DoD Influencer Poll Wave 84

SLIDES ONLY

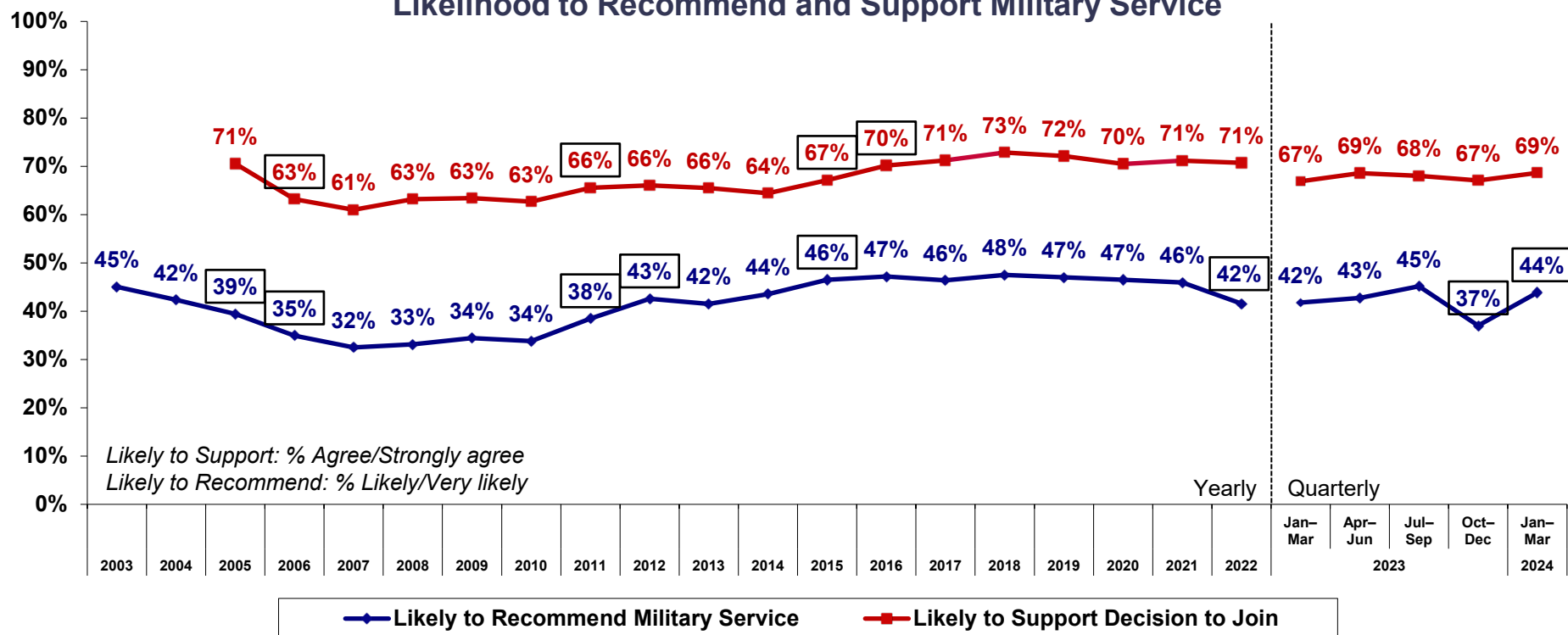**NO SCRIPT PROVIDED**

25-P-0727

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Public Release

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

Among All Influencers

- After decreasing in October–December 2023, influencers' likelihood to recommend military service rebounded to 44% in January–March 2024.
- 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

Yearly data points:

Year	Likely to Recommend	Likely to Support
2003	45%	
2004	42%	
2005	39%	71%
2006	35%	63%
2007	32%	61%
2008	33%	63%
2009	34%	63%
2010	34%	63%
2011	38%	66%
2012	43%	66%
2013	42%	66%
2014	44%	64%
2015	46%	67%
2016	47%	70%
2017	46%	71%
2018	48%	73%
2019	47%	72%
2020	47%	70%
2021	46%	71%
2022	42%	71%

Quarterly data points:

Period	Likely to Recommend	Likely to Support
Jan–Mar 2023	42%	67%
Apr–Jun 2023	43%	69%
Jul–Sep 2023	45%	68%
Oct–Dec 2023	37%	67%
Jan–Mar 2024	44%	69%

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

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☐ = 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

- After a decline among mothers in October–December 2023, likelihood to recommend military service increased in January–March 2024.
- However, likelihood to recommend military service remained low among the other influencers group in January–March 2024 compared to early to mid-2023.

Likelihood to Recommend Military Service
% Likely/Very likely
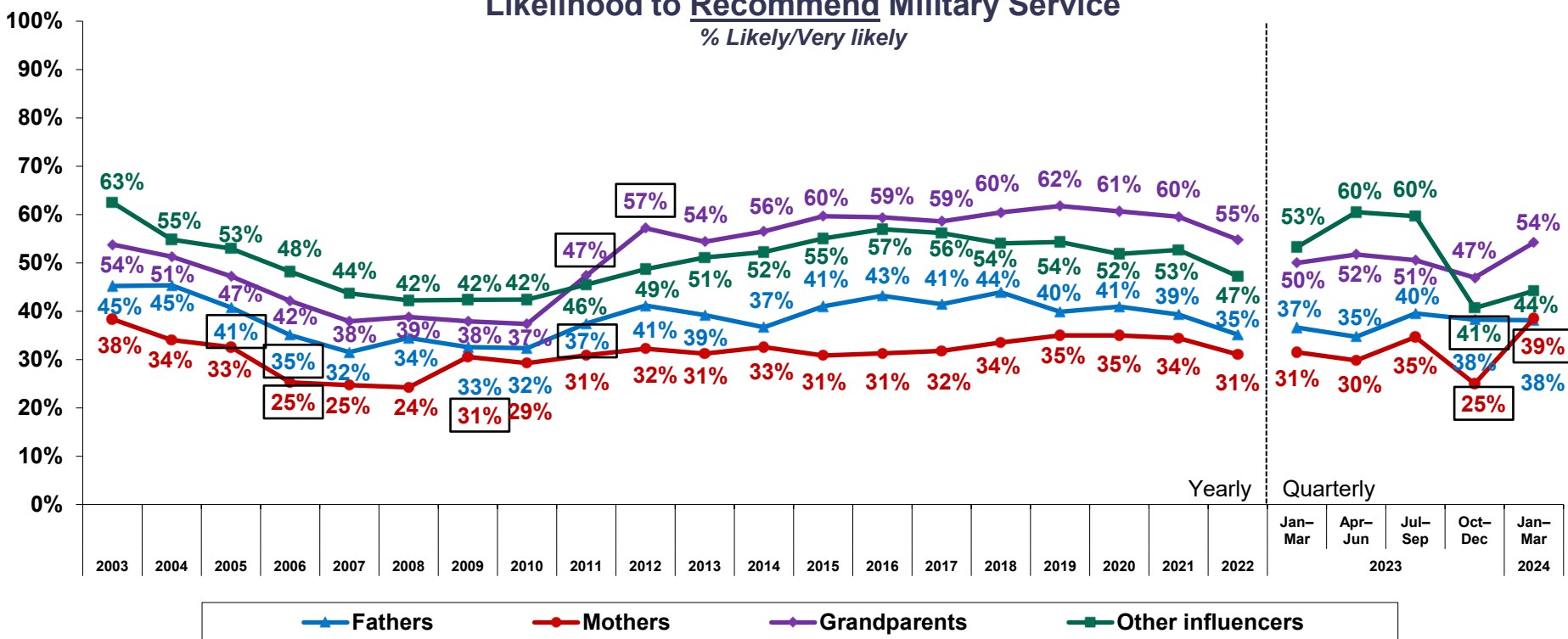
Legend: Fathers, Mothers, Grandparents, Other influencers

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 Space Force increased in January–March 2024 compared to October–December 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
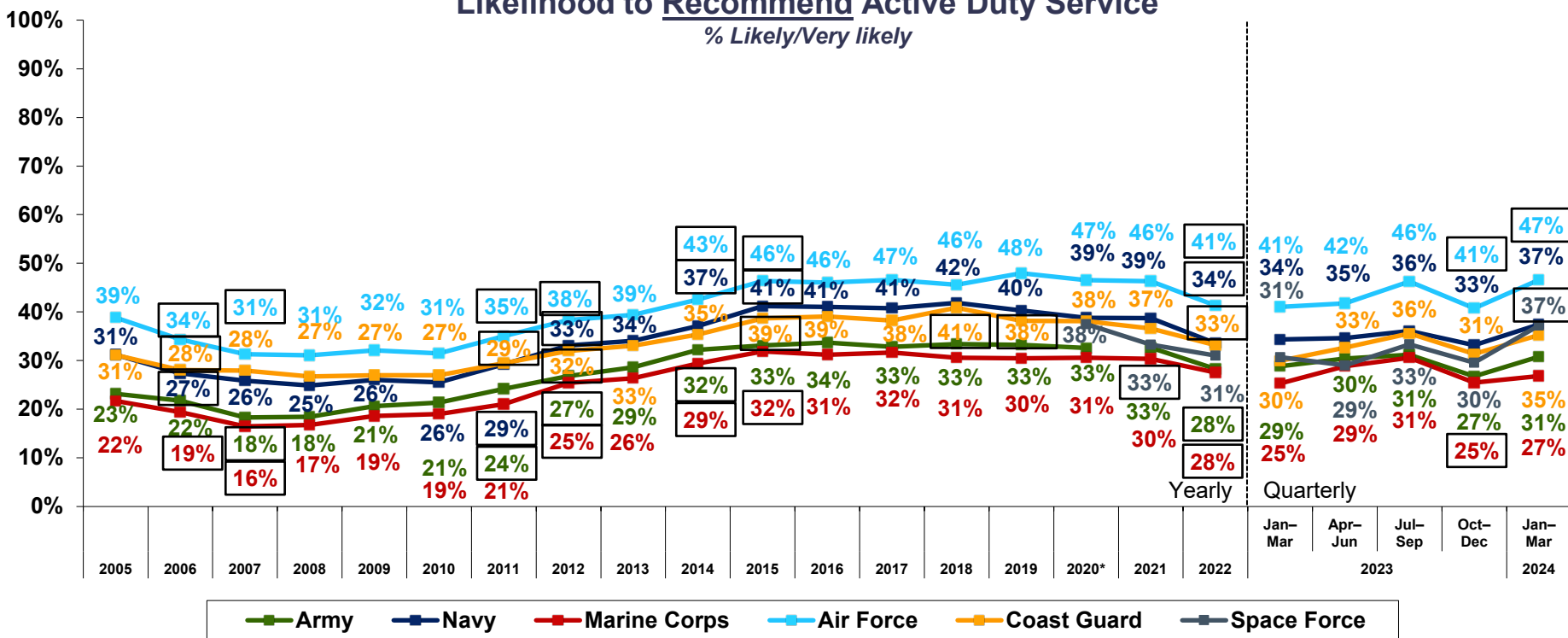
Legend: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force

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

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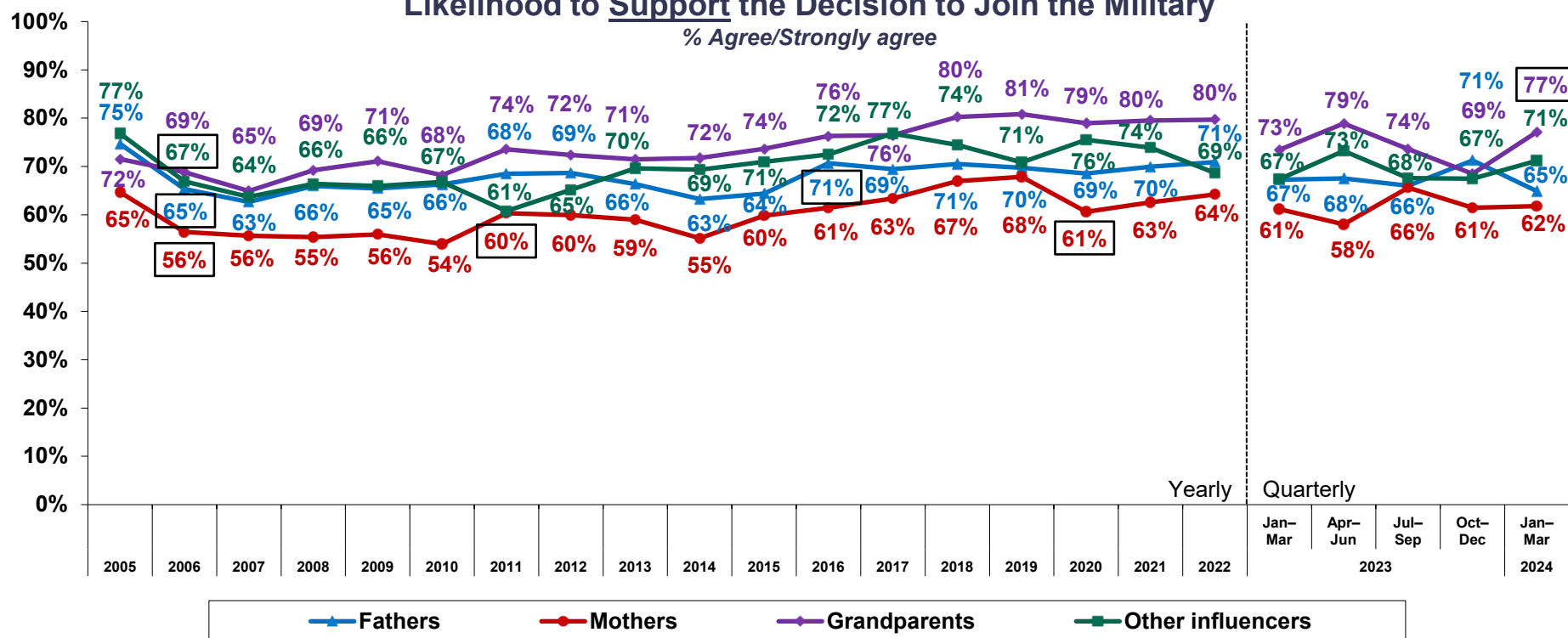
Likelihood to Support the Decision to Join the Military
By Influencer Group

- Despite an increase in likelihood to support a youth's decision to join the Military among grandparents in January–March 2024, their likelihood to support has remained lower in recent quarters than in previous years.

- Likelihood to support a youth's decision to join the Military remained stable among fathers, mothers, and other influencers compared to the previous quarter.

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

Legend: Fathers · Mothers · Grandparents · Other influencers

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

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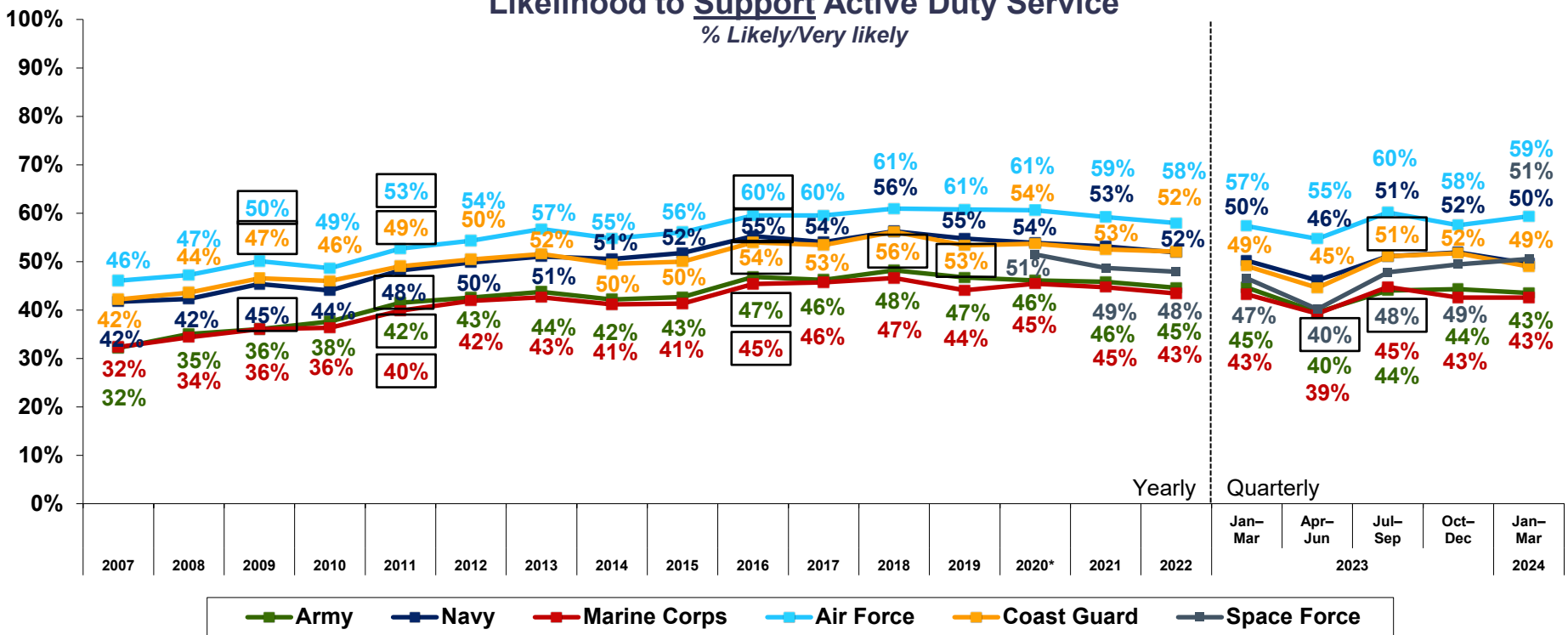☐ = Significant change from previous period

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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 January–March 2024, 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

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

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☐ = 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: January–March 2024

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 84 sample size: 260 fathers, 262 mothers, 273 grandparents, and 185 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:

	2019	2020	2021	2022	2023	2024
Jan–Mar	W64	W68	W72	W76	W80	W84
Apr–Jun	W65	W69	W73	W77	W81	
Jul–Sep	W66	W70	W74	W78	W82	
Oct–Dec	W67	W71	W75	W79	W83	