

SUPPLEMENTARY DATA FOR “EVIDENCE FOR HUMAN-CENTRIC IN-VEHICLE LIGHTING: PART 1”

S1: Color-mood relations

Color-mood relation: Joy, Part 1

**Table S1.** Statistical evaluation of the color-joy rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	0.711	3.088	<b><math>2.01 \times 10^{-3}</math></b>	<b>0.243</b>	<b>weak</b>	0.468	1.631	0.103	not sign.	not sign.	0.828	3.284	<b><math>1.02 \times 10^{-3}</math></b>	<b>0.281</b>	<b>weak</b>
Orange	0.329	1.539	0.124	not sign.	not sign.	-0.047	-0.186	0.852	not sign.	not sign.	0.492	2.055	<b><math>3.99 \times 10^{-2}</math></b>	<b>0.176</b>	<b>weak</b>
Yellow	0.083	0.357	0.721	not sign.	not sign.	-0.340	-1.315	0.188	not sign.	not sign.	-0.235	-0.918	0.359	not sign.	not sign.
Green	0.297	1.298	0.194	not sign.	not sign.	-0.020	-0.050	0.960	not sign.	not sign.	0.236	0.831	0.406	not sign.	not sign.
Cyan	0.092	0.352	0.725	not sign.	not sign.	-0.457	-1.649	0.099	not sign.	not sign.	-0.604	-2.264	<b><math>2.36 \times 10^{-2}</math></b>	<b>0.193</b>	<b>weak</b>
Blue	0.323	1.397	0.162	not sign.	not sign.	-0.224	-0.592	0.554	not sign.	not sign.	0.429	1.266	0.205	not sign.	not sign.
Purple	0.662	2.749	<b><math>5.97 \times 10^{-3}</math></b>	<b>0.217</b>	<b>weak</b>	0.465	1.675	0.094	not sign.	not sign.	0.225	0.850	0.395	not sign.	not sign.
Cold White	-0.002	-0.155	0.877	not sign.	not sign.	0.490	1.954	<b><math>5.00 \times 10^{-2}</math></b>	<b>0.168</b>	<b>weak</b>	0.464	1.977	<b><math>4.81 \times 10^{-2}</math></b>	<b>0.169</b>	<b>weak</b>
Warm White	-0.379	-1.655	0.098	not sign.	not sign.	0.649	2.439	<b><math>1.47 \times 10^{-2}</math></b>	<b>0.209</b>	<b>weak</b>	0.041	0.234	0.815	not sign.	not sign.
Neutral White	0.245	1.062	0.288	not sign.	not sign.	0.786	2.860	<b><math>4.23 \times 10^{-3}</math></b>	<b>0.245</b>	<b>weak</b>	0.769	2.938	<b><math>3.30 \times 10^{-3}</math></b>	<b>0.251</b>	<b>weak</b>
Color	2. China: Women										3. Europe: Men				
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	-0.243	-0.985	0.325	not sign.	not sign.	0.117	0.910	0.363	not sign.	not sign.	0.360	1.657	0.097	not sign.	not sign.
Orange	-0.376	-1.315	0.188	not sign.	not sign.	0.164	0.743	0.457	not sign.	not sign.	0.539	1.640	0.101	not sign.	not sign.
Yellow	-0.423	-1.584	0.113	not sign.	not sign.	-0.317	-1.094	0.274	not sign.	not sign.	0.105	0.206	0.837	not sign.	not sign.
Green	-0.317	-1.111	0.266	not sign.	not sign.	-0.061	-0.170	0.865	not sign.	not sign.	0.256	0.722	0.470	not sign.	not sign.
Cyan	-0.549	-1.886	0.059	not sign.	not sign.	-0.696	-2.504	<b><math>1.23 \times 10^{-2}</math></b>	<b>0.248</b>	<b>weak</b>	-0.147	-0.376	0.707	not sign.	not sign.
Blue	-0.548	-1.854	0.064	not sign.	not sign.	0.106	0.321	0.748	not sign.	not sign.	0.654	1.587	0.112	not sign.	not sign.
Purple	-0.198	-0.564	0.572	not sign.	not sign.	-0.437	-1.430	0.153	not sign.	not sign.	-0.240	-0.728	0.467	not sign.	not sign.
Cold White	0.492	2.076	<b><math>3.79 \times 10^{-2}</math></b>	<b>0.207</b>	<b>weak</b>	0.466	2.072	<b><math>3.83 \times 10^{-2}</math></b>	<b>0.205</b>	<b>weak</b>	-0.026	0.171	0.865	not sign.	not sign.
Warm White	1.028	3.456	<b><math>5.48 \times 10^{-4}</math></b>	<b>0.344</b>	<b>medium</b>	0.420	1.416	0.157	not sign.	not sign.	-0.608	-1.699	0.089	not sign.	not sign.
Neutral White	0.541	1.994	<b><math>4.62 \times 10^{-2}</math></b>	<b>0.198</b>	<b>weak</b>	0.524	1.982	<b><math>4.75 \times 10^{-2}</math></b>	<b>0.196</b>	<b>weak</b>	-0.018	0.240	0.810	not sign.	not sign.

Color-mood relation: Joy, Part 2

**Table S2.** Statistical evaluation of the four identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. Contra (red)										4. Medium (warm–neutral w.)				
	2. Medium (orange–purple)					3. Contra (cold w.)					level	level	level	level	level
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level					
China: Men $n = 98$	–0.468	–2.916	<b><math>3.54 \times 10^{-3}</math></b>	<b>0.295</b>	<b>medium</b>	0.031	0.129	0.898	not sign.	not sign.	–0.500	–2.551	<b><math>1.08 \times 10^{-2}</math></b>	<b>0.258</b>	<b>medium</b>
China: Women $n = 63$	–0.881	–4.723	<b><math>2.32 \times 10^{-6}</math></b>	<b>0.595</b>	<b>strong</b>	–0.683	–2.656	<b><math>7.91 \times 10^{-3}</math></b>	<b>0.335</b>	<b>medium</b>	–1.278	–4.497	<b><math>6.89 \times 10^{-6}</math></b>	<b>0.567</b>	<b>strong</b>
Europe: Men $n = 38$	–1.039	–3.737	<b><math>1.86 \times 10^{-4}</math></b>	<b>0.606</b>	<b>strong</b>	0.053	0.090	0.928	not sign.	not sign.	–0.250	–1.006	0.314	not sign.	not sign.
Europe: Women $n = 39$	–1.205	–4.455	<b><math>8.40 \times 10^{-6}</math></b>	<b>0.713</b>	<b>strong</b>	–0.333	–1.214	0.225	not sign.	not sign.	–0.923	–2.684	<b><math>7.28 \times 10^{-3}</math></b>	<b>0.430</b>	<b>strong</b>
Participants	2. Medium (orange–purple)										3. Contra (cold w.)				
	3. Contra (cold w.)					4. Medium (warm–neutral w.)					4. Medium (warm–neutral w.)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	0.498	3.277	<b><math>1.05 \times 10^{-3}</math></b>	<b>0.331</b>	<b>medium</b>	–0.032	–0.299	0.765	not sign.	not sign.	–0.531	–4.038	<b><math>5.39 \times 10^{-5}</math></b>	<b>0.408</b>	<b>strong</b>
China: Women $n = 63$	0.198	1.064	0.287	not sign.	not sign.	–0.397	–2.044	<b><math>4.09 \times 10^{-2}</math></b>	<b>0.258</b>	<b>medium</b>	–0.595	–3.738	<b><math>1.86 \times 10^{-4}</math></b>	<b>0.471</b>	<b>strong</b>
Europe: Men $n = 38$	1.092	3.970	<b><math>7.18 \times 10^{-5}</math></b>	<b>0.644</b>	<b>strong</b>	0.789	3.404	<b><math>6.64 \times 10^{-4}</math></b>	<b>0.552</b>	<b>strong</b>	–0.303	–1.714	0.087	not sign.	not sign.
Europe: Women $n = 39$	0.872	3.044	<b><math>2.34 \times 10^{-3}</math></b>	<b>0.487</b>	<b>strong</b>	0.282	1.110	0.267	not sign.	not sign.	–0.590	–3.839	<b><math>1.23 \times 10^{-4}</math></b>	<b>0.615</b>	<b>strong</b>

Color-mood relation: Fatigue, Part 1

**Table S3.** Statistical evaluation of the color-fatigue rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	-0.372	-1.477	0.140	not sign.	not sign.	0.409	1.370	0.171	not sign.	not sign.	1.195	4.000	$6.33 \times 10^{-5}$	<b>0.342</b>	<b>medium</b>
Orange	0.227	1.036	0.300	not sign.	not sign.	0.430	1.697	0.090	not sign.	not sign.	0.980	3.948	$7.87 \times 10^{-5}$	<b>0.337</b>	<b>medium</b>
Yellow	0.240	1.138	0.255	not sign.	not sign.	0.439	1.546	0.122	not sign.	not sign.	0.836	3.368	$7.56 \times 10^{-4}$	<b>0.288</b>	<b>weak</b>
Green	0.079	0.482	0.629	not sign.	not sign.	0.338	1.791	0.073	not sign.	not sign.	0.516	2.262	$2.37 \times 10^{-2}$	<b>0.193</b>	<b>weak</b>
Cyan	0.035	0.095	0.924	not sign.	not sign.	0.532	2.575	$1.00 \times 10^{-2}$	<b>0.221</b>	<b>weak</b>	0.685	3.091	$2.00 \times 10^{-3}$	<b>0.264</b>	<b>weak</b>
Blue	0.203	1.169	0.242	not sign.	not sign.	0.118	1.053	0.292	not sign.	not sign.	-0.062	-0.328	0.743	not sign.	not sign.
Purple	0.016	-0.030	0.976	not sign.	not sign.	0.071	0.125	0.901	not sign.	not sign.	0.418	1.418	0.156	not sign.	not sign.
Cold White	0.231	1.024	0.306	not sign.	not sign.	0.718	3.257	$1.13 \times 10^{-3}$	<b>0.279</b>	<b>weak</b>	0.740	3.258	$1.12 \times 10^{-3}$	<b>0.278</b>	<b>weak</b>
Warm White	0.421	1.850	0.064	not sign.	not sign.	-0.226	-0.921	0.357	not sign.	not sign.	0.258	1.046	0.295	not sign.	not sign.
Neutral White	0.195	0.935	0.350	not sign.	not sign.	0.186	0.991	0.322	not sign.	not sign.	0.475	1.984	$4.73 \times 10^{-2}$	<b>0.169</b>	<b>weak</b>
Color	2. China: Women														
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	0.781	2.438	$1.48 \times 10^{-2}$	<b>0.243</b>	<b>weak</b>	1.567	4.784	$1.72 \times 10^{-6}$	<b>0.474</b>	<b>medium</b>	0.785	2.330	$1.98 \times 10^{-2}$	<b>0.266</b>	<b>medium</b>
Orange	0.203	0.826	0.409	not sign.	not sign.	0.753	3.050	$2.29 \times 10^{-3}$	<b>0.302</b>	<b>medium</b>	0.550	2.105	$3.53 \times 10^{-2}$	<b>0.240</b>	<b>medium</b>
Yellow	0.198	0.570	0.569	not sign.	not sign.	0.596	2.321	$2.03 \times 10^{-2}$	<b>0.230</b>	<b>weak</b>	0.397	1.521	0.128	not sign.	not sign.
Green	0.259	1.414	0.157	not sign.	not sign.	0.437	1.718	0.086	not sign.	not sign.	0.178	0.143	0.886	not sign.	not sign.
Cyan	0.497	2.354	$1.86 \times 10^{-2}$	<b>0.234</b>	<b>weak</b>	0.650	2.836	$4.57 \times 10^{-3}$	<b>0.281</b>	<b>weak</b>	0.153	0.392	0.695	not sign.	not sign.
Blue	-0.085	0.105	0.916	not sign.	not sign.	-0.265	-1.231	0.218	not sign.	not sign.	-0.180	-1.060	0.289	not sign.	not sign.
Purple	0.056	0.101	0.919	not sign.	not sign.	0.402	1.386	0.166	not sign.	not sign.	0.346	1.156	0.248	not sign.	not sign.
Cold White	0.486	2.341	$1.92 \times 10^{-2}$	<b>0.233</b>	<b>weak</b>	0.509	2.290	$2.20 \times 10^{-2}$	<b>0.227</b>	<b>weak</b>	0.023	-0.270	0.787	not sign.	not sign.
Warm White	-0.646	-2.385	$1.71 \times 10^{-2}$	<b>0.237</b>	<b>weak</b>	-0.162	-0.439	0.661	not sign.	not sign.	0.484	1.654	0.098	not sign.	not sign.
Neutral White	-0.009	0.195	0.846	not sign.	not sign.	0.280	1.082	0.279	not sign.	not sign.	0.289	0.711	0.477	not sign.	not sign.

Color-mood relation: Fatigue, Part 2

**Table S4.** Statistical evaluation of the three identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. Medium (red–yellow)										2. Contra (green–blue)				
	2. Contra (green–blue)					3. Medium (purple–neutral w.)					3. Medium (purple–neutral W.)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	0.667	4.847	<b><math>1.252 \times 10^{-6}</math></b>	<b>0.490</b>	<b>strong</b>	0.384	2.574	<b><math>1.01 \times 10^{-2}</math></b>	<b>0.260</b>	<b>medium</b>	–0.283	–1.989	<b><math>4.67 \times 10^{-2}</math></b>	<b>0.201</b>	<b>weak</b>
China: Women $n = 63$	0.741	4.599	<b><math>4.240 \times 10^{-6}</math></b>	<b>0.579</b>	<b>strong</b>	0.567	3.348	<b><math>8.14 \times 10^{-4}</math></b>	<b>0.422</b>	<b>strong</b>	–0.173	–1.270	0.204	not sign.	not sign.
Europe: Men $n = 38$	0.570	2.612	<b><math>9.000 \times 10^{-3}</math></b>	<b>0.424</b>	<b>strong</b>	0.145	0.896	0.370	not sign.	not sign.	–0.425	–2.788	<b><math>5.31 \times 10^{-3}</math></b>	<b>0.452</b>	<b>strong</b>
Europe: Women $n = 39$	0.043	0.243	0.808	not sign.	not sign.	–0.147	–0.107	0.915	not sign.	not sign.	–0.190	–1.078	0.281	not sign.	not sign.

Color-mood relation: Attention, Part 1

**Table S5.** Statistical evaluation of the color-attention rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	0.592	2.171	<b><math>3.00 \times 10^{-2}</math></b>	<b>0.171</b>	<b>weak</b>	-1.062	-3.855	<b><math>1.16 \times 10^{-4}</math></b>	<b>0.331</b>	<b>medium</b>	-0.848	-2.918	<b><math>3.53 \times 10^{-3}</math></b>	<b>0.249</b>	<b>weak</b>
Orange	0.440	2.014	<b><math>4.40 \times 10^{-2}</math></b>	<b>0.159</b>	<b>weak</b>	-0.430	-1.695	0.090	not sign.	not sign.	-0.672	-2.679	<b><math>7.38 \times 10^{-3}</math></b>	<b>0.229</b>	<b>weak</b>
Yellow	0.480	2.267	<b><math>2.34 \times 10^{-2}</math></b>	<b>0.179</b>	<b>weak</b>	-0.039	-0.170	0.865	not sign.	not sign.	-0.015	-0.027	0.979	not sign.	not sign.
Green	-0.042	-0.105	0.917	not sign.	not sign.	0.294	1.219	0.223	not sign.	not sign.	-0.025	0.054	0.957	not sign.	not sign.
Cyan	-0.104	-0.434	0.664	not sign.	not sign.	0.079	0.341	0.733	not sign.	not sign.	0.406	1.569	0.117	not sign.	not sign.
Blue	-0.200	-0.914	0.361	not sign.	not sign.	0.046	0.157	0.875	not sign.	not sign.	0.978	3.507	<b><math>4.53 \times 10^{-4}</math></b>	<b>0.300</b>	<b>medium</b>
Purple	0.424	1.837	0.066	not sign.	not sign.	0.438	1.653	0.098	not sign.	not sign.	0.687	2.553	<b><math>1.07 \times 10^{-2}</math></b>	<b>0.218</b>	<b>weak</b>
Cold White	-0.002	0.269	0.788	not sign.	not sign.	0.490	2.287	<b><math>2.22 \times 10^{-2}</math></b>	<b>0.196</b>	<b>weak</b>	0.464	4.229	<b><math>2.35 \times 10^{-5}</math></b>	<b>0.361</b>	<b>medium</b>
Warm White	-0.379	-1.082	0.279	not sign.	not sign.	0.649	4.753	<b><math>2.00 \times 10^{-6}</math></b>	<b>0.408</b>	<b>medium</b>	0.041	5.030	<b><math>4.89 \times 10^{-7}</math></b>	<b>0.430</b>	<b>medium</b>
Neutral White	0.245	-0.237	0.813	not sign.	not sign.	0.786	3.203	<b><math>1.36 \times 10^{-3}</math></b>	<b>0.275</b>	<b>weak</b>	0.769	4.791	<b><math>1.66 \times 10^{-6}</math></b>	<b>0.409</b>	<b>medium</b>
Color	2. China: Women										3. Europe: Men				
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	-1.654	-4.869	<b><math>1.12 \times 10^{-6}</math></b>	<b>0.484</b>	<b>medium</b>	-1.440	-4.232	<b><math>2.32 \times 10^{-5}</math></b>	<b>0.419</b>	<b>medium</b>	0.215	1.184	0.237	not sign.	not sign.
Orange	-0.870	-3.052	<b><math>2.27 \times 10^{-3}</math></b>	<b>0.304</b>	<b>medium</b>	-1.112	-3.799	<b><math>1.45 \times 10^{-4}</math></b>	<b>0.376</b>	<b>medium</b>	-0.242	-1.039	0.299	not sign.	not sign.
Yellow	-0.519	-2.038	<b><math>4.15 \times 10^{-2}</math></b>	<b>0.203</b>	<b>weak</b>	-0.495	-1.598	0.110	not sign.	not sign.	0.024	0.052	0.958	not sign.	not sign.
Green	0.336	1.089	0.276	not sign.	not sign.	0.017	0.081	0.935	not sign.	not sign.	-0.319	-0.773	0.439	not sign.	not sign.
Cyan	0.184	0.626	0.531	not sign.	not sign.	0.510	1.780	0.075	not sign.	not sign.	0.327	1.055	0.292	not sign.	not sign.
Blue	0.245	0.762	0.446	not sign.	not sign.	1.177	3.583	<b><math>3.40 \times 10^{-4}</math></b>	<b>0.355</b>	<b>medium</b>	0.932	2.633	<b><math>8.45 \times 10^{-3}</math></b>	<b>0.300</b>	<b>medium</b>
Purple	0.014	0.022	0.983	not sign.	not sign.	0.263	0.881	0.378	not sign.	not sign.	0.248	0.762	0.446	not sign.	not sign.
Cold White	0.492	1.973	<b><math>4.85 \times 10^{-2}</math></b>	<b>0.196</b>	<b>weak</b>	0.466	3.841	<b><math>1.23 \times 10^{-4}</math></b>	<b>0.380</b>	<b>medium</b>	-0.026	1.751	0.080	not sign.	not sign.
Warm White	1.028	4.763	<b><math>1.91 \times 10^{-6}</math></b>	<b>0.474</b>	<b>medium</b>	0.420	5.063	<b><math>4.13 \times 10^{-7}</math></b>	<b>0.501</b>	<b>strong</b>	-0.608	0.265	0.791	not sign.	not sign.
Neutral White	0.541	2.956	<b><math>3.11 \times 10^{-3}</math></b>	<b>0.294</b>	<b>weak</b>	0.524	4.284	<b><math>1.83 \times 10^{-5}</math></b>	<b>0.424</b>	<b>medium</b>	-0.018	1.681	0.093	not sign.	not sign.

Color-mood relation: Attention, Part 2

**Table S6.** Statistical evaluation of the three identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. Medium–High (red–orange)					2. Medium (yellow–purple)					3. Medium–Contra (cold w. –neutral w.)				
	2. Medium (yellow–purple)					3. Medium–Contra (cold w. –neutral w.)					3. Medium–Contra (cold w. –neutral w.)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	0.198	1.760	0.078	not sign.	not sign.	0.340	1.890	0.059	not sign.	not sign.	0.142	1.037	0.299	not sign.	not sign.
China: Women $n = 63$	–0.206	–1.151	0.250	not sign.	not sign.	–0.270	–0.896	0.370	not sign.	not sign.	–0.063	–0.449	0.653	not sign.	not sign.
Europe: Men $n = 38$	1.108	3.672	<b><math>2.41 \times 10^{-4}</math></b>	<b>0.596</b>	<b>strong</b>	1.969	4.556	<b><math>5.22 \times 10^{-6}</math></b>	<b>0.739</b>	<b>strong</b>	0.861	4.128	<b><math>3.66 \times 10^{-5}</math></b>	<b>0.670</b>	<b>strong</b>
Europe: Women $n = 39$	1.364	4.286	<b><math>1.82 \times 10^{-5}</math></b>	<b>0.686</b>	<b>strong</b>	2.308	4.900	<b><math>9.57 \times 10^{-7}</math></b>	<b>0.785</b>	<b>strong</b>	0.944	4.377	<b><math>1.20 \times 10^{-5}</math></b>	<b>0.701</b>	<b>strong</b>

Color-mood relation: Relax, Part 1

**Table S7.** Statistical evaluation of the color-relax rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	0.298	1.614	0.106	not sign.	not sign.	-0.024	-0.384	0.701	not sign.	not sign.	0.304	1.715	0.086	not sign.	not sign.
Orange	0.266	1.827	0.068	not sign.	not sign.	-0.416	-1.482	0.138	not sign.	not sign.	0.321	1.860	0.063	not sign.	not sign.
Yellow	0.029	0.372	0.710	not sign.	not sign.	-0.350	-1.346	0.178	not sign.	not sign.	0.140	0.712	0.476	not sign.	not sign.
Green	0.313	1.276	0.202	not sign.	not sign.	0.019	0.050	0.960	not sign.	not sign.	0.866	3.302	<b><math>9.60 \times 10^{-4}</math></b>	<b>0.282</b>	<b>weak</b>
Cyan	0.034	0.121	0.904	not sign.	not sign.	-0.162	-0.580	0.562	not sign.	not sign.	-0.159	-0.595	0.552	not sign.	not sign.
Blue	0.259	1.050	0.294	not sign.	not sign.	0.302	1.032	0.302	not sign.	not sign.	0.455	1.365	0.172	not sign.	not sign.
Purple	0.408	1.612	0.107	not sign.	not sign.	0.389	1.426	0.154	not sign.	not sign.	0.149	0.617	0.537	not sign.	not sign.
Cold White	-0.002	-0.866	0.386	not sign.	not sign.	0.490	2.218	<b><math>2.66 \times 10^{-2}</math></b>	<b>0.190</b>	<b>weak</b>	0.464	3.196	<b><math>1.39 \times 10^{-3}</math></b>	<b>0.273</b>	<b>weak</b>
Warm White	-0.379	-1.326	0.185	not sign.	not sign.	0.649	1.873	0.061	not sign.	not sign.	0.041	0.795	0.427	not sign.	not sign.
Neutral White	0.245	-0.466	0.641	not sign.	not sign.	0.786	2.631	<b><math>8.50 \times 10^{-3}</math></b>	<b>0.226</b>	<b>weak</b>	0.769	4.434	<b><math>9.27 \times 10^{-6}</math></b>	<b>0.379</b>	<b>medium</b>
Color	2. China: Women														
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	-0.322	-1.721	0.085	not sign.	not sign.	0.006	0.422	0.673	not sign.	not sign.	0.328	1.836	0.066	not sign.	not sign.
Orange	-0.683	-2.551	<b><math>1.07 \times 10^{-2}</math></b>	<b>0.254</b>	<b>weak</b>	0.055	0.352	0.725	not sign.	not sign.	0.738	2.468	<b><math>1.36 \times 10^{-2}</math></b>	<b>0.281</b>	<b>weak</b>
Yellow	-0.379	-1.445	0.148	not sign.	not sign.	0.110	0.381	0.703	not sign.	not sign.	0.490	1.618	0.106	not sign.	not sign.
Green	-0.295	-0.882	0.378	not sign.	not sign.	0.553	2.074	<b><math>3.81 \times 10^{-2}</math></b>	<b>0.205</b>	<b>weak</b>	0.848	2.564	<b><math>1.04 \times 10^{-2}</math></b>	<b>0.292</b>	<b>weak</b>
Cyan	-0.196	-0.596	0.551	not sign.	not sign.	-0.193	-0.621	0.535	not sign.	not sign.	0.003	0.000	1.000	not sign.	not sign.
Blue	0.042	0.279	0.780	not sign.	not sign.	0.196	0.933	0.351	not sign.	not sign.	0.153	0.499	0.618	not sign.	not sign.
Purple	-0.019	0.083	0.934	not sign.	not sign.	-0.259	-0.680	0.496	not sign.	not sign.	-0.240	-0.556	0.578	not sign.	not sign.
Cold White	0.492	2.548	<b><math>1.08 \times 10^{-2}</math></b>	<b>0.254</b>	<b>weak</b>	0.466	3.459	<b><math>5.42 \times 10^{-4}</math></b>	<b>0.343</b>	<b>medium</b>	-0.026	0.886	0.376	not sign.	not sign.
Warm White	1.028	2.838	<b><math>4.55 \times 10^{-3}</math></b>	<b>0.282</b>	<b>weak</b>	0.420	2.135	<b><math>3.27 \times 10^{-2}</math></b>	<b>0.211</b>	<b>weak</b>	-0.608	-1.273	0.203	not sign.	not sign.
Neutral White	0.541	2.935	<b><math>3.33 \times 10^{-3}</math></b>	<b>0.292</b>	<b>weak</b>	0.524	4.661	<b><math>3.14 \times 10^{-6}</math></b>	<b>0.462</b>	<b>medium</b>	-0.018	1.700	0.089	not sign.	not sign.

## Color-mood relation: Relax, Part 2

**Table S8.** Statistical evaluation of the four identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. Contra (red-orange)														
	2. Medium (yellow-blue)					3. Low (purple-cold w.)					4. Medium-High (warm w.-neutral w.)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	-0.962	-6.696	<b><math>2.15 \times 10^{-11}</math></b>	<b>0.676</b>	<b>strong</b>	-0.816	-5.22598	<b><math>1.73 \times 10^{-7}</math></b>	<b>0.528</b>	<b>strong</b>	-1.332	-6.470	<b><math>9.83 \times 10^{-11}</math></b>	<b>0.654</b>	<b>strong</b>
China: Women $n = 63$	-1.107	-5.404	<b><math>6.53 \times 10^{-8}</math></b>	<b>0.681</b>	<b>strong</b>	-1.024	-4.96276	<b><math>6.95 \times 10^{-7}</math></b>	<b>0.625</b>	<b>strong</b>	-1.865	-5.964	<b><math>2.46 \times 10^{-9}</math></b>	<b>0.751</b>	<b>strong</b>
Europe: Men $n = 38$	-0.789	-2.840	<b><math>4.50 \times 10^{-3}</math></b>	<b>0.461</b>	<b>strong</b>	-0.132	-0.524	0.600	not sign.	not sign.	-0.487	-1.653	0.098	not sign.	not sign.
Europe: Women $n = 39$	-0.949	-3.595	<b><math>3.24 \times 10^{-4}</math></b>	<b>0.576</b>	<b>strong</b>	-0.667	-2.879	<b><math>3.99 \times 10^{-3}</math></b>	<b>0.461</b>	<b>strong</b>	-0.936	-3.051	<b><math>2.28 \times 10^{-3}</math></b>	<b>0.488</b>	<b>strong</b>
Participants	2. Medium (yellow-blue)										3. Low (purple-cold w.)				
	3. Low (purple-cold w.)					4. Medium-High (warm w.-neutral w.)					4. Medium-High (warm w.-neutral w.)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	0.145	1.738	0.082	not sign.	not sign.	-0.370	-2.440	<b><math>1.47 \times 10^{-2}</math></b>	<b>0.246</b>	<b>weak</b>	-0.515	-3.597	<b><math>3.22 \times 10^{-4}</math></b>	<b>0.363</b>	<b>medium</b>
China: Women $n = 63$	0.083	0.133	0.894	not sign.	not sign.	-0.758	-3.570	<b><math>3.57 \times 10^{-4}</math></b>	<b>0.450</b>	<b>strong</b>	-0.841	-4.402	<b><math>1.07 \times 10^{-5}</math></b>	<b>0.555</b>	<b>strong</b>
Europe: Men $n = 38$	0.658	2.849	<b><math>4.39 \times 10^{-3}</math></b>	<b>0.462</b>	<b>strong</b>	0.303	1.034	0.301	not sign.	not sign.	-0.355	-1.816	0.069	not sign.	not sign.
Europe: Women $n = 39$	0.282	1.384	0.166	not sign.	not sign.	0.013	0.063	0.950	not sign.	not sign.	-0.269	-1.221	0.222	not sign.	not sign.



## S2: Position-preferences

### Position-preference relation: Second row, Part 1

**Table S1.** Statistical evaluation of the position rating, second row, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Position	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Door	0.053	0.520	0.603	not sign.	not sign.	-0.592	-3.588	<b><math>3.33 \times 10^{-4}</math></b>	<b>0.308</b>	<b>medium</b>	-0.476	-3.035	<b><math>2.41 \times 10^{-3}</math></b>	<b>0.259</b>	<b>weak</b>
Foot	0.174	0.782	0.434	not sign.	not sign.	-0.659	-3.937	<b><math>8.24 \times 10^{-5}</math></b>	<b>0.338</b>	<b>medium</b>	-0.517	-3.589	<b><math>3.33 \times 10^{-4}</math></b>	<b>0.307</b>	<b>medium</b>
Seat	-0.139	-0.650	0.516	not sign.	not sign.	-0.158	-0.908	0.364	not sign.	not sign.	-0.252	-1.363	0.173	not sign.	not sign.
Top	-0.065	-0.383	0.702	not sign.	not sign.	0.481	1.910	0.056	not sign.	not sign.	0.830	3.178	<b><math>1.48 \times 10^{-3}</math></b>	<b>0.272</b>	<b>weak</b>
A-Pillar	-0.211	-1.046	0.296	not sign.	not sign.	0.031	0.399	0.690	not sign.	not sign.	0.095	0.608	0.543	not sign.	not sign.
Center	0.054	0.222	0.824	not sign.	not sign.	-0.283	-1.187	0.235	not sign.	not sign.	0.116	0.329	0.742	not sign.	not sign.
Screen	0.122	0.396	0.692	not sign.	not sign.	-0.071	-0.311	0.756	not sign.	not sign.	0.211	0.853	0.393	not sign.	not sign.
S. Wheel	0.015	-0.117	0.907	not sign.	not sign.	0.296	1.932	0.053	not sign.	not sign.	0.574	2.804	<b><math>5.04 \times 10^{-3}</math></b>	<b>0.240</b>	<b>weak</b>
All	0.104	0.308	0.758	not sign.	not sign.	0.492	2.489	<b><math>1.28 \times 10^{-2}</math></b>	<b>0.213</b>	<b>weak</b>	0.892	4.181	<b><math>2.91 \times 10^{-5}</math></b>	<b>0.357</b>	<b>medium</b>
Position	2. China: Women										3. Europe: Men				
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Door	-0.645	-3.806	<b><math>1.41 \times 10^{-4}</math></b>	<b>0.379</b>	<b>medium</b>	-0.530	-3.226	<b><math>1.25 \times 10^{-3}</math></b>	<b>0.319</b>	<b>medium</b>	0.115	0.331	0.741	not sign.	not sign.
Foot	-0.833	-4.022	<b><math>5.78 \times 10^{-5}</math></b>	<b>0.400</b>	<b>medium</b>	-0.691	-3.662	<b><math>2.50 \times 10^{-4}</math></b>	<b>0.363</b>	<b>medium</b>	0.142	0.102	0.919	not sign.	not sign.
Seat	-0.020	-0.385	0.700	not sign.	not sign.	-0.113	-0.835	0.404	not sign.	not sign.	-0.094	-0.368	0.713	not sign.	not sign.
Top	0.546	2.156	<b><math>3.11 \times 10^{-2}</math></b>	<b>0.215</b>	<b>weak</b>	0.895	3.393	<b><math>6.90 \times 10^{-4}</math></b>	<b>0.336</b>	<b>medium</b>	0.350	1.226	0.220	not sign.	not sign.
A-Pillar	0.242	1.049	0.294	not sign.	not sign.	0.306	1.270	0.204	not sign.	not sign.	0.064	0.168	0.866	not sign.	not sign.
Center	-0.337	-1.306	0.192	not sign.	not sign.	0.062	0.175	0.861	not sign.	not sign.	0.399	1.216	0.224	not sign.	not sign.
Screen	-0.194	-0.593	0.553	not sign.	not sign.	0.089	0.480	0.631	not sign.	not sign.	0.282	0.954	0.340	not sign.	not sign.
S. Wheel	0.281	1.988	<b><math>4.68 \times 10^{-2}</math></b>	<b>0.198</b>	<b>weak</b>	0.558	2.824	<b><math>4.74 \times 10^{-3}</math></b>	<b>0.280</b>	<b>weak</b>	0.277	0.565	0.572	not sign.	not sign.
All	0.389	2.290	<b><math>2.20 \times 10^{-2}</math></b>	<b>0.228</b>	<b>weak</b>	0.788	3.992	<b><math>6.55 \times 10^{-5}</math></b>	<b>0.395</b>	<b>medium</b>	0.399	1.359	0.174	not sign.	not sign.

Position-preference relation: Second row, Part 2

**Table S2.** Statistical evaluation of the four identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. High (door-foot)														
	2. Medium (seat-a-pillar)					3. Medium-High (center-screen)					4. Contra (s.wheel-all)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	0.946	6.841	$7.85 \times 10^{-12}$	<b>0.691</b>	<b>strong</b>	0.776	5.529	$3.21 \times 10^{-8}$	<b>0.559</b>	<b>strong</b>	1.796	7.978	$1.55 \times 10^{-15}$	<b>0.806</b>	<b>strong</b>
China: Women $n = 63$	0.696	4.854	$1.21 \times 10^{-6}$	<b>0.612</b>	<b>strong</b>	0.714	4.063	$4.84 \times 10^{-5}$	<b>0.512</b>	<b>strong</b>	1.746	6.436	$1.22 \times 10^{-10}$	<b>0.811</b>	<b>strong</b>
Europe: Men $n = 38$	1.689	5.170	$2.34 \times 10^{-7}$	<b>0.839</b>	<b>medium</b>	1.224	4.527	$5.99 \times 10^{-6}$	<b>0.734</b>	<b>strong</b>	2.816	5.238	$1.63 \times 10^{-7}$	<b>0.850</b>	<b>strong</b>
Europe: Women $n = 39$	1.667	5.222	$1.77 \times 10^{-7}$	<b>0.836</b>	<b>medium</b>	1.436	4.350	$1.36 \times 10^{-5}$	<b>0.697</b>	<b>strong</b>	3.026	5.330	$9.84 \times 10^{-8}$	<b>0.853</b>	<b>strong</b>
Participants	2. Medium (seat-a-pillar)										3. Medium-High (center-screen)				
	3. Medium-High (center-screen)					4. Contra (s.wheel-all)					4. Contra (s.wheel-all)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	-0.170	-1.591	0.112	not sign.	not sign.	0.850	6.551	$5.70 \times 10^{-11}$	<b>0.662</b>	<b>strong</b>	1.020	7.226	$4.98 \times 10^{-13}$	<b>0.730</b>	<b>strong</b>
China: Women $n = 63$	0.019	0.330	0.741	not sign.	not sign.	1.050	6.063	$1.33 \times 10^{-9}$	<b>0.764</b>	<b>strong</b>	1.032	5.938	$2.89 \times 10^{-9}$	<b>0.748</b>	<b>strong</b>
Europe: Men $n = 38$	-0.465	-2.114	$3.45 \times 10^{-2}$	<b>0.343</b>	<b>medium</b>	1.127	4.675	$2.94 \times 10^{-6}$	<b>0.758</b>	<b>strong</b>	1.592	5.197	$2.03 \times 10^{-7}$	<b>0.843</b>	<b>strong</b>
Europe: Women $n = 39$	-0.231	-0.508	0.612	0.111	not sign.	1.359	4.913	$8.97 \times 10^{-7}$	<b>0.787</b>	<b>strong</b>	1.590	5.054	$4.33 \times 10^{-7}$	<b>0.809</b>	<b>strong</b>

**Table S3.** Statistical evaluation of the position rating, first row, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Position	1. China: Men														
	2. China: Women, $n$ (1+2) = 161					3. Europe: Men, $n$ (1+3) = 136					4. Europe: Women, $n$ (1+4) = 137				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Door	-0.207	-1.114	0.265	not sign.	not sign.	-0.597	-3.508	<b><math>4.51 \times 10^{-4}</math></b>	<b>0.301</b>	<b>medium</b>	-0.460	-2.840	<b><math>4.52 \times 10^{-3}</math></b>	<b>0.243</b>	<b>weak</b>
Foot	0.067	0.569	0.570	not sign.	not sign.	-0.538	-2.912	<b><math>3.60 \times 10^{-3}</math></b>	<b>0.250</b>	<b>weak</b>	-0.425	-2.831	<b><math>4.63 \times 10^{-3}</math></b>	<b>0.242</b>	<b>weak</b>
Seat	-0.059	-0.212	0.832	not sign.	not sign.	-0.003	-0.097	0.923	not sign.	not sign.	-0.001	-0.125	0.901	not sign.	not sign.
Top	-0.016	-0.272	0.785	not sign.	not sign.	0.569	2.378	<b><math>1.74 \times 10^{-2}</math></b>	<b>0.204</b>	<b>weak</b>	0.704	2.991	<b><math>2.78 \times 10^{-3}</math></b>	<b>0.256</b>	<b>weak</b>
A-Pillar	-0.161	-0.940	0.347	not sign.	not sign.	0.493	2.528	<b><math>1.15 \times 10^{-2}</math></b>	<b>0.217</b>	<b>weak</b>	-0.023	0.314	0.753	not sign.	not sign.
Center	0.162	0.592	0.554	not sign.	not sign.	0.187	0.659	0.510	not sign.	not sign.	0.005	-0.137	0.891	not sign.	not sign.
Screen	0.318	1.265	0.206	not sign.	not sign.	-0.004	-0.055	0.956	not sign.	not sign.	0.401	1.604	0.109	not sign.	not sign.
S. Wheel	0.060	0.305	0.760	not sign.	not sign.	0.216	1.859	0.063	not sign.	not sign.	0.595	3.475	<b><math>5.11 \times 10^{-4}</math></b>	<b>0.297</b>	<b>weak</b>
All	0.307	1.061	0.289	not sign.	not sign.	0.766	3.377	<b><math>7.33 \times 10^{-4}</math></b>	<b>0.290</b>	<b>weak</b>	0.979	4.557	<b><math>5.19 \times 10^{-6}</math></b>	<b>0.389</b>	<b>medium</b>
Position	2. China: Women														
	3. Europe: Men, $n$ (2+3) = 101					4. Europe: Women, $n$ (2+4) = 102					4. Europe: Women, $n$ (3+4) = 77				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Door	-0.390	-2.753	<b><math>5.91 \times 10^{-3}</math></b>	<b>0.274</b>	<b>weak</b>	-0.254	-2.068	<b><math>3.87 \times 10^{-2}</math></b>	<b>0.205</b>	<b>weak</b>	0.137	0.359	0.720	not sign.	not sign.
Foot	-0.604	-3.042	<b><math>2.35 \times 10^{-3}</math></b>	<b>0.303</b>	<b>medium</b>	-0.492	-2.918	<b><math>3.53 \times 10^{-3}</math></b>	<b>0.289</b>	<b>weak</b>	0.113	-0.092	0.927	not sign.	not sign.
Seat	0.056	0.000	1.000	not sign.	not sign.	0.059	-0.179	0.858	not sign.	not sign.	0.003	-0.089	0.929	not sign.	not sign.
Top	0.586	2.486	<b><math>1.29 \times 10^{-2}</math></b>	<b>0.247</b>	<b>weak</b>	0.720	3.031	<b><math>2.44 \times 10^{-3}</math></b>	<b>0.300</b>	<b>medium</b>	0.134	0.664	0.506	not sign.	not sign.
A-Pillar	0.654	3.107	<b><math>1.89 \times 10^{-3}</math></b>	<b>0.309</b>	<b>medium</b>	0.138	1.014	0.311	not sign.	not sign.	-0.516	-1.535	0.125	not sign.	not sign.
Center	0.025	0.126	0.900	not sign.	not sign.	-0.158	-0.641	0.522	not sign.	not sign.	-0.182	-0.521	0.602	not sign.	not sign.
Screen	-0.322	-1.090	0.276	not sign.	not sign.	0.083	0.764	0.445	not sign.	not sign.	0.405	1.447	0.148	not sign.	not sign.
S. Wheel	0.156	1.524	0.127	not sign.	not sign.	0.535	3.072	<b><math>2.12 \times 10^{-3}</math></b>	<b>0.304</b>	<b>medium</b>	0.379	1.244	0.214	not sign.	not sign.
All	0.458	2.799	<b><math>5.12 \times 10^{-3}</math></b>	<b>0.279</b>	<b>weak</b>	0.672	4.118	<b><math>3.83 \times 10^{-5}</math></b>	<b>0.408</b>	<b>medium</b>	0.213	1.351	0.177	not sign.	not sign.

Position-preference relation: First row, Part 2

**Table S4.** Statistical evaluation of the four identified groups, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the first column.

Participants	1. High (door-foot)														
	2. Medium (seat-a-pillar)					3. Medium-High (center-screen)					4. Contra (s.wheel-all)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	1.036	7.236	<b><math>4.63 \times 10^{-13}</math></b>	<b>0.731</b>	<b>strong</b>	0.867	5.628	<b><math>1.82 \times 10^{-8}</math></b>	<b>0.569</b>	<b>strong</b>	1.770	7.971	<b><math>1.55 \times 10^{-15}</math></b>	<b>0.805</b>	<b>strong</b>
China: Women $n = 63$	1.011	6.151	<b><math>7.68 \times 10^{-10}</math></b>	<b>0.775</b>	<b>strong</b>	1.135	5.540	<b><math>3.02 \times 10^{-8}</math></b>	<b>0.698</b>	<b>strong</b>	2.024	6.609	<b><math>3.87 \times 10^{-11}</math></b>	<b>0.833</b>	<b>strong</b>
Europe: Men $n = 38$	1.956	5.051	<b><math>4.39 \times 10^{-7}</math></b>	<b>0.819</b>	<b>strong</b>	1.526	4.703	<b><math>2.56 \times 10^{-6}</math></b>	<b>0.763</b>	<b>strong</b>	2.829	5.321	<b><math>1.03 \times 10^{-7}</math></b>	<b>0.863</b>	<b>strong</b>
Europe: Women $n = 39$	1.705	5.137	<b><math>2.80 \times 10^{-7}</math></b>	<b>0.823</b>	<b>strong</b>	1.513	4.363	<b><math>1.28 \times 10^{-5}</math></b>	<b>0.699</b>	<b>strong</b>	3.000	5.322	<b><math>1.03 \times 10^{-7}</math></b>	<b>0.852</b>	<b>strong</b>
Participants	2. Medium (seat-a-pillar)										3. Medium-High (center-screen)				
	3. Medium-High (center-screen)					4. Contra (s.wheel-all)					4. Contra (s.wheel-all)				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
China: Men $n = 98$	-0.168	-1.203	0.229	not sign.	not sign.	0.735	6.052	<b><math>1.43 \times 10^{-9}</math></b>	<b>0.611</b>	<b>strong</b>	0.903	6.826	<b><math>8.72 \times 10^{-12}</math></b>	<b>0.690</b>	<b>strong</b>
China: Women $n = 63$	0.124	1.120	0.263	not sign.	not sign.	1.013	6.193	<b><math>5.90 \times 10^{-10}</math></b>	<b>0.780</b>	<b>strong</b>	0.889	5.490	<b><math>4.01 \times 10^{-8}</math></b>	<b>0.692</b>	<b>strong</b>
Europe: Men $n = 38$	-0.430	-1.778	0.075	not sign.	not sign.	0.873	3.921	<b><math>8.80 \times 10^{-5}</math></b>	<b>0.636</b>	<b>strong</b>	1.303	4.659	<b><math>3.18 \times 10^{-6}</math></b>	<b>0.756</b>	<b>strong</b>
Europe: Women $n = 39$	-0.192	-0.747	0.455	not sign.	not sign.	1.295	4.912	<b><math>9.03 \times 10^{-7}</math></b>	<b>0.787</b>	<b>strong</b>	1.487	4.791	<b><math>1.66 \times 10^{-6}</math></b>	<b>0.767</b>	<b>strong</b>

S3: Combined Results

Chinese only, age-color preference relation:

**Table S1.** Statistical evaluation of the age-color preference rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. Women: $\leq 34$ Years, $n = 32$					1. Men: $\leq 34$ Years, $n = 52$				
	2. Women: $\geq 35$ Years, $n = 31$					2. Men: $\geq 35$ Years, $n = 46$				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	-0.003	-0.655	0.512	not sign.	not sign.	-0.155	0.079	0.937	not sign.	not sign.
Orange	0.270	0.086	0.931	not sign.	not sign.	-0.047	1.235	0.217	not sign.	not sign.
Yellow	0.511	0.200	0.841	not sign.	not sign.	0.076	2.241	<b><math>2.50 \times 10^{-2}</math></b>	<b>0.226</b>	<b>weak</b>
Green	0.431	-1.628	0.104	not sign.	not sign.	-0.441	1.887	0.059	not sign.	not sign.
Cyan	0.408	-0.214	0.831	not sign.	not sign.	-0.102	1.879	0.060	not sign.	not sign.
Blue	-0.171	-1.594	0.111	not sign.	not sign.	-0.401	-0.713	0.476	not sign.	not sign.
Purple	-0.035	-0.477	0.634	not sign.	not sign.	-0.182	-0.06	0.953	not sign.	not sign.
Cold White	0.165	2.973	<b><math>2.95 \times 10^{-3}</math></b>	<b>0.375</b>	<b>medium</b>	0.712	0.787	0.431	not sign.	not sign.
Warm White	-0.309	2.110	<b><math>3.49 \times 10^{-2}</math></b>	<b>0.266</b>	<b>weak</b>	0.541	-1.695	0.090	not sign.	not sign.
Neutral White	0.084	2.204	<b><math>2.76 \times 10^{-2}</math></b>	<b>0.278</b>	<b>weak</b>	0.586	0.311	0.756	not sign.	not sign.

Chinese only, time-color selection relation; autonomous driving:

**Table S2.** Statistical evaluation of the time-color preference rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. Morning, 0–12 AM, $n = 37$										2. Day, 12–6 PM, $n = 60$				
	2. Day, 12–6 PM, $n = 60$					3. Evening, 6–12 PM, $n = 64$					3. Evening, 6–12 PM, $n = 64$				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	0.035	−0.521	0.603	not sign.	not sign.	−0.021	−0.280	0.779	not sign.	not sign.	−0.056	−0.926	0.355	not sign.	not sign.
Orange	0.073	−0.976	0.329	not sign.	not sign.	0.064	0.864	0.388	not sign.	not sign.	−0.008	−0.13721	0.891	not sign.	not sign.
Yellow	−0.044	0.505	0.614	not sign.	not sign.	−0.108	−1.182	0.237	not sign.	not sign.	−0.064	−0.794	0.427	not sign.	not sign.
Green	0.141	−1.573	0.116	not sign.	not sign.	0.027	0.282	0.778	not sign.	not sign.	−0.114	−1.4661	0.143	not sign.	not sign.
Cyan	−0.015	0.147	0.883	not sign.	not sign.	−0.117	−1.140	0.254	not sign.	not sign.	−0.102	−1.144	0.253	not sign.	not sign.
Blue	0.172	−1.784	0.074	not sign.	not sign.	0.062	0.612	0.540	not sign.	not sign.	−0.110	−1.345	0.179	not sign.	not sign.
Purple	0.010	−0.106	0.916	not sign.	not sign.	−0.085	−0.891	0.373	not sign.	not sign.	−0.095	−1.164	0.244	not sign.	not sign.
Cold White	0.022	−0.211	0.833	not sign.	not sign.	0.202	2.173	<b><math>2.98 \times 10^{-2}</math></b>	<b>0.216</b>	<b>weak</b>	<b>0.180</b>	<b>2.197</b>	<b><math>2.80 \times 10^{-2}</math></b>	<b>0.197</b>	<b>weak</b>
Warm White	−0.076	0.741	0.459	not sign.	not sign.	0.027	0.282	0.778	not sign.	not sign.	0.103	1.198	0.231	not sign.	not sign.
Neutral White	−0.188	1.990	<b><math>4.66 \times 10^{-2}</math></b>	<b>0.202</b>	<b>weak</b>	−0.088	−1.020	0.308	not sign.	not sign.	0.100	1.208	0.227	not sign.	not sign.

Within all participants, weather-color preference relation:

**Table S3.** Statistical evaluation of the weather (sunshine, no sunshine) preference rating, differences of the mean values  $\Delta\bar{x}$ , z-score, probability value  $p$ , effect power  $r$  and quantification of it. If  $p < 0.05$ , it is bold marked. Participants for each group are summed up in the heading.

Color	1. Sunshine, $n = 144$					2. No Sunshine, $n = 94$				
	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level	$\Delta\bar{x}$	$z$	$p$ (asym.)	$r$	level
Red	−0.192	0.600	0.549	not sign.	not sign.					
Orange	−0.099	0.443	0.658	not sign.	not sign.					
Yellow	−0.241	1.466	0.143	not sign.	not sign.					
Green	−0.229	1.434	0.152	not sign.	not sign.					
Cyan	−0.294	2.145	<b><math>3.20 \times 10^{-2}</math></b>	<b>0.139</b>	<b>weak</b>					
Blue	−0.413	3.537	<b><math>4.05 \times 10^{-4}</math></b>	<b>0.229</b>	<b>weak</b>					
Purple	0.059	−0.385	0.701	not sign.	not sign.					
Cold White	−0.002	0.242	0.809	not sign.	not sign.					
Warm White	−0.379	0.833	0.405	not sign.	not sign.					
Neutral White	0.245	0.233	0.816	not sign.	not sign.					