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Study finds that blue is the most popular colour – 9th July, 2022

Level 0

Everyone has a favourite colour. A new study from the BBC found the most common favourite is blue. It also said people change the colours they like as they get older. Many people like darker colours the older they become. The BBC said dark yellowish-brown was the world's least liked colour.

 Blue has been a favourite colour since the 1800s. We have positive feelings about blue. Many colours in nature are blue. A blue sky makes people happy. A negative feeling about blue is in the English language. In English, people say they are "feeling blue". This means they feel sad. Many people like the colour of their favourite team.

Level 1

Everyone has a favourite colour. We usually like it all our lives. A new study from the BBC found that the most common favourite colour is blue. It also found that people change the colours they like as they get older. Experiences in life also change the way people feel about colour. Many people like darker colours as they get older. The BBC said dark yellowish-brown was the world's least liked colour.

The BBC found that blue has been a favourite colour since the 1800s. Most people's experiences of blue are positive. Many colours in nature are blue, especially the sea and sky. A blue sky makes people happy. A negative association with blue is in the English language. In English, people say they are "feeling blue". This means they feel sad. Sport sometimes helps people choose a favourite colour. Many people like the colour of their favourite team.

Level 2

Everyone has a favourite colour. We usually like it throughout our lives. A new study found the most common favourite colour is blue. The BBC looked at why people like one colour more than another. They found two things. One was that people around the world like the colour blue most. The other finding was that we change the colours we like as we get older. Our experiences in life also change the way we feel about colour. People often like darker colours as they get older. The studies showed that dark yellowish-brown was the world's least liked colour.

The BBC found that blue has been a favourite since research on colour began in the 1800s. Most people's experiences of blue are positive. Many colours in nature are blue, especially a blue sky, the sea and flowers. A blue sky makes many people very happy. The researchers say one of the only negative associations with blue was in the English language. In English, people say they "have the blues" or are "feeling blue". This means they feel sad. One factor in having a favourite colour is sport. Many people like the colour of their favourite sports team.

Level 3

Everyone has a favourite colour. We tend to stick with just one colour throughout our lives. A new study has found that the most common favourite colour is blue. The BBC in the U.K. looked at how and why people like one colour more than another. There were two main findings in the research. One was that a majority of people around the world like the colour blue most. The other finding was that people change the colours they like as they get older. The researchers said our experiences in life change the way we feel about colour. In particular, people often like darker colours as they get older. The studies showed that dark yellowish-brown was the world's least liked colour.

The BBC looked into studies from two universities in the USA. They said blue has been a favourite since research began on colour in the 1800s. The researchers said most people's experiences of blue are positive. Many colours in nature that we love are blue, especially a blue sky, the sea and many flowers. A blue sky is enough to make many people very happy. The researchers say one of the only negative associations with blue was in the English language. In English, people say they "have the blues" or are "feeling blue," meaning they are sad. One factor in choosing a favourite colour was a sports team. Many people like the colour the team they support plays in.