Attitudes of Youth Toward Military Service
Selected Data From Four Surveys
May 1971 to November 1972

Manpower Development Division
Air Force Human Resources Laboratory
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**Abstract:**
Selected data tabulations were extracted from a HumRRO Consulting Report summarizing the results of three national surveys of attitudes of youth toward military service. Data from the fourth survey were added to complete the two year series of surveys so far available. The period covered included the two years of 1971-1972, with field surveys accomplished by Gilbert Youth Surveys Inc., and data analysis by HumRRO. The present report selected data from various tabulations, converted these data into graphic form, with certain few exceptions, and presented the data in a format believed useful to manpower management.
ATTITUDES OF YOUTH TOWARD MILITARY SERVICE

SELECTED DATA FROM FOUR SURVEYS
MAY 1971 TO NOVEMBER 1972

Prepared For:

OFFICE OF ASSISTANT SECRETARY OF DEFENSE
(MANPOWER AND RESERVE AFFAIRS)

Approved for public release; distribution unlimited.

15 JUNE 1973

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AIR FORCE SYSTEMS COMMAND
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INTRODUCTION

Four cross-sectional surveys were administered during the two-year period 1971-72 to national samples of American male youths to ascertain their attitudes towards military service. The time period was extremely important to military manpower policy makers and recruiters as it coincided with the period of transition to an All-Volunteer Force, initiated officially 1 July 1972. Further, there was concern about youths' attitudes at a time when events were occurring: a) a lowering of draft calls, b) reduction of troop levels in Vietnam, and c) an increase in bombing in North Viet Nam. In addition, the November 1971 interviews were held after Army initiated an advertising campaign announcing the increased pay allowance to servicemen. June 1972 interviews were done concurrently with an Army announcement offering a new combat arms enlistment bonus.

The four surveys were conducted by Gilbert Youth Research, Inc., of New York City. Study samples were drawn from a national probability sample of Youth composed of a master primary sample of resident college students, a master sample of the general population (other than college residents) used to reach youth residing at home, and a special high school sample.

Personal interviews were conducted with each sample of male civilian youth, aged 16 through 21. Identical questionnaires were used in the May 1971 and November 1971 interviews, except for one new item in November on willingness to join as an officer. New items were added to the June 1972 questionnaire to assess the impact of potential enlistment
incentives and bonus options. These items were repeated in the November 1972 questionnaire.

Sample responses in each survey were weighted to the national population of civilian youth, by geographic region, and by age within school status.

Data analyses were performed by the Human Resources Research Organization (HumRRO) using the data and initial tabulations developed by Gilbert Youth Research. The completed reports containing analyses of data, tabulations and discussions of the first three surveys are available in the Directorate of Manpower Research (MR&U), OASD(M&RA). A Consulting Report containing the trend analyses for the first three surveys, prepared by HumRRO, is also available in the Directorate of Manpower Research.

The present document is designed to furnish military manpower management with a picture of the trends in the attitudes of male youth towards military service as they occurred over the two-year period. This report does not touch upon each item in the questionnaires. It is selective in nature, and has chosen those items believed to be particularly meaningful to the reading audience.

Charts and tabulations contained herein are presented to show trends, covering in each case, the four independent surveys. The exceptions to this pattern are few, and include several items dealing with enlistment incentives and potential bonus options. These items were initiated in the June 1972 survey and repeated in the November 1972 survey.
In the material that follows, each chart is accompanied by a short descriptive statement highlighting the features of that chart.

The source of the data used in this document is a HumRRO Consulting Report entitled: Attitudes of Youth Toward Military Service: Results of National Surveys conducted in May 1971, November 1971, and June 1972, numbered CR-07-72-30, prepared for the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs). Data from the November 1972 survey were extracted from unpublished materials. Each figure contains a footnoted entry, e.g., Table IV-2, which refers to the data source in the Consulting Report.
SECTION 1

The data in this section deal with the attitudes of youth toward the military and military careers. The data elicited reflect the attitudes towards a military career that are especially appealing to youth. These data are contained in Figures 1 and 2.
When the Military Services must compete in the open market for the services of American Youth, it is helpful to know whether the young men are interested in a military career and, more specifically, how they feel about achieving their personal career goals in the military.

Selecting the career goals they believe most attainable in the Military Services, approximately 40% of American Youth believe the military provides opportunity for a "secure, steady job" (Figure 1). A similar 40% indicate they can expect "adventure and excitement" in the military. A slightly lesser total, averaging around 37% for each survey, believe that association with the military will give "recognition or status". All three of these factors showed a fairly stable response pattern over the four surveys. A fourth factor, "doing challenging work", did show a small but increasing trend over time. Expectation was not as high as the aforementioned factors, but sufficient to warrant positive support.
FIGURE 1

Probability of Achieving Career Goals in the Military Services

[Selected Career Goals]

<table>
<thead>
<tr>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>50%</td>
</tr>
<tr>
<td>75%</td>
</tr>
<tr>
<td>100%</td>
</tr>
</tbody>
</table>

Secure, steady job

Adventure, excitement

Recognition/status

Doing challenging work

© Percent Expecting Better Achievement in the Military in the Four (4) Highest Selected Career Goals.

Table I-3
Figure 2 indicates the attitudes of Young American males on the likelihood of achieving the four least preferred career goals in the military. They are fully aware that one will not "make lots of money" or be "able to do what I want in a job". However, a slightly larger percentage believes it feasible to "raise my own social level". Surprisingly, a small but continuing increase in trend indicated that one could be "working for a better society" in the military. The other three factors showed very small increments over the four surveys.
FIGURE 2

PROBABILITY OF ACHIEVING CAREER GOALS IN THE MILITARY SERVICES

(Selected Career Goals)

LEGEND

<table>
<thead>
<tr>
<th>Percent</th>
<th>25</th>
<th>50</th>
<th>75</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1971</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 1971</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun 1972</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 1972</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Making lots of money

Able to do what I want in a job

Raising my own social level

Working for a better society

*Percent Expecting Better Achievement in the Military in the Four Least Selected Career Goals.*
SECTION 2

Attitudes can provide information indicative of prospective action. The data in this section are described to reflect the probability of American Youth volunteering for military service. Probability data are shown in relation to various characteristics of the sampled population. These data are contained in Figures 3 through 7.
The All Volunteer Force depends largely on the willingness of Young American males to enlist in the regular forces of the Military Services. Despite the relatively substantial manpower resource available in our population, attitudes towards enlistment are frequently influenced by a number of external events and personal concerns. The use of attitude surveys on a recurring basis offers many advantages in the monitoring of young people's attitudes, especially with regard to military service. Various levels of prospective behavior can be gauged from such surveys, both for the specific moment in time, and as they may progress over time.

Of particular concern are the attitudes of young men who evidence a positive interest in military service under no draft conditions. What expectations can the Department of Defense have about its ability to meet manpower requirements at present and over the next few years?

To determine potential resources for an All Volunteer Force, young men were queried on their attitudes regarding possible service at some time. Figure 3 indicates a decreasing trend totalling eleven percentage points across the four surveys. This decrease may well be associated with outside events such as a decrease in draft calls and in activity in Viet Nam.

Negative attitudes towards serving were substantial, yet they appeared to show the beginning of a very slight but noticeable decreasing trend.
Attitudes Regarding Possible Service
[No Combat Duty Required]

Some Military Service Expected

Deterred from Enlistment for Personal Considerations

Nothing Would Induce Enlistment

Fig. p.15, 17
The probability of volunteers enlisting for the Active Service or Reserves showed an interesting cyclical phenomenon. Figure 4 shows small but steady percentages, higher in the Spring surveys, slightly lower in the Fall surveys. The pattern is stable, and hovers in the vicinity of 10% - 12%, depending on the season. Doubtless, this cyclical factor is associated with the nearness of high school graduation.

It is also noteworthy to observe that there is very little difference between the figures favoring active service or reserves (or National Guard) enlistment.
FIGURE 4

Probability of Joining Active Service or Reserves and National Guard [Assuming No Draft]

Legend

<table>
<thead>
<tr>
<th>Month</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1971</td>
<td></td>
</tr>
<tr>
<td>Nov 1971</td>
<td></td>
</tr>
<tr>
<td>Jun 1972</td>
<td></td>
</tr>
<tr>
<td>Nov 1972</td>
<td></td>
</tr>
</tbody>
</table>

Fig. p.14, p.92
In examining the attitudes of youths to ascertain the likelihood of their enlisting in the active service, by age, we find a very slight but definite increasing trend over time for each age category indicated. This trend is shown in Figure 5. It is also evident that the younger men show more positive attitudes about potential service, as the probability for enlisting decreases with increasing age within the range of 16 to 21 years of age.
FIGURE 5

PROBABILITY OF ENLISTING IN THE REGULARS
BY AGE
[ASSUMING NO DRAFT]

16-17 YEAR OLDS

19-19 YEAR OLDS

20-21 YEAR OLDS

LEGEND

MAY 1971

JUN. 1972

N. 1972

N. 1972

TABLES IV-1, IV-2, IV-3
Figure 6 presents the data on the probability of enlisting in the regular force by education status. The trend for high school students shows a slight increase over the four surveys, whereas the college student is essentially static, showing no change in time in either direction. The non-students, however, do show an increasing trend that may have stabilized by the November 1972 survey. For the present, the high school student offers the best potential resource for military manpower.
FIGURE 6

PROBABILITY OF ENLISTING IN THE REGULARS
BY EDUCATION
(EN DRAFT)

High School Student

College Student

Non-Student

LEGEND

- MAY 1971
- NOV 1971
- JUN 1972
- NOV 1972

TABLES IV-1, IV-2, IV-3
Examination of the attitudes of male youths towards enlistment in the regular force, by race, in Figure 7, indicates that the proportion of non-whites with favorable attitudes towards enlistment is higher than the comparable proportion of whites. The average difference over the four surveys is 6% for the non-whites over the whites. As trends go, however, the non-whites show a small but noticeably decreasing trend, contrasted with a slight but increasing trend among the whites.
FIGURE 7

PROBABILITY OF ENLISTING AS REGULARS
BY RACE [NO DRAFT]

PERCENT

<p>| | | | | | | | | | | | | | | | |</p>
<table>
<thead>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

LEGEND

1. MAY 1971
2. MAY 1971
3. JUN 1972
4. NOV 1972

RACES I, II, IV, V
SECTION 3

To assist in formulating policies that will guide manpower managers and recruiters in determining incentives for enlistment, it is essential to understand what is acceptable to the prospective consumer. This section provides data that indicate what inducements and conditions will act as incentives to voluntary enlistment for active service. The data are contained in Figures 8 through 19.
In a competitive market for manpower, the Department of Defense must have a firm information base to give guidance to the services for enlistment inducements. It is essential to secure information that will reflect the demands of young men who may be induced to enlist. Knowledge is needed in order that (a) manpower policies are in tune with the demands of youth and (b) incentives can be provided to appeal to prospective enlistees.

Figure 8 shows a number of important features that seem to encourage enlistment. Each of the features indicated shows a small but rising trend of interest over the four surveys. Two in particular "opportunity for travel", and a "paid college education" (post-service), are acceptable beyond the 50% level of response. Somewhat less in acceptance, but considered as useful inducements are "skills training" (by the military) and "choice of assignment". Appropriate use of these features in advertising should prove their utility in recruitment.
FIGURE 8

FEATURES THAT WOULD ENCOURAGE ENLISTMENT

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity for Travel</td>
<td></td>
</tr>
<tr>
<td>Skills Training</td>
<td></td>
</tr>
<tr>
<td>Paid College Education</td>
<td></td>
</tr>
<tr>
<td>Enrollment in Officer Training Program</td>
<td></td>
</tr>
<tr>
<td>Choice of Assignment</td>
<td></td>
</tr>
<tr>
<td>Pay</td>
<td></td>
</tr>
</tbody>
</table>

LEGEND

- May 1972
- Nov 1972
- Jun 1972
- Nov 1973

TABLES III-7, III-9, III-10
In Figure 8, features that encourage enlistment were indicated. In Figure 9, an examination is made of conditions that deter men from enlisting. These conditions must be considered and either eliminated or responded to in recruiting literature. Several deterrent conditions rate highly in the beliefs of young people, leading to negative attitudes and behavior in relation to the services.

"Extended time away from home" shows a cyclical pattern between 1971 and 1972, with an increasing trend for 1972 as a basis for deterrence. "High risk of injury", ranging in the 55% belief arena, tends to show a small decrease over the four surveys. "Strict discipline/training conditions" indicates an increase between 1971 and 1972, as does "poor living conditions for singles". Other factors which have been found as deterents seem to follow the same pattern, a slight increase in 1972 as against 1971, conditions dealing with "lack of career opportunities", "low level of associates", "insufficient pay in entering", and "insufficient pay over a long career". Proportions of the population queried tend to run at the level of 30% - 38% in these areas.
FIGURE 9

Conditions DETERRING MEN FROM ENLISTING

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended Time Away From Home</td>
<td></td>
</tr>
<tr>
<td>High Risk of Injury</td>
<td></td>
</tr>
<tr>
<td>Strict Discipline/Training Conditions</td>
<td></td>
</tr>
<tr>
<td>Poor Living Conditions For Singles</td>
<td></td>
</tr>
<tr>
<td>Lack of Career Opportunities</td>
<td></td>
</tr>
<tr>
<td>Low Level of Associates</td>
<td></td>
</tr>
<tr>
<td>Insufficient Pay on Enlistment</td>
<td></td>
</tr>
<tr>
<td>Insufficient Pay Over a Long Career</td>
<td></td>
</tr>
</tbody>
</table>

LEGEND

- May 1971
- Nov 1971
- Jun 1972
- Nov 1972

27
An analysis was made of a selected number of reasons indicated as exerting strong influence on enlistment. These results are shown in Figure 10, where "choice of branch of service" rates highest. This factor shows a very slight increasing trend over the first three surveys, then takes a substantial 15% drop (from 48%) in the latest survey, indicating that some negative factors have intervened. Several other "reasons" showed similar patterns, either increasing positive or stable attitudes supporting these reasons over the first three surveys, then a substantial drop in support in the fourth survey. For some reasons, the drop was equal to the above reported 15%, for others, it was as little as 5%. There was no indication, in the fourth survey, of any increase elsewhere that would compensate for the drop.
FIGURE 10

SELECTED REASONS EXERTING STRONG INFLUENCE ON ENLISTMENT

(RESPONDENTS WHO INDICATED POSSIBILITY OF ENLISTING)

PERCENT

25  50  75  100

CHOICE OF BRANCH OF SERVICE

TRAVEL, EXPLORATION, NEW EXPERIENCES

TO FULFILL MILITARY OBLIGATION AT A TIME OF CHOICE

TO LEARN A TRADE OR SKILL VALUABLE FOR CIVILIAN LIFE

TO SERVE MY COUNTRY

OPPORTUNITY FOR ADVANCED EDUCATION AND TRAINING

TO BECOME MORE MATURE AND SELF-RELIANT

TO QUALIFY FOR THE G.I. BILL

LEGEND

MAY 71

NOV 71

JUN 72

NOV 72

29
A substantial number of reasons are given for men to enlist at some time. These are listed in Figure 11. This tabulation shows, in rank order, the importance of the reasons reflected in the responses of the young respondents. This pattern is fairly stable across the four surveys, with some exceptions. The interesting fact in this tabulation is its parallel to the trends shown in Figure 10. Almost all the reasons given tend to indicate a rising trend over the first three surveys, then a noticeable downtrend occurring in support of the fourth survey. There is also a substantial difference in support between the top six reasons and the lower six reasons in the table.
<table>
<thead>
<tr>
<th>Reasons for Enlisting for Those Indicating Enlisting at Some Time</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Then</td>
</tr>
<tr>
<td>Choice of Branch of Service</td>
<td>45.0</td>
</tr>
<tr>
<td>Travel, Excitement, New Experiences</td>
<td>38.1</td>
</tr>
<tr>
<td>Fulfill Military Obligation at Time of Choice</td>
<td>18.1</td>
</tr>
<tr>
<td>Learn a Trade or Skill Valuable for Later</td>
<td>33.3</td>
</tr>
<tr>
<td>To Serve My Country</td>
<td>23.3</td>
</tr>
<tr>
<td>Opportunity for Advanced Education/ Training</td>
<td>23.3</td>
</tr>
<tr>
<td>To Become More Mature &amp; Self-Reliant</td>
<td>17.3</td>
</tr>
<tr>
<td>To Qualify for G.I. Bill</td>
<td>16.3</td>
</tr>
<tr>
<td>To Avoid the Draft</td>
<td>14.3</td>
</tr>
<tr>
<td>Military Career Opportunities Look Better</td>
<td>15.3</td>
</tr>
<tr>
<td>Overall Benefits: Pay, Room, Board, Tents, etc.</td>
<td>16.3</td>
</tr>
<tr>
<td>To Leave Personal Problems Behind</td>
<td>5.3</td>
</tr>
</tbody>
</table>
Respondents were asked to indicate in their own words what inducements would attract them to enlist for active duty, assuming no participation in combat service. The responses are shown in Figure 12, where more money/better pay and skills/job training are selected as most attractive. Most showed relatively low response levels, less than 15% but tended to be relatively stable across the two surveys (June 1972, November 1972). Several of the items did show a small decrement in responses to the November 1972 survey, but this is insufficient to demonstrate a trend.
FIGURE 12

ENLISTMENT INCENTIVES IN REruits' OWN WORDS

[ASSUMING NO COMBAT SERVICE]

Legend

<table>
<thead>
<tr>
<th></th>
<th>JUN 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NOV 1977</td>
</tr>
</tbody>
</table>

TRAVEL

MORE MONEY/BETTER PAY

SKILLS/JOB TRAINING

EDUCATIONAL BENEFITS

CHOICE OF ASSIGNMENT

TABLES 1-16
In charting out enlistment incentives by respondents in their own words, classified by age groups, findings favor the incentive "more money/better pay". The data in Figure 13 are consistent for each age group and for each of the two surveys. "Skills/job training" rates highly for 16-17 year olds, but decreases substantially from a 15% level to a 10% level and below for the higher age levels. Other incentives were selected at levels between 5% - 10%, with slightly better support in the June 1972 Survey, lesser support in the November Survey.
FIGURE 13

Enlistment Incentives in Respondent's Own Words
By Age

[Assuming No Combat Service]

Legend

<table>
<thead>
<tr>
<th>16-19 Years</th>
<th>20-21 Years</th>
<th>22-23 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19 Years</td>
<td>20-21 Years</td>
<td>22-23 Years</td>
</tr>
</tbody>
</table>

Legend

Table 12.15

35
Figure 14 provides a tabulation of the same data as the previous figures, by race. The major attractions are still "more money/better pay" and "skills/job training". The only difference that may reflect an attitudinal change is seen in a 4% decrement in the non-white responses to "more money/better pay" in the Nov 1972 survey when compared to the response picture of the June Survey. The remaining incentives, all below the 10% response level, tend to show a very slight but lessening trend, especially for the non-whites, in the November Survey.
FIGURE 14

ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS
BY RACE

[ASSUMING NO COMBAT SERVICE]

TRAVEL
MORE MONEY/BETTER PAY
SKILLS/JOB TRAINING
EDUCATIONAL BENEFITS
CHOICE OF ASSIGNMENT

TABLE 5C-16
When an examination is made of the same responses tabulated against education status, as seen in Figure 15, "more money/better pay" retains its lead among the incentives. College students exceed high school students and non-students in their interest in higher pay. High school students also responded relatively well to "skills/job training", showing substantially higher percentages than college students and non-students. With the remaining incentives included in the 10% or under category, the same decreasing pattern noted in the previous figures for the November Survey also occurred.
<table>
<thead>
<tr>
<th>ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS</th>
<th>BY EDUCATION STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ASSUMING NO COMBAT SERVICE]</td>
<td></td>
</tr>
<tr>
<td>TRAVEL</td>
<td></td>
</tr>
<tr>
<td>MORE MONEY/BETTER PAY</td>
<td></td>
</tr>
<tr>
<td>SKILLS/ JOB TRAINING</td>
<td></td>
</tr>
<tr>
<td>EDUCATIONAL BENEFITS</td>
<td></td>
</tr>
<tr>
<td>CHANCE OF ASSIGNMENT</td>
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</tr>
<tr>
<td>TABLE II-76</td>
<td></td>
</tr>
</tbody>
</table>

**LEGEND**

<table>
<thead>
<tr>
<th>H.S. HDB.</th>
<th>JUN 1974-75</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1. S. HDB.</td>
<td>JUN 1974-75</td>
</tr>
<tr>
<td>NON-STD.</td>
<td>JUN 1974-75</td>
</tr>
</tbody>
</table>
A series of inducements was indicated to respondents to ascertain their responses to inducements for enlistment by Service. This item was administered in all four surveys. Figure 16 ranked the enlistment inducements by Service, and showed marked differences. For example, "opportunity for travel" ranked first as an inducement for Navy enlistment, but last for each of the other Services. Skills training ranked rather highly across all four Services, taking first rank only in the Air Force. A "paid college education" did not rank well whereas "enrollment in officer training" was in first place for Army and Marines. Pay was mixed, slightly higher in preference in the Air Force and Marines.
FIGURE 16

**Enlistment Inducements by Service:**

Average Rank Order of Four Surveys

<table>
<thead>
<tr>
<th>Feature to Encourage Enlistment</th>
<th>Army</th>
<th>Navy</th>
<th>Air Force</th>
<th>USMC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity for Travel</td>
<td>5.75</td>
<td>1</td>
<td>5.75</td>
<td>5.63</td>
</tr>
<tr>
<td>Skills Training</td>
<td>2.</td>
<td>2.75</td>
<td>1.</td>
<td>2.13</td>
</tr>
<tr>
<td>Paid College Education</td>
<td>3.12</td>
<td>5.63</td>
<td>5.5</td>
<td>4.75</td>
</tr>
<tr>
<td>Enrollment in Officer Training</td>
<td>1.87</td>
<td>4.75</td>
<td>3.35</td>
<td>1.5</td>
</tr>
<tr>
<td>Choice of Assignment</td>
<td>3.</td>
<td>2.25</td>
<td>3.37</td>
<td>4.</td>
</tr>
<tr>
<td>Pay</td>
<td>5.25</td>
<td>4.63</td>
<td>2.63</td>
<td>3.</td>
</tr>
</tbody>
</table>


Table III-7
During June 1972 and November 1972, attitudes were surveyed in relation to a number of suggested or hypothetical incentives to ascertain their utility. They operated in two major directions: (1) for skill or knowledge acquisition, and (2) as bonus incentives. Figure 17 indicates the response pattern by age. The items show a high degree of stability between the two surveys. Small increases are evident in the November Survey data, but not sufficient, without an additional survey or two, to assure that trends are clearly demonstrated. Most interest is shown in relation to post-service activities, covering for example, employment assistance, financial aid for college or technical training and a fully paid college education. The higher bonus figure is considered an incentive if provided for special skills on enlistment. The response pattern is stable throughout for all incentives for both surveys. Greatest support is found in the 16-17 year olds, slightly less, in order, for each of the older groups.
**TABLE IV-28 AND IV-29**
Figure 18 examines the responses to the same group of constructed incentives, this time by education status. In most instances there are similar response patterns between the June and November surveys (1972). College students appear to be more attracted to post-service education support of a financial nature. The various groups are more inclined towards the several types of post-service benefits as a commitment for enlisting than to pre-service training support or to a bonus. However, the larger bonus figure, $3000 for special skills does receive a reasonable amount of support with an increase showing in the November Survey.
**Selected Enlistment Incentives by Education Status**

**Legend**
- H.S. Student
- College Stud.
- Non-Student

**Tables IV-28 - IV-29**
Analysis of the same variables, by race, finds a general tendency for small increases to show, both for whites and non-whites, in the November 1972 Survey over the June Survey. These data are indicated in Figure 19. Again, as expected, post-service benefits, in terms of paid college education or technical training, and post-service employment assistance rank highest as prospective incentives to enlistment.
SELECTED ENLISTMENT INCENTIVES
BY RACE

LEGEND

Post-Service Employment Assistance

To 2 years pre-Service Tech Training

$200/Mo Post-Service College/Tech Training

Fully Paid College Education

$1000 Bonus

Up to $3000 Bonus for Special Skills

SKILL OR KNOWLEDGE ACQUISITION INCENTIVES
AND BONUS INCENTIVES.

TABLES IV-28, IV-29
Of particular concern to manpower planners and recruiters are those attitudes of youth that indicate their views of the military services and the special appeals of each. Men will volunteer for one service, but may have no interest in volunteering for any of the others. Young people formulate their images on the basis of various characteristics, and in many instances, will respond in terms of these characteristics. The data in this section deal with the image of the services reflected in the eyes of youth in terms of a variety of factors. The data are contained in Figures 20 through 31.
In overall or global appraisal of the four Services from the viewpoint of comparative preference, response data show relative stability for each Service. There are small changes, with slight increasing trends for Army and Marines. However, Figure 20 shows that Air Force is considered as generally the best Service, with the Navy a close second. The Marines and Army are rated very close with the former slightly ahead in third place. The difference between the best two and last two is substantial.
GLOBAL APPRAISAL OF ARMED SERVICES
i.e. BEST OVERALL SINGLE SERVICE

U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS

LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

FIG. A.38
Attitudes of prospective enlistees regarding preferred branch of Service show some variation, among Services as well as surveys. Air Force is preferred as the ranking Service in surveys of May 1971 and November 1972; the Navy in the surveys of June 1971 and June 1972. However, as seen in Figure 21, the Army is preferred over the Marines in all four surveys, and is competitive with the Navy in both surveys of 1971.
FIGURE 21

PREFERRED BRANCH OF SERVICE OF
PROSPECTIVE ENLISTEES
[NO DRAFT]

LEGEND

MAY 1971
NOV 1971
JUN 1972
NOV 1972

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

FIG. P.47
As regards the image of the Services seen by prospective enlistees, preference for a particular service is dependent upon the variable on which services are compared. Figure 22 looks at preference from the viewpoint of "most opportunity for foreign travel". The Navy, in all four surveys, far and away outstrips the others in appeal. Air Force follows with the Army slightly behind.
FIGURE 22

SERVICE IMAGE

MOST OPPORTUNITY FOR FOREIGN TRAVEL

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

LEGEND

MAR 1971
MAR 1971
JUN 1972
MAR 1972
In distinguishing among the Services on the basis of image conveyed by "best chance to get ahead in a career", Figure 23 indicates that the Air Force is much preferred. The Navy is in second place, some 20 percentage points behind, with the Army as a third choice, lagging behind the Navy by only a few percentage points.
FIGURE 23

SERVICE IMAGE

BEST CHANCE TO GET AHEAD IN A CAREER

U.S. ARMY

U.S. NAVY

U.S. AIRFORCE

U.S. MARINE CORPS

LEGEND

MAY 1971
JUN 1971
JUL 1971
JUN 1972

TABLES III-1, III-2, III-3
Figure 24 shows the distribution of preferences of the variable "best chance to use one's skills and abilities" as a factor indicative of service image. The Air Force, again, is the preferred service, leading the Navy and the Army by 10 percentage points. The Navy was preferred over the Army only on the first two surveys, whereas they were chosen equally on the last two.
FIGURE 24

SERVICE IMAGE

BEST CHANCE TO USE ONE'S SKILLS AND ABILITIES

LEGEND

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

TABLES III-1, III-2, III-3
Figure 25 shows the Air Force as the Service believed to offer the best "opportunities for best pay", followed by the Navy, at an average distance of about 19 percentage points. Army and Marine Corps showed approximately the same level of preference, with the Marines running ahead during the first and fourth surveys. It is interesting, also, to observe that despite the substantial preference for the Air Force on all four surveys, this lead was eroding on each of the last two surveys (1972).
FIGURE 25

SERVICE IMAGE
OPPORTUNITIES FOR BEST PAY

LEGEND

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY 1971</td>
<td></td>
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<tr>
<td>NOV 1971</td>
<td></td>
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<td>JUN 1972</td>
<td></td>
</tr>
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<td>NOV 1972</td>
<td></td>
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</tbody>
</table>

U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS

TIMES: II-1, II-2, III-3
The Air Force was seen as the Service that offered "best living conditions for families of servicemen" as a factor of service image. Figure 26 indicates preference levels for the Air Force ranging between 40 and 37 percent, with a small decrease for the last two surveys. The Navy, next in line, ranged between 14 and 16 percent, followed by the Army, showing a range of 7 to 11 percent in the preference race.
FIGURE 26

SERVICE IMAGE
BEST LIVING CONDITIONS FOR FAMILIES OF SERVICE-MEN

PERCENT

U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS

LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

TABLES III-1, III-2, III-3
Another factor contributing to Service Image is "most exciting life". Here, it is apparent that the Navy is the preferred Service in the eyes of young males, though Navy's lead over the Air Force ranges only at around 9% on the first survey to about 5% on the fourth. However, there was a reversal on the second Survey, at which time the Air Force was preferred, by 6 percentage points. The Marine Corps was chosen above the Army on all four surveys, ranging 6 to 8 percentage points ahead of the Army, but about 10 points, on the average, behind the Air Force.
FIGURE 27

SERVICE IMAGE

MOST EXCITING LIFE

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

Legend:
- MAY 1971
- NOV 1971
- JUN 1972
- NOV 1972

In examining the variable "best chance to prove oneself a man" as a factor in reflecting Service Image, the Marine Corps essentially stands alone as the preferred service to American Youth. Figure 28 shows a preference level, highly stable across the four surveys, averaging 52% for the Marine Corps, whereas the Army, next preferred, shows a comparable figure of only 11 percent for each of the four surveys. Air Force and Navy follow in order, at lower levels of preference.
FIGURE 28

SERVICE IMAGE
BEST CHANCE TO PROVE ONESSELF A MAN

LEGEND

<table>
<thead>
<tr>
<th></th>
<th>MAY 1971</th>
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<th>JUN 1972</th>
<th>NOV 1972</th>
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<tr>
<td>U.S. MARINE CORPS</td>
<td></td>
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</table>

TABLES III-1, III-2, III-3
An almost similar view is shown regarding preference for the Marine Corps as the service "having the most capable men" as a factor reflecting Service Image. Figure 29 shows an average preference level of 43% across the four surveys compared with the Air Force preference level averaging 13%. Both Army and Navy follow, with the former favored slightly in all four surveys.
FIGURE 29

SERVICE MALE
HAVING THE MOST CAPABLE MEN

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

TABLES III-1, III-2, III-3

LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1973
Service Image is also seen in terms of the "most attractive uniform". As shown in Figure 30, the Marine uniform is preferred by most, with the Navy uniform next in preference. The difference ranges between 6 and 10 points for the four surveys. Air Force follows the Navy in preference, short by about a 4 percentage point average for the four surveys.
FIGURE 30

SERVICE IMAGE
most attractive uniform

Legend

MAY 1971
JUN 1972
JUL 1972
JUN 1972

U.S. Army

U.S. Navy

U.S. Air Force

U.S. Marine Corps

M-1, M-2, M-3
Air Force preference asserts itself on the variable "best chance to learn new and useful skills" as a factor affecting Service Image. Figure 31 shows the Navy as second to the Air Force, stabilizing at around 19%, whereas Air Force figures range in the 32 to 33% area. Army follows Navy, with preference level at around 15 percentage points.
FIGURE 31

SERVICE IMAGE

BEST CHANCE TO LEARN NEW AND USEFUL SKILLS

U.S. ARMY

U.S. NAVY

U.S. AIR FORCE

U.S. MARINE CORPS

LEGEND

MAY 1971
JUN 1972
MAR 1971
MAR 1972

TABLES III-1, III-2, III-3
SECTION 5

In an All-Volunteer Force, as established by present legislative action, the Armed Forces are divided into the Active Forces and Reserve Forces. Preceding sections have dealt with data reflecting youth attitudes largely in relation to the Active Force. This section concerns itself with the several components that compose the Reserve Forces and the attitudes expressed in relation to these components. Because of the special role of the Reserve Forces, it is also essential to understand what incentives will be of sufficient appeal to attract volunteers. These data are contained in Figures 32 through 38.
Reserve and National Guard preferences in relation to Branch of Service are shown in Figure 32. Although some 25% of the respondents on each survey did not answer to this item, and about half this total showed no preference, there was still a preferential distribution among the various reserve organizations. Air Force and Navy Reserve units are about equally preferred. Army National Guard, Army Reserve and Air National Guard are also equally chosen but at about half the level of the first preferences. Marine Corps Reserve is last in preference.
PREFERRED BRANCH OF SERVICE
RESERVES/NATIONAL GUARD

ARMY NATIONAL GUARD

ARMY RESERVE

NAVY RESERVE

AIR FORCE NATIONAL GUARD

AIR FORCE RESERVE

MARINE CORPS RESERVE

NO PREFERENCE

NO ANSWER
Figure 33 shows the likelihood of joining a reserve or national guard organization by age, under no draft conditions. Responses show low levels of probable enlistment, with only the 16 - 17 year olds indicating some levels of interest, ranging between 12 and 15 percent. This increase occurs in the later surveys. The older youths show a noticeably lesser probability of enlistment, with probability of joining inversely related to age.
FIGURE 33

PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD
BY AGE
[NO DRAFT]

PERCENT

16-17 YEAR OLDS

15-19 YEAR OLDS

20-21 YEAR OLDS

LEGEND

- MAY 1971
- NOV 1971
- JUN 1972
- NOV 1972

VALUES M+, M-, M-
In tabulating the responses indicating the likelihood of enlistment in a reserve organization by education status, the best and most stable picture is presented by the high school students, at a level of 14 percent, in Figure 34. The non-students show a fluctuating probability, alternating on surveys, whereas college students show a decreasing interest ranging from 8 to 6 percent.
FIGURE 34

PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD
[BY EDUCATION STATUS]
[NO DRAFT]

HIGH SCHOOL STUDENT

COLLEGE STUDENT

NON- STUDENT

LEGEND

MAY 1971

TABLES II-1, III-2, II-3
The probability of joining the reserves or national guard by race, under no draft conditions, is shown in Figure 35. Non-whites appear to show a greater likelihood of enlisting, though the interest level decreases over the four surveys. Whites show a probability level at a lower rate than non-whites, stabilizing at the 8 percent level, as compared with non-whites who are at least half again higher in probability level.
FIGURE 35

PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD
BY RACE
[NO DRAFT]

LEGEND

- MAY 1972
- MAY 1972
- JUN 1972-
- NOV 1972
Respondents were asked to indicate their preference to conditions of inducement for reserve affiliation. Data are shown in Figure 36. The leading inducements, each of which shows an increase from survey to survey, are training in skills which are also useful in civilian life, and educational benefits. With preference at about the same level as the above, but showing a decreasing emphasis across the surveys, was the downward trend to the item avoid being drafted as an inducement to join the reserves. This was doubtless due to the withdrawals of troops from Viet Nam and the de-emphasis of the draft. Lower levels of interest were seen in items such as to supplement income, patriotic duty, association with friends, etc.
FIGURE 36

CONDITIONS OF INDUCTION FOR RESERVE AFFILIATION

TRAINING IN SKILLS ALSO USEFUL IN CIVILIAN LIFE

OPPORTUNITY FOR ADVANCEMENT IN RESERVE

EDUCATIONAL BENEFITS

ASSOCIATION WITH FRIENDS

PATRIOTIC DUTY

SUPPLEMENT ENCOMPAS

AVOID BEING DRAFTED

OTHER (WHAT?) "NONE"

LEGEND

MAY 1971
JUN 1972
JUL 1973
JUN 1974
NOV 1972

85
A series of inducements was constructed and used to ascertain whether they might possibly be influential in attracting men to enlist in the Reserves or National Guard. Figure 37 shows the distribution of responses. The foremost response is negative, with a steady average of just over 62% rejecting enlistment in terms of any of the inducements offered. Among the more attractive inducements were "educational benefits up to $2000 for six years service", a shorter period of initial active duty training, and "full-time insurance coverage".

It is evident that several of these inducements do attract a particular, though relatively small, population who would enlist in the Reserves or National Guard if the right incentives were offered. The pattern of responses, survey by survey, was remarkably stable, item by item. Several items showed small but increasing trends, whereas most items reflected consistency in response patterns.
Two specially constructed bonus option items were designed to ascertain what effect they might have as potential inducements for joining the Reserves or National Guard. Figure 38 indicates response data for each bonus option, showing separately the percentages of those who would definitely join and probably join, and combining these variables into a single complex variable consisting of those with the probability of joining. The data are also distributed by age groups. It should also be noted that these items were included in the June 1972 and November 1972 surveys only.

All three age groups favor the larger bonus option. For all options, there is an inverse relationship with age: 16 - 17 year olds are far more in favor of the bonus option concept, whereas 18 - 19 year olds show less favor, and 20 - 21 year olds less than the 18 - 19 year olds but only by a small amount. The youngest group also shows an increasing positive attitude for the later survey, which is in contrast with that demonstrated by the 20 - 21 year olds.
PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD UNDER TWO BONUS OPTIONS [BY AGE]

16-17 YEAR OLDS

18-19 YEAR OLDS

20-21 YEAR OLDS

TABLE 51-15