













Fast reference guide for gender color preferences

Female color preferences





Female color pref. international

	Blue 24.4%
	Green 18.7%
	Violet 17.2%
	Red 12.8%
	Orange 7.2%
	Black 6%
	Yellow 5.2%
	Gray 3.1%
	White 2.3%
	Brown 1.5%




Women prefer tints

	McInnis and Shearer found that women prefer tints more than shades. A tint is any hue with white added.
	Women prefer brighter, more varied colors.







Women prefer pinker blues

	Hurlbert found that while men prefer blue, women gravitate towards the pinker end of the blue spectrum.
	
	
	

Color preferences Female by age int.











	0-18 years favorite
	0-18 years least pref.
	19-24 years favorite
	19-24 years least pref.
	25-35 years favorite
	25-35 years least pref.
	36-50 years favorite
	36-50 years least pref.
	51-69 years favorite
	51-69 years least pref.
	70+ years favorite
	70+ years least pref.

Car colors women have a stronger preference for than men in 2013 USA [% of all listings]

	Silver 16.0%
	Blue 9.3%
	Gold 2.0%
	Beige 0.9%
	Brown 0.7%
	Yellow 0.4%

Male color preferences





Male color pref. international

	Blue 29.1%
	Green 21.8%
	Red 8.6%
	Orange 13.6%
	Black 7.9%
	Violet 7.9%
	Yellow 4.1%
	Gray 3.1%
	White 38%
	Brown 1.5%











Men prefer shades

	A shade is any color with black added. Andrew Elliot, and Daniela Niesta found women wearing red were rated significantly more attractive by men
	
	
	







Men prefer achromatic colors

	Men have a higher tolerance for achromatic shades. These have no hue and include black, white and shades of gray.
	
	
	

Color preferences Male by age inter.

	0-18 years favorite
	0-18 years least pref.
	19-24 years favorite
	19-24 years least pref.
	25-35 years favorite
	25-35 years least pref.
	36-50 years favorite
	36-50 years least pref.
	51-69 years favorite
	51-69 years least pref.
	70+ years favorite
	70+ years least pref.

Car colors men have a stronger preference for than women in 2013 USA [% of all listings]

	Black 17.1%
	White 15.3%
	Gray 9.3%
	Red 8.8%
	Green 2.4%
	Orange 0.4%

Color Course

Do our three-hour online color course <http://dcc-edu.org/online-courses/>

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Sources

- gender preferences adapted from: International survey by Scott Design OF 3,000+ people from 120 countries the colors listed below, which is your favorite? "Of the colors listed below, which is your favorite? Car color preferences adapted from a 2013 survey of 30 million cars by iseecars.com
- Source age preferences: Adapted from International survey by Scott Design of 1,100+ people from 70 countries