

Themes	Definitions	Subthemes	Examples
1. Experiential: sensory and affective experiences (65)	People associate experiences, feelings, physical sensations (e.g., <i>smell</i> (39), <i>soft</i> (26)).	Superordinate level Basic level Subordinate level	Emotion Sadness Intense sadness
2. Human-made objects (56)	People associate what is made or caused by humans (as opposed to nature) (e.g., <i>perfume</i> (28), <i>wine</i> (14), <i>clothes</i> (13))	Superordinate level Basic level Subordinate level	Furniture Chair Kitchen chair
3. Natural elements and objects (408)	Everything that comes from nature, as opposed to what is made by humans (e.g., <i>flower</i> (336), <i>blood</i> (33), <i>lavender</i> (23), <i>octopus</i> (16))	Superordinate level Basic level Subordinate level	Tree Maple Sugar Maple
4. Scenery (25)	Something complex and large, but labels visible parts of our environment, something we can point to (e.g., <i>spring</i> (25))	Visible, concrete Abstract	Sunset, field Morning, spring
5. Abstract concepts (10)	An abstract idea with no particular form (e.g., <i>feminism</i> (10))	No other level	Christmas, feminism
6. People (32)	Also include a group of people and fictional characters (e.g., <i>name</i> (22), <i>woman</i> (10))	Superordinate level Basic level Subordinate level	Woman Princess Catherine Middleton
7. Colour terms (575)	Everything related to colours that do not represent an opinion, e.g., <i>colour</i> (241), <i>violet</i> (165), <i>red</i> (85), <i>mauve</i> (46), <i>pourpre</i> (25), <i>blue</i> (13)	Superordinate level Basic level Subordinate level	Colour, die, hue Pink and other basic colour terms Light pink, other non-basic colour terms
8. Personal (30)	Opinions or autobiographic responses (e.g., <i>pretty</i> (18), <i>beautiful</i> (12))	Opinions Autobiographic responses	A pretty colour, beautiful <i>My room, my favourite colour</i>
9. Ambiguous words (82)	Every word that can have more than one meaning ( <i>lilas</i> (42), <i>rose</i> (40))	No other level	Church (institution or building) Light (daylight, room light or car-light). Orange (colour or fruit)

Table 1: Details of the colour coding system. Definition of the nine themes and subthemes resulting from the content analysis. We were inspired by Rosch's principle of categorisation (superordinate level, basic level and subordinate level); but also adding other types of subthemes or no subthemes at all. In brackets, we indicate the numbers for the most frequent FAs (n), defined as those given by at least 10 participants in our data set for PURPLE (2,075 FAs). In [Table S2](#), we show the complete list and counts of FAs with PURPLE.