

# YouGov Survey: Button-Pushing Hypothetical

May 1 - 5, 2026 - 1,112 U.S. adult citizens



1. Imagine that everyone in the world has to take a private vote by pressing a red or blue button. If more than 50% of people press the blue button, everyone survives. If less than 50% of people press the blue button, only people who pressed the red button survive. Which button would you press?

*Asked of a randomly selected half of respondents.*

Blue .....	64%
Red .....	19%
Not sure .....	17%

2. Imagine that everyone in the world has to take a private vote by pressing a purple or yellow button. If more than 50% of people press the yellow button, everyone survives. If less than 50% of people press the yellow button, only people who pressed the purple button survive. Which button would you press?

*Asked of the other half of respondents not asked the first question.*

Yellow .....	62%
Purple .....	24%
Not sure .....	14%

<b>Interviewing Dates</b>	May 1 - 5, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.507, with a mean of one and a standard deviation of 0.89.
<b>Number of respondents</b>	1,112
<b>Margin of error</b>	± 3.9 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	78 questions not reported.

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## 1. Blue-Red Button Hypothetical

Imagine that everyone in the world has to take a private vote by pressing a red or blue button. If more than 50% of people press the blue button, everyone survives. If less than 50% of people press the blue button, only people who pressed the red button survive. Which button would you press?

*Asked of a randomly selected half of respondents.*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Blue	64%	59%	68%	59%	54%	70%	68%	63%	*	*	58%	74%
Red	19%	23%	16%	21%	25%	16%	15%	21%	*	*	19%	19%
Not sure	17%	18%	17%	20%	20%	13%	17%	16%	*	*	23%	7%
Totals	100%	100%	101%	100%	99%	99%	100%	100%	*	*	100%	100%
Unweighted N	(562)	(258)	(304)	(149)	(146)	(158)	(109)	(368)	(70)	(88)	(365)	(197)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blue	64%	75%	66%	49%	77%	52%	57%	65%	75%	*	60%	62%	66%
Red	19%	13%	14%	32%	13%	32%	18%	23%	18%	*	18%	25%	14%
Not sure	17%	12%	20%	18%	10%	16%	25%	12%	7%	*	22%	13%	20%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(562)	(201)	(206)	(155)	(227)	(198)	(198)	(157)	(132)	(96)	(107)	(233)	(126)

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## 2. Yellow-Purple Button Hypothetical

Imagine that everyone in the world has to take a private vote by pressing a purple or yellow button. If more than 50% of people press the yellow button, everyone survives. If less than 50% of people press the yellow button, only people who pressed the purple button survive. Which button would you press?

*Asked of the other half of respondents not asked the first question.*

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yellow	62%	61%	63%	56%	63%	59%	70%	61%	*	*	61%	64%
Purple	24%	28%	20%	31%	23%	26%	16%	24%	*	*	24%	24%
Not sure	14%	11%	17%	13%	14%	15%	14%	16%	*	*	15%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	*	*	100%	100%
Unweighted N	(550)	(267)	(283)	(139)	(143)	(160)	(108)	(357)	(77)	(79)	(359)	(191)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yellow	62%	73%	52%	63%	70%	64%	57%	70%	69%	62%	59%	63%	64%
Purple	24%	17%	25%	29%	18%	29%	28%	20%	17%	31%	24%	27%	14%
Not sure	14%	10%	22%	8%	12%	6%	15%	10%	14%	7%	18%	10%	22%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(550)	(195)	(191)	(164)	(205)	(189)	(200)	(166)	(124)	(103)	(109)	(209)	(129)

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