

SUPPORTING STATEMENT - PART A

Navy CHINFO Quarterly Brand Opinion Survey – 0703-GLPS

1. Need for the Information Collection

The Navy Chief of Information (CHINFO) is required to provide public affairs advice to the Secretary of the Navy and the Chief of Naval Operations. In order to provide informed advice, it is critical that CHINFO be able to assess the current communication environment, including current public opinion of the U.S. Navy and its operations, the popular media or social influencers of that environment, and recent trends that have changed that environment. This is done by conducting recurrent surveys to determine what Americans understand about their Navy and how this understanding changes over time. This survey research is directed in OPNAV Instruction 5726.8C, “Outreach: America’s Navy.” Accordingly, because CHINFO requires the ability to collect information, CHINFO requests clearance under the heading of “brand and opinion research.”

Responses to the survey questions allow CHINFO to assess current public perceptions of the U.S. Navy. Understanding these perceptions allows CHINFO to better advise U.S. Navy senior leaders on actions to take or avoid as well as better gauge how emerging issues will be perceived by the public. This information also helps CHINFO plan its communication strategies around the release of information.

2. Use of the Information

Periodic brand and opinion research assessments using scientific methods that collect and evaluate quantitative research will allow CHINFO to understand the general public’s perceptions, knowledge, issue awareness, message exposure, recall and salience, and engagement with the Navy. This understanding will allow CHINFO to adjust its communication efforts to better communicate with the public and better advise the Secretary of the Navy and the Chief of Naval Operations on public awareness and sentiment toward the Navy.

CHINFO collects quantitative primary research data quarterly using an existing online panel of at least 1,000 randomly sampled American adults. Information collected includes extent and type of media exposure to the U.S. Navy; knowledge of, favorability toward, and likelihood to recommend the Navy; knowledge of and confidence in the roles the U.S. Navy; opinions on ideal size of and budget allocation to the Navy; opinions of Navy’s capabilities; and opinions of threats facing the Navy and other military services. Quantitative research is also conducted at Navy events to determine the events’ impact on Americans’ perception of their Navy. The research will assist the Navy in understanding the impact the events have in influencing participants’ perceptions of the U.S. Navy.

Quantitative data is collected through web-based means, such as the Gallup U.S. Panel, the Pew American Trends Panel, or the Ipsos Knowledge Panel, as the sample source. Respondents are randomly invited to participate via email invitation and complete the

survey online. Respondents are offered a small incentive of \$3 to thank them for their time spent completing the survey. Gallup is responsible for all data processing of completed web surveys. The data is weighted to be representative of the U.S. general population, age 18 and older.

Efforts will be made to discuss data collection undertakings with Navy Recruiting Command who may also be users of the data collected. In the past, CHINFO has also collected data relevant to the Marine Corps and shared the data and findings. Gathering this data allows CHINFO to adjust its communication efforts to better communicate with the public and better advise senior Navy leaders on public awareness and sentiment toward the Navy.

3. Use of Information Technology

All quantitative data collection has transitioned to web-based electronic data collection and 100% of responses are collected electronically. No phone surveys or hardcopy surveys will be used for this data collection. The web survey system is Qualtrics (www.qualtrics.com), which allows respondents to take the survey at their convenience, from a computer, laptop, or mobile device. The Qualtrics system decreases the time required for each survey compared to telephone surveying, and, consequently, the overall burden on respondents. It also allows the computer to perform a number of critical assurance routines that are monitored by survey analysts, including tracking response rates along with average survey length as well as consistency checks for inappropriate combinations of answers.

4. Non-duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

5. Burden on Small Businesses

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

The collection of quantitative survey information occurs quarterly. Quarterly quantitative data collection allows the CHINFO to understand and react to changes in public perception throughout the course of a single year. Less frequent data collection would limit how actionable the data is for CHINFO communication efforts.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in 5 CFR 1320.5(d) (2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice (FRN) for the collection published on Friday, January 20, 2023. The 60-Day FRN citation is 88 FR 3731.

No comments were received during the 60-Day Comment Period.

A 30-Day Federal Register Notice for the collection published on Tuesday, June 13, 2023. The 30-Day FRN citation is 88 FR 38502.

Part B: CONSULTATION

No additional consultation apart from soliciting public comments through the Federal Register was conducted for this submission.

9. Gifts or Payment

For the web-based quantitative surveys, respondents are offered a small incentive of \$3 to thank them for their time spent completing the survey.

10. Confidentiality

A Privacy Act Statement is not required for this collection because we are not requesting individuals to furnish personal information for a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

A Privacy Impact Assessment (PIA) is not required for this collection because PII is not being collected electronically.

The Navy does not collect or receive records for this collection. The Navy only receives a summary of the collected information. Because this summary data assists CHINFO in developing guidance, it is classified as Public Affairs Guidance Records, 5720.1a. This records schedule (DAA-NU-2015-0005-0064) has a temporary disposition record, cut off at the end of the calendar year, to be destroyed five years after cut off.

11. Sensitive Questions

The surveys will not ask for respondent's race or ethnicity, but will ask for household income, which will be used to evaluate trends and differences in subgroups. This question mirrors Census tracking questions and is used to better address individualized

communication needs that CHINFO wishes to understand. No other questions considered sensitive are being asked in this collection.

12. Respondent Burden and its Labor Costs

Part A: ESTIMATION OF RESPONDENT BURDEN

- 1) Collection Instrument
Quarterly Brand Survey
 - a) Number of Respondents: 4,000 (1,000 Quarterly)
 - b) Number of Responses Per Respondent: 1
 - c) Number of Total Annual Responses: 4,000
 - d) Response Time: 15 minutes
 - e) Respondent Burden Hours: 1,000 hours
- 2) Total Submission Burden
 - a) Total Number of Respondents: 4,000
 - b) Total Number of Annual Responses: 4,000
 - c) Total Respondent Burden Hours: 1,000 hours

Part B: LABOR COST OF RESPONDENT BURDEN

- 1) Collection Instrument
Quarterly Brand Survey
 - a) Number of Total Annual Responses: 4,000
 - b) Response Time: 15 minutes
 - c) Respondent Hourly Wage: \$29.76
 - d) Labor Burden per Response: \$7.44
 - e) Total Labor Burden: \$29,760
- 2) Overall Labor Burden
 - a) Total Number of Annual Responses: 4,000
 - b) Total Labor Burden: \$29,760

The Respondent hourly wage was determined by using the Bureau of Labor Statistics May 2022 National Occupational Employment and Wage Estimate mean hourly wage for all occupations (https://www.bls.gov/oes/current/oes_nat.htm).

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

Part A: LABOR COST TO THE FEDERAL GOVERNMENT

- 1) Collection Instrument
Quarterly Brand Survey
 - a) Number of Total Annual Responses: 4,000
 - b) Processing Time per Response: 0.25 hours
 - c) Hourly Wage of Worker(s) Processing Responses: \$78.33
 - d) Cost to Process Each Response: \$19.58
 - e) Total Cost to Process Responses: \$78,330

- 2) Overall Labor Burden to the Federal Government
 - a) Total Number of Annual Responses: 4,000
 - b) Total Labor Burden: \$78,330

Part B: OPERATIONAL AND MAINTENANCE COSTS

- 1) Cost Categories
 - a) Equipment: \$0
 - b) Printing: \$0
 - c) Postage: \$0
 - d) Software Purchases: \$0
 - e) Licensing Costs: \$0
 - f) Other: \$160,000 (sample, survey web hosting, incentives)

- 2) Total Operational and Maintenance Cost: \$160,000

Part C: TOTAL COST TO THE FEDERAL GOVERNMENT

- 1) Total Labor Cost to the Federal Government: \$78,330

- 2) Total Operational and Maintenance Costs: \$160,000

- 3) Total Cost to the Federal Government: \$238,330

15. Reasons for Change in Burden

This is an existing collection currently in use without an OMB Control Number.

16. Publication of Results

The results of this information collection will be presented to CHINFO. CHINFO will share these results with Navy public affairs staff internal as well as the offices of the Secretary of the Navy and the Chief of Naval Operations to ensure their awareness of public perceptions. These results will not be shared beyond these internal audiences.

17. Non-Display of OMB Expiration Date

We are not seeking approval to omit the display of the expiration date of the OMB approval on the collection instrument.

18. Exceptions to “Certification for Paperwork Reduction Submissions”

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.