



Western

excitement danger
love passion stop

brides angels purity
doctors peace

Eastern

good luck celebration
brides purity

funerals
death

Color Popularity by Age Group

Most Liked	Blue	Green	Purple	Red	Black	Pink	Yellow	Orange	Other	Brown	White
Young Adults	21%	14%	17%	10%	13%	8%	2%	5%	5%	1%	4%
Adults	37%	14%	10%	9%	14%	7%	2%	4%	1%	4%	0%
Middle Aged	30%	16%	16%	16%	7%	3%	6%	2%	2%	2%	2%
Seniors	39%	14%	10%	14%	4%	5%	7%	1%	3%	2%	1%

Least Liked	Pink	Brown	Orange	Other	Yellow	Purple	Red	Black	Green	White	Blue
Young Adults	16%	24%	13%	12%	13%	3%	3%	1%	5%	5%	4%
Adults	21%	18%	17%	11%	9%	5%	6%	5%	2%	4%	1%
Middle Aged	18%	14%	14%	14%	11%	9%	6%	7%	3%	3%	1%
Seniors	19%	10%	17%	15%	10%	8%	4%	4%	8%	4%	2%

Sourced from YouGov, 2014

