



**CALIFORNIA STATE SCIENCE FAIR  
2008 PROJECT SUMMARY**

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| <b>Name(s)</b><br><b>Amy Bosworth; Rory Hagelstein</b>  | <b>Project Number</b><br><b>J0603</b> |
| <b>Project Title</b><br><b>Does Gender Affect Color Preference? Do Females Really Prefer Pink?<br/>Do Males Really Prefer Blue?</b>   |                                       |
| <p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b><br/>The objective was to determine if males and females had a distinct color preference and whether males would predominately prefer blue and females pink. We hypothesize females will prefer pink and males blue in both age categories.</p> <p><b>Methods/Materials</b><br/>Phase I: 50 males and 50 females (ages 10-15) were shown 39 color sample pairs, ranging from yellow/green to red/blue and asked to choose their preference. Phase II: 25 males and 25 females (10 -15) were shown 29 red/blue color samples and asked to choose their preference. Phase III: 50 males and 50 females (ages 21 -60) we shown same 29 red/blue color samples and asked to choose preference.</p> <p><b>Results</b><br/>Phase I: 50 males and 50 females were tested (broad color) and 64% of the males preferred the blue/red tones, 36% preferred yellow/green tones; 70% of the broad test subjects preferred red/blue tones and 30% preferred yellow/green. Phase II: of the 25 males and 25 females (age 10-15) tested, 56% f the females preferred pink and 44 % blue; 58% of the males preferred pink and 42 % blue. Phase III: 25 males and 25 females (age 21-60), 68% of the females preferred pink and 32% blue; 52% of males preferred blue and 48% preferred pink.</p> <p><b>Conclusions/Discussion</b><br/>Overall it was shown that both genders, preferred red/blue tones over yellow/green tones. The majority of juveniles preferred pink. In the adult group women overwhelmingly preferred pink and men were roughly split by half between blue and pink.</p> |                                       |
| <b>Summary Statement</b><br>Color preferences of males and females.   |                                       |
| <b>Help Received</b><br>Our teacher helped get color samples to use in the survey.  |                                       |