DoD Influencer Poll Wave 85

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Public Release
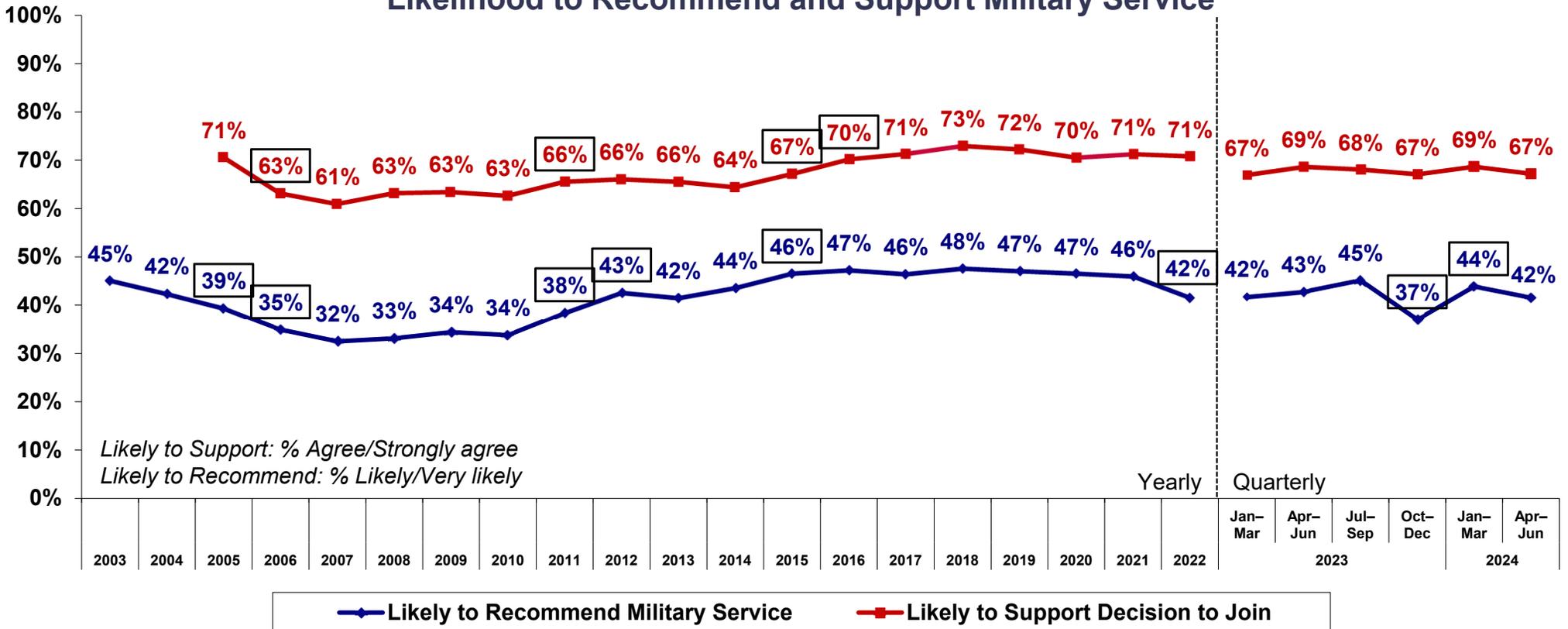
Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- After increasing in January–March 2024, influencers' likelihood to recommend military service remained stable in April–June 2024.
- Influencers' likelihood to support a youth's decision to join the Military remained stable from January–March 2024 to April–June 2024.

Likelihood to Recommend and Support Military Service

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

Likely to Support Decision to Join (red line):
2003: 71%, 2005: 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%, 2021: 71%, 2022: 71%
Quarterly 2023: Jan–Mar 67%, Apr–Jun 69%, Jul–Sep 68%, Oct–Dec 67%; 2024: Jan–Mar 69%, Apr–Jun 67%

Likely to Recommend Military Service (blue 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%, 2021: 46%, 2022: 42%
Quarterly 2023: Jan–Mar 42%, Apr–Jun 43%, Jul–Sep 45%, Oct–Dec 37%; 2024: Jan–Mar 44%, Apr–Jun 42%

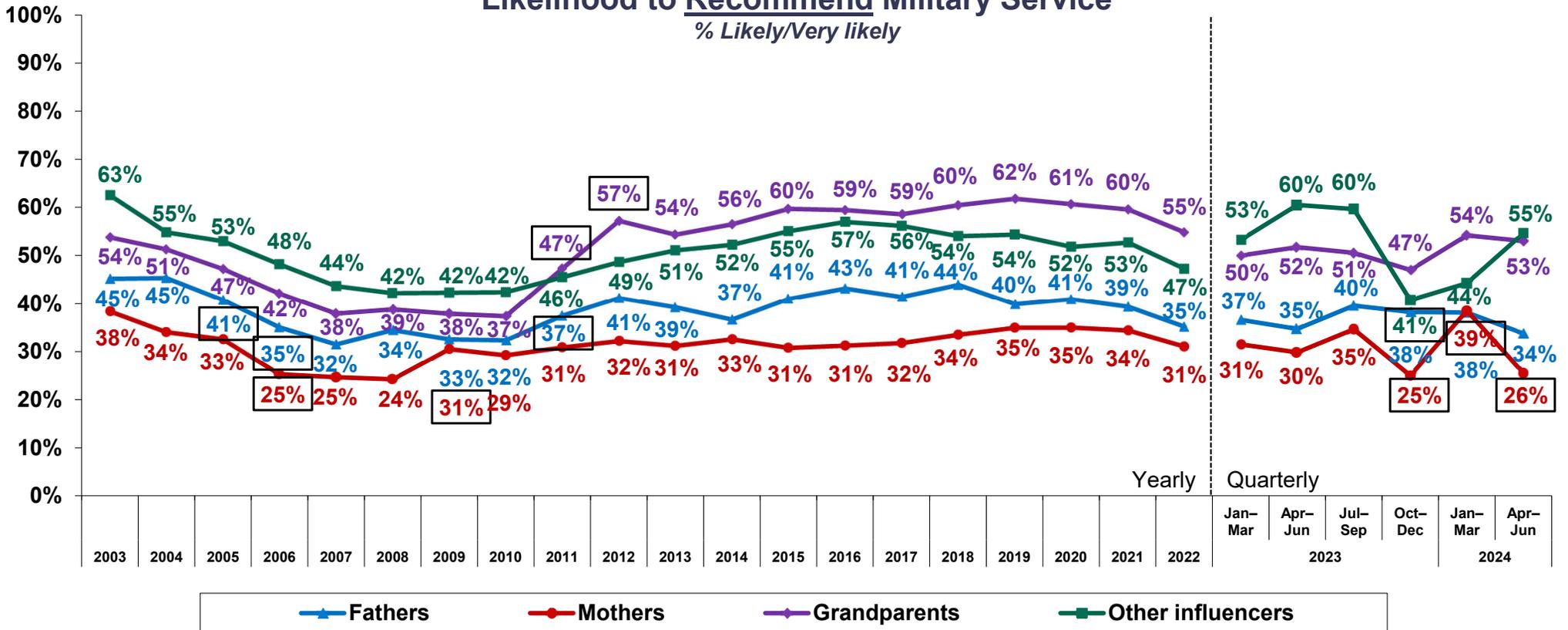**Legend:** Likely to Recommend Military Service / Likely to Support Decision to Join

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

- After an increase among mothers in January–March 2024, likelihood to recommend military service decreased in April–June 2024.
- Likelihood to recommend military service among other influencers has trended up throughout 2024, after declining in October–December 2023.

**Likelihood to Recommend Military Service**
% Likely/Very likely

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

- Influencers' likelihood to recommend serving in a specific active duty Service remained stable in April–June 2024 compared to the previous quarter.
- Consistent with previous quarters, influencers are most likely to recommend that a youth join the Air Force compared to other active duty Services.

Likelihood to Recommend Active Duty Service
% Likely/Very likely

Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force
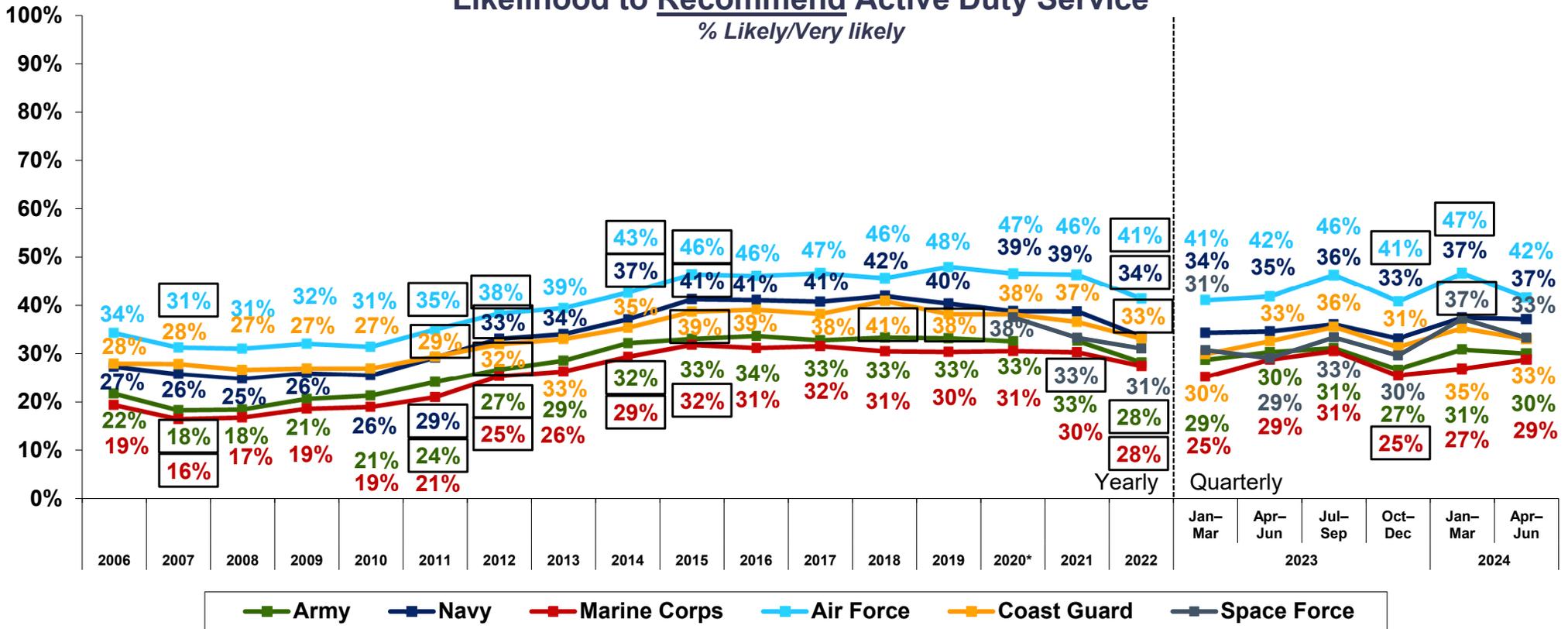
Note: Significance testing was not conducted between the quarterly and yearly data points. *Space Force 2020 data only includes July–December 2020.

Source: DoD Influencer Poll

□ = Significant change from previous period

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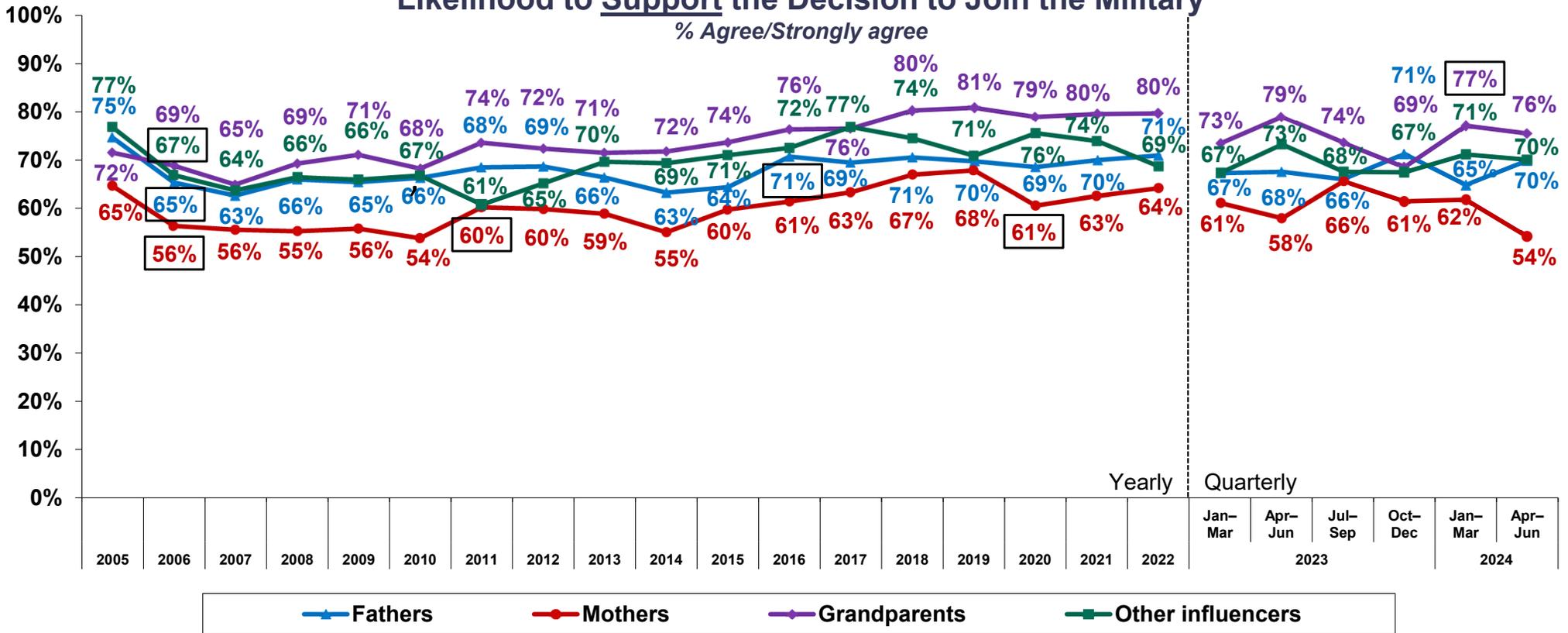
Likelihood to Support the Decision to Join the Military
By Influencer Group

- Likelihood to support a youth's decision to join the Military remained stable among all influencer groups compared to the previous quarter; however, mothers' likelihood to support has gradually declined since July–September 2023.

- Despite an increase in January–March 2024, likelihood to support a youth joining has remained lower among grandparents in recent quarters compared to previous years.

Likelihood to **Support** the Decision to Join the Military
% Agree/Strongly agree

Legend: Fathers, Mothers, Grandparents, Other influencers

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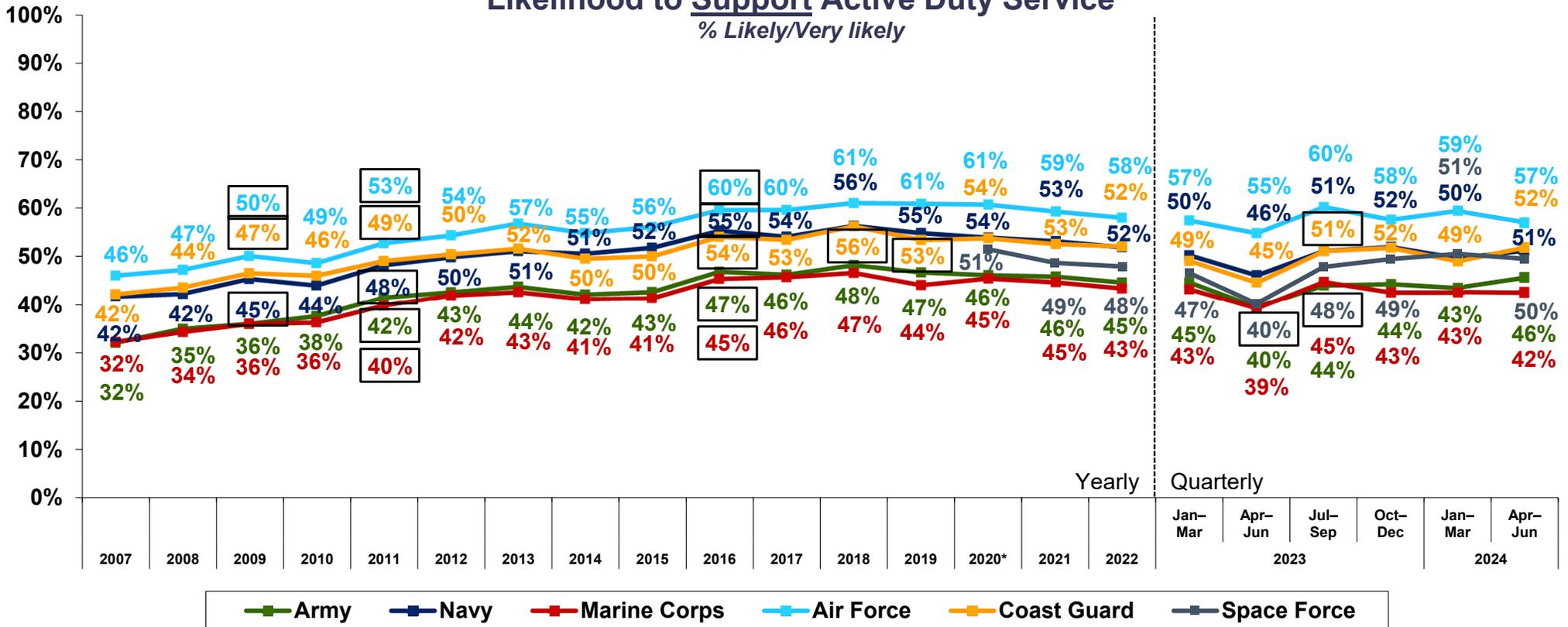☐ = Significant change from previous period

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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

- In April–June 2024, influencers' likelihood to support a youth's decision to join individual active duty Services remained stable across all Services compared to the previous quarter.

Likelihood to Support Active Duty Service
% Likely/Very likely

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

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 2024

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

Target Audience Influencers of youth ages 12–21. In Wave 85: 231 fathers, 244 mothers, 224 grandparents, and 239 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:

	2019	2020	2021	2022	2023	2024
Jan–Mar	W64	W68	W72	W76	W80	W84
Apr–Jun	W65	W69	W73	W77	W81	W85
Jul–Sep	W66	W70	W74	W78	W82	
Oct–Dec	W67	W71	W75	W79	W83	