W71 Influencer Update

Cleared
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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

Public Release
Influencer Poll: Likelihood to Recommend & Support
Most Influencers report that they are likely to support a youth’s decision to join the Military.

Fewer Influencers report they are likely to actively recommend joining a Military Service to a youth.

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 remained stable in October–December 2020 across all Influencer groups.

Overall, Grandparents and Other Influencers are more likely than Mothers and Fathers to recommend the Military as an option for a youth.

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

Source: DoD Influencer Poll

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?”
Influencers’ likelihood to recommend serving in the each of the Services remained stable in October–December 2020 compared to the previous quarter.

**Likelihood to Recommend Active Duty Service**

- **Army:** 31%, 31%, 31%, 32%, 31%, 35%, 38%, 39%, 39%, 46%, 46%, 47%, 46%, 48%, 48%, 31%
- **Navy:** 31%, 28%, 27%, 29%, 32%, 33%, 33%, 34%, 35%, 41%, 41%, 41%, 41%, 39%, 39%, 28%
- **Marine Corps:** 23%, 19%, 16%, 18%, 17%, 21%, 21%, 24%, 27%, 29%, 32%, 32%, 33%, 34%, 36%, 36%
- **Air Force:** 43%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 39%
- **Coast Guard:** 31%, 44%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%, 41%
- **Space Force:** 28%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%, 31%

**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?”
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 report that they would be supportive of a youth’s decision to join the Military.

Likelihood to Support the Decision to Join the Military

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

Source: DoD Influencer Poll

Question: q2ff: “If [youth] told me he or she was planning to join the Military, I would support his or her decision.”
Influencers’ likelihood to support a youth’s decision to join each of the Services remained stable in October–December 2020 compared to last quarter.

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:** October–December 2020

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

**Target Audience:** Influencers of youth ages 12–21. In Wave 71: 221 Fathers, 217 Mothers, 196 Grandparents, 192 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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<td>W53</td>
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<td>W61</td>
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<td>Oct–Dec</td>
<td>W55</td>
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**Source:** DoD Influencer Poll (Oct–Dec 2020)