DoD Influencer Poll Wave 87

Trends in the Influencer Market

SLIDES ONLY

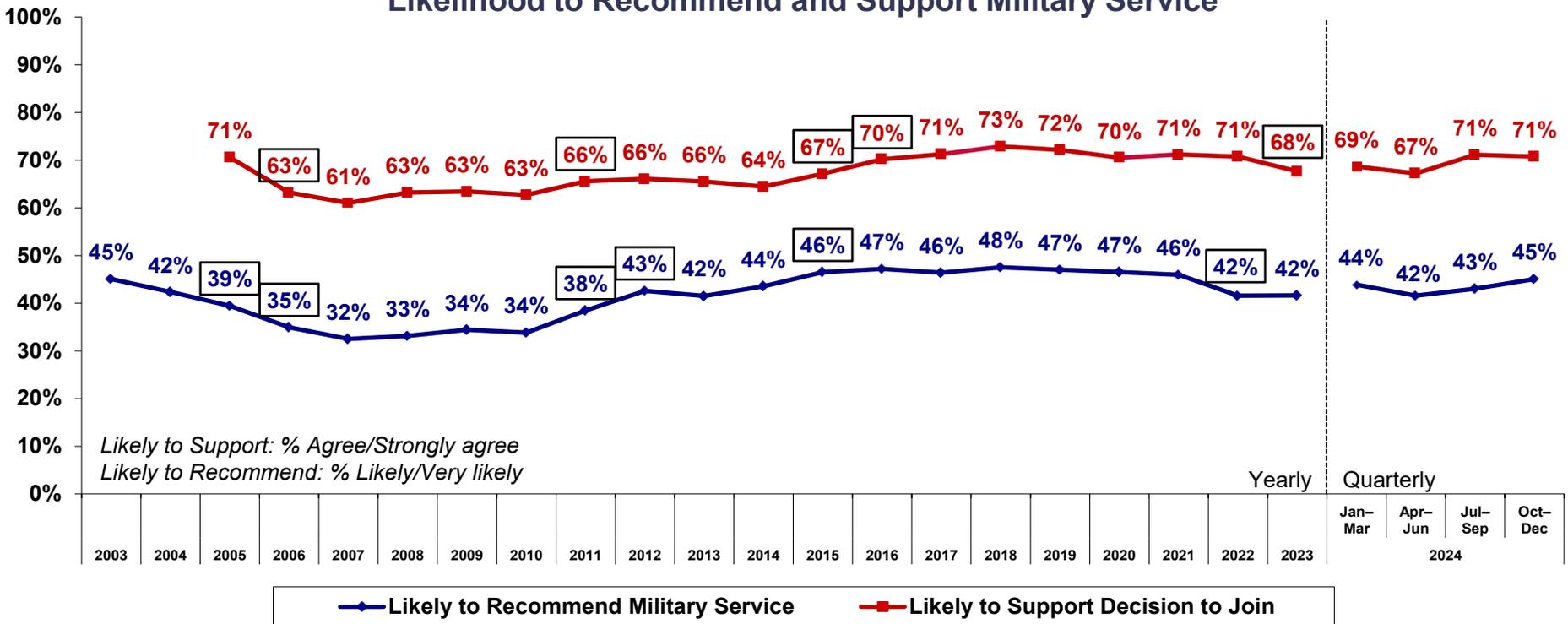**NO SCRIPT PROVIDED**

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Public Release

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service
Among All Influencers

- Influencers' likelihood to recommend military service to youth and support a youth's decision to join the Military remained stable throughout 2024.

Likelihood to Recommend and Support Military Service

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

Legend: ◆ Likely to Recommend Military Service ■ Likely to Support Decision to Join

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll

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☐ = Significant change from previous period

3

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."
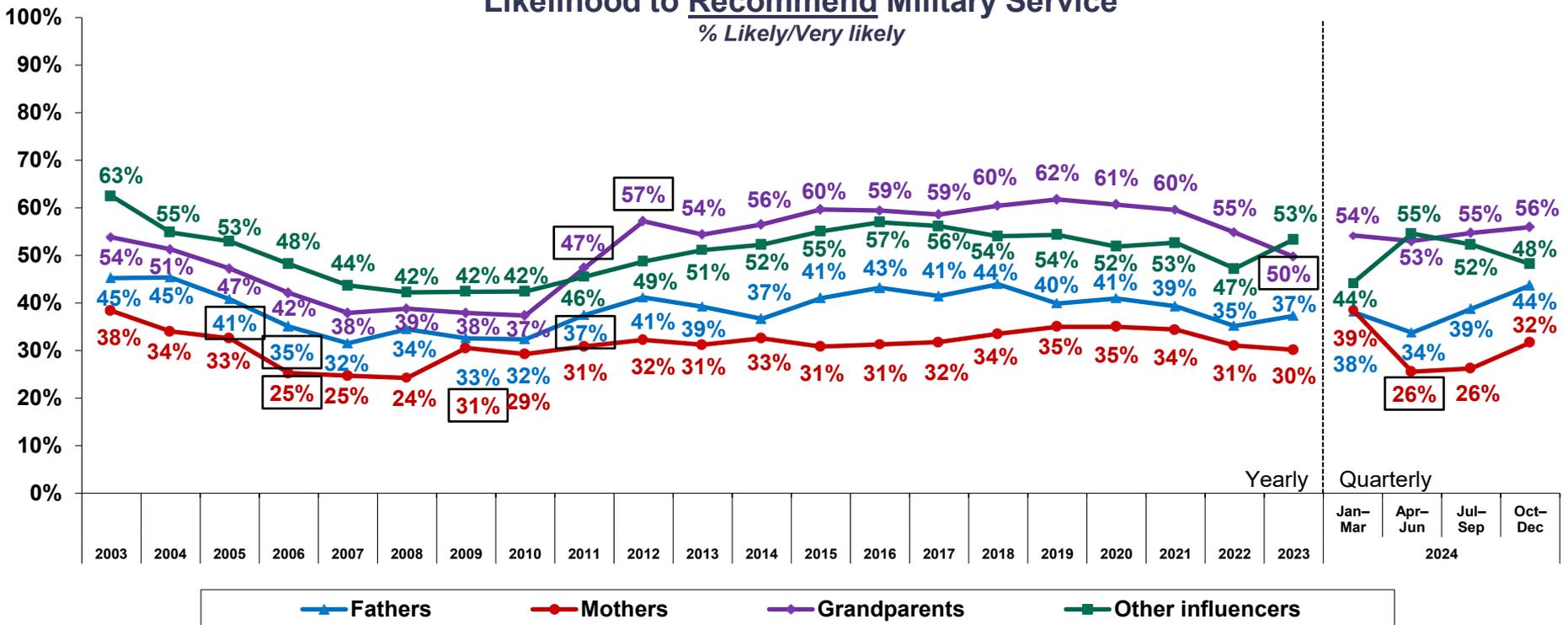
Likelihood to Recommend the Military
By Influencer Group

- Consistent with historic trends, in Oct–Dec 2024, grandparents are more likely to recommend the Military to youth than both mothers and fathers. Mothers remain the group least likely to recommend the Military compared to all other influencer groups.

Likelihood to Recommend Military Service
% Likely/Very likely

Legend: Fathers (blue triangle), Mothers (red circle), Grandparents (purple diamond), Other influencers (green square)

Yearly data:

Year	Fathers	Mothers	Grandparents	Other influencers
2003	45%	38%	54%	63%
2004	45%	34%	51%	55%
2005	41%	33%	47%	53%
2006	35%	25%	42%	48%
2007	32%	25%	38%	44%
2008	34%	24%	39%	42%
2009	33%	31%	38%	42%
2010	32%	29%	37%	42%
2011	37%	31%	47%	46%
2012	41%	32%	57%	49%
2013	39%	31%	54%	51%
2014	37%	33%	56%	52%
2015	41%	31%	60%	55%
2016	43%	31%	59%	57%
2017	41%	32%	59%	56%
2018	44%	34%	60%	54%
2019	40%	35%	62%	54%
2020	41%	35%	61%	52%
2021	39%	34%	60%	53%
2022	35%	31%	55%	47%
2023	37%	30%	50%	53%

Quarterly data 2024:

Quarter	Fathers	Mothers	Grandparents	Other influencers
Jan–Mar	38%	39%	54%	44%
Apr–Jun	34%	26%	55%	53%
Jul–Sep	39%	26%	55%	52%
Oct–Dec	44%	32%	56%	48%

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll

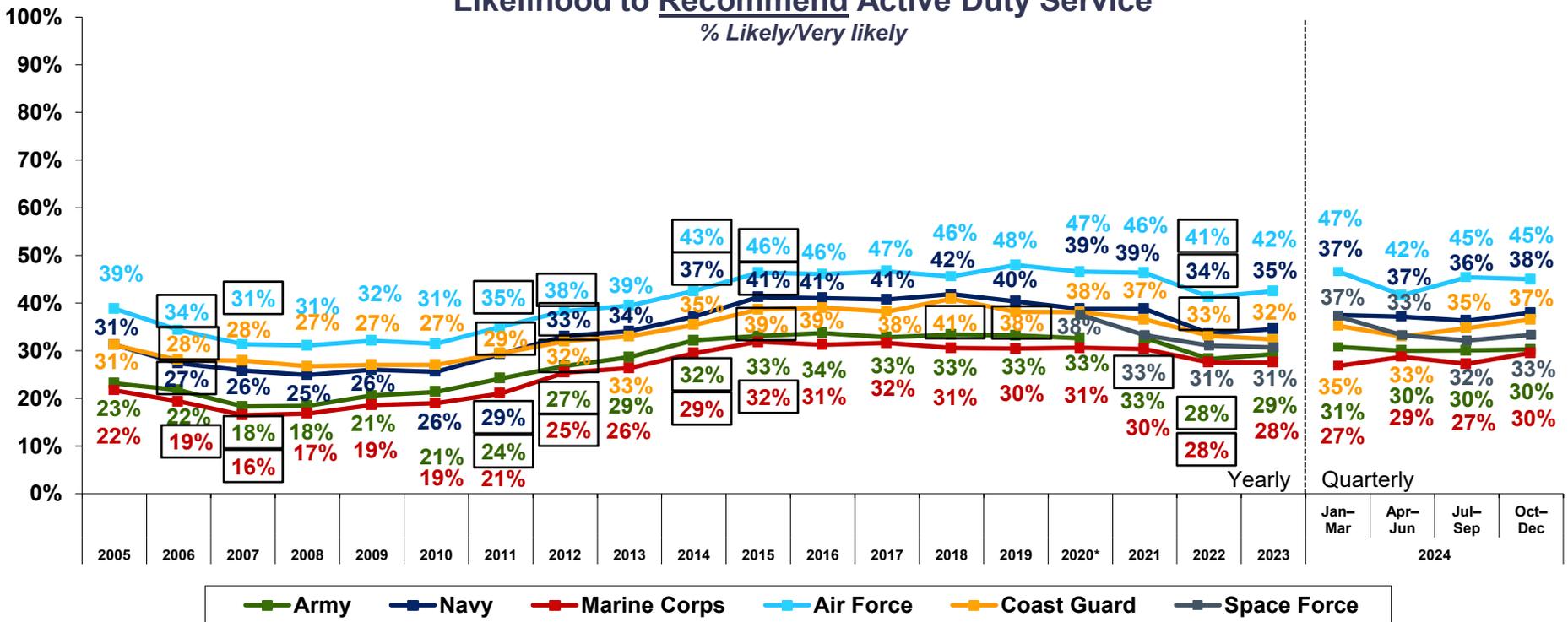= Significant change from previous period

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4

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

- Influencers' likelihood to recommend serving in a specific active duty Service remained stable throughout 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 <u>Recommend</u> 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 include Jul–Dec 2020.

Source: DoD Influencer Poll

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□ = Significant change from previous period

5

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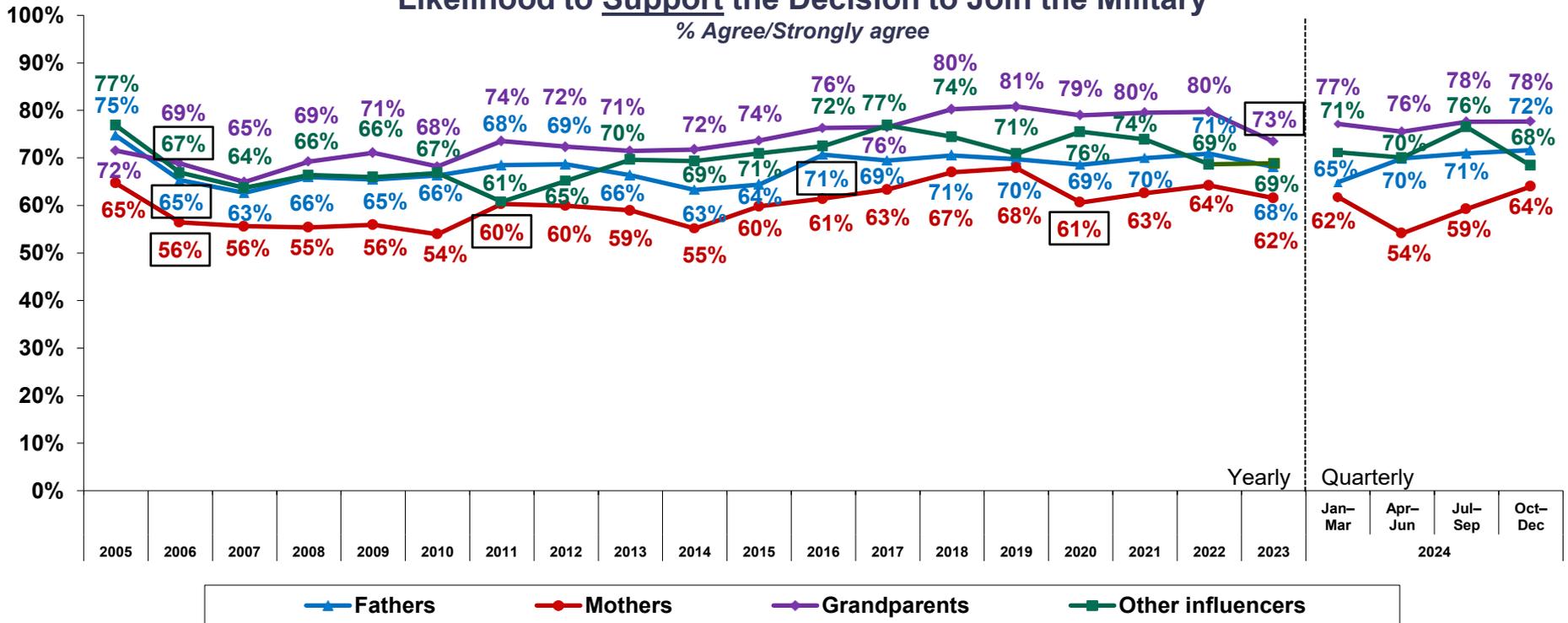
Likelihood to Support the Decision to Join the Military
By Influencer Group

- Likelihood to support a youth's decision to join the Military remains stable in Oct–Dec 2024 among all influencer groups compared to the previous quarter.
- Through most of 2024, mothers were less likely to support the decision to join the Military compared to the other influencer groups.

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

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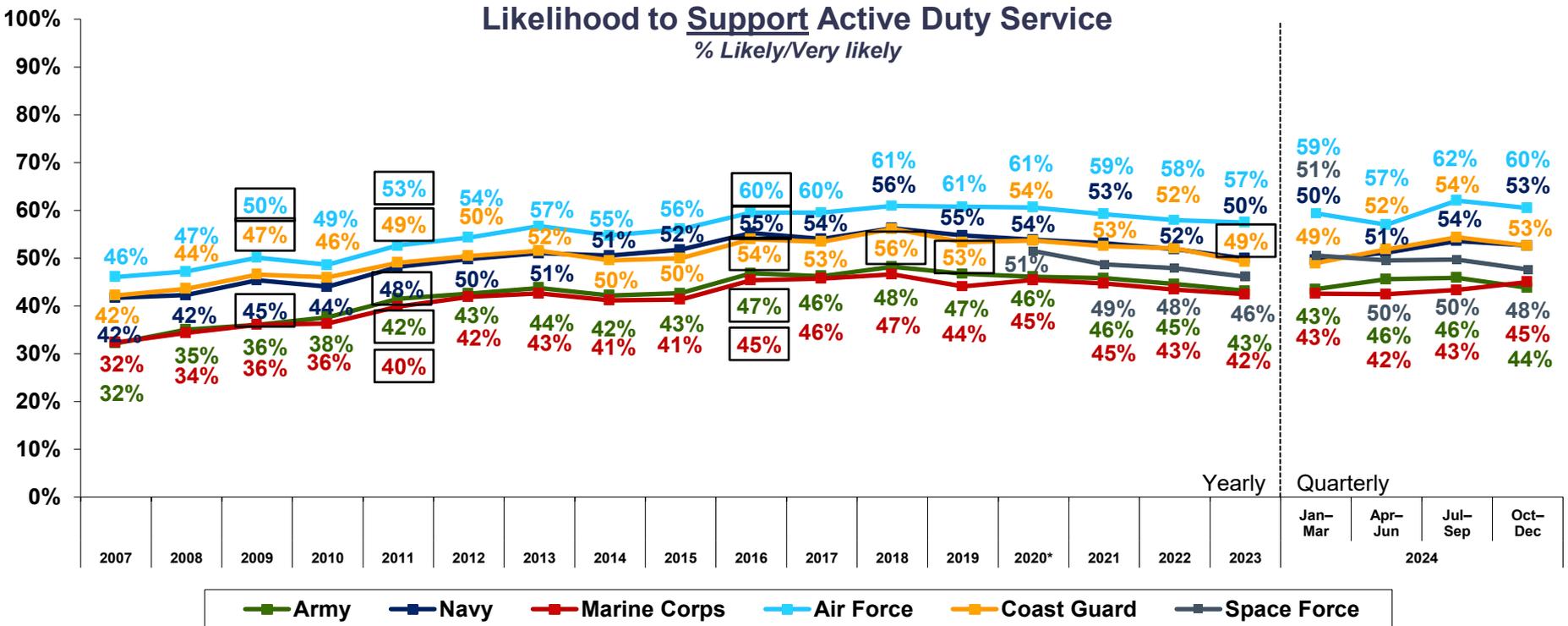
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

Among All Influencers

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

- Consistent with previous quarters and historic trends, influencers are most likely to support a youth's decision to join the Air Force compared to other active duty Services.

Likelihood to <u>Support</u> 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: Oct–Dec 2024

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 87 sample size: 240 fathers, 231 mothers, 258 grandparents, and 187 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	2025
Jan–Mar	W64	W68	W72	W76	W80	W84	W88
Apr–Jun	W65	W69	W73	W77	W81	W85	
Jul–Sep	W66	W70	W74	W78	W82	W86	
Oct–Dec	W67	W71	W75	W79	W83	W87	

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