

## **Product Color Choice and Meanings of Color: A Case of Germany**

**Okan Akcay, D.B.A.**

Professor of Marketing

Department of Business Administration

College of Business

Kutztown University, Kutztown, Pennsylvania 19530, USA.

### **Abstract**

*The focus of this paper is the importance of color when consumers make decisions about purchasing of variety of products used on a daily basis in Germany and the meanings of colors among German consumers. Global marketing managers should know the preferred colors for products in different cultures and countries. Color connects the product to consumers more quickly than any other identifying feature. This paper will contain a review of the literature, results of a survey conducted with German consumers, an analysis of the data, and the conclusions were reached. It will also contain a detailed explanation of product color choice and the meanings of color in German Culture.*

**Keywords:** Marketing, Consumer Behavior, German consumer's product color choice and meanings of color.

### **1. Introduction**

Color is an important feature to consider by consumers when shopping for various products. Knowledge of consumer's color preferences enables marketers to identify the most popular colors in different product categories. The understanding of consumers color responses for various products has been very complicated because consumers have developed a wide range of color associations for various products (Ogden, et al., 2010; Akcay, et al., 2011). Color is also used to attract or draw a customer's attention. Certain colors create a purchase intention and desired atmosphere in retail stores (Bellizi, et al., 1983; Kerfoot et al., 2003). Certain color are preferred in different cultures and the meanings associated with color might vary from country to country (Madden, et al., 2000; Sable and Akcay, 2010; Akcay et al., 2011). Color has a strong influence in creating brand image, affecting the buyer's decision making process and changing the mood of consumers. It can also contribute to differentiating a product and creating positive or negative images about products (Grossman and Wisenblit, 1999; Singh, 2006; Akcay et al., 2012). It is very important to explore the meanings and perceptions of chosen colors in every target market before launching new products in the global marketplace (Aslam, 2006; Jacobs, et al., 1991, Akcay, et al., 2011).

### **2. Purpose**

The purpose of this paper is to analyze product color choices and meanings of color among German consumers. Color is an important feature for shaping consumer feelings and affects consumers' product choices. Certain colors are preferred in different countries. The data was collected by two foreign students from Germany who were enrolled in marketing classes at Kutztown University. This research will try to determine the importance of colors and the meanings of color among German consumers. The color questionnaire was divided into five sections. The first section dealt with the importance of color when making decisions about purchasing products. The second section rates the importance of color for various products. The third section asked respondents what their favorite color was for different types of products used on a daily basis. The fourth section asked respondents to assign meaning to colors by associating specific emotional words with various colors. The last section asked about the demographic characteristics of respondents.

### **3. Literature Review**

A product's color has the potential to affect a consumer's overall perception of a product (Sable and Akcay, 2010). It is also an important feature for shaping consumer feelings and responses (Clarke and Honeycutt, 2000). It induces moods and emotions and influences a consumer's behavior (Grossman, and Wisenblit 1999; Aslam, 2006).

Marketers know that product color influences a consumer's decision to purchase a product by up to about 62-90% and the decision is made within minutes of seeing it (Singh, 2006; Wagner, 1988; Akcay and Sun, 2013). Color connects the consumer to an object more quickly than any other identifying characteristic (Akcay and Sun, 2013). Color acts as a visual stimulus attracting consumers to touch and feel the product. It is an integral element of corporate marketing communication strategy (Clarke and Honeycutt, 2000; Akcay, et al., 2011). Color is more important for self-expressive products such as clothing and in utilitarian products such as computers (Ogden, et al., 2011; Akcay, et al., 2011). Promotion of products in the same color around the world may not be the best strategy because colors have different meanings and perceptions in different cultures (Wagner, 1988; Madden, et al., 2000; Akcay et al., 2011). According to Akcay et al., 2011, in China red is an appealing and lucky color; in India it is the color of purity. Around the world, blue is the most popular color and is considered a safe color.

White is the color preferred by intellectuals, such as medical professionals. In Japan it is associated with death while Eastern Cultures associate white with coldness and sterility. Black can be associated with death and mourning but it is also considered sophisticated and elegant. Black is the number one choice for business attire and the number two choice for casual wear. Most government officials around the world use black transportation vehicles. Color is a very important factor in purchasing decisions for various products by different ethnic groups, genders and age groups (Funk and Ndubisi, 2006; Akcay, et al., 2012). Many studies have shown that when considering color choice, the difference between genders is very significant. Women might be more color conscious and their color choices are more flexible and diverse than men. Women are more likely than men to have a favorite color and to prefer softer colors than men. Global marketing managers should know the preferred colors in different countries and the importance of color in consumer's product choices. (Funk and Ndubisi, 2006; Akcay and Sun, 2013).

#### **4. Methodology and Sample**

All of the respondents sampled speak and understand English. The questionnaire was printed in English and delivered electronically. Forth four usable questionnaires were returned. The majority of respondents were between 18 and 25 years old (68.2%) and 20.5% were 26-30 years old. The rest of the respondents were over 30 years old (11.7%). More than half of the respondents 59.1% were female and 40.9% were male. The respondents resided in rural areas (43.2%), urban areas (27.3%) and 29.5% were from suburbs. The education levels of respondents were as follow: 43.2% have a bachelor's degree, 34.1% are currently attending college, 33.6% were high school graduates and 9.1% have a master's degree.

#### **5. Research Results**

German consumers think that color is extremely important when they make decisions about purchasing products (20%). Close to half (48%) of the consumers think that color is very important when they make a decision about products. Only 25% of consumer thinks that color is somewhat important and 7% thought that color is not very important. Overall, 68% of German consumers think that color is a major consideration when making decisions about purchasing products. (Please see appendix figure 1 for details).

A scale of importance and favorite colors for 19 different consumer products yielded the following findings:

**Clothing:** A majority (95.4%) of German consumers ranked color for clothing purchases as extremely or very important. Only 4.5% of consumers think that color is somewhat important. Favorite colors for clothing are blue (29.5%), black (20.5%) and gray (11.4%). Other favorite colors are red (9.1%) and green (9.1%).

**Shoes or Sneakers:** Color as a product feature is extremely important for 52.3% of consumers and very important for 40.9%. Favorite colors are black (36.4%), brown (34.1%) and white (13.6%).

**Cell Phones:** Color is very important for 34.1% of consumers, somewhat important for 34.1% and not very important for 27.3%. Favorite colors for cell phones are black (63.6%), white (25%) and gray (6.8%).

**Backpacks and Hand Bags:** The majority of consumers (47.7%) rated color as very important and 22.7% rated color as somewhat important. Favorite colors are brown (38.6%) and black (36.4%). Red and blue each had ratings of 4.5%.

**iPods or MP3 Players:** Color is somewhat important for 31.8% and not important for 29.5% of consumers. 27.3% rated color as very important. Favorite colors are black (38.6%), white (15.9%) and gray (11.4%).

**Computers (Laptop or Desktop):** 47.7% of consumers believe color is somewhat important for computers and for 25% think color is very important. Some consumers (22.7%) think that color is not very important. Favorite colors are black (38.6%), gray (27.3%) and white (15.9%).

**Game Systems (Play Station and X Box):** The majority of respondents rated color as not at all important (38.6%) or not very important (36.4%). Some respondents rated color as somewhat important (18.2%). Favorite colors are black (56.8%), brown (20.5%) and white (11.4%).

**Watches:** Color is extremely important (34.1%), very important (52.3%) or somewhat important (11.4%) for consumers when buying watches. Favorite colors for watches are brown (25%), gray (22.7%), and black (13.6%) and white (11.4%).

**Digital Cameras:** When buying a digital camera, 36.4% of respondents said that color was important, 31.8% said it was not very important, and 15.9% said it was very important. Favorite colors for cameras are black (34.1%), gray (29.5%) and 20.5% prefer colors other than those listed.

**Hats:** Color is very important for 43.2%, extremely important for 27.3% and somewhat important for 18.2% when it comes to buying hats. Favorite colors are black (36.4%), brown (13.6%), gray (13.6%) and blue (11.4%).

**Umbrellas:** 31.8% of those surveyed responded that umbrella color is somewhat important, 29.5% said not very important 25% said not all important, 11.4% color was very important. Favorite colors are black (40.9%) and yellow (13.6%). Colors other than those listed in the survey were chosen by (13.6%).

**House Paint:** Respondents felt that colors for house paint are extremely important (52.3%), very important (34.1%) or somewhat important (13.6%). Favorite colors for house paint are white (63.6%) and yellow (11.4%). (9.1%) said that their favorite color was other than those listed in the survey.

**Candy:** Color of candy is not very important for 31.8% of respondents, not at all important for (31.8%) and somewhat important for (31.6%). Favorite colors for candy are red (36.4%), brown (13.6%) and purple (13.6%).

**School Supplies (Pens, Pencils and File Folders):** Color is somewhat important (40.9%), not very important (40.9%) or not at all important (13.6%) for those surveyed. Favorite colors for these products are blue (15.9%), red (13.6%), gray (11.4%), black (9.1%), and orange (9.1%). 20.5% prefer a different color than those listed in the survey.

**Beverages:** The majority of respondents (40.9%) rated the color of beverages as somewhat important, 29.5% said not at all important and 20.5% said not very important. The favorite colors for beverages are yellow (18.2%), white (13.2%), and red (6.8%) and blue (6.8%). Over (40%) responded that their favorite color is other than the colors listed in the survey.

**Toothbrushes:** Color is not very important for 34.1%, not at all important for 34.1% and somewhat important for (20.5%) when it comes to buying toothbrushes. Favorite colors are white (34.1%), blue (25%) or colors other than those listed in the survey (13.6%).

**Mouth Wash:** Color is not at all important for 50%, somewhat important for 27.3% and not very important for 15.9% of respondents. Favorite colors are blue (47.7%), white (15.9%) and green (15.9%). 13.6% chose a color other than those listed in the survey.

**Bathing Suits:** When it comes to purchasing bathing suits color is very important for 36.4%, extremely important for 27.3% and somewhat important for 18.2% of respondents. The favorite colors for bathing suits are blue (36.4%), white (11.4%), and red (9.1%) and black (9.1%).

**Sun Glasses:** Color is extremely important (29.5%) or very important (56.8%) when buying sun glasses. 13.6% of respondents rated it is somewhat important. The favorite colors for sun glasses are brown (45.5%) and black (45.5%). (Please see details in appendix figure 2 and 3).

The meanings of colors vary across cultures and countries. Following are the findings for German consumer's meanings of color rated by more than 25% of respondents or the top five choices for each color.

<b>RED</b>	<b>GREEN</b>
Love: 97.7%	Nature: 90.9%
Danger: 81.8%	Good Luck: 70.5%
Sexuality: 81.8%	Earth: 56.8%
Anger: 77.3%	Optimism: 54.5%
Aggression: 70.5%	Hope: 54.5%
Christmas: 70.5%	Health: 52.3%
Passion: 65.9%	Safety/go: 47.7%
Power: 63.6%	Money: 43.2%
Warmth: 54.5%	Renewal: 38.6%
Caution: 54.5%	Youth: 36.4%
Evil: 38.6%	Christmas: 34.1%
Dishonesty: 25%	Trust: 34.1%
Betrayal: 25%	Happiness: 34.
	Reliability: 34.1%
<b>BLUE</b>	Fertility: 34.1%
Masculinity: 45.5%	Calm: 27.3%
Trust: 36.6	Balance: 27.3%
Calm: 36.4%	Energy: 25%
Security: 31.8%	Futurism: 25%
Earth: 31.8%	<b>PURPLE</b>
Reliability: 29.5%	Spirituality: 31.8%
Energy: 25%	Passion: 27.3%
Authority: 25%	Jealousy: 25%
<b>YELLOW</b>	Happiness: 18.2%
Joy: 40.9%	Mystery: 18.2%
Energy: 40.9%	<b>BROWN</b>
Sour: 40.9%	Conservative: 29.5%
Happiness: 38.6%	Decay/Waste: 29.5%
Jealousy: 31.8%	Calm: 20.5%
Money: 25%	Modest: 20.5%
	Nature: 18.2%
<b>BLACK</b>	<b>GRAY</b>
Death: 68.2%	Unhappiness: 27.3%
Sadness: 52.3%	Coward: 18.2%
Evil: 52.3%	Sadness: 18.2%
Cruelty: 52.3%	Conservative: 18.2%
Authority: 45.5%	Decay/Waste: 15.9%
Mourning: 40.9%	<b>ORANGE</b>
Unhappiness: 40.9%	Warmth: 27.3%
Masculinity: 40.9%	Energy: 22.7%
Mystery: 36.4%	Joy: 25%
Aggression: 34.1%	Happiness: 20.5%
Elegance: 34.1%	Youth: 15.9%
Decay/Waste: 29.5%	Inexpensive: 15.9%
Conservative: 25%	
Dishonesty: 25%	
Arrogance: 25%	
<b>WHITE</b>	
Cleanness: 86.4%	
Purity: 63.6%	
Neutrality: 56.8%	
Elegance: 40.9%	
Balance: 36.4%	
Health: 36.4%	
Calm: 34.1%	
Intellect: 34.1%	
Renewal: 34.1%	
Order: 31.8%	
Futurism: 29.5%	
Christmas: 27.3%	

(Please see details of meanings of color in appendix figure 4).

## **6. Conclusion**

Overall, consumers believe that color is important for certain types of products. Color matters the most for self-expressive products in Germany such as clothing, shoes or sneakers, backpacks or hand bags, watches, hats, house paint, bathing suits and sun glasses. When it comes to products used for functional purposes, (also called utilitarian products) such as computers, cell phones, digital cameras, game systems, umbrellas, school supplies, tooth brushes and mouth wash, color is not as important. Color is most important for products that we wear very often and use to express ourselves. We also spend more time considering and trying these types of products before a decision to purchase is made.

This research shows that the majority of respondents have clear opinions about the meanings of colors like red, blue, green, black and white. The meanings of color such as purple, brown, gray and orange are less clear.

The following observations were made after a review of the literature and analysis of the survey questionnaires:

1. Consumer considers color to be a very important feature when making purchasing decision for various products.
2. The degree of importance of color varies according to product type.
3. Color is a very important factor in purchasing self-expressive products
4. Color is not a very important factor when purchasing utilitarian products
5. The meaning of different colors is diverse across cultures and countries
6. A consumer's favorite color choice varies with the product type.

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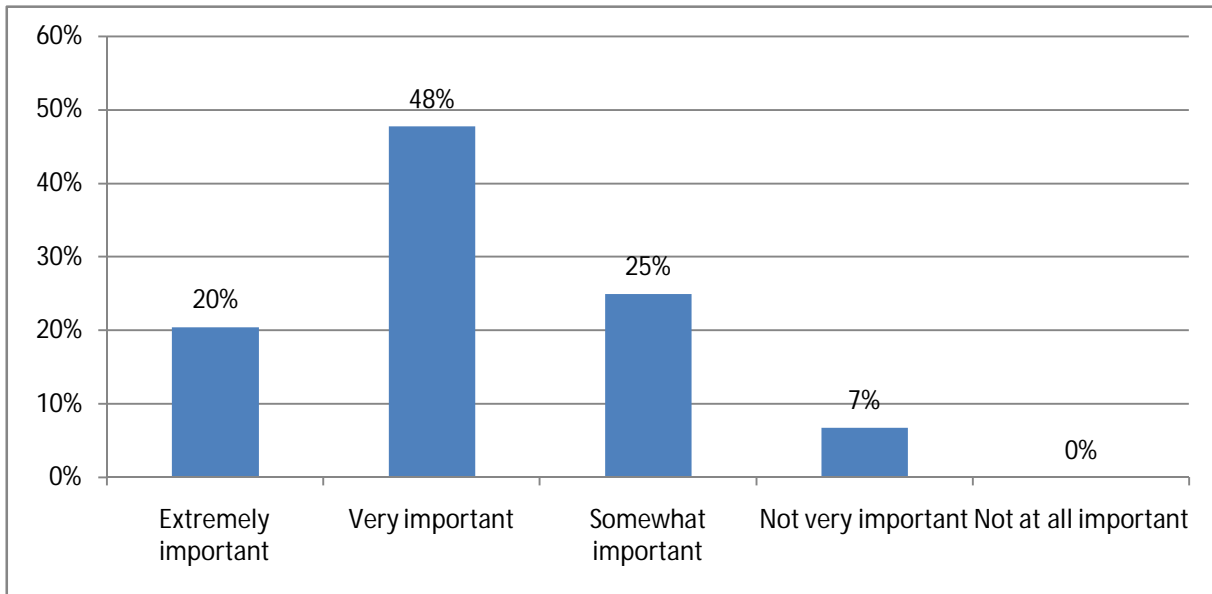
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**Appendix**

**Figure 1: how important is color for you when you make a decision about purchasing products?**

	Percentage
<b>Extremely important</b>	<b>20%</b>
<b>Very important</b>	<b>48%</b>
<b>Somewhat important</b>	<b>25%</b>
<b>Not very important</b>	<b>7%</b>
<b>Not at all important</b>	<b>0%</b>
<b>Total</b>	<b>100%</b>



**Figure 2: please rate the importance of color for the following products using the scale below.**

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Clothing	56.8%	38.6%	4.5%	0.0%	0.0%
Shoes or sneakers	52.3%	40.9%	6.8%	0.0%	0.0%
Cell phone	2.3%	34.1%	34.1%	27.3%	2.3%
Backpack or Hand bags	22.7%	47.7%	22.7%	6.8%	0.0%
iPod or MP3 Player	4.5%	27.3%	31.8%	29.5%	6.8%
Computer; laptop or desktop	2.3%	25.0%	47.7%	22.7%	2.3%
Game systems; play station and Xbox	2.3%	4.5%	18.2%	36.4%	38.6%
Watch	34.1%	52.3%	11.4%	2.3%	0.0%
Digital Camera	9.1%	15.9%	36.4%	31.8%	6.8%
Hat	27.3%	43.2%	18.2%	6.8%	4.5%
Umbrella	2.3%	11.4%	31.8%	29.5%	25.0%
Paint for house	52.3%	34.1%	13.6%	0.0%	0.0%
Candy	0.0%	4.5%	31.8%	31.8%	31.8%
School supplies; pens, pencils and file folders	0.0%	4.5%	40.9%	40.9%	13.6%
Beverages	4.5%	4.5%	40.9%	20.5%	29.5%
Toothbrush	2.3%	9.1%	20.5%	34.1%	34.1%
Mouth wash	2.3%	4.5%	27.3%	15.9%	50.0%
Bathing suits	27.3%	36.4%	18.2%	4.5%	13.6%
Sun glasses	29.5%	56.8%	13.6%	0.0%	0.0%

**Figure 3: What is your favorite color for the following products? Please choose one color for each product.**

	Red	Blue	Yellow	White	Green	Brown	Gray	Black	Orange	Purple	Other
Clothing	9.1%	29.5%	0.0%	4.5%	9.1%	6.8%	11.4%	20.5%	0.0%	2.3%	6.8%
Shoes or sneakers	0.0%	2.3%	0.0%	13.6%	2.3%	34.1%	2.3%	36.4%	0.0%	0.0%	9.1%
Cell phone	2.3%	0.0%	0.0%	25.0%	0.0%	0.0%	6.8%	63.6%	0.0%	0.0%	2.3%
Backpack or Hand bags	4.5%	4.5%	0.0%	2.3%	2.3%	38.6%	6.8%	36.4%	0.0%	0.0%	4.5%
iPod or MP3 Player	6.8%	2.3%	0.0%	15.9%	6.8%	2.3%	11.4%	38.6%	0.0%	2.3%	13.6%
Computer; laptop or desktop	2.3%	2.3%	0.0%	15.9%	0.0%	0.0%	27.3%	38.6%	2.3%	0.0%	11.4%
Game systems; play station and Xbox	0.0%	0.0%	0.0%	11.4%	2.3%	0.0%	20.5%	56.8%	0.0%	0.0%	9.1%
Watch	0.0%	0.0%	0.0%	11.4%	2.3%	25.0%	22.7%	13.6%	0.0%	0.0%	25.0%
Digital Camera	6.8%	0.0%	0.0%	6.8%	2.3%	0.0%	29.5%	34.1%	0.0%	0.0%	20.5%
Hat	0.0%	11.4%	0.0%	9.1%	4.5%	13.6%	13.6%	36.4%	0.0%	0.0%	11.4%
Umbrella	6.8%	9.1%	13.6%	2.3%	2.3%	2.3%	0.0%	40.9%	4.5%	4.5%	13.6%
Paint for house	4.5%	2.3%	11.4%	63.6%	0.0%	0.0%	2.3%	4.5%	2.3%	0.0%	9.1%
Candy	36.4%	0.0%	6.8%	4.5%	6.8%	13.6%	0.0%	0.0%	0.0%	13.6%	18.2%
School supplies; pens, pencils and file folders	13.6%	15.9%	0.0%	6.8%	6.8%	2.3%	11.4%	9.1%	9.1%	4.5%	20.5%
Beverages	6.8%	6.8%	18.2%	13.6%	6.8%	4.5%	0.0%	0.0%	2.3%	0.0%	40.9%
Toothbrush	6.8%	25.0%	2.3%	34.1%	6.8%	0.0%	0.0%	0.0%	4.5%	6.8%	13.6%
Mouth wash	2.3%	47.7%	2.3%	15.9%	15.9%	0.0%	0.0%	0.0%	0.0%	2.3%	13.6%
Bathing suits	9.1%	36.4%	2.3%	11.4%	4.5%	2.3%	2.3%	9.1%	4.5%	6.8%	11.4%
Sun glasses	0.0%	0.0%	2.3%	0.0%	2.3%	45.5%	0.0%	45.5%	2.3%	0.0%	2.3%

Figure 4: What does this color mean to you? Please mark all of the following characteristics that you associate with each color.

Meanings	Red	Blue	Green	Yellow	Purple	Brown	Black	White	Gray	Orange
Power	63.6%	20.5%	2.3%	11.4%	0.0%	0%	20.5%	4.5%	0.0%	2.3%
Anger	77.3%	0.0%	4.5%	2.3%	2.3%	0.0%	15.9%	0.0%	4.5%	2.3%
Energy	18.2%	25.0%	25.0%	40.9%	0.0%	0.0%	2.3%	2.3%	0.0%	22.7%
Warmth	54.5%	6.8%	4.5%	20.5%	11.4%	15.9%	0.0%	2.3%	4.5%	27.3%
Passion	65.9%	4.5%	4.5%	2.3%	27.3%	2.3%	9.1%	2.3%	0.0%	2.3%
Love	97.7%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	2.3%	0.0%	0.0%
Aggression	70.5%	0.0%	2.3%	4.5%	0.0%	6.8%	34.1%	0.0%	4.5%	4.5%
Danger	81.8%	0.0%	0.0%	9.1%	0.0%	4.5%	15.9%	0.0%	4.5%	4.5%
Christmas	70.5%	4.5%	34.1%	6.8%	0.0%	0.0%	2.3%	27.3%	0.0%	0.0%
Calm	0.0%	36.4%	27.3%	6.8%	2.3%	20.5%	2.3%	34.1%	6.8%	2.3%
Trust	4.5%	36.4%	34.1%	4.5%	4.5%	6.8%	0.0%	22.7%	2.3%	4.5%
Masculinity	6.8%	45.5%	2.3%	0.0%	2.3%	15.9%	40.9%	2.3%	11.4%	0.0%
Security	4.5%	31.8%	22.7%	13.6%	2.3%	4.5%	18.2%	18.2%	4.5%	6.8%
Authority	13.6%	25.0%	9.1%	0.0%	0.0%	6.8%	45.5%	20.5%	9.1%	4.5%
Cleanliness	0.0%	20.5%	6.8%	0.0%	0.0%	2.3%	2.3%	86.4%	6.8%	2.3%
Order	11.4%	6.8%	13.6%	15.9%	0.0%	6.8%	6.8%	31.8%	9.1%	6.8%
Conservative	2.3%	22.7%	2.3%	0.0%	4.5%	29.5%	25.0%	15.9%	18.2%	2.3%
Nature	2.3%	11.4%	90.9%	13.6%	2.3%	18.2%	0.0%	2.3%	0.0%	4.5%
Health	2.3%	15.9%	52.3%	22.7%	0.0%	0.0%	0.0%	36.4%	0.0%	6.8%
Good Luck	4.5%	6.8%	70.5%	25.0%	4.5%	0.0%	0.0%	2.3%	0.0%	11.4%
Jealousy	22.7%	2.3%	6.8%	31.8%	25.0%	4.5%	4.5%	2.3%	2.3%	9.1%
Renewal	4.5%	6.8%	38.6%	11.4%	6.8%	0.0%	2.3%	34.1%	2.3%	4.5%
Money	4.5%	13.6%	43.2%	25.0%	0.0%	4.5%	4.5%	0.0%	11.4%	6.8%
Youth	2.3%	22.7%	36.4%	20.5%	9.1%	0.0%	0.0%	13.6%	0.0%	15.9%
Fertility	13.6%	11.4%	34.1%	4.5%	15.9%	6.8%	2.3%	9.1%	6.8%	9.1%
Safety/Go	2.3%	20.5%	47.7%	9.1%	0.0%	2.3%	2.3%	15.9%	2.3%	4.5%
Sour	13.6%	4.5%	20.5%	40.9%	4.5%	0.0%	6.8%	6.8%	0.0%	9.1%
Optimism	4.5%	20.5%	54.5%	18.2%	0.0%	6.8%	0.0%	13.6%	0.0%	13.6%
Hope	2.3%	25.0%	54.5%	13.6%	2.3%	2.3%	2.3%	20.5%	0.0%	2.3%
Dishonesty	25.0%	4.5%	2.3%	9.1%	9.1%	13.6%	25.0%	2.3%	9.1%	4.5%
Betrayal	25.0%	0.0%	9.1%	6.8%	13.6%	13.6%	31.8%	0.0%	6.8%	4.5%
Coward	9.1%	2.3%	2.3%	9.1%	9.1%	18.2%	18.2%	11.4%	18.2%	11.4%
Happiness	13.6%	11.4%	34.1%	38.6%	18.2%	2.3%	0.0%	0.0%	2.3%	20.5%
Success	9.1%	31.8%	36.4%	15.9%	4.5%	2.3%	11.4%	9.1%	0.0%	2.3%
Prosperity	6.8%	15.9%	22.7%	22.7%	11.4%	6.8%	6.8%	11.4%	0.0%	4.5%
Earth	2.3%	31.8%	56.8%	4.5%	4.5%	20.5%	2.3%	4.5%	0.0%	2.3%
Royalty /Grace	22.7%	31.8%	2.3%	22.7%	6.8%	2.3%	9.1%	18.2%	0.0%	2.3%
Caution	54.5%	9.1%	2.3%	13.6%	6.8%	4.5%	0.0%	4.5%	4.5%	6.8%
Spirituality	2.3%	15.9%	6.8%	11.4%	31.8%	6.8%	9.1%	15.9%	4.5%	4.5%
Mystery	4.5%	6.8%	2.3%	6.8%	18.2%	9.1%	36.4%	11.4%	6.8%	4.5%
Cruelty	20.5%	4.5%	6.8%	2.3%	4.5%	6.8%	52.3%	4.5%	4.5%	4.5%
Arrogance	27.3%	0.0%	15.9%	4.5%	9.1%	4.5%	25.0%	4.5%	9.1%	11.4%
Mourning	6.8%	4.5%	4.5%	13.6%	6.8%	6.8%	40.9%	6.8%	11.4%	6.8%
Reliability	2.3%	29.5%	34.1%	13.6%	4.5%	4.5%	0.0%	15.9%	0.0%	9.1%
Endurance	4.5%	27.3%	18.2%	15.9%	6.8%	9.1%	11.4%	6.8%	4.5%	11.4%
Sexuality	81.8%	0.0%	4.5%	9.1%	0.0%	0.0%	4.5%	9.1%	2.3%	4.5%
Death	0.0%	4.5%	2.3%	0.0%	0.0%	6.8%	68.2%	11.4%	6.8%	2.3%
Fear	13.6%	2.3%	2.3%	6.8%	6.8%	2.3%	56.8%	4.5%	6.8%	0.0%
Evil	38.6%	4.5%	4.5%	4.5%	0.0%	2.3%	52.3%	6.8%	4.5%	0.0%
Unhappiness	4.5%	4.5%	6.8%	6.8%	2.3%	9.1%	40.9%	0.0%	27.3%	0.0%
Elegance	11.4%	18.2%	4.5%	6.8%	6.8%	6.8%	34.1%	40.9%	6.8%	2.3%
Purity	2.3%	4.5%	9.1%	2.3%	9.1%	4.5%	4.5%	63.6%	2.3%	4.5%
Neutrality	0.0%	9.1%	11.4%	2.3% (1)	4.5%	9.1%	2.3%	56.8%	13.6%	2.3%
Joy	25.0%	18.2%	18.2%	40.9%	11.4%	2.3%	4.5%	6.8%	0.0%	25.0%
Intellect	0.0%	29.5%	18.2%	13.6%	9.1%	9.1%	0.0%	34.1%	2.3%	4.5%
Futurism	0.0%	11.4%	25.0%	11.4%	11.4%	4.5%	2.3%	29.5%	13.6%	9.1%
Modesty	6.8%	13.6%	11.4%	13.6%	4.5%	20.5%	6.8%	20.5%	9.1%	9.1%
Sadness	4.5%	6.8%	6.8%	0.0%	6.8%	9.1%	52.3%	9.1%	18.2%	4.5%
Decay/Waste	2.3%	2.3%	9.1%	2.3%	9.1%	29.5%	29.5%	4.5%	15.9%	4.5%
Balance	2.3%	18.2%	27.3%	11.4%	4.5%	2.3%	6.8%	36.4%	2.3%	4.5%
Inexpensive	15.9%	6.8%	22.7%	9.1%	0.0%	11.4%	2.3%	11.4%	11.4%	15.9%