

preference['pref(ə)rəns] *n*

- предпочтение; преимущество
to give smth. the preference over smth. - отдавать чему-л. предпочтение перед чем-л.
to have a preference for poetry - предпочитать поэзию
in preference to any other - предпочитая что-л. *или* кого-л. всем остальным
in order of preference - в порядке /по степени/ предпочтения
preference as to dividends - *КОМ.* преимущество в отношении дивиденда
- выбор; то, чему отдаётся предпочтение
what is your /have you any/ preference? - что вы предпочитаете?
I have no preference - мне всё равно /безразлично/ (о еде *и т. п.*)
- юр.* право кредитора на преимущественное удовлетворение (*при несостоятельности должника*); преимущественное право
- ЭК.* льготная таможенная пошлина; преференция
imperial preference(s) - *КОМ.* имперские преференции
- преферанс (*карточная игра*)
- амер.* личные вещи космонавта

preference

Oxford Advanced Learners Dictionary 8th Ed.

pref-er-ence [preference preferences] *BrE* ['prefrəns] ^ˈ *NAmE* ['prefrəns] ^ˈ

noun

- uncountable, singular** ~ (for sb/sth) a greater interest in or desire for sb/sth than sb/sth else
 - It's a matter of **personal preference**.
 - Many people **expressed a strong preference** for the original plan.
 - I can't say that I have any particular preference.
 - Let's make a list of possible speakers, **in order of preference**.
 - countable** a thing that is liked better or best
 - a study of consumer preferences
- Idioms:** ↑give preference to somebody ▪ ↑in preference to somebody

Word Origin:

late Middle English (in the sense 'promotion'): from Old French, from medieval Latin *praefere* *praefere* 'carry in front', from *prae* 'before' + *ferre* 'to bear, carry'.

Thesaurus:**preference** noun U, sing.

- Most people expressed a strong preference for the original plan.

taste • **liking** • **weakness** • **approving love** • **passion** •

a preference/taste/liking/weakness/passion **for** sth

have a preference/taste/liking/weakness/love/passion **for** sth

show a preference/liking **for** sth

Preference or taste? A **preference** is always a choice between two or more things, places, people, etc.; a **taste** is not

- a taste for French bread
- a preference for red wine (= rather than white wine)

Synonyms:**choice**

favourite • preference • selection • pick

These are all words for a person or thing that is chosen, or that is liked more than others.

choice • a person or thing that is chosen: ▪ She's the obvious choice for the job.

favourite /favorite • a person or thing that you like more than the others of the same type: ▪ Which one's your favourite?

preference • a thing that is liked better or best: ▪ Tastes and preferences vary from individual to individual

favourite or preference?

Your **favourites** are the things you like best, and that you have, do, listen to, etc. often; your **preferences** are the things that you would rather have or do if you can choose.

selection • a number of people or things that have been chosen from a larger group: ▪ A selection of reader's comments are published below.

pick • (rather informal, especially *NAmE*) a person or thing that is chosen: ▪ She was his pick for best actress.

sb's choice/favourite/pick **for** sth

sb's choice/selection/pick **as** sth

an **obvious** choice/favourite/selection

a(n) **excellent /good/popular/fine** choice/selection

Example Bank:

- Do you have any particular preference?
- He has not expressed a preference as to which school he wants to go to.
- His policy preferences are pretty centrist.
- I choose motorways when driving, for preference.
- I travel by plane, for preference.

- It's a matter of personal preference.
- Learners show a preference for one learning style over others.
- List the candidates in order of preference.
- Local voters gave Harry West first preference.
- My first preference is for the applicant from Hong Kong.
- Older people tend to express a preference for dark chocolate.
- Preference is given to students who have passed mathematics and chemistry.
- She was happy to arrange her schedule to suit their preferences.
- Some countries receive preference over others.
- They bought French planes in preference to British ones.
- changing preferences in furniture styles
- designs that reflect their individual preferences
- discrimination based on race, religion, gender or sexual preference
- his consistent opposition to racial preferences while a legislator
- modern children's food preferences
- people's preferences between brown and white bread
- student preferences towards/toward the various activities
- the government's preference for tax cuts over greater public spending
- their preferences regarding websites
- I can't say that I have any particular preference.
- Let's make a list of possible speakers, in order of preference.
- Tastes and preferences vary from individual to individual.
- They are undertaking a study of consumer preferences.
- a preference for brown bread

preference

Longman DOCE 5th Ed. (En-En)

preference **W3** /'prefərəns/ *BrE* ^ˈ *AmE* ^ˈ *noun*

[Word Family: **adverb**: ↑preferably, ↑preferentially; **adjective**: ↑preferable, ↑preferential; **verb**: ↑prefer; **noun**: ↑preference]

1. [uncountable and countable] if you have a preference for something, you like it more than another thing and will choose it if you can ⇒ **prefer**:

Do you have a colour preference?

preference for

- a cultural preference for boy babies
- Parents may be able to express a preference as to the school their child will attend.
- The amount of sugar you add will depend on personal preference.
- Many elderly people expressed a strong preference to live in their own homes.

in preference to something (=rather than something)

Use clear English in preference to technical language.

2. [uncountable and countable] when someone is treated more favourably than other people, often when he or she has been treated unfairly in the past:

Racial preferences are a way to make up for years of discrimination against minorities.

give/show preference (to somebody)

In allocating housing, preference is given to families with young children.

3. **sexual preference** someone's sexual preference is whether they want to have sex with men or women

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COLLOCATIONS

verbs

- **have a preference** Do you have a preference for red or white wine?
- **express a preference** He avoided expressing a preference for any of the remaining Democratic candidates.
- **show a preference** Females showed a preference for long-tailed males.

ADJECTIVES/NOUN + preference

- **a strong preference** In some countries, there is still a strong preference for sons.
- **a clear preference** There was a clear preference amongst the staff for this style of leadership.
- **a marked preference** (=strong and clear) The animals have a marked preference for woodland.
- **a personal preference** My personal preference is to eat meat only once or twice a week.
- **individual preferences** This partnership can take a variety of forms, depending on individual preferences.
- **consumer preferences** Information about local consumer preferences can be used by a manufacturer's sales force.
- **food preferences** Very young children may have clear food preferences.

phrases

- **in order of preference** Please list your choice of colleges in order of preference.
- **be a matter of personal preference** (=be something that you can choose, according to what you like) Which one you decide to buy is just a matter of personal preference.

preference

Freakuency Pack

12500 **2700**^{MCW}

15000 **1115**^{COCA}

RANGE: **2k** PREFER 41525

prefer 11792

prefers 3150

preferring 1189

preferred 9687

unpreferred 0

preferable 1399

preferably 1766

preference 6023

preferences 5166

preferential 1169

preferentially 157

preferment 23

preferments 4

COCA 500k Unlemmatized

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⁷**317781**⁷ *nnu*
