

PRISMACOLOR

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DID YOU KNOW?

- Adult coloring continues to trend: Nearly a quarter of adults claim to color and half of colorers have started within the past 8 months.
- Nearly 80% of those who started coloring over 6 months ago are still engaged in adult coloring today.
- Coloring is not just for women; adult colorers are 57% female and 43% male.
- Half of the people who have tried adult coloring engage in it once a week or more.
- Colored pencils are the clear top choice for adult coloring, with over half of colorers using them most often.
- Of weekly colorers two-thirds have purchased writing instruments specifically for adult coloring.

Sources: The Future's Group – Global Monitor, Global Energies (April 2016), Ipsos Adult Coloring Omni Survey, April 2016; Mintel Report, Arts and Crafts Consumers 2016

