DoD Influencer Poll Wave 82

**SLIDES ONLY**

NO SCRIPT PROVIDED

26-P-0270

Public Release

Likelihood to Recommend and Support Military Service

Among All Influencers

- Influencers tend to be more likely to support a youth's decision to join the Military than to actively recommend that a youth join. This trend has continued over the last two decades.

- Influencers' likelihood to recommend the Military gradually increased in 2023 to near previous levels after a slight decline in early 2022.

Likelihood to Recommend and Support Military Service
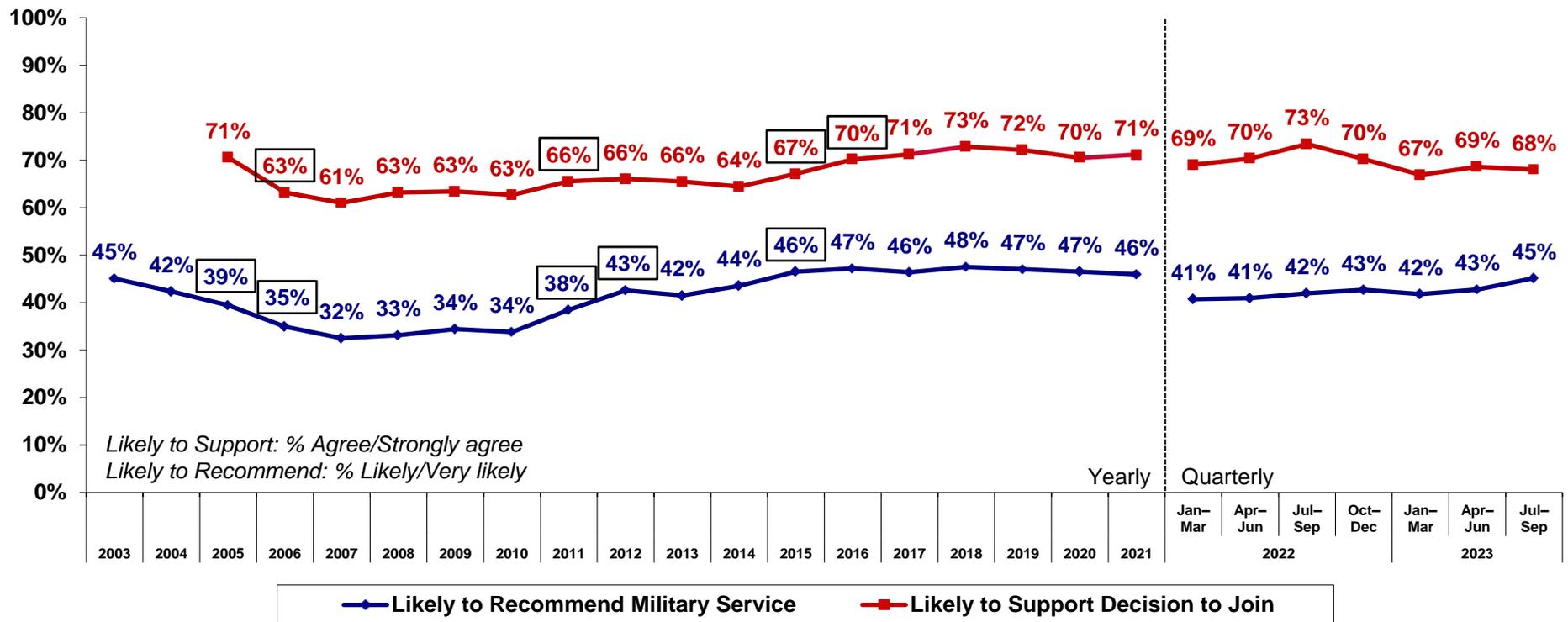
Likely to Support: % Agree/Strongly agree
Likely to Recommend: % Likely/Very likely

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

JAMRS

☐ = Significant change from previous period

1

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."
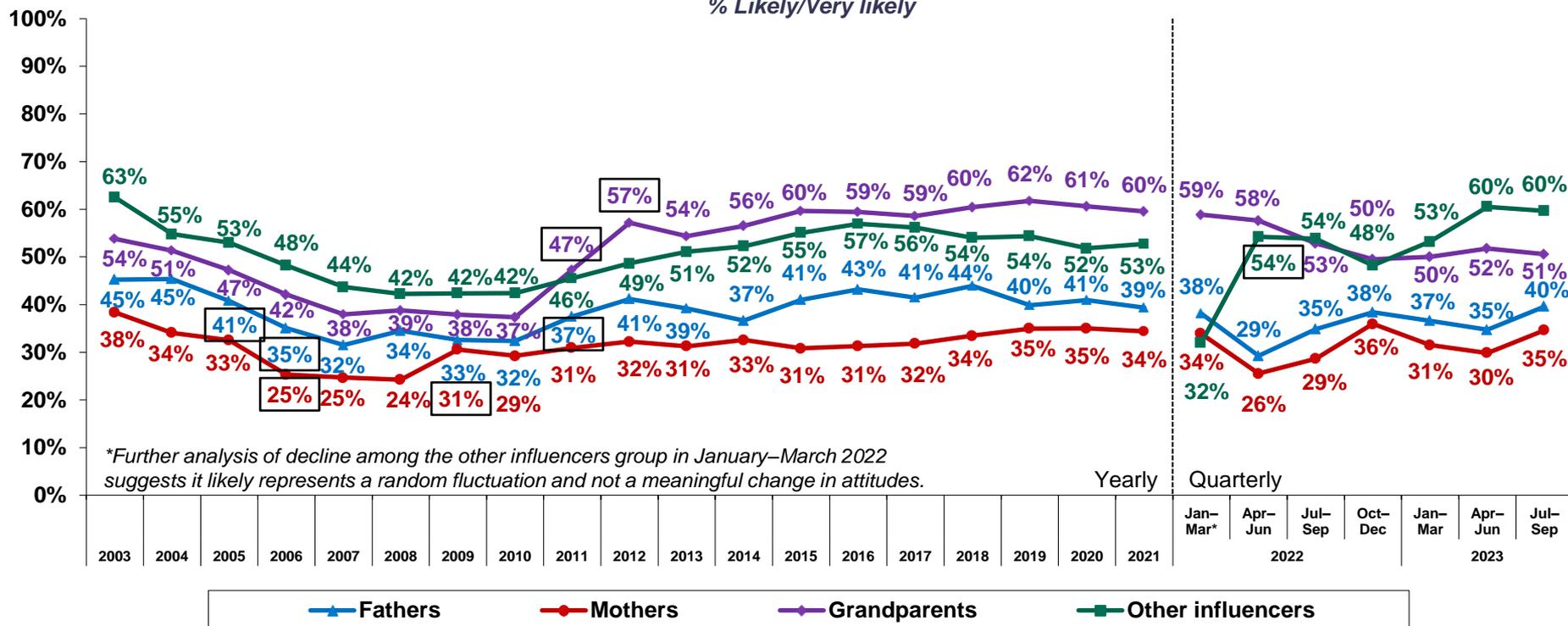
Likelihood to Recommend the Military

By Influencer Group

- Compared to the previous quarter, influencers' likelihood to recommend the Military did not change significantly in July–September 2023.
- Consistent with long-term trends, grandparents and other influencers were more likely than mothers and fathers to recommend the Military this quarter.

Likelihood to <u>Recommend</u> Military Service
% Likely/Very likely

Further analysis of decline among the other influencers group in January–March 2022 suggests it likely represents a random fluctuation and not a meaningful change in attitudes.

Legend: Fathers, Mothers, Grandparents, Other influencers

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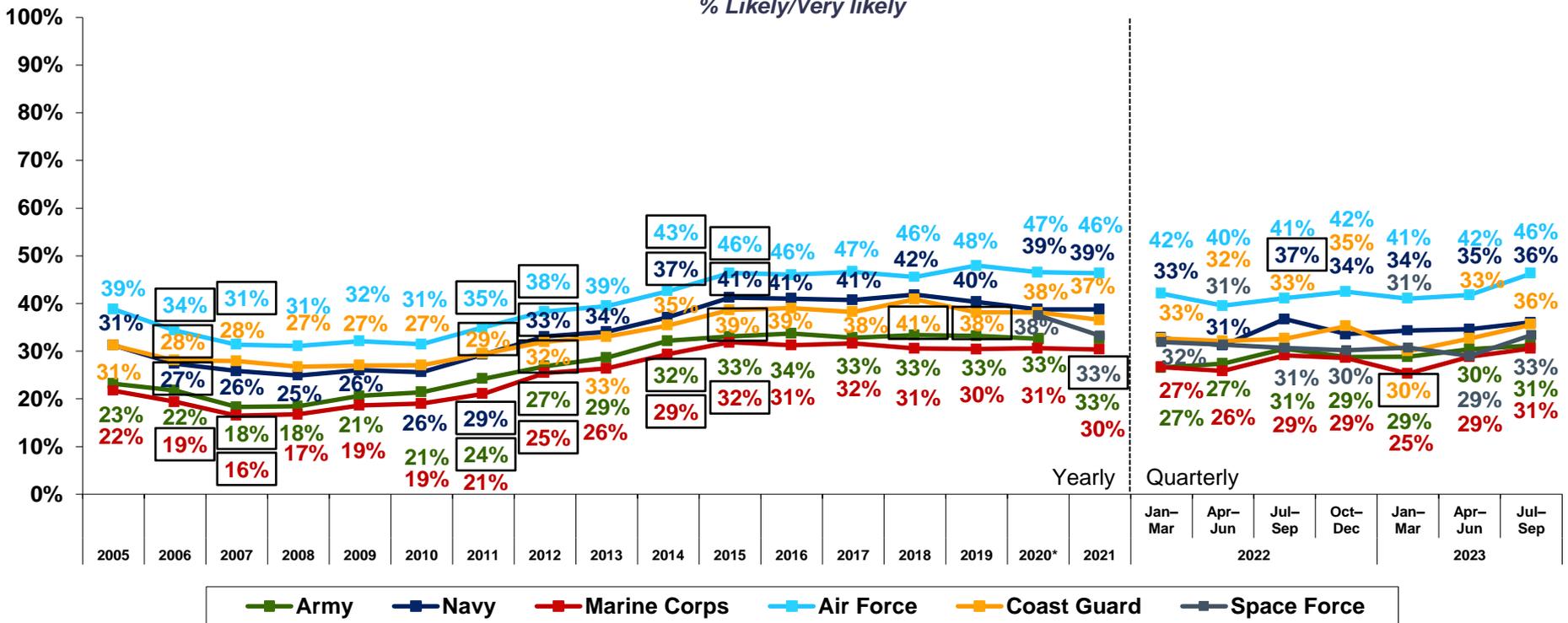
JAMRS

☐ = Significant change from previous period

2

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

- In recent years, influencers have been most likely to recommend the Air Force than other Services.

- Compared to the previous quarter, influencers' likelihood to recommend a specific Service did not significantly change in July–September 2023.

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

JAMRS

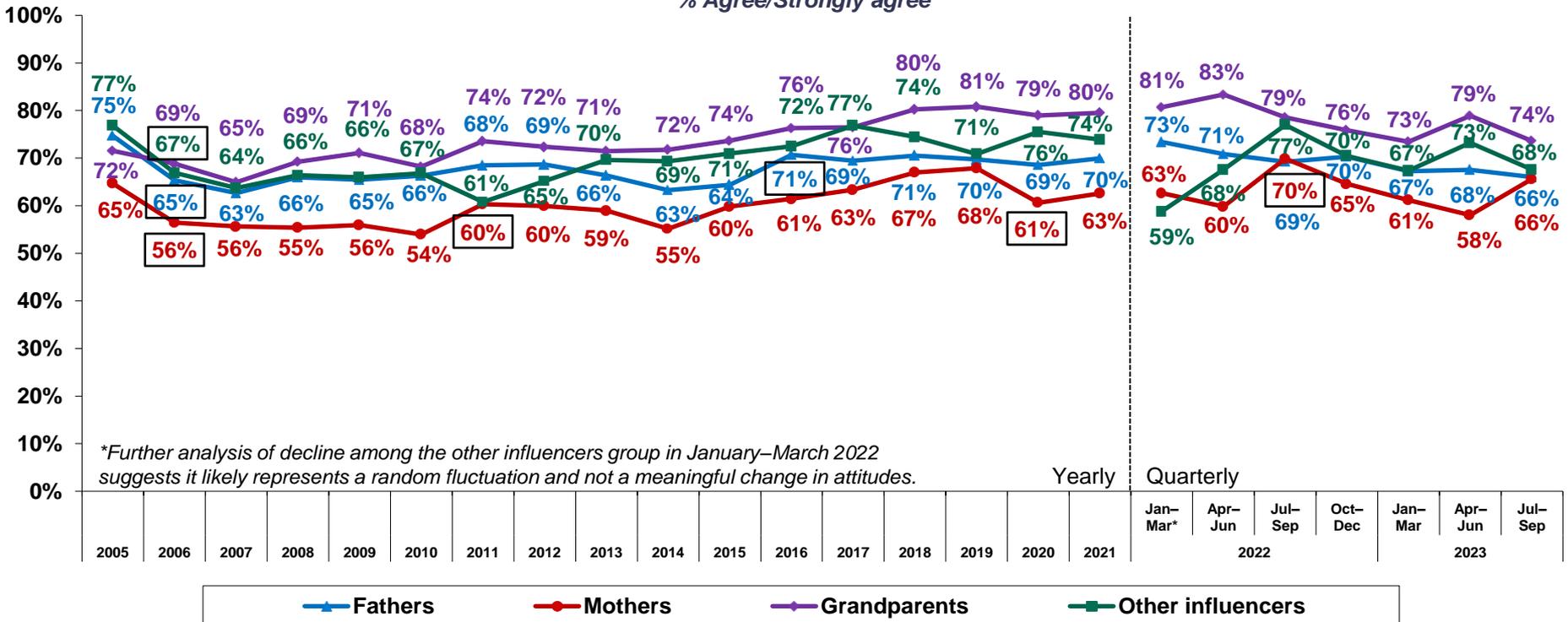□ = Significant change from previous period

3

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

- Grandparents tend to be the influencer group that is most likely to support a youth's decision to join the Military, whereas mothers tend to be least likely.

- Influencers' likelihood to support a youth's decision to join the Military remained stable in July–September 2023 compared to the previous quarter.

Likelihood to Support the Decision to Join the Military

% Agree/Strongly agree

Further analysis of decline among the other influencers group in January–March 2022 suggests it likely represents a random fluctuation and not a meaningful change in attitudes.

Legend: Fathers · Mothers · Grandparents · Other influencers

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

Source: DoD Influencer Poll

▢ = Significant change from previous period

JAMRS

4

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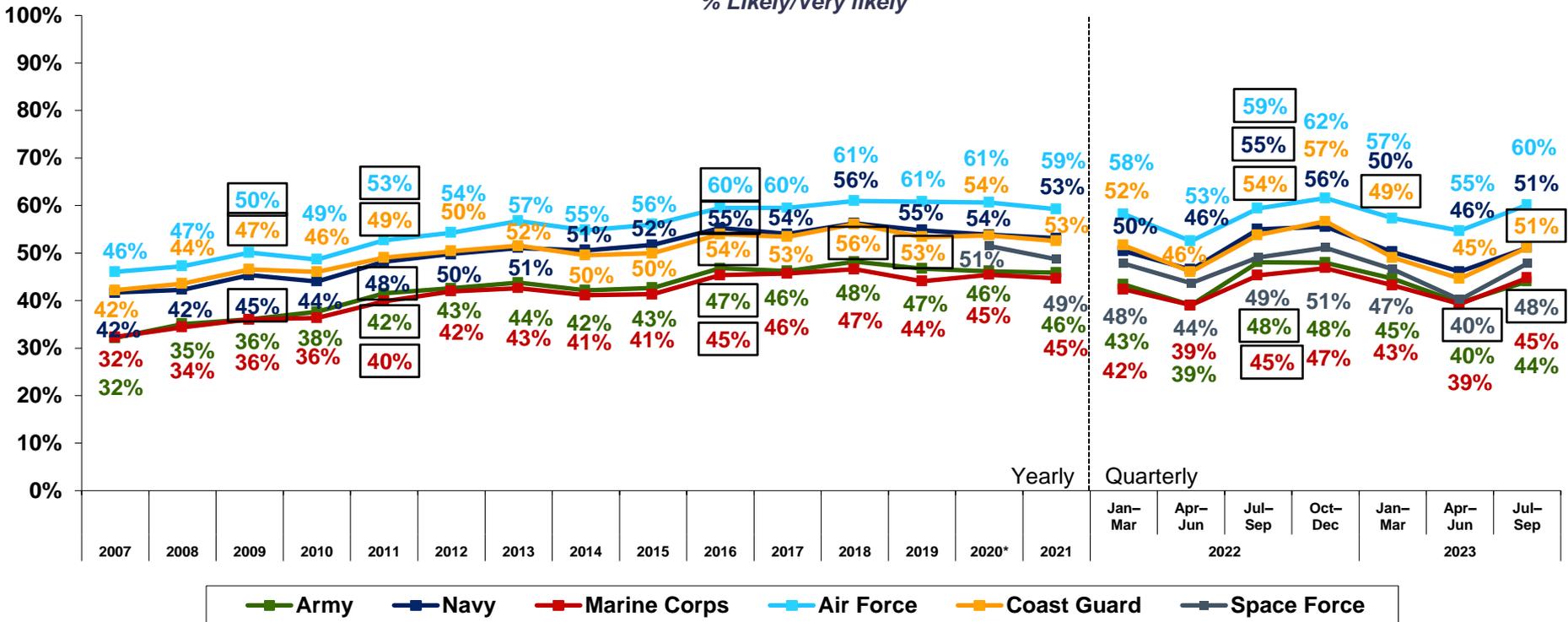
Likelihood to Support Active Duty Service

Among All Influencers

- Influencers' likelihood to support the individual Services has increased since tracking began in 2007.
- Influencers' likelihood to support youth joining the Coast Guard and Space Force increased in July–September 2023 after declining over the past several quarters.

Likelihood to <u>Support</u> 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

JAMRS

☐ = Significant change from previous period

5

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: July–September 2023

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 82 sample size: 251 fathers, 260 mothers, 219 grandparents, and 203 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:	2018	2019	2020	2021	2022	2023
Jan–Mar	W60	W64	W68	W72	W76	W80
Apr–Jun	W61	W65	W69	W73	W77	W81
Jul–Sep	W62	W66	W70	W74	W78	W82
Oct–Dec	W63	W67	W71	W75	W79	