Wave 65 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 a youth’s decision to join.

**Likelihood to Recommend and Support Military Service**

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**Note:** Significance testing was not conducted between the quarterly and yearly data points. 
Source: DoD Influencer Poll (Apr–Jun 2019)

**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.”
Fathers and Mothers remained less likely than Grandparents and Other Influencers to recommend military service.

Likelihood to Recommend Military Service

% Likely/Very Likely

- Fathers
- Mothers
- Grandparents
- Other Influencers

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll (Apr–Jun 2019)

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 report that they would recommend the Air Force and Navy to youth than the Army or Marine Corps.
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)

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

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?”

Note: Significance testing was not conducted between the quarterly and yearly data points.
Source: DoD Influencer Poll (Apr–Jun 2019)
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.

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**Source:** DoD Influencer Poll (Apr–Jun 2019)