Effect of Logo Visibility on Respondents' Confidence in Government Surveys

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Background





Prev Next

Research Questions

- 1. Does the placement of the logo affect participants' ability to identify the organization conducting the survey?
- 2. Does placing the logo on every page make it more likely for participants to see it?
- 3. What does the logo of the organization conducting the survey mean to participants?
- 4. Which placement of logo do participants prefer?



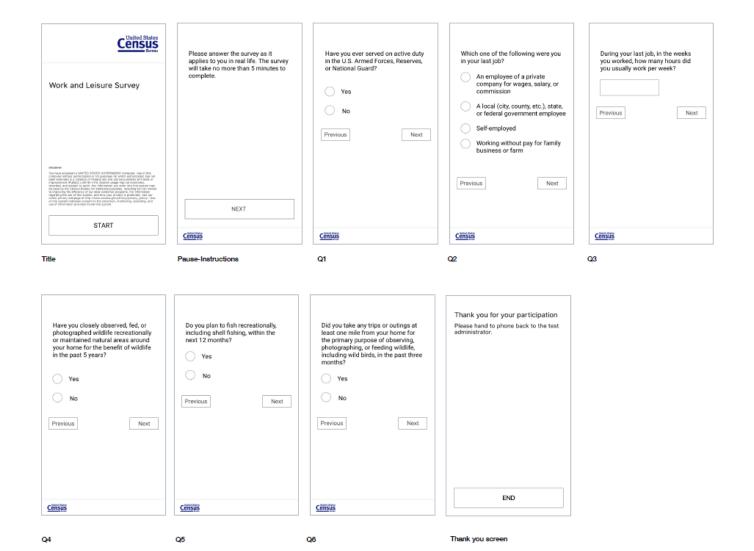
Study Design

A between-subjects design with one factor of three conditions:

- 1. Logo on every screen
- 2. Logo on first screen only
- 3. No logo

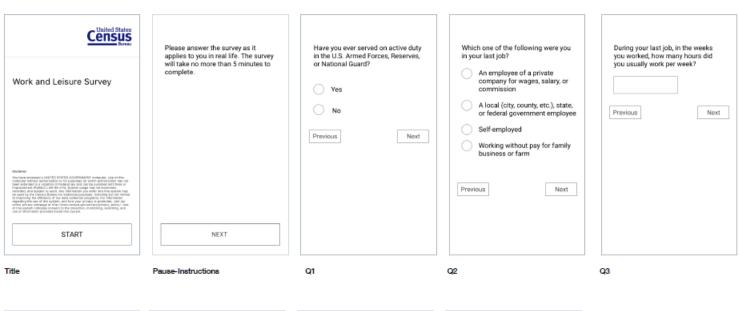


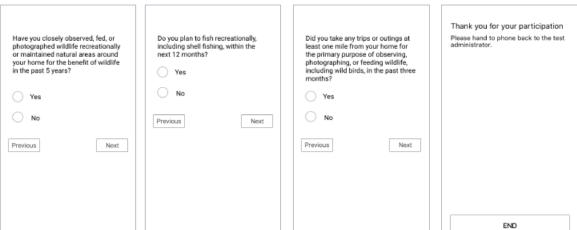
Condition 1: Logo on Every Screen





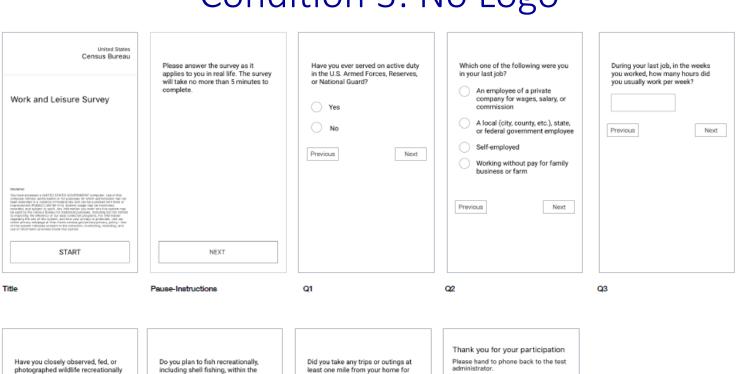
Condition 2: Logo on First Screen Only



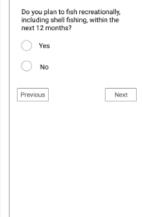




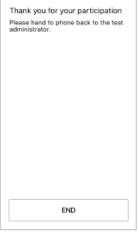
Condition 3: No Logo













Q4 Q5 Q6 Thank you screen

Outcome Measures Addressing Research Questions

- 1. Identification of organization: Whether or not a participant correctly identified the U.S. Census Bureau as the organization conducting the survey. (Q1)
- 2. Visibility of logo: Whether or not a participant reported seeing the logo on the survey. (Q2)
- 3. Meaning of logo: Participant's self-reported interpretation of logo. (Q3)
- 4. Preference: Participant's preferred logo placement. (Q4)
- 5. Reason for preference: Participant's self-reported reason for selecting his/her preferred logo placement (Q4)



Debriefing Questions Collecting Outcome Measure Data

- 1. Awareness of the survey organization: Based on what you saw on the survey, what organization is conducting this survey? How do you know that?
- 2. Perception of the Census Bureau logo: Did you see a logo of the U.S. Census Bureau? If so, where?
- 3. Interpretation of the Census Bureau logo: What does the logo mean to you?



Data Collection: Participants

A convenience sample of 82 participants from the Washington metropolitan area in the United States with the following characteristics:

- Gender distribution: 20 males, 62 females
- Mean Age (SD): 68.63 (5.46) years
- Race distribution: White 56%, Black 23%, Other 21%
- Education: Some high school and above
- Smartphone use duration: > 2 years 83%, 1-2 years 12%, 0.5-1 years 5%
- Vision: Sufficient for reading newspaper

Participants were randomly assigned to the three study conditions:

- 1. Logo on every screen: 28 participants
- 2. Logo on first screen only: 27 participants
- 3. No logo: 27 participants



Data Collection: Procedure

Step 1: The participant read the survey invitation letter (with a logo letterhead) on paper.

Step 2: The participant completed a 6-question survey on a smartphone.

Step 3: The participant was probed with the debriefing questions.

Step 4: The participant was shown the three different logo placement designs and asked to choose one most preferred and explain the reasoning.



Data Analysis

- 1. Responses to the debriefing questions were independently coded by three different researchers.
- Differences in response categorization were reconciled through discussion among the coders.
- 3. Logistic regressions were conducted to assess the effect of logo visibility on participants' performance and opinions.



Result 1: Awareness of Survey Organization

Responses to the question: *Based on what you saw on the survey, what organization is conducting this survey?*

Major finding:

- No participants explicitly referred to the logo.
- 2. No Statistically significant differences in responses among the three designs (*p* > 0.05).

	Census Bureau	Other
Logo on every screen	14 (50%)	14 (50%)
Logo on first screen	12 (44%)	15 (56%)
No logo	10 (37%)	17 (63%)

Sources for "Census Bureau" responses:

- Invitation letter 53%
- Survey question 3%
- Smartphone owned by the Census Bureau and used by P during the study— 3%
- Other non-logo sources 39%
- Non-response 3%



Result 2: Perception of the Census Bureau Logo

Responses to the question:

Did you see a logo of the U.S.

Census Bureau?

	Yes	No
Logo on every screen	8 (29%)	20 (71%)
Logo on first screen	8 (30%)	19 (70%)
No logo	7 (26%)	20 (74%)

Responses to the question: *If so, where* (did you see the logo)?

	Mobile survey	Invitation letter or other
Logo on every screen	4	4
Logo on first screen	2	6
No logo	1	6

Major finding:

- 1. No Statistically significant differences in response to both questions among the three designs (p > 0.05).
- 2. 7% of participants reported seeing the logo on the survey.



Result 3: Interpretation of the Census Bureau Logo

Responses to the question: What does the logo mean to you?

Branding design	Not a scam	Government survey	Other
Logo on every screen	1	3	4
Logo on first screen	1	3	4

Major finding:

Among the 16 participants who reported seeing a logo in the conditions where a logo was displayed. About **50%** of the participants interpreted the logo as **a symbol of government survey** or being **not a scam**.



Result 4: Preference of Branding Design

Responses to the question: Which design do you prefer?

Logo on every screen	Logo on first screen	No logo	No preference
54 (66%)	22 (27%)	3 (3.5%)	3 (3.5%)

Responses to the question: Why did you choose this one?

Legitimacy	Sponsor identity	Visual effects	No preference/Other
8 (10%)	27 (33%)	33 (40%)	17 (3.5%)

Major finding:

- 1. A majority of participants prefer a logo on every screen.
- Survey sponsor's identity/legitimacy and visual effects are two major factors contributing to the choice of a logo display.



Summary

- 1. A logo on survey instruments is not seen by most participants.
- 2. About 50% of participants who see the logo interpret the logo as a symbol of legitimacy.
- 3. A majority of participants prefer a logo on every screen of a survey.



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