



# W69 Influencer Update

**CLEARED**  
**For Open Publication**

Sep 15, 2021

Department of Defense  
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

**JAMRS**

*Public Release*

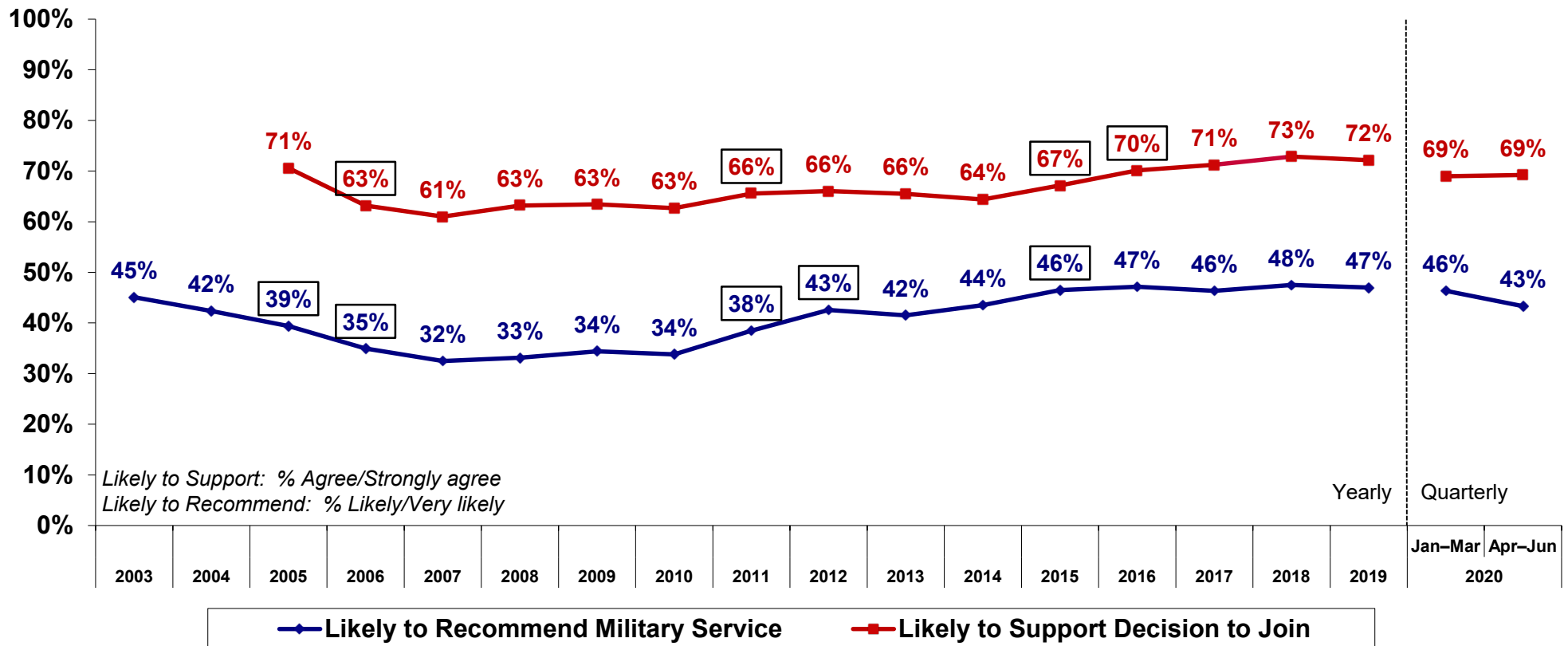


# **Influencer Poll: Likelihood to Recommend & Support**

# Likelihood to Recommend and Support Military Service

- Influencers' likelihood to support a youth's decision to join the Military and to recommend the Military as an option have both remained relatively stable over the last 15 years. These metrics continued to be stable in April–June 2020.

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

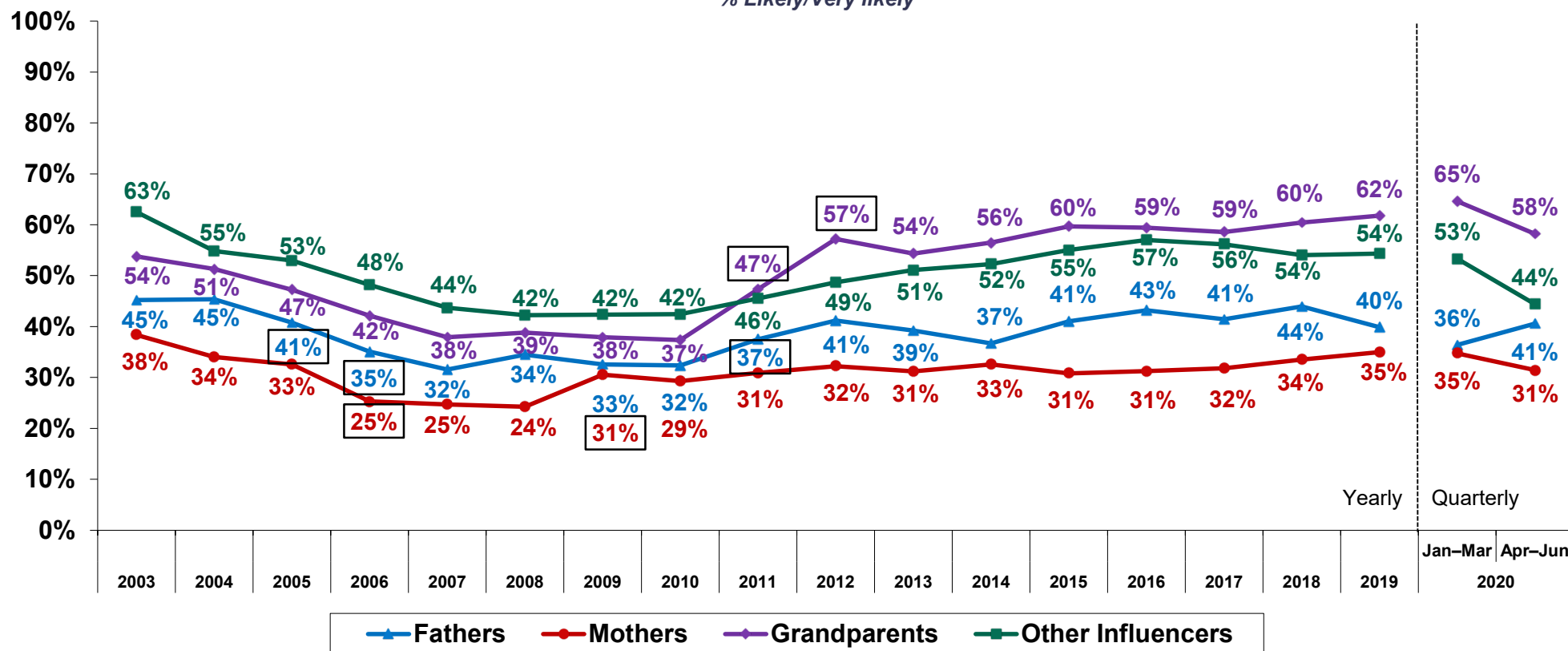
# Likelihood to Recommend the Military

## By Influencer Group

- Influencers' likelihood to recommend the Military as an option for a youth remained stable across all Influencer groups in April–June 2020.
- Grandparents are more likely than all other Influencer groups to recommend the Military as an option for a youth.

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

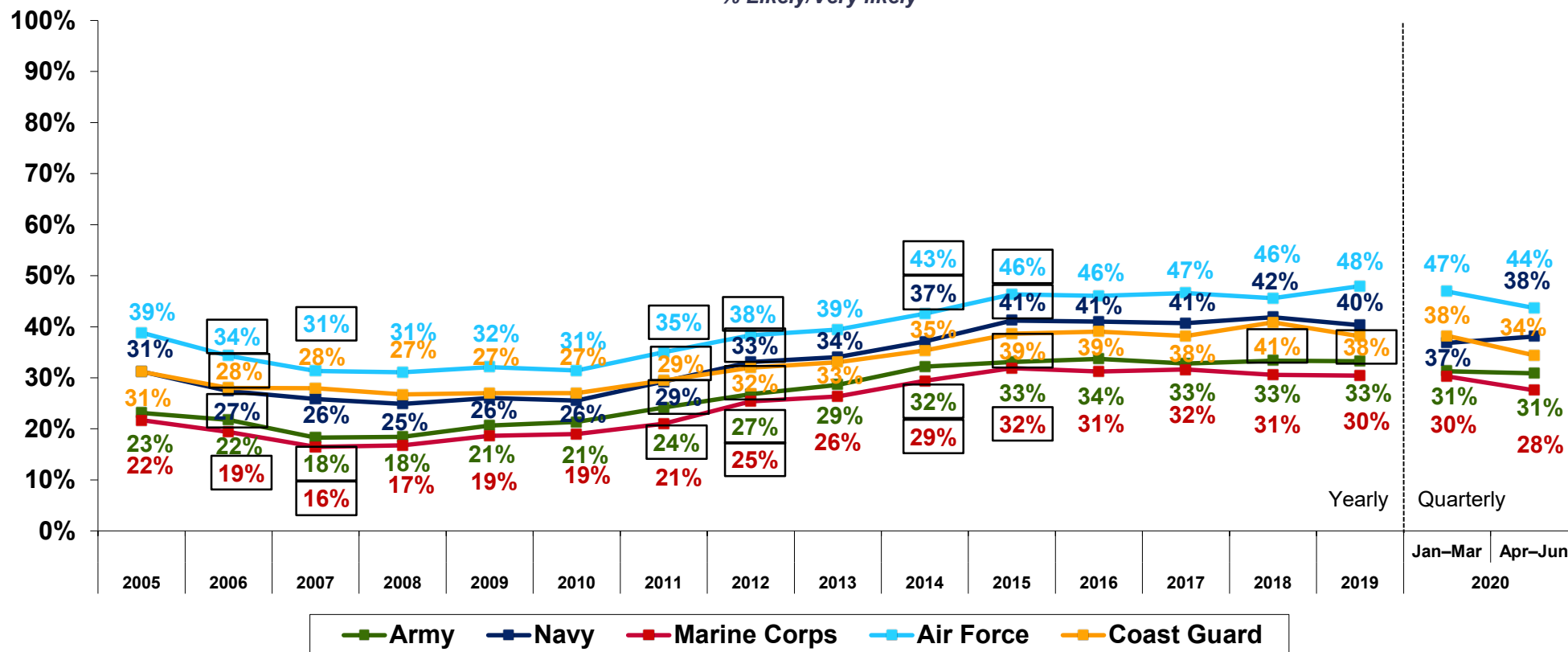
Question: q1\_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard?"

# Likelihood to Recommend Active Duty Service

## By Service

- Influencers tend to be more likely to recommend to a youth that they serve in the Air Force and Navy than in the Army or Marine Corps.

Likelihood to Recommend Active Duty 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

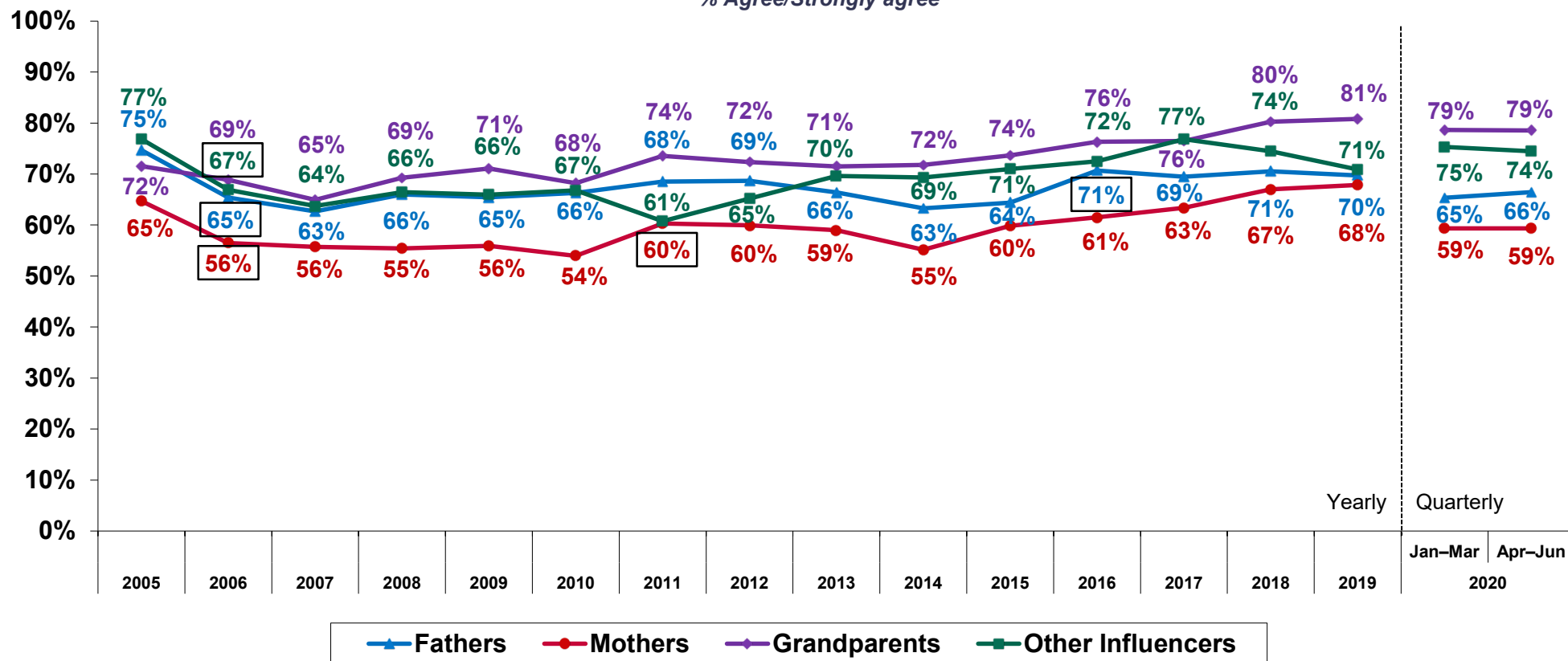
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

# Likelihood to Support the Decision to Join the Military

## By Influencer Group

- Mothers continued to be less likely than Grandparents and Other Influencers to report that they would be supportive of a youth's decision to join the Military.

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



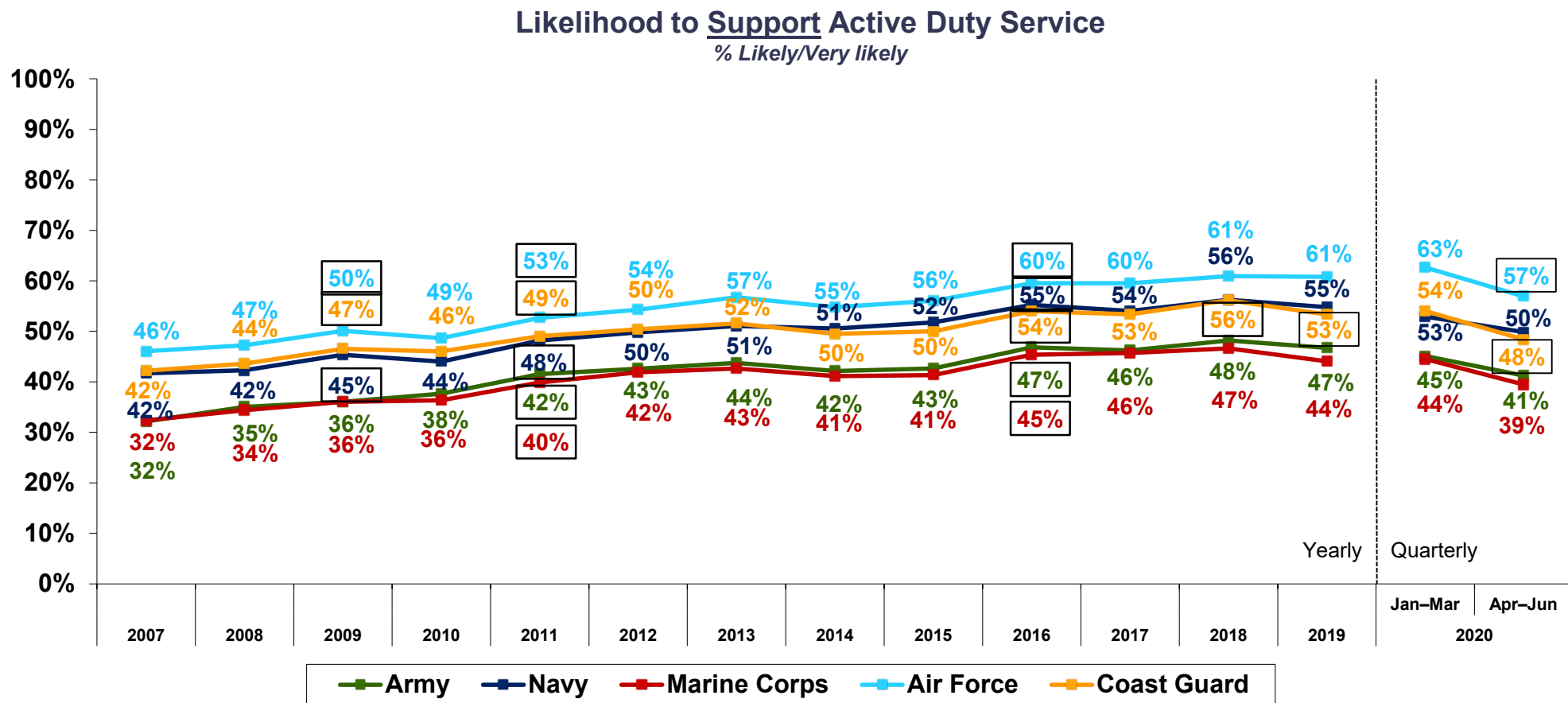
☐ = Significant change from previous period

Question: 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

## By Service

- Influencers' likelihood to support a youth's decision to join the Air Force and Coast Guard decreased in April–June 2020 from the previous quarter.



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

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:** April–June 2020

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

**Target Audience:** Influencers of youth ages 12–21. In Wave 69: 248 Fathers, 239 Mothers, 222 Grandparents, 184 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:** 2015 2016 2017 2018 2019 2020

	2015	2016	2017	2018	2019	2020
<b>Jan–Mar</b>	W48	W52	W56	W60	W64	W68
<b>Apr–Jun</b>	W49	W53	W57	W61	W65	W69 Reporting in this deck
<b>Jul–Sep</b>	W50	W54	W58	W62	W66	W70 Survey currently fielding
<b>Oct–Dec</b>	W51	W55	W59	W63	W67	