and gold	27%	22%	32%	33%	36%	26%	12%	25%	28%	28%
Blue and black	57%	65%	50%	48%	54%	61%	67%	62%	54%	60%
Some other combination	11%	11%	12%	13%	7%	10%	17%	9%	14%	9%
Not sure	4%	2%	6%	6%	3%	3%	4%	4%	4%	3%
Totals (Unweighted N)	100% (503)	100% (241)	100% (262)	100% (74)	100% (129)	100% (218)	100% (82)	100% (178)	100% (214)	100% (111)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
White and gold	27%	26%	26%	36%	30%	29%	30%	29%	21%	30%	27%
Blue and black	57%	59%	60%	46%	55%	61%	50%	59%	67%	51%	58%
Some other combination	11%	12%	8%	12%	12%	8%	19%	8%	9%	15%	11%
Not sure	4%	3%	6%	6%	3%	3%	1%	5%	3%	3%	4%
Totals (Unweighted N)	100% (503)	100% (379)	100% (57)	100% (67)	100% (206)	100% (139)	100% (83)	100% (106)	100% (91)	100% (183)	100% (123)

3. Dress color - Republican cue

As you may know, a photo of a dress sparked controversy this week because people can't agree on which colors it is. Some Republicans in Congress have weighed in to say the dress is white and gold. Which of the following color combinations do you think best describes this dress?

Asked of the other half of respondents

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
White and gold	32%	31%	32%	50%	35%	22%	23%	29%	31%	35%
Blue and black	56%	58%	55%	48%	52%	63%	61%	59%	56%	54%
Some other combination	7%	6%	8%	2%	7%	11%	6%	8%	6%	7%
Not sure	5%	5%	5%	0%	6%	4%	10%	4%	6%	4%
Totals (Unweighted N)	100% (488)	100% (233)	100% (255)	100% (64)	100% (148)	100% (191)	100% (85)	100% (175)	100% (194)	100% (119)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
White and gold	32%	32%	24%	39%	27%	27%	40%	38%	29%	25%	41%
Blue and black	56%	58%	59%	46%	59%	59%	51%	38%	61%	63%	51%
Some other combination	7%	7%	7%	4%	6%	10%	4%	9%	6%	8%	6%
Not sure	5%	3%	10%	11%	7%	3%	4%	14%	4%	5%	2%
Totals (Unweighted N)	100% (488)	100% (371)	100% (59)	100% (58)	100% (187)	100% (129)	100% (104)	100% (71)	100% (108)	100% (178)	100% (131)

4. Understand seeing different colors

Regardless of which colors YOU think the dress is, which is closer to your opinion:

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I DO understand someone could see the dress as a different set of colors	46%	47%	45%	58%	44%	42%	44%	47%	47%	43%
I DON'T understand how anyone could see the dress as a different set of colors	39%	38%	40%	32%	42%	40%	40%	37%	38%	43%
Not sure	15%	15%	15%	9%	14%	19%	16%	16%	15%	14%
Totals (Unweighted N)	100% (986)	100% (471)	100% (515)	100% (137)	100% (275)	100% (408)	100% (166)	100% (352)	100% (407)	100% (227)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I DO understand someone could see the dress as a different set of colors	46%	49%	35%	37%	43%	46%	55%	43%	42%	45%	53%
I DON'T understand how anyone could see the dress as a different set of colors	39%	36%	51%	42%	41%	41%	30%	32%	42%	42%	35%
Not sure	15%	14%	14%	21%	16%	13%	14%	24%	15%	12%	12%
Totals (Unweighted N)	100% (986)	100% (747)	100% (114)	100% (125)	100% (391)	100% (265)	100% (187)	100% (176)	100% (198)	100% (358)	100% (254)