DoD Influencer Poll Wave 83

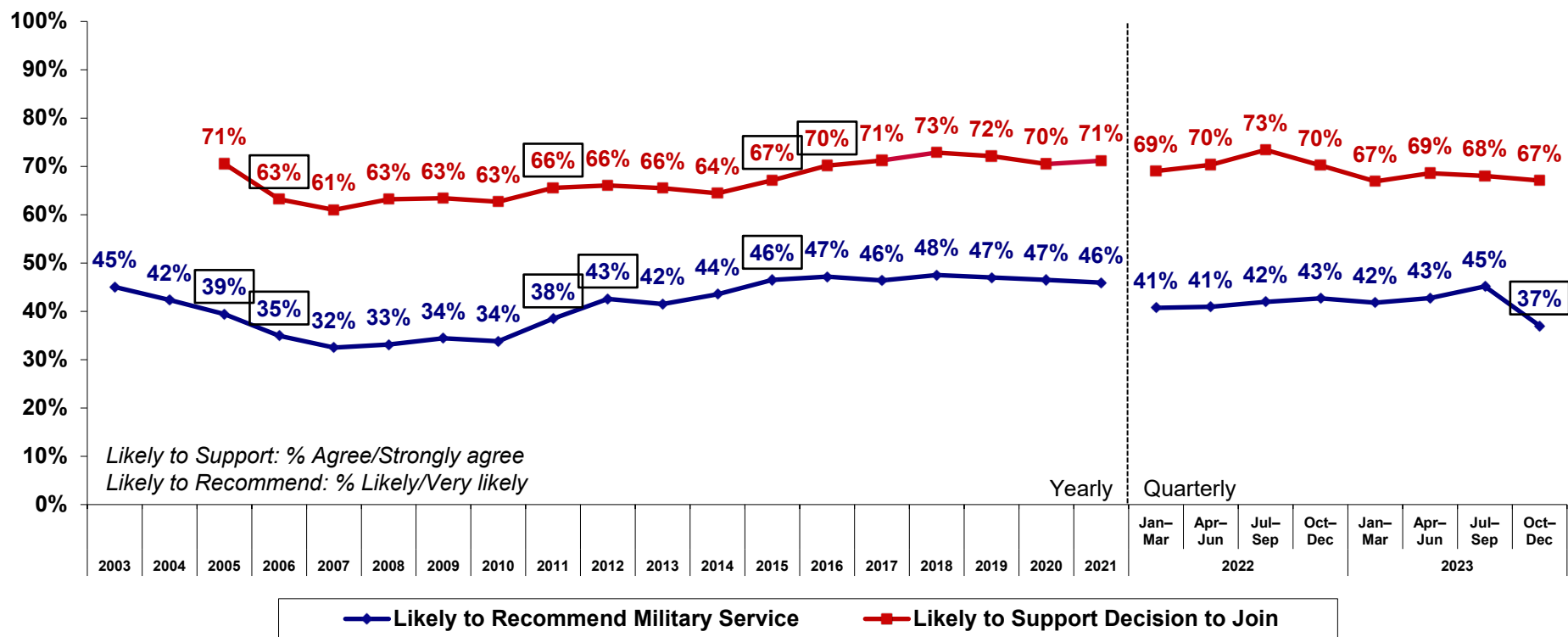**SLIDES ONLY**

NO SCRIPT PROVIDED

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

Among All Influencers

- Influencers' likelihood to recommend military service decreased significantly in October–December 2023 compared to July–September 2023.
- Influencers' likelihood to support a youth's decision to join the Military remained stable compared to the previous quarter.

Likelihood to Recommend and Support Military Service

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

Likely to Support Decision to Join (red line):
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%

Quarterly 2022: Jan–Mar 69%, Apr–Jun 70%, Jul–Sep 73%, Oct–Dec 70%
2023: Jan–Mar 67%, Apr–Jun 69%, Jul–Sep 68%, Oct–Dec 67%

Likely to Recommend Military Service (blue line):
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%

Quarterly 2022: Jan–Mar 41%, Apr–Jun 41%, Jul–Sep 42%, Oct–Dec 43%
2023: Jan–Mar 42%, Apr–Jun 43%, Jul–Sep 45%, Oct–Dec 37%

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

JAMRS

□ = Significant change from previous period

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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."
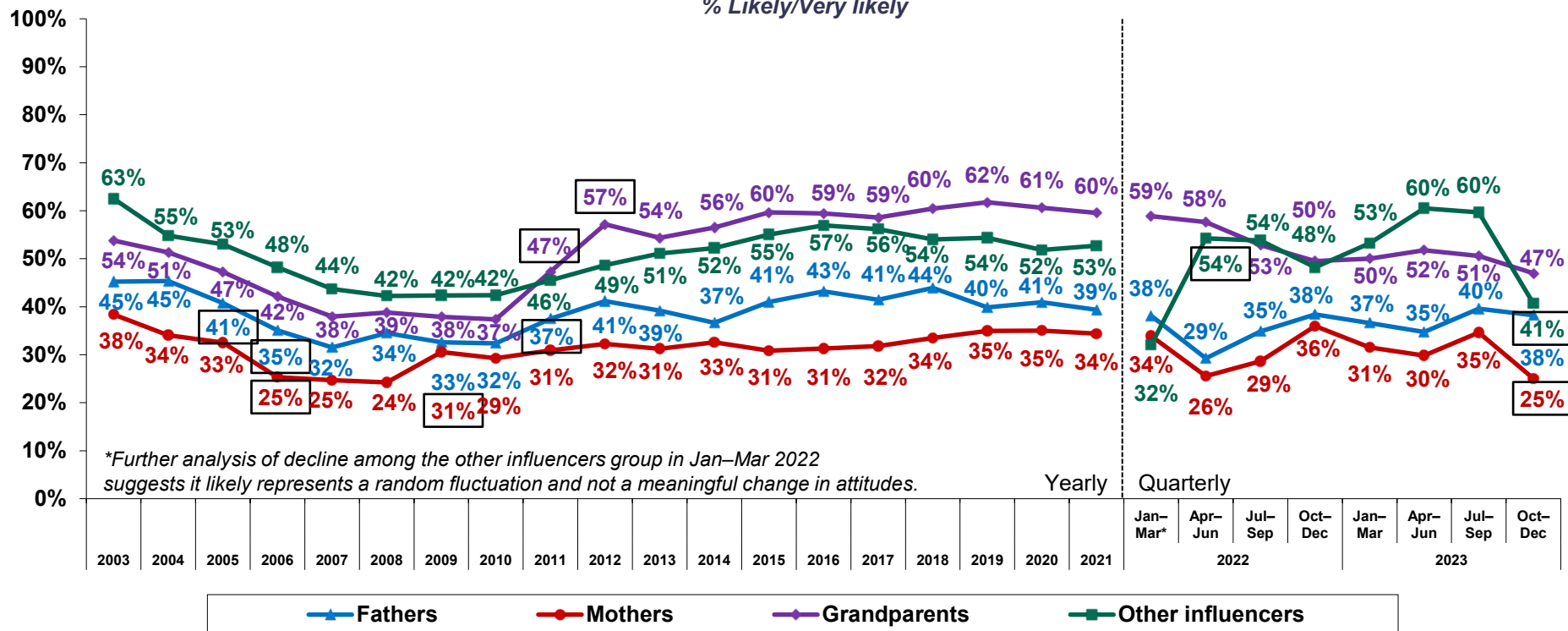
Likelihood to Recommend the Military
By Influencer Group

- In October–December 2023, likelihood to recommend military service declined among mothers and other influencers compared to the previous quarter.
- Grandparents' likelihood to recommend military service gradually declined throughout 2022 and 2023, while this metric remained relatively stable among fathers during this time period.

Likelihood to Recommend Military Service
% Likely/Very likely

Further analysis of decline among the other influencers group in Jan–Mar 2022 suggests it likely represents a random fluctuation and not a meaningful change in attitudes.

Legend: Fathers, Mothers, Grandparents, Other influencers

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

JAMRS

□ = 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 the Air Force and Marine Corps decreased in October–December 2023 compared to July–September 2023.
- 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
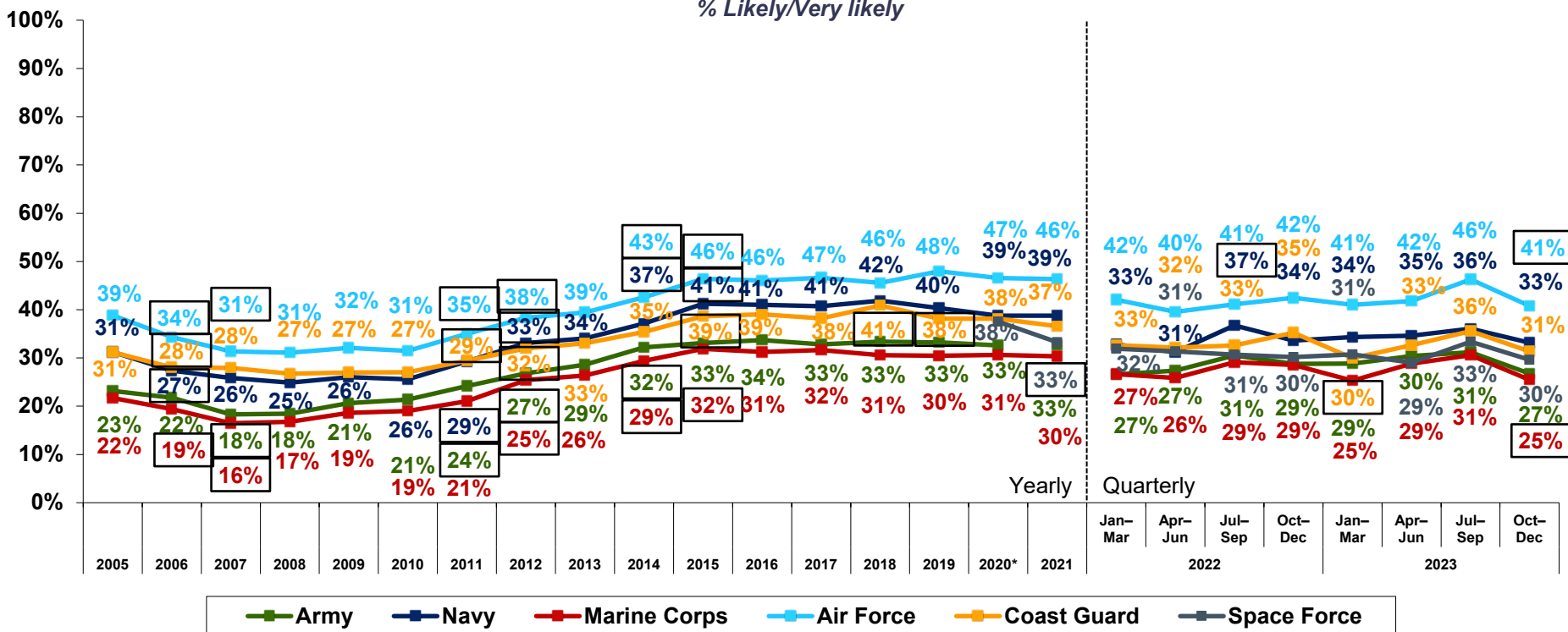
Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force

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

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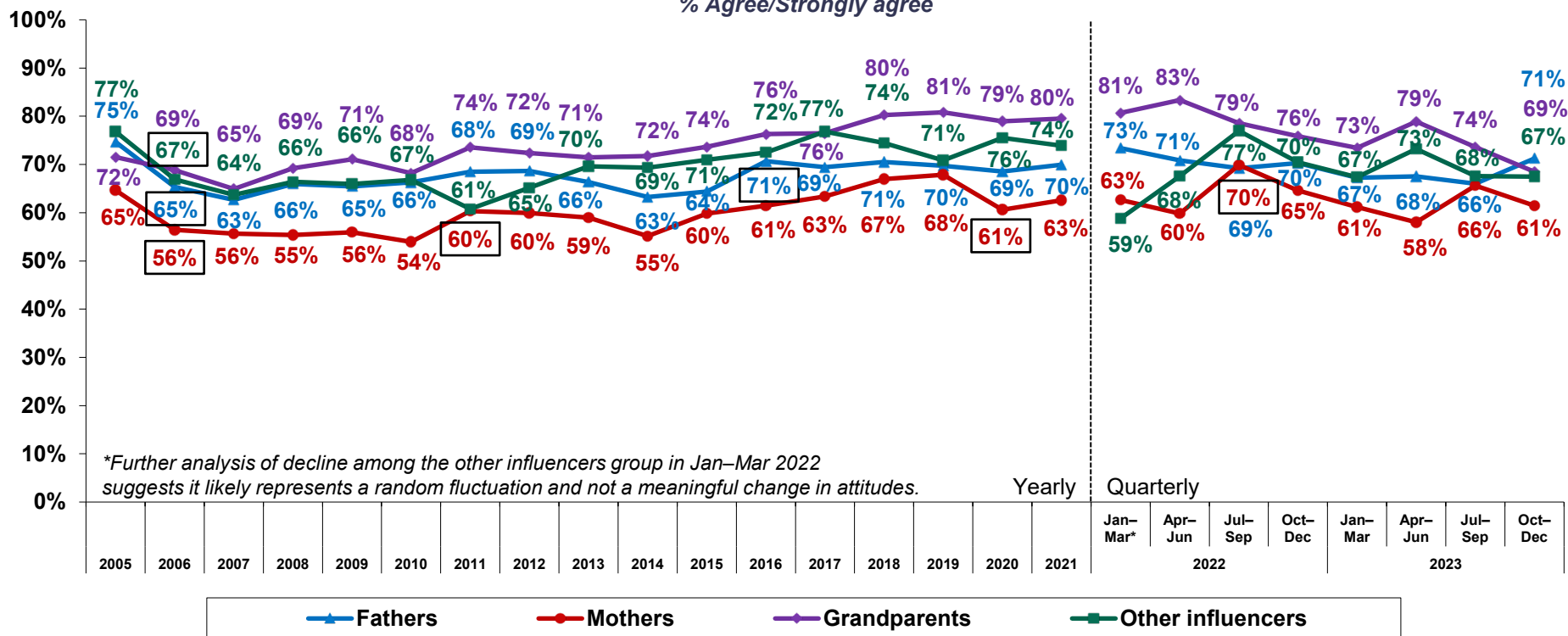
Likelihood to Support the Decision to Join the Military
By Influencer Group

- In October–December 2023, likelihood to support a youth's decision to join the Military remained stable among all influencer groups compared to the previous quarter.

- Similar to previous time periods, mothers were least likely out of all influencer groups to indicate being likely to support a youth's decision to join.

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

Further analysis of decline among the other influencers group in Jan–Mar 2022 suggests it likely represents a random fluctuation and not a meaningful change in attitudes.

Legend: Fathers • Mothers • Grandparents • Other influencers

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

JAMRS

☐ = Significant change from previous period

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Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."
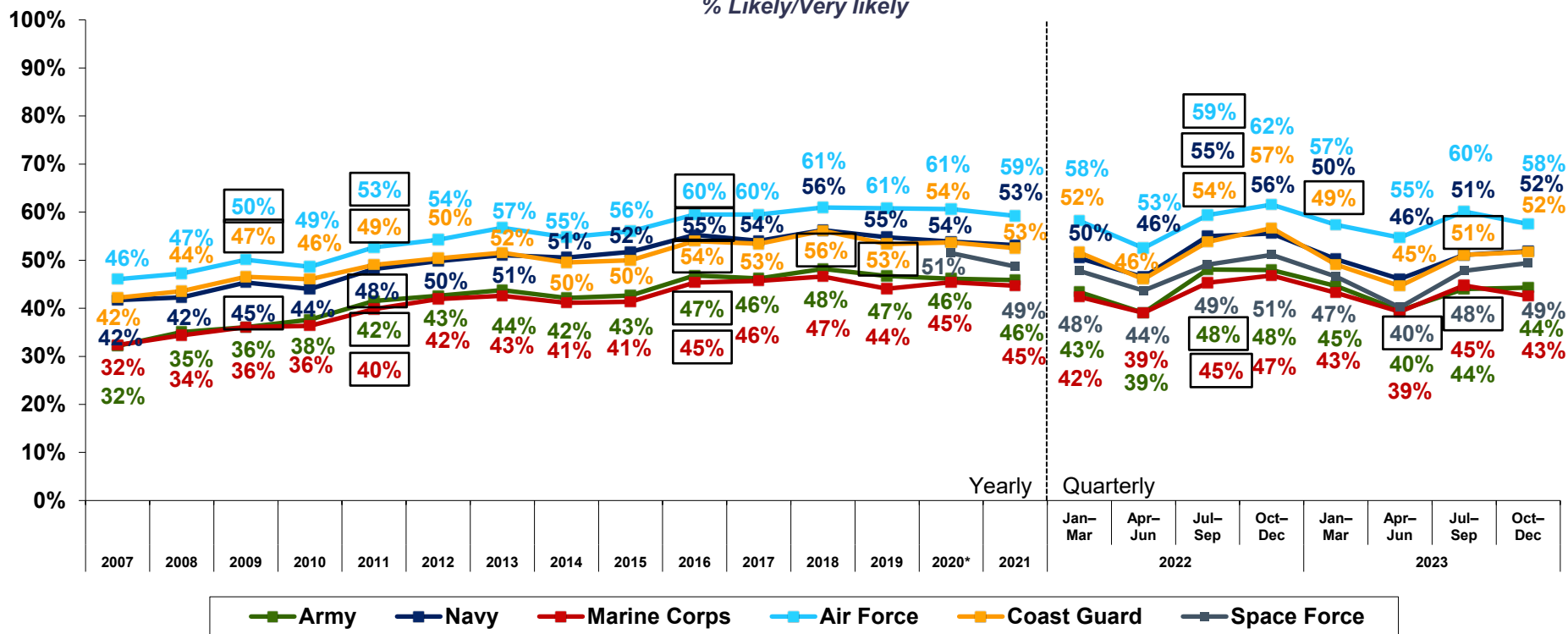
Likelihood to Support Active Duty Service
Among All Influencers

- In October–December 2023, influencers' likelihood to support a youth's decision to join individual active duty Services remained stable across all Services compared to the previous quarter.

Likelihood to Support Active Duty Service
% Likely/Very likely

Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force

JAMRS

☐ = Significant change from previous period

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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: October–December 2023

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 83 sample size: 272 fathers, 278 mothers, 226 grandparents, and 209 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:

	2018	2019	2020	2021	2022	2023
Jan–Mar	W60	W64	W68	W72	W76	W80
Apr–Jun	W61	W65	W69	W73	W77	W81
Jul–Sep	W62	W66	W70	W74	W78	W82
Oct–Dec	W63	W67	W71	W75	W79	W83