Wave 63 Influencer Poll Update
Influencer Poll: Likelihood to Recommend & Support
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 Military Service
By Influencer Group

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

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

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

**Likelihood to Recommend Military Service**

% Likely/Very likely

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

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**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.
Grandparents were more likely to support youth's decision to join the Military than all other Influencer groups.

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

Question: q2ff: “If [youth] told me he or she was planning to join the Military, I would support his or her decision.”
Influencers were also more likely to support youth joining the Air Force, Coast Guard, or Navy than the Army or Marine Corps.

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

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:**

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