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.

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

Source: DoD Influencer Poll

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.”
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.

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?”
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.

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

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

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

Source: DoD Influencer Poll

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?”
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

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
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:**

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Source: DoD Influencer Poll (Jul–Sep 2021)