

An Empirical Investigation Proves...

Children Prefer **FLUORESCENT** Color over Conventional COLOR

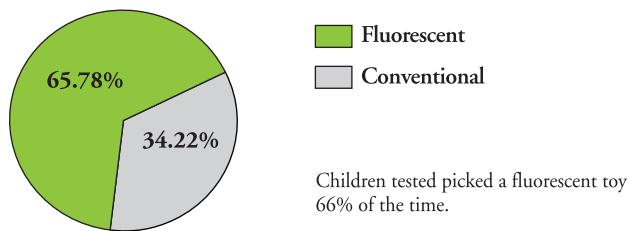


Q: Why use FLUORESCENT color?

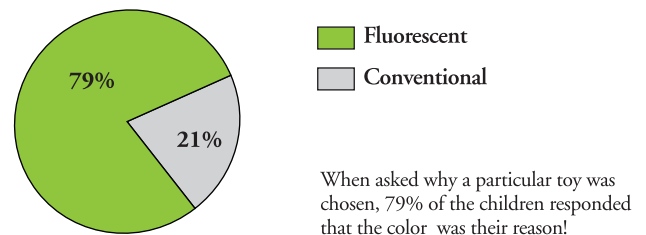
A: Because study shows that children will choose your product 3 out of 4 times.

STUDY RESULTS

Children's Preference for Fluorescent vs. Conventional Colored Toys



Children's Preference for Fluorescent vs. Conventional Colored Toys
When the Reason for the Choice Was Color



EXPERIMENTAL PROCEDURES

All subjects were tested individually by either a male or female graduate research assistant in a room free from distraction and under normal lighting conditions.

Outside the testing room, the research assistant explained to each child what was to happen inside the testing room. Random procedures were established for the positioning of the toys which were grouped in pairs and alternated for each succeeding interview. Each child was asked which toy he or she "liked best" and the same procedure was followed for the other pairs of toys displayed.

WHO CONDUCTED THE STUDY

This study was conducted by W. Michael Nelson III Ph. D, Professor and Chair of The Department of Psychology, with support from Elizabeth L. Bronsil, Director of the Xavier University Teacher Education Program. The study was designed and directed on the campus of Xavier University in Cincinnati, Ohio and utilized the one hundred and twenty-five (125) preschool and primary grade children enrolled in the University's Montessori Program. The socio-economic background of the 2 to 8 year old children studied included lower, middle, and upper income families and an equitable distribution by race, age and sex.

ADDITIONAL SUPPORTING EVIDENCE

To further support the conclusions reached in this toy study, Xavier University researchers conducted a project to determine color preference in selecting water tempera colors for painting on easels. Ninety-Five (95) of the children aged 3 to 5 years were used in this segment. The children selected their choice of color from a palette made of 5 fluorescent colors and 5 conventional colors of the same hue.

The results paralleled the findings of the toy study. The children tested selected a fluorescent tempera 66% of the time.

Complete study data is available on request from Day-Glo Color Corp.

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