Asked 50 girls and 50 boys.

76% (38) of the girls answered

64% (32) of the boys answered

70% answered in total

Who preferred what?

|  |  |  |  |
| --- | --- | --- | --- |
| Numbers  | A | B | C |
| Girls | 25 | 10 | 3 |
| Boys | 20 | 10 | 2 |

|  |  |  |  |
| --- | --- | --- | --- |
| Percentages | A | B | C |
| Girls | 65.8% | 26.3% | 7.9% |
| Boys | 62.5% | 31.25% | 6.25% |

Overall

64.2% preferred A

28.57% preferred B

7.1 preferred C

* The majority said that the reason they preferred A is because logo is sparkly/bold
* Many of the ones who chose B thought that the orange made the logo stand out more
* Those that chose C thought it was clearer and more educational