



W70 Influencer Update

**CLEARED
For Open Publication**

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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

JAMRS

Public Release

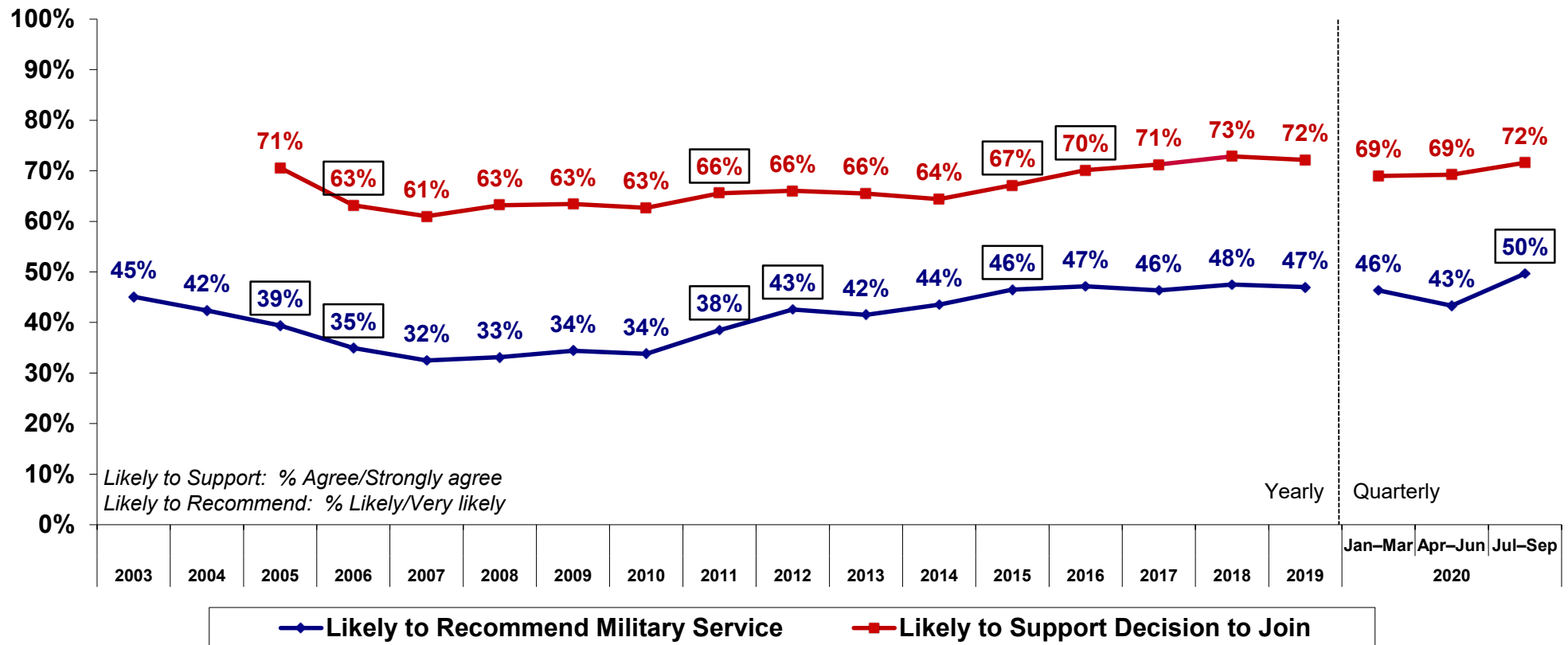


Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Influencers are typically more likely to support a youth's decision to join the Military than to actively recommend the Military as an option.
- In July–September 2020, Influencers' likelihood to recommend a youth join the Military increased compared to the previous quarter.

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

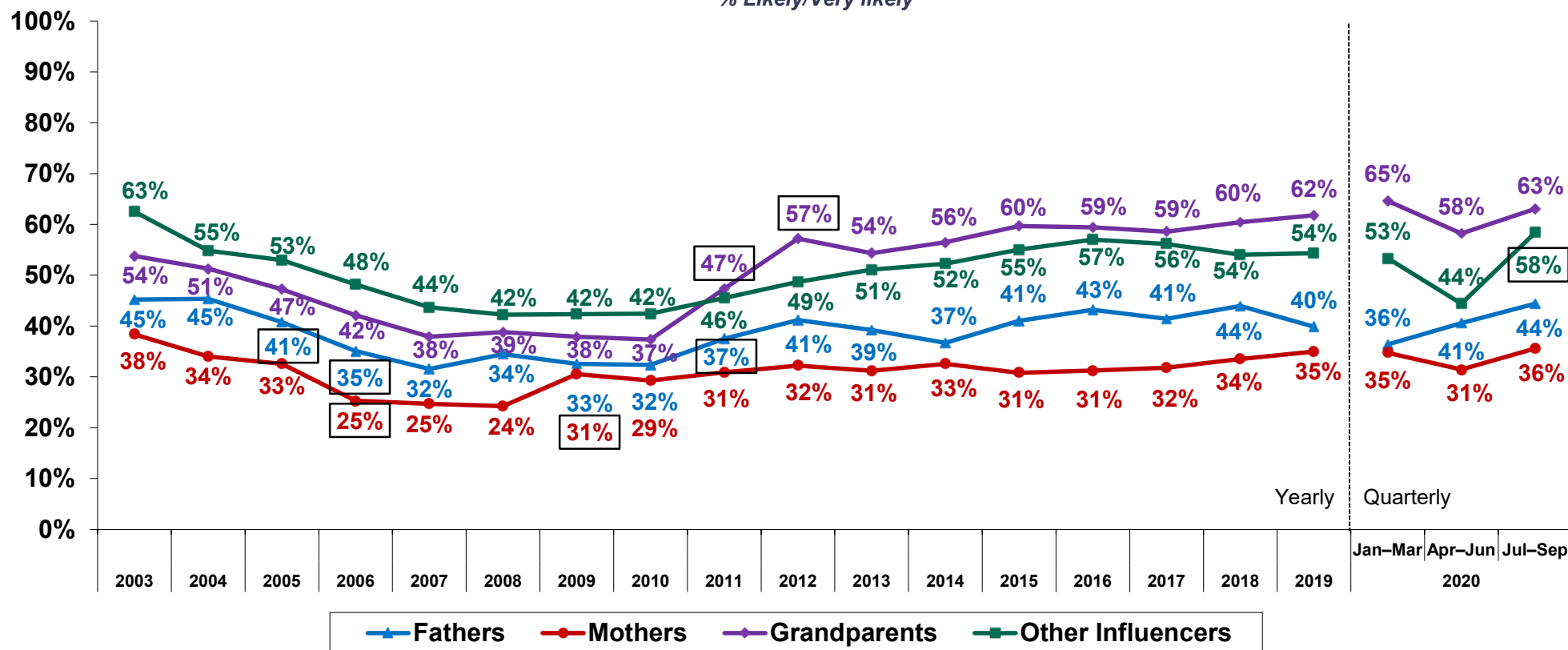
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- The increase in Influencers' likelihood to recommend military service this quarter was primarily driven by Other Influencers.
- Overall, Grandparents and Other Influencers are more likely than Mothers and Fathers 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, Coast Guard, or Space Force?"

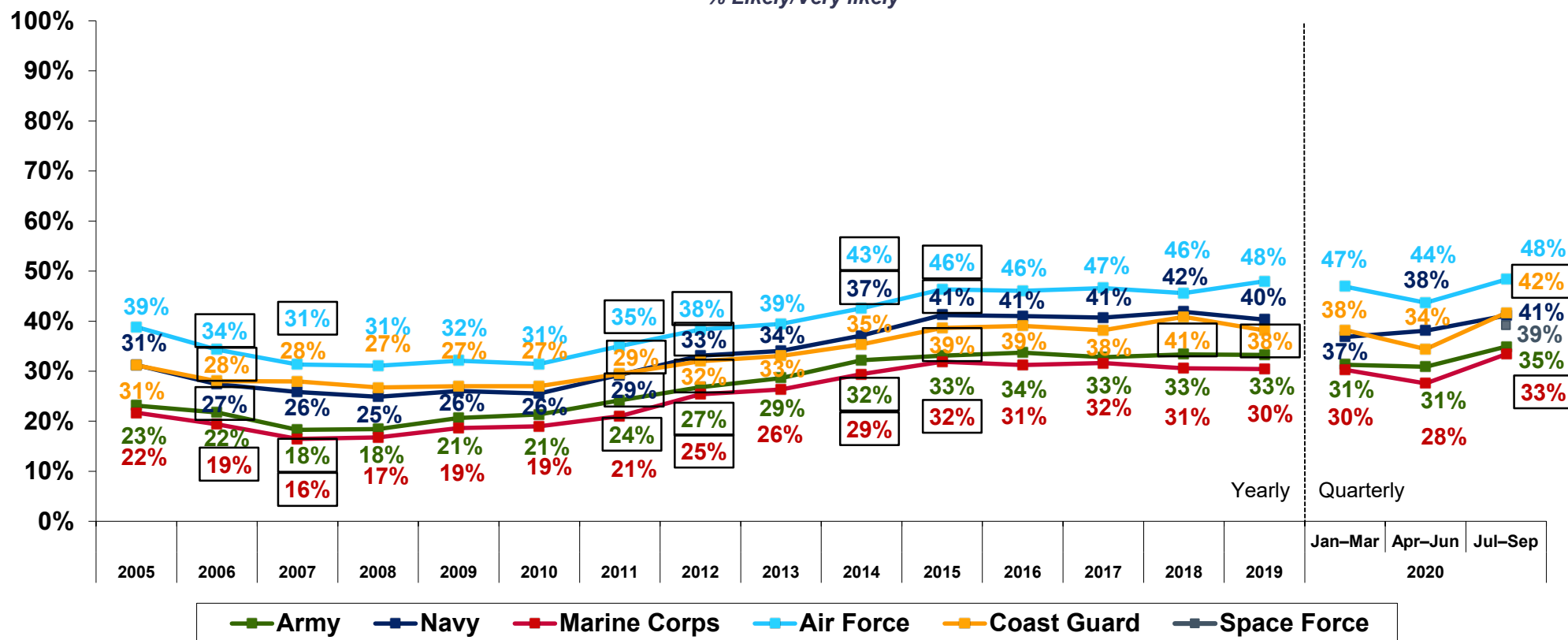
Likelihood to Recommend Active Duty Service

By Service

- Similarly to the Navy and Coast Guard, around two-fifths of Influencers reported being likely to recommend the Space Force.
- In addition, Influencers' likelihood to recommend the Marine Corps and Coast Guard increased compared to the previous quarter.

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

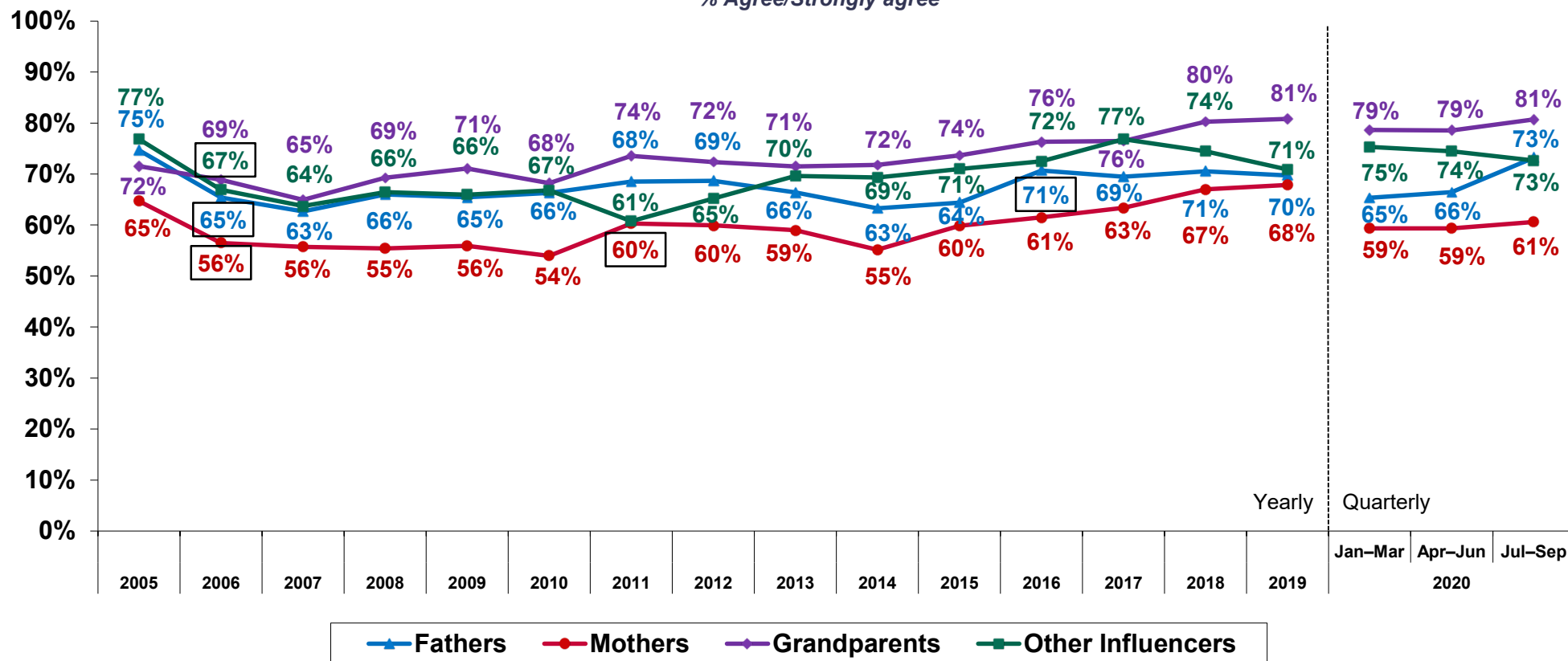
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

Likelihood to Support the Decision to Join the Military

By Influencer Group

- Influencer support for a youth's decision to join the Military remained stable this quarter as compared to previous quarters.
- Mothers are generally the least likely out of any Influencer group to support 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



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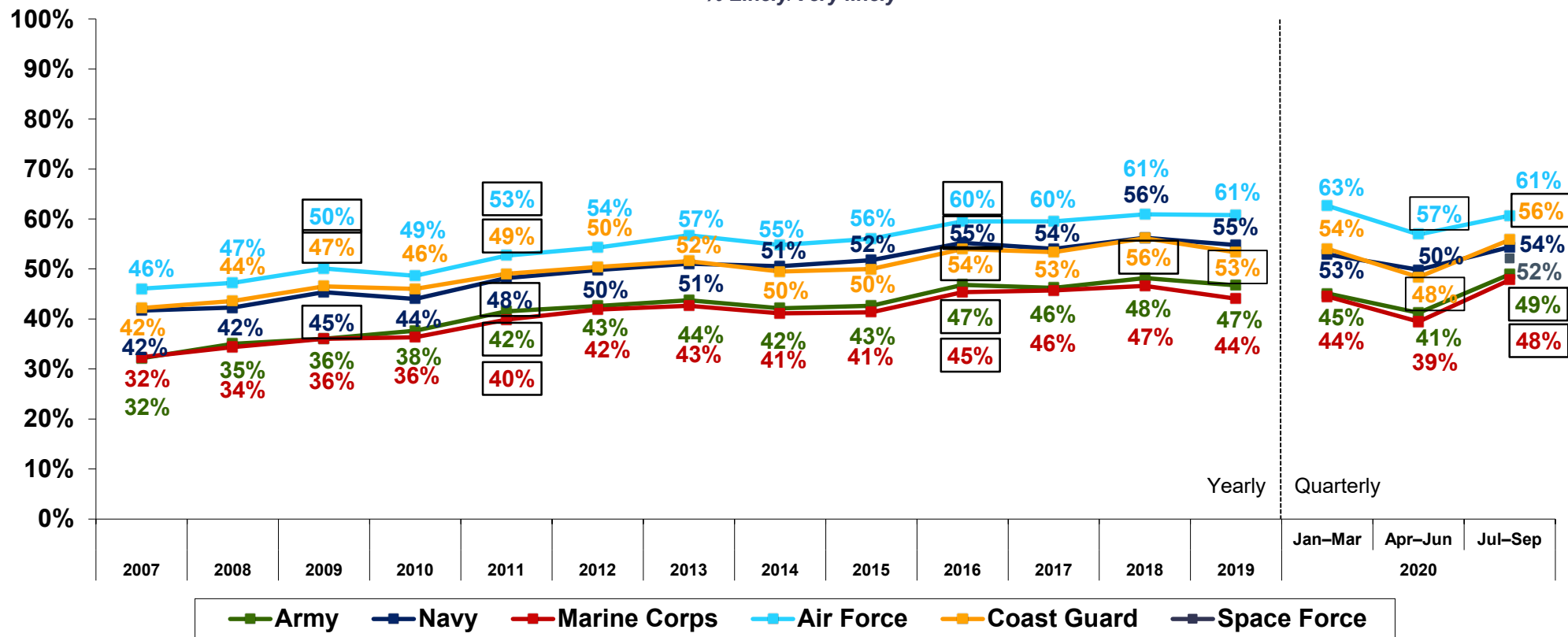
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

- In July–September 2020, around half of Influencers reported they would be likely to support a youth’s decision to join the Space Force, a proportion similar to that of the other Services.
- Influencers’ likelihood to support the Army, Marine Corps, and Coast Guard increased compared to last quarter.

Likelihood to Support 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: 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 2020

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

Target Audience: Influencers of youth ages 12–21. In Wave 70: 249 Fathers, 240 Mothers, 225 Grandparents, 196 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
Jan–Mar	W48	W52	W56	W60	W64	W68
Apr–Jun	W49	W53	W57	W61	W65	W69
Jul–Sep	W50	W54	W58	W62	W66	W70 Reporting in this deck
Oct–Dec	W51	W55	W59	W63	W67	W71 Survey currently fielding