



DoD Influencer Poll Wave 80

**SLIDES ONLY
NO SCRIPT PROVIDED**

**CLEARED
For Open Publication**

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Department of Defense
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JAMRS

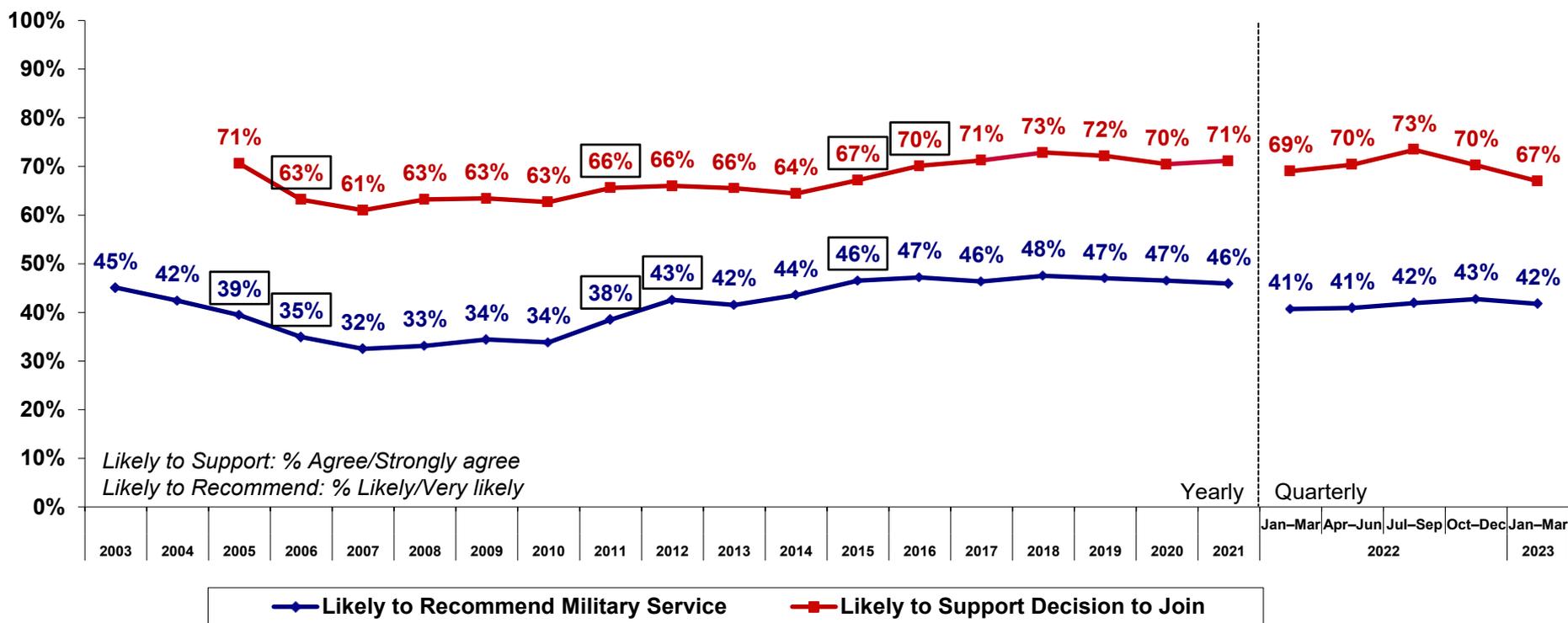
Public Release

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Influencers have tended to be more likely to support a youth's decision to join the Military than to actively recommend that a youth join.
- Likelihood to support a youth's decision to join the Military has been trending down since July–September 2022.

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

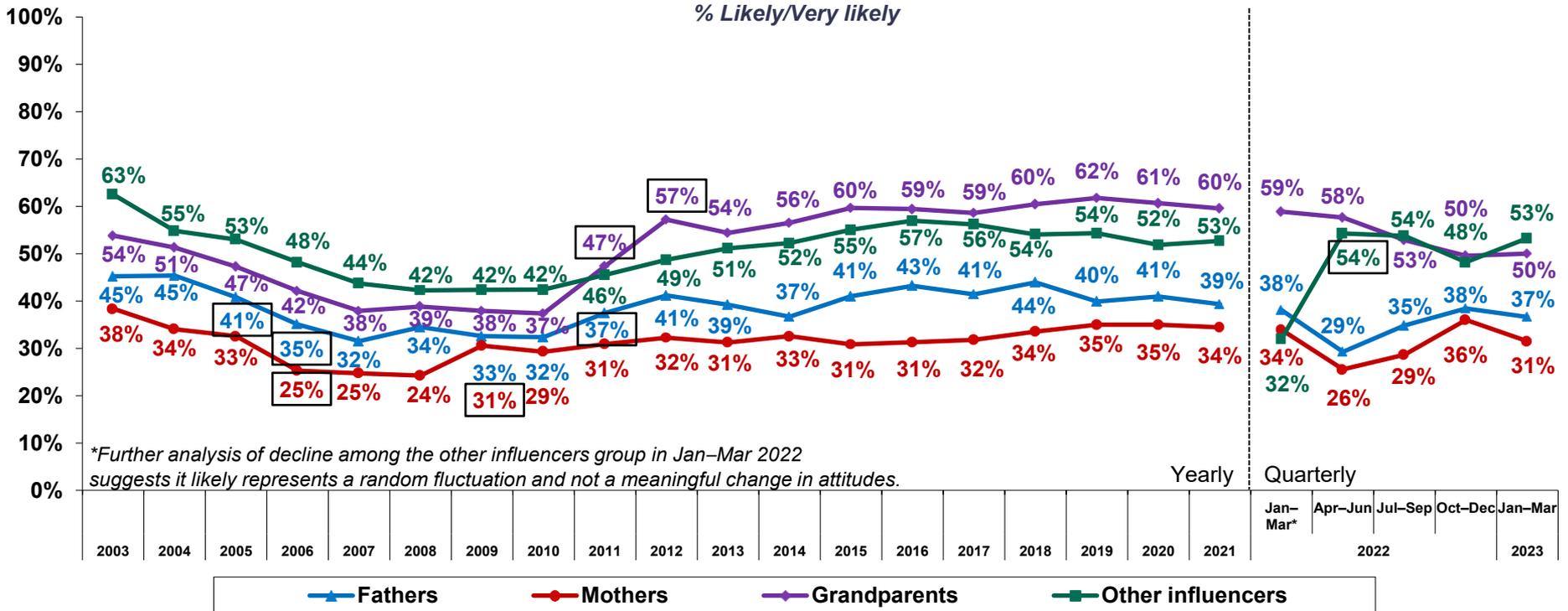
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- Likelihood to recommend the Military remained stable this quarter among each influencer group.
- Grandparents' likelihood to recommend the Military trended down throughout 2022.

Likelihood to Recommend Military Service
% Likely/Very likely



*Further analysis of decline among the other influencers group in Jan-Mar 2022 suggests it likely represents a random fluctuation and not a meaningful change in attitudes.

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

Source: DoD Influencer Poll



☐ = Significant change from previous period

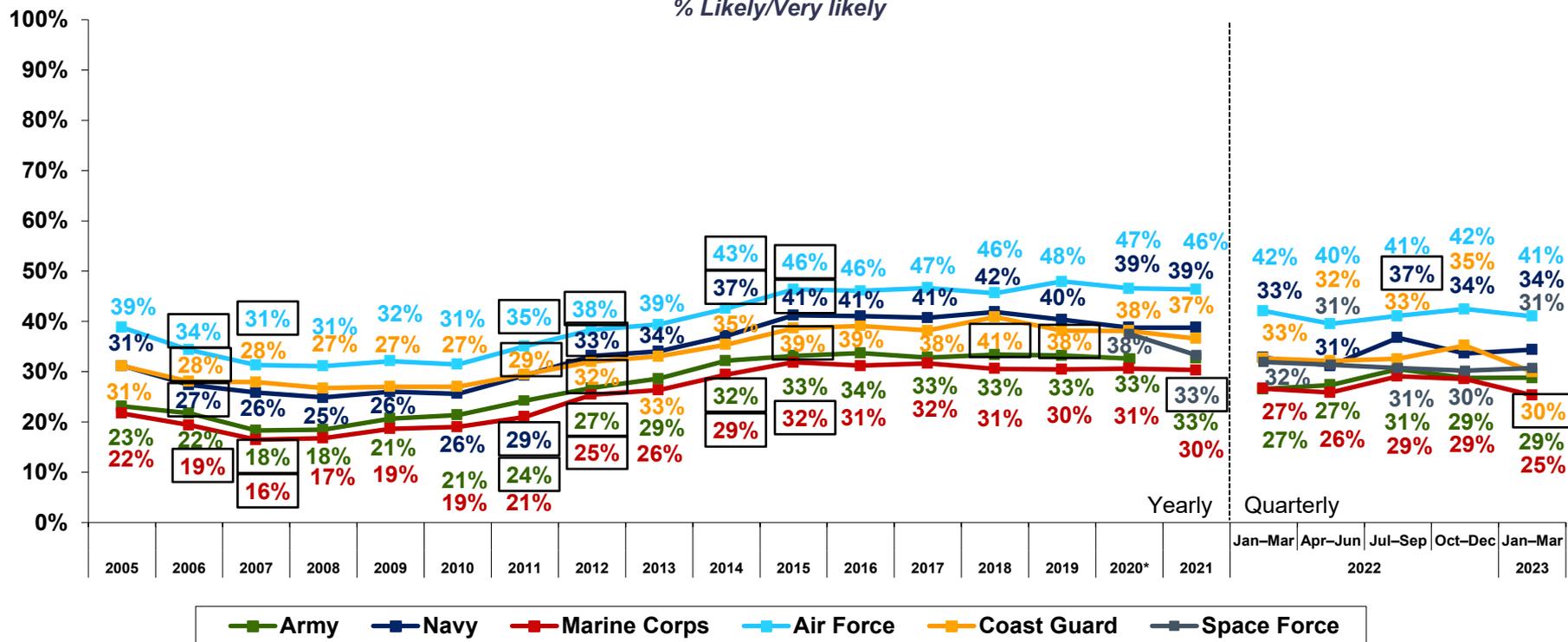
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- In recent years, influencers have been most likely to recommend the Air Force.
- Influencers' likelihood to recommend the Coast Guard decreased in January–March 2023 compared to October–December 2022.

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 includes July–December 2020.

Source: DoD Influencer Poll



☐ = Significant change from previous period

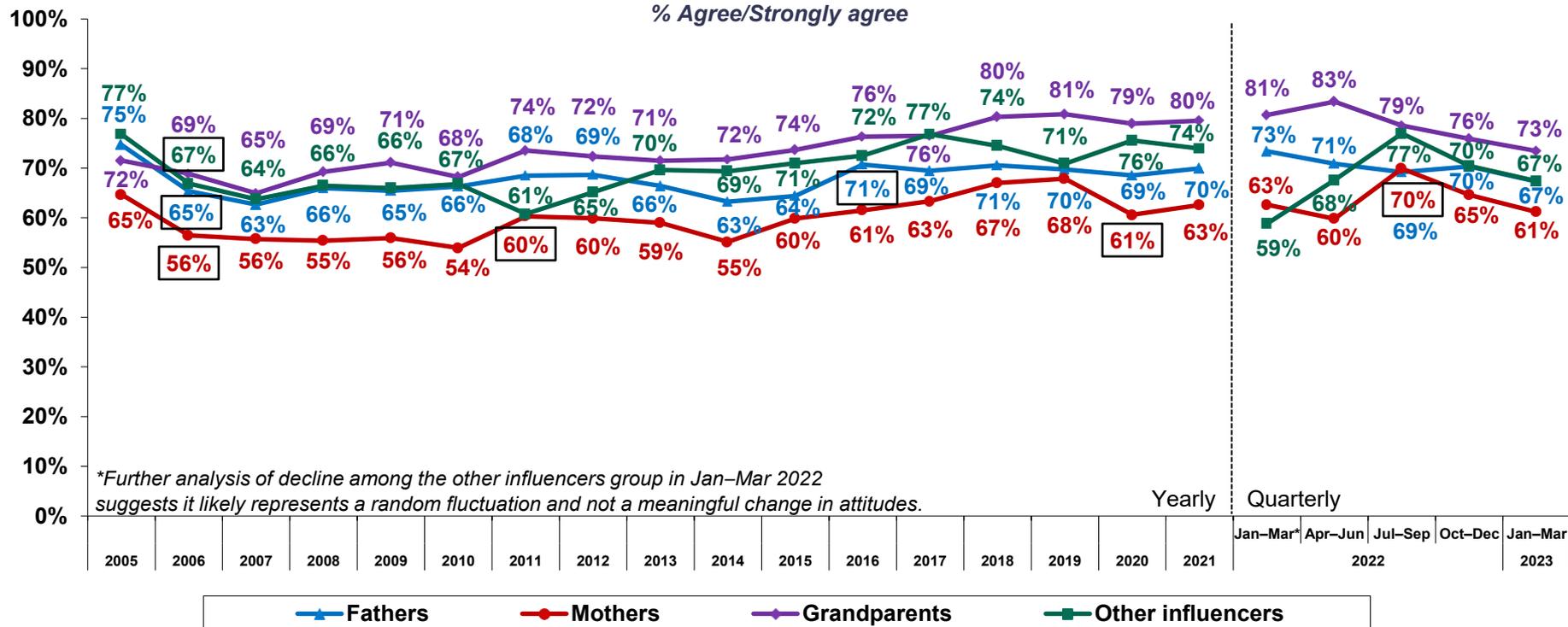
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

Likelihood to Support the Decision to Join the Military

By Influencer Group

- Likelihood to support a youth's decision to join the Military has been trending down among mothers, grandparents, and other influencers since July–September 2022.
- Mothers have typically been less likely to be supportive of military service than other types of influencers.

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: q2f: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

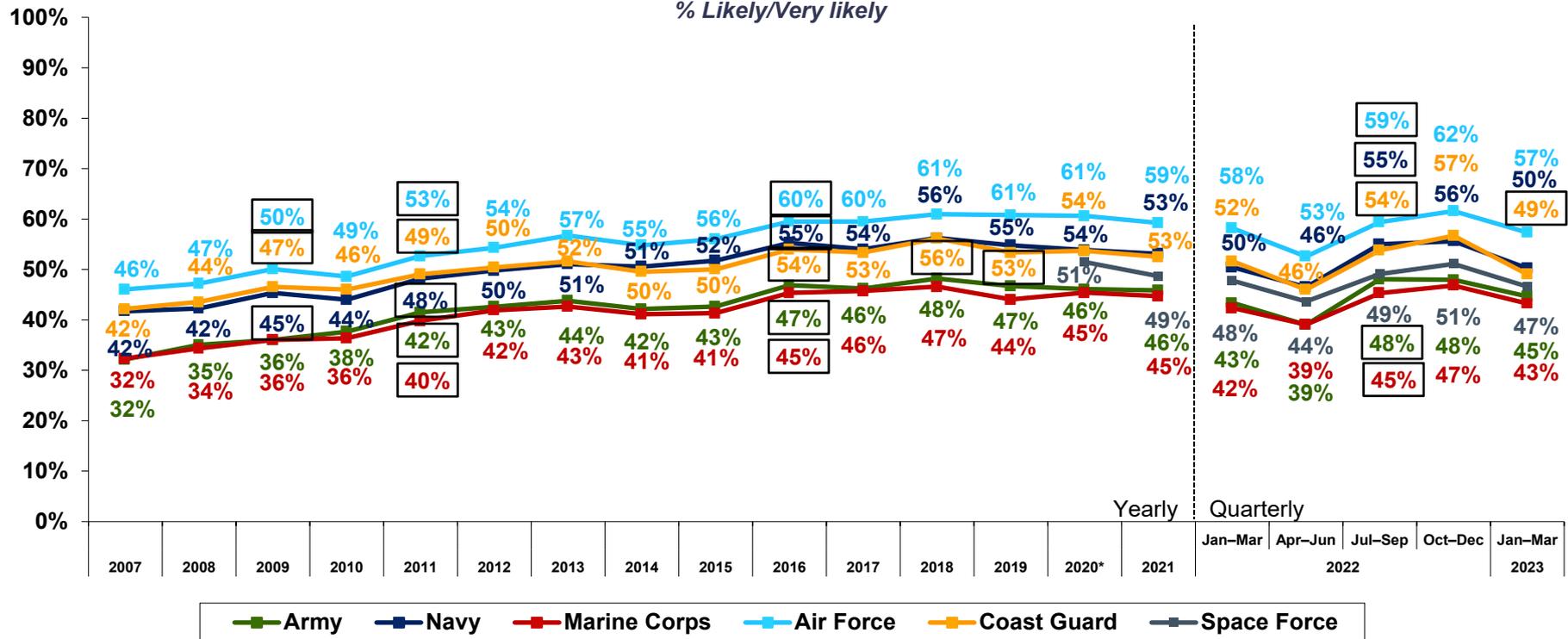
Likelihood to Support Active Duty Service

By Service

- Influencers' likelihood to support the individual Services has increased since tracking began in 2007.
- Likelihood to support a youth's decision to join the Coast Guard declined in January–March 2023 compared to October–December 2022.

Likelihood to Support Active Duty Service

% Likely/Very likely



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

Source: DoD Influencer Poll



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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 *DoD Ad Tracking Study* provides metrics on awareness of and attitudes toward the Military Services' advertising campaigns. The *DoD Influencer Poll* specifically 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 2023

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

Target Population: Influencers of youth ages 12–21, including fathers, mothers, grandparents, and other influencers. The other influencers group includes adults who spend more than 10 hours per week with youth ages 12–21, such as teachers, guidance counselors, and coaches.

- Wave 80 sample size: 240 fathers, 269 mothers, 212 grandparents, and 196 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:	2018	2019	2020	2021	2022	2023
Jan–Mar	W60	W64	W68	W72	W76	W80
Apr–Jun	W61	W65	W69	W73	W77	
Jul–Sep	W62	W66	W70	W74	W78	
Oct–Dec	W63	W67	W71	W75	W79	