Almost 3,000 people from 120 countries weighed in on their favorite and least favorite colors, plus told us where they are from, their age, and their gender. Here are the results:

### Overall Color Preferences

#### Favorite
- **Overall**: 26.5%
- **Least Favorite**: 25.2%

### Color Preferences by Gender

#### Favorite
- **Percentage**: 29.1%
- **Gender**: Male (23.6%) vs. Female (30.8%)

#### Least Favorite
- **Percentage**: 28.1%
- **Gender**: Male (18.5%) vs. Female (38.3%)

### Preferences by Age - Top 4 Colors

#### Favorite
- **Age**: 0-18 (18.7%) vs. 51-69 (16.3%)
- **Age**: 19-24 (21.8%) vs. 25-35 (16.4%)
- **Age**: 25-35 (18.8%) vs. 51-69 (15.1%)

#### Least Favorite
- **Age**: 0-18 (22.8%) vs. 51-69 (21.2%)
- **Age**: 19-24 (18.6%) vs. 25-35 (18.0%)
- **Age**: 25-35 (17.8%) vs. 51-69 (16.3%)

### Respondents

- **Culture**: USA (54%) vs. Canada (33%) vs. UK (7%)
- **Gender**: Male (45%) vs. Female (52%)
- **Age**: 36-50 (33%) vs. 51-69 (14%)

### Comments

- **Examples of favorite colors**: Green, blue, pink, yellow
- **Examples of least favorite colors**: Red, black, orange, white

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