

1. Most liked color

Which one of the colors listed below do you like the most?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Red	13%	12%	13%	7%	12%	10%	24%	11%	14%	13%
Orange	3%	3%	2%	6%	2%	2%	1%	3%	2%	3%
Yellow	4%	4%	4%	6%	2%	4%	3%	3%	4%	4%
Green	12%	12%	12%	15%	14%	11%	9%	12%	12%	13%
Blue	34%	36%	32%	25%	31%	37%	43%	33%	31%	39%
Indigo	5%	3%	7%	8%	4%	5%	3%	8%	4%	2%
Violet	10%	5%	14%	7%	12%	11%	6%	9%	10%	9%
Brown	1%	2%	1%	1%	0%	2%	1%	2%	1%	1%
Black	11%	13%	9%	13%	15%	10%	5%	11%	12%	9%
White	4%	6%	3%	7%	5%	3%	2%	5%	3%	5%
None of these	4%	4%	4%	4%	3%	4%	5%	4%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(476)	(523)	(180)	(277)	(375)	(167)	(344)	(404)	(251)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Red	13%	12%	16%	10%	14%	11%	12%	10%	15%	14%	10%
Orange	3%	3%	3%	1%	4%	3%	2%	1%	3%	4%	2%
Yellow	4%	3%	7%	3%	3%	4%	1%	4%	3%	5%	2%
Green	12%	13%	13%	7%	10%	12%	14%	13%	13%	12%	12%
Blue	34%	36%	25%	26%	32%	31%	41%	35%	36%	29%	38%
Indigo	5%	6%	2%	5%	3%	7%	5%	3%	6%	4%	7%
Violet	10%	10%	7%	10%	10%	11%	11%	9%	12%	8%	10%
Brown	1%	1%	1%	4%	2%	1%	1%	2%	2%	1%	1%
Black	11%	8%	19%	20%	13%	12%	7%	16%	4%	12%	12%
White	4%	4%	1%	10%	5%	4%	4%	2%	4%	5%	5%
None of these	4%	4%	6%	2%	4%	4%	3%	5%	2%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(765)	(115)	(119)	(385)	(278)	(194)	(214)	(221)	(361)	(203)

2. Least liked color

Which one of the colors listed below do you like the least?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Red	5%	6%	5%	4%	11%	3%	2%	7%	6%	2%
Orange	16%	13%	19%	10%	17%	18%	19%	15%	15%	20%
Yellow	11%	10%	11%	10%	14%	11%	8%	10%	12%	9%
Green	6%	6%	6%	7%	3%	6%	8%	5%	6%	5%
Blue	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Indigo	5%	7%	3%	6%	4%	5%	4%	7%	3%	5%
Violet	7%	10%	4%	7%	5%	8%	9%	4%	9%	8%
Brown	19%	16%	21%	27%	14%	17%	20%	21%	16%	22%
Black	7%	6%	8%	3%	7%	8%	11%	5%	8%	7%
White	7%	6%	9%	12%	7%	6%	6%	10%	7%	5%
None of these	16%	18%	14%	12%	18%	18%	13%	15%	17%	15%
Totals (Unweighted N)	100% (999)	100% (476)	100% (523)	100% (180)	100% (277)	100% (375)	100% (167)	100% (343)	100% (405)	100% (251)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Red	5%	5%	2%	9%	8%	4%	5%	3%	6%	3%	10%
Orange	16%	17%	18%	9%	12%	19%	20%	12%	13%	18%	21%
Yellow	11%	11%	9%	10%	14%	9%	10%	12%	15%	9%	9%
Green	6%	5%	9%	5%	8%	4%	4%	3%	5%	9%	4%
Blue	1%	1%	1%	2%	1%	1%	2%	0%	2%	1%	0%
Indigo	5%	3%	9%	9%	6%	3%	4%	7%	7%	2%	5%
Violet	7%	8%	3%	7%	4%	8%	10%	9%	3%	8%	9%
Brown	19%	20%	13%	17%	17%	22%	19%	28%	20%	15%	16%
Black	7%	7%	5%	8%	7%	8%	4%	4%	8%	9%	7%
White	7%	7%	7%	9%	8%	9%	4%	5%	8%	10%	6%
None of these	16%	15%	23%	16%	15%	14%	19%	17%	15%	16%	14%
Totals (Unweighted N)	100% (999)	100% (766)	100% (114)	100% (119)	100% (384)	100% (279)	100% (194)	100% (214)	100% (221)	100% (361)	100% (203)