



Influencer Poll Wave 74

**CLEARED
For Open Publication**

May 06, 2022

Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

SLIDES ONLY

NO SCRIPT PROVIDED

JAMRS

Public Release

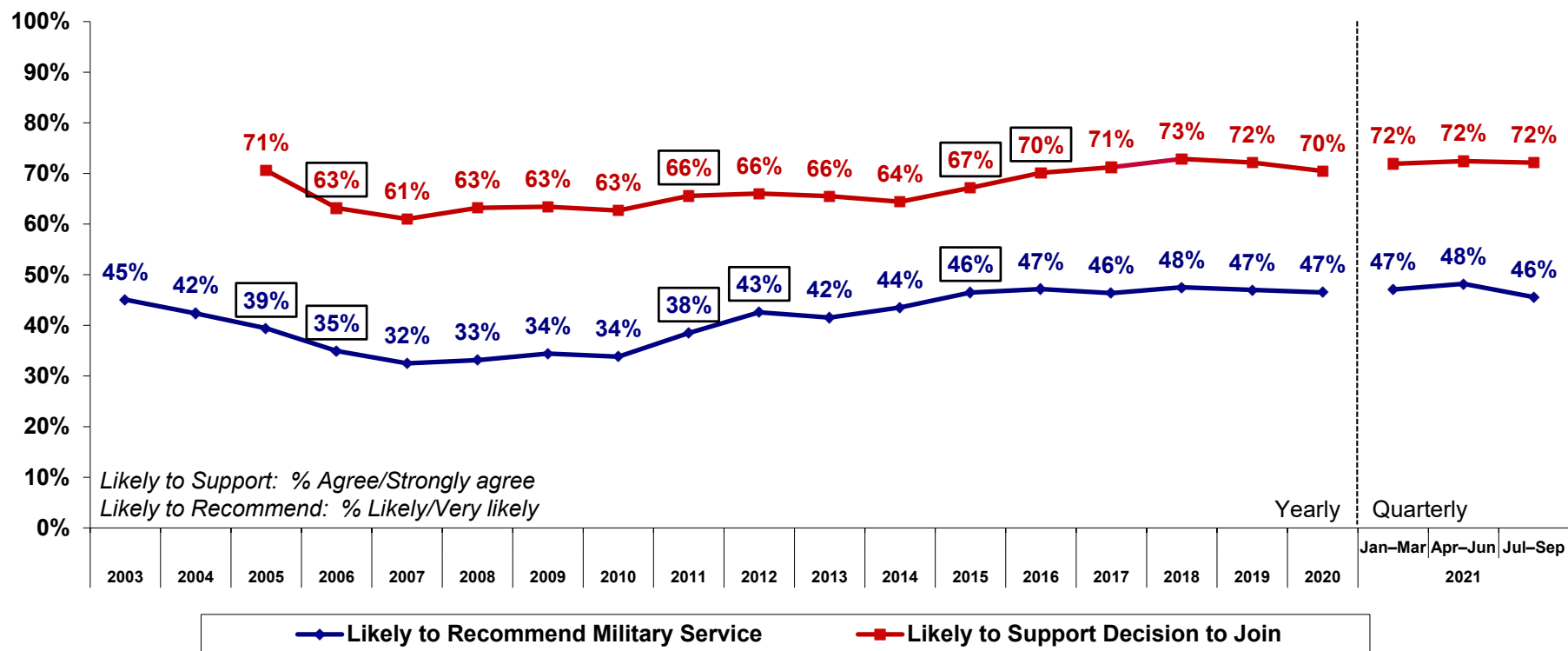


Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Influencers tend to be more likely to support a youth's decision to join the Military than to actively recommend that a youth join.

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

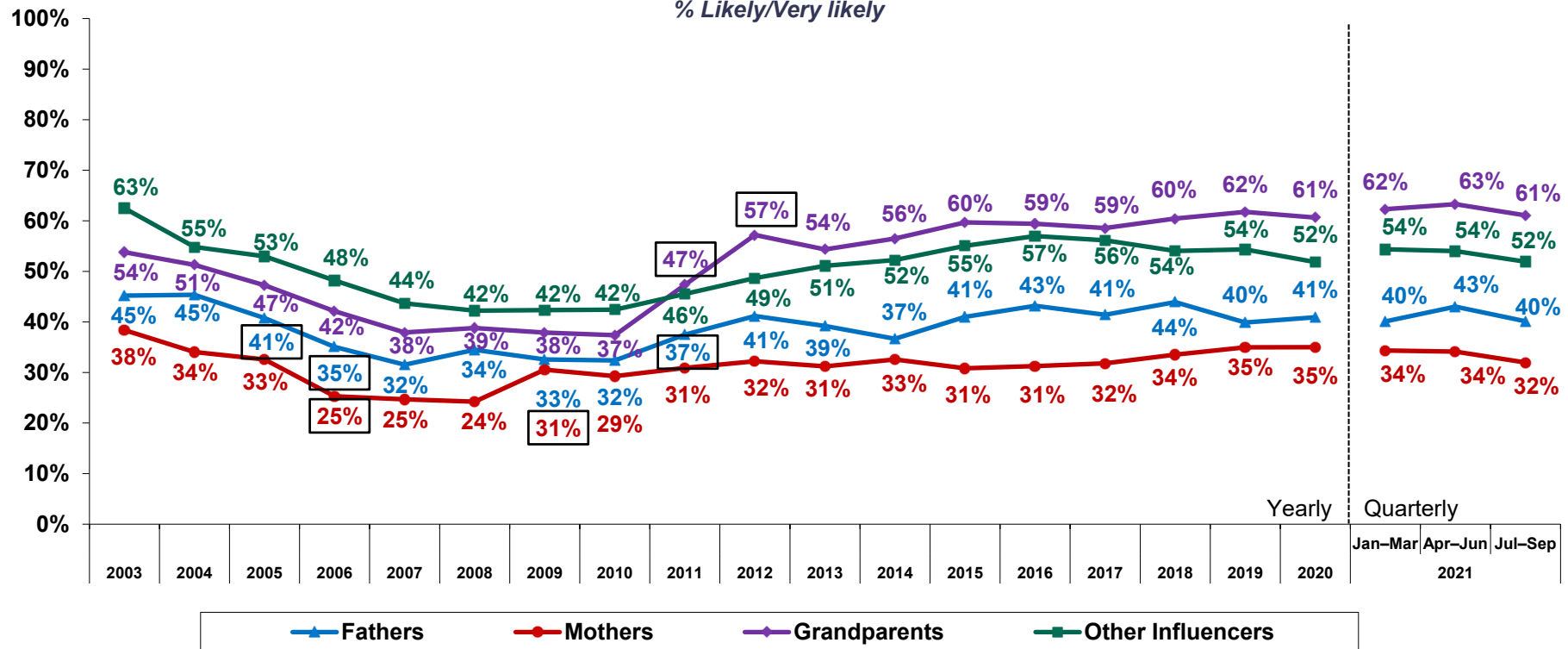
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- Influencers' likelihood to recommend the Military to a youth differs by what type of Influencer they are. In recent years, Grandparents and Other Influencers tend to be more likely to recommend the Military than parents.

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



☐ = Significant change from previous period

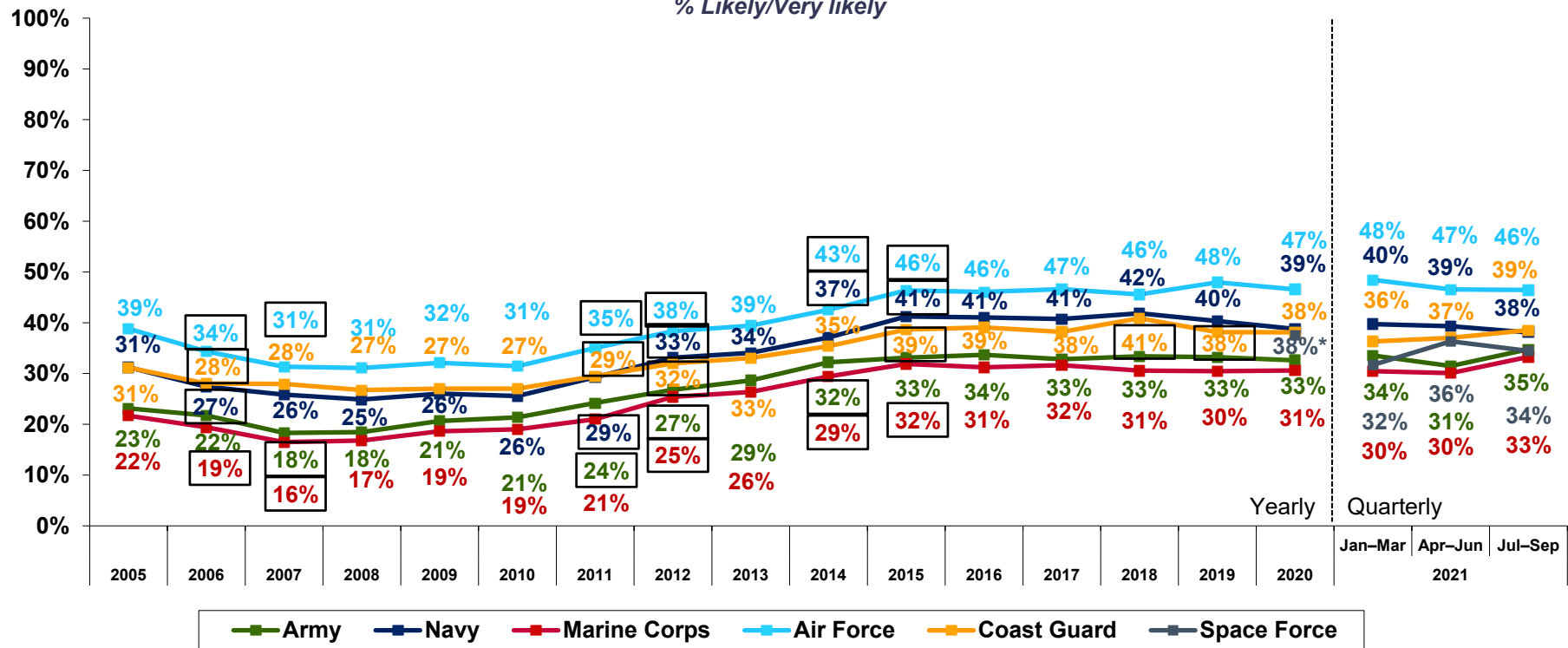
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- There are slight differences in Influencers' likelihood to recommend the individual active duty Services.
- Trends in Influencers' likelihood to recommend each Service have stayed relatively stable since 2016.

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

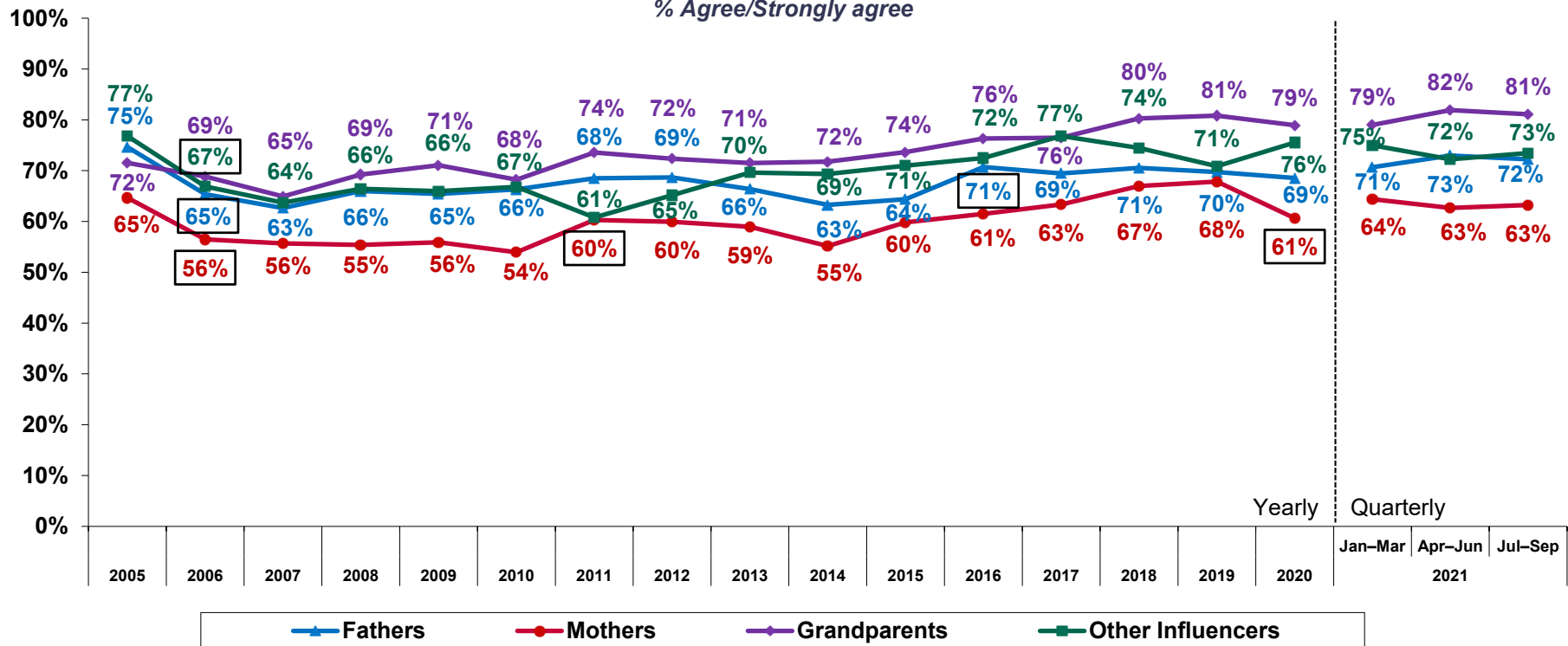
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

Likelihood to Support the Decision to Join the Military

By Influencer Group

- Likelihood to support the decision to join the Military has remained relatively stable over time among each Influencer group.

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



☐ = 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?"

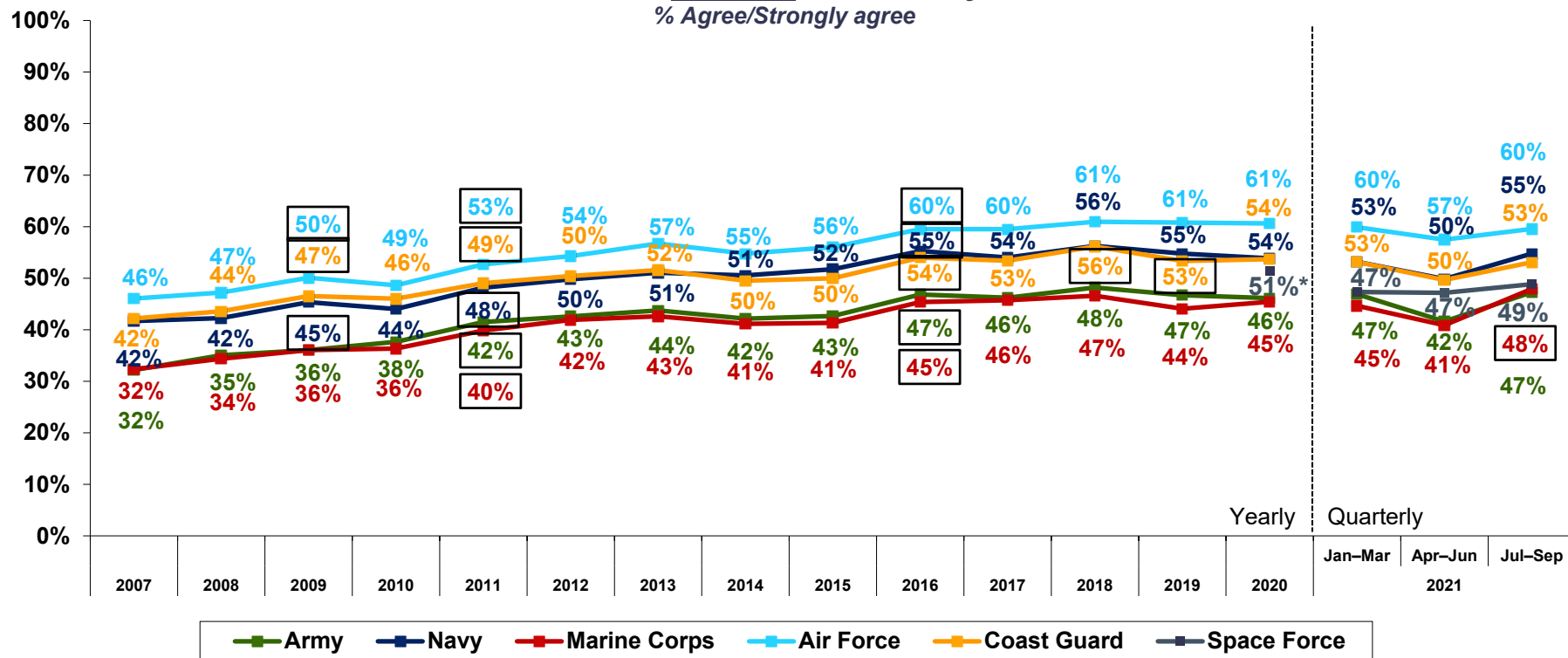
Likelihood to Support Active Duty Service

By Service

- Influencers' likelihood to support the individual Services has trended up since tracking began in 2007.

Likelihood to Support Active Duty Service

% Agree/Strongly agree



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 Military Ad Tracking Study provides metrics on awareness of and attitudes toward the Military Services' advertising campaigns. The Influencer Update focuses on advertising and recruiting strategies that allow the Services to connect with adults and prevent them from creating obstacles for youth interested in military service.

Timeline: July–September 2021

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

Target Audience: Influencers of youth ages 12–21. In Wave 74: 233 Fathers, 258 Mothers, 221 Grandparents, 212 Other Influencers.

Weighting: The data are weighted to represent the U.S. population in terms of gender, age, race, ethnicity, education, census region, and metropolitan area.

Reporting: 2016 2017 2018 2019 2020 2021

Jan–Mar	W52	W56	W60	W64	W68	W72
Apr–Jun	W53	W57	W61	W65	W69	W73
Jul–Sep	W54	W58	W62	W66	W70	W74
Oct–Dec	W55	W59	W63	W67	W71	