



W73 Influencer Update

**CLEARED
For Open Publication**

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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

SLIDES ONLY

NO SCRIPT PROVIDED

JAMRS

Public Release

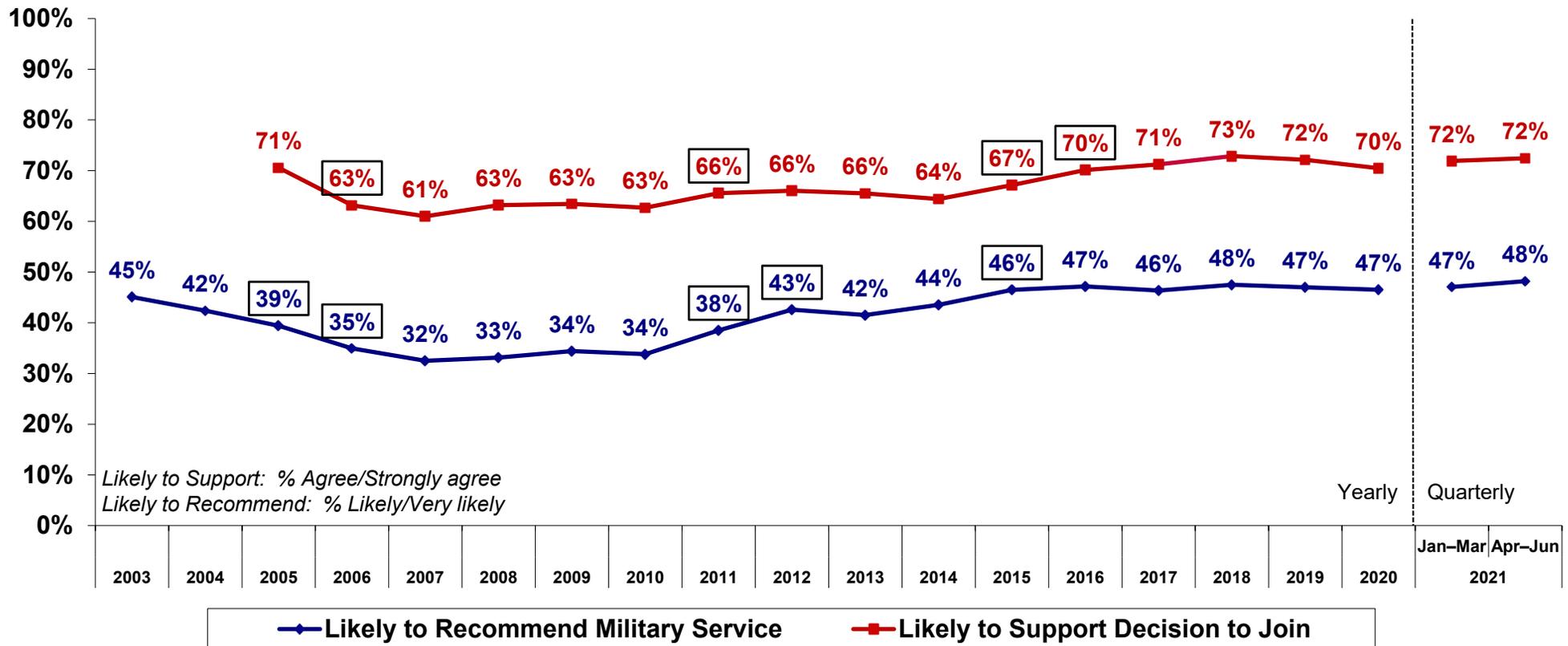


Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Most Influencers reported that they are likely to support a youth's decision to join the Military.
- Fewer Influencers reported they are likely to actively recommend joining a Military Service to a youth.

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

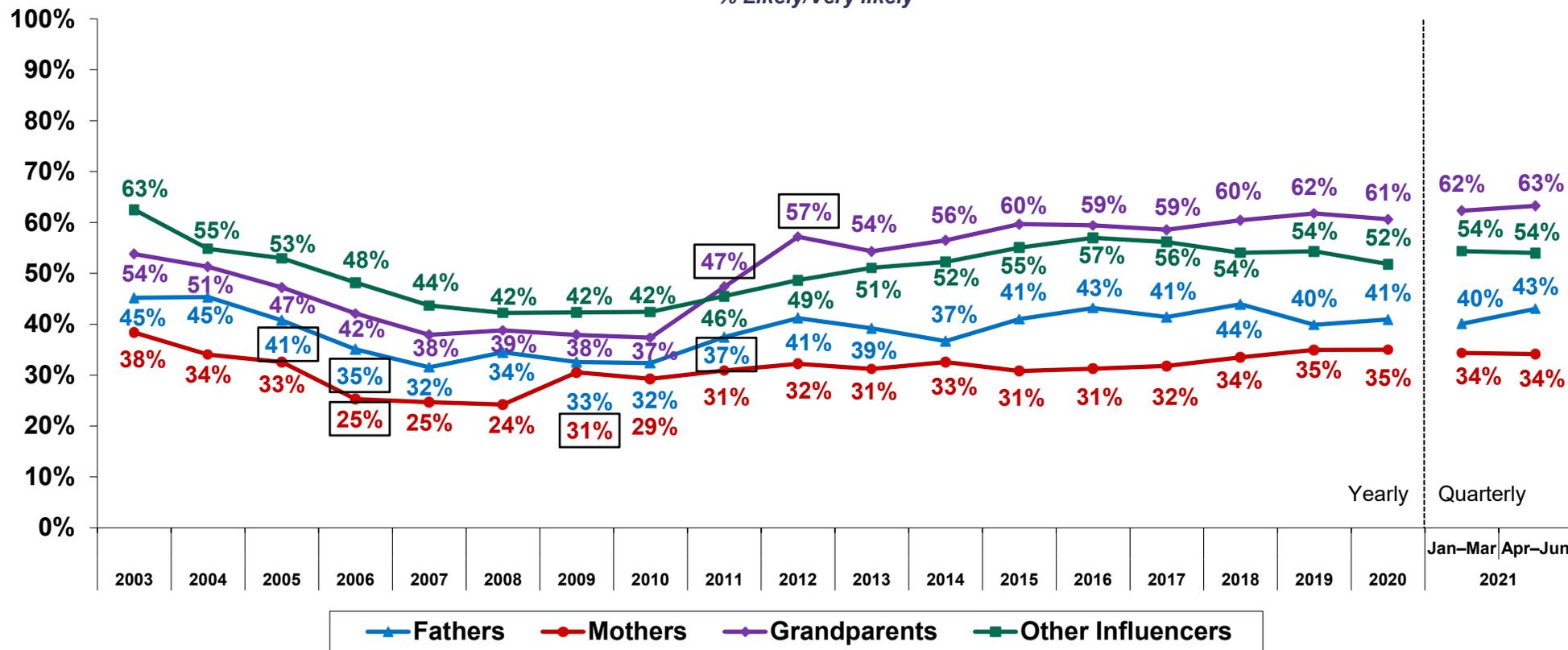
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- Influencers' likelihood to recommend joining the Military to a youth was similar in April–June 2021 compared to recent time periods.
- 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

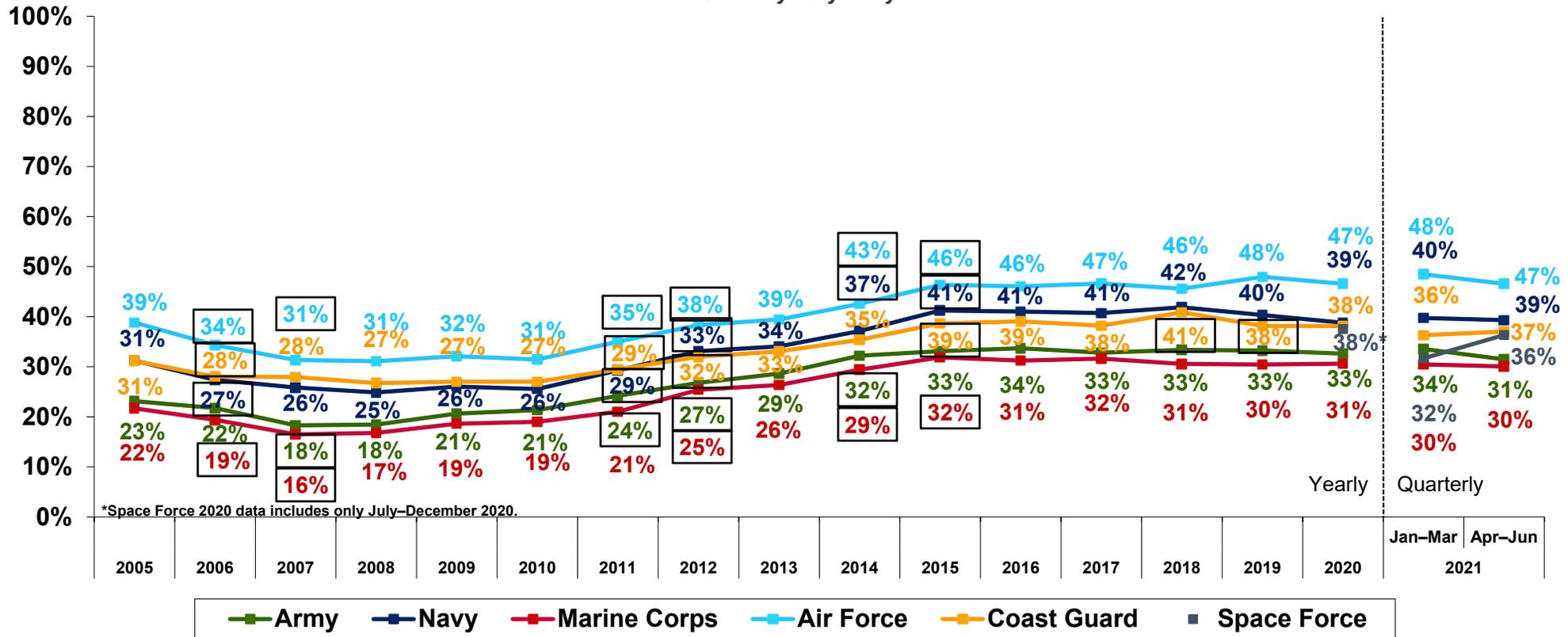
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- Influencers are typically more likely to recommend that a youth serve in the Air Force or Navy than they are to recommend that a youth serve 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?"

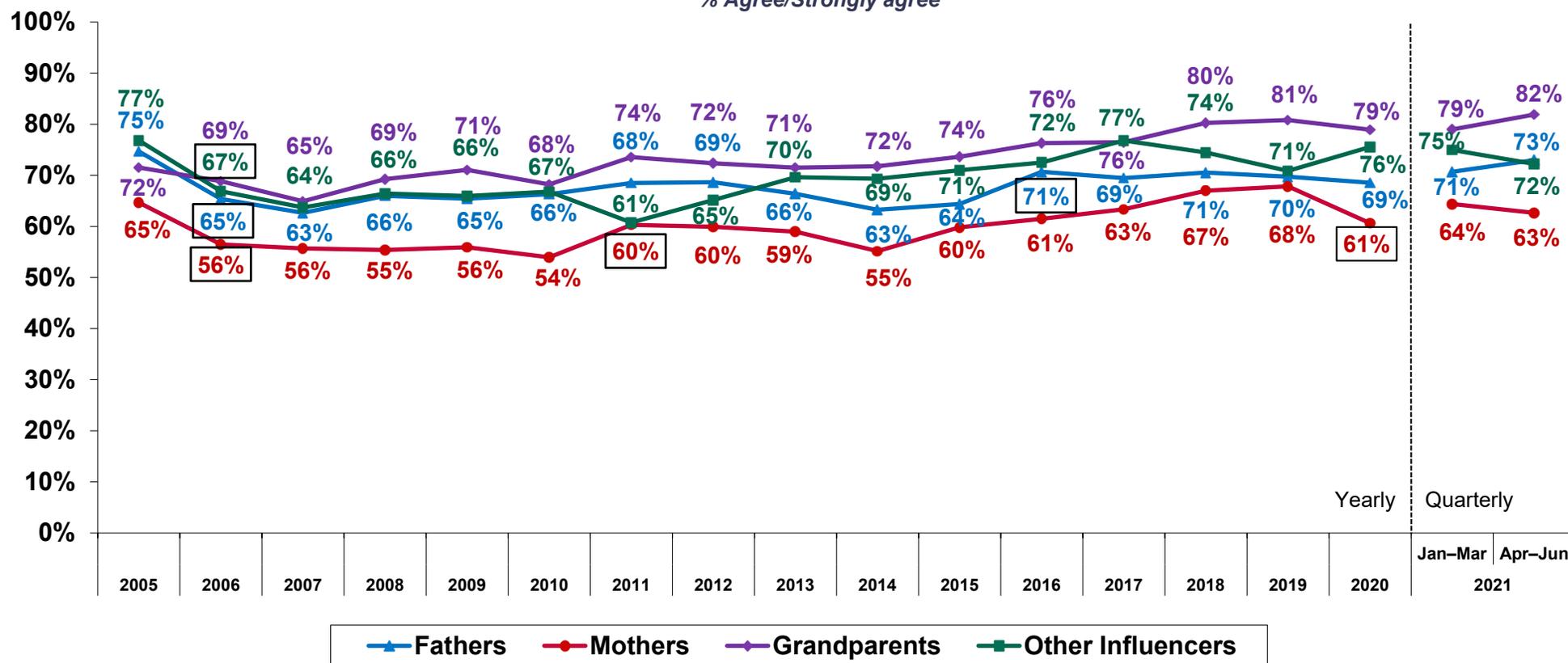
Likelihood to Support the Decision to Join the Military

By Influencer Group

- Mothers 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

% Agree/Strongly agree



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

Source: DoD Influencer Poll



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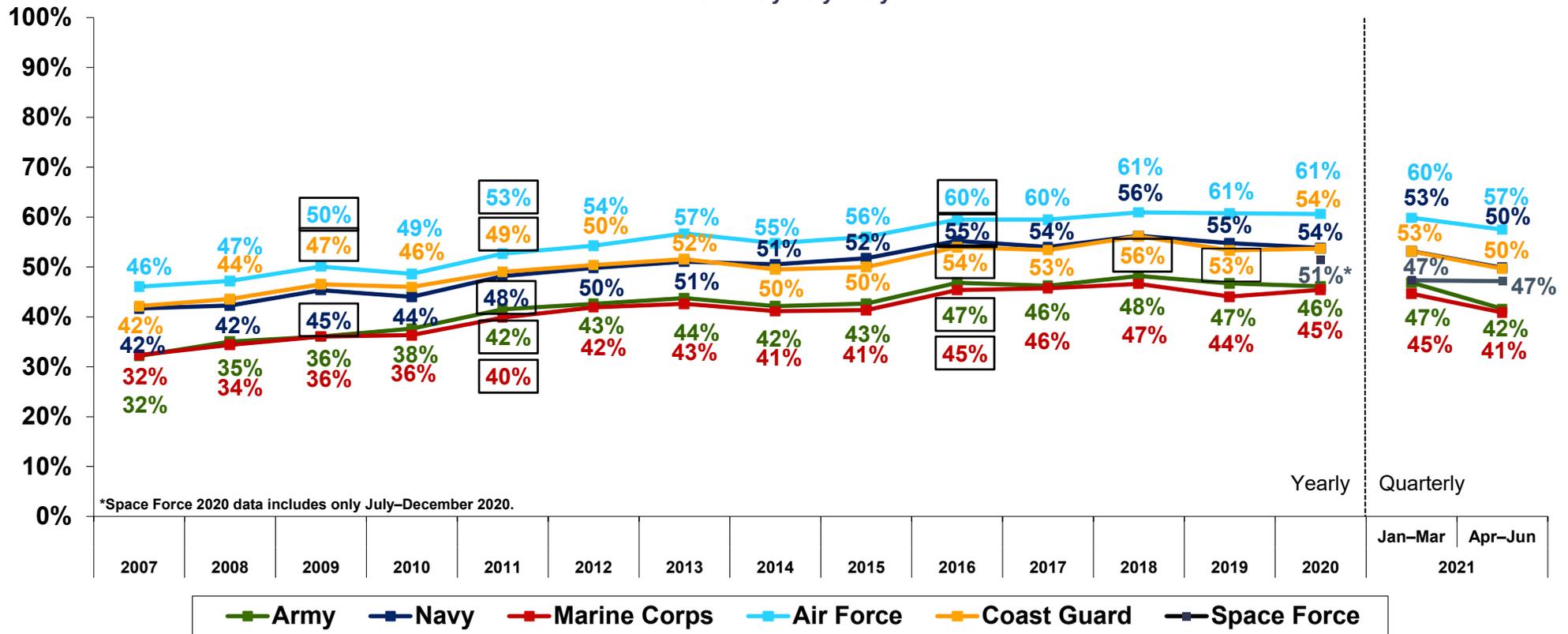
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

- Influencers' likelihood to support a youth's decision to join each of the Services was similar in April–June 2021 compared to recent time periods.

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: April–June 2021

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

Target Audience: Influencers of youth ages 12–21. In Wave 73: 230 Fathers, 221 Mothers, 219 Grandparents, 173 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: 2016 2017 2018 2019 2020 2021

Reporting:	2016	2017	2018	2019	2020	2021
Jan–Mar	W52	W56	W60	W64	W68	W72
Apr–Jun	W53	W57	W61	W65	W69	W73
Jul–Sep	W54	W58	W62	W66	W70	
Oct–Dec	W55	W59	W63	W67	W71	