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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

DoD Influencer Poll Wave 86



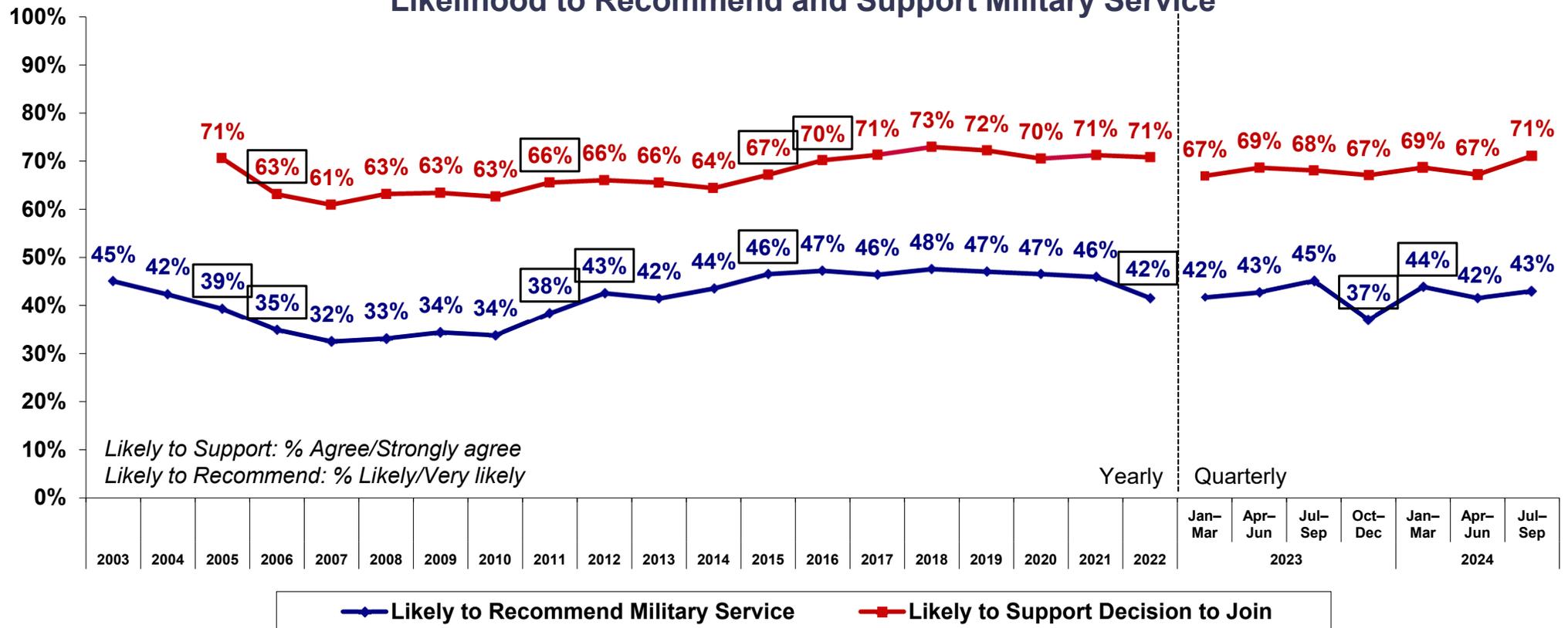
Public Release

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Compared to the previous wave, influencers' likelihood to recommend military service remains stable in July–September 2024.
- Influencers' likelihood to support a youth's decision to join the Military remains stable from April–June 2024 to July–September 2024.

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

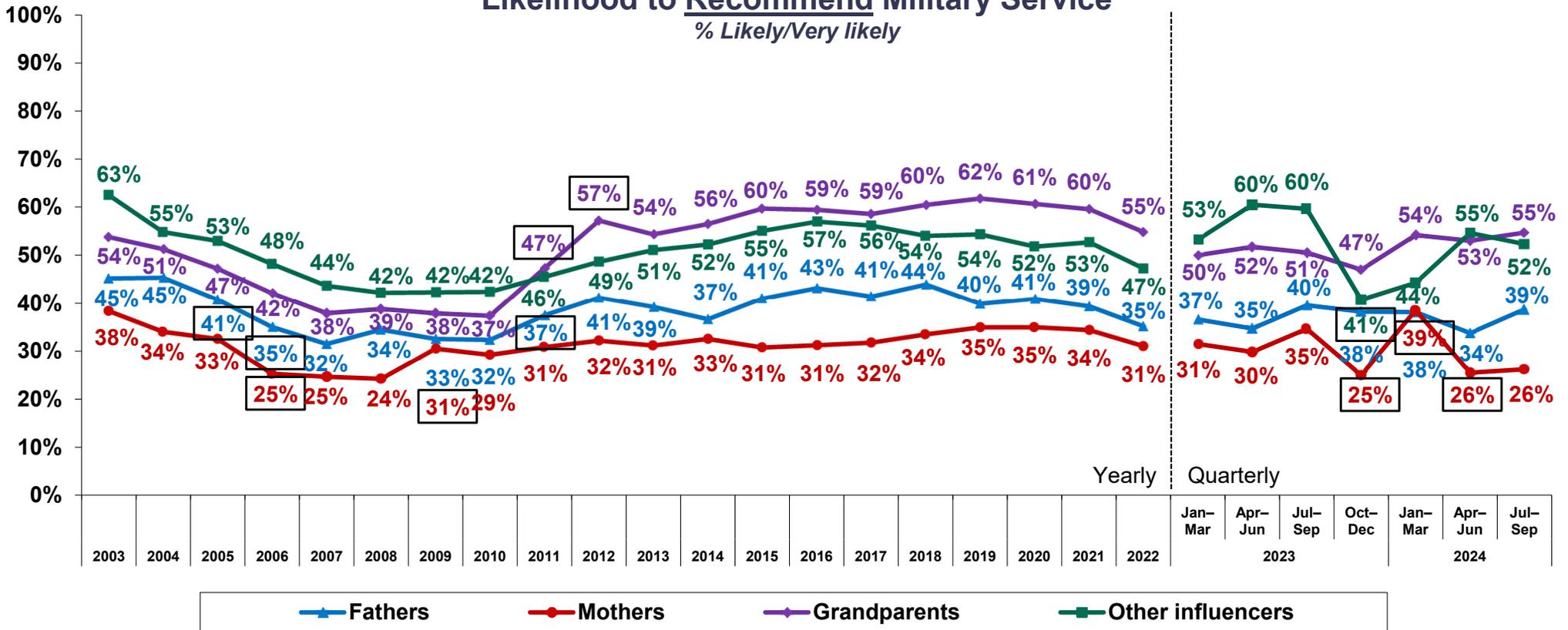
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- After a decrease in April–June 2024, likelihood to recommend military service remains stable in July–September 2024 among mothers.
- More than half of grandparents and other influencers are likely to recommend the Military in July–September 2024.

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



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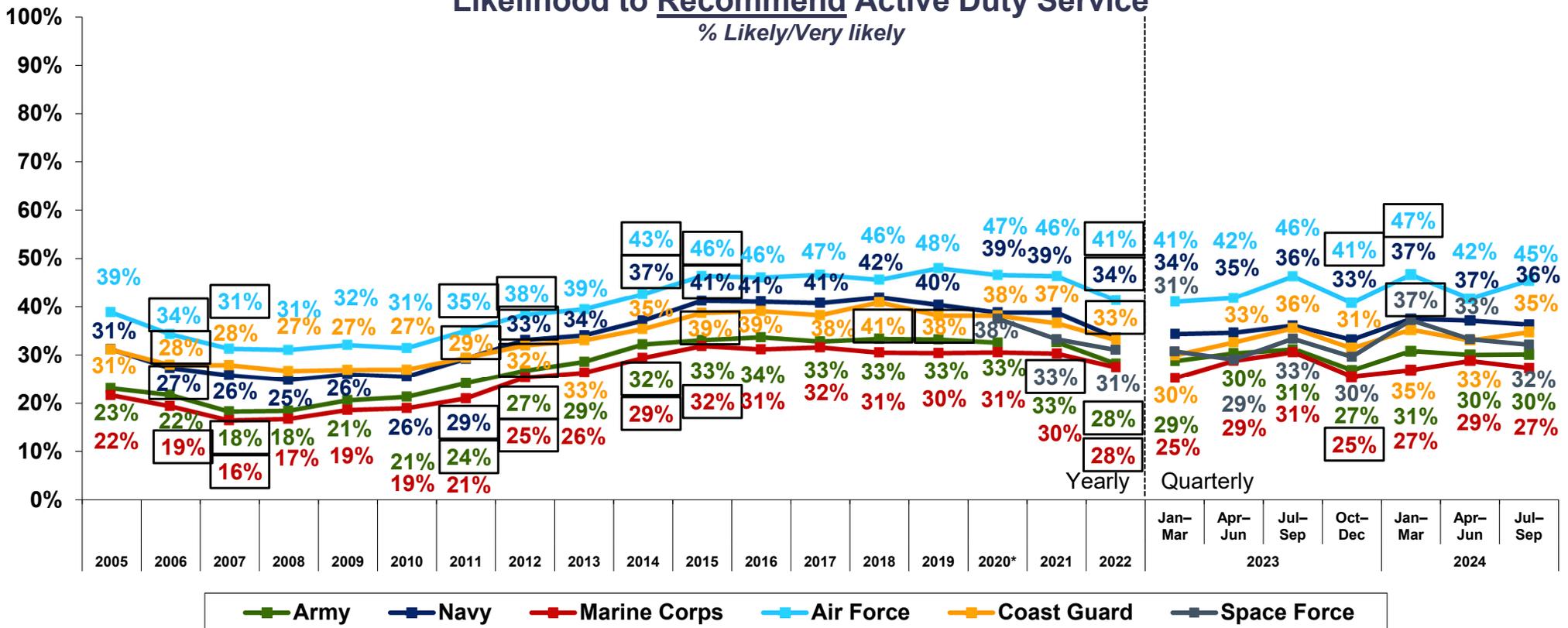
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- Influencers' likelihood to recommend serving in a specific active duty service remains stable in July–September 2024.
- 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



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?"

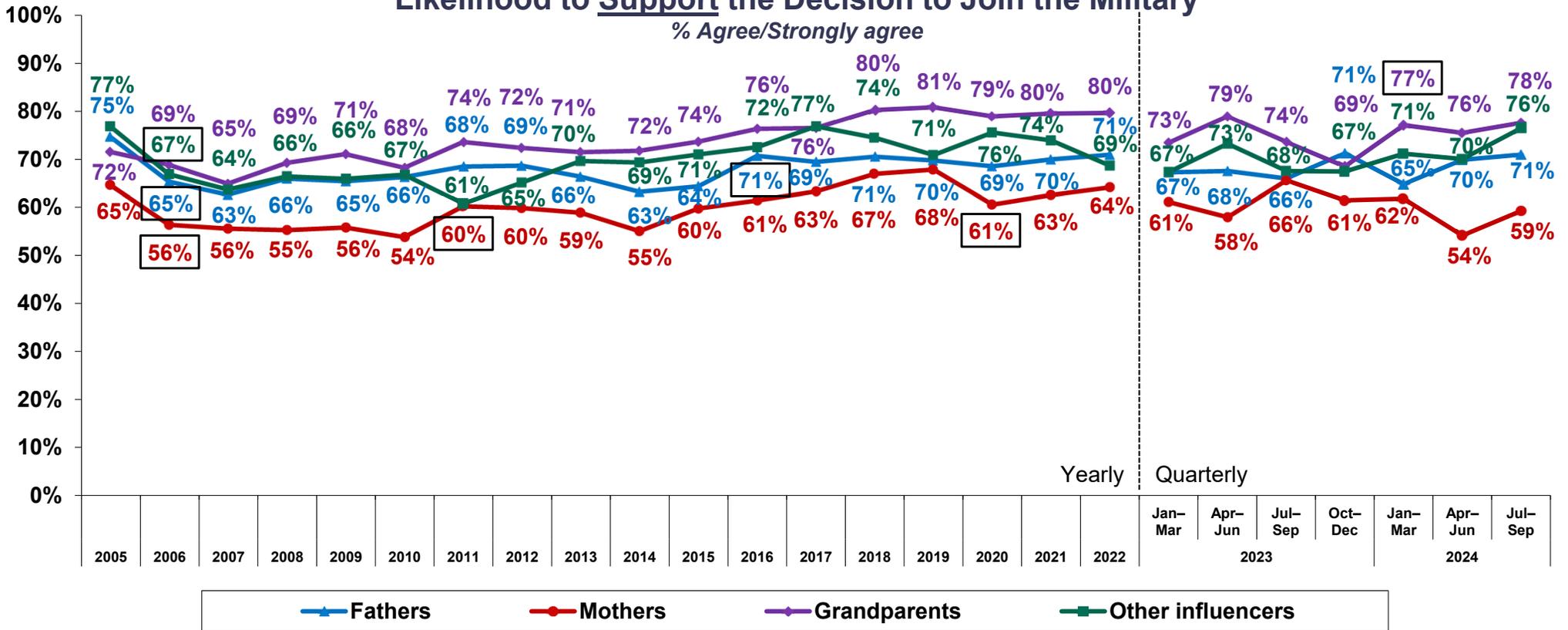
Likelihood to Support the Decision to Join the Military

By Influencer Group

- Likelihood to support a youth's decision to join the Military remains stable among all influencer groups compared to the previous quarter.
- Consistent with previous results, likelihood to support a youth joining the Military remains lowest among mothers compared to all other influencer groups this quarter.

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



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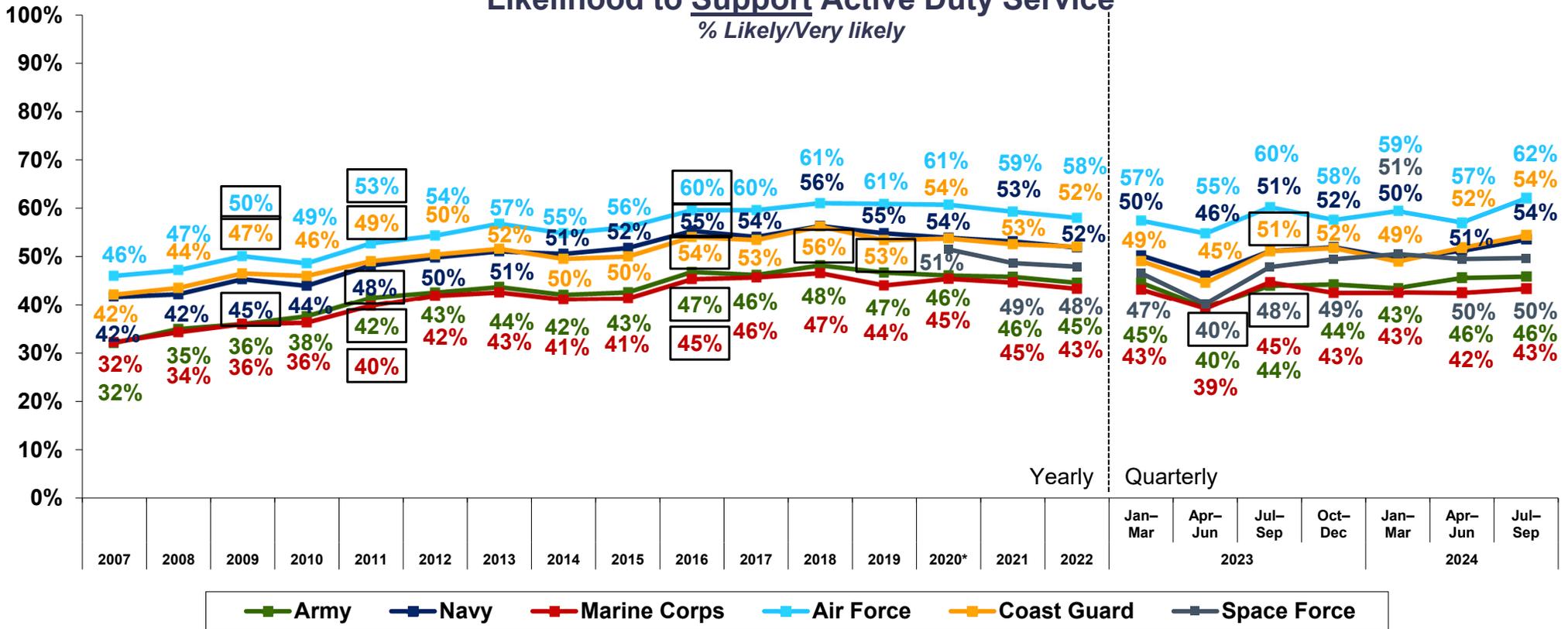
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

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

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



☐ = 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: July–September 2024

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

Target Audience: Influencers of youth ages 12–21. In Wave 86: 240 fathers, 236 mothers, 273 grandparents, and 192 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

	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	W86
Oct–Dec	W67	W71	W75	W79	W83	