



DEPARTMENT OF DEFENSE

Department of the Navy

[Docket ID: USN-2026-HQ-0365]

Proposed Collection; Comment Request

AGENCY: Department of the Navy, Department of Defense.

ACTION: 60-day information collection notice.

SUMMARY: In compliance with the *Paperwork Reduction Act of 1995*, the Navy Office of Information announces the proposed extension of an approved public information collection and seeks public comment on the provisions thereof. Comments are invited on: whether the collection of information is necessary for the proper performance of the functions of the agency, including whether the information has practical utility; the accuracy of the agency's estimate of the burden of the information collection; ways to enhance the quality, utility, and clarity of the information collected; and ways to minimize the burden of the information collection on respondents, including through the use of automated collection techniques or other forms of information technology.

DATES: Consideration will be given to all comments received by **[INSERT DATE 60 DAYS FROM DATE OF PUBLICATION IN THE *FEDERAL REGISTER*]**.

ADDRESSES: You may submit comments, identified by docket number and title, by any of the following methods:

Federal eRulemaking Portal: <http://www.regulations.gov>. Follow the instructions for submitting comments.

Mail: Department of Defense, Office of the Director of Administration and Management, Oversight and Compliance Directorate, Regulatory Division, 4800 Mark Center Drive, Mailbox #24, Suite 05F16, Alexandria, VA 22350-1700.

Instructions: All submissions received must include the agency name, docket number and title for this Federal Register document. The general policy for comments and other submissions from members of the public is to make these submissions available for public viewing on the Internet at <http://www.regulations.gov> as they are received without change, including any personal identifiers or contact information.

FOR FURTHER INFORMATION CONTACT: To request more information on this proposed information collection or to obtain a copy of the proposal and associated collection instruments, please write to OPNAV Forms/Information Collections Office (DNS-14), 2000 Navy Pentagon, Room 4E563, Washington, DC 20350-2000, ATTN: Ms. Ashley Alford, or call 703-614-7585.

SUPPLEMENTARY INFORMATION:

TITLE; ASSOCIATED FORM; AND OMB NUMBER: Navy CHINFO Quarterly Brand Opinion Survey; OMB Control Number 0703-0090.

NEEDS AND USES: The Navy Chief of Information (CHINFO) requires this recurrent information collection to fulfill its mandate under OPNAV Instruction 5726.8C, “Outreach: America’s Navy,” which requires providing public affairs advice to the Secretary of the Navy and the Chief of Naval Operations. To provide informed, strategic counsel, CHINFO must continuously assess the public communication environment, track public understanding of the U.S. Navy and its operations, and monitor recent trends that affect public perception. This empirical brand and opinion research is necessary to evaluate current public perceptions, advise senior U.S. Navy leadership on how emerging global issues will be received, and plan strategic communication strategies around the release of information.

CHINFO uses the quantitative data collected quarterly from representative online panels to evaluate public knowledge, favorability, capability perception, and engagement with the Navy. These insights allow CHINFO to adjust its public communication efforts, address areas of low

awareness or misunderstanding, and brief senior leaders on national sentiment regarding defense capabilities, spending, and emerging threats.

AFFECTED PUBLIC: Individuals or households.

ANNUAL BURDEN HOURS: 1,000.

NUMBER OF RESPONDENTS: 4,000 (1,000 quarterly).

RESPONSES PER RESPONDENT: 1.

ANNUAL RESPONSES: 4,000.

AVERAGE BURDEN PER RESPONSE: 15 minutes.

FREQUENCY: Quarterly.

Dated: August 20, 2026.

Aaron T. Siegel,

Alternate OSD Federal Register

Liaison Officer, Department of Defense.

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