



Color Preference Survey Results

by Margie Deeb

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The results of the color preference survey are in! We ran it on MargieDeeb.com for 2 months and here are some of the colorful treasures I learned from readers and listeners:

About half of those who responded prefer wearing silver to gold. 32% said they wore gold and silver equally. Silver is more versatile and can be worn with both casual and elegant styles, so I would think that's why we see so many wear it more than gold.

Of solid and patterned fabric, over half of readers prefer to wear solid colors. This poll was taken by mostly bead artists, so that's what I expected, as solid fabric shows off beadwork and jewelry much better than patterned. What surprised me on this answer is that nearly 1/4 of the respondents said they had no preference. How can that be?

Now hear are some really subjective questions with interesting answers. We asked how people saw themselves regarding the wearing of colors... nearly half chose the "moderately acceptable colors & color combinations," while 27% chose the "dynamic, off the grid, unusual colors & color combinations." I am surprised that 21% chose the "conservative, unquestionably appropriate colors & color combinations." I thought that would have been a bit lower, given the people reading the Muse column regularly are colors lovers. Can you be-

lieve that even 5% said they don't give much thought to the colors they wear? I am shocked!

Of the breakdown of color categories, those who wear saturated jewel tones came in the highest at 30%. 20% said they wear bright colors and right behind them are the neutral colors wearers at 18%. The very smallest amount were those who wear pastel colors. I would have thought that would have been a higher percentage, as there are so many pastel colored clothes on the racks. I am pleased to see so many saturated jewel tone wearers... I take such joy in rich bodied color.

The survey included groups of adjectives describing certain styles and asked the reader what they considered to be (or wanted to be) their style. This is a glimpse into the psyche of beaders here. The numbers were quite close on these answers, with "classic/traditional/practical/serious" winning at 15% and "dynamic/lively/bold" right behind it at 13.8%." I see those two categories as almost polar opposites, so I'm glad we have a well rounded group of color lovers involved. "Natural/healthy" came in next with "quiet/peaceful right on its tail. Tying for 5th place were the styles "robust/untamed/ethnic" and "elegant/polished/composed."

I was not surprised to read that more people prefer warm than cool colors. That's a standard. But only 10% more preferred them.

Its no surprise that most people prefer a clear, sky blue to navy or denim blues.

A deep wine red is more popular than the red worn by "red delicious" apples.

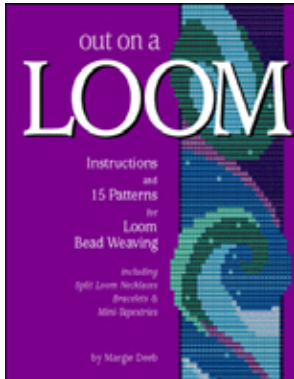
When asked if they were required to sit in an unfurnished, painted room for 2 hours, respondents preferred the room be painted green the color of pine needles. A distant second preference was yellow the color of lemon peel. Perhaps they felt that would keep them awake should they become drowsy.

The very silly question "If you were required to hand roll bolts of solid colored fabric for an entire day, which of the colors described would you prefer this fabric to be" brought in 2 almost tied answers far and above all the other 19 options: "purple the color of a deep amethyst crystal" (who can resist such a color and such a description!?) and "the blue seen in peacock feathers." A turquoise or aqua shade of blue is flattering to almost any skin tone, and I don't think I've ever met anyone who does not respond favorably to the color.

When asked which of the colors in the bolt of fabric color descriptions was difficult to visualize, IBM blue got a 43% response, and Kodak yellow a 12% response. Other than Pepto-Bismol pink (7%) the rest were very minute percentages. This surprised me because I would have thought those brand colors to be very easy to visualize (especially the pink), since the media bombards us with them.

It was a fun survey, and I appreciate the time those who responded spent taking it. Thank you so much. We'll have another in several months.

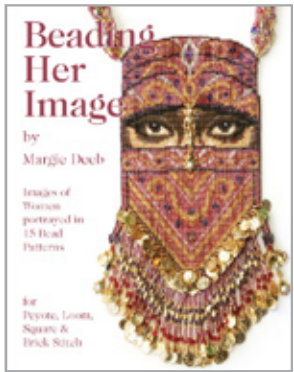
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Out On A Loom is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist.

The softcover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art.

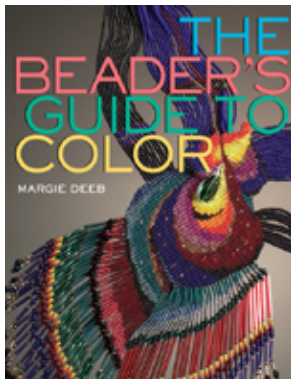
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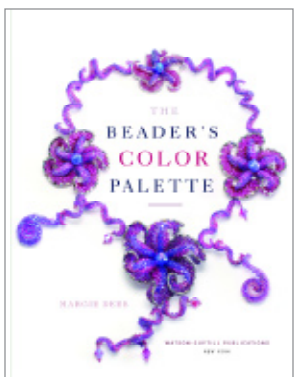
Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)

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The only book of its kind written specifically for bead artists, *The Beader's Guide to Color* teaches bead artists of all levels everything they need to know about color to create unique and vibrant beadwork designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)

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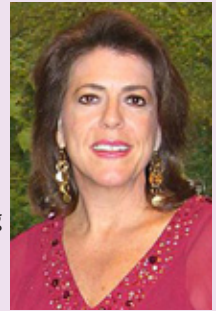


The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather colors from around the planet to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific palettes for glass and gemstone beads make *The Beader's Color Palette* a coffee table book of inspiration for color lovers working in every medium. Includes detailed instructions for stringing, finishing, looming, and off-loom stitches. (Paperback, 192 pages)

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Artist, designer, musician, and color expert

Margie Deeb is the author of several beading books, including the popular *The Beader's Guide to Color* and *The Beader's Color Palette* (Watson-Guptill, 2008).



She teaches color courses for artists, interior designers, and bead artists and her free monthly color column, "Margie's Muse," is available on her website. She produces a free graphically enhanced podcast, "Margie Deeb's Color Celebration," available on iTunes.

Her articles have appeared in *Bead & Button* and *Beadwork* magazines, and she writes a regular color column in *Step-by-Step Beads*. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:

www.MargieDeeb.com

Also available at MargieDeeb.com:

- Exquisite **seed bead patterns** in peyote, brick, square stitch, and loom available as downloadable PDFs or hardcopies
- **CMY Color Wheels** (the ones that Margie uses for herself and in her classes)
- **Accessories** for beading, such as tapestry rods, and unusual findings
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