



DoD Influencer Poll Wave 81

**SLIDES ONLY
NO SCRIPT PROVIDED**

**CLEARED
For Open Publication**

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Department of Defense
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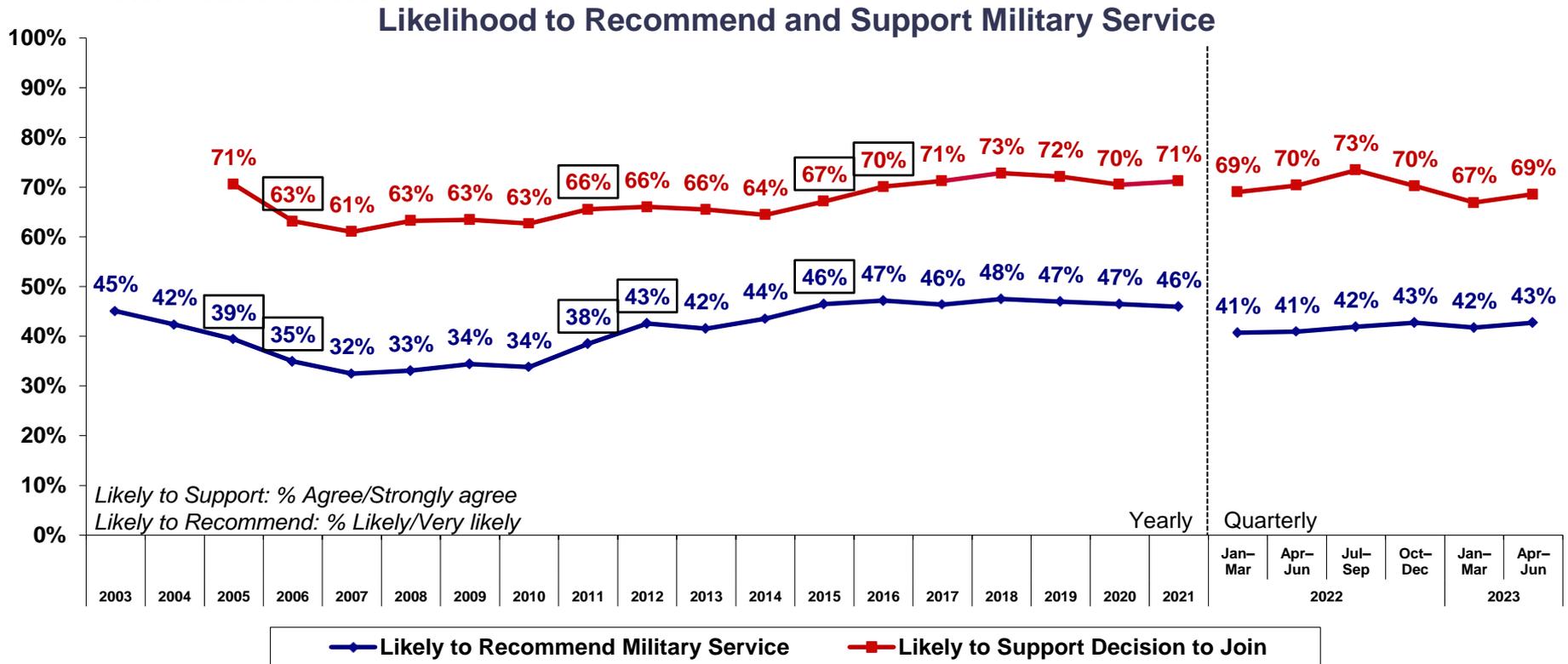


Public Release

Likelihood to Recommend and Support Military Service

Among All Influencers

- Influencers tend to be more likely to support a youth's decision to join the Military than to actively recommend that a youth join. This trend has remained stable over the last two decades. Although there have been some recent quarterly fluctuations in influencers' likelihood to support in 2022 and 2023, these fluctuations have been consistent with long-term annual trends.



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."

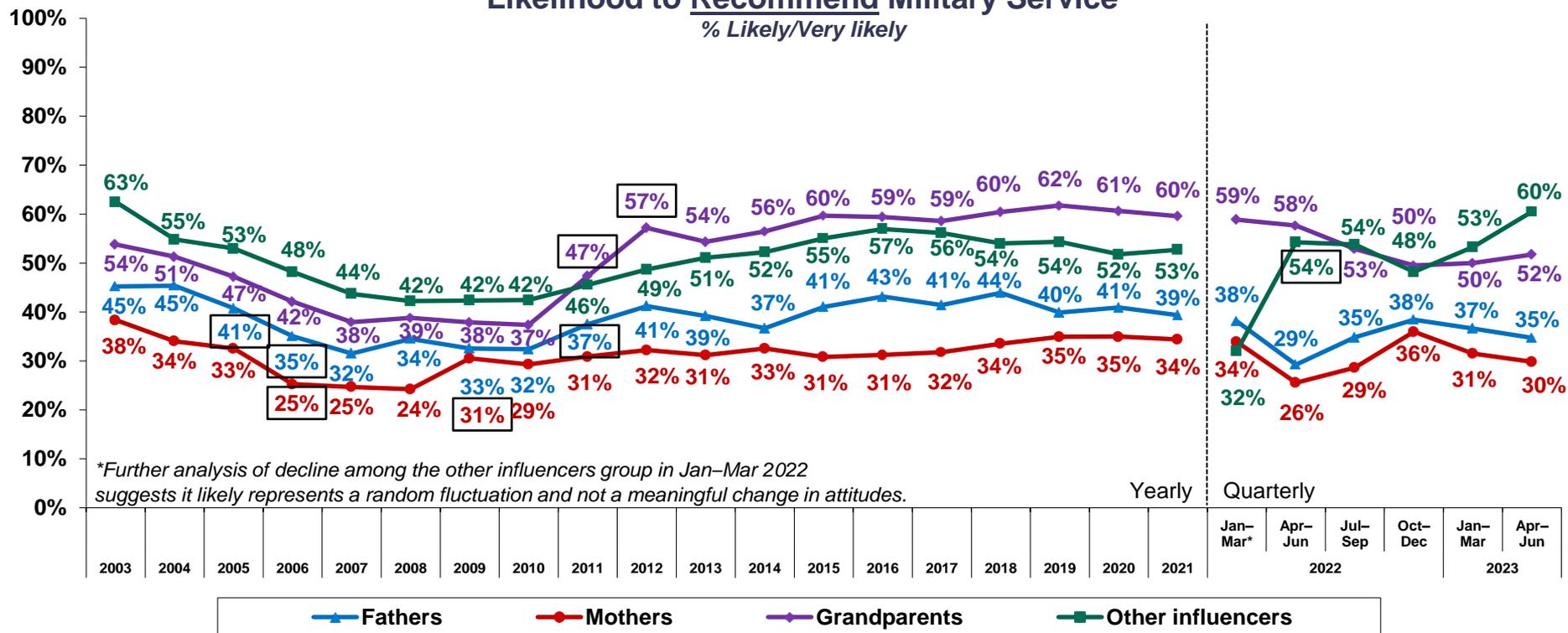
Likelihood to Recommend the Military

By Influencer Group

- Compared to the previous quarter, influencers' likelihood to recommend the Military did not significantly change in April–June 2023.
- Consistent with long-term trends, grandparents and other influencers were more likely to recommend the Military this quarter than were mothers and fathers.

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?"

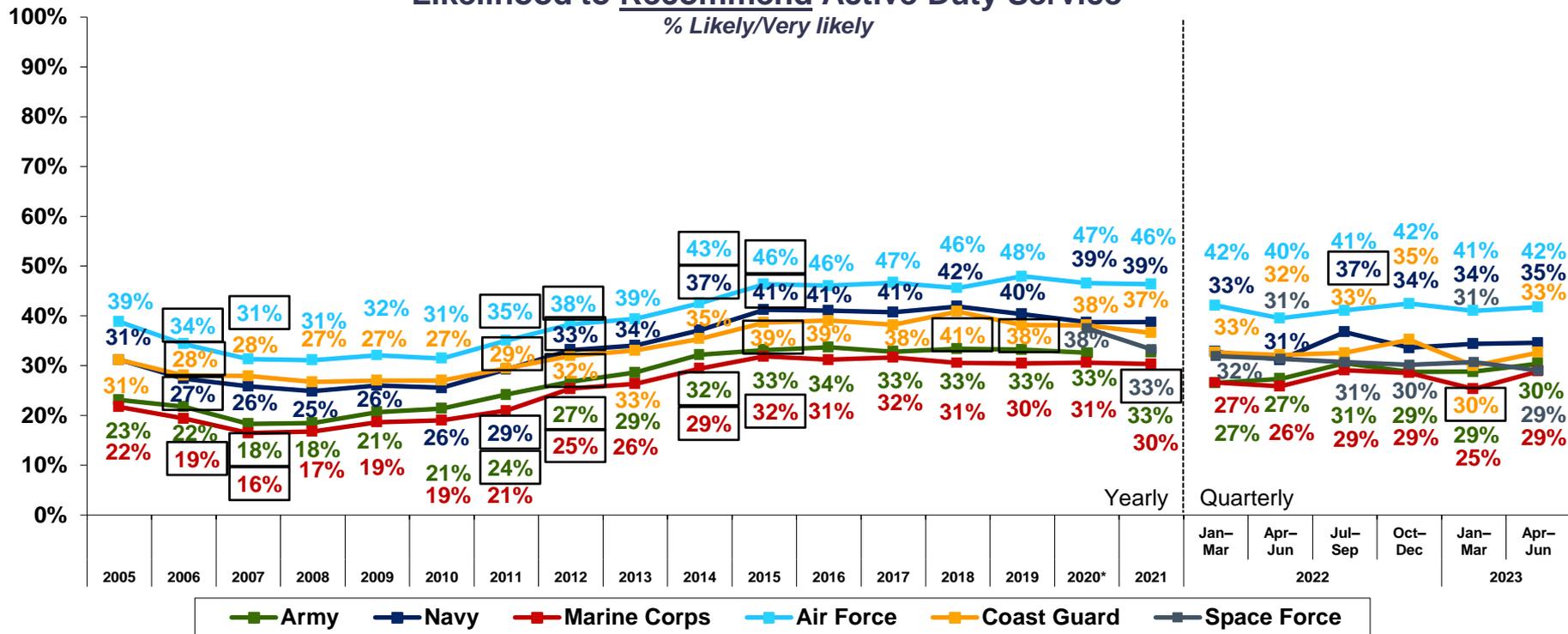
Likelihood to Recommend Active Duty Service

Among All Influencers

- In recent years, influencers have been most likely to recommend the Air Force compared to other Services.
- Compared to the previous quarter, influencers' likelihood to recommend a specific Service did not significantly change in April–June 2023.

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



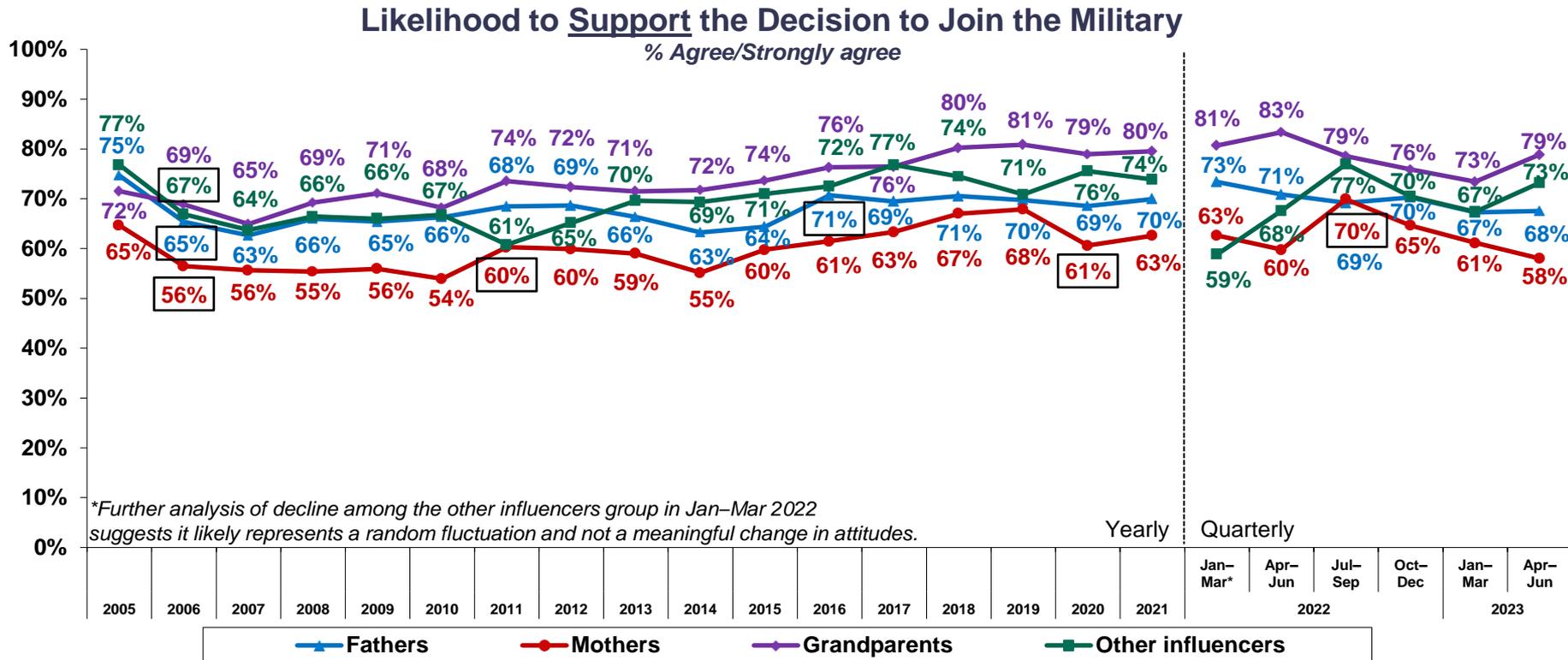
□ = Significant change from previous period

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

- Mothers have typically been less likely than other types of influencers to support a youth's decision to join the Military.
- Mothers' likelihood to support has trended downward since July–September 2022.



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."

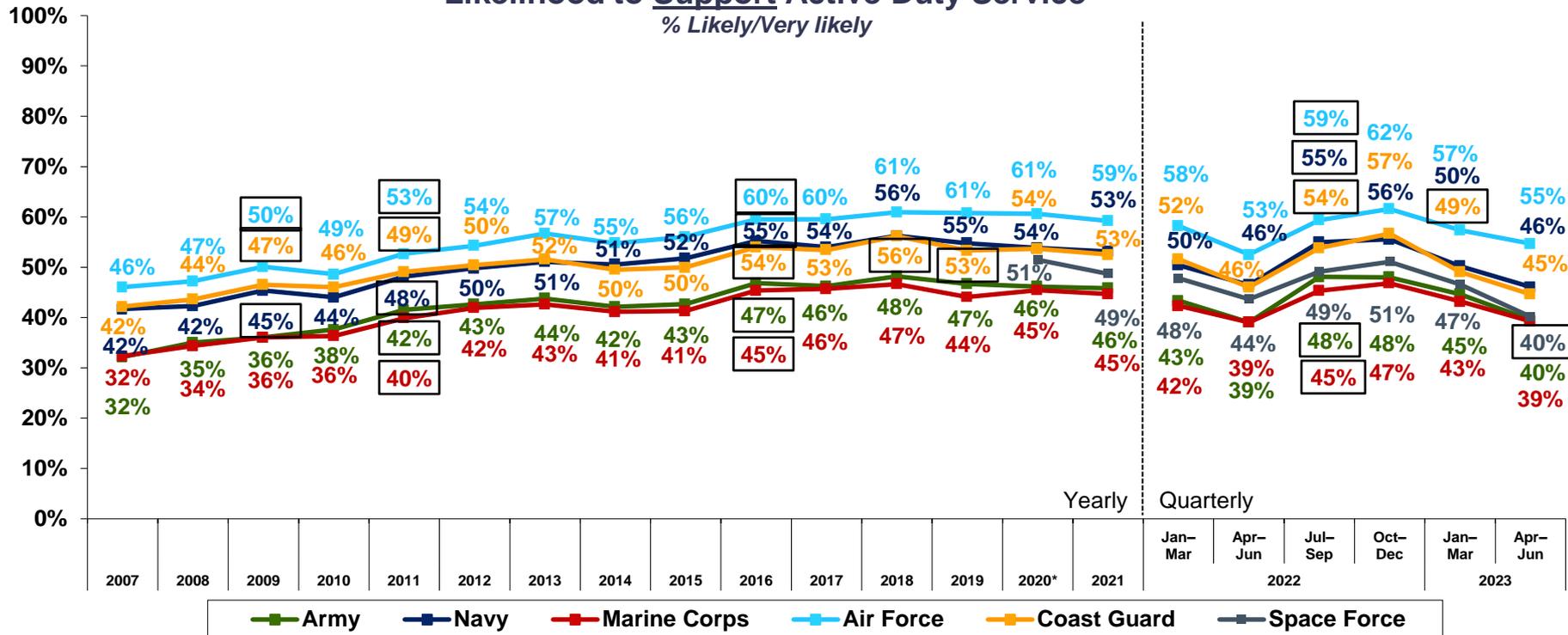
Likelihood to Support Active Duty Service

Among All Influencers

- Influencers' likelihood to support the individual Services has increased since tracking began in 2007.
- Although likelihood to support joining the Military overall has remained stable in the first half of 2023, Service-specific likelihood to support has been declining.

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 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 objectives of the *DoD Influencer Poll* are to provide metrics at a joint level on adult influencers' awareness of and attitudes toward Service advertising campaigns of the various branches of the Military, perceptions of the Military as a career option for youth, and impact on youths' career and education decisions.

Timeline: April–June 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 81 sample size: 249 fathers, 252 mothers, 194 grandparents, and 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: 2018 2019 2020 2021 2022 2023

	2018	2019	2020	2021	2022	2023
Jan–Mar	W60	W64	W68	W72	W76	W80
Apr–Jun	W61	W65	W69	W73	W77	W81
Jul–Sep	W62	W66	W70	W74	W78	
Oct–Dec	W63	W67	W71	W75	W79	