

SUPPORTING STATEMENT - PART A

Navy CHINFO Quarterly Brand Opinion Survey

OMB Control Number 0703-0090

Summary of Changes from Previously Approved Collection

- Increase the quarterly survey sample size from 1,000 to 4,000 to improve data reliability and support analysis by geographic region and key demographic groups, particularly adults ages 18–24.
- Increase in sample size results in an increase in total respondent burden, but burden per response remains the same.
- Added questions:
 - on respondents' willingness to consider military service.
 - on respondents' likelihood of recommending military service to a child or grandchild.
 - addressing public views of the Navy's presence in the Pacific.
 - addressing public understanding of and attitudes toward strategic competition with China.
- Removed questions about defense spending

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. 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 media, information sources, and influencers that shape that environment; and emerging domestic and international issues that may affect public understanding of the Navy. CHINFO conducts recurring surveys to determine what Americans understand about their Navy how they perceive the Navy's roles and capabilities, and how those perceptions change over time.

This survey research is directed in OPNAV Instruction 5726.8D, "Navy Community Outreach: America's Warfighting 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 and to identify changes in sentiment associated with evolving public discourse, Navy operations, and international events. This enables CHINFO to better advise senior Navy leaders on public perceptions, likely reactions to emerging issues, and communication considerations associated with Navy activities and the release of information. It also supports the development

and refinement of communication strategies intended to improve public understanding of the Navy and its missions.

2. Use of the Information

Periodic brand and opinion research assessments using scientifically valid quantitative methods allow CHINFO to understand the general public's perceptions, knowledge, issue awareness, message exposure, recall and salience, and engagement with the Navy. The information enables CHINFO to assess public awareness and sentiment toward the Navy; identify changes in attitudes over time; evaluate differences among demographic and geographic groups; and adjust communication efforts accordingly. The results also support CHINFO's advice to the Secretary of the Navy, the Chief of Naval Operations, and other senior Navy leaders concerning public awareness, public sentiment, and communication considerations related to the Navy.

CHINFO collects quantitative primary research data quarterly using an existing online panel of 4,000 randomly sampled American adults. This increased sample size (up from 1,000) will improve the reliability of quarterly estimates and permit more detailed analysis by geographic region and key demographic subgroups, including young adults ages 18 through 24. This enhanced analytic capability will help CHINFO assess whether public perceptions vary across communities and population segments and whether outreach and engagement efforts are reaching intended audiences.

Information collected includes extent and type of media exposure to the U.S. Navy; knowledge of and favorability toward the Navy, likelihood to consider or recommend Navy service; confidence in the Navy and its roles; perceptions of Navy capabilities, readiness, force size, and budget priorities; and perceptions of threats facing the United States, the Navy, and other military services. The survey also collects information concerning public awareness of and attitudes toward the Navy's role in the Pacific, strategic competition with China, and other current global events or Navy engagements that may shape public opinion.

These questions provide CHINFO with a more complete understanding of the factors that influence public perceptions of the Navy. In particular, the service-consideration and service-recommendation questions provide indicators of whether outreach, community engagement, and public communication efforts are contributing to favorable attitudes toward naval service. Questions related to the Pacific, strategic competition, and other current events provide insight into how international developments affect public views of naval readiness, deterrence, and the Navy's mission.

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 whether event participation influences awareness, knowledge, favorability, and other relevant perceptions.

Quantitative data is collected through web-based means using an established probability-based or otherwise scientifically selected online panel, such as the Gallup U.S. Panel, Pew Research

Center's American Trends Panel, or Ipsos KnowledgePanel, 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. The survey contractor is responsible for all data processing of completed web surveys. Data are weighted to be representative of the U.S. general population ages 18 and older.

CHINFO will coordinate, as appropriate, with Navy Recruiting Command and other Navy stakeholders that may use the findings. CHINFO may also collect and share relevant findings with the Marine Corps or other Department of the Navy organizations when the data address common communication or public-opinion interests. The information collected will allow CHINFO to refine communication efforts, evaluate outreach and engagement activities, and provide senior Navy leaders with timely information regarding public awareness and sentiment toward the Navy.

3. Use of Information Technology

All quarterly quantitative data collection has transitioned to web-based electronic 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.

Hardcopy paper surveys and follow up telephone surveys are used for data collection at Navy events. Once collected, the results are scanned into electronic format for analysis and reporting at an aggregate level.

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 Monday, August 24, 2026. The 60-Day FRN citation is 91 FR 54702.

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

A 30-Day Federal Register Notice for the collection published on Wednesday, October 28, 2026. The 30-Day FRN citation is 91 FR 67826.

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 respondents' 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: 16,000 (4,000 Quarterly)
- b) Number of Responses Per Respondent: 1
- c) Number of Total Annual Responses: 16,000
- d) Response Time: 15 minutes
- e) Respondent Burden Hours: 4,000 hours

2) Total Submission Burden

- a) Total Number of Respondents: 16,000
- b) Total Number of Annual Responses: 16,000
- c) Total Respondent Burden Hours: 4,000 hours

Part B: LABOR COST OF RESPONDENT BURDEN

1) Collection Instrument

Quarterly Brand Survey

- a) Number of Total Annual Responses: 16,000
- b) Response Time: 15 minutes
- c) Respondent Hourly Wage: \$33.54
- d) Labor Burden per Response: \$8.39
- e) Total Labor Burden: \$134,160

2) Overall Labor Burden

- a) Total Number of Annual Responses: 16,000
- b) Total Labor Burden: \$134,160

The Respondent hourly wage was determined by using the Bureau of Labor Statistics May 2025 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: 16,000
- b) Processing Time per Response: 0.1 hours
- c) Hourly Wage of Worker(s) Processing Responses: \$78.33
- d) Cost to Process Each Response: \$7.83
- e) Total Cost to Process Responses: \$125,328

2) Overall Labor Burden to the Federal Government

- a) Total Number of Annual Responses: 16,000
- b) Total Labor Burden: \$125,328

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: \$125,328

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

3) Total Cost to the Federal Government: \$285,328

15. Reasons for Change in Burden

This is an extension with change to an approved OMB Control Number. The change in burden reflects current wage rates and current sample size scope. CHINFO determined that a larger sample size provides a more robust ability to analyze data by geographical region and other key subgroups of interest, such as 18 to 24 year-olds.

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 from the provisions stated in 5 CFR 1320.9.