DoD Influencer Poll Wave 75
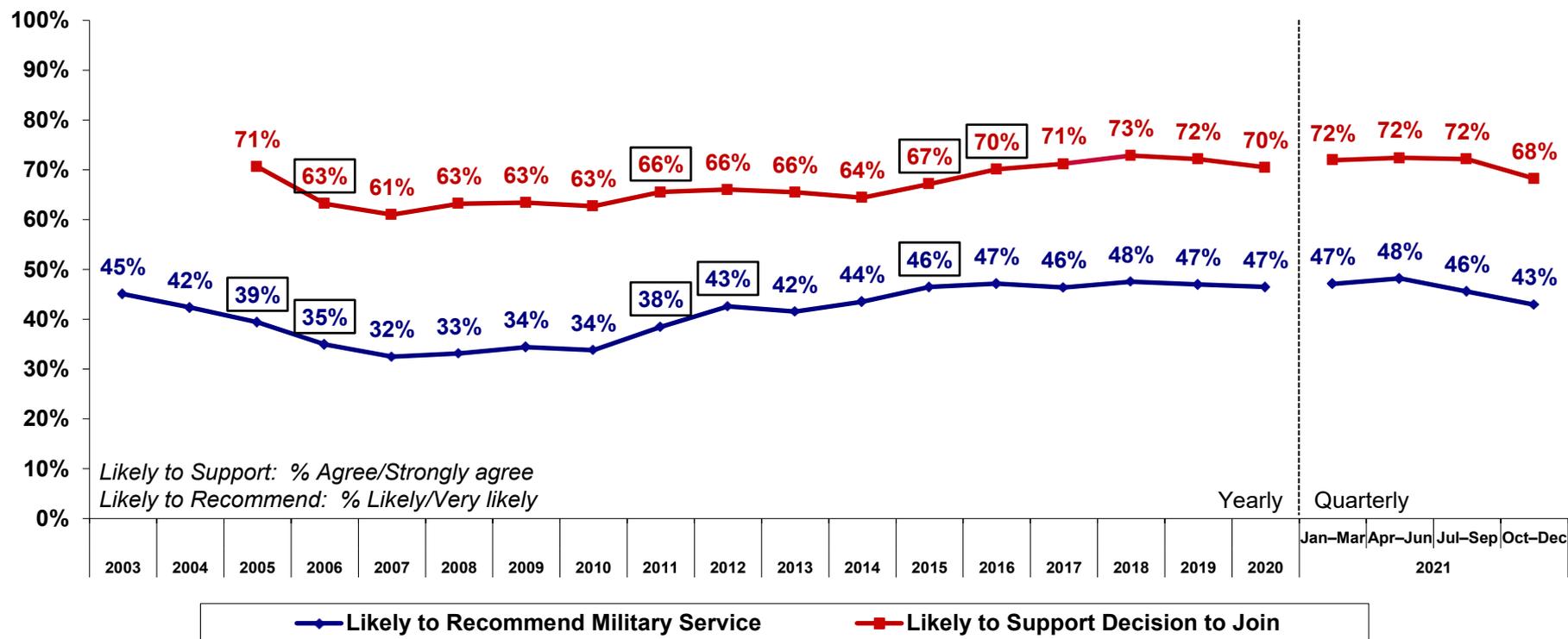
SLIDES ONLY

NO SCRIPT PROVIDED

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Influencers tend to be more likely to support a youth's decision to join the Military than to actively recommend that a youth join.

Likelihood to Recommend and Support Military Service

Likely to Support: % Agree/Strongly agree
Likely to Recommend: % Likely/Very likely

Likely to Recommend Military Service data (navy line): 2003: 45%, 2004: 42%, 2005: 39%, 2006: 35%, 2007: 32%, 2008: 33%, 2009: 34%, 2010: 34%, 2011: 38%, 2012: 43%, 2013: 42%, 2014: 44%, 2015: 46%, 2016: 47%, 2017: 46%, 2018: 48%, 2019: 47%, 2020: 47%, Jan–Mar 2021: 47%, Apr–Jun 2021: 48%, Jul–Sep 2021: 46%, Oct–Dec 2021: 43%

Likely to Support Decision to Join data (red line): 2005: 71%, 2006: 63%, 2007: 61%, 2008: 63%, 2009: 63%, 2010: 63%, 2011: 66%, 2012: 66%, 2013: 66%, 2014: 64%, 2015: 67%, 2016: 70%, 2017: 71%, 2018: 73%, 2019: 72%, 2020: 70%, Jan–Mar 2021: 72%, Apr–Jun 2021: 72%, Jul–Sep 2021: 72%, Oct–Dec 2021: 68%

Yearly | Quarterly (2021: Jan–Mar, Apr–Jun, Jul–Sep, Oct–Dec)

Legend:
- ◆ Likely to Recommend Military Service
- ■ Likely to Support Decision to Join

Note: Significance testing was not conducted between the quarterly and yearly data points.
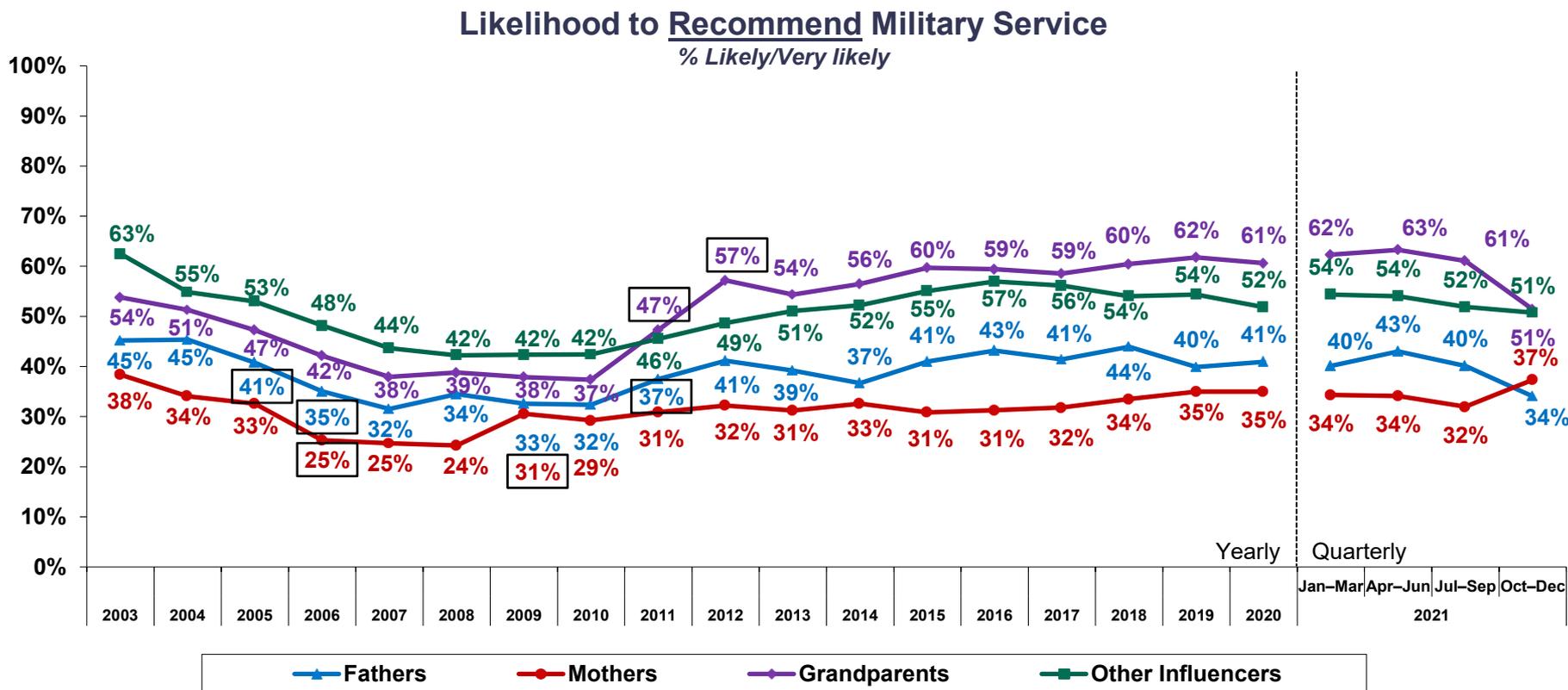Source: DoD Influencer Poll

JAMRS

☐ = Significant change from previous period

3

Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine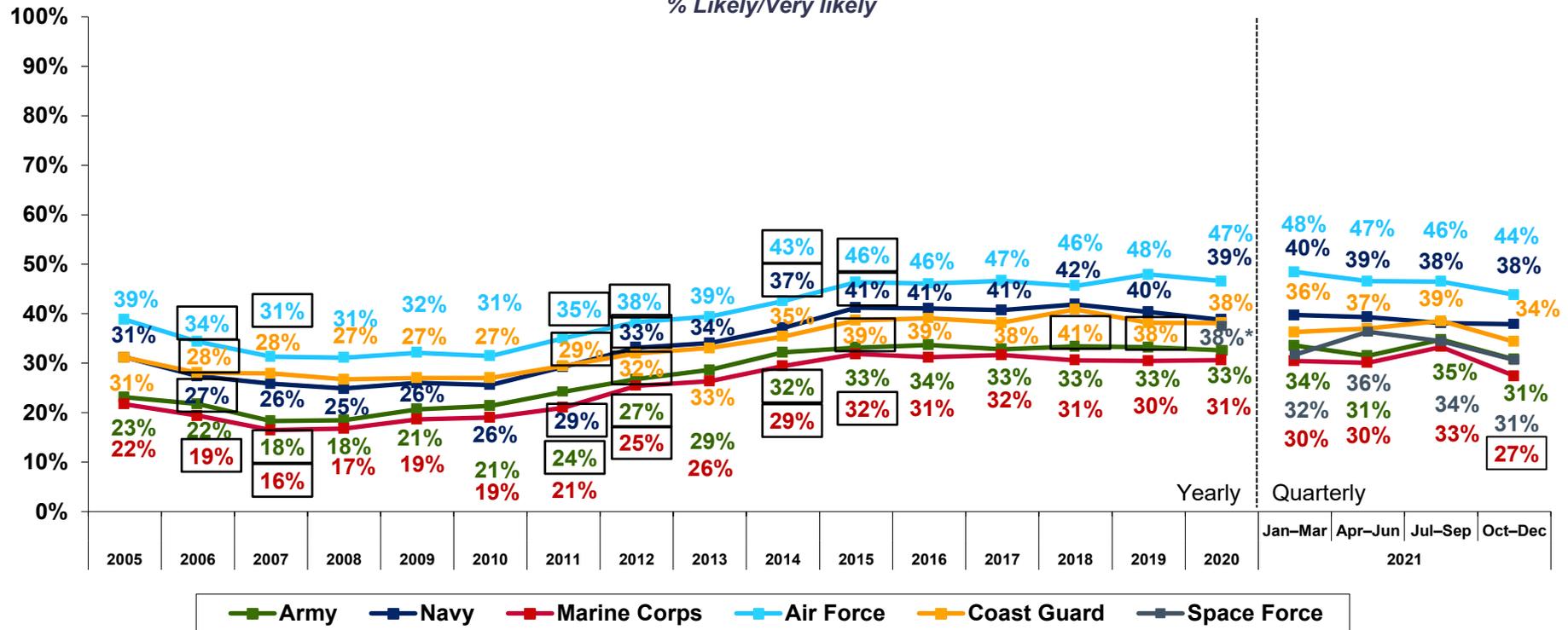 Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Recommend the Military
By Influencer Group

- Likelihood to recommend the Military remained stable this quarter among each Influencer group, with a slight downward trend among Fathers and Grandparents.

Likelihood to <u>Recommend</u> Military Service
% Likely/Very likely

Legend: Fathers — Mothers — Grandparents — Other Influencers

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll

JAMRS

☐ = Significant change from previous period

4

Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- Trends in Influencers' likelihood to recommend each Service have stayed relatively stable since 2016.

- This quarter, there was a decrease in Influencers' likelihood to recommend service in the Marine Corps compared to the July–September 2021 fieldin.

Likelihood to <u>Recommend</u> Active Duty Service
% Likely/Very likely

Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force

Likelihood to Support the Decision to Join the Military
By Influencer Group

▪ Likelihood to support the decision to join the Military has remained relatively stable over time among each Influencer group.

Likelihood to Support the Decision to Join the Military
% Agree/Strongly agree
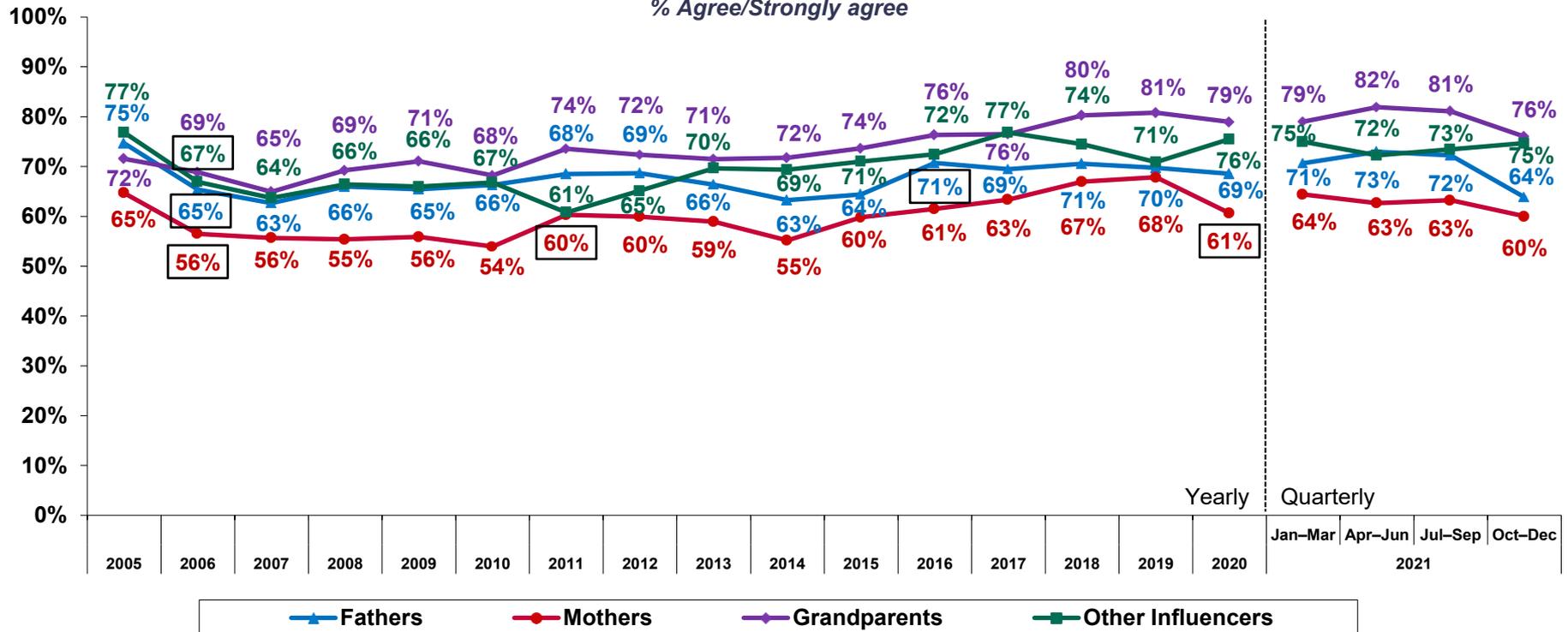
Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll

JAMRS

☐ = Significant change from previous period

6

Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."
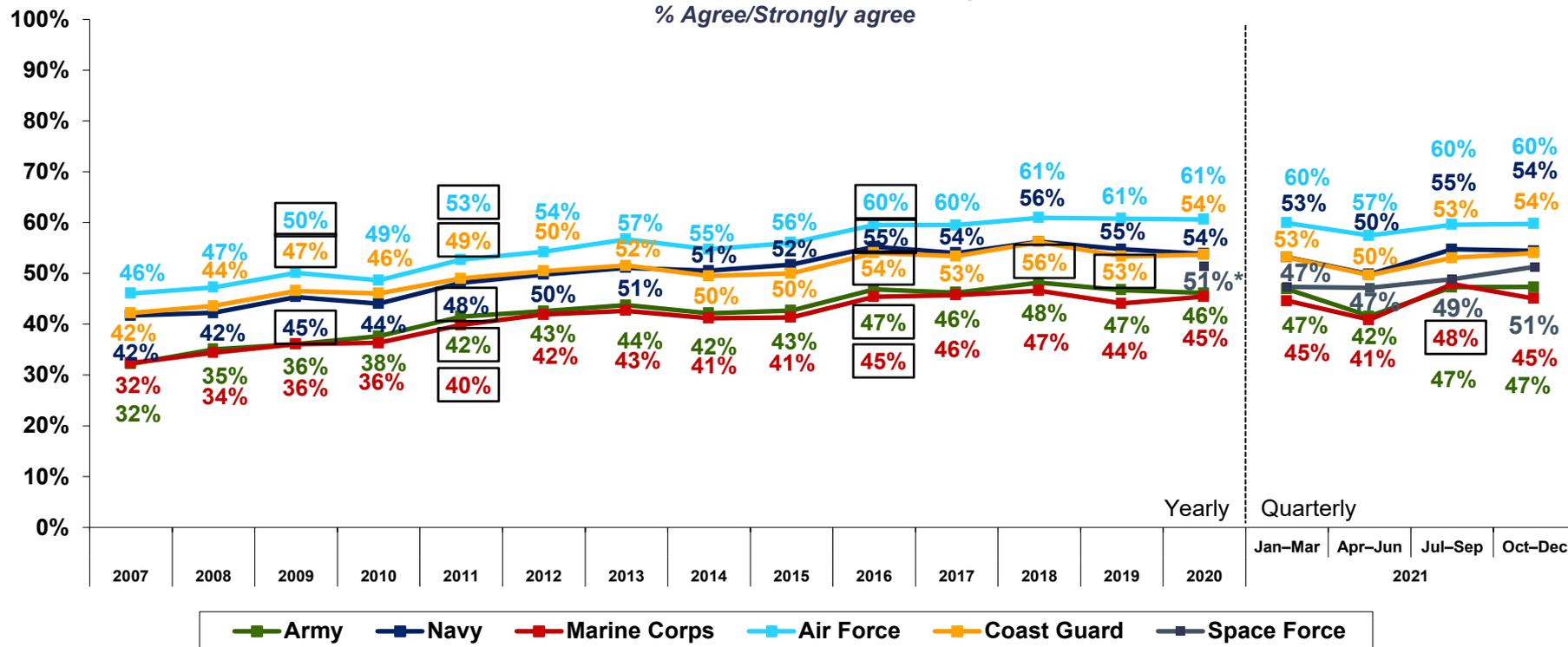
Likelihood to Support Active Duty Service
By Service

- Influencers' likelihood to support the individual Services has increased since tracking began in 2007.

Likelihood to <u>Support</u> Active Duty Service
% Agree/Strongly agree

Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force

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Question: q2gg: "Now, we would like your opinion about supporting service in the individual branches of the U.S. Military. If [youth] told you he or she was planning to join, how likely is it that you would support his or her decision to serve in each of the following?"

Backup

Study Background and Objective

The Military Ad Tracking Study provides metrics on awareness of and attitudes toward the Military Services' advertising campaigns. The Influencer Update focuses on advertising and recruiting strategies that allow the Services to connect with adults and prevent them from creating obstacles for youth interested in military service.

Timeline: October–December 2021

Interview Method: Probability-based online panel (nationally representative)

Target Audience: Influencers of youth ages 12–21. In Wave 75: 227 Fathers, 238 Mothers, 212 Grandparents, 198 Other Influencers.

Weighting: The data are weighted to represent the U.S. population in terms of sex, age, race, ethnicity, education, census region, and metropolitan area.

Reporting:	2017	2018	2019	2020	2021	2022
Jan–Mar	W56	W60	W64	W68	W72	W76
Apr–Jun	W57	W61	W65	W69	W73	
Jul–Sep	W58	W62	W66	W70	W74	
Oct–Dec	W59	W63	W67	W71	W75	

JAMRS