



OFFICE OF PUBLIC AFFAIRS
Where Airmen & Guardians Get Information
Summary Results
10 August 2022

WAGGI PURPOSE AND PARTICIPATION

SAF/PA conducted a survey and focus groups with Airmen, Guardians, and civilian employees to assess their opinions and preferences on public information and to identify factors impacting the ability of Commanders and PA staffs to meet expectations in the information environment.

- Though SAF/PA has conducted multiple surveys since 2011, this year was the first in which Guardians were considered as a category separate from Airmen.
- Airmen and Guardian survey response rates were sufficient to consider results generalizable
- In-person or virtual focus groups included qualitative feedback from 157 Airmen and 22 Guardians

SUMMARY FINDINGS

- Airmen continue to feel the Air Force is doing a moderate to good job of keeping them informed.
- Guardians feel communication has been less effective; results tie into volume of pending actions.
- Airmen and Guardians want information about as often as they receive it, so **the key to better communication is *not* more frequent communication but *higher quality information* provided in ways that identify its importance and main points**
- Our people are looking for **timely, detailed follow-through at the local level** on the issues that impact them—mainly policy changes, benefits, and professional development.
- Airmen and Guardians prefer to receive information through a mix of person-to-person and mass distribution methods, including email as a reliable channel for official information.
- Most Airmen and Guardians are skeptical of external news media or unofficial social media ... **they prefer official sources unless and until those sources aren't meeting their needs.**

RECOMMENDATIONS

- Commanders and functionals need to build in longer lead times to provide units with more and better information sooner to enable detailed unit-level communication to Airmen.
- Units need to avoid “one and done” public announcements by sustaining a drumbeat of follow-on details and reminders in multiple channels on issues that matter to personnel.
- Units need to develop and stick to **communication prioritization plans** that put the greatest emphasis on unique unit information and localized service information that personnel want and need to know.
- Communication products need to focus on (1) the **real impact or relevance of the content** to Airmen and Guardians, and (2) how the **format and content helps to identify, prioritize, and comprehend the most important information quickly.**
- Timely communication on urgent issues means moving first with the channels that are easiest to use (in-person or virtual meetings, emails, social media posts, web articles), and to continue to communicate with these methods and others that require more time to develop (videos and long-form publications).