

Study finds blue is the most popular colour (9th June, 2022)

Gap fill

Put these words into the spaces in the paragraph below.

common

majority

older

least

tend

main

dark

way

Everyone has a favourite colour. We (1) _____ to stick with just one colour throughout our lives. A new study has found that the most (2) _____ 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 (3) _____ findings in the research. One was that a (4) _____ of people around the world like the colour blue most. The other finding was that people change the colours they like as they get (5) _____. The researchers said our experiences in life change the (6) _____ we feel about colour. In particular, people often like darker colours as they get older. The studies showed that (7) _____ yellowish-brown was the world's (8) _____ liked colour.

SYNONYM MATCH: Match the following synonyms from the article.

1. throughout
2. main
3. majority
4. change
5. showed
6. studies
7. enough
8. associations
9. blue
10. support

- a. sufficient
- b. revealed
- c. sad
- d. larger part
- e. follow
- f. for the whole of
- g. links
- h. alter
- i. reports
- j. most important

Listening — Listen and fill in the gaps

Everyone has a favourite colour. We (1) _____ with just one colour throughout our lives. A new study has found that (2) _____ 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 (3) _____ 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 (4) _____. The researchers said our experiences in life change the way we feel about colour. In particular, people (5) _____ colours as they get older. The studies showed that dark yellowish-brown was the (6) _____ colour.

The BBC (7) _____ 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 (8) _____. Many colours in nature that we love are blue, especially a blue sky, the sea and many flowers. A blue (9) _____ 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 "(10) _____" or are "feeling blue," meaning they are sad. One (11) _____ a favourite colour was a sports team. Many people like the colour the team they (12) _____.