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Ipsos Poll on the U.S. Military Branches

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: January 24-26, 2025
 Number of interviews: 1,034

Margin of error: +/- 3.9 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. How familiar are you, if at all, with the following U.S military service branches?

Total Familiar Summary

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Army	69%	78%	69%	72%
Navy	65%	74%	71%	66%
Air Force	64%	73%	66%	65%
Marine Corps	62%	74%	67%	62%
Coast Guard	55%	65%	58%	56%
Space Force	30%	42%	27%	29%

Q1_1. How familiar are you, if at all, with the following U.S military service branches? Army

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	28%	33%	26%	32%
Somewhat familiar	40%	45%	43%	40%
Not so familiar	15%	11%	18%	16%
Not at all familiar	9%	7%	8%	8%
Don't know	5%	1%	5%	4%
Skipped	2%	2%	*	*
Familiar (Net)	69%	78%	69%	72%
Not familiar (Net)	24%	19%	26%	24%

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Q1_2. How familiar are you, if at all, with the following U.S military service branches? Navy

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	25%	33%	26%	28%
Somewhat familiar	40%	42%	45%	39%
Not so familiar	18%	14%	15%	20%
Not at all familiar	9%	7%	8%	8%
Don't know	6%	1%	5%	5%
Skipped	2%	3%	*	1%
<i>Familiar (Net)</i>	<i>65%</i>	<i>74%</i>	<i>71%</i>	<i>66%</i>
<i>Not familiar (Net)</i>	<i>27%</i>	<i>21%</i>	<i>23%</i>	<i>28%</i>

Q1_3. How familiar are you, if at all, with the following U.S military service branches? Air Force

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	24%	31%	25%	25%
Somewhat familiar	40%	42%	41%	41%
Not so familiar	18%	16%	18%	20%
Not at all familiar	10%	7%	10%	10%
Don't know	6%	1%	5%	4%
Skipped	2%	2%	*	*
<i>Familiar (Net)</i>	<i>64%</i>	<i>73%</i>	<i>66%</i>	<i>65%</i>
<i>Not familiar (Net)</i>	<i>28%</i>	<i>23%</i>	<i>29%</i>	<i>30%</i>

Q1_4. How familiar are you, if at all, with the following U.S military service branches? Space Force

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	6%	12%	5%	4%
Somewhat familiar	24%	30%	22%	25%
Not so familiar	33%	32%	33%	38%
Not at all familiar	26%	21%	31%	25%
Don't know	8%	3%	9%	7%
Skipped	3%	2%	*	*
<i>Familiar (Net)</i>	<i>30%</i>	<i>42%</i>	<i>27%</i>	<i>29%</i>
<i>Not familiar (Net)</i>	<i>59%</i>	<i>53%</i>	<i>64%</i>	<i>64%</i>

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Q1_5. How familiar are you, if at all, with the following U.S military service branches? Marine Corps

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	22%	30%	21%	23%
Somewhat familiar	40%	45%	46%	39%
Not so familiar	19%	13%	17%	24%
Not at all familiar	11%	8%	12%	10%
Don't know	6%	2%	4%	4%
Skipped	2%	3%	1%	*
<i>Familiar (Net)</i>	<i>62%</i>	<i>74%</i>	<i>67%</i>	<i>62%</i>
<i>Not familiar (Net)</i>	<i>30%</i>	<i>21%</i>	<i>28%</i>	<i>33%</i>

Q1_6. How familiar are you, if at all, with the following U.S military service branches? Coast Guard

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	18%	24%	18%	18%
Somewhat familiar	37%	41%	41%	39%
Not so familiar	25%	22%	24%	27%
Not at all familiar	12%	8%	12%	13%
Don't know	5%	2%	5%	4%
Skipped	2%	3%	*	*
<i>Familiar (Net)</i>	<i>55%</i>	<i>65%</i>	<i>58%</i>	<i>56%</i>
<i>Not familiar (Net)</i>	<i>37%</i>	<i>30%</i>	<i>36%</i>	<i>39%</i>

Q2. How familiar are you, if at all, with the mission of the United States Space Force?

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very familiar	2%	2%	2%	2%
Somewhat familiar	17%	24%	16%	17%
Not so familiar	33%	38%	29%	35%
Not at all familiar	34%	29%	42%	35%
Don't know	12%	6%	11%	11%
Skipped	1%	*	1%	*
<i>Familiar (Net)</i>	<i>19%</i>	<i>26%</i>	<i>18%</i>	<i>19%</i>
<i>Not familiar (Net)</i>	<i>67%</i>	<i>67%</i>	<i>71%</i>	<i>70%</i>

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Q3. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following?

Total Likely Summary

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Vocational training, such as trade school or an apprenticeship	83%	90%	86%	83%
Attending a 2-year college	73%	75%	77%	73%
Attending a 4-year college	71%	70%	77%	78%
Going straight into the workforce	50%	56%	46%	48%
Military service such as the Army, Navy, Marine Corps, Air Force, or Space Force	49%	64%	40%	49%

Q3_1. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following? Military service such as the Army, Navy, Marine Corps, Air Force, or Space Force

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very likely	12%	20%	9%	11%
Likely	36%	44%	31%	38%
Unlikely	28%	24%	31%	31%
Very unlikely	20%	10%	29%	18%
Skipped	3%	2%	*	2%
<i>Likely (Net)</i>	<i>49%</i>	<i>64%</i>	<i>40%</i>	<i>49%</i>
<i>Unlikely (Net)</i>	<i>49%</i>	<i>34%</i>	<i>60%</i>	<i>49%</i>

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Q3_2. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following? Attending a 2-year college

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very likely	23%	24%	27%	21%
Likely	50%	52%	49%	52%
Unlikely	16%	16%	15%	14%
Very unlikely	8%	6%	8%	10%
Skipped	3%	2%	*	3%
<i>Likely (Net)</i>	<i>73%</i>	<i>75%</i>	<i>77%</i>	<i>73%</i>
<i>Unlikely (Net)</i>	<i>24%</i>	<i>22%</i>	<i>23%</i>	<i>23%</i>

Q3_3. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following? Attending a 4-year college

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very likely	30%	28%	38%	32%
Likely	41%	42%	39%	46%
Unlikely	18%	20%	16%	14%
Very unlikely	8%	7%	6%	6%
Skipped	3%	3%	*	2%
<i>Likely (Net)</i>	<i>71%</i>	<i>70%</i>	<i>77%</i>	<i>78%</i>
<i>Unlikely (Net)</i>	<i>26%</i>	<i>28%</i>	<i>23%</i>	<i>20%</i>

Q3_4. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following? Vocational training, such as trade school or an apprenticeship

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very likely	40%	46%	37%	35%
Likely	44%	44%	49%	48%
Unlikely	7%	6%	9%	6%
Very unlikely	6%	2%	4%	10%
Skipped	3%	2%	*	2%
<i>Likely (Net)</i>	<i>83%</i>	<i>90%</i>	<i>86%</i>	<i>83%</i>
<i>Unlikely (Net)</i>	<i>14%</i>	<i>8%</i>	<i>13%</i>	<i>15%</i>

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Q3_5. We would like your opinion about the choices that your child has/young people have. Suppose your child/a young person asked for your advice about various post-high school options. How likely is it that you would recommend the following? Going straight into the workforce

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Very likely	13%	12%	11%	13%
Likely	38%	43%	35%	35%
Unlikely	33%	32%	39%	34%
Very unlikely	13%	9%	15%	15%
Skipped	4%	3%	1%	3%
<i>Likely (Net)</i>	<i>50%</i>	<i>56%</i>	<i>46%</i>	<i>48%</i>
<i>Unlikely (Net)</i>	<i>46%</i>	<i>42%</i>	<i>54%</i>	<i>49%</i>

Q4. Do you have any immediate family members currently serving on active duty in the U.S Armed Forces, Military Reserves, or National Guard?

	Total (N=1,034)	Republican (N=335)	Democrat (N=323)	Independent (N=278)
Yes	11%	14%	10%	9%
No	88%	86%	90%	90%
Skipped	1%	*	*	*



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About the Study

This Ipsos poll was conducted from January 24 to January 26, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,034 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS). The 2024 presidential vote choice benchmarks came from the Federal Elections Commission 2024 election results for the U.S. President.

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Presidential Election Vote (Donald Trump, Kamala Harris, Other, Did not vote)

The margin of sampling error is plus or minus 3.9 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.65.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
Chris.Jackson@ipsos.com

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
Mallory.Newall@ipsos.com





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About Ipsos

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Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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