

Navy Quarterly Brand and Opinion Survey: Draft Scripts

INITIAL EMAIL

Thank you for agreeing to take surveys with us. By completing surveys, you provide the sponsoring organizations a better understanding of public knowledge and interest on a variety of topics.

Click on the below to register for an account.

[REGISTER](#)

INTRODUCTORY EMAIL

Thank you for agreeing to take the U.S. Navy Brand and Opinion Survey. This is a recurrent survey sponsored by the U.S. Department of Defense. The purpose of the survey is to assess current public opinion of the U.S. Navy and its operations, popular media or social influencers of that communication environment, and recent trends that have changed that communication environment.

This survey is voluntary and should take less than 15 minutes. There are no right or wrong answers. The Department of Defense is interested in learning about your personal opinions and experiences.

All responses will be kept confidential. Personal identifiers will be used to evaluate trends and differences in subgroups. All data collected will be statistically summarized with the responses of others and will not be attributable to any single individual.

Completion of this survey is entirely voluntary. Failure to respond to any of the questions will NOT result in any penalties except possible lack of representation of your views in the final results and outcomes. If you agree to participate, you may withdraw your participation in the survey at any time by simply exiting the survey. If you are not comfortable answering one of the survey questions, you are free to leave it blank.

Click on the below to begin the survey.

[BEGIN SURVEY](#)

REMINDER EMAIL

Thank you for agreeing to take the U.S. Navy Brand and Opinion Survey. This is a reminder that you expressed interest in taking a survey sponsored by the U.S. Department of Defense. The purpose of the survey is to assess current public opinion of the U.S. Navy and its

operations, popular media or social influencers of that communication environment, and recent trends that have changed that communication environment.

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