DoD Influencer Poll Wave 88

Trends in the Influencer Market

SLIDES ONLY

NO SCRIPT PROVIDED

CLEARED
For Open Publication

Feb 13, 2026

10

Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

26-P-0279
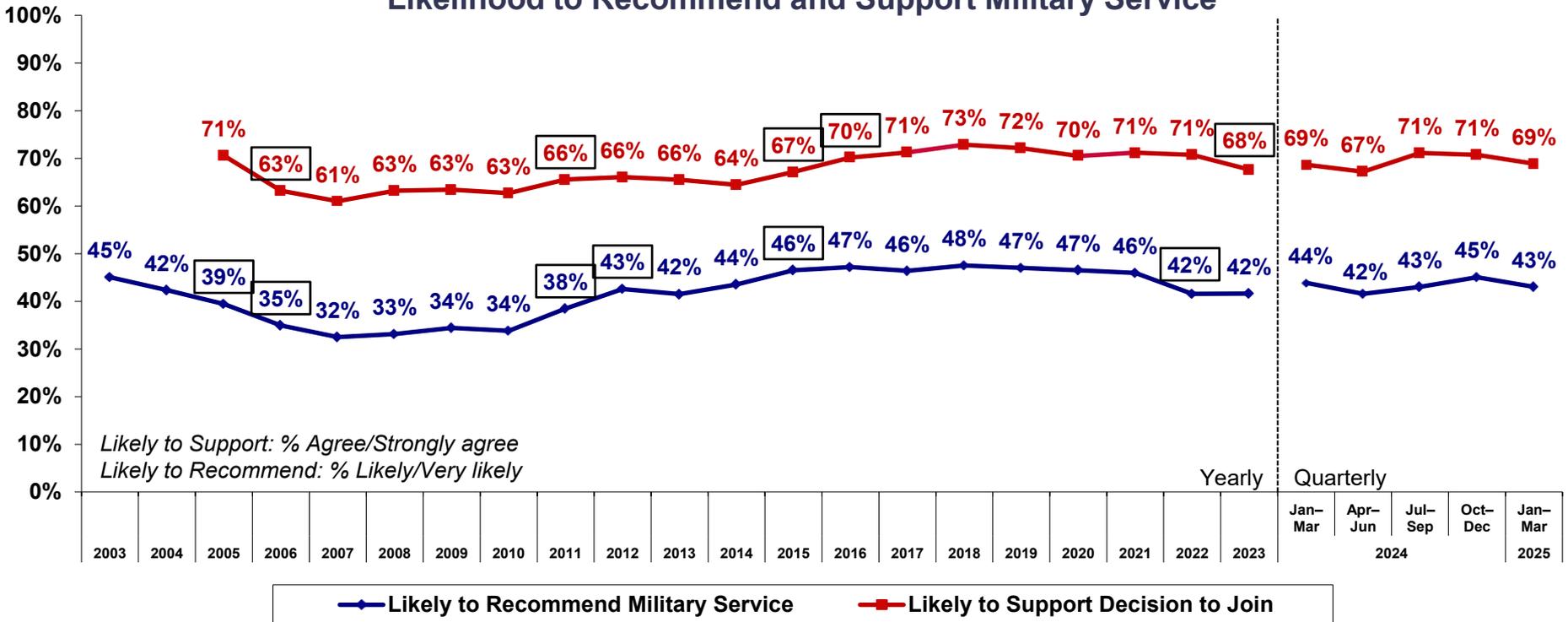
JAMRS

Public Release

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service
Among All Influencers

- Influencers' likelihood to recommend military service and support a youth's decision to join the Military remains stable in Jan–Mar 2025 compared to Oct–Dec 2024.
  - These metrics have been stable over the past year.

Likelihood to Recommend and Support Military Service

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

Yearly data points (Likely to Recommend Military Service): 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%, 2023: 42%

Yearly data points (Likely to Support Decision to Join): 2003: 71%, 2006: 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%, 2023: 68%

Quarterly data points 2024–2025 (Likely to Recommend): Jan–Mar 2024: 44%, Apr–Jun 2024: 42%, Jul–Sep 2024: 43%, Oct–Dec 2024: 45%, Jan–Mar 2025: 43%

Quarterly data points 2024–2025 (Likely to Support): Jan–Mar 2024: 69%, Apr–Jun 2024: 67%, Jul–Sep 2024: 71%, Oct–Dec 2024: 71%, Jan–Mar 2025: 69%

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

Likelihood to Recommend the Military
By Influencer Group

- Likelihood to recommend military service remains stable in Jan–Mar 2025 among all influencer groups compared to the previous quarter.

Likelihood to Recommend Military Service
% Likely/Very likely

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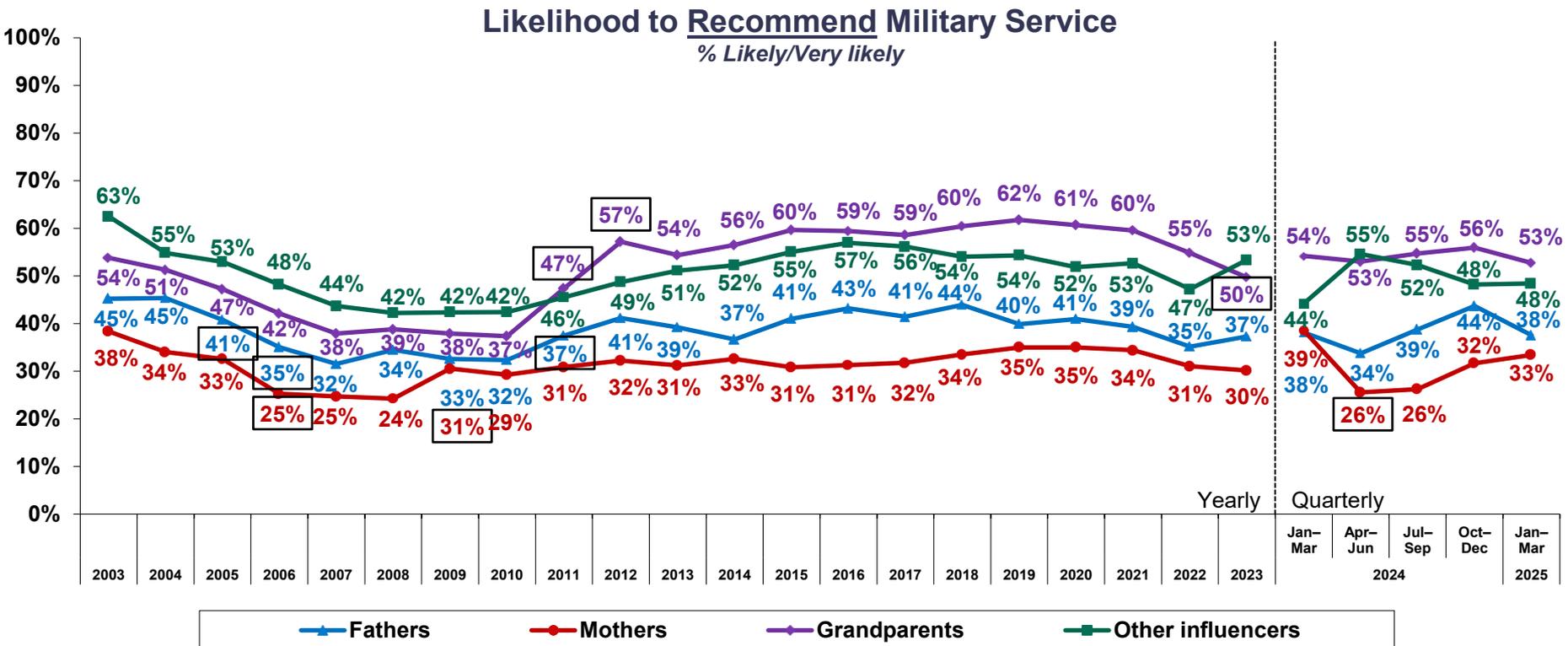Source: DoD Influencer Poll

JAMRS

□ = Significant change from previous period

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 remains stable in Jan–Mar 2025 compared to Oct–Dec 2024 and is consistent with trends observed over the past year.
  - 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
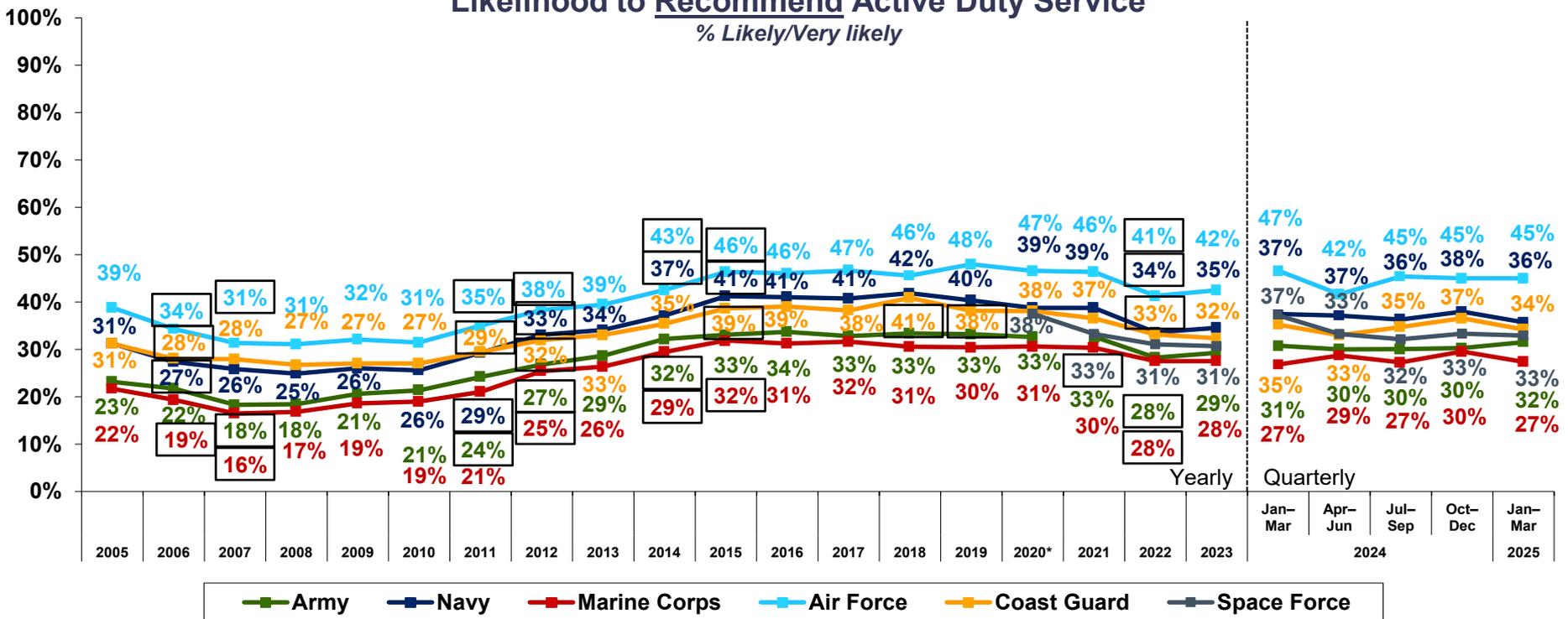
Note: Significance testing was not conducted between the quarterly and yearly data points. *Space Force 2020 data only includes July–December 2020.

Source: DoD Influencer Poll

JAMRS

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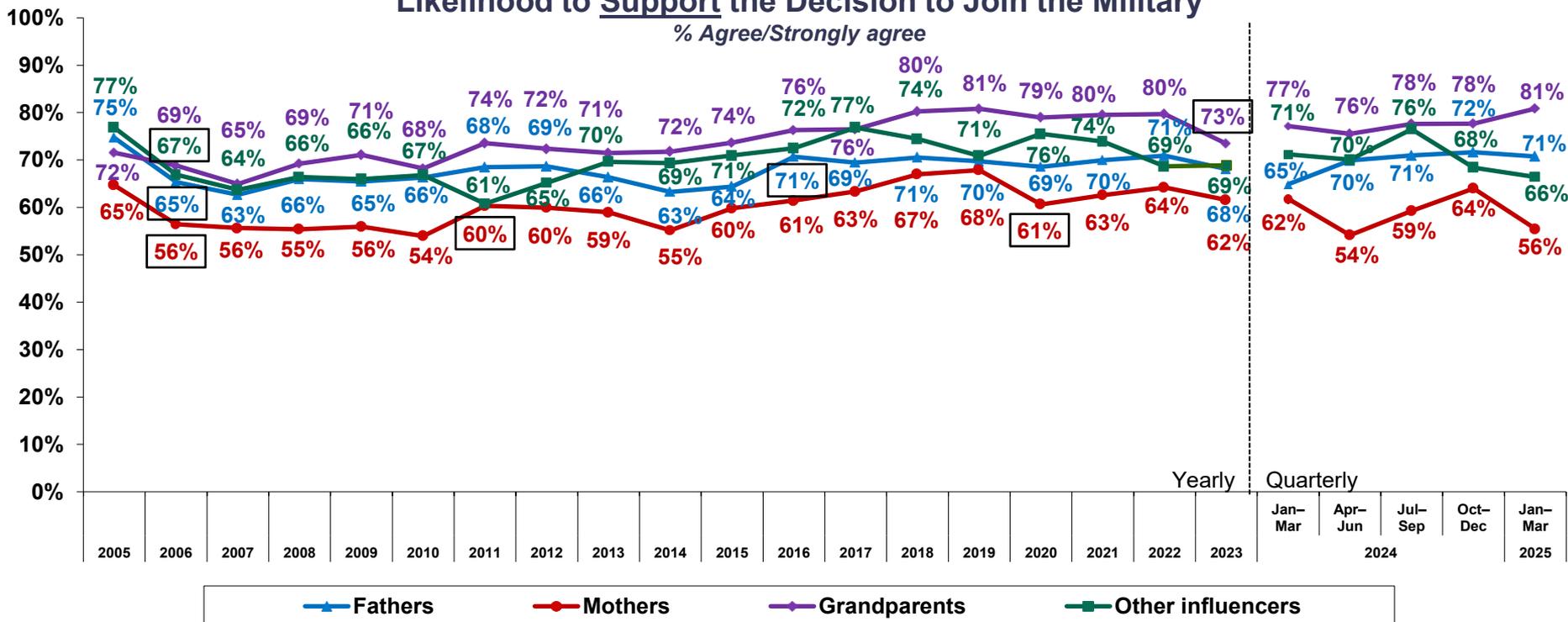
Likelihood to Support the Decision to Join the Military
By Influencer Group

- Likelihood to support a youth's decision to join the Military remains stable across all influencer groups in Jan–Mar 2025, consistent with the trends observed over the past year.
- Since Jul–Sep 2024, other influencers' likelihood to support a youth joining the Military has trended downward.

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

Legend: Fathers (blue), Mothers (red), Grandparents (purple), Other influencers (green)

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

JAMRS
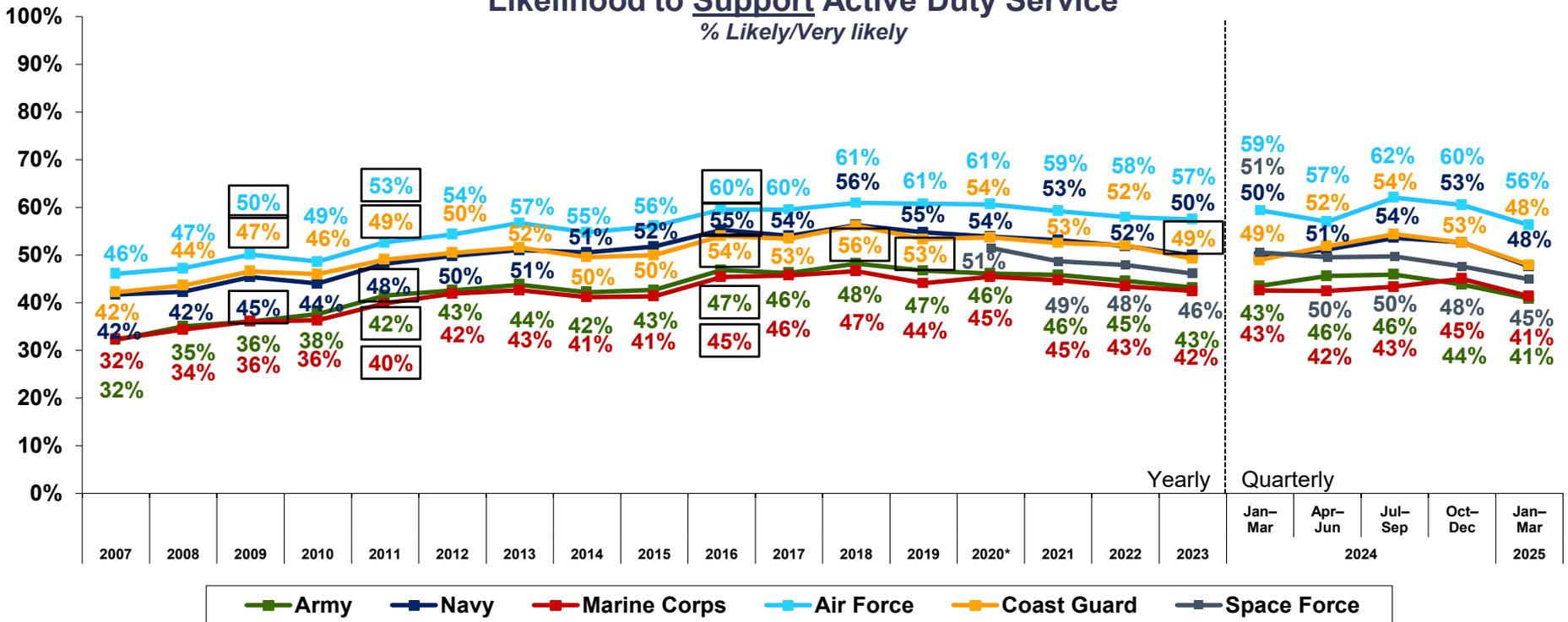
☐ = Significant change from previous period

6

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 Jan–Mar 2025, influencers' likelihood to support a youth's decision to join a specific active duty Service remains stable across all Services compared to the previous quarter and in line with trends observed over the past year.

Likelihood to Support 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

JAMRS

□ = Significant change from previous period

7

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: Jan–Mar 2025

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 88 sample size: 939 total influencers, 243 fathers, 237 mothers, 264 grandparents, and 195 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:

	2020	2021	2022	2023	2024	2025
Jan–Mar	W68	W72	W76	W80	W84	W88
Apr–Jun	W69	W73	W77	W81	W85	W89
Jul–Sep	W70	W74	W78	W82	W86	W90
Oct–Dec	W71	W75	W79	W83	W87	W91