



DoD Influencer Poll Wave 76

**SLIDES ONLY
NO SCRIPT PROVIDED**

**CLEARED
For Open Publication**

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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

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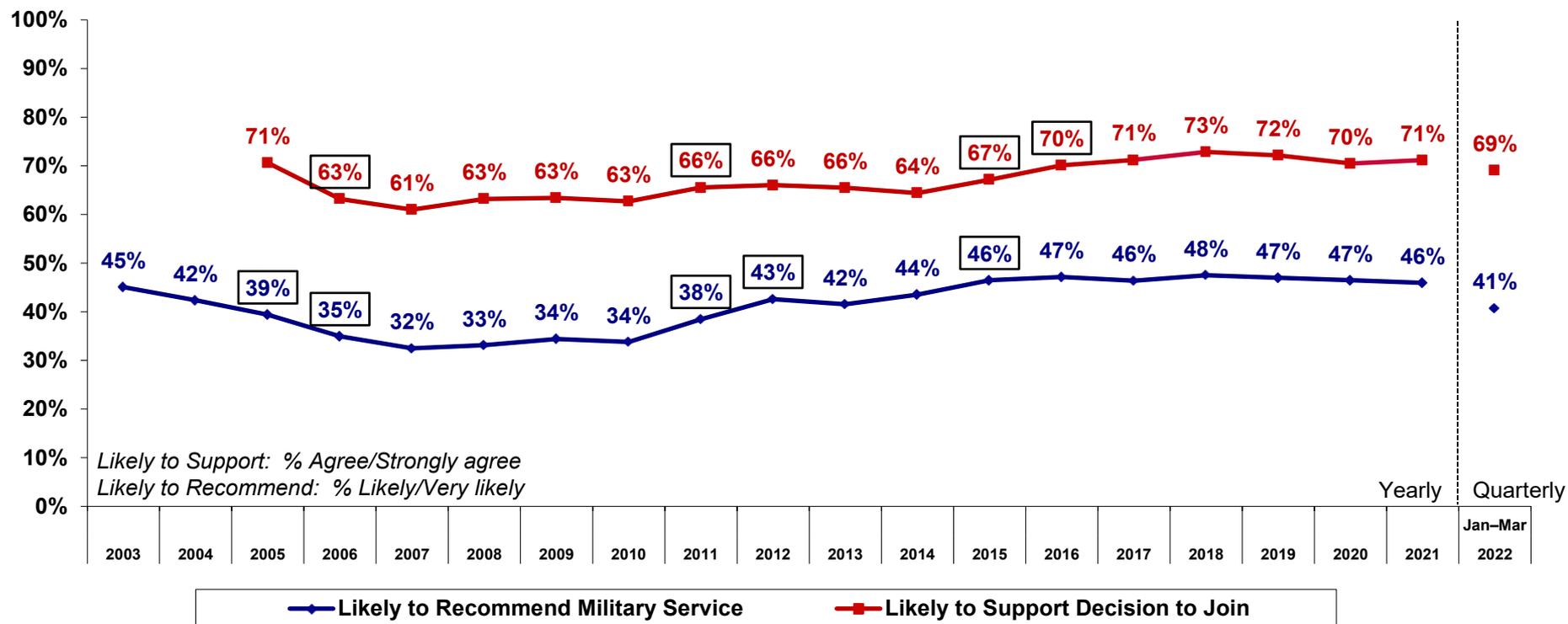
Public Release

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



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll



□ = Significant change from previous period

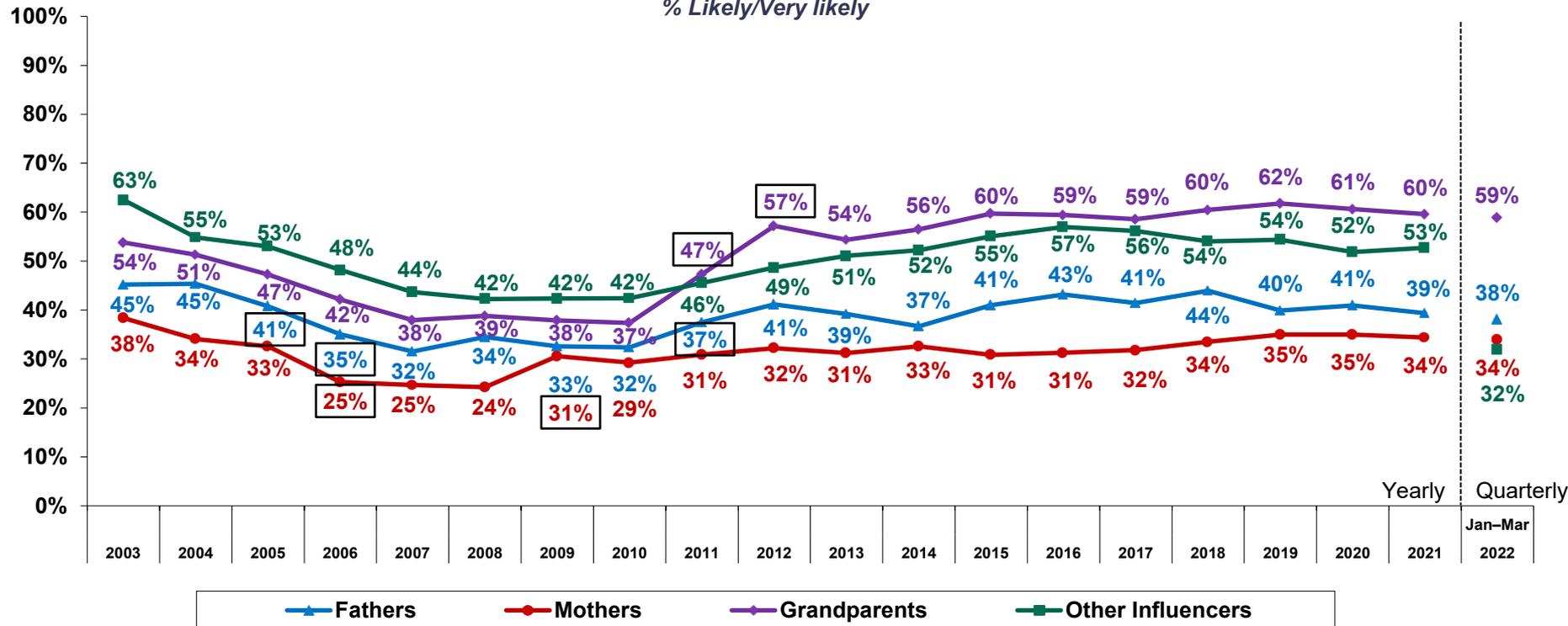
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- Likelihood to recommend the Military has remained relatively stable among each Influencer group in recent years.
- In January–March 2022, likelihood to recommend military service declined among Other Influencers compared to previous years.

Likelihood to Recommend Military Service
% Likely/Very likely



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll



☐ = Significant change from previous period

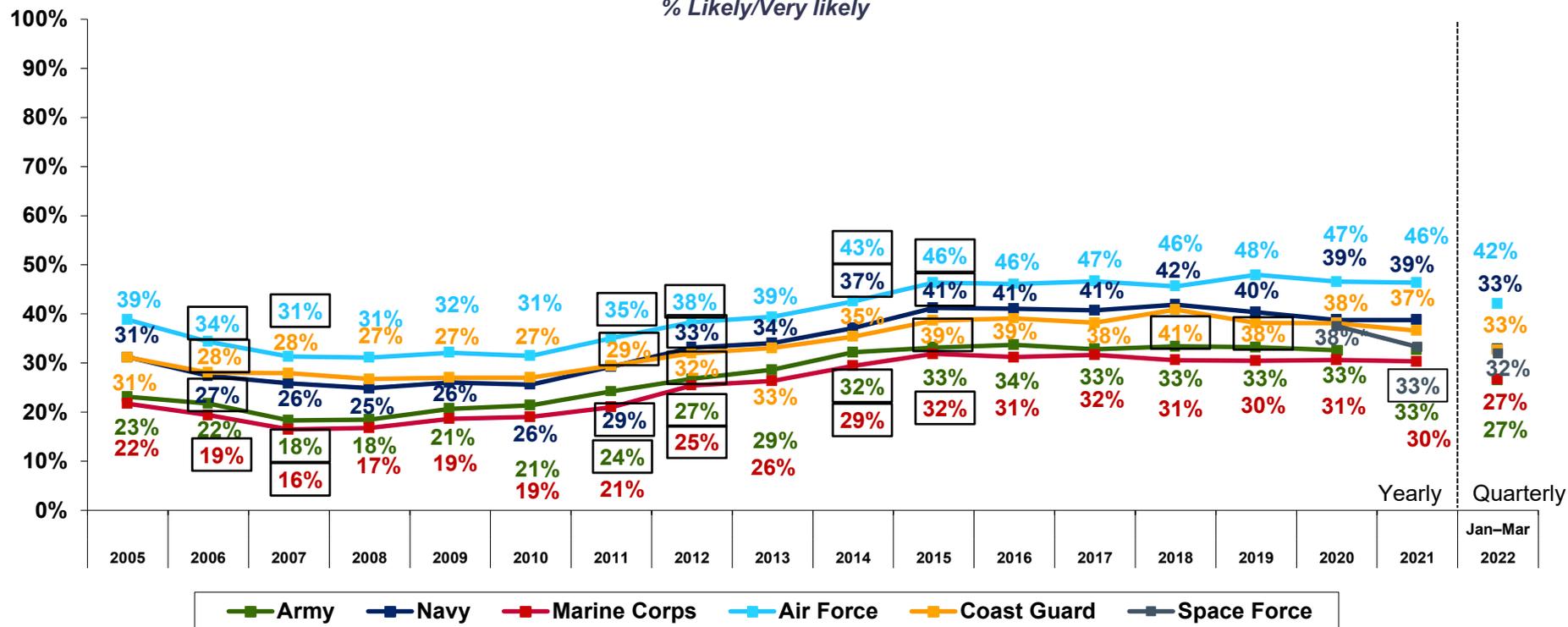
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

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 slight decrease in Influencers' likelihood to recommend service among all Services.

Likelihood to Recommend Active Duty Service
% Likely/Very likely



Note: Significance testing was not conducted between the quarterly and yearly data points. *Space Force 2020 data only include July–December 2020.

Source: DoD Influencer Poll



☐ = Significant change from previous period

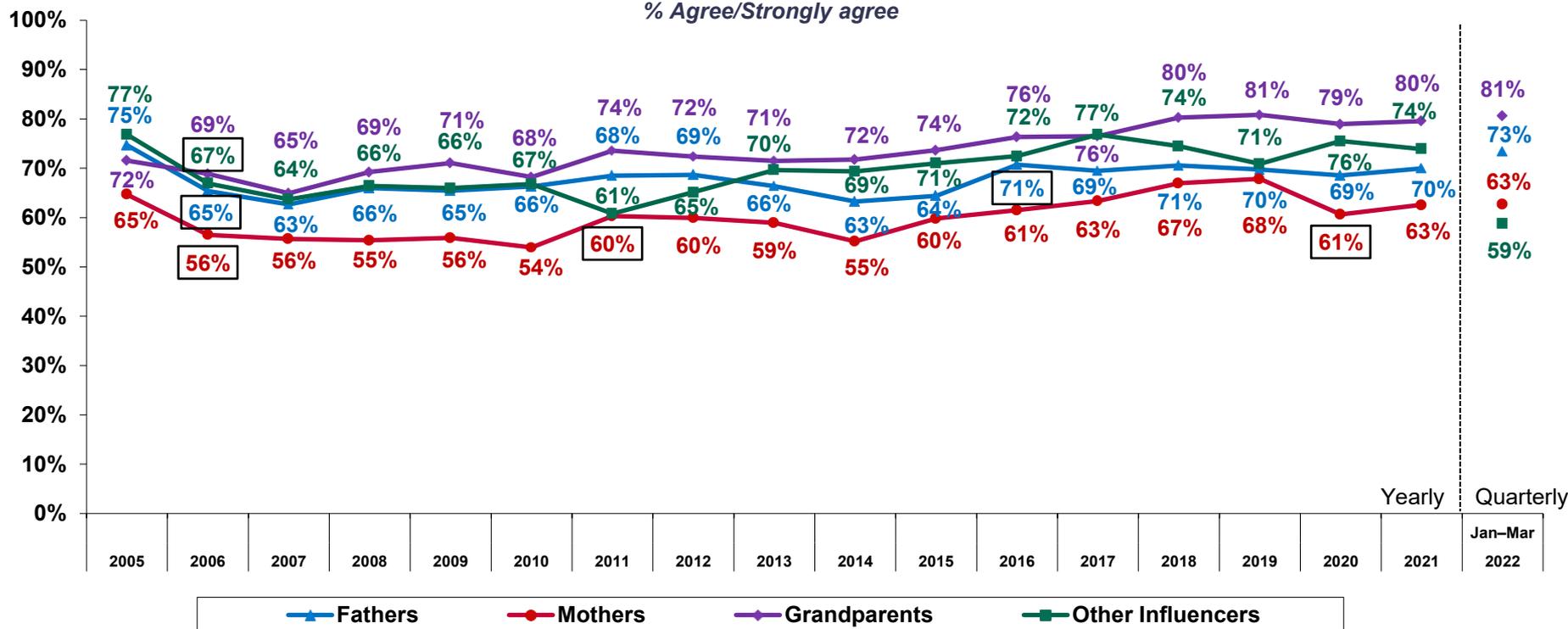
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

Likelihood to Support the Decision to Join the Military

By Influencer Group

- Likelihood to support a youth's decision to join the Military has remained relatively stable over time among each Influencer group.
- In January–March 2022, likelihood to support military service declined among Other Influencers compared to previous years.

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



☐ = Significant change from previous period

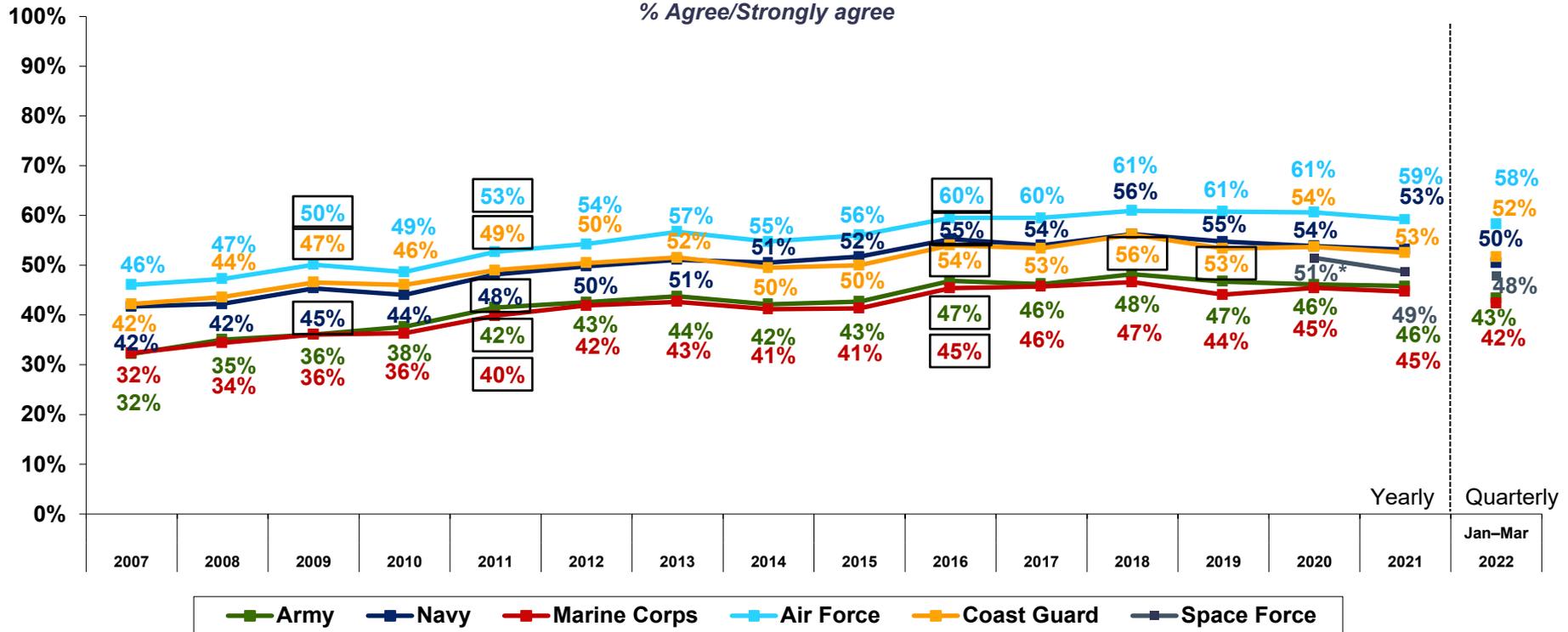
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

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

Likelihood to Support Active Duty Service
% Agree/Strongly agree



Note: Significance testing was not conducted between the quarterly and yearly data points. *Space Force 2020 data only include July–December 2020.

Source: DoD Influencer Poll



☐ = Significant change from previous period

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: January–March 2022

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

Target Audience: Influencers of youth ages 12–21. In Wave 76: 231 Fathers, 249 Mothers, 218 Grandparents, 190 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

	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	