

# City of Alvin Logo Rebranding

## Logo Survey Results #2



### Logo A

Rank:  
1st at 45.01%  
2nd at 25.23%  
3rd at 15.61%  
4th at 14.16%

---

Scored: 1.99

Logo A was ranked as the top response for number one in the numerical order response when asked to put the logos in order from favorite to least favorite out of 1102 responses.



### Logo C

Rank:  
1st at 20.78%  
2nd at 32.21%  
3rd at 32.21%  
4th at 14.79%

---

Scored: 2.41

Logo C was ranked as top response for ranking two in the numerical order response when asked to put the logos in order from favorite to least favorite out of 1102 responses.



### Logo B

Rank:  
1st at 20.78%  
2nd at 21.32%  
3rd at 22.78%  
4th at 35.12%

---

Scored: 2.72

Logo B was ranked as the top response for ranking three in the numerical order response when asked to put the logos in order from favorite to least favorite out of 1102 responses.



## Logo D

Rank:  
1st at 13.43%  
2nd at 21.23%  
3rd at 29.40%  
4th at 35.93%

---

Scored: 3.27

Logo D was ranked as the top response for ranking four in the numerical order response when asked to put the logos in order from favorite to least favorite out of 1102 responses.

## Summary

The logos have been placed in the most popular order of favorite to least favorite based on the response from 1102 people. Each logo has the percentage of responses it received at each position from number one to four. It has also been put into the ordered it was scored at with the lowest number being a better position. Logo A received the most responses for position one, at a percentage of 45.01%, and 496 people placing it as their favorite. Logo C was second with a percentage of 20.78%, which means 229 people ranked it as their favorite out of 1102. Logo D received the lowest ranking at position one with a 13.43% , meaning only 148 people respond with that logo as their favorite out of 1102.