



Updates on the Female Recruiting Market

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JAMRS

DACOWITS

Bottom Line Up Front (BLUF)

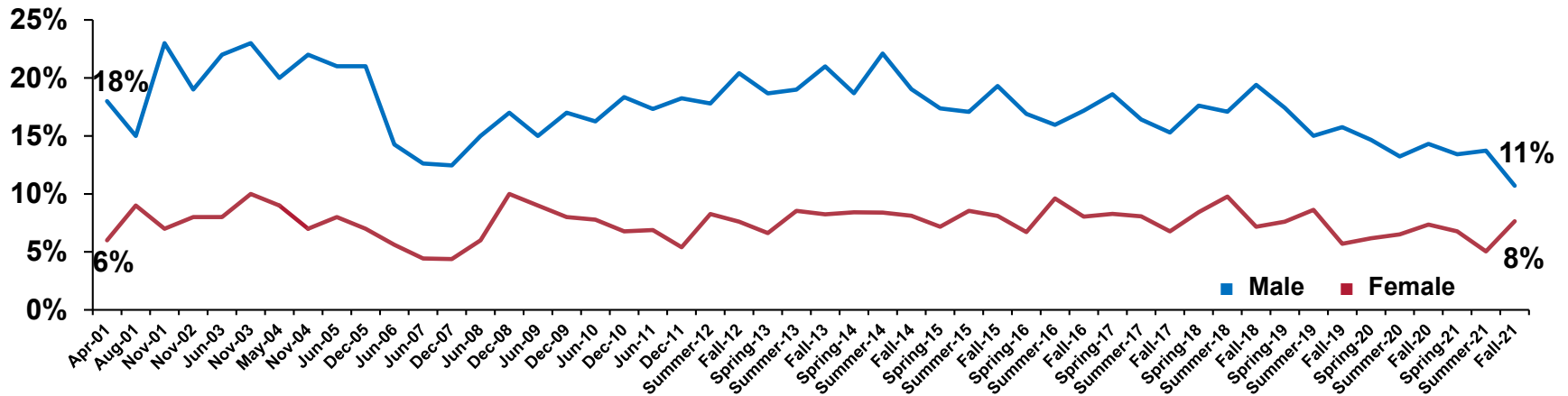
- Female youth propensity is low, and the majority of female youth have never considered the Military as an option.
- Female youth have stronger ambitions toward higher education and greater concerns about the risks and sacrifices of military service than male youth. Perceptions of risk outweigh the perceived benefits.
- Perceptions of self-efficacy, knowledge and awareness of the Military, and perceptions of parental support for joining the Military are low among female youth.
- Favorability toward the military has declined over time for both female and male youth.
- Influencers are less likely to recommend the Military as an option to female youth.

**Why do female youth decide not to
join the Military?**

Military Propensity and Consideration

How likely is it that you will be serving in the Military in the next few years?

Youth ages 16–21
% Probably/Definitely

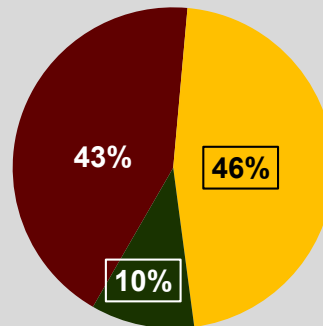


How much consideration had you given to the possibility of joining the Military?

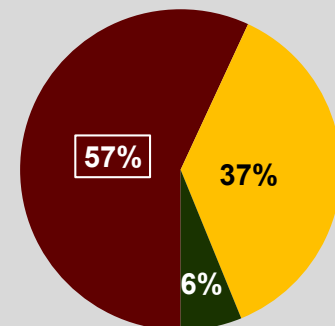
Youth Poll (Fall 2021); Youth ages 16–21

☐ = Significantly higher than other subgroup

Male



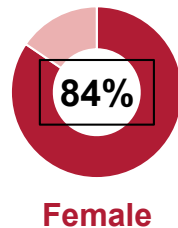
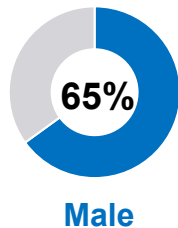
Female



Female propensity to serve in the Military remains low, and many female youth have never even thought about military service.

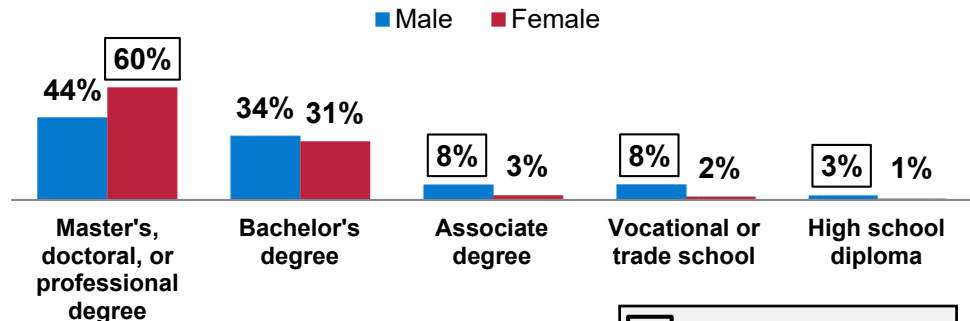
Eligible Youth: Academic Quality and Career Goals

High Academic Quality (As and Bs in High School)



What is the highest level of education you would eventually like to complete?

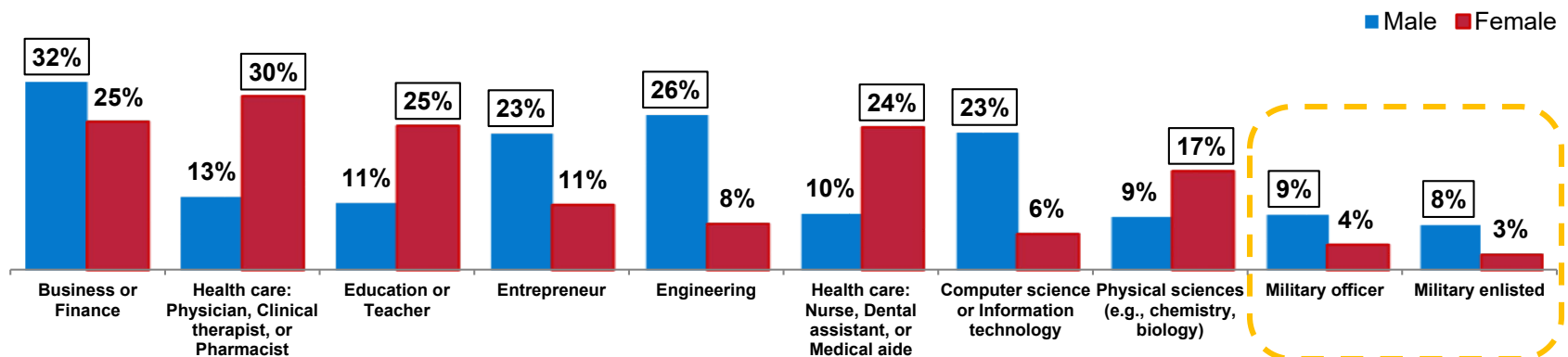
% Responding Probably/Definitely



 = Significantly higher than other subgroup

Which of the following careers are you likely to pursue?

Top Eight Careers Endorsed and Endorsement of Military Jobs

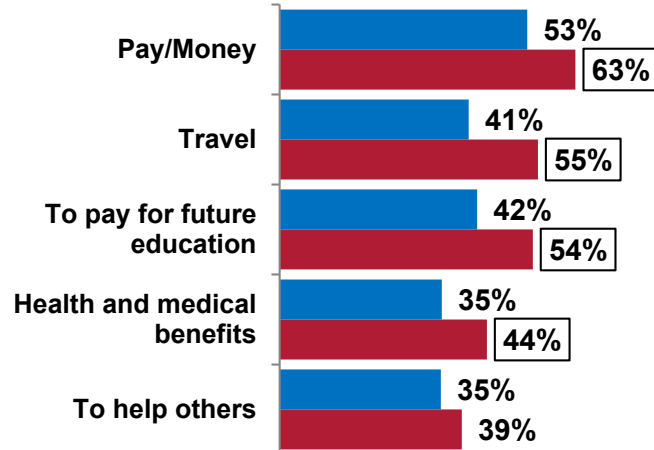


Female youth have higher academic quality and more ambitions toward higher education beyond a bachelor's degree.

Female Youth: Military Attitudes and Expectations

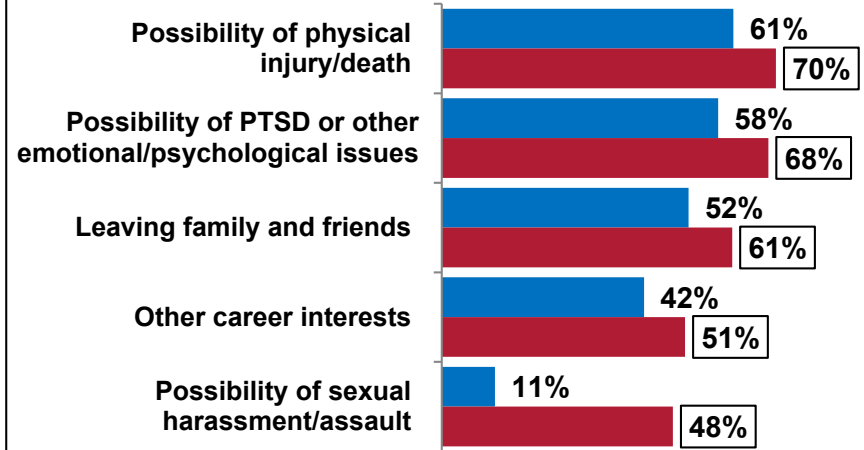
If you were to consider joining the U.S. Military, what would be the main reason(s)?

Youth ages 16–21, Top 5 Choices for Female Youth Displayed



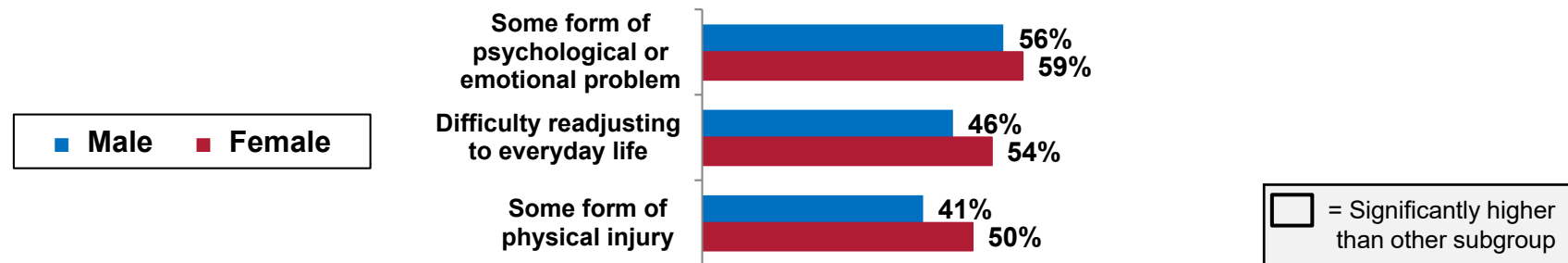
What would be the main reason(s) why you would NOT consider joining the U.S. Military?

Youth ages 16–21, Top 5 Choices for Female Youth Displayed



How likely do you think it is that someone getting out of the Military will have...?

DoD Ad Tracking Recruits Study (October–December 2021), Youth ages 16–24, % Responding Likely/Very likely

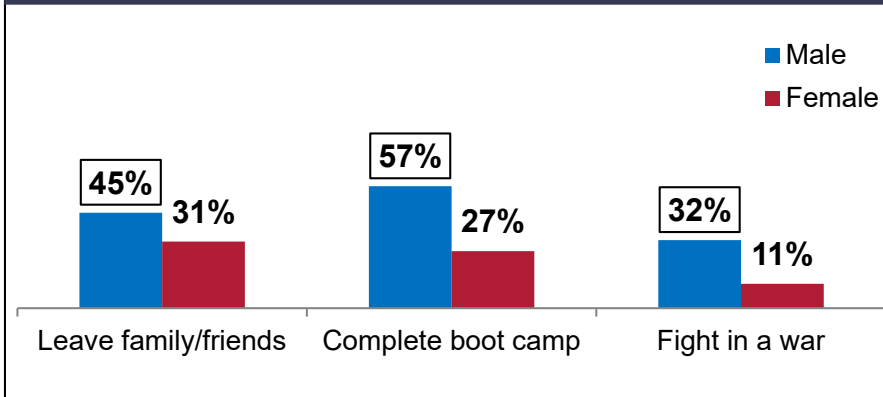


For female youth, the perceived risks and sacrifices, especially perceived risk of harm, outweigh the potential benefits of service.

Self-Efficacy and Relatability

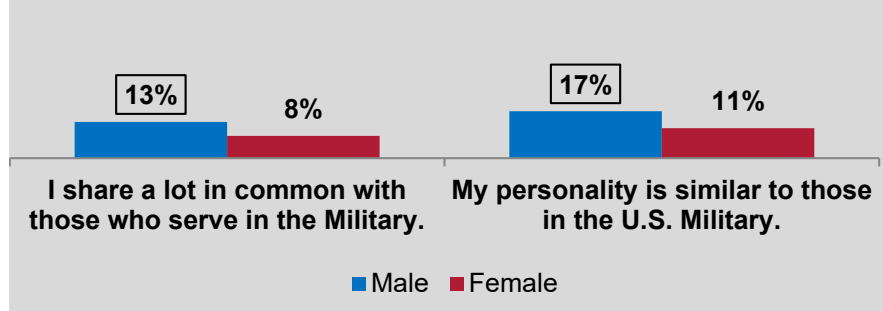
How confident are you that you could...

Youth Poll (Fall 2021); Youth ages 16–21
% Probably yes/Definitely yes



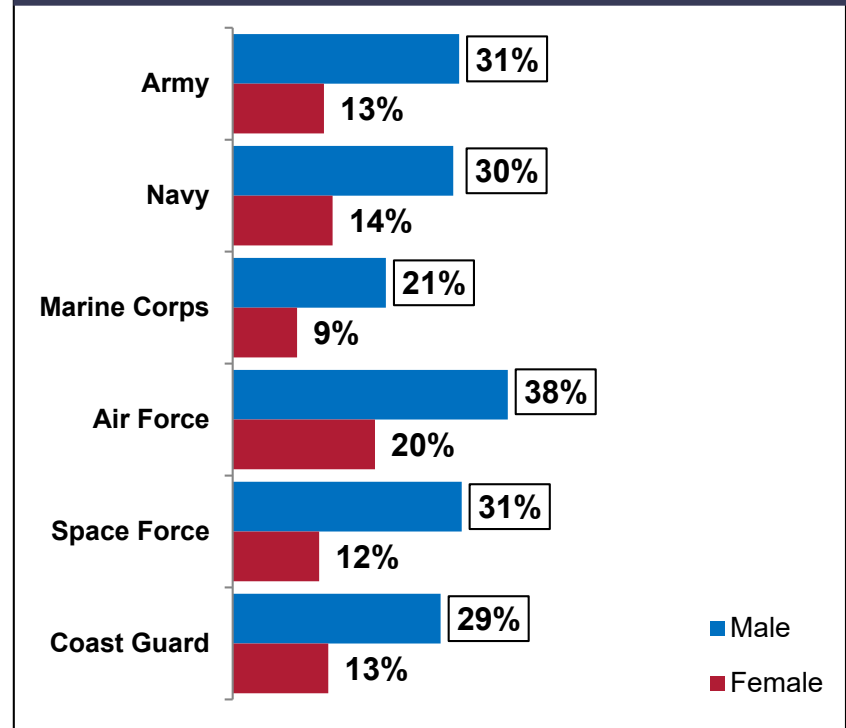
Perceptions of Similarity

Youth Poll (Spring 2021); Youth ages 16–21
% Responding Agree/Strongly Agree



How confident do you feel that you could be successful in a career in the _____.

College Market (2020); Youth ages 16–25
% Probably/Definitely



☐ = Significantly higher than other subgroup

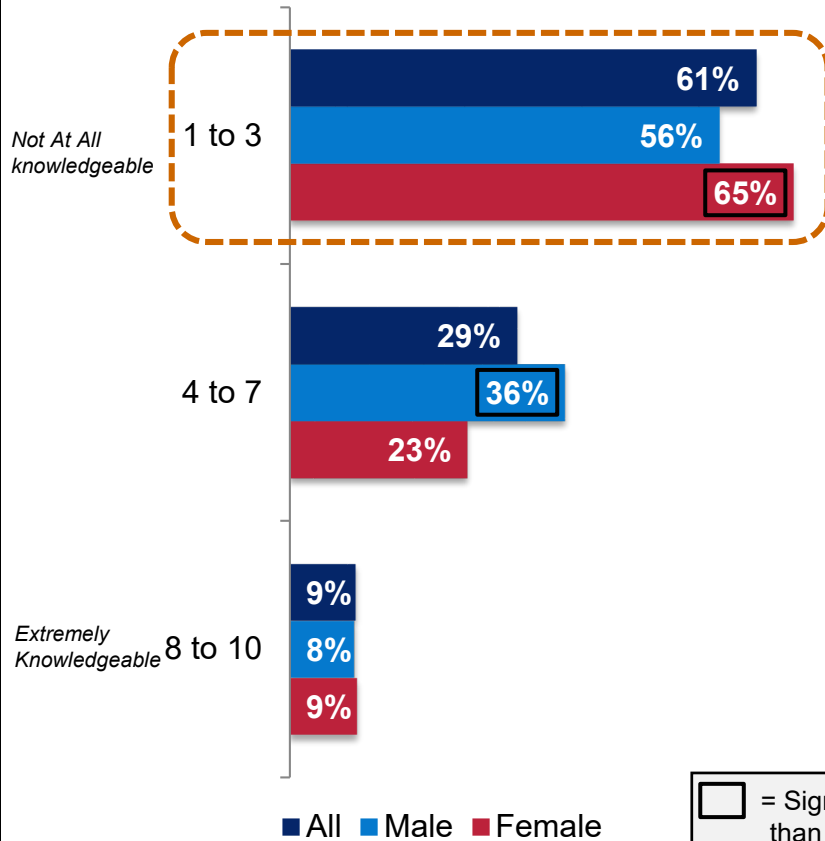
Very few female youth identify with Service members and few believe they could be successful in the Military.

Awareness and Knowledge

Self-Reported Knowledge of Active Duty Service

Military Ad Tracking Reserve Study (Wave 74; Jan–Mar 2022)

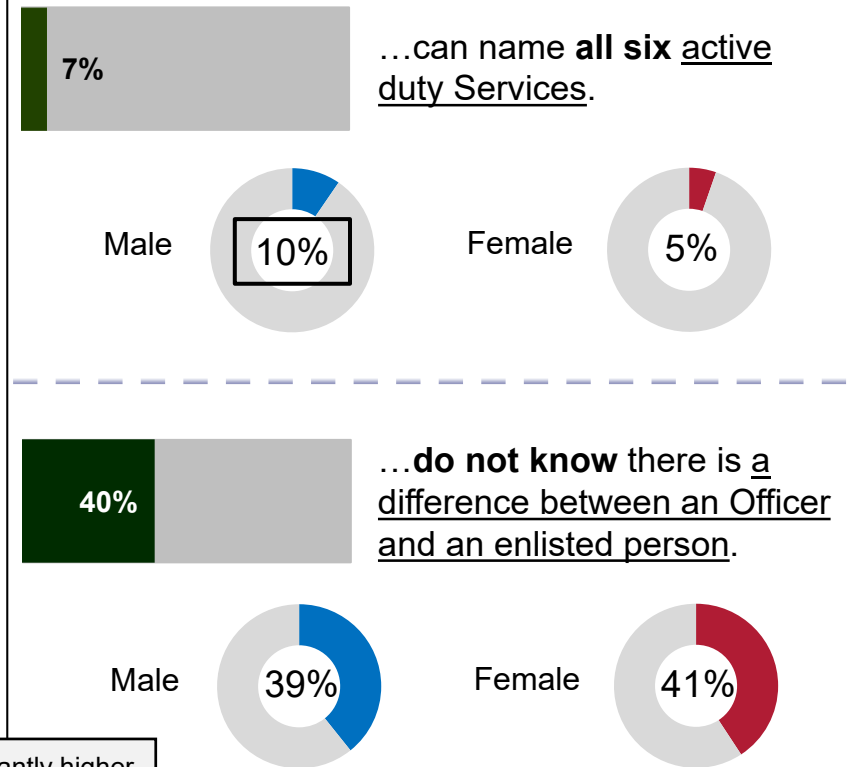
Young adults ages 17–35



Awareness

Military Ad Tracking Reserve Study (Wave 74; Jan–Mar 2022)

Young adults ages 17–35



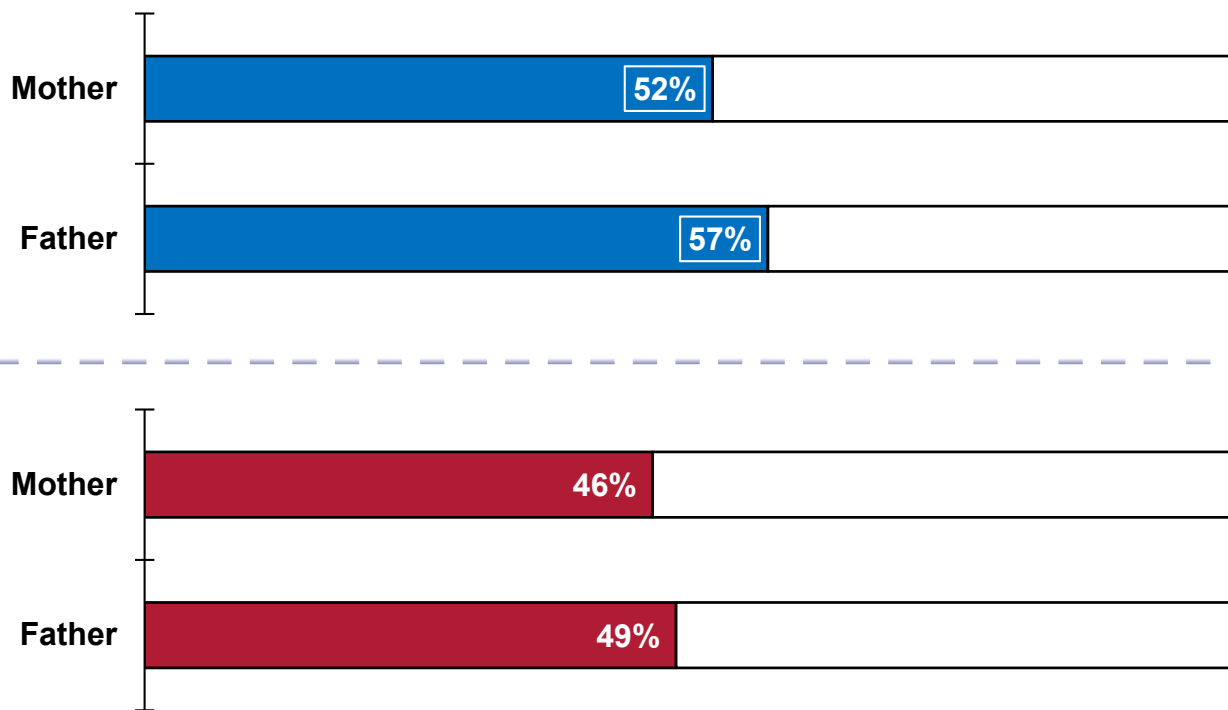
Female youth have particularly low knowledge and awareness about the Military.

Perceptions of Support

Perceptions of Parental Support for Joining the Military

Youth Poll (Spring 2021); Youth ages 16–21
% Responding Supportive/Extremely Supportive

■ Male ■ Female



61% of male youth and 53% of female youth perceive either their mother or father as being supportive of them joining the Military.

□ = Significantly higher than other subgroup

Note: Youth who indicated that they were not associated with a parent were not included in the analysis.

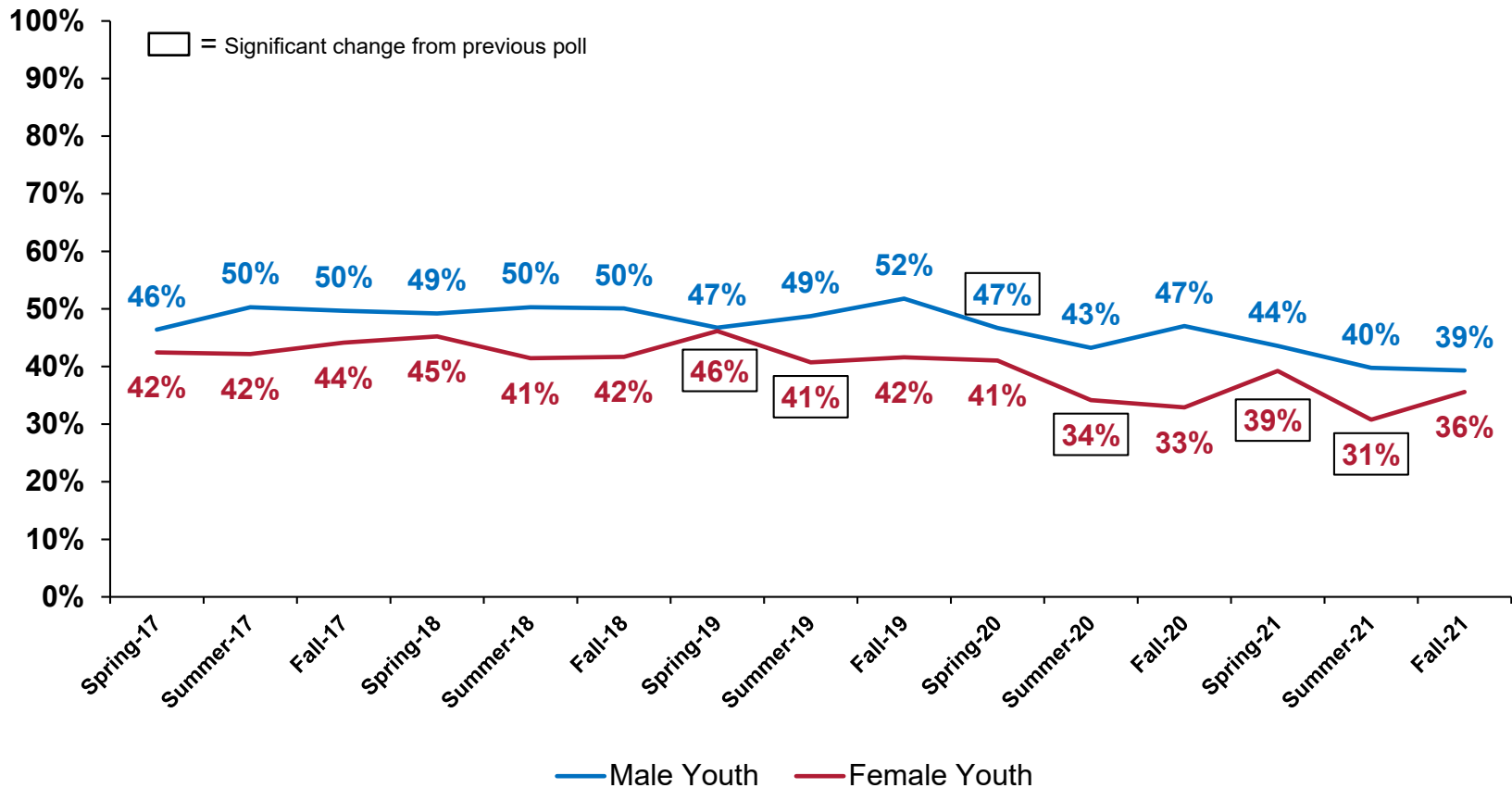
Female youth are less likely to perceive their parents as being supportive of the decision to join the Military compared to their male peers.

Trends Over Time

Youth Favorability

How favorable is your opinion of the U.S. Military?

Youth ages 16–21
% 8–10 (Extremely favorable)



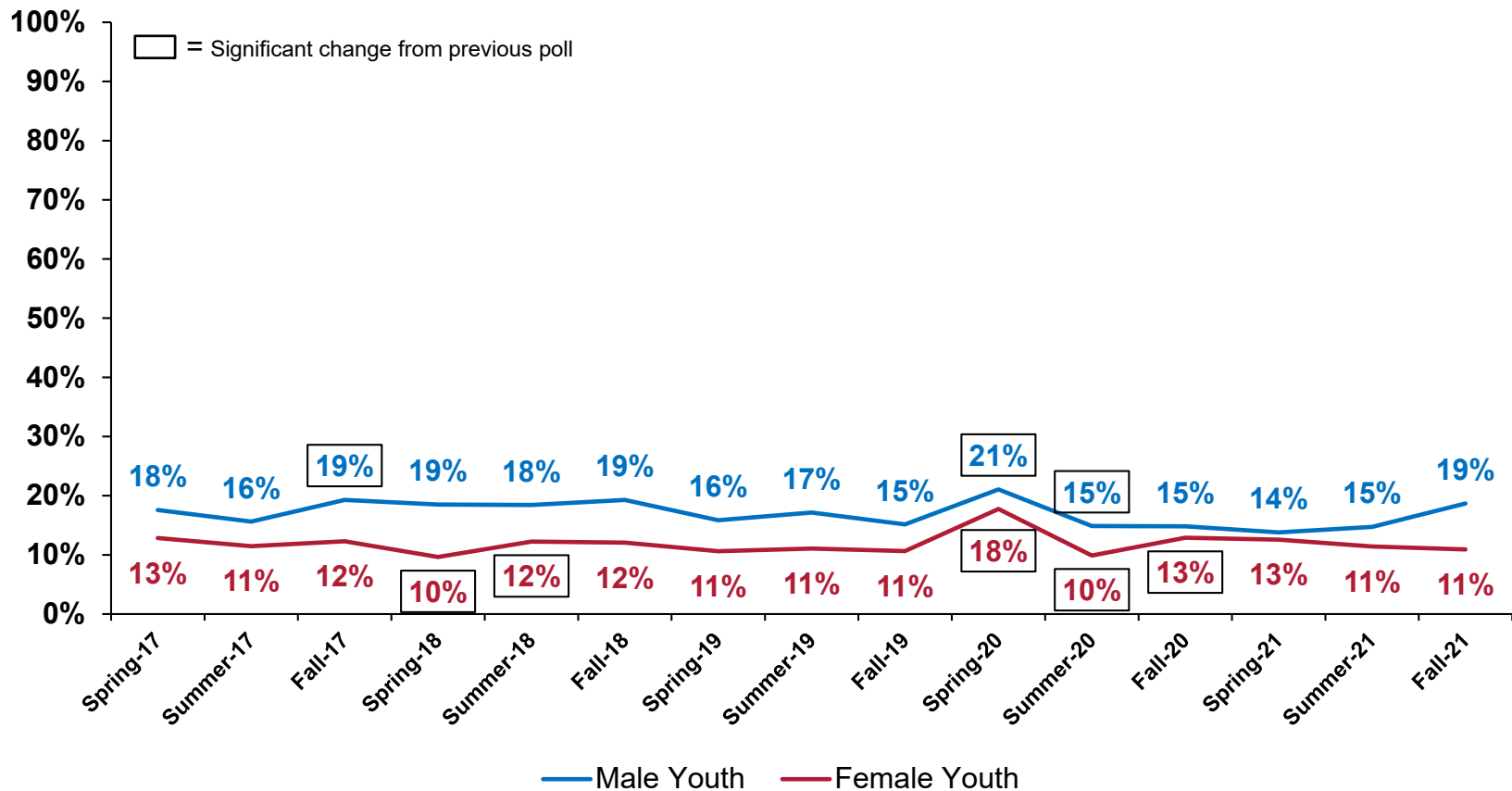
Favorability of the Military has trended downward for male and female youth.

Youth Knowledge

How knowledgeable are you about the U.S. Military?

Youth ages 16–21

% 8–10 (Extremely knowledgeable)

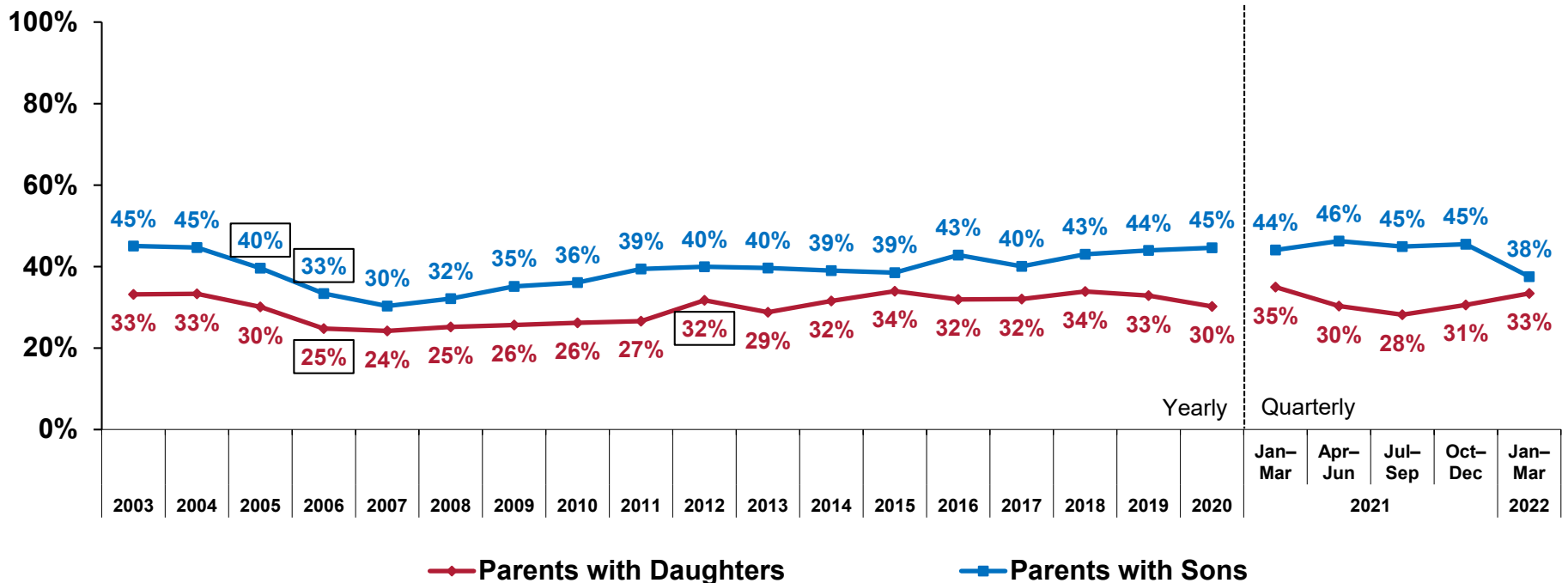


Military knowledge has remained low over the past five years for both male and female youth.

Influencer Likelihood to Recommend

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?

% Likely/Very likely



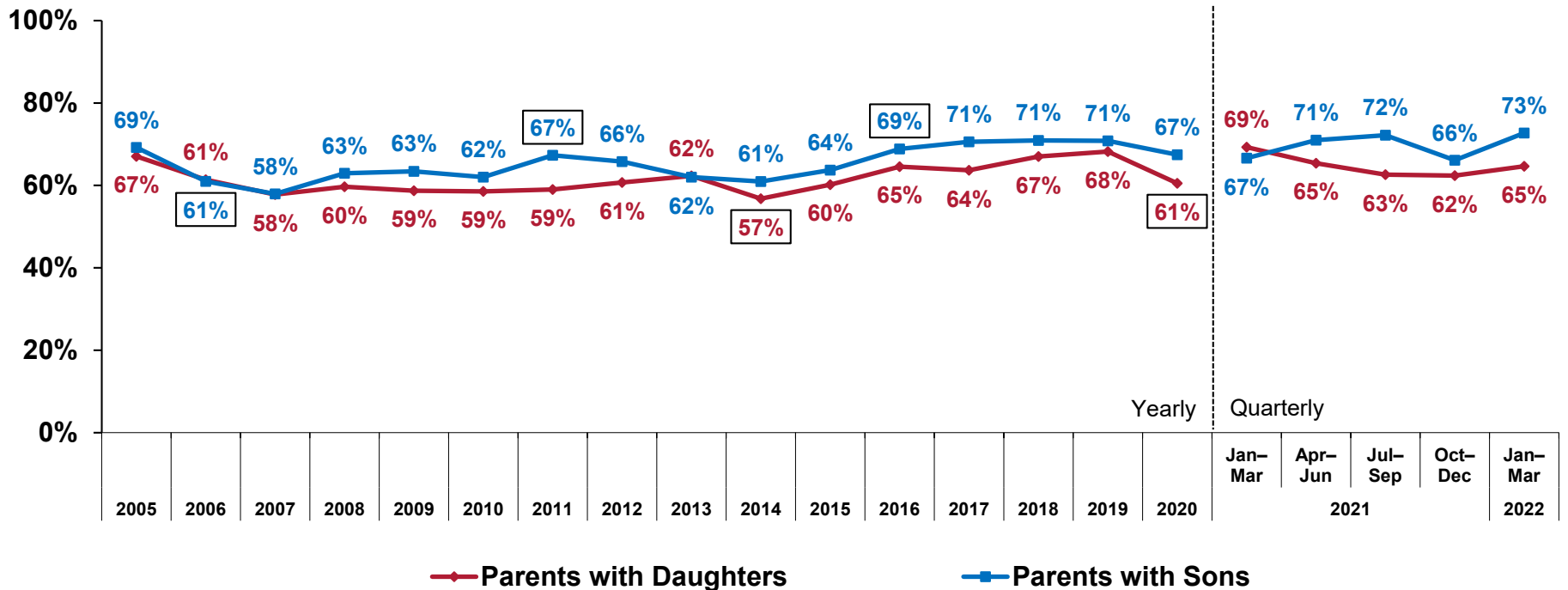
Note: Significance testing was not conducted between the quarterly and yearly data points. Proportions are among parents with *only* either sons or daughters aged 12–21. They may have children of either gender outside that age range. = Significant change from previous time period

Parents with sons are typically more likely to recommend the Military as an option than parents with daughters.

Influencer Likelihood to Support

If my child told me he or she was planning to join the Military, I would support his or her decision.

% Agree/Strongly agree



Note: Significance testing was not conducted between the quarterly and yearly data points. Proportions are among parents with *only* either sons or daughters aged 12–21. They may have children of either gender outside that age range.

☐ = Significant change from previous time period

Parents with daughters and parents with sons are both likely to support their child's decision to join the Military.