



W71 Influencer Update

**CLEARED
For Open Publication**

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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

JAMRS

Public Release

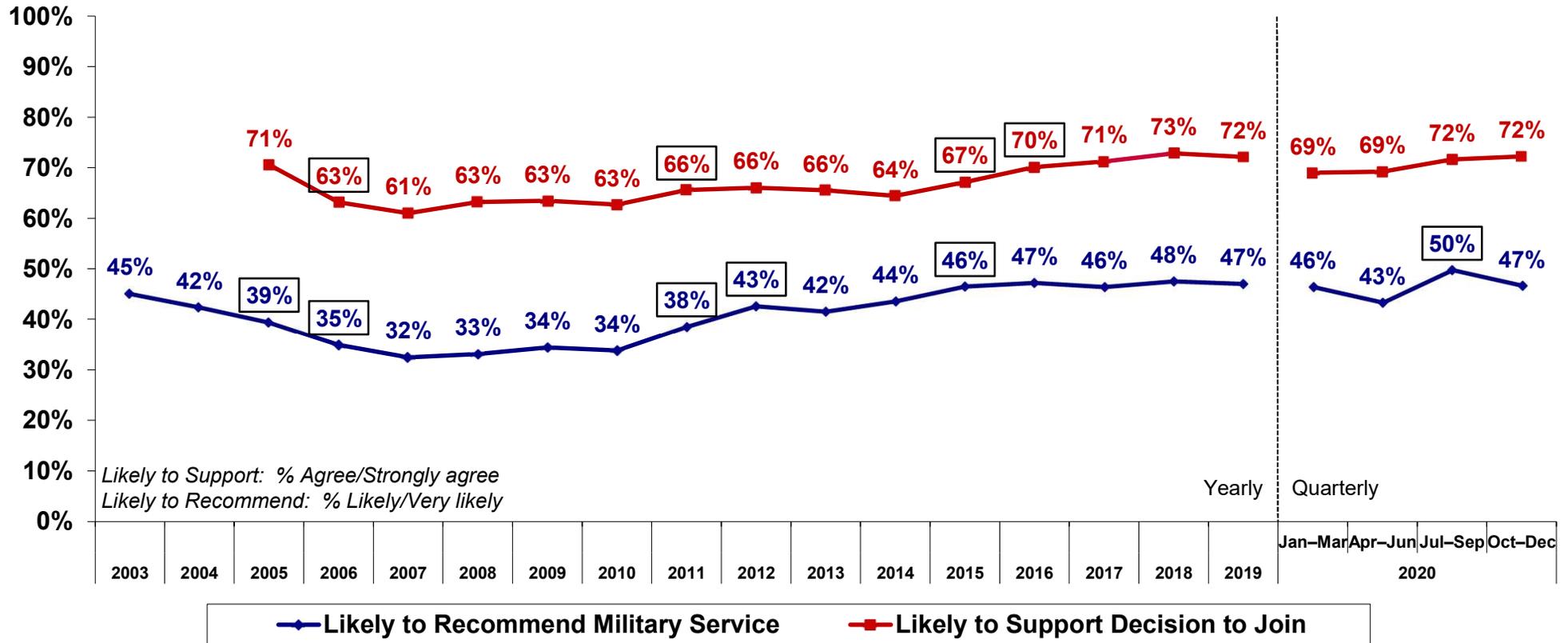


Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- 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.

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

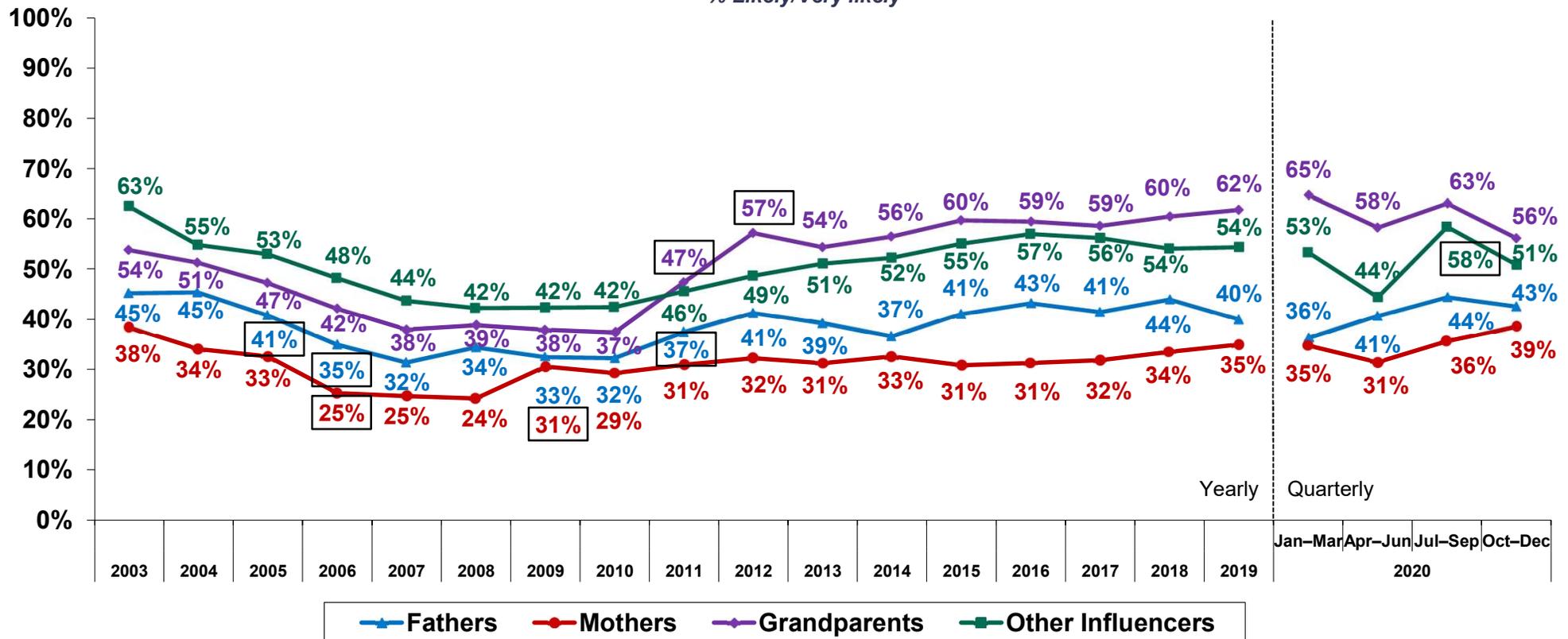
Questions: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?" q2ff: "If [youth] told me he or she was planning to join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

Likelihood to Recommend the Military

By Influencer Group

- Influencers' likelihood to the 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.

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

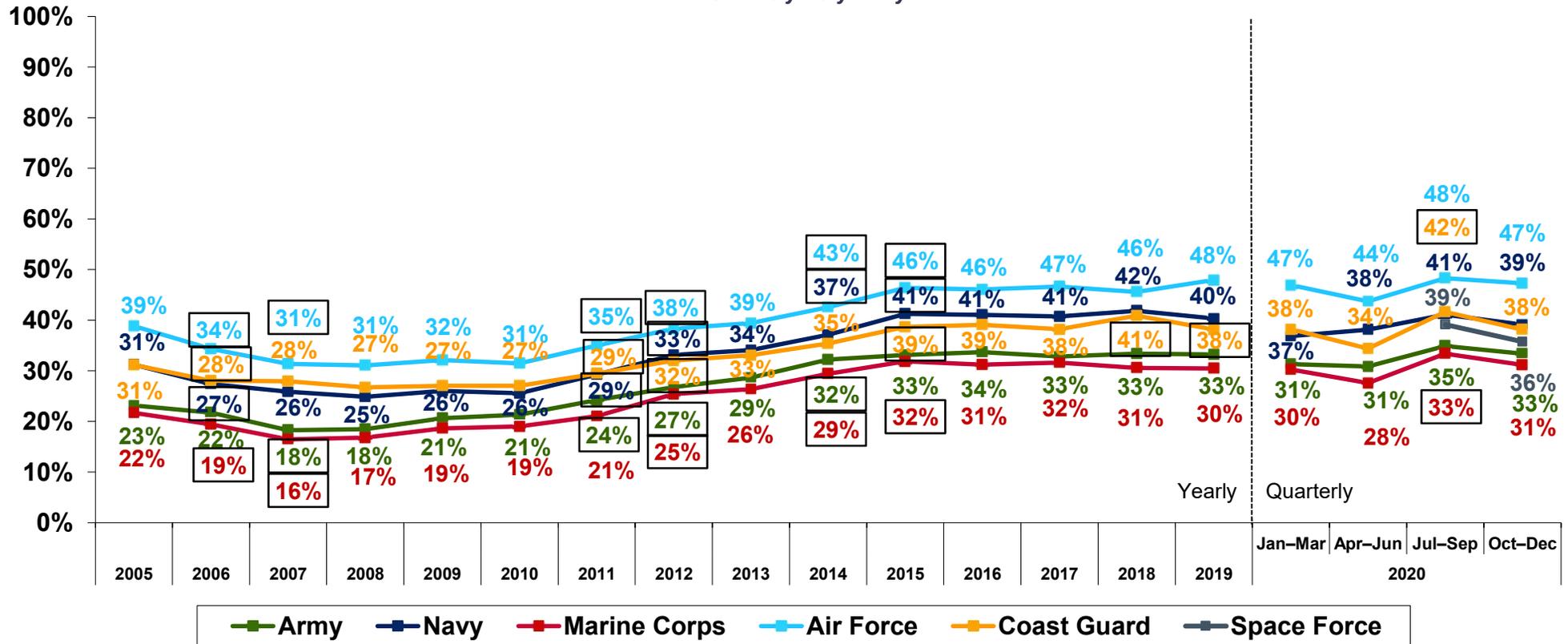
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, or Space Force?"

Likelihood to Recommend Active Duty Service

By Service

- Influencers' 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
% 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

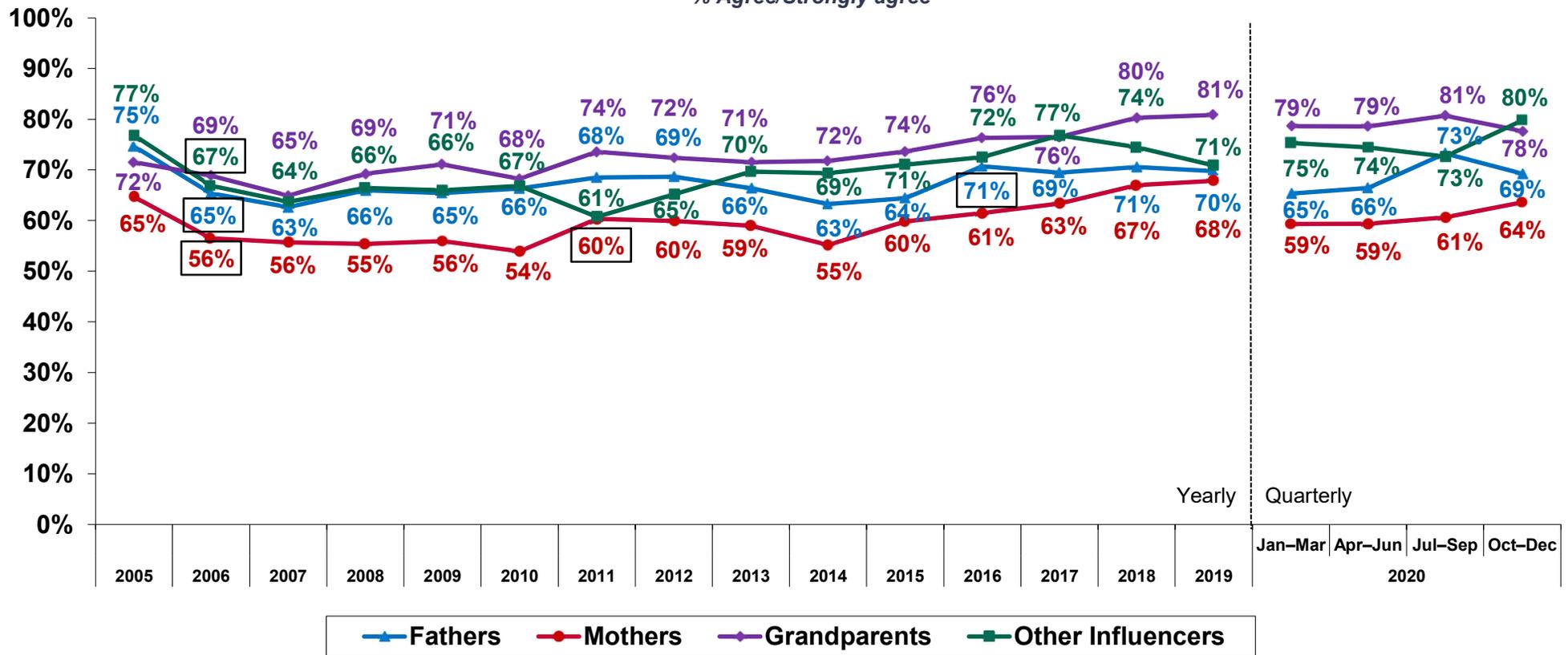
Question: q2: "Now, we would like your opinion about recommending service in the individual branches of the U.S. Military. How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

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 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

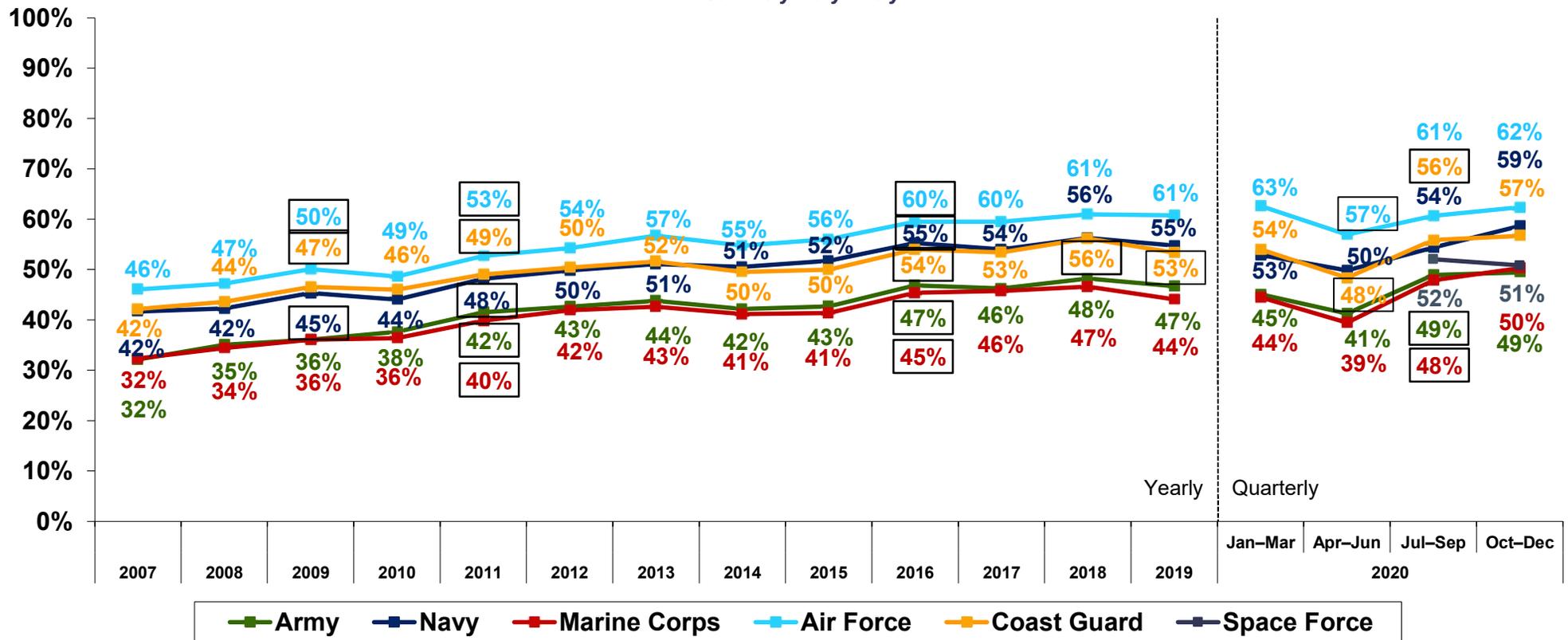
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

- Influencers' likelihood to support a youth's decision to join each of the Services remained stable in October–December 2020 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: 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: 2016 2017 2018 2019 2020 2021

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