



DoW Influencer Poll Wave 89

SLIDES ONLY
NO SCRIPT PROVIDED

CLEARED
For Open Publication

Feb 12, 2026

10
Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

26-P-0278



Public Release

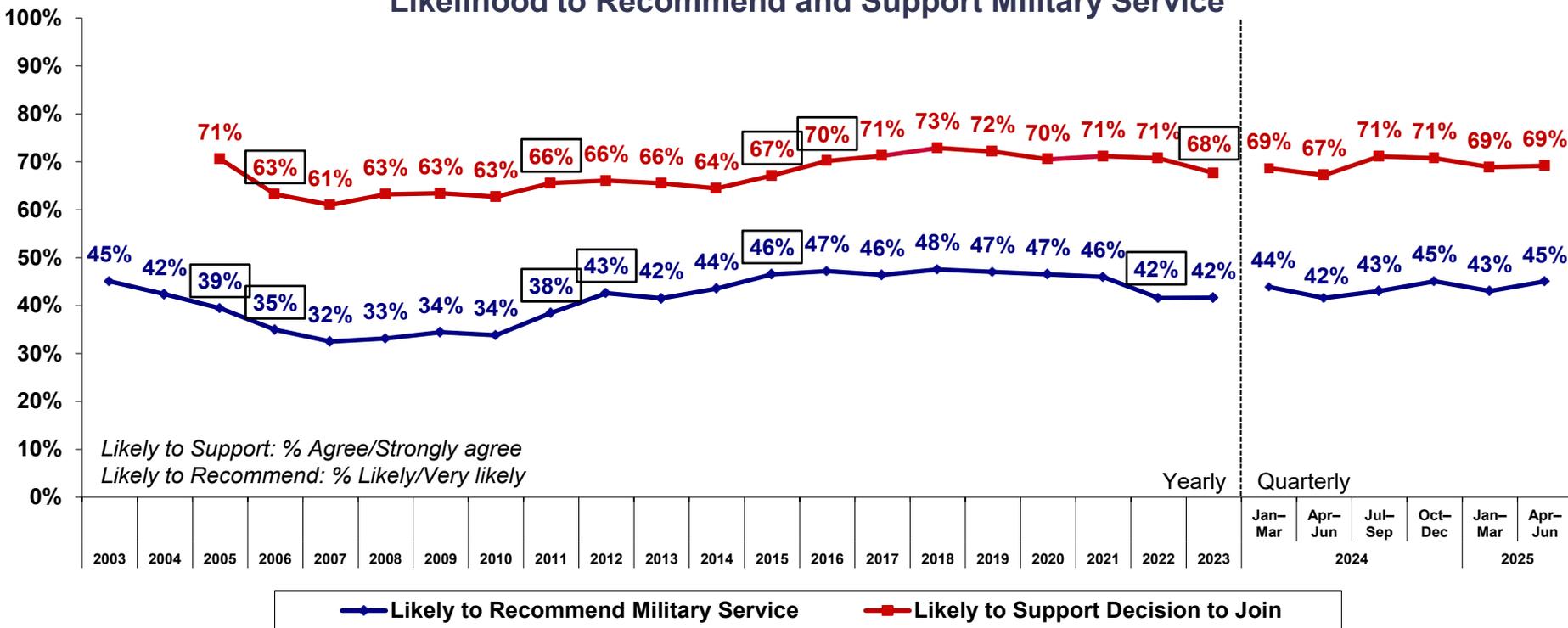
FOR INTERNAL USE ONLY

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 Apr–Jun 2025 compared to Jan–Mar 2025 and aligned with trends observed over the past year.

Likelihood to Recommend and Support Military Service



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

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoW 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."
FOR INTERNAL USE ONLY

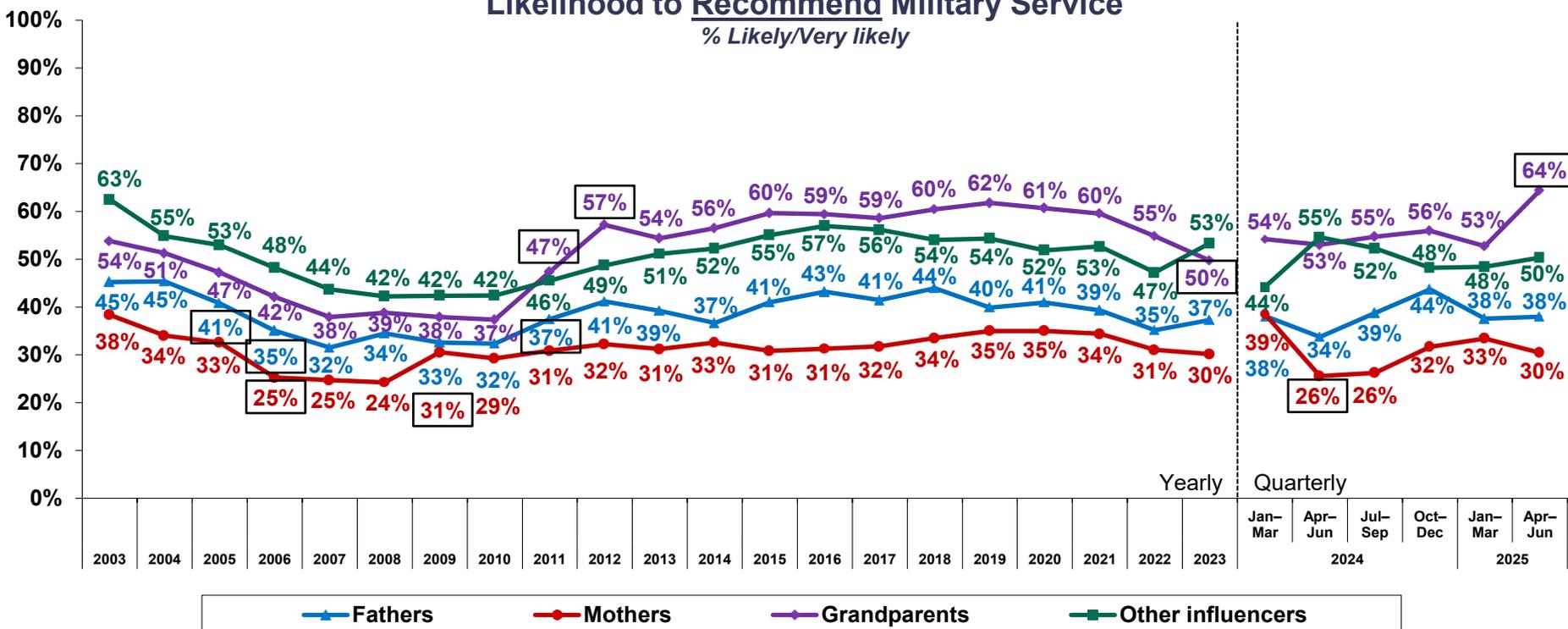
Likelihood to Recommend the Military

By Influencer Group

- Likelihood to recommend military service remains stable in Apr–Jun 2025 among fathers, mothers, and other influencers compared to recent quarters.
- Grandparents are more likely to recommend military service in Apr–Jun 2025 compared to Jan–Mar 2025.

Likelihood to Recommend Military Service

% Likely/Very likely



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoW Influencer Poll



☐ = Significant change from previous period

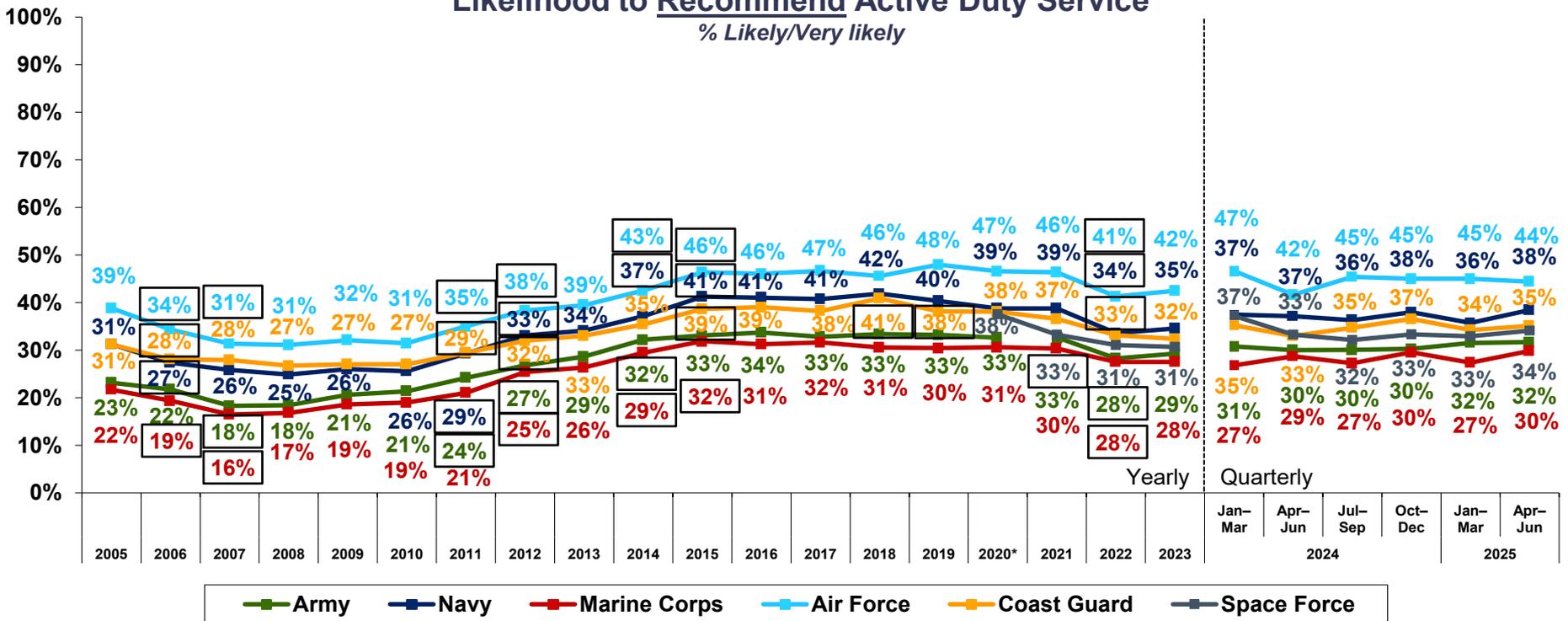
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

Among All Influencers

- Influencers' likelihood to recommend serving in a specific active duty Service remains stable in Apr–Jun 2025 compared to Jan–Mar 2025 and aligns with trends observed over the past year. Influencers are consistently 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: DoW Influencer Poll



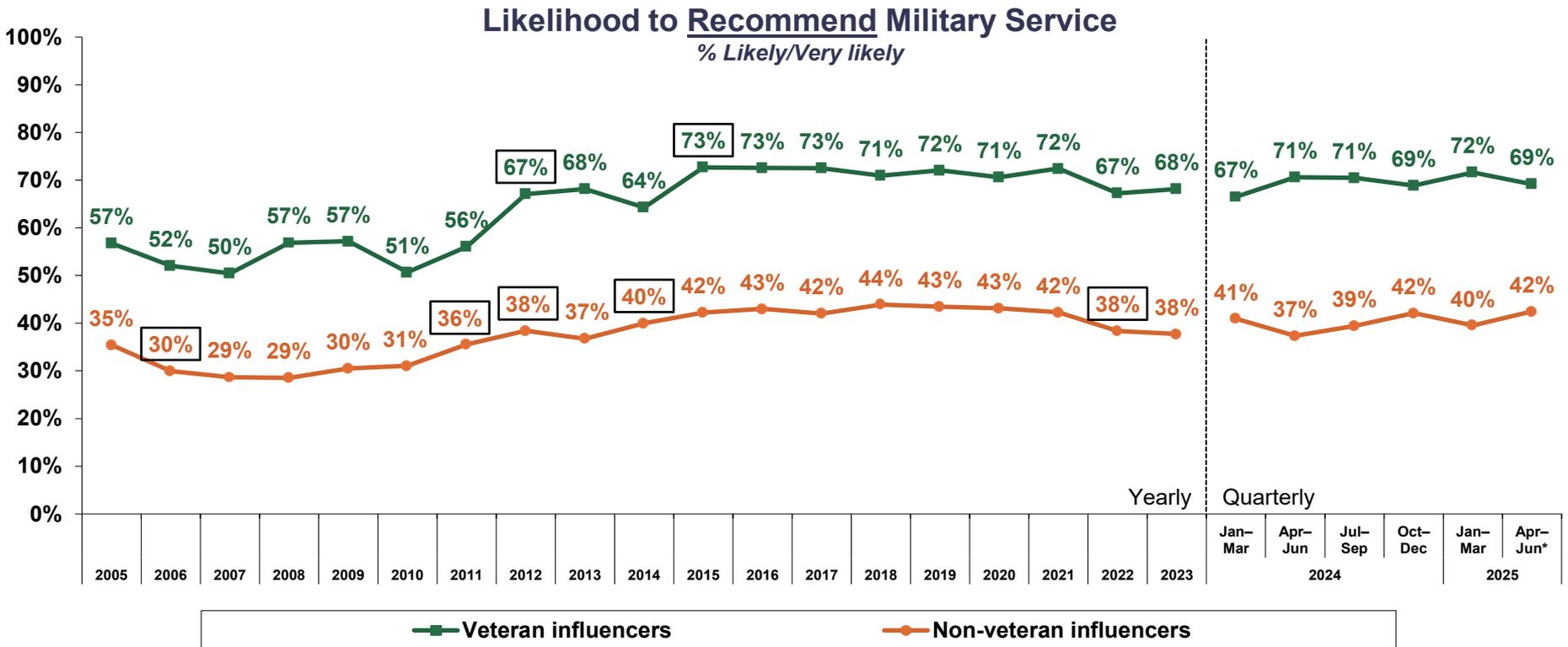
☐ = Significant change from previous period

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 Recommend the Military

By Veteran Status

- Veteran and non-veteran influencers' likelihood to recommend military service remains stable in Apr–Jun 2025 compared to Jan–Mar 2025 and aligned with trends observed over the past year.
- Veteran influencers continue to be more likely than non-veteran influencers to recommend military service to youth.



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoW Influencer Poll



□ = Significant change from previous period

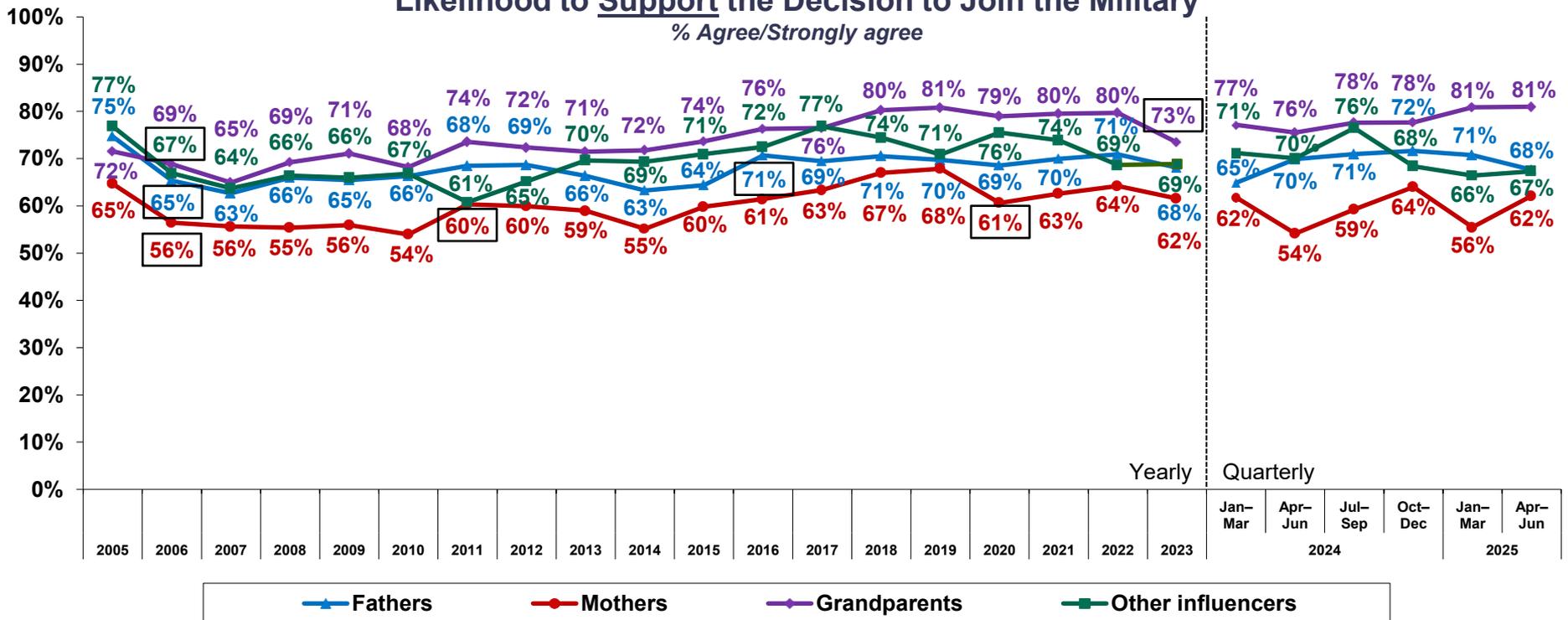
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" *Note: Estimates for veteran influencers comprised a small sample (n < 100).

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 Apr–Jun 2025 among all influencer groups compared to the previous quarter and past year.

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: DoW Influencer Poll



☐ = Significant change from previous period

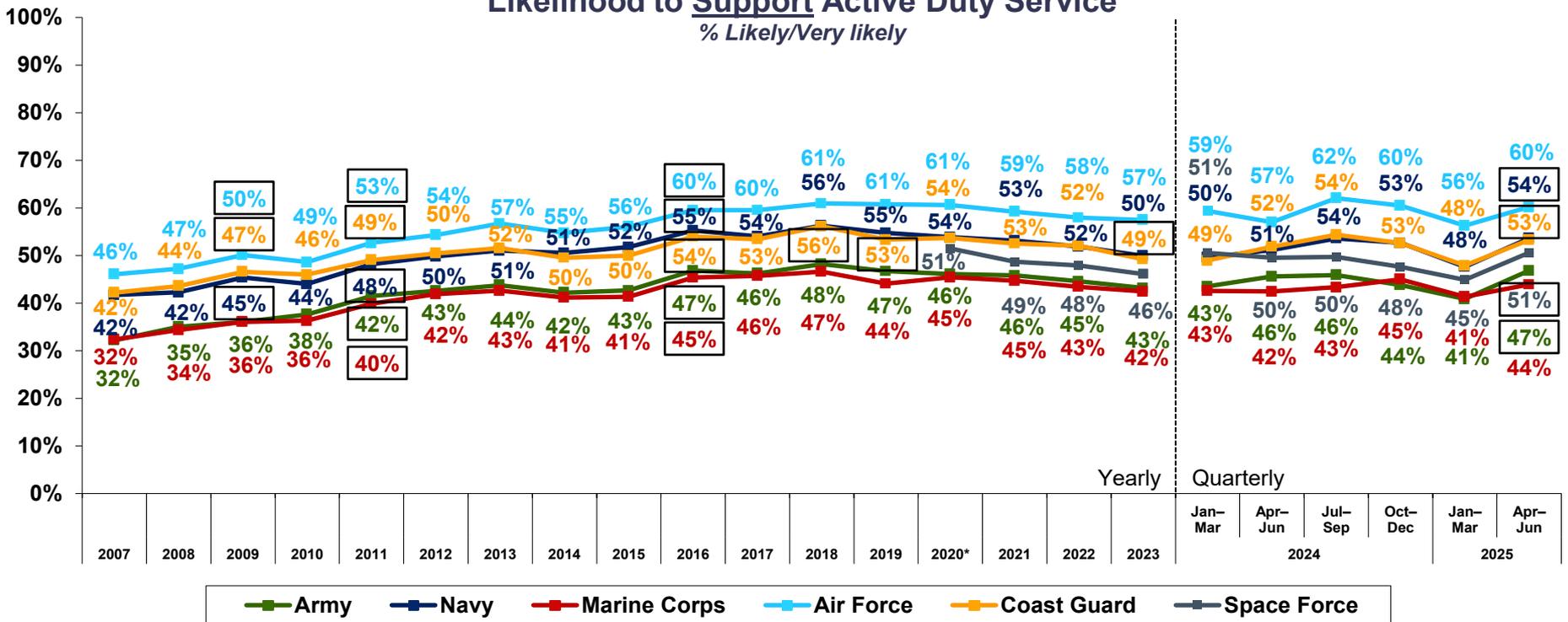
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

Among All Influencers

- Influencers' likelihood to support youth joining the Navy, Coast Guard, Space Force and Army increased in Apr–Jun 2025 compared to Jan–Mar 2025 after trending downward over the past three quarters.
- Influencers' likelihood to support youth joining the Marine Corps and Air Force has remained stable over the past year.

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: DoW 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?"

Appendix

Study Background and Objective

The objectives of the *DoW 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: Apr–Jun 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 89 sample size: 873 total influencers, 230 fathers, 233 mothers, 202 grandparents, and 208 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