|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Icon** | **Recognized** | **Recognition** | **Favorite** | **Favorite** |
| **N = 85** | **Percentage** | **N = 50** | **Percentage** |
| Kool-Aid Man | 16 | 19% | 16 | 32% |
| Mr. Peanut | 5 | 6% | 3 | 6% |
| Tony the Tiger | 18 | 21% | 8 | 16% |
| Buzz the Bee | 11 | 13% | 5 | 10% |
| Energizer Bunny | 15 | 18% | 6 | 12% |
| Toucan Sam | 10 | 12% | 1 | 2% |
| Sugar Smacks Frog | 2 | 2% |  | 0% |
| Mr. Bubbles | 5 | 6% | 3 | 6% |
| State Farm |  |  | 3 | 6% |
| Lucky Charms Leprechaun |  |  | 2 | 4% |
| M&M’s Guy |  |  | 1 | 2% |
| Pillsbury Dough Boy |  |  | 1 | 2% |
| Fruit Loop Bird |  |  | 1 | 2% |
| Count Chocula | 1 | 1% |  |  |
| Speedy – Pepto Bismol | 1 | 1% |  |  |
| Big Boy – Hamburgers | 1 | 1% |  |  |

In another class, kids chose the funniest icons as their favorites, while they seemed to recognize icons that were most relevant to their daily lives. This would cereal brand icons, which they likely look at every day while eating breakfast, and the Energizer Bunny, which supplies power to the toys they love.

In all, this trend seems to continue throughout the rest of the population. The icons that represent sugary foods were recognized the most and were considered most favorite, with the Energizer Bunny staying nearby as the favorite of 12% of kids.