



Wave 56 Influencer Poll Update

January 2018

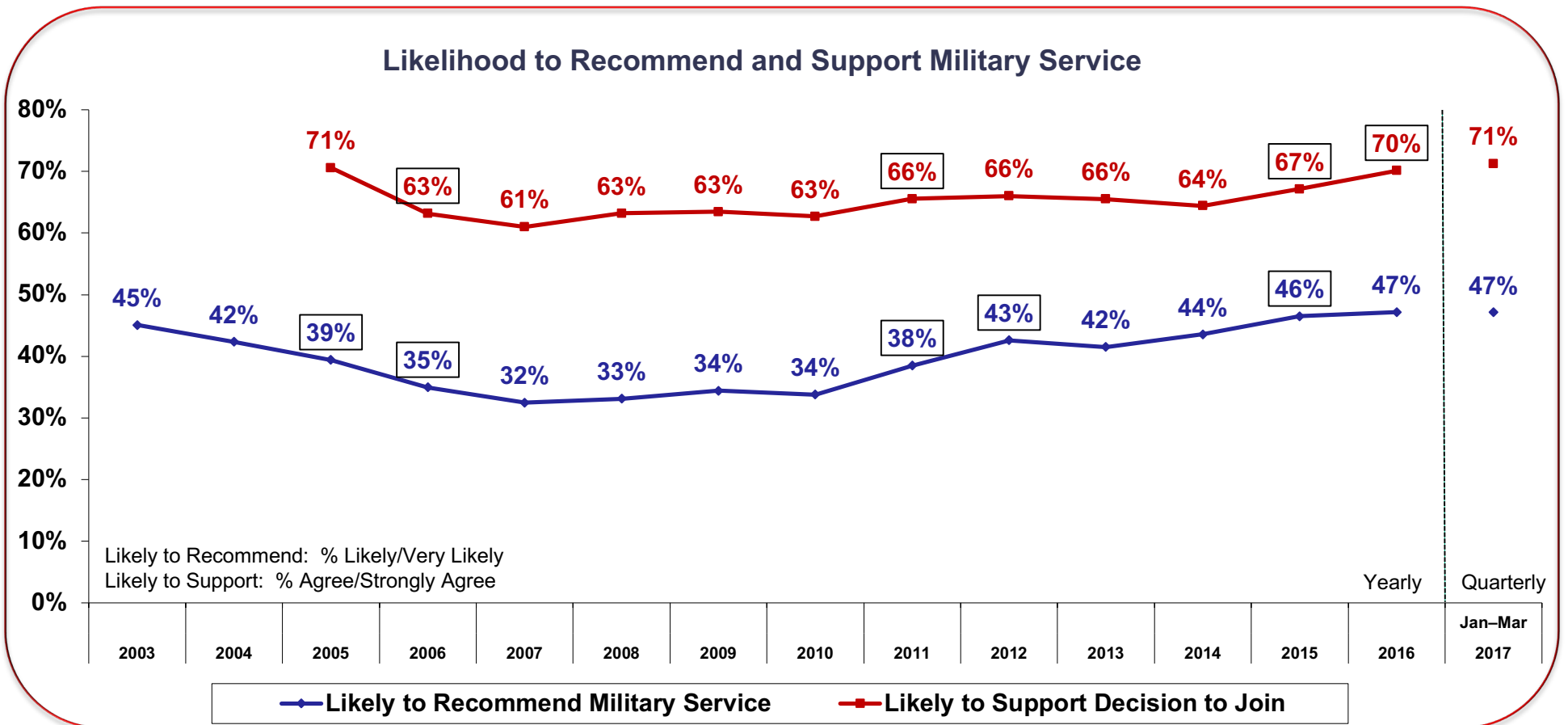
JAMRS

Public Release



Influencer Poll: Likelihood to Recommend & Support

Likelihood to Recommend and Support Military Service



- Influencers' likelihood to support the decision to join the Military increased significantly from 67% in 2015 to 70% in 2016.
- However, Influencers' likelihood to support the decision to join the Military remained stable in January–March 2017.

Source: Military Ad Tracking Study (Influencer Market) Wave 56

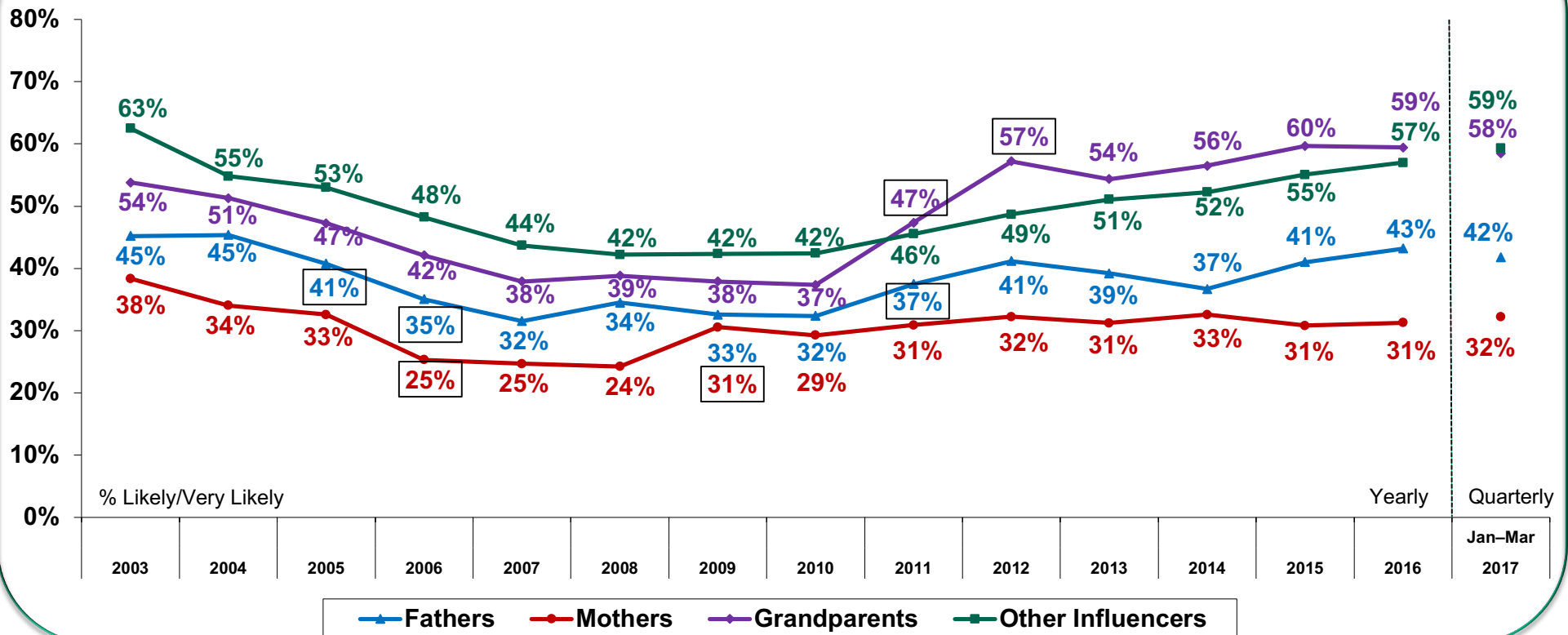
JAMRS

= Significantly change from previous poll

Questions: q1a–c: “Suppose [relation] came to you for 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 [relation] told me they were planning to join the Military, I would support their decision.”

Likelihood to Recommend Military Service By Influencer Type

Likelihood to Recommend Military Service



- Influencers' likelihood to recommend military service remained stable in January–March 2017 for all influencer groups.

Source: Military Ad Tracking Study (Influencer Market) Wave 56

JAMRS

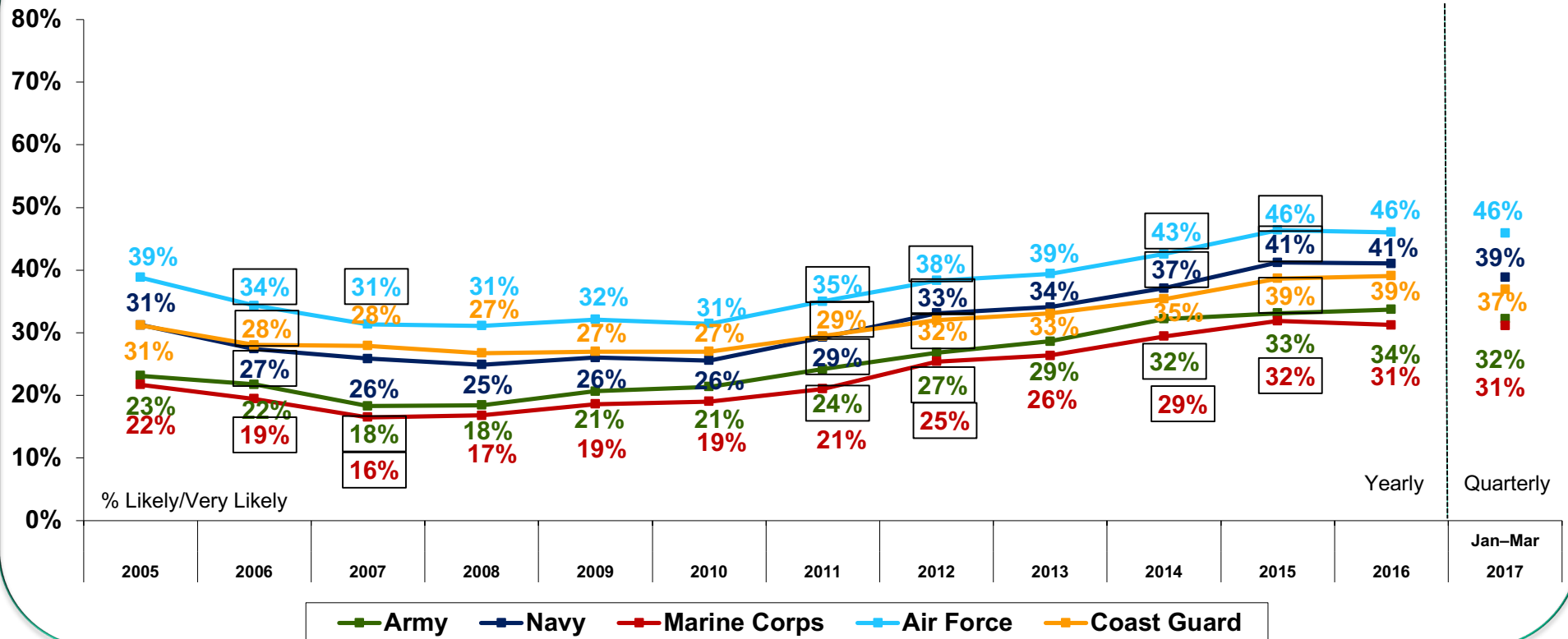
□ = Significantly change from previous poll

Questions: q1a–c: "Suppose [relation] came to you for 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

Likelihood to Recommend Active Duty Service



- Influencers' likelihood to recommend serving in an active duty Service remained stable in January–March 2017. Influencers were more likely to recommend the Air Force and Navy than they were to recommend the Army and Marine Corps.

Source: Military Ad Tracking Study (Influencer Market) Wave 56

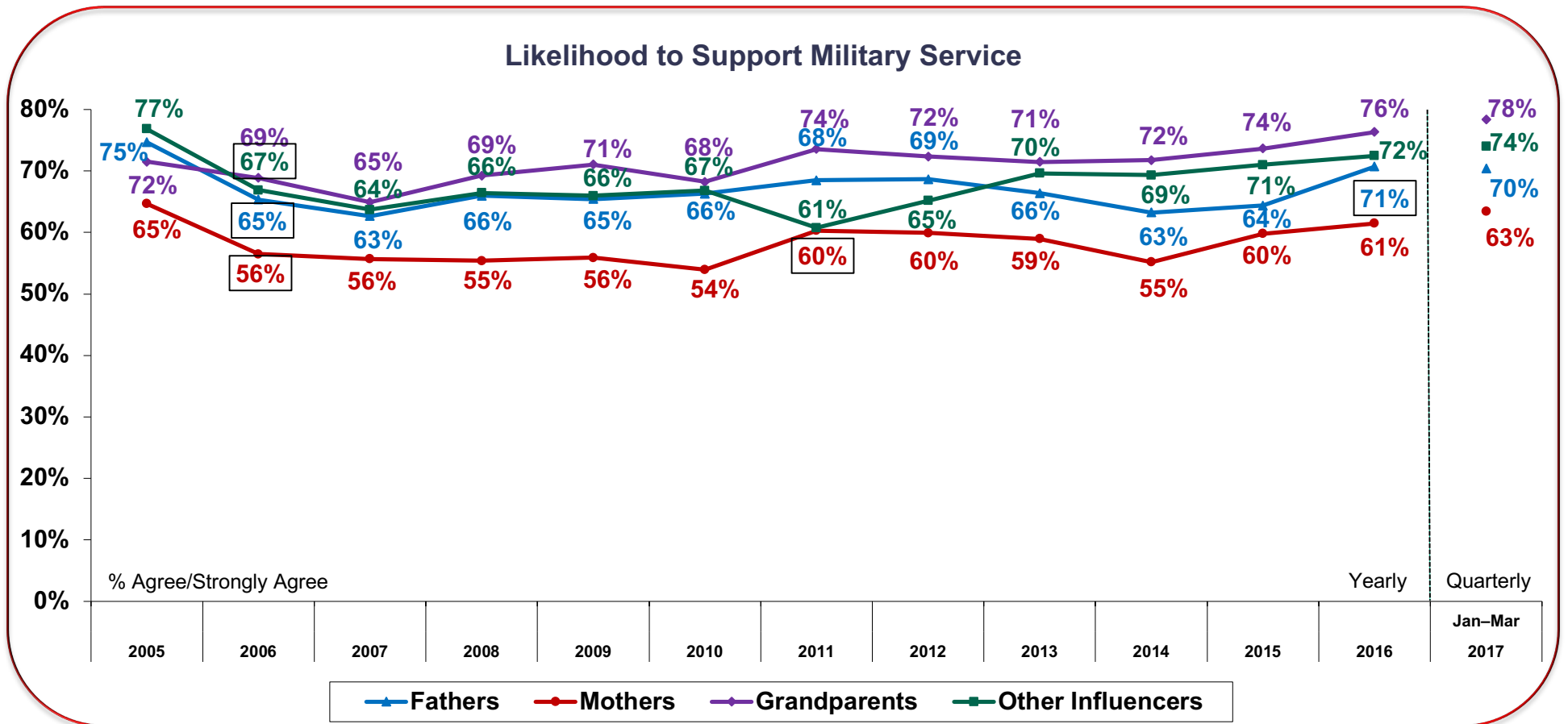
JAMRS

= Significantly change from previous poll

Question: q2: "How likely is it that you would recommend serving to your [relation] [on active duty in the Army, on active duty in the Navy, on active duty in the Air Force, on active duty in the Marine Corps, on active duty in the Coast Guard]?"

Likelihood to Support Military Service

By Influencer Type



- Influencers' likelihood to support military service remained stable in January–March 2017 for all influencer groups.

Source: Military Ad Tracking Study (Influencer Market) Wave 56

JAMRS

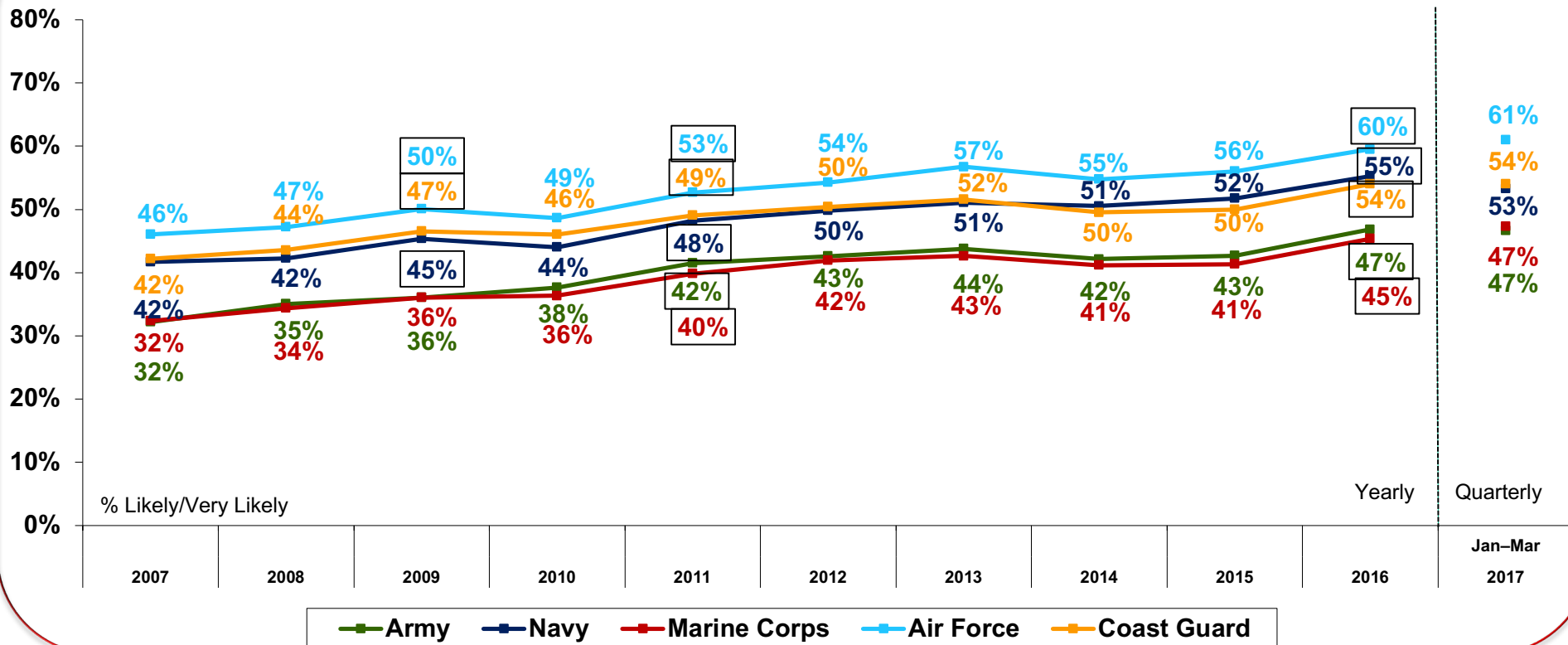
□ = Significantly change from previous poll

Question: q2ff: "If [relation] told me they were planning to join the Military, I would support their decision."

Likelihood to Support Active Duty Service

By Service

Likelihood to Support Active Duty Service



- Influencers’ support for joining the Air Force and the Marine Corps reached tracking highs in January–March 2017, although this was not a significant increase from 2016.
- Influencers were more likely to support the Air Force, Coast Guard, and Navy than they were to support the Army and Marine Corps.

Question: q2gg: “If [relation] told you they were planning to join, how likely is it that you would support their decision to serve [on active duty in the Army, on active duty in the Navy, on active duty in the Air Force, on active duty in the Marine Corps, on active duty in the Coast Guard]?”



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: January–March 2017.

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

Target Audience: Influencers of youth ages 12–21. In Wave 56: 255 Fathers, 228 Mothers, 207 Grandparents, 198 Other Influencers (e.g., teachers, coaches, guidance counselors, relatives, mentors).

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:

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jan–Mar		W4	W8	W12	W16	W20	W24	W28	W32	W36	W40	W44	W48	W52	W56 Reporting in this deck
Apr–Jun	W1	W5	W9	W13	W17	W21	W25	W29	W33	W37	W41	W45	W49	W53	
Jul–Sep	W2	W6	W10	W14	W18	W22	W26	W30	W34	W38	W42	W46	W50	W54	
Oct–Dec	W3	W7	W11	W15	W19	W23	W27	W31	W35	W39	W43	W47	W51	W55	