

# Answers and Choices Represent Information

---

We **could** instead **name** the **colors with bits**  
(base 2 / binary):

RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE	BROWN	BLACK	WHITE
0001	0010	0011	0100	0101	0110	0111	1000	1001

Then **to store one** person's favorite **color**,  
we need **4 bits**.