

## Supplementary material

Katharina Reinecke and Krzysztof Z. Gajos, "Quantifying Visual Preferences Around the World", Human Factors in Computing Systems (CHI), 2014.

The following results provide the mean values and standard errors of peak appeal (the complexity or colorfulness levels at which appeal ratings were the highest), as well as the Cohen's d as a measure of effect size for the comparisons between pairs of means, such as to compute the standardized mean difference between mean appeal at low and high complexity. For more information, please refer to the above-mentioned paper.

population	colorfulness						complexity					
	peak appeal	SE	effect sizes (Cohen's d)			peak appeal	SE	effect sizes (Cohen's d)			peak appeal	SE
			low vs. high	low vs. peak	peak vs. high			low vs. high	low vs. peak	peak vs. high		
All	6.10	0.03	0.43	0.85	0.30	4.23	0.01	1.32	0.50	2.04		
12-20 year olds	6.48	0.02	0.51	0.95	0.28	4.22	0.01	1.20	0.43	1.82		
21-30 year olds	5.82	0.03	0.15	0.49	0.25	4.12	0.01	1.53	0.49	2.16		
31-40 year olds	5.60	0.04	0.29	0.54	0.17	4.18	0.01	1.48	0.44	2.14		
41-50 year olds	6.25	0.03	0.90	1.11	0.13	4.53	0.01	0.91	0.71	1.91		
51+ year olds	6.49	0.03	1.59	1.87	0.18	4.75	0.01	0.31	1.05	1.53		
pre-high school	6.89	0.03	1.32	1.73	0.19	4.69	0.01	0.47	0.86	1.55		
high school	6.44	0.02	0.86	1.22	0.25	4.48	0.01	0.92	0.70	1.84		
college	6.15	0.03	0.41	0.80	0.27	4.23	0.01	1.35	0.49	2.03		
graduate school	5.71	0.04	0.29	0.58	0.21	4.16	0.01	1.38	0.55	2.18		
PhD	5.04	0.04	0.02	0.34	0.27	4.04	0.01	1.61	0.45	2.31		
male	5.79	0.04	0.17	0.54	0.27	4.21	0.01	1.47	0.45	2.10		
female	6.27	0.03	0.64	0.93	0.19	4.32	0.01	1.17	0.57	1.95		
Argentina	5.62	0.03	0.08	0.50	0.32	4.37	0.02	0.63	0.41	1.10		
Australia	5.53	0.03	0.09	0.47	0.29	4.09	0.02	1.34	0.60	2.11		
Austria	4.55	0.03	0.26	0.24	0.47	3.93	0.01	1.78	0.34	2.21		
Belgium	5.28	0.03	0.14	0.44	0.23	3.85	0.02	1.22	0.34	1.79		
Bosni and Herzegovina	6.42	0.03	1.29	1.33	0.08	4.69	0.03	0.48	0.90	0.38		
Brazil	5.15	0.04	0.03	0.32	0.27	4.00	0.01	1.39	0.41	1.78		
Bulgaria	4.63	0.05	0.13	0.33	0.43	4.26	0.01	1.17	0.39	1.61		
Canada	5.89	0.04	0.36	0.64	0.17	4.20	0.01	1.42	0.49	2.11		
Chile	6.95	0.03	1.46	1.66	0.05	4.56	0.01	0.73	0.75	1.70		
China	6.27	0.04	0.45	0.63	0.10	4.09	0.03	0.88	0.08	1.11		
Denmark	4.24	0.05	0.44	0.10	0.51	3.69	0.02	1.62	0.19	1.76		
Finland	3.56	0.04	0.34	0.06	0.40	3.31	0.03	2.09	0.01	1.96		
France	4.41	0.03	0.30	0.26	0.54	3.78	0.01	1.23	0.31	1.67		
Germany	4.45	0.04	0.22	0.21	0.40	3.75	0.02	1.95	0.26	2.21		
Greece	6.21	0.04	0.51	0.65	0.09	4.09	0.01	0.91	0.43	1.52		
Hong Kong	5.68	0.07	0.18	0.27	0.09	3.54	0.04	1.02	0.27	1.31		
Hungary	5.93	0.03	0.52	1.02	0.35	4.54	0.01	0.73	0.64	1.53		
India	5.73	0.04	0.03	0.39	0.34	4.08	0.01	1.09	0.62	1.88		
Ireland	6.37	0.02	1.01	1.11	0.05	4.29	0.03	0.89	0.35	1.52		
Israel	5.08	0.05	0.13	0.34	0.43	3.90	0.01	1.18	0.53	1.89		
Italy	5.63	0.03	0.48	0.52	0.00	3.74	0.02	1.03	0.33	1.35		
Japan	5.36	0.03	0.11	0.46	0.26	4.08	0.01	1.10	0.33	1.28		
Lithuania	6.15	0.02	0.50	0.96	0.35	4.28	0.02	0.96	0.49	1.75		
Macedonia	7.62	0.04	0.97	0.29	0.42	4.46	0.02	0.53	0.16	0.71		
Malaysia	6.97	0.04	0.97	0.98	0.02	4.39	0.02	0.43	0.58	1.04		
Mexico	6.36	0.02	0.86	1.23	0.21	4.56	0.01	0.89	0.61	1.57		
Netherlands	5.35	0.03	0.11	0.40	0.48	3.88	0.01	1.41	0.46	2.08		
New Zealand	5.73	0.02	0.48	0.91	0.27	4.22	0.02	0.95	0.40	1.65		
Norway	4.77	0.04	0.19	0.28	0.43	3.86	0.02	1.59	0.36	2.08		
Philippines	5.90	0.03	0.25	0.69	0.32	4.28	0.02	1.58	0.42	1.82		
Poland	3.83	0.04	0.45	0.05	0.49	3.75	0.01	1.84	0.33	1.87		
Portugal	4.95	0.04	0.37	0.63	0.15	3.99	0.02	1.22	0.31	1.66		
Romania	6.30	0.02	0.90	1.26	0.24	4.50	0.01	0.73	0.77	1.65		
Russia	3.62	0.04	0.31	0.05	0.30	2.51	0.04	1.46	0.32	1.04		
Serbia	6.60	0.03	1.54	1.81	0.27	4.77	0.01	0.17	1.07	1.44		
Singapore	6.39	0.02	0.52	0.96	0.29	4.53	0.01	0.62	0.91	1.61		
Slovakia	5.11	0.03	0.29	0.53	0.70	3.94	0.02	0.83	0.34	1.27		
South Africa	5.94	0.05	0.35	0.53	0.07	4.54	0.02	0.29	0.65	1.00		
Spain	5.76	0.04	0.13	0.41	0.25	4.36	0.01	0.98	0.35	1.56		
Sweden	4.50	0.07	0.17	0.07	0.24	3.39	0.03	1.60	0.16	1.65		
Switzerland	4.25	0.03	0.37	0.17	0.50	3.70	0.02	1.88	0.07	1.92		
United Kingdom	6.52	0.02	0.96	1.34	0.24	4.52	0.01	0.91	0.73	1.94		
United States	6.09	0.03	0.20	0.65	0.37	4.15	0.01	0.90	0.38	1.32		