Wave 56 Influencer Poll Update
Influencer Poll: Likelihood to Recommend & Support
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.
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

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?”
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

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]?”
Influencers’ likelihood to support military service remained stable in January–March 2017 for all influencer groups.
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.

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

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]?”

= Significantly change from previous poll
Backup
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:**

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