

## Veterans' Willingness to Encourage Military Service

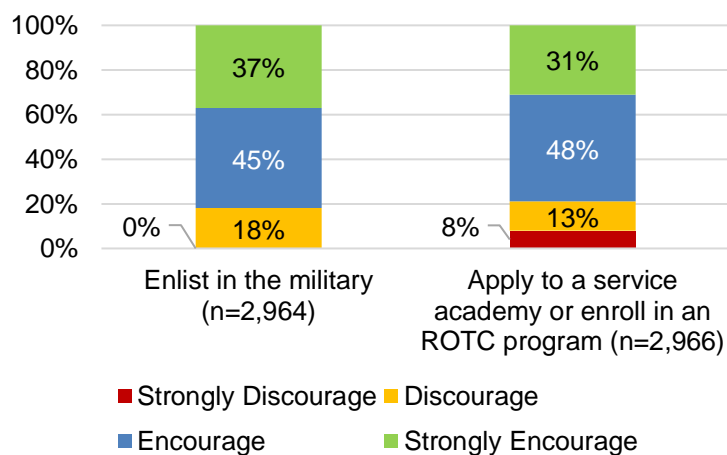


Data were collected through Wave 8 of the Veterans Engaging in Transition Studies (VETS) Survey that was implemented by Clearinghouse for Military Family Readiness at Penn State researchers in collaboration with the Wounded Warrior Project, The Heinz Endowments, May & Stanley Smith Charitable Trust, and The Arthur M. Blank Family Foundation. The online survey was administered between March 2023 and April 2023 as an extension of The Veterans Metrics Initiative: Linking Program Components to Post-Military Well-Being (TVMI) study and Wave 7 of the VETS survey. During the TVMI longitudinal study, six waves of data were collected from almost 10,000 post-9/11 veterans who had separated from military service in 2016. Of the original sample, 3,514 veterans voluntarily chose to participate in the VETS Survey.

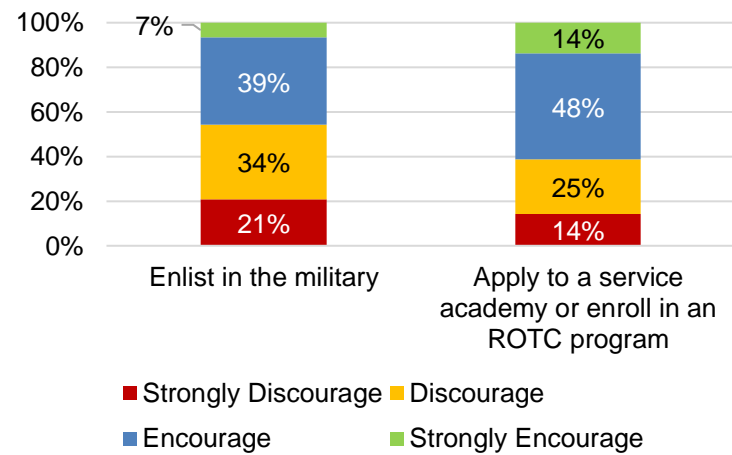
During Wave 8, veterans were asked two questions about their willingness to encourage a young family member to join the U.S. military on a four-point scale of “Strongly Encourage” to “Strongly Discourage.”

- Would you strongly encourage, encourage, discourage, or strongly discourage a 17 year-old family member (child, grandchild, niece/nephew) to apply to a military service academy (for example, West Point, Naval Academy, or Air Force Academy) or enroll in a college Reserve Officer Training Corps (ROTC) program?”
- Would you strongly encourage, encourage, discourage, or strongly discourage a 17-year-old family member (child, grandchild, niece/nephew) to enlist in the military?”

### VETS Wave 8 (2023)

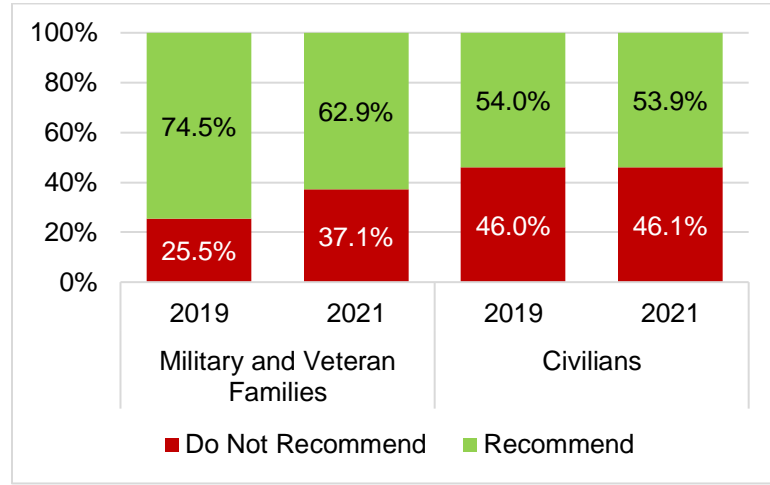
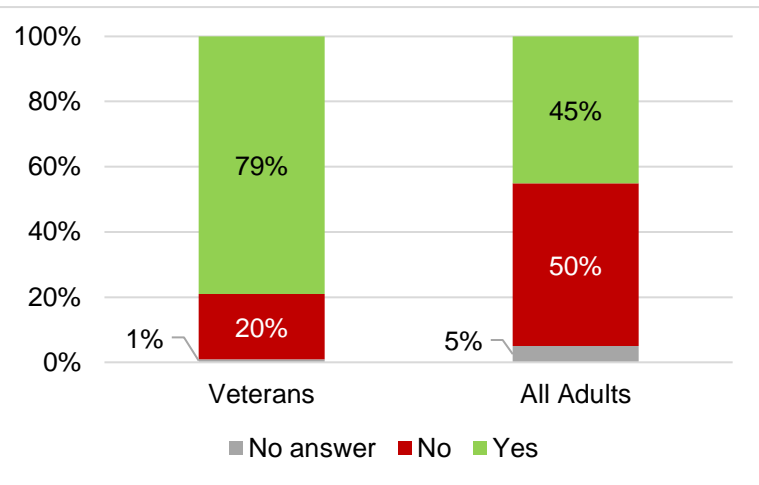


### RAND (2023)



Overall, the VETS Wave 8 study results indicate that 82% of veterans would encourage a young family member to enlist in the military, while 79% of veterans would do the same regarding officer training.

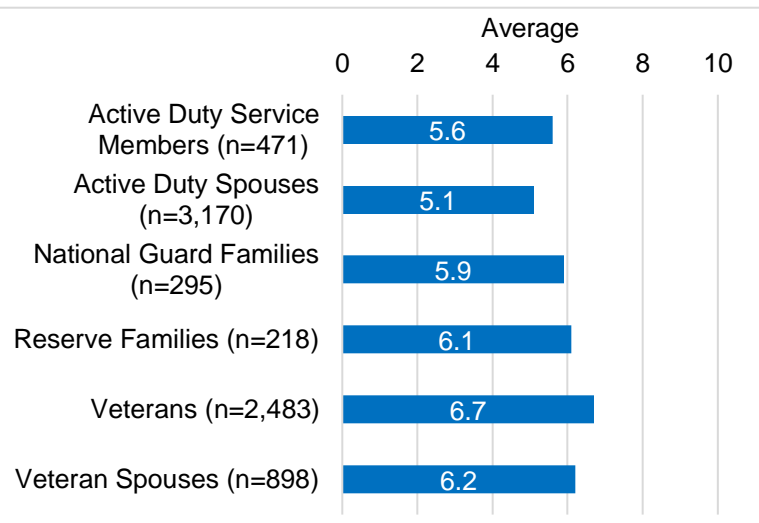
The RAND study results are based a nationally representative panel of U.S. adults (both civilians and veterans). 46% of U.S. adults would encourage a young family member to enlist in the military, while 62% of U.S. adults would do the same regarding officer training (Kleykamp et al., 2023).



The Pew Research Center study results are based on separate representative samples of U.S. adults and veterans who were asked if they would advise a young person close to them to join the military. Veterans (79%) were much more likely to advise individuals to join the military compared to U.S. adults (45%) (Parker et al., 2019).

The Military Family Advisory Network study results are based on a convenience sample of military-connected individuals (n=8,638), 43% of whom were spouses of active duty Service members, who were asked if they would recommend military life to someone who was considering this path. The same question was asked of civilians by Fors Marsh in a separate survey. Military and veteran families were more likely than civilian families to recommend military life in 2019 (74.5% versus 54.0%) and 2021 (62.9% versus 53.9%); however, the likelihood of recommending military life noticeably decreased for military and veteran families from 2019 to 2021 (L'Esperance et al., 2022).

**Blue Star Families (2022)**



The Blue Star Families study results are based on a convenience sample of military-connected individuals (n=9,363) who were asked "How likely are you to recommend that a young family member (child, niece, nephew, etc.) join the military?" on a scale of 0 to 10. Veterans (6.7) had the highest average likelihood for recommending military service (Strong et al., 2022).

**References**

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L'Esperance, G., Smith, S. A., Trent, J., Nicholson, K., Bhati, A., Luckhardt, J., & Clavijo, K. (2022). *Military family support programming survey 2021 results*. Military Family Advisory Network.

Parker, K., Igielnik, R., & Barroso, A. (2019). *The American veteran experience and the post-9/11 generation*. Pew Research Center.

Strong, J. D., Brooks, R., Blaaid, B., Howell, K. M., Jackson, A. C., Scott, A. B., Gloria, E., Hunt, K. D., Higgason, K. A., Moser, J. Maury, R. V., Linsner, R. K., Harvie, J. Y., & Nanni, M. B. (2022). *Military family lifestyle survey 2022 comprehensive report*. Blue Star Families.