CALIFORNIA STATE SCIENCE FAIR
2016 PROJECT SUMMARY

Name(s)

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Project Number

36343

Project Title

What Colors Are Preferred by Children of Certain Ages?

Abstract

Objectives/Goals

The objective of this study is to determine the color preferences of children of various ages and genders and to compare the results with the stereotypes of girls preferring pink and boys preferring blue.

Methods/Materials

I created more than 232 survey papers which included a request for the students from my school to supply me with their age, gender, and color preference.

Results

The overall average color preference for any gender was blue, though there were some variations in the results of certain ages. As a whole girls preferred blue, but pink was a close second preference. On the other hand, boys predominantly preferred blue.

Conclusions/Discussion

Based on my research, I have found that the stereotypes of girls preferring pink and boys preferring blue are not completely correct. With the overall result of the preference for blue across ages and genders, it appears that the typical use of pink for girls and blue for boys in restrooms, signage, toys, and other products is not fully representing the common interests of each gender nor is it affecting children's color preferences.

Summary Statement

I surveyed students ages 5-14 to determine what the preferred color was for boys and girls of those ages.

Help Received

I designed my survey papers on my own with some advice from my science teacher. In executing the surveys, the teachers at my school were very cooperative and supportive.