

# Effect of Logo Visibility on Respondents' Confidence in Government Surveys

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U.S. Census Bureau

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# Background



The cover of "The National Food Study Adult Book" from the U.S. Department of Agriculture's (USDA) Healthy People 2020 initiative. It features logos for Subway, Pizzeria Rusty, Starbucks Coffee, and Firenza. The cover includes a form with fields for "First Day:", "Last Day:", and "Book for:". A red circle highlights the USDA logo.

USDA  
The U.S. Department of Agriculture's  
**The National Food Study  
Adult Book**

First Day: \_\_\_\_\_  
Last Day: \_\_\_\_\_  
Book for: \_\_\_\_\_

**Signature:** \_\_\_\_\_

USDA Control Number: 0836-0088  
Expiration Date: 03/31/2015

The login screen for the American Community Survey. It features the United States Census Bureau logo and the text "American Community Survey". A red circle highlights the United States Census Bureau logo. The screen includes a "Please Log In" section with a barcode and a "User ID" field. Below the login section, there is a "WARNING" section and a "Please sign below if you agree to take part in this study." section.

United States  
**Census**  
Bureau

American Community Survey

Welcome to the American Community Survey. You will need the materials we mailed to you to start the survey.

All the information that you provide will remain completely confidential.

[Para completar en español, oprima aquí.](#)

Please Log In

Enter the 10-digit User ID found below the barcode on the materials we mailed to you.

User ID:  -

Log In

**\*\* WARNING \*\***

UNITED STATES GOVERNMENT computer. Use of this computer system for which authorization has not been extended is prohibited and may be punished with fines or imprisonment (PUBLIC LAW 99-504, 105 Stat. 2619, 5 U.S.C. 552a). All information you provide is recorded, and subject to audit. Any information you provide may be used by the Census Bureau for statistical purposes, including the development of our data collection programs. For information on how your privacy is protected, visit our online privacy policy at [www.census.gov/privacy/privacy\\_policy/](http://www.census.gov/privacy/privacy_policy/). Use of this system indicates your consent to the collection, monitoring, recording, and use of information provided inside this system.

Please sign below if you agree to take part in this study.

The cover of the NACE Salary Survey for Winter 2020. It features the text "NACE SALARY SURVEY" in large blue letters. Below the title, it says "Starting salary projections for class of 2020 new college graduates" and "Data reported by employers". The cover also includes the text "SALARIES BY MAJOR | p.8", "SALARIES BY INDUSTRY | p.28", and "SALARIES BY REGION | p.36". A red circle highlights the NACE logo at the bottom right.

NACE  
**SALARY SURVEY**

Starting salary projections for class of 2020 new college graduates  
Data reported by employers

WINTER 2020

SALARIES BY MAJOR | p.8  
SALARIES BY INDUSTRY | p.28  
SALARIES BY REGION | p.36

NATIONAL ASSOCIATION OF  
COLLEGES AND EMPLOYERS  
[www.nacwels.org](http://www.nacwels.org)

A screenshot of the UTI Diary mobile app. It shows a question: "Which of these best describes your symptoms today?" with five radio button options: "0 - No discomfort", "1 - Some discomfort", "2 - A lot of discomfort", "3 - Painful", "4 - Very painful", and "5 - Extremely painful". A red circle highlights the question and options.

UTI Diary

Question 5 of 5

Which of these best describes your symptoms today?

0 - No discomfort  
1 - Some discomfort  
2 - A lot of discomfort  
3 - Painful  
4 - Very painful  
5 - Extremely painful

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




Work and Leisure Survey

DISCLAIMER  
You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer network and/or system or the contents of any information that may be contained on PUBLICLY accessible sites can be protected by state or federal laws. It is the user's responsibility to ensure that the user's activities and system use comply with applicable laws. The user agrees to indemnify and hold the United States Government harmless from any and all claims, damages, and expenses, including reasonable attorneys' fees, that may be asserted against or incurred by the United States Government, its agencies, departments, or employees, in connection with the user's use of this system, and for any activity in which the user is engaged, and for which the user is responsible. The user's use of this system and/or system is provided on an "as is" basis. The user agrees to release, defend, indemnify, and hold the United States Government, its agencies, departments, or employees, harmless from any and all claims, damages, and expenses, including reasonable attorneys' fees, that may be asserted against or incurred by the United States Government, its agencies, departments, or employees, in connection with the user's use of this system.

START

Please answer the survey as it applies to you in real life. The survey will take no more than 5 minutes to complete.


NEXT



Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

Yes  
 No


Previous Next



Which one of the following were you in your last job?


An employee of a private company for wages, salary, or commission  
 A local (city, county, etc.), state, or federal government employee  
 Self-employed  
 Working without pay for family business or farm

Previous Next



During your last job, in the weeks you worked, how many hours did you usually work per week?

Previous Next



Title

Pause-Instructions

Q1


Q2

Q3

Have you closely observed, fed, or photographed wildlife recreationally or maintained natural areas around your home for the benefit of wildlife in the past 5 years?

Yes  
 No


Previous Next



Do you plan to fish recreationally, including shell fishing, within the next 12 months?

Yes  
 No


Previous Next



Did you take any trips or outings at least one mile from your home for the primary purpose of observing, photographing, or feeding wildlife, including wild birds, in the past three months?

Yes  
 No

Previous Next



Thank you for your participation  
Please hand to phone back to the test administrator.

END

Q4

Q5

Q6

Thank you screen

# Condition 2: Logo on First Screen Only

United States  
Census  
Bureau

Work and Leisure Survey

**START**

DISCLAIMER  
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Title

Please answer the survey as it applies to you in real life. The survey will take no more than 5 minutes to complete.

**NEXT**

Pause-Instructions

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

Yes  
 No

**Previous** **Next**

Q1

Which one of the following were you in your last job?

An employee of a private company for wages, salary, or commission  
 A local (city, county, etc.), state, or federal government employee  
 Self-employed  
 Working without pay for family business or farm

**Previous** **Next**

Q2

During your last job, in the weeks you worked, how many hours did you usually work per week?

**Previous** **Next**

Q3

Have you closely observed, fed, or photographed wildlife recreationally or maintained natural areas around your home for the benefit of wildlife in the past 5 years?

Yes  
 No

**Previous** **Next**

Q4

Do you plan to fish recreationally, including shell fishing, within the next 12 months?

Yes  
 No

**Previous** **Next**

Q5

Did you take any trips or outings at least one mile from your home for the primary purpose of observing, photographing, or feeding wildlife, including wild birds, in the past three months?

Yes  
 No

**Previous** **Next**

Q6

Thank you for your participation  
Please hand to phone back to the test administrator.

**END**

Thank you screen

# Condition 3: No Logo

United States  
Census Bureau

Work and Leisure Survey

DISCLAIMER  
This page presented a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has not been authorized is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 94-478). System usage may be monitored, recorded, and subject to audit. Any information you enter on this system may be used by the Census Bureau for statistical purposes. Nothing on this screen is intended to imply the authority of our data collection programs, nor is information required for use of this system, and no user should be punished. Visit our online privacy webpage at [http://www.census.gov/privacy\\_policy/](http://www.census.gov/privacy_policy/). Use of this system indicates consent to the collection, processing, recording, and use of information provided on this system.

START

Title

Please answer the survey as it applies to you in real life. The survey will take no more than 5 minutes to complete.

NEXT

Pause-Instructions

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

Yes  
 No

Previous Next

Q1

Which one of the following were you in your last job?

An employee of a private company for wages, salary, or commission  
 A local (city, county, etc.), state, or federal government employee  
 Self-employed  
 Working without pay for family business or farm

Previous Next

Q2

During your last job, in the weeks you worked, how many hours did you usually work per week?

Previous Next

Q3

Have you closely observed, fed, or photographed wildlife recreationally or maintained natural areas around your home for the benefit of wildlife in the past 5 years?

Yes  
 No

Previous Next

Q4

Do you plan to fish recreationally, including shell fishing, within the next 12 months?

Yes  
 No

Previous Next

Q5

Did you take any trips or outings at least one mile from your home for the primary purpose of observing, photographing, or feeding wildlife, including wild birds, in the past three months?

Yes  
 No

Previous Next

Q6

Thank you for your participation  
Please hand to phone back to the test administrator.

END

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.
2. 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:

1. 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.
2. 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.

# Acknowledgement

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# Contact

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