



Wave 65 Influencer Poll Update

JAMRS

Public Release

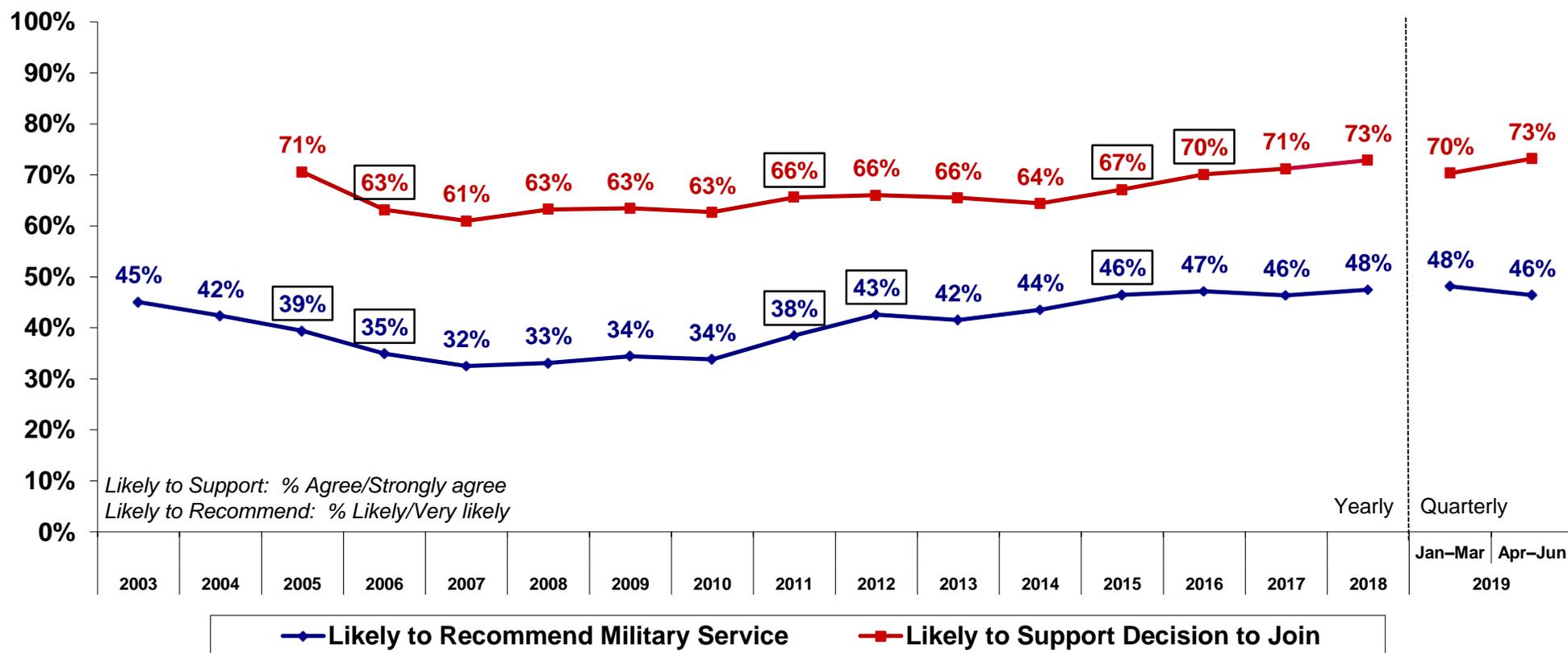


Influencer Poll: Likelihood to Recommend & Support

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 a youth's decision to join.

Likelihood to Recommend and Support Military Service



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll (Apr–Jun 2019)



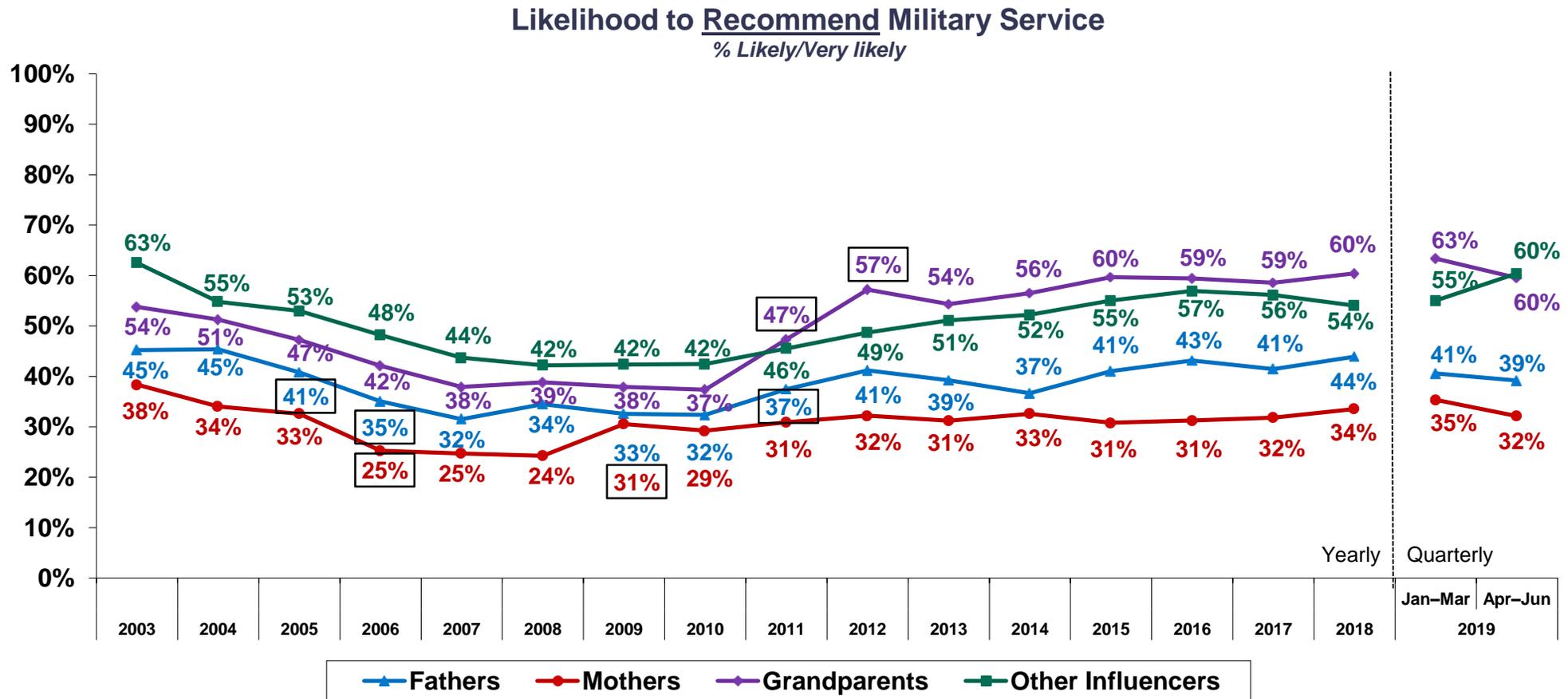
= Significant change from previous poll

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 and Other Influencers to recommend military service.



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll (Apr-Jun 2019)



= Significant change from previous poll

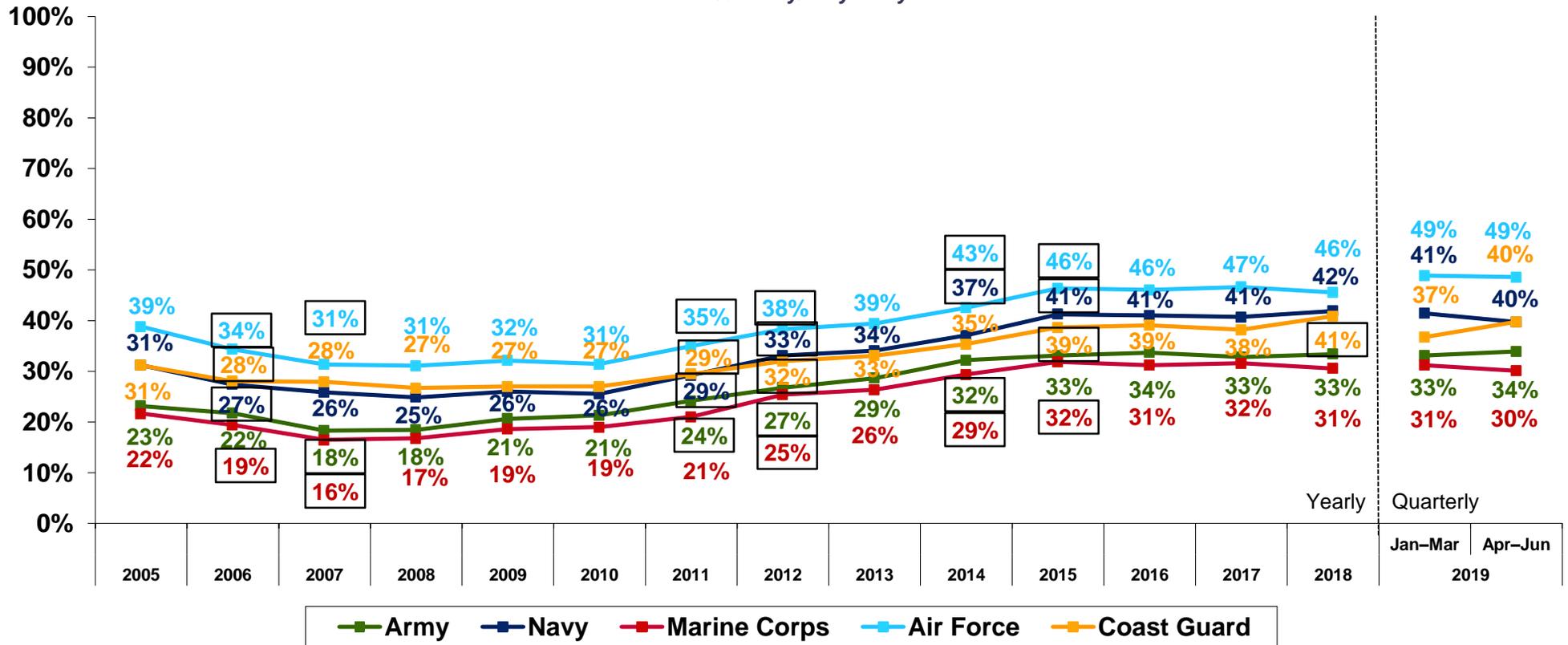
Question: q1_agg: "Suppose [youth] asked for your advice about various post-high school options. How likely is it that you would recommend joining a Military Service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard?"

Likelihood to Recommend Active Duty Service

By Service

- Influencers were more likely to report that they would recommend the Air Force and Navy to youth than the Army or Marine Corps.

Likelihood to Recommend Active Duty Service
% Likely/Very likely



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll (Apr-Jun 2019)



☐ = Significant change from previous poll

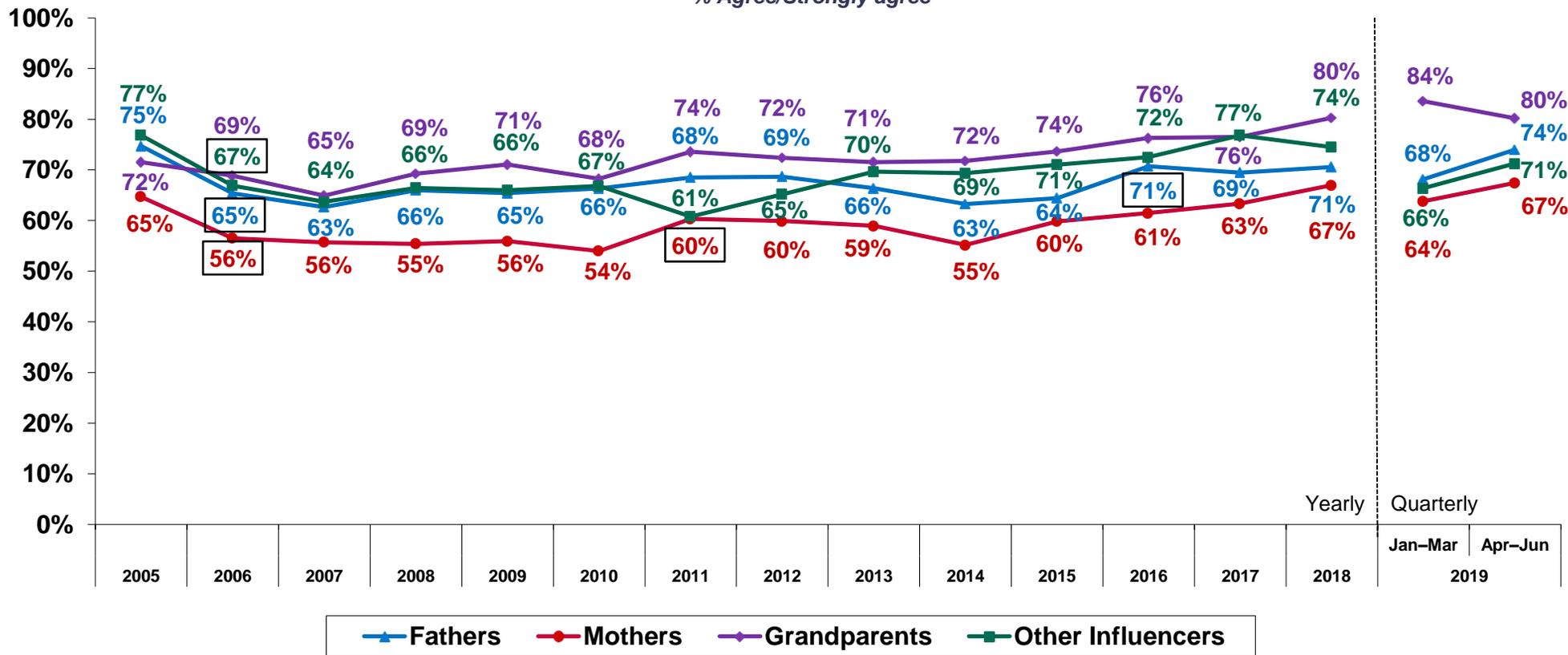
Question: q2: "How likely is it that you would recommend serving to [youth]? Would you say very likely, likely, unlikely, or very unlikely?"

Likelihood to Support the Decision to Join the Military

By Influencer Group

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

Likelihood to Support the Decision to Join the Military
% Agree/Strongly agree



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll (Apr-Jun 2019)



☐ = Significant change from previous poll

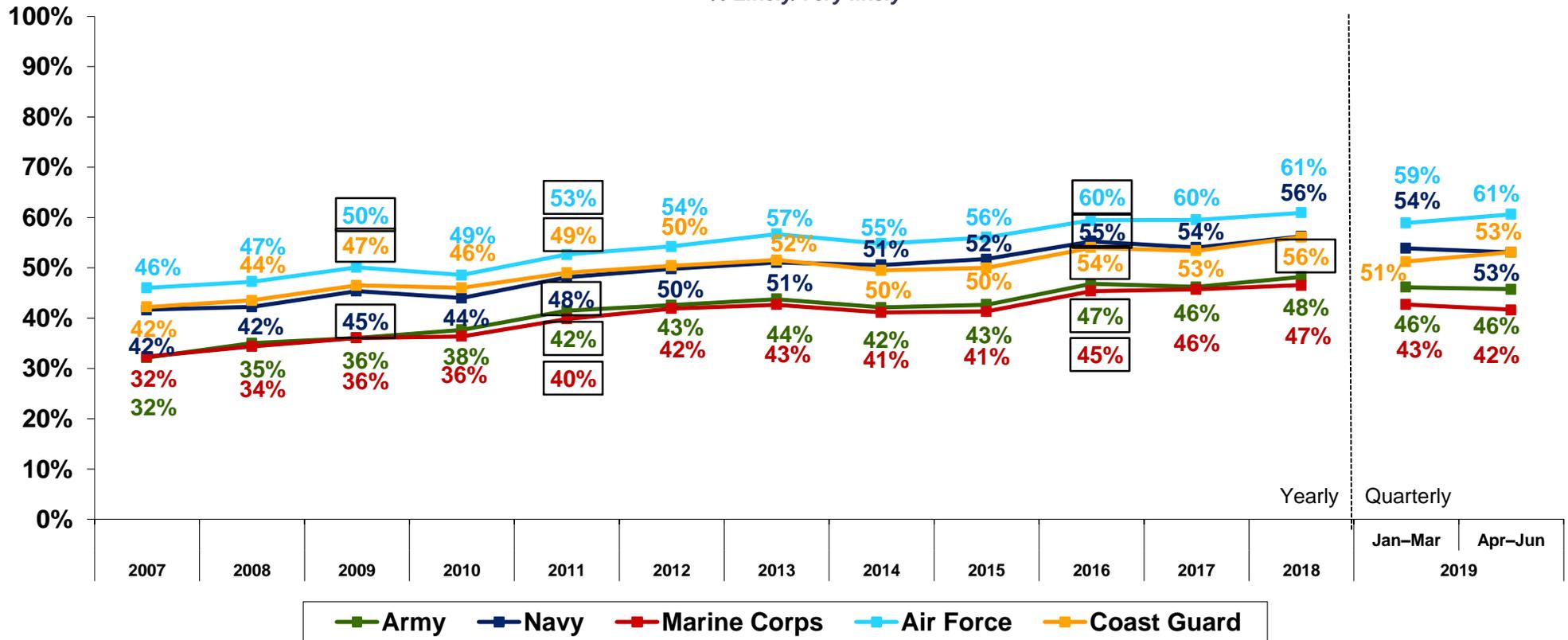
Question: q2ff: "If [youth] told me he or she was planning to join the Military, I would support his or her decision."

Likelihood to Support Active Duty Service

By Service

- Influencers were more likely to report that they would support youth joining the Air Force, Navy, or Coast Guard than the Army or Marine Corps.

Likelihood to Support Active Duty Service
% Likely/Very likely



Note: Significance testing was not conducted between the quarterly and yearly data points.

Source: DoD Influencer Poll (Apr-Jun 2019)



☐ = Significant change from previous poll

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

Study Background and Objective



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: April–June 2019

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

Target Audience: Influencers of youth ages 12–21. In Wave 65: 251 Fathers, 251 Mothers, 229 Grandparents, 174 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 2019

	2014	2015	2016	2017	2018	2019
Jan–Mar	W44	W48	W52	W56	W60	W64
Apr–Jun	W45	W49	W53	W57	W61	W65 Reporting in this deck
Jul–Sep	W46	W50	W54	W58	W62	
Oct–Dec	W47	W51	W55	W59	W63	