

## Icon Recognition Survey Part 2

The following survey has been designed to gain an understanding of how general users interpret commonly used icons in web-based applications. A web-based application is simply a computer program that utilizes web browsers and web technology to perform tasks over the Internet.

\*\*\*Demographic information must be collected twice\*\*\*

Basic demographic information will be collected and you will be presented with a series of 17 questions. The survey should take 10 minutes or less to complete and your answers will remain anonymous. If for any reason you are unable to complete the survey, simply exit from the survey browser window. Please, only submit one response.

Please share the survey link with others after completing the survey. Thank you in advance for your participation.

\* Required

### Demographics

**1. Please select your gender \***

*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other: \_\_\_\_\_

**2. Please select your age range: \***

*Mark only one oval.*

- ☐ 17 or younger
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

**3. Which race/ethnicity best describes you? \****Mark only one oval.*

- ☐ American Indian or Alaskan Native
- ☐ Asian / Pacific Islander
- ☐ Black or African American
- ☐ Hispanic
- ☐ White / Caucasian
- ☐ Other: \_\_\_\_\_

**4. What is your primary language? \****Mark only one oval.*

- ☐ English
- ☐ Spanish
- ☐ Portuguese
- ☐ French
- ☐ Mandarin
- ☐ Arabic
- ☐ Other: \_\_\_\_\_

**5. If you live in the U.S., what region do you live in? If you live outside of the U.S., chose other and list country. \****Mark only one oval.*

- ☐ The Northeast ( Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania. )
- ☐ The Midwest (Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas. )
- ☐ The South ( Delaware, Maryland, Virginia, West Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Texas, Oklahoma, Washington DC).
- ☐ The West ( Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, California, Oregon, Washington, Alaska, and Hawaii. )
- ☐ Other: \_\_\_\_\_

**6. What is your highest level of education? \****Mark only one oval.*

- ☐ Less than high school diploma or equivalent (e.g. GED)
- ☐ High school diploma or equivalent (e.g. GED)
- ☐ Associate Degree
- ☐ Bachelor Degree
- ☐ Graduate degree or higher
- ☐ Trade School
- ☐ Other: \_\_\_\_\_

**7. Which of the following categories best describes your employment status? \****Mark only one oval.*

- ☐ Employed, working 40 or more hours per week
- ☐ Employed, working 1-39 hours per week
- ☐ Not employed, looking for work
- ☐ Not employed, NOT looking for work
- ☐ Retired
- ☐ Disabled, not able to work
- ☐ Other: \_\_\_\_\_

**8. Which of the following best describes your current occupation?***Mark only one oval.*

- ☐ Student
- ☐ Sales and related occupations
- ☐ Management occupations
- ☐ Office and administrative support occupations
- ☐ Farming, fishing, and forestry occupations
- ☐ Food preparation and serving related occupations
- ☐ Healthcare practitioners and technical occupations
- ☐ Education, training, and library occupations
- ☐ Architecture and engineering occupations
- ☐ Building and grounds cleaning and maintenance occupations
- ☐ Installation, maintenance, and repair occupations
- ☐ Healthcare support occupations
- ☐ Protective service occupations
- ☐ Personal care and service occupations
- ☐ Community and social service occupations
- ☐ Live, physical, and social science occupations
- ☐ Business and financial operations occupations
- ☐ Production occupations
- ☐ Arts, design, entertainment, sports, and media occupations
- ☐ Computer and mathematical occupations
- ☐ Legal occupations
- ☐ Transportation and materials moving occupations
- ☐ Other: \_\_\_\_\_

**9. How much total combined money did all members of your household earn last year? \****Mark only one oval.*

- ☐ \$0 - \$9,999
- ☐ \$10,000 - \$24,999
- ☐ \$25,000 - \$49,000
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,000
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ \$200,000 and up
- ☐ Prefer not to answer

**10. What type of device(s) do you primarily use to access web-based applications? Select all that apply. \****Check all that apply.*

- ☐ Mobile Phone
- ☐ Tablet
- ☐ Desktop or laptop computer

**11. On average, how many hours per day do you use web-based applications for personal reasons? \****Mark only one oval.*

- ☐ Less than 1 hour per day
- ☐ 1-2 hours per day
- ☐ 3-5 hours per day
- ☐ 6-8 hours per day
- ☐ More than 8 hours per day
- ☐ I do not use web-based applications for personal reasons

**12. On average, how many hours per day do you use web-based applications for work-related reasons? \****Mark only one oval.*

- ☐ Less than 1 hour per day
- ☐ 1-2 hours per day
- ☐ 3-5 hours per day
- ☐ 6-8 hours per day
- ☐ More than 8 hours per day
- ☐ I do not use web-based applications for work-related reasons

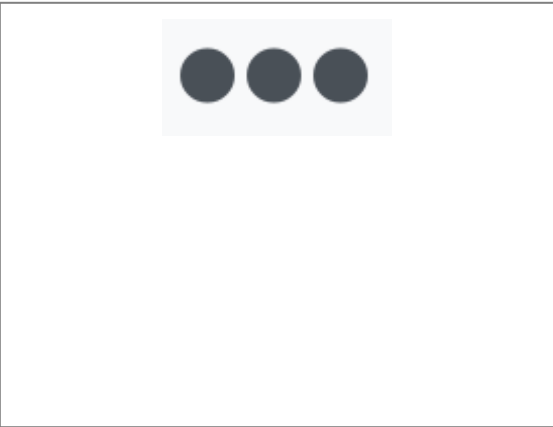
**13. What type of web-based applications do you use? Select all that apply. \****Check all that apply.*

- ☐ Arts & Entertainment
- ☐ Business & Consumer Services
- ☐ E-commerce and shopping
- ☐ Email
- ☐ File sharing and hosting
- ☐ Finance
- ☐ Food and drink
- ☐ Games
- ☐ Healthcare
- ☐ Jobs and career
- ☐ Lifestyle
- ☐ Music streaming
- ☐ Online dating
- ☐ Online classifieds or marketplace
- ☐ Real estate
- ☐ Reference
- ☐ Science and education
- ☐ Search engines
- ☐ Sports
- ☐ Social media
- ☐ Travel and tourism
- ☐ Telecommunications
- ☐ TV movies and streaming
- ☐ Other

**Icon Contextual**

14. If you wanted to access the primary application menu, which icon would you look for and/or click on? \*

Mark only one oval.



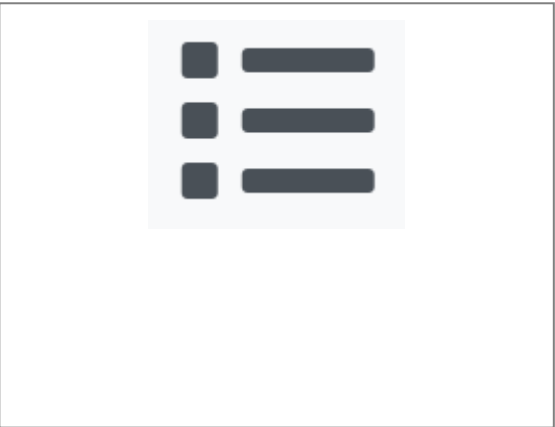
☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4

15. If you wanted to access the application settings, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

16. If you wanted to search within the application, which icon would you look for and/or click on?

\*

Mark only one oval.

☐

Option 1

☐

Option 2

☐

Option 3

☐

Option 4



17. If you wanted to edit text within the application, which icon would you look for and/or click on?

\*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

18. If you wanted to know a location within the application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

19. If you wanted to share content from the application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2

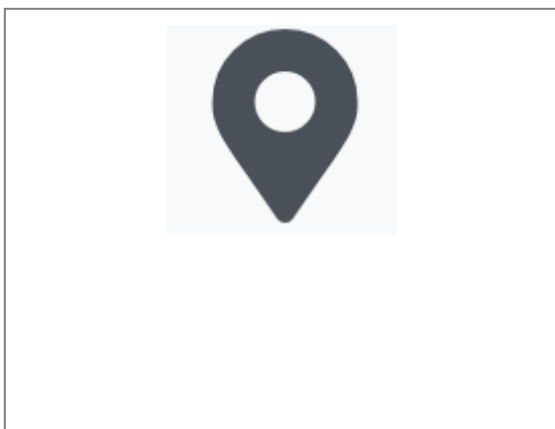


☐ Option 3

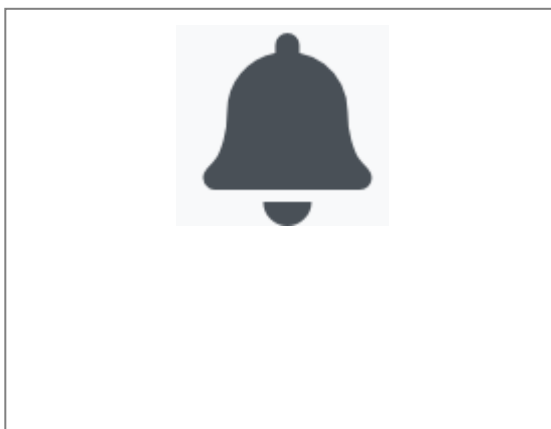
☐ Option 4

20. If you wanted to view notifications/alerts within the application, which icon would you look for and/or click on? \*

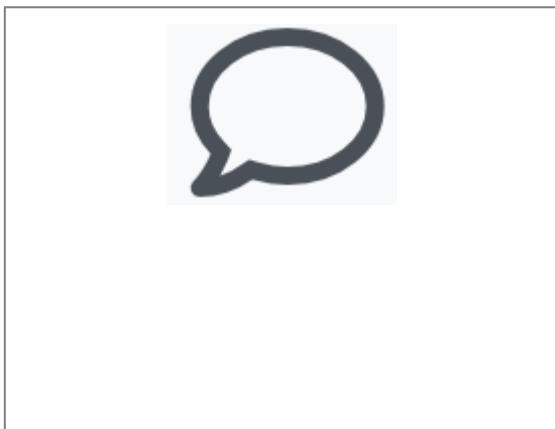
Mark only one oval.



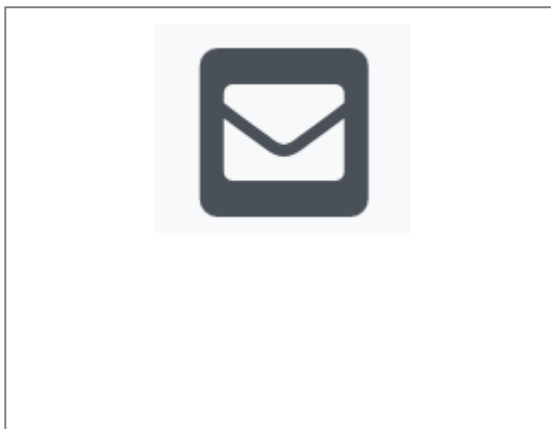
☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4

21. If you wanted to view products intended for purchase within the application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

22. If you wanted to mark a favorite product or service within the application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1



☐ Option 2



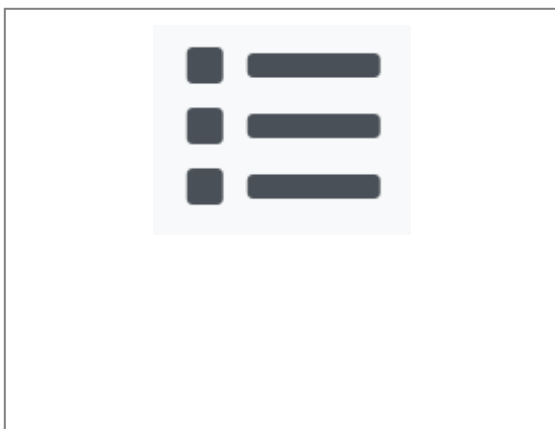
☐ Option 3



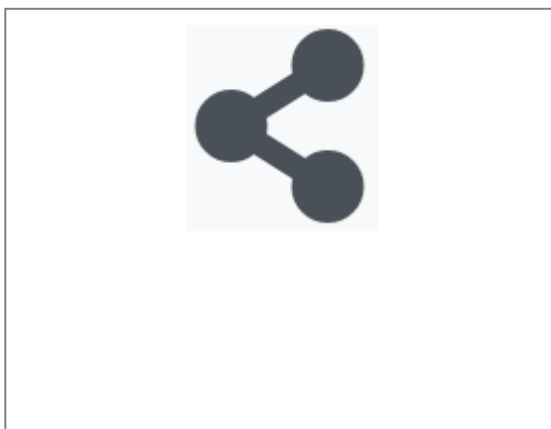
☐ Option 4

23. If you wanted to view more information within the application, which icon would you look for and/or click on? \*

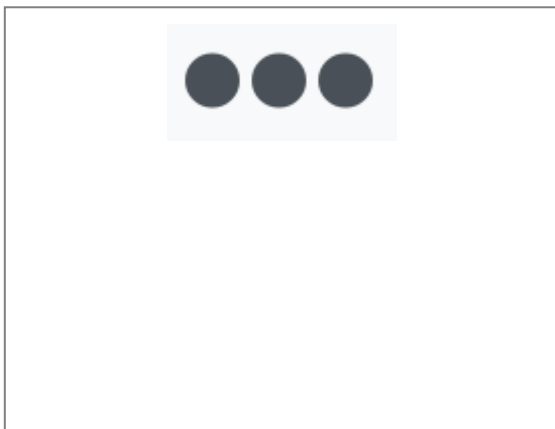
Mark only one oval.



☐ Option 1



☐ Option 2



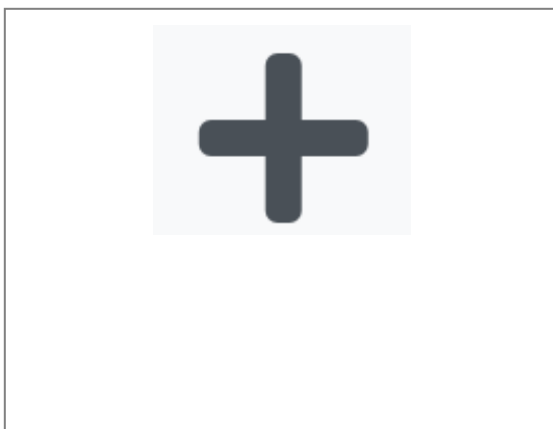
☐ Option 3



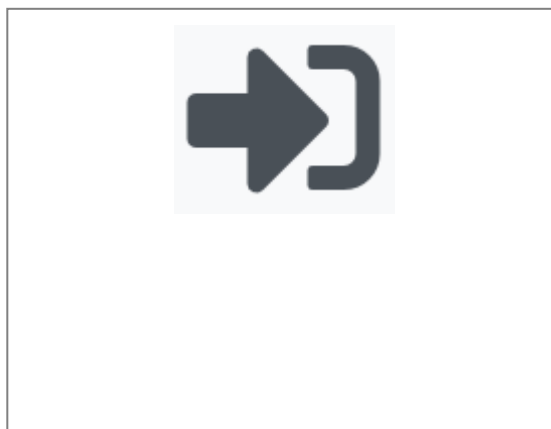
☐ Option 4

24. If you wanted to download content from the application, which icon would you look for and/or click on? \*

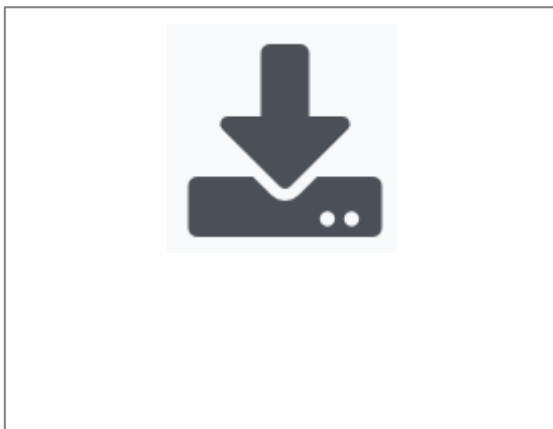
Mark only one oval.



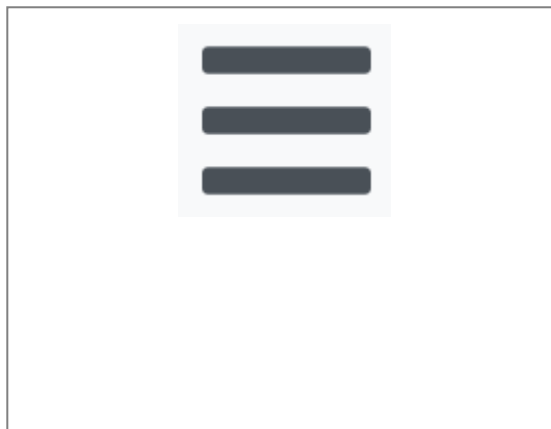
☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4



25. If you wanted to leave a message or comment within an application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

26. If you wanted to upload or take a photo within an application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

27. If you wanted to view user account within an application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2

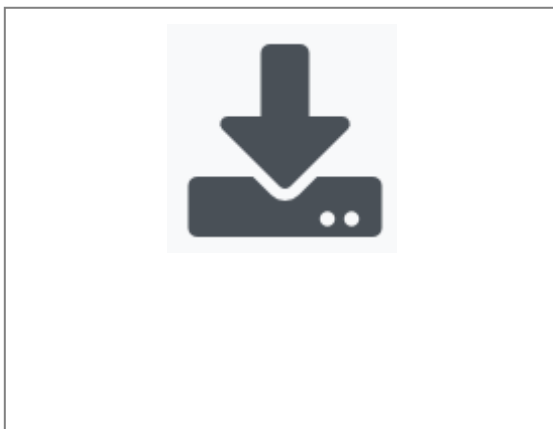


☐ Option 3

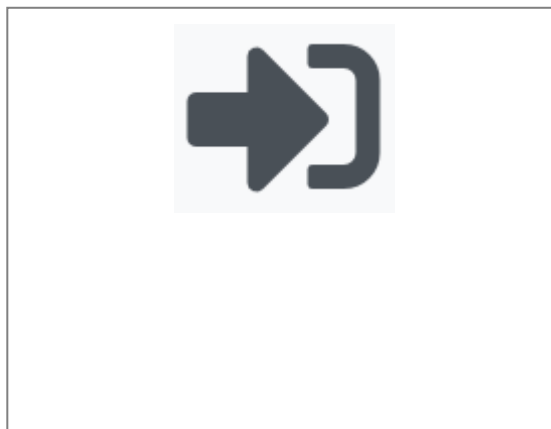
☐ Option 4

28. If you wanted to sign-in to an application, which icon would you look for and/or click on? \*

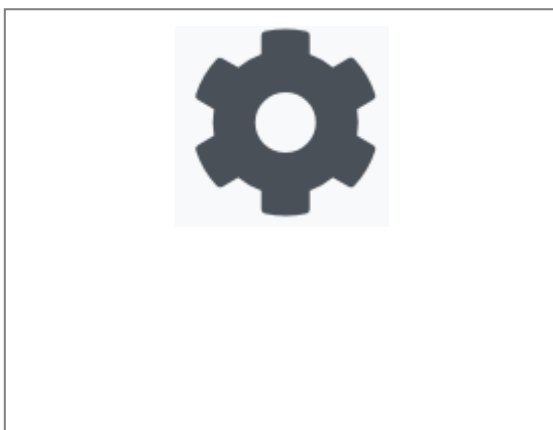
Mark only one oval.



☐ Option 1



☐ Option 2



☐ Option 3



☐ Option 4

29. If you wanted to change language or country setting within an application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2

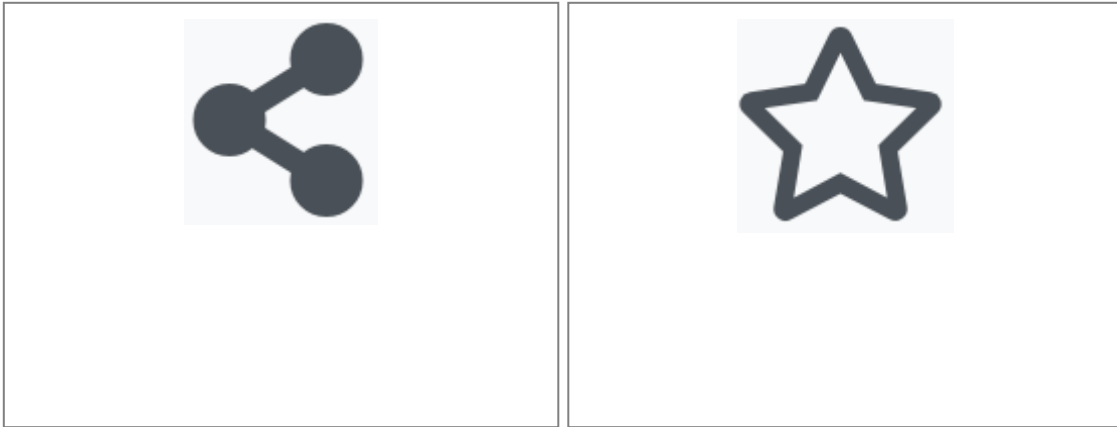


☐ Option 3

☐ Option 4

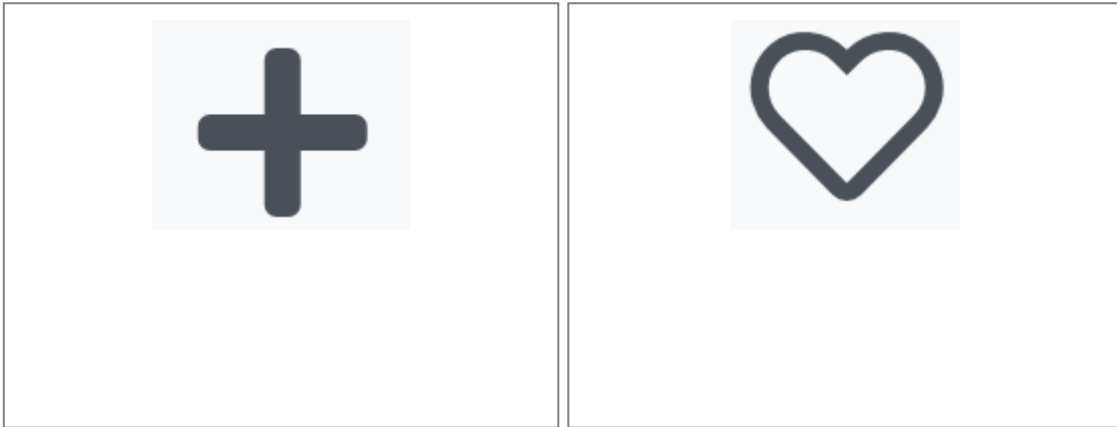
30. If you wanted to look for reviews or ratings within an application, which icon would you look for and/or click on? \*

Mark only one oval.



☐ Option 1

☐ Option 2



☐ Option 3

☐ Option 4

**Please indicate the degree to which you agree or disagree with the following statements:**

31. I am familiar with some of the icon-based functions presented in the survey. \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

32. I am familiar with all of the icon-based functions presented in the survey. \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

**33. I have used some of the icon-based functions in web-based applications. \***

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

*Mark only one oval.*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

**34. I have used all of the icon-based functions in web-based applications. \***

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

*Mark only one oval.*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

**35. I am confident with my selection of the appropriate icon for the specified function. \***

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

*Mark only one oval.*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

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