

**1. Most liked color**

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

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Pink	5%	0%	10%	8%	7%	3%	5%	7%	4%	6%
Red	12%	12%	13%	10%	9%	16%	14%	8%	12%	17%
Green	15%	16%	13%	14%	14%	16%	14%	11%	16%	15%
Blue	31%	40%	24%	21%	37%	30%	39%	33%	32%	29%
Orange	3%	2%	4%	5%	4%	2%	1%	3%	3%	2%
Purple	14%	8%	19%	17%	10%	16%	10%	17%	14%	9%
Black	9%	13%	6%	13%	14%	7%	4%	7%	9%	14%
Yellow	4%	2%	6%	2%	2%	6%	7%	5%	3%	4%
White	2%	2%	1%	4%	0%	2%	1%	3%	2%	0%
Brown	2%	2%	2%	1%	4%	2%	2%	3%	2%	2%
None of these	3%	3%	3%	5%	1%	2%	3%	3%	3%	2%
Totals (Unweighted N)	100% (998)	100% (478)	100% (520)	100% (183)	100% (257)	100% (386)	100% (172)	100% (344)	100% (409)	100% (245)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Pink	5%	5%	9%	2%	6%	6%	1%	7%	3%	7%	3%
Red	12%	14%	11%	5%	10%	16%	13%	10%	16%	11%	13%
Green	15%	16%	6%	14%	13%	12%	23%	9%	16%	14%	18%
Blue	31%	30%	35%	35%	28%	35%	35%	30%	31%	34%	29%
Orange	3%	3%	2%	3%	2%	4%	4%	4%	3%	3%	2%
Purple	14%	15%	10%	7%	18%	10%	12%	15%	17%	14%	10%
Black	9%	7%	9%	24%	8%	11%	7%	15%	4%	8%	13%
Yellow	4%	4%	4%	2%	6%	3%	2%	4%	2%	5%	4%
White	2%	1%	4%	3%	2%	0%	2%	1%	5%	1%	1%
Brown	2%	1%	7%	4%	4%	2%	—	0%	2%	2%	4%
None of these	3%	3%	3%	2%	3%	3%	0%	4%	1%	3%	3%
Totals (Unweighted N)	100% (998)	100% (770)	100% (122)	100% (106)	100% (397)	100% (294)	100% (172)	100% (182)	100% (226)	100% (312)	100% (278)

**2. Least liked color**

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

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Pink	18%	26%	12%	16%	21%	18%	19%	15%	20%	20%
Red	5%	4%	6%	3%	6%	6%	4%	4%	8%	2%
Green	4%	3%	5%	5%	2%	3%	8%	3%	4%	4%
Blue	2%	1%	2%	4%	1%	1%	2%	2%	1%	3%
Orange	15%	12%	18%	13%	17%	14%	17%	16%	13%	20%
Purple	6%	7%	6%	3%	5%	9%	8%	5%	8%	6%
Black	5%	4%	6%	1%	5%	7%	4%	5%	5%	4%
Yellow	11%	9%	12%	13%	9%	11%	10%	13%	10%	10%
White	4%	4%	3%	5%	4%	3%	4%	5%	3%	4%
Brown	17%	15%	18%	24%	18%	14%	10%	21%	13%	18%
None of these	13%	15%	11%	12%	11%	14%	15%	11%	16%	9%
Totals (Unweighted N)	100% (998)	100% (477)	100% (521)	100% (182)	100% (257)	100% (387)	100% (172)	100% (344)	100% (409)	100% (245)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Pink	18%	18%	23%	15%	15%	21%	19%	19%	21%	17%	18%
Red	5%	5%	7%	7%	8%	3%	5%	6%	3%	3%	9%
Green	4%	4%	5%	6%	4%	4%	3%	4%	6%	3%	4%
Blue	2%	2%	1%	2%	2%	0%	2%	1%	0%	2%	3%
Orange	15%	16%	12%	17%	15%	18%	14%	16%	13%	13%	19%
Purple	6%	6%	3%	9%	7%	6%	4%	5%	5%	8%	6%
Black	5%	5%	0%	7%	6%	5%	4%	4%	6%	6%	4%
Yellow	11%	10%	9%	15%	10%	15%	9%	11%	11%	11%	9%
White	4%	4%	4%	5%	4%	4%	2%	6%	3%	3%	3%
Brown	17%	18%	15%	9%	14%	15%	26%	13%	21%	19%	12%
None of these	13%	12%	21%	8%	15%	9%	11%	14%	10%	14%	14%
Totals (Unweighted N)	100% (998)	100% (770)	100% (122)	100% (106)	100% (397)	100% (294)	100% (173)	100% (182)	100% (226)	100% (312)	100% (278)