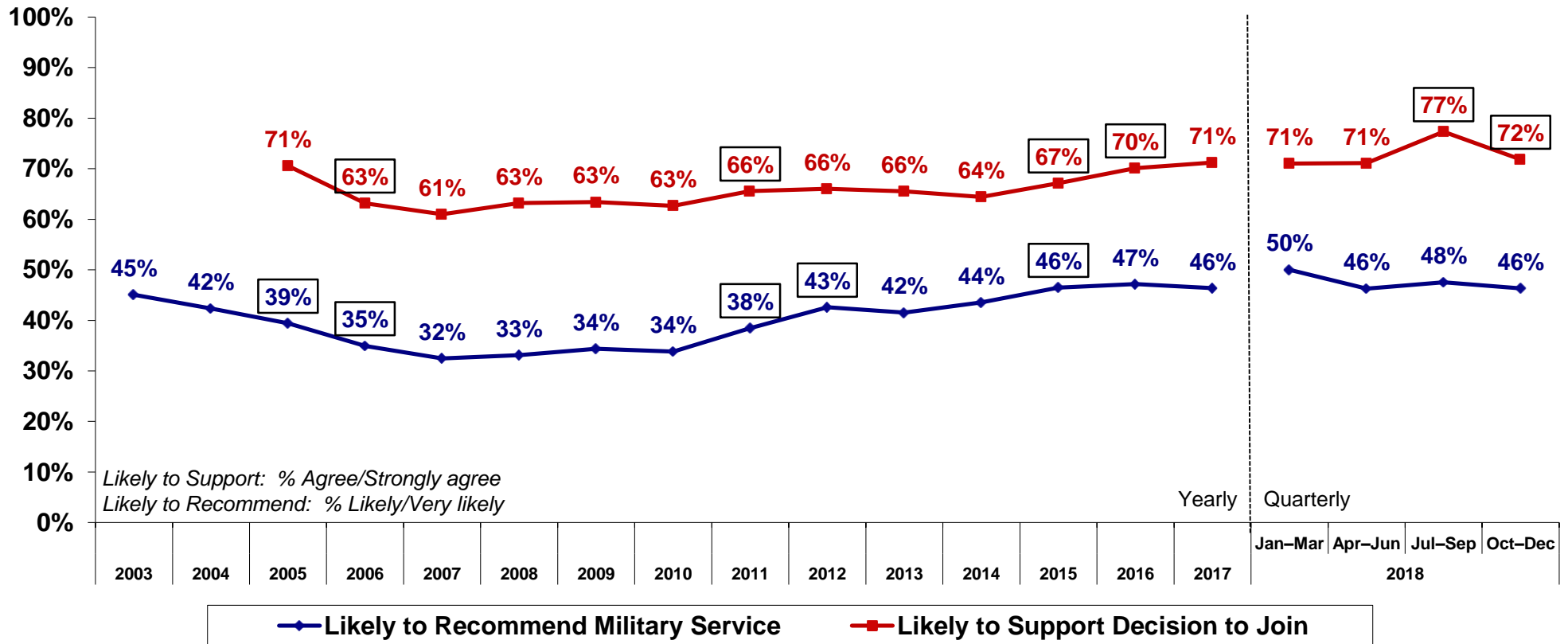# Wave 63 Influencer Poll Update

Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service

- Overall, less than half of Influencers indicated that they would be likely to recommend military service to youth. However, the majority of Influencers would be supportive of youth's decision to join.

Likelihood to Recommend and Support Military Service

Likely to Support: % Agree/Strongly agree
Likely to Recommend: % Likely/Very likely

Yearly data points (2003–2017):
Likely to Recommend Military Service: 45%, 42%, 39%, 35%, 32%, 33%, 34%, 34%, 38%, 43%, 42%, 44%, 46%, 47%, 46%
Likely to Support Decision to Join: 71%, 63%, 61%, 63%, 63%, 63%, 66%, 66%, 66%, 64%, 67%, 70%, 71%

2018 Quarterly — Jan–Mar, Apr–Jun, Jul–Sep, Oct–Dec:
Likely to Recommend: 50%, 46%, 48%, 46%
Likely to Support: 71%, 71%, 77%, 72%

— ◆ — **Likely to Recommend Military Service**   — ■ — **Likely to Support Decision to Join**

Note: Significance testing was not conducted between the quarterly and yearly data points.
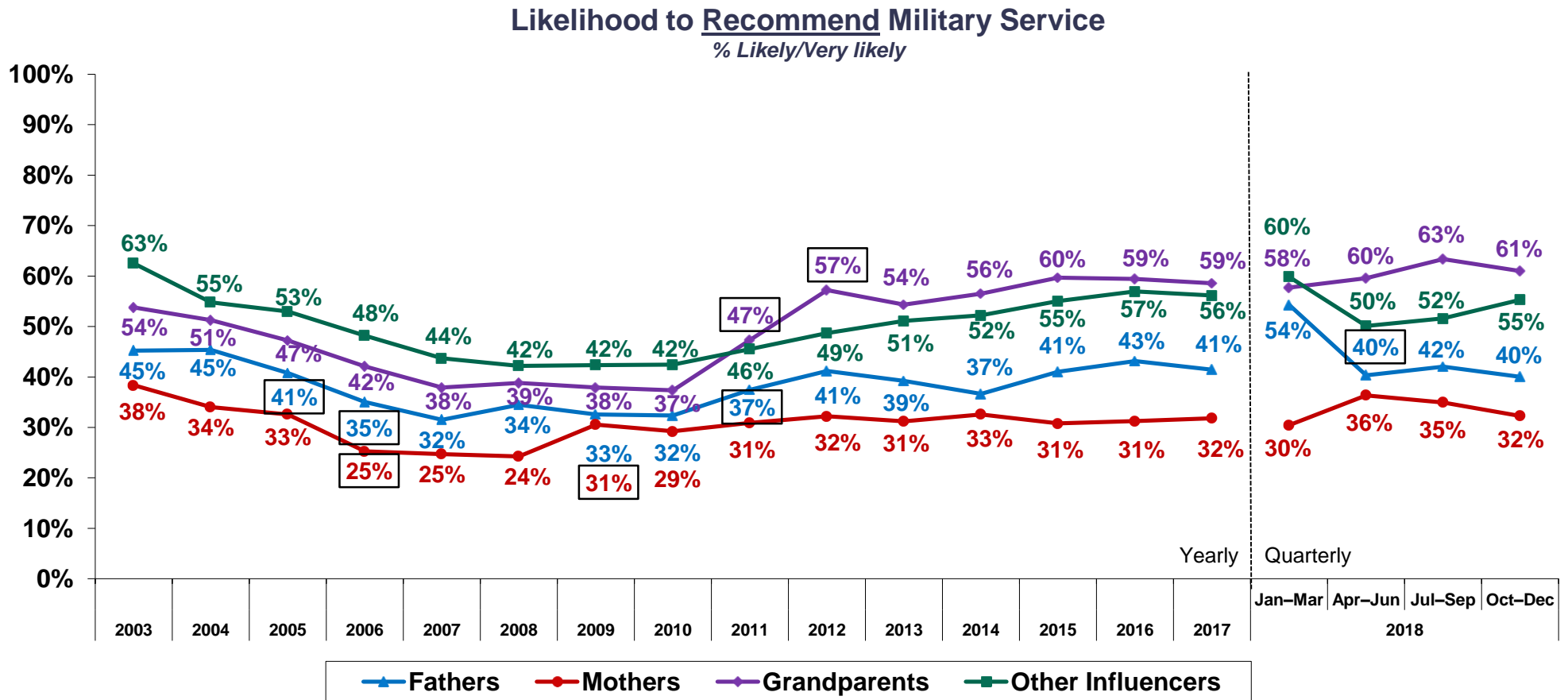Source: DoD Influencer Poll (Oct–Dec 2018)

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☐ = Significant change from previous poll

2

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

Likelihood to Recommend Military Service
By Influencer Group

- Fathers and Mothers remained less likely than Grandparents or Other Influencers to recommend military service.

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 (Oct–Dec 2018)

JAMRS

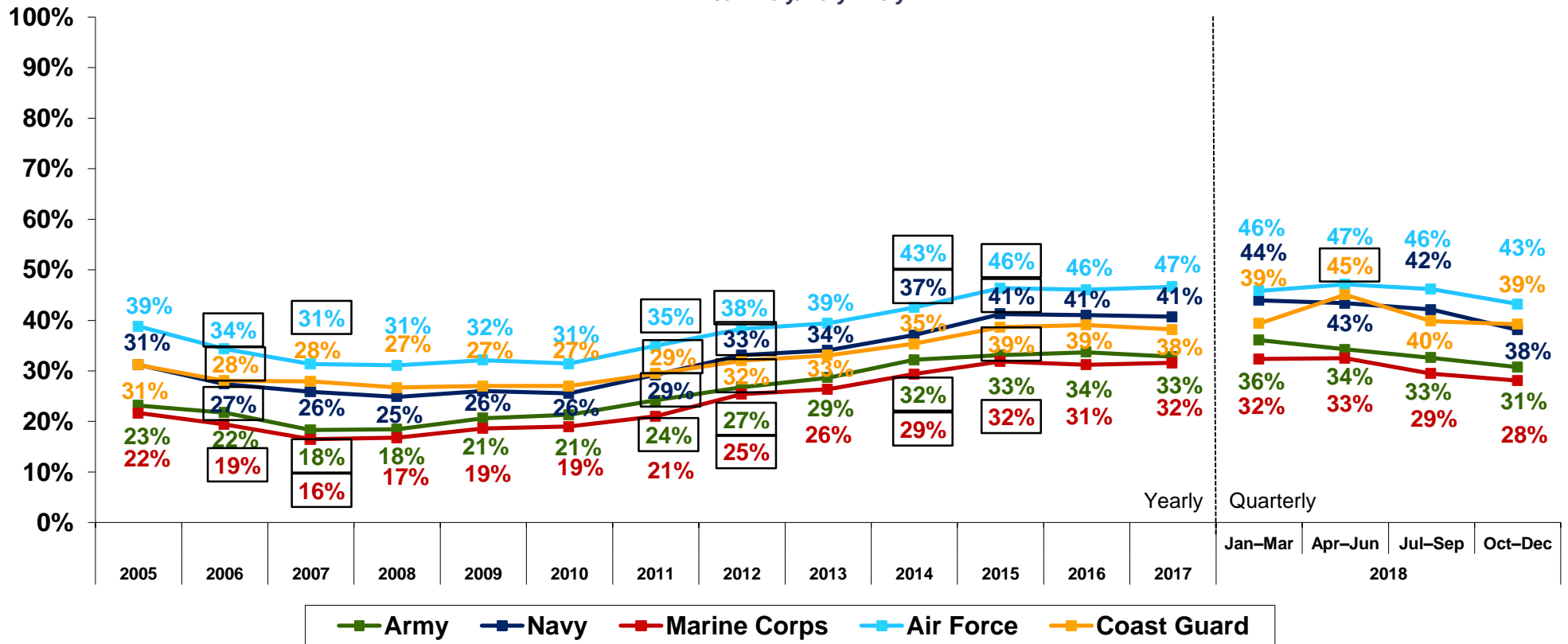☐ = Significant change from previous poll

3

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, or Coast Guard?"

Likelihood to Recommend Active Duty Service
By Service

- Influencers were more likely to recommend the Air Force, Coast Guard, or Navy than the Army or Marine Corps.

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

Yearly (2005–2017)

Year	Army	Navy	Marine Corps	Air Force	Coast Guard
2005	23%	31%	22%	39%	31%
2006	22%	27%	19%	34%	28%
2007	18%	26%	16%	31%	28%
2008	18%	25%	17%	31%	27%
2009	21%	26%	19%	32%	27%
2010	21%	26%	19%	31%	27%
2011	24%	29%	21%	35%	29%
2012	27%	33%	25%	38%	32%
2013	29%	34%	26%	39%	33%
2014	32%	37%	29%	43%	35%
2015	33%	41%	32%	46%	39%
2016	34%	41%	31%	46%	39%
2017	33%	41%	32%	47%	38%

Quarterly 2018

Quarter	Army	Navy	Marine Corps	Air Force	Coast Guard
Jan–Mar	36%	44%	32%	46%	39%
Apr–Jun	34%	43%	33%	47%	45%
Jul–Sep	33%	42%	29%	46%	40%
Oct–Dec	31%	38%	28%	43%	39%

Legend: ■ Army ■ Navy ■ Marine Corps ■ Air Force ■ Coast Guard

Question: q2: "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 were more likely to support youth's decision to join the Military than all other Influencer groups.

Likelihood to <u>Support</u> the Decision to Join the Military
% Agree/Strongly agree
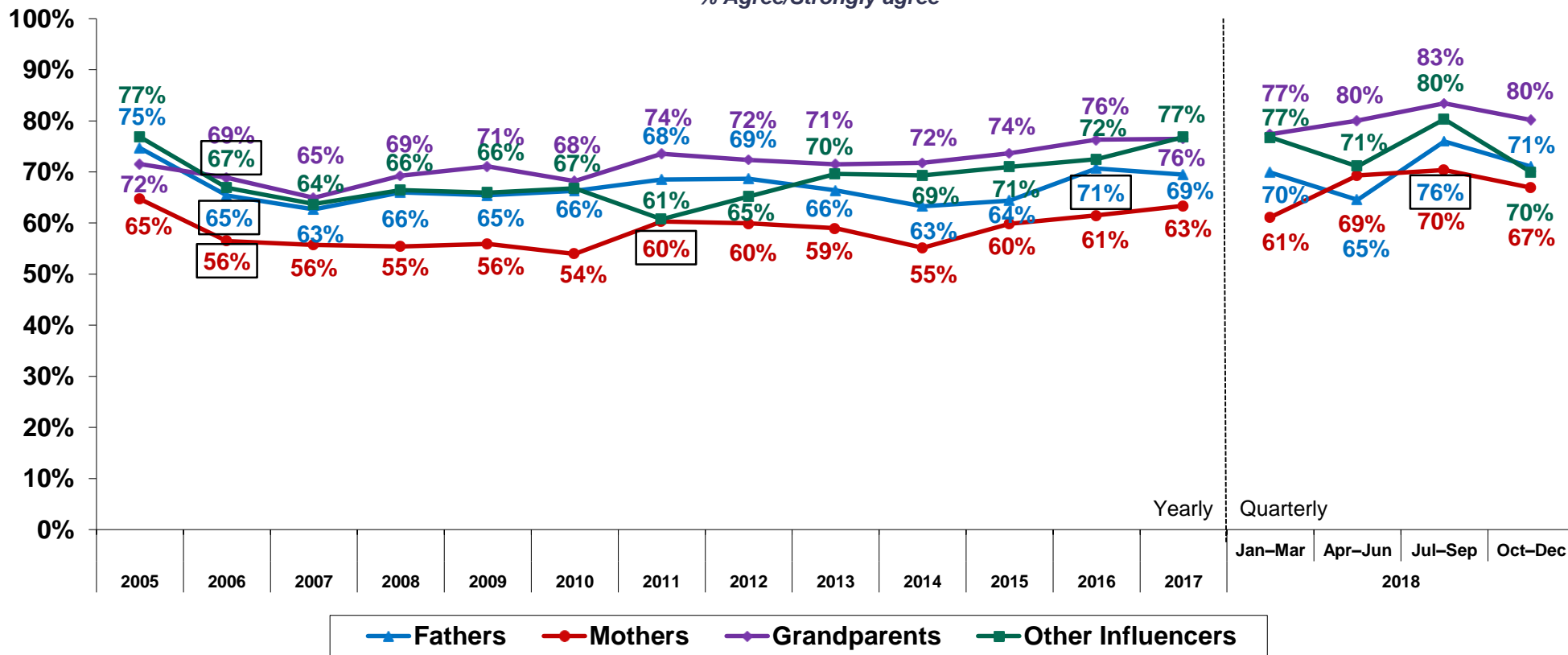
Legend: Fathers, Mothers, Grandparents, Other Influencers

Note: Significance testing was not conducted between the quarterly and yearly data points.
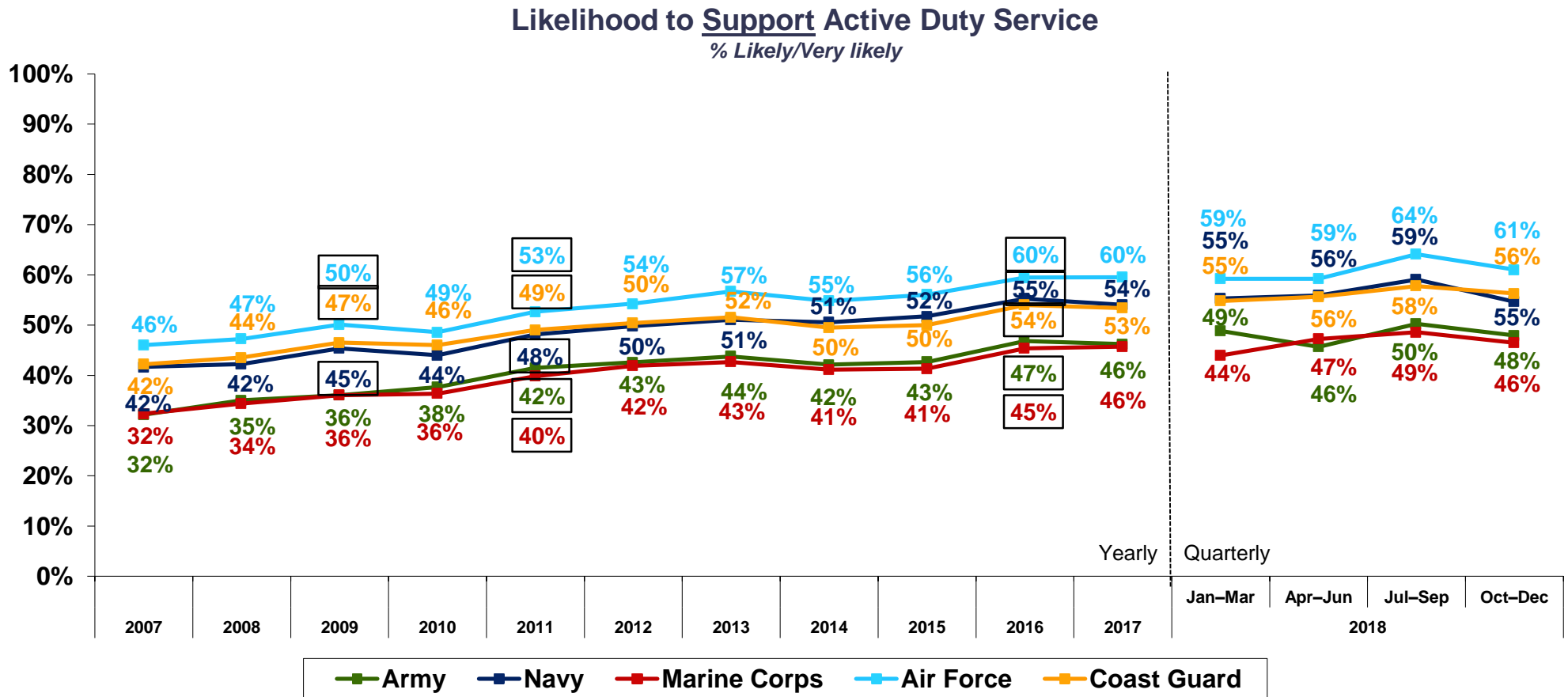Source: DoD Influencer Poll (Oct–Dec 2018)

JAMRS

☐ = Significant change from previous poll

5

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 were also more likely to support youth joining the Air Force, Coast Guard, or Navy than the Army or Marine Corps.

Likelihood to <u>Support</u> Active Duty Service
% Likely/Very likely

Legend: Army | Navy | Marine Corps | Air Force | Coast Guard

Yearly

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Air Force	46%	47%	50%	49%	53%	54%	57%	55%	56%	60%	60%
Coast Guard	42%	44%	47%	46%	49%	50%	52%	50%	50%	54%	53%
Navy	42%	42%	45%	44%	48%	50%	51%	51%	52%	55%	54%
Army	32%	35%	36%	38%	42%	43%	44%	42%	43%	47%	46%
Marine Corps	32%	34%	36%	36%	40%	42%	43%	41%	41%	45%	46%

Quarterly 2018

	Jan–Mar	Apr–Jun	Jul–Sep	Oct–Dec
Air Force	59%	59%	64%	61%
Navy	55%	56%	59%	55%
Coast Guard	55%	56%	58%	56%
Army	49%	46%	50%	48%
Marine Corps	44%	47%	49%	46%

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

Influencer Poll Methodology and Sample

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 2018

Interview Method: Probability-based online panel (nationally representative)

Target Audience: Influencers of youth ages 12–21. In Wave 63: 236 Fathers, 248 Mothers, 216 Grandparents, 203 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:	2014	2015	2016	2017	2018	
Jan–Mar	W44	W48	W52	W56	W60	
Apr–Jun	W45	W49	W53	W57	W61	
Jul–Sep	W46	W50	W54	W58	W62	
Oct–Dec	W47	W51	W55	W59	W63	Reporting in this deck

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