Navy Quarterly Brand Survey

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**SURVEY:**

***Q1.* In the past 30 days, which branches of the U.S. military have you heard, read, or seen anything about?**

 Navy

 Air Force  Army

 Coast Guard  Marines

 Space Force

 None

*Q1a1. [If Navy selected]:* Where did you read, see, or hear about the Navy?

 TV commercial

Movie or television show

 Newspaper  Radio

 Event

 Word of mouth  Twitter

 Instagram  Facebook  Snapchat  Reddit

 YouTube TikTok

 Other

*Q1b.* What did you read, see, or hear about the Navy?

*Q1a2. [If Marines selected]:* Where did you read, see, or hear about the Marine Corps?

 TV commercial

 Movie or television show  Newspaper

 Radio  Event

 Word of mouth  Twitter

 Instagram  Facebook  Snapchat  Reddit

 YouTube TikTok

 Other

*Q1b2.* What did you read, see, or hear about the Marine Corps?

***Q2.* Generally, how much do you feel you know about the following branches of the U.S. military?**

*Q2a.* Navy

 A lot  Some  A little

Nothing

*Q2b.* Air Force

 A lot  Some  A little

Nothing

*Q2c.* Army

 A lot  Some  A little

 Nothing

*Q2d.* Coast Guard

 A lot  Some  A little

 Nothing

*Q2e.* Marines

 A lot  Some  A little

 Nothing

*Q2f.* Space Force

 A lot  Some  A little

Nothing

## Q3. In general, how favorable of an opinion do you have about the following branches of the military?

*Q3a.* Navy

 5 - Very favorable  4

 3

 2

 1 - Very unfavorable

*Q3b.* Air Force

 5 - Very favorable

 4

 3

 2

 1 - Very unfavorable

*Q3c.* Army

 5 - Very favorable  4

 3

 2

 1 - Very unfavorable

*Q3d.* Coast Guard

 5 - Very favorable  4

 3

 2

 1 - Very unfavorable

*Q3e.* Marines

 5 - Very favorable  4

 3

 2

1 - Very unfavorable

*Q3f.* Space Force

5 - Very favorable

 4

 3

 2

 1 - Very unfavorable

# Q4*. For the U.S. Navy in particular, why* would you say you have that opinion?

# Q*5a. Tell us your opinions about the size of the* branches of the U.S. military. Do you think the size of the Navy should increase, decrease, or remain the same?

 Increase

 Remain the same  Decrease

  Don’t know

*Q5b.* Do you think the size of the Air Force should increase, decrease, or remain the same?

 Increase

 Remain the same Decrease

  Don’t know

*Q5c.* Do you think the size of the Army should increase, decrease, or remain the same?

 Increase

 Remain the same Decrease

  Don’t know

*Q5d.* Do you think the size of the Coast Guard should increase, decrease, or remain the same?

 Increase

 Remain the same  Decrease

  Don’t know

*Q5e.* Do you think the size of the Marine Corps should increase, decrease, or remain the same?

 Increase

 Remain the same Decrease

  Don’t know

*Q5f.* Do you think the size of the Space Force should increase, decrease, or remain the same?

 Increase

 Remain the same

Decrease

  Don’t know

***Q6.* There is much discussion on the amount of money Congress should spend for national defense. Do you think we are spending:**

 Too much  Too little  About right

  Don’t know

*Q6a.* Do you think the amount of money we are now spending on the **Navy** is too much, too little, or about right?

 Too much  Too little

About right

  Don’t know

*Q6b.* Do you think the amount of money we are now spending on the **Air Force** is too much, too little, or about right?

 Too much  Too little

About right

  Don’t know

*Q6c.* Do you think the amount of money we are now spending on the **Army** is too much, too little, or about right?

 Too much  Too little  About right

  Don’t know

*Q6d.* Do you think the amount of money we are now spending on the **Coast Guard** is too much, too little, or about right?

 Too much  Too little

About right

  Don’t know

*Q6e.* Do you think the amount of money we are now spending on the **Marines** is too much, too little, or about right?

 Too much  Too little

About right

  Don’t know

*Q6f.* Do you think the amount of money we are now spending on the **Space Force** is too much, too little, or about right?

 Too much  Too little  About right

  Don’t know

***Q7.* The military has a budget for the upcoming year. What percent of the budget do you think should go to each of the following branches?**

Navy

0

Air Force Army

0

0

0

Coast Guard

Marines

0

0

Space Force Total

0

*Q8.* What U.S. military service branch do you believe is the most important to national defense?

 Space Force  Marines

 Air Force

 Coast Guard  Navy

 Army

*Q8a. W*hy you do you think that?

*Q9.* What U.S. military service branch do you believe is the most important to maintain our nation’s role in the global economy?

 Coast Guard  Space Force  Army

 Navy

 Air Force Marines

***Q10.* In your opinion, why does America need a Navy? *Please select up to 3.***

 Protecting trade shipment routes  Humanitarian aid and disaster relief

 Guaranteeing the prosperity of the United States  Protecting the security of the country

 Protecting the coastlines of the nation  Securing the nation’s borders

 Supporting multinational alliances  Deter war

 Other, *please specify*:

***Q11.* What threats does the Navy protect the United States from?**

***Q12.* Do you believe the size of the Navy's fleet (the number of ships, submarines, and airplanes they have) needs to:**

 Increase

 Remain the same Decrease

  Don’t know

***Q13.* How many ships do you think the Navy has?**

***Q14.* How supportive are you of the Navy expanding its fleet?**

 Very supportive

 Somewhat supportive  Only a little supportive  Not at all supportive

***Q15.* How capable do you think the Navy is to defend America compared to one year ago?**

 More capable  Just as capable

Less capable

***Q16a.* How confident are you in the Navy's ability to protect the United States from threats?**

 Very confident

 Somewhat confident  Only a little confident

Not at all confident

*Q16b.* How confident are you in the ability of the **Army** to protect the United States from threats?

 Very confident

 Somewhat confident  Only a little confident  Not at all confident

*Q16c.* How confident are you in the ability of the **Air Force** to protect the United States from threats?

 Very confident

 Somewhat confident  Only a little confident

Not at all confident

*Q16d.* How confident are you in the ability of the **Coast Guard** to protect the United States from threats?

 Very confident

 Somewhat confident  Only a little confident

Not at all confident

*Q16e.* How confident are you in the ability of the **Marines** to protect the United States from threats?

 Very confident

 Somewhat confident  Only a little confident  Not at all confident

*Q16f.* How confident are you in the ability of the **Space Force** to protect the United States from threats?

 Very confident

 Somewhat confident  Only a little confident  Not at all confident

***Q17.* How confident are you in the Navy's ability to protect U.S. interests around the world?**

 Very confident

 Somewhat confident  Only a little confident

Not at all confident

***Q18.* What do you think are the greatest threats to U.S. interests? *Please select up to 3.***

* A foreign military invasion of U.S. territory
* A foreign military missile strike on U.S. territory
* A foreign military invasion of ally or partner territory
* A blockage by a foreign military of an international shipping route (ie, Suez Canal, Taiwan Strait, Malacca Strait, etc.)
* A cyber threat that holds a U.S. information system hostage
* Increasing military, economic, or technological influence of China
* Foreign terrorism
* Domestic terrorism
* Misinformation campaigns intended to cause confusion or division
* Threats from space debris, asteroids, foreign militaries in space
* Climate change
* COVID-19 or similar biological threats
* Government dysfunction (government shutdowns, national debt, etc.)
* Social dysfunction (riots, crime, violence, etc.)
* Other

***Q19.* How important is the U.S. Navy in protecting against those threats?**

 Very important

 Somewhat important  Not too important

Not at all important

***Q20.* How prepared do you think the U.S. Navy is to defend against those?**

* Very prepared
* Not at all prepared

***Q21.* Which of the following comes closest to your view?**

 The Navy has lost its technological advantage over potential enemies of the U.S.

 The Navy is in danger of losing its technological advantage over potential enemies of the U.S. The Navy maintains a clear technological advantage over potential enemies of the U.S.

***Q22.* Next, we would like you to think about the role the U.S. should play in trying to solve international problems. Do you think the U.S. should…**

 Take the leading role in world affairs

 Take a major role, but not the leading role  Take a minor role

 Take no role at all in world affairs

***Q23.* Which of the following do you think is most important in determining America’s power and influence in the world?**

 Economic power Military strength

 Culture

 Ideology

***Q23.* Which statement do you agree with the most:**

 The U.S. must maintain more military might than the next most powerful country

 The U.S. must maintain the same level of military might as the next most powerful country

 The combined military might of the U.S. and its allies must match that of the next most powerful country

***Q24.* On a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please rate your level of agreement with the following item.**

*Q24a.* U.S. Navy presence in other countries' waters is an important way of showing our military strength to other countries.

 5 - Strongly agree  4

 3

 2

 1 - Strongly disagree

*Q24b.* In your opinion, how representative is the U.S. military of the American public?

 5 - Very representative  4

 3

 2

1 - Not at all representative

*Q24c.* What U.S. military service branch do you believe is the most prestigious?

 Space Force  Navy

 Marines  Army

 Air Force

 Coast Guard

***Q25.* Finally, we would like to ask you a few questions for statistical purposes only.**

*Q25a.* Have you, or has anyone currently living in your household, ever served in the

U.S. military in any branch or Service, including the Guard or Reserve? *Please check all that apply.*

 Yes, myself

 Yes, another member of my household No

*Q25b.* Which of the following best describes your interests? *Please select all that apply.*

 Animal Welfare  Art and culture  Auto Work

 Aviation

 Beauty and Cosmetics  Biking/Mountain Biking  Boating/Sailing

 Career Improvement  Community/Charities  Cooking/Food

 Crafts

 Current Affairs/Politics  Dieting/Weight Loss

 Environment or Wildlife  Exercise

 Fashion  Fishing  Gaming

 Gardening  Golf

 Health

High Tech Living

 Hiking/camping  History

 Home Improvement  Hunting

 Investing/Finance  Parenting

 Photography  Reading

 Religion/spirituality  Science

 Sewing/Knitting/Needlework  Sports

 Travel

 Woodworking

*Q25c.* What is your total ANNUAL household income, before taxes? Please include income from wages and salaries, remittances from family members living elsewhere, farming, and all other sources.

 Under $15,000

 $15,000 to $24,999  $25,000 to $34,999  $35,000 to $44,999  $45,000 to $54,999  $55,000 to $74,999  $75,000 to $99,999

 $100,000 or more