Color Preferences by Gender

One of the better studies on this topic is Joe Hallock's _Colour Assignments_. Hallock's data showcases some clear preferences in certain colors across gender. It's important to note that one's environment—and especially cultural perceptions—plays a strong role in dictating color appropriateness for gender, which in turn can influence individual choices. Hallock's findings:
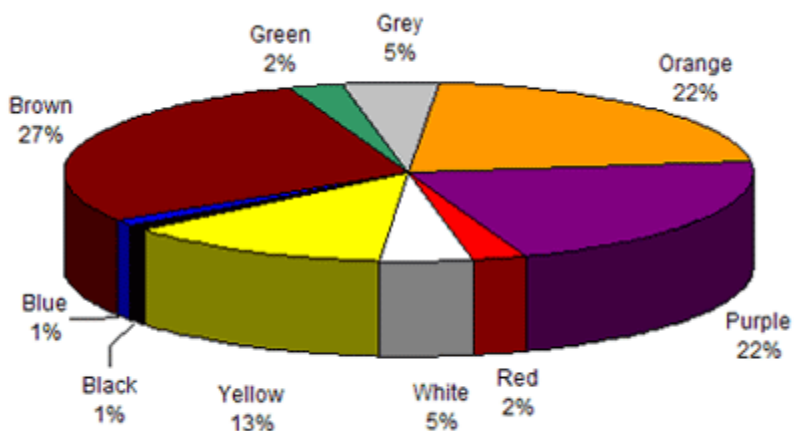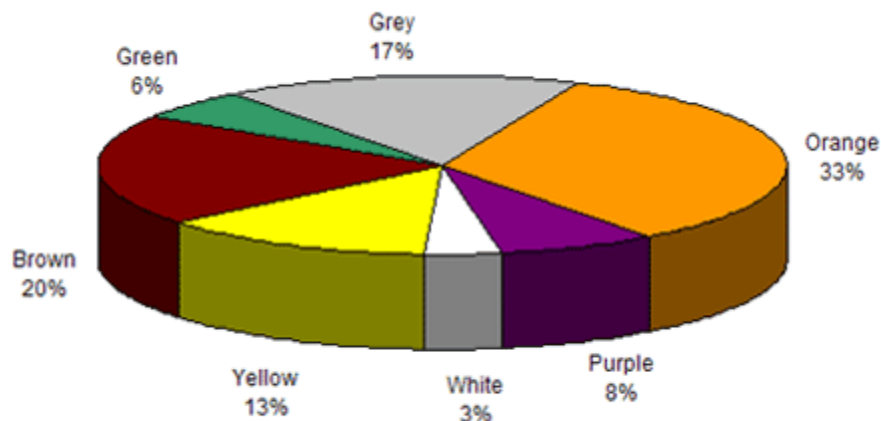
Men's Favorite Colors
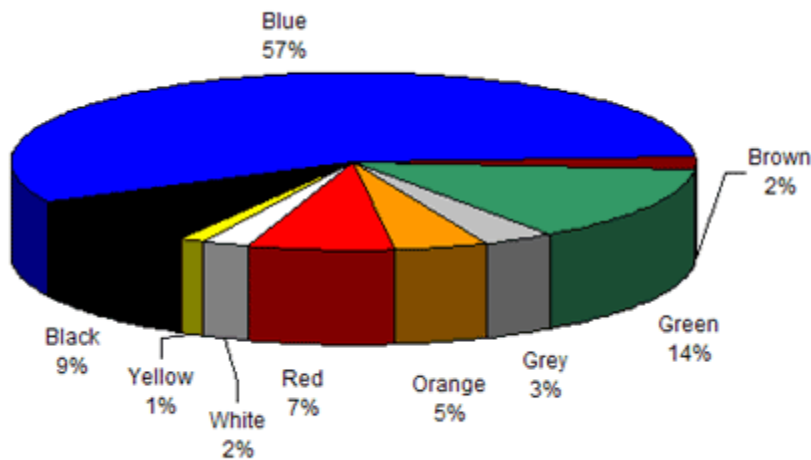
Women's Favorite Colors
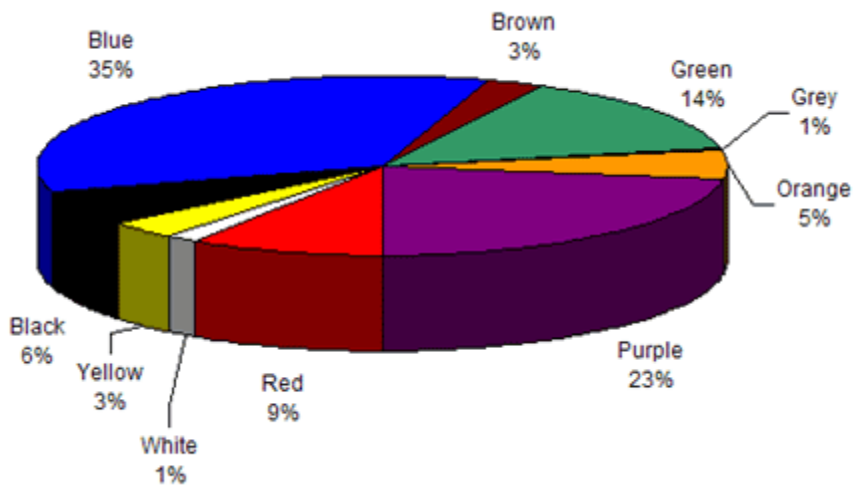
Men's Least Favorite Colors

Women's Least Favorite Colors

The most notable point in these images is the supremacy of blue across both genders (it was the favorite color for both groups) and the disparity between groups on purple. Women list purple as a top-tier color, but no men list purple as a favorite color. (Perhaps this is why we have no purple power tools, a product largely associated with men?) Additional research in studies on color perception and color preferences show that when it comes to shades, tints and hues men seem to prefer bold colors while women prefer softer colors. Also, men were more likely to select shades of

colors as their favorites (colors with black added), whereas women were more receptive to tints of colors (colors with white added):
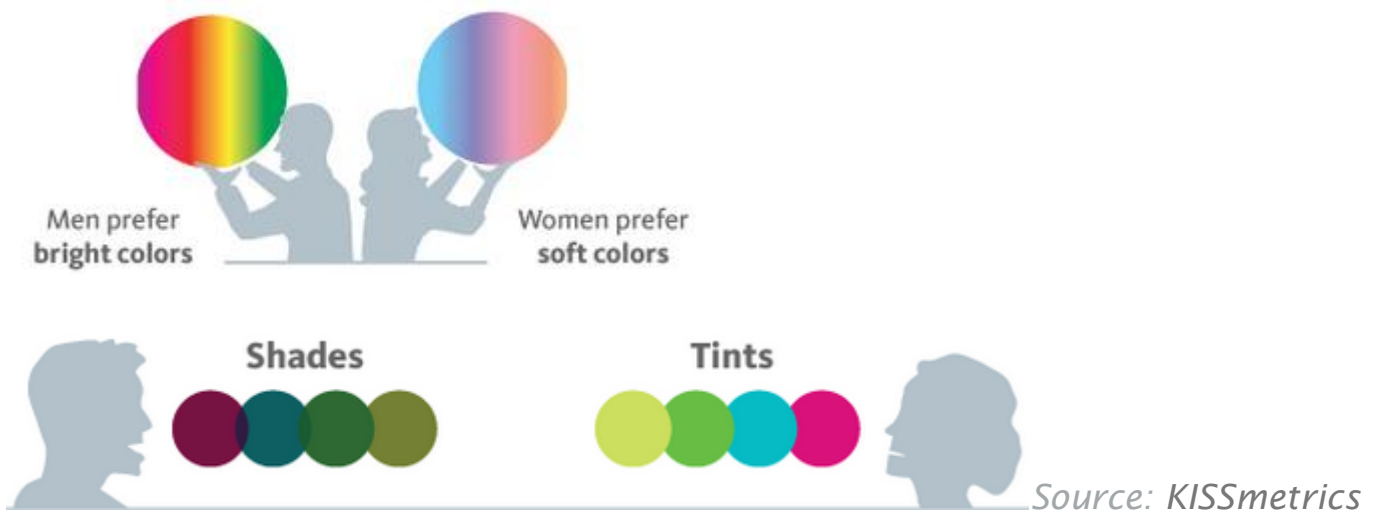
The above infographic from KISSmetrics showcases the disparity in men and women's color preferences.

Keep this information in mind when choosing your brand's primary color palette. Given the starkly different taste preferences shown, it pays to appeal more to men or women if they make up a larger percentage of your ideal buyers.