

# 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?**

**Q5a. 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

Air Force

Army

Coast Guard

Marines

Space Force

Total

0

0

0

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. Why 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

