73% Positive Reaction
27% Negative Reaction

Descriptors:

Intriguing	16%	Disinteresting	2%
Exciting	2%	Boring	2%
Sophisticated		Common	
Quality		Cheap	2%
Strong	4%	Weak	
Youthful	7%	Old Fashioned	
Comfortable		Edgy	12%
Trustworthy		Unreliable	
Energetic	9%	Lethargic	
Unique	16%	Common	
Attractive	7%	Ugly	4%
Modern	12%	Traditional	2%
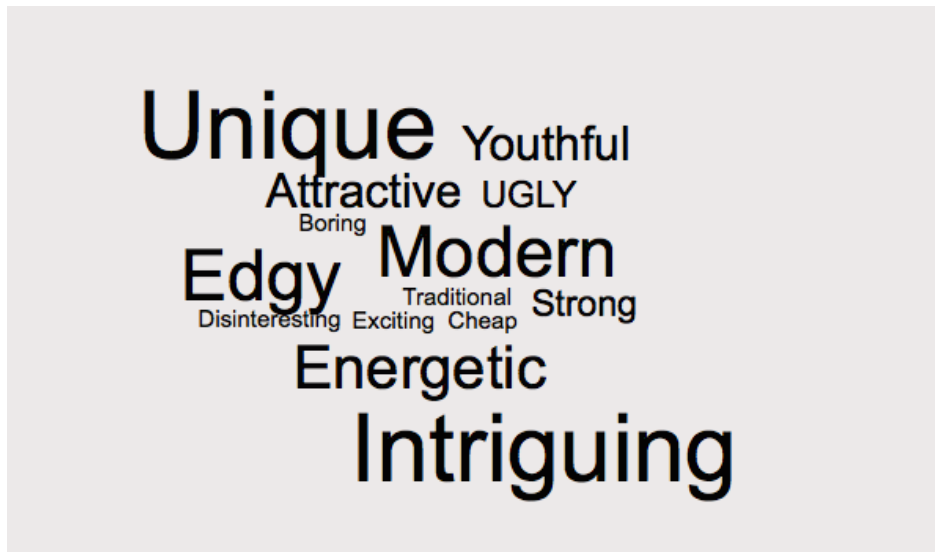
79% Positive Reaction
21% Negative Reaction

Descriptors:

Intriguing	12%	Disinteresting	4%
Exciting	2%	Boring	4%
Sophisticated	10%		
Quality	6%	Cheap	
Strong	8%	Weak	4%
Youthful	6%	Old Fashioned	
Comfortable	2%	Edgy	2%
Trustworthy	4%	Unreliable	
Energetic	6%	Lethargic	
Unique	6%	Common	
Attractive	6%	Ugly	
Modern	13%	Traditional	6%

39% Positive Reaction
51% Negative Reaction

Descriptors:

Intriguing		Disinteresting	9%
Exciting		Boring	9%
Sophisticated	7%		
Quality	2%	Cheap	2%
Strong	7%	Weak	2%
Youthful		Old Fashioned	7%
Comfortable	7%	Edgy	2%
Trustworthy		Unreliable	
Energetic	2%	Lethargic	
Unique		Common	18%
Attractive	2%	Ugly	2%
Modern	11%	Traditional	9%

Paired Comparison Results*

| 59% Preference | 12% Preference | 29% Preference |
| 209 Votes | 42 Votes | 102 Votes |
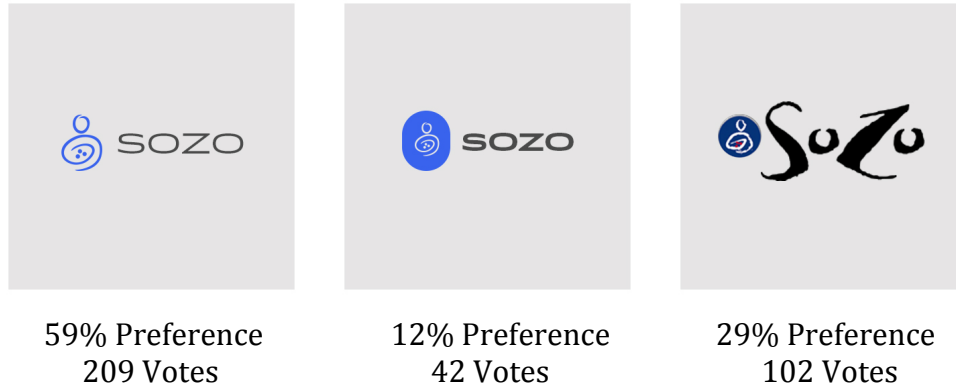
Including the magnitude of "goodness" between the various comparisons (each magnitude of 'goodness' counted as a vote and all data was normalized to reduce to factors of 1,2, and 3) along with the frequency of choosing each logo option there was a total of 353 'votes'.

*This is a paired comparison test that tests preference of one item over the other and allows for a magnitude of 'goodness' of choices.