

## **III Development of the Logo for Governmental Statistics**



## 1. Circumstances behind the development of the Logo for Governmental Statistics

In recent years, the environment surrounding statistical surveys has become more challenging due to rapidly growing concerns about personal information protection among individuals and awareness of information management among establishments and corporations. Thus, the “Master Plan Concerning the Development of Official Statistics” (March 13, 2009, Cabinet decision), states that the government shall discuss and implement concrete measures to promote public understanding (c.f. Material 1). In addition, the result of the “Public Opinion Poll on Statistical Surveys” (December 17, 2009 Released by the Public Relations Department in the Cabinet Office) clearly showed that people are experiencing uneasiness regarding statistical surveys (c.f. Material 2).

In response to such circumstances, the “Action Guidelines for Promotion of People’s Better Understanding Toward Statistical Surveys” (March 30, 2010, agreed on at a conference for Director-Generals of the main statistics departments of the Cabinet Office and each ministry) was created as a concrete measure to promote the smooth and accurate carrying out of statistical surveys by the government (c.f. Material 3).

In the guidelines, the development of a “Logo for Government Statistics” (hereafter referred as the “Logo.”) to enable the public, establishments and corporations to easily identify official statistical surveys was decided upon (c.f. Material 4).

## 2. Determination of the Logo for Governmental Statistics

Out of 1,100 designs submitted from the general public, the selection committee (including some experts) nominated 10 designs, and votes were cast on the 10 designs by the general public, ministries and municipalities. Based on the results, the Logo was selected and announced by the Minister for Internal Affairs and Communications on October 18, 2011, “Statistics Day.”

The designer of the Logo, Mr. Hayato Ogata, received an award from the Minister for Internal Affairs and Communications during the National Statistics Conference held on November 16, 2011.



( Governmental Statistics )

### Concept

- Images of Japanese islands and the Japanese flag (makes it easy to recognize the government’s statistical surveys)
- Image of a bar graph (makes it easy to recognize statistics)

### **3. Use of Governmental Logo**

The Logo certifies that (1) a survey is a national statistical survey, and (2) all possible measures are being taken to protect privacy. It has been used on the questionnaires of official surveys, etc. since April 2012, based on the “Standards on the Use of the Logo for Governmental Statistics” (January 13, 2012, agreed at a conference for Director-Generals of the main statistics departments of the Cabinet Office and ministries) (c.f. Material 5).

The Minister for Internal Affairs and Communications holds the trademark rights for the Logo. Any person who uses the Logo illegally, such as by carrying out a fraudulent survey using the Logo, will be punished with imprisonment, a fine, or both.

## Material 1

**Master Plan Concerning the Development of Official Statistics (Extract)**

(March 3, 2009  
Cabinet decision)

**Appendix: Concrete Measures that Should Be Established within the next Five Years****“No.3 Matters Necessary for Promoting the Development of Official Statistics”****Partial**

## 3. Responses of economy and society to the environmental changes

## (3) Encouragement of the public's understanding of statistics

Items	Concrete measures, policies, etc.	Office and/or ministry in charge	Implementation period
(b) Policies for handling non-cooperating parties	o Cooperation from each office and ministry as well as local public entities, etc., will be obtained to review concrete policies for handling parties who do not cooperate in statistical surveys.	Ministry of Internal affairs and Communication	A conclusion will be obtained in FY 2009.
	o Based on the above-mentioned specific policies, each office and ministry will make approaches with regard to parties who do not cooperate in statistical surveys that they have jurisdiction over.	Each office and ministry	Will be implemented starting in FY 2010.

## Material 2

## Main Results of the “Public Opinion Poll on Statistical Surveys”

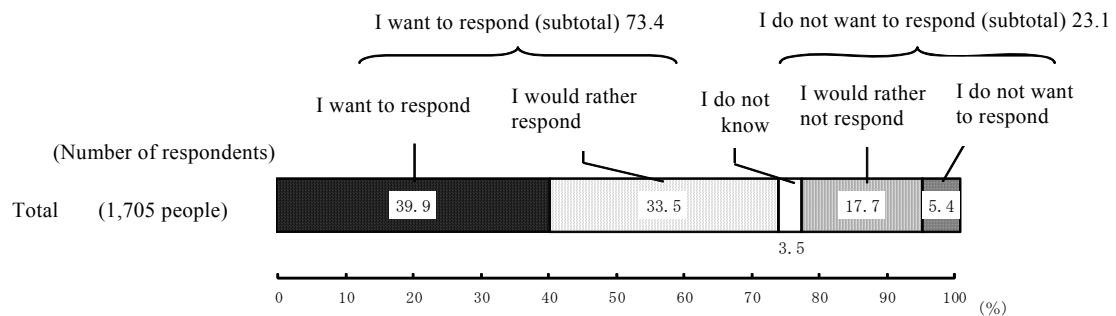
December 2009  
Public Relations Department  
in the Cabinet Office

## 1. Summary of the Survey

Subject	Nationwide 3,000 people over 20 years old
Number of valid responses	1,853 people (61.8%)
Survey period	From November 5 to November 15 in 2009
Survey method	Individual direct interview by enumerator

## 2. Main Survey Items and Responses

## (1) Do you want to respond to the national statistical surveys?



## (2) Things that trouble you when you respond (Multiple responses, the top 4 items)

	November 2009
• It does not explain how the survey result is being used	42.0%
• There is a feeling of insecurity because personal information may leak to a third party	38.7%
• Not being able to confirm that it is a national survey	36.3%
• Asked to respond to the survey suddenly without getting public notice or advance request	35.7%

## **Action Guidelines for the Improvement of People's Understanding toward Statistical Surveys**

March 30, 2010

Agreed on at a conference for Director-Generals of  
the main statistics departments of the Cabinet Office  
and each ministry

### **Introduction**

Official statistics are important information and property not only for the government, but also for all the people involved in the activities in our society and economy in order to make decisions. Therefore, it is extremely essential to receive accurate information smoothly in our survey.

However, in recent years, the environment of the statistical survey has become more challenging due to the rapidly growing concerns about personal information protection among individuals and awareness of information management among establishments and corporations. Thus, the “Master plan Concerning the Development of Official Statistics” (March 13, 2009, Cabinet decision), states that the government shall discuss and implement concrete measures to promote the understanding of the people. In addition, the result of the “Public Opinion Poll on Statistical Surveys” (December 17, 2009 Released by the Public Relations Department in the Cabinet Office) clearly showed that people are experiencing uneasiness toward statistical surveys and poor awareness of reporting duties and penalties for important statistical surveys.

In light of such circumstances, in order to support accurate and smooth reporting in official statistical surveys, concrete measures (hereafter referred to as the “Action Guidelines.”) for the Cabinet Office and ministries to work on together are determined as follows. The Cabinet Office and ministries shall positively implement their efforts to improve people’s understanding in statistical surveys in accordance with the Action Guidelines.

### **I. Measures to Improve People’s Understanding of the Importance of Official Statistics**

#### **1. Measures to have the usefulness of statistical survey results known to public**

The following measures are implemented in order that the general public and subjects of survey easily understand how administrative organs, establishments and enterprises are using the survey results, how much they contribute to peoples’ lives and private business activities and what kind of impact would it have if people do not report to statistical surveys.

##### **(1) Actively collecting, announcing and publicizing information concerning the usefulness of statistical survey results**

###### **(i) Information to collect**

Each office and ministry actively collects the following information concerning the utilization and application of statistical survey results (hereafter referred to as the “examples of utilization”), which people, establishments and enterprises feel familiar to.

- (a) Examples of actual or planned utilization of statistics in policy planification directly related to the people’s living and private business activities, such as the social benefit project, evaluation of policies and basis of benefit calculation by the departments of policy making/implementation in administrative organs
- (b) Examples of actual and planned utilization of survey results in business activities by establishments and enterprises
- (c) Examples of actual and planned utilization of survey results in the study and analysis of economic activities and education by researchers and think tanks
- (d) Examples of analysis and easy-to-understand interpretation of the matters for which people have interest, such as the relevance between survey results/statistical indices and market trends

(ii) Collecting methods

- (a) The Cabinet Office and ministries (hereafter referred to as “each ministry”) actively collects examples of utilization by conducting hearings with parties, which utilize survey results from various standpoints, such as policy making/execution departments in administrative organs, establishments, enterprises, researchers, academic societies, think tanks and various industry groups.
- (b) From a viewpoint that accumulation and analysis of basic information regarding the users of survey results is important to improve people’s understanding toward statistical surveys, the MIC collects this information by adding functions to surely collect a minimum amount of information, such as the user’s attributes and purpose of use, from the “Portal Site of Official Statistics” (hereafter referred to as “e-Stat.”) and provide it to each ministry.

(iii) Publicity and public relations

Each ministry proactively publicizes examples of utilization by the following approaches. To make it easy to understand for the general public and survey subjects, they must avoid using technical terms and detailed explanations, utilize illustrations and use simple and plain expressions.

(a) Approaches toward the general public

To let the general public refer to it anytime as needed, implementation plans for the future surveys, outline of the ongoing survey [name of the survey, purpose of the survey, survey items, method of the survey, sampling method of the survey, survey period (time of enumerator’s visit included), release of the survey result, Ministerial Ordinance which is the basis of the survey, outlines of past survey results and information regarding reports as well as the examples of utilization are posted on e-Stat in the unified style or format (related to the approach explained in II-1- (2)). Moreover, until the One-Stop Service (approach explained



in II-1- (2)) which utilizes e-Stat starts, the said survey's outlined information, as well as the examples of utilization, will be posted on the website of the each ministry in charge (related to the approach explained in IV-1- (2)).

- (b) Approach toward survey subjects (households, establishments and enterprises)
  - a) Add the description of the examples of utilization of the survey directly or attach material with such description to a "Notification of Survey" or a letter of survey request (hereafter referred to as "Survey Notice Information") concerning individual statistical survey distributed to the survey subjects (related to the approach in IV-1- (1)).
  - b) When publicizing about an implementation of the statistical survey through familiar media (e.g. newspapers and industry magazines), print the examples of utilization in the publication material (related to the approach in IV-1- (3)).
  - c) Print the examples of utilization on the public relations goods (Means PR posters of the survey, pamphlets, and leaflets. The same applies to the following) of the said statistical survey (connected to the approach in IV-1- (3)).

(iv) Guidance to enumerators

Each ministry mentions the Examples of Utilization in the "Survey guide", "Enumerator's Leaflet" and "Instruction DVD" etc. (hereafter referred to as the "Enumerator Guidance Material."). In addition, during the enumerators' survey briefing, have them fully informed of the Examples of Utilization so that they can make sufficient explanations to the survey subjects.

(2) Provision of information concerning the possible impact of the absence of report to the survey

Each ministry organizes the information of the possible impacts when the survey subjects do not report to the said survey and the survey cannot be implemented smoothly (e.g. possible disadvantages that policy making, administrative operations, people's living and private sector's projects may suffer, disadvantages that the survey subjects themselves may suffer, increase of the cost of survey, delay of the release of the survey result, etc.) (hereafter referred to as the "Impact Information.") using simple forms, such as Q&A, and announce/publicize the information through the following approaches.

- (i) Approach toward survey subjects (households, establishments and enterprises)
  - (a) Directly mention the Impact Information of the said survey result briefly and simply on the Survey Notice Information, or attach material that has the information (related to the approach in IV-1- (1)).
  - (b) Up until the One-Stop Service (approach explained in II-1- (2)) that utilizes e-Stat launches, post the Impact Information along with the outline information of the said survey on the website of each ministry in charge of the survey to allow the survey subjects to see the information anytime as needed (related to the approach in IV-1- (2)).

## (ii) Guidance to enumerators

Include the Impact Information in the Enumerator Guidance Material in the form of Q&A examples. In addition, during enumerators' survey briefing, have them fully informed of the Impact Information so that they can make sufficient explanations to the survey subjects.

## 2. Policies for Effective Survey Results Provision

From the viewpoint that people, establishments and corporations improve their understanding on the usefulness of the survey results through effective utilization, Ministries implement the following policies to provide the survey result in a form that is easier to understand and utilize.

## (1) Provision of the points to see in the survey results

When the survey result is released, provide aggregate tables as well as information like for example "Points to See in the Survey Results" and simple explanations of the related technical terms. Also, visual explanations with illustrations and graphs should be provided.

## (2) Facilitate comparison with the past survey results

When the Ministries provide results of statistical surveys from Internet, post on e-Stat long-term chronological data with available survey results in the past as one of the One-Stop Services (approach explained in II-1- (2)). In addition, make arrangements to enable the users to search survey results easily and print them with ease for each volume and format of the data.

## (3) Other approaches

- (a) Regarding Fundamental Statistical Surveys, when it is necessary for international comparison, electronic data in foreign languages or write it in multiple languages.
- (b) Concerning statistical surveys, released via various media (e.g. TV, radio and PR brochure) which people feel familiar to, simple forms that utilize illustrations and charts are used. Also, to meet the demand from those who request detailed information and verify the information, proactively provide information by posting the detailed result report and explanation of the survey on its website when the release is announced, etc. If the release of the survey result is phased, such as preliminary result and final result, take appropriate measures depending on the phase according to above purposes.

**II. Measures to Ensure Survey Subjects' Security toward Statistical Surveys**

## 1. Measures for clear recognition and easy verification of governmental statistical surveys

From the viewpoint of eliminating the uneasiness toward the statistical survey from the survey subjects, the following measures are implemented to be able to judge or identify governmental statistical surveys and obtain information about statistical surveys easily.

## (1) Preparation of the Contacts for Inquiries and Fraud Report

Each ministry prepares contacts where survey subjects can easily make inquiries about the content of the survey or report fraud when they implement statistical surveys.

Also, each ministry proactively publicizes information regarding the said contact's phone number, email address, etc. (hereafter referred to as "Contact Information.") through following approaches. During the implementation of the following approach or handling at the point of contact, each ministry shall give consideration to the development and maintenance of trusting relationship with the survey subject as much as possible.

## (i) Approach toward survey subjects (households, establishments and enterprises)

- (a) Include the Contact Information in the Survey Notice Information (related to the approach explained in IV-1- (1)).
- (b) Up until the One-Stop Service (approach explained in II-1- (2)) that utilizes e-Stat launches, post the Contact Information during the implementation period along with the outline information of the said survey on the website of the Ministry in charge of the survey to allow the survey subjects to see the information anytime as needed (related to the approach explained in IV-1- (2)).
- (c) When publicizing about an implementation of the statistical survey through familiar media (e.g. newspapers and industry magazines), print the Contact Information in the publication material (related to the approach explained in IV-1- (3)).
- (d) Print the Contact Information on the publicity goods of the said statistical survey (related to the approach explained in IV-1- (3)).

## (ii) Guidance to enumerators

Include the Contact Information in the Enumerator Guidance Material. In addition, during enumerators' survey briefing, have them fully informed of the Contact Information so that they can make sufficient explanations to the survey subjects.

## (2) One-Stop Service Utilizing e-Stat

## (i) Realization of One-Stop Service

Each ministry posts the following information on e-Stat to realize One-Stop Service of the information of statistical surveys they implement through the Internet for the survey subjects to be able to obtain the information pertaining to the implementation of the survey. When completed, avoid the use of technical terms and use simple expressions, which are easy to understand. Up until this service launches, post the information on the website of the Ministry in charge of the survey.

- (a) Outline of the ongoing statistical survey (outline information in I-1-(1)-C-(a))
- (b) Information regarding the usefulness of the statistical surveys (examples of utilization in I-1-(1)-(i))

- (c) Information regarding the impacts of the absence of report (Impact Information in I-1-(2))
- (d) Information regarding the contacts for inquiries and fraud report (Contacts Information in II-1-(1))
- (e) Information regarding appropriate management of questionnaire information (Appropriate Management Information in II-2-(1))
- (f) Information regarding duty to report or penalties (information in III)
- (g) Other necessary information

- (ii) Information provision to survey subjects (households, establishments and enterprises)

Each ministry mentions the e-Stat website address as well as the fact that detailed information of the said survey and details of the survey result and its release schedule etc. are available in the Survey Notice Information they distribute to the survey subjects (households, establishments and enterprises) (connected to the approach in IV-1-(1)). Additionally, up until the One-Stop Service utilizing e-Stat explained in (i) above launches, post the information on the website of the Ministry in charge of the survey.

### (3) Utilization of QR Code for Handheld Terminal

- (i) Website dedicated to hand-held terminals

When the MIC implements a statistical survey subjected to households and sole proprietors, it utilizes the information listed in (2) above and launches the website dedicated to handheld terminals so that the subjects can find the information of the survey easily.

Up until the website explained above launches on e-Stat, each ministry has a website dedicated to hand-held terminals available on their website.

- (ii) Information provision to survey subjects (households, private businesses)

Each ministry includes QR code for the website dedicated to hand-held terminals launched according to (i) above in the Survey Notice Information distributed to the survey subjects (households, private businesses) (related to the approach in IV-1-(1)).

### (4) Development of the Logo for Governmental Statistics, etc.

- (i) Development of the Logo

For the people, establishments and corporations to be able to use statistical survey results and report to surveys, the MIC develops the logo in fiscal year 2010, and take approaches for the infiltration and establishment of the said logo among people so that people, establishments and corporations can easily distinguish that (a) it is a statistical survey implemented by the government and (b) it is a statistic made by the government with its statistical survey.

## (ii) Use of the Logo

From January 2012, each ministry starts using the unified logo developed as in (i) above by displaying it on the (a) survey materials, such as questionnaires and survey notice information, (b) advertising goods for statistical survey and website, (c) publications of statistical survey results and other printed materials that each ministry issues, one by one regarding statistical survey. Also, in order to promote penetration and establishment of the logo throughout citizens, each ministry disseminates the logo in the series of activities regarding surveys from the implementation to the publication of the results by attaching materials, which explain the logo, etc.

## (5) Consideration of Survey Material Standardization

The MIC and each ministry consider the following measures paying sufficient attention to the expenses, effects and realities.

- (a) Coordination of the survey materials colors, such as postcards and envelopes each ministry uses based on the implementation period of each statistical survey
- (b) Development of the standard specifications of postcards, envelopes, Survey Notice Information, thank-you letters and absentee slips (memorandum) etc.
- (c) Introduction of the measures that allow the survey subject (person, establishment or corporation) to distinguish or recognize the enumerator by his or her look as one who leads statistical survey implemented by the government when visiting a survey subject

## (6) Important Notice for the Case of Outsourcing the Statistical Survey to a Private Business

When each ministry outsources a part or all of their statistical survey operation to private businesses, they take measures described in the “Guidelines Pertaining to the Use of Private Businesses for Statistical Surveys” (March 31, 2005, agreed upon at a meeting of the Chiefs of Statistics Director-General Section in Each Ministry, last revised on March 25, 2010) in addition to the approach (1) to (5) above.

## 2. Expansion of Dissemination and Publicity Regarding Appropriate Management of Questionnaire Information

The following measures are implemented to publicize the facts that all possible measures are taken against leakage of information regarding the questionnaires that survey subjects submit etc., for example, under the Statistics Act (Act No.53 in 2007), appropriate management of questionnaire information became an obligation and is under strict management.

## (1) Information to be Under Expanded Dissemination and Publicity

Each ministry expands the publicity of the following information regarding appropriate management of questionnaire information (hereafter referred to as “Appropriate Management (implementation) Information.”).

- (a) Information regarding the status of actual approaches, for example, under the Statistics Act, personnel involving surveys (staff of national and local public bodies, instructors, enumerators and survey contractors) have the duty of confidentiality and through guidance to observe it
- (b) Information regarding the status of actual approaches, for example, the Statistics Act provides strict management and limited use of the questionnaire information; therefore, collected questionnaires are kept in the room with full security system away from the outsider's eyes and are destroyed by dissolution after completion of aggregation

(2) Method of Dissemination and Public Relation

(i) Approach toward general public

The MIC proactively disseminates and publicizes the provision of appropriate management of questionnaire information of the Statistics Act as well as the approaches, such as strict management of questionnaire information, implemented by each ministry to the public, mainly through the "Statistics Day" (October 18) related events and the approaches to infiltrate and establish the unified logo described in II-1-(4)-(i) above.

(ii) Approaches toward survey subjects (households, establishments, enterprises)

Each ministry disseminates and publicizes Appropriate Management Information.

- (a) Directly print Appropriate Management Information in brief and simple manner on the Survey Notice Information or attach material with the information to it (related to the approach in IV-1-(2)).
- (b) Up until the One-Stop Service (approach explained in II-1- (2)) that utilizes e-Stat launches, establish a Q&A section on the website and post Appropriate Management Information in brief and simple manner (related to the approach in IV-1- (2)).
- (c) When conducting public relations pertaining to the implementation of the said statistical survey through familiar media, mention the Appropriate Management Information in brief and simple manner (related to the approach in IV-1-(3)).
- (d) Print the Appropriate Management Information in brief and simple manner (related to the approach in IV-1-(3)) on the publication relations' goods of the said survey.

(iii) Guidance to enumerators

Each ministry prints Appropriate Management Information in the form of Q&A examples. In addition, during enumerators' survey briefing, have them fully informed of the Appropriate Management Information so that they can make sufficient explanations to the survey subjects.

3. Responding measures when fraud survey occurs

Each ministry investigates all facts swiftly and thoroughly when they receive a report of fraud survey to ensure the trust of the general public toward the statistical survey

system. They shall report the situation to the MIC and, cooperating with prefectures, actively move forward to the accusation process. Accusation is executed after preparing sufficient evidence by recording the facts of violator's actions and behavior etc. referring to the material separately prepared by the MIC and the Bill of Indictment.

### **III. Measures to Arouse the Mindset that Reporting to Statistical Surveys is a Duty as a Citizen**

Fundamental statistical surveys are important surveys implemented to create essential Fundamental Statistics, which form the core of the official statistics. Duty to Report is imposed on the survey subjects under the Statistics Act and penalties are laid down when the subject does not report. The fact that duty to report and penal regulations are provided shall be disseminated and publicized by the following approaches.

#### **1. The further dissemination of the fact that reporting to Fundamental Statistical Survey is a duty/obligation as a member of the society**

##### **(1) Approaches toward households**

Cooperating together, MIC and other ministries actively implement public relations about duty to report and penal regulations provision along with the “Statistics Day” related events and approach for infiltration and establishment of the logo.

##### **(2) Approaches toward establishments and corporations**

Cooperating together, MIC and other ministries advise cross sectional economic organization, such as the KEIDANREN (Japan Business Federation), the Japan Chamber of Commerce and Industry, and the Central Federation of Societies of Commerce and Industry to inform about the duty to report and penal regulations.

#### **2. Dissemination Approach for Individual Fundamental Statistical Survey**

##### **(1) Use of terms and wording, which do not give misconception that the participation is voluntary**

When implementing, informing or explaining about a Fundamental Statistical Survey, the Ministries use terms and wording that do not let people misunderstand that he/she does not have the obligation to report for the survey while being careful not to make the survey subject feel uncomfortable. Additionally, implementing, informing or explaining about general statistical survey, also, mind the use of terms and wording that encourage active reporting to the said survey.

##### **(2) Informing survey subjects about the Fundamental Statistical Survey system etc.**

Regarding implementation of Fundamental Statistical Survey, Ministries shall publicize and explain the necessity to implement the survey as one of the Fundamental Statistical Surveys, duty to report and penal regulations by the following approaches.

##### **(i) Approach toward survey subjects (households, establishments and enterprises)**

- (a) Directly print about the duty to report and penal regulations briefly and simply, or attach material that includes the information (related to the approach in IV-1-(1)).**

- (b) Up until the One-Stop Service (approach in II-1- (2)) that utilizes e-Stat launches, establish Q&A section on the website of the Ministry and post about the duty to report and penal regulations in brief and simple manner (related to the approach in IV-1- (2)).
- (c) When conducting public relations for the implementation of the said statistical survey through familiar media, mention about the duty to report and penal regulations in a brief and simple manner (related to the approach in IV-1-(3)).
- (d) Print about the duty to report and penal regulations in a brief and simple manner (related to the approach in IV-1-(3)) on the publication relations' goods of the said survey.
- (ii) Guidance to enumerators
 

Each ministry prints about the duty to report and penal regulations in the form of Q&A examples on the Enumerator Guidance Materials. In addition, during the enumerators' survey briefing, have them fully informed about the duty to report and penal regulations and guide them to be able to explain and respond in a manner which does not arouse resentment of the survey subject.

### 3. Measures for the Survey Subjects Who Refuse to Report

In order to deal with some survey subjects, who refuse to report to Fundamental Statistical Survey, properly and smoothly, the following approaches are taken. When Fundamental Statistical Survey is implemented via the local government, the following approaches are implemented by cooperating with the said local government and share the information.

#### (1) Approaches toward survey subjects

- (a) Cooperating with enumerator or the supervisor, each ministry requests or demands the survey subject, who refuses to report to the Fundamental Statistical Survey, to report with phone calls or letters, or visit to persuade the subject at the appropriate time with appropriate manners. When it is considered as a particularly vicious case, prepare sufficient evidence by recording the facts of violator's actions and behavior and the Bill of Indictment, then move forward to the accusation process. Additionally, to be able to do these works properly, create a manual by referring to the material separately prepared by the MIC.
- (b) Each ministry organizes the cases of the refusal to report (including cases like a corporation, which runs its business nationwide, systematically refuses to report to the statistical survey) and the corresponding ways to respond or deal with them and shares the organized information among each ministry.  
The MIC takes necessary measures like putting all the information together to support smooth information sharing among each office and ministry.

#### (2) Guidance to the enumerators

Each ministry prints the typical cases of refusal to report and information regarding the corresponding ways to respond or deal with those cases on the Enumerator Guidance Materials.



#### IV. Measures to Promote the Smooth Implementation of Statistical Survey

##### 1. Focus on Advance Publication about the Survey Implementation to the Survey Subjects

From the viewpoint to promote smooth implementation of statistical survey, the following measures are taken to inform the contents of the statistical survey to the survey subjects.

###### (1) Conduct of advance guidance of statistical survey

Each ministry distributes the “Notice of Survey”, which puts together the following information. Also, when the other method is expected to create the same effects, resort to these methods.

- (a) Outline of the ongoing statistical survey (outline information in I-1-(1)-C-(a))
- (b) Information regarding the usefulness of the statistical survey (Examples of Utilization in I-1-(1)-(i))
- (c) Information regarding the impacts of the absence of report (Impact Information in I-1-(2))
- (d) Information regarding the contacts for inquiries and fraud report (Contacts Information in II-1-(1))
- (e) Information regarding postings on e-Stat etc. (e-Stat posting information in II-1-(2)-(ii))
- (f) Information regarding website for mobile phones (QR code Information in II-1-(3))
- (g) Information regarding appropriate management of questionnaire information (Appropriate Management Information in II-2-(1))
- (h) Information regarding duty to report or penalties (information in III)
- (i) Other necessary information

###### (2) Utilization of the e-Stat and Website

When a Ministry implements a statistical survey, it posts the information (a)-(d) in (1) and (g)-(i) above on the website in advance. Also, up until One-Stop Service (approach in II-1-(2)) that utilizes e-Stat launches, it posts the information on the website of the Ministry, which conducts the survey.

###### (3) Utilization of governmental publications and existing media etc.

When a Ministry implements a large-scale statistic survey, in order to implement the publication or PR through various media (TV, radio and PR brochure) effectively, it utilizes governmental publication and conducts the press release in advance. If report data or publication goods for the statistical survey are prepared, avoid putting detailed information and make a summarized content of the information (a), (b) in (1) and (d)-(i) above.

##### 2. Request for Cooperation for Smooth Implementation of Statistical Survey to Industry Groups

When a request for cooperation to the related industry group is concluded to be effective for statistical survey, following approaches are conducted. In addition,

regarding multiple statistical surveys that are concluded to be effective to request for cooperation integrally, or are cross sectional surveys in Ministry wise, the related Ministries request for cooperation together.

- (1) Request for cooperation to the industry group that the survey subjects (establishments and corporations) belong

With cooperation from the Ministry that regulates the said industry group, each ministry publicizes the matters listed in an attached document, and requests for their cooperation. When doing so, try to use places for general meetings and conference, where many establishments and corporations under the industry group participate to have an opportunity to explain and ensure that the request reaches to the establishments and corporations. Also, make efforts to inform and publicize to the affiliate establishments and corporations of the through the public relations tools of the said group, such as having them post or mention the information regarding the implementation of statistical survey on the group's website PR magazine.

- (2) Request for cooperation to the industry group related to condominium/building management

When a survey by enumerator is conducted, with the cooperation of the regulating ministry, publicize the information on an attached sheet and request their cooperation to the industry group related to condominium/building management.

- (3) Request for cooperation to the headquarters of establishment/corporation

In order to be able to conduct statistical surveys on establishments/corporations smoothly, with cooperation from other Ministries, MIC utilizes the establishment's population database (business register), move forward with the approach that sends the materials on an attached sheet and information of the entire official statistic surveys including the schedule for the following year mainly to the headquarters' of the corporations, which become the subject of many statistical surveys. It posts the same information on e-Stat, in calendar format etc. in a way that makes it easy to understand.

Also, when each ministry implements statistical surveys on individual establishments, inform the material on an attached sheet to the headquarters of the said establishments and request for their cooperation.

- (4) Request for cooperation to a cross-industry economic organization

The MIC and each ministry put together the outline information of economy-related annual surveys and other surveys scheduled in the following year and provide it to the cross-industry economic organization, such as the KEIDANREN (Japan Business Federation), the Japan Chamber of Commerce and Industry and the Central Federation of Societies of Commerce and Industry and request for their cooperation for the smooth implementation of the statistical survey.

### 3. Effective Approach to Provide the Information of Statistical Survey Result to the Survey Subject

Following approaches are taken to promote smooth report on the next survey from the survey subjects.

#### (1) Provision of information, such as statistical survey results

After releasing the survey result, if a better collection rate can be expected depending on the survey subjects' character, scale, burden or the frequency, each ministry promptly sends a thank-you letter, which has a note that the survey result has been posted on the website of the ministry, to the survey respondent. In addition, if it is considered to be particularly effective, provide the final report, its outline (including the interpretation of the results that are visualized by using illustrations and charts) and information regarding the planned utilization of the result in the form of booklet, CD etc.

#### (2) Provision of information, such as the analysis result, for survey respondents

Each ministry provides practical and useful information, which explains or analyzes the survey results for the survey subjects who responded to the survey.

### 4. Commendation for Respondents of Statistical Surveys

When it is considered necessary depending on the survey subjects' character, scale, burden or the frequency of participation, each ministry implements commendation to a person who reported to the statistical survey and made a significant contribution for the preparation and provision of Official Statistics to recognize the meritorious service for statistical reports, as a related event of the "Statistics Day", every year. The event is released to the press and posted on e-Stat. Up until the One-Stop Service (approach in II-1- (2)) that utilizes e-Stat launches, the commendation to the person who rendered meritorious service to the statistical report is posted on the website of each ministry that regulates the survey.

From the point of securing the fairness, each ministry that implements commendation to the meritorious person for statistical reporting, determines the standard of the award and publicizes it.

### 5. Measures against Obstructions in Statistical Survey

The following approaches are implemented to properly and smoothly respond against interference in statistical surveys. Additionally, when the following approaches are taken regarding the implementation of Fundamental Statistical Survey via local public body, each ministry cooperates with the local public body and share the necessary information.

#### (1) Approach against obstructionists

(a) Each ministry responds properly against the person, who obstructs the implementation of statistical survey, in cooperation with the enumerator and supervisor. If it is considered as a particularly vicious case, prepare sufficient

evidence by recording the facts of violator's actions and behavior and the Bill of Indictment, then move forward to the accusation process as a case of obstruction of performance of public duty or violation of the Statistics Act. Additionally, to be able to do these works properly, create a manual by referring to the material separately prepared by the MIC.

- (b) Each ministry organizes the cases of obstruction to the implementation of statistical surveys and the corresponding ways to respond or deal with them and shares the organized information among each ministry. Also, the MIC takes the necessary measures like putting all the information together to support smooth information sharing among each ministry.

## (2) Guidance to enumerators

Each ministry prints the typical cases of obstruction to the implementation of statistical survey on the Enumerator Guidance Materials. In addition, during enumerators' survey briefing, have them fully informed about the duty to report and penal regulations and guide them to be able to explain and respond in a manner, which does not arouse resentment of the survey subject.

## V. Others

### 1. Approach for the Utilization of the e-Stat and Website

MIC and other ministries engage the operation necessary for the revision of the "Plan for Operations and System Optimization of Statistical Survey Operations, etc." (decision made at the liaison meeting of CIOs on March 31, 2006; hereafter referred to as "Optimization Plan") in fiscal year 2010, to unify the information that each Ministry post on its own website.

In addition, in order to start the One-Stop Service that utilizes e-Stat mentioned above, MIC and each ministry do the necessary work for the revision of the Optimization Plan promptly. For example, after the renewal of the e-Stat system, which is scheduled in fiscal year 2012, organize all the information pertaining to the statistics on e-Stat and the website of each ministry in a way that consolidates all to the utmost.

After the One-Stop Service launches, each ministry puts together information pertaining to overall statistics in the e-Stat.

### 2. Follow-Ups

- (a) MIC and each ministry hold a "Working Group for Promotion of People's Better Understanding toward Statistical Surveys" every year to share their approaches based on these action guidelines.

Also, MIC and each ministry hold the said Working Group (meeting) as needed to examine measures presented as an agenda in the guidelines or measures for new agendas and to review these guidelines etc.

- (b) MIC utilizes the opinion poll system etc., to grasp the effect of measures based on these action guidelines.

### 3. Enhancement of Collaboration among the Ministries and Prefectures

The ministries enhance the collaboration with other ministries and the related departments within each ministry and prefecture for an effective implementation of the measures that are based on the action guidelines, while they secure the consistency of the government as a whole. MIC sets up an opportunity for each ministry and prefectures to exchange their information as needed.

### Request of Cooperation to Industry Groups Regarding Implementation of Statistical Surveys

Classification	Items to Inform
Industry Groups that survey subjects (establishments and corporation) belong	<ul style="list-style-type: none"> <li>(a) Outline of the statistical survey [name and purpose of the survey, survey items, method of the survey, survey subject, sampling method of the survey period (Includes the time of enumerator's visit), date of the survey result publication], and outline of the last survey</li> <li>(b) Record of concrete usage, plan of use and the merit of survey result utilization particular to this industry</li> <li>(c) The fact that the survey contents are handled strictly under the Statistics Act</li> <li>(d) The fact that it is an obligation to report to the Fundamental Statistical Survey and penal regulations are applied to refusal and false report</li> <li>(e) The fact that reporting to statistical survey is a social responsibility of establishments and corporations</li> <li>(f) Other necessary matters</li> </ul>
Condominium/ building-management related business association	<ul style="list-style-type: none"> <li>(a) Outline of the statistical survey [name and purpose of the survey, survey items, method of the survey, survey subject, sampling method of the survey period (Includes the time of enumerator's visit), date of the survey result publication], and outline of the last survey</li> <li>(b) Record of concrete usage, plan of use and the merit of survey result utilization</li> <li>(c) The fact that the survey contents are handled more strictly under the Statistics Act than the Act on the Protection of Personal Information</li> <li>(d) Details of enumerators' activities and the fact that the survey is implemented under the Statistics Act</li> <li>(e) The fact that entering condominiums and buildings is a lawful official business of enumerators and refusal of their entry may become the subject of a penalty as an obstruction.</li> <li>(f) When an enumerator requests the information of the residents during a statistical survey, it is not a violation of the duty of confidentiality under the Act on Advancement of Proper Condominium Management.</li> <li>(g) The fact that it is an obligation to report to the Fundamental Statistical Survey, and penal regulations are applied to refusal and false report</li> <li>(h) Reporting to statistical survey is a duty of citizens and a social responsibility of establishments and corporations</li> <li>(i) Other necessary matters</li> </ul>
Headquarter of establishments and corporations	<ul style="list-style-type: none"> <li>(a) Outline of the statistical survey [name and purpose of the survey, survey items, method of the survey, survey subject, sampling method of the survey period (Includes the time of enumerator's visit), date of the survey result publication], and outline of the last survey</li> <li>(b) The fact that the establishment of the corporation became the subject of the survey and the reason.</li> <li>(c) Record of concrete usage, plan of use and the merit of survey result utilization particular to this industry</li> <li>(d) The fact that the survey contents are handled strictly under the Statistics Act</li> <li>(e) The fact that it is an obligation to report to the Fundamental Statistical Survey and penal regulations are applied to refusal and false report</li> <li>(f) The fact that reporting to statistical survey is a social responsibility of establishments and corporations</li> <li>(g) Other necessary matters</li> </ul>

## **Action Guidelines for the Improvement of People's Understanding toward Statistical Surveys (Extract)**

March 30, 2010

Agreed on at a conference for Director-General of the  
main statistics department of the Cabinet Office and  
each ministry

### **II. Measures to Ensure Survey Subjects' Security toward Statistical Surveys**

#### 1. Measures for clear recognition and easy verification of governmental statistical surveys

##### (4) Development of the Logo for Governmental Statistics etc.

##### (i) Development of the Logo

For the people, establishments and corporations to be able to use statistical survey results and report to surveys, the MIC develops the logo in fiscal year 2010, and take approaches for the infiltration and establishment of the said logo among people so that people, establishments, and corporations can easily distinguish that (a) it is a statistical survey implemented by the government and (b) it is a statistic made by the government with its statistical survey.

##### (ii) Use of the Logo

From January 2012, each ministry starts using the unified logo developed as in A above by displaying it on the (a) survey materials, such as questionnaires and survey notice information, (b) advertising goods for statistical survey and website, (c) publications of statistical survey results and other printed materials that each ministry issues, one by one regarding statistical survey. Also, in order to promote penetration and establishment of the logo throughout citizens, each ministry disseminates the logo in the series of activities regarding surveys from the implementation to the publication of the results by attaching materials, which explain the logo, etc.

#### 2. Expansion of Dissemination and Publicity Regarding Appropriate Management of Questionnaire Information

##### (2) Method of Dissemination and Public Relation

##### (i) Approach toward general public

The MIC proactively disseminates and publicizes the provision of appropriate management of questionnaire information of the Statistics Act as well as the approaches, such as strict management of questionnaire information, implemented by each ministry to the public, mainly through the "Statistics Day" (October 18) related events and the approaches to infiltrate and establish the logo described in II-1-(4)-(i) above.

### **III. Measures to Arouse the Mindset that Reporting to Statistical Surveys is a Duty as a Citizen**

1. The further dissemination of the fact that reporting to Fundamental Statistical Survey is a duty/obligation as a member of the society

(1) Approaches toward households

Cooperating together, MIC and other ministries actively implement public relations about duty to report and penal regulations provision along with the “Statistics Day” related events and approach for infiltration and establishment of the logo.



## Standards for the Use of the Logo for Governmental Statistics

Enacted	January 13, 2012
Revised	August 20, 2013
Agreed upon at the meeting of the Chiefs of Statistics Director-General Sections at the Cabinet Office and Ministries	

The standards for the use of the national property, “Logo for Governmental Statistics” (registered trademark No. 5558519), the trademark rights for which belong to the MIC, are provided as follows:

### 1. Purpose

#### (1) Purpose of the Logo

The Logo for governmental statistics (hereafter referred to as the “Logo”) is displayed in a proper and unified manner on the materials related to the statistical surveys implemented by the national administrative organs under the Statistics Act so that:

- (a) The reporting person (the person who is requested to make a report for a statistical survey; the same applies hereafter) recognizes that the said survey is a national statistical survey and that it is safe to provide information for it, etc.
- (b) The person who is involved in statistical surveys is always aware of the need to manage information thoroughly during the survey.

Thus, the reliability of statistics is secured.

#### (2) Purpose of Setting the Standards for Use of the Logo

The standards for use of the Logo are set to achieve the purpose of the Logo provided in (1) by securing the proper use of the Logo by the national administrative organs.

### 2. Designs

The design and size of the Logo are as provided in the attachment, and the color is black monochrome, in principle. However, the user (the person who has been given the rights to use the Logo under these standards; the same applies hereafter) may use a monochrome color other than black when it is considered appropriate in terms of the design of printed matter and it will not interfere with the purpose of the Logo.

## 3. Use

## (1) Instructions for Use of the Logo

- (i) The Logo users given in the following Table 1 shall use the Logo in the places provided in the table, pertaining to a statistical survey that they conduct.

Table 1

User	Where to Use	Notes
(a) Personnel who implement a fundamental statistical survey or general statistical survey	Questionnaires, envelopes for sending questionnaires, envelopes for returning (submitting) completed questionnaires	An explanation must be displayed in at least one of the places listed on the left (refer to 2 in the attachment)
(b) Local public entities that handle a part of the administrative work pertaining to a fundamental statistical survey		
(c) The party that is entrusted by a persons in (a) or (b) with the administrative work of a survey	Printable notice of visit during absence (material used to notify the fact that the enumerator has come to the address, etc. but the inhabitant was absent) to distribute, enumerator identification card, certificate for on-site inspection	

\* Regarding the identification cards used for (b) Local public entities that handle a part of the administrative work pertaining to the fundamental statistical survey, the party who conducts the survey shall make sure that the Logo is used properly while respecting the initiative and independence of the local public entity.

\* When it is difficult to use the Logo according to Table 1 for a special reason, the way of handling the Logo shall be determined by consulting with the Director-General for Policy Planning (Statistic Standards), MIC.

- (ii) The users provided in the following Table 2 shall be allowed to use the Logo in the places provided in the table, pertaining to a statistical survey that the user conducts.

Table 2

User	Where to Use	Notes
(a) Personnel who implement a fundamental statistical survey or general statistical survey	Materials that explain how to fill out the questionnaires, materials used to publicize statistical survey results, publicized statistical materials	Use the Logo as much as possible.
(b) Local public entities that handle a part of the administrative work pertaining to a fundamental statistical survey		
(c) The party that is entrusted by a person in (a) or (b) with the administrative work of the survey	In addition to the materials in Table 1, the following materials, the value of which the user recognizes in achieving the purpose of the Logo: (i) Materials and goods related to the statistical survey (ii) PR materials and media	
(d) The party who makes a fundamental statistical survey using a method other than a statistical survey		

(2) Time of Initiating Use of the Logo

Use of the Logo will begin on April 1, 2012, as long as there is no special reason to not use it; for example, it is difficult to use it immediately due to survey preparations.

(3) Checking the Appropriate Use of the Logo

Regarding the use of the Logo, the Director-General for Policy Planning shall check the status of use at the time of the examining the application for statistical surveys, etc., as needed, and publicize the status of the Logo use.

4. Countermeasures to Illegal Use

The Director-General for Policy Planning and the Cabinet Office or relevant ministry shall take the following measures when they recognize illegal use of the Logo.

- (a) Warn people about the illegal use
- (b) Warn the person who is using the Logo illegally
- (c) Take measures based on the provisions on illegal use in the Statistics Act and the Trademark Act, etc.
- (d) Publicize the details of the illegal use
- (e) Publicize the measures taken against the person who is using the Logo illegally

5. Trademark Rights

(1) Right holder and User of the Logo

- (i) The trademark right for the Logo belongs to the Minister for Internal Affairs and Communications.
- (ii) As long as the standards for use are followed, a person described in (a)-(d) in Table 1 and 2 under 3 (1) above may use the Logo without taking the application procedure. Additionally, a person described in (c) may use the Logo when satisfying the requirements for obtaining an agreement from the party which commissions the administrative work for the statistical survey.
- (iii) The Logo user may not transfer the right to use the Logo to others.

(2) Fee for Use of the Logo

No fee is charged for approved use of this Logo under these standards.

(3) Compliance with laws and regulations by the Logo Users

- (i) A Logo user shall follow the Trademark Act and strive not to damage the function as a trademark or to lose the right of use.
- (ii) When a Logo user discovers that a third party has or is trying to infringe the trademark right, he/she shall inform the Director-General for Policy Planning immediately and take the measures listed in 4 if necessary.
- (iii) When a dispute, a trial or a lawsuit occurs against a third party, the Logo user shall deal with the issue in cooperation with the Director-General for Policy Planning.

6. Management of Interpretation/Uncertainty, etc.

The Director-General for Policy Planning is in charge of interpreting the standards for use and any uncertainty.

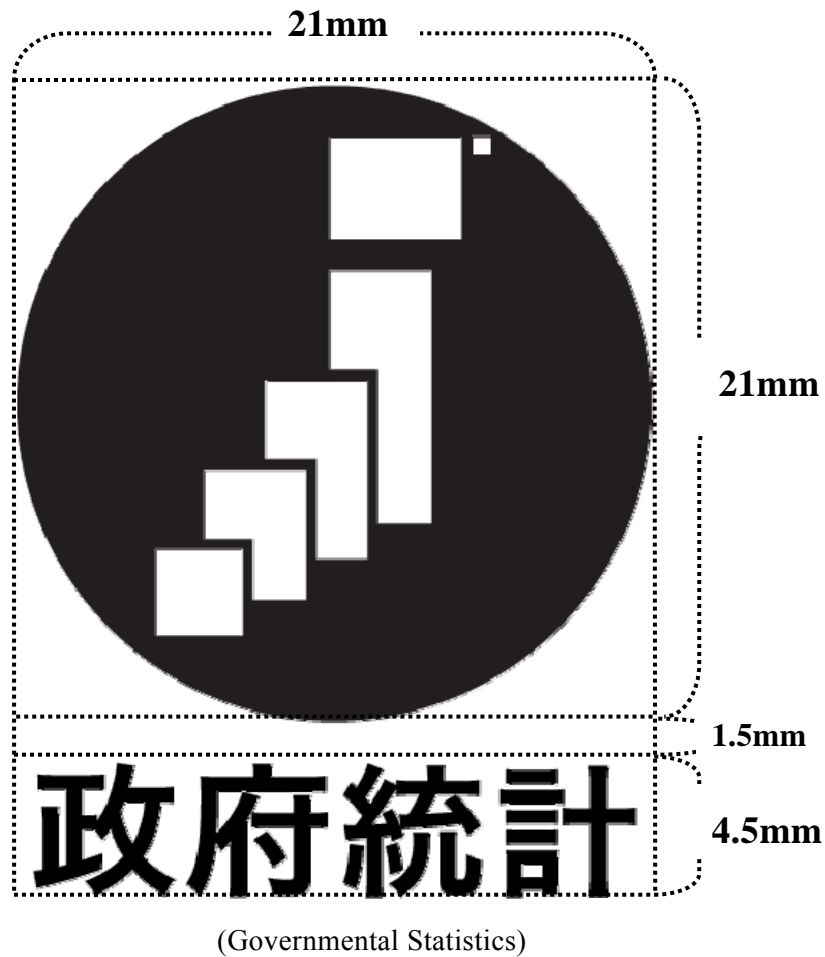
7. Effective Date

This standard of use will become effective on April 1, 2012.

Accompanying sheet
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## 1. Design and Size of the Logo

The design and the size of the Logo are as shown below. (The dotted lines are not included in the Logo.)



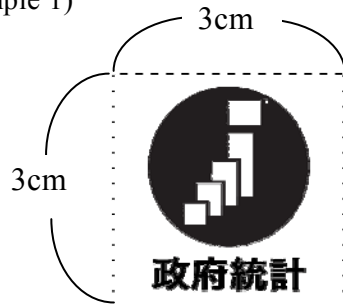
\* Logo users may adjust the size of the Logo as long as the contribution to achieving the purpose of Logo is expected and the size enables easy recognition. However, the ratio of the length and width must be the same as in the illustration shown above.

## 2. Explanation of the Logo

Logo users shall attach an explanation including the contents listed below to the Logo to the extent possible.

- (a) The fact that the survey is a national survey based on the Statistics Act.
- (b) The fact that all possible measures to protect the confidentiality of the questionnaire information are taken.

Example 1)

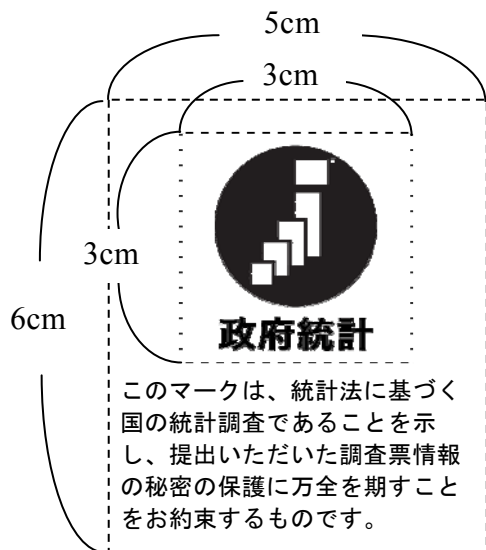


統計法に基づく国の  
統計調査です。調査  
票情報の秘密の保護  
に万全を期します。

(Governmental Statistics)

This is a national statistical survey based on the Statistics Act. All possible measures to protect the confidentiality of questionnaire information are taken.

Example 2)



このマークは、統計法に基づく  
国の統計調査であることを示  
し、提出いただいた調査票情報  
の秘密の保護に万全を期すこと  
をお約束するものです。

(Governmental Statistics)

This mark represents national statistical surveys based on the Statistics Act and our promise that we will take all possible measures to protect the confidentiality of the questionnaire information you submit.