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A STUDY OF YOUTHS AND PROSPECTIVE NATIONAL GUARD RECRUITS.(U)  
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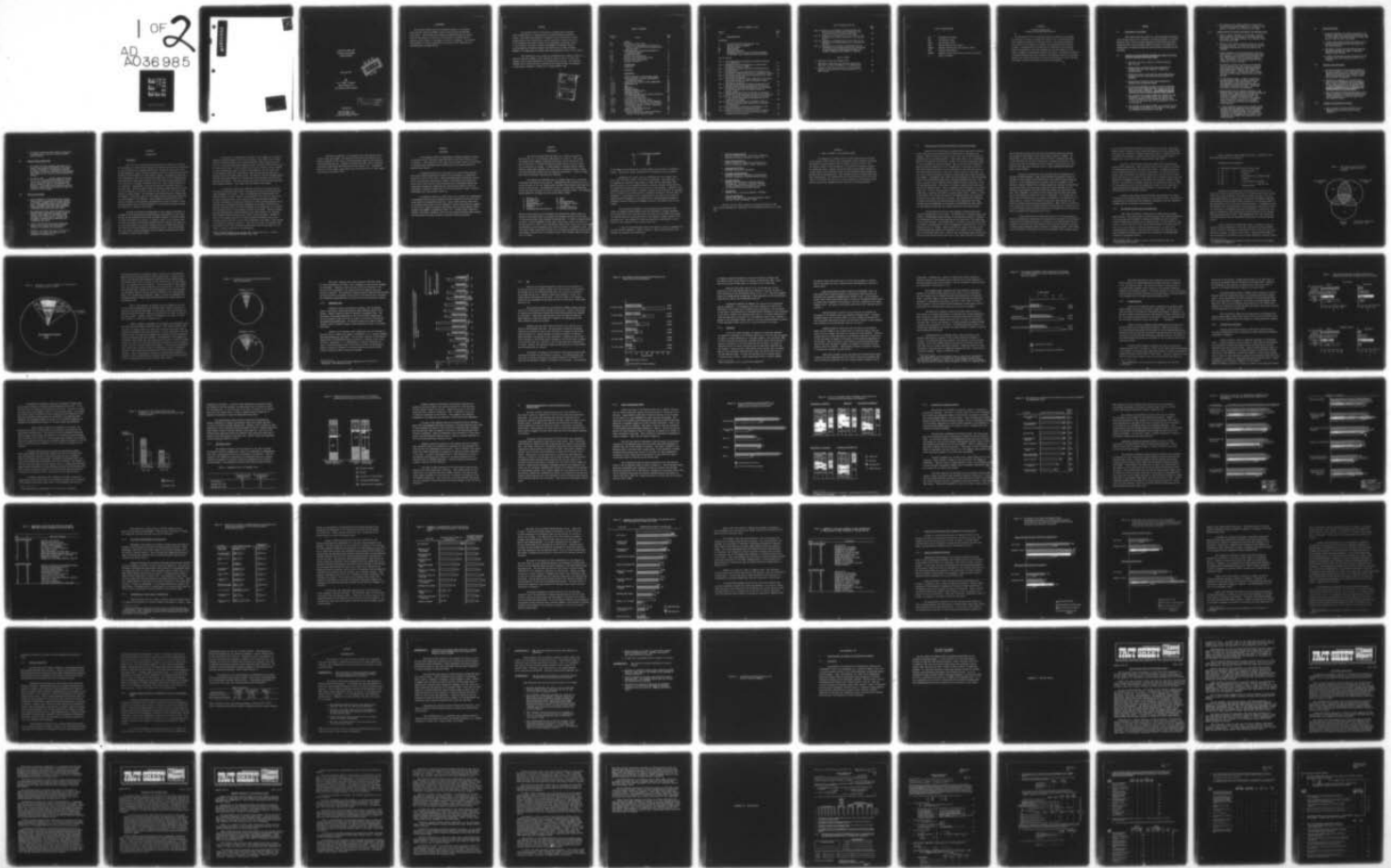
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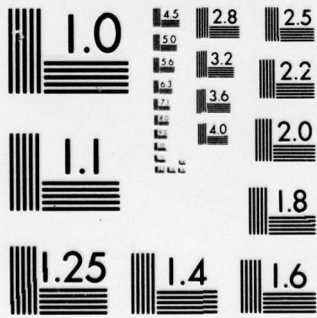
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A STUDY OF YOUTHS AND  
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February 1977

For  
W. B. Doner & Company  
Under Contract to  
The National Guard Bureau



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PREFACE

The National Guard is interested in defining more accurately those characteristics of young men who are potential National Guard recruits. This report was prepared in response to this need and the results reported herein were derived from a survey conducted by Market Facts, Inc., in the Spring of 1976 under contract to the Department of Defense, Office of the Assistant Secretary of Defense for Manpower and Reserve Affairs, and from additional detailed computer tabulations done by DMDC (formerly MARDAC) of the Department of Defense under the supervision of Dr. John R. Goral.

The framework for this report was conceived by Col. Homer R. Ward, Jr., Executive Director, NGBRAC, and Mr. Charles B. Riter of the W. B. Doner and Company, both of whom contributed to the analysis and writing. The principal analysis of the survey data was conducted by Mr. Donald W. King, Ms. Margaret E. Ladd and Ms. Kathleen A. McEvoy, all of King Research, Inc.

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LIST OF ABBREVIATIONS

DOD	Department of Defense
ANG	Air National Guard
ARNG	Army National Guard
DMDC	Defense Manpower Data Center
MARDAC	Manpower Research and Data Analysis Center
NGB	National Guard Bureau
NGBRAC	National Guard Bureau Research Advisory Committee
n	Number in Sample

## ABSTRACT

### A Study of Youths and Prospective National Guard Recruits

In the Spring, 1976, a nationwide survey was conducted to determine the attitudes of youths concerning the military and to establish youths' plans regarding enlistment in military service. This report summarizes the results of this survey as it applies to prospective National Guard recruits. Characteristics of youths who are interested in the National Guard are presented to show which segments of the youth market are most likely to enlist in the National Guard in the future. Attitudes and opinions of youths interested and not interested in the National Guard are also given. Finally, the relative importance of factors that influence youths' attitudes and intent to enlist in the National Guard are discussed.

## SUMMARY

### S.1 Description of the Study

This report gives the results of a 1976 Department of Defense youth attitude survey as it pertains to the National Guard. The report discusses future plans of youths regarding the National Guard; their characteristics; their attitudes toward the military; and influence of talking about the National Guard with other persons, recruiters and advertising.

### S.2 Proportion of Young Men Who Indicated an Intent to Join the Military, Reserves and National Guard

- The survey was from a sample of 3,008 men between ages 16 to 21.
- Thirty percent indicated they would definitely or probably join the active military, reserves or National Guard.
- Twenty-five percent indicated they would definitely or probably join the active military and 13 percent the reserves.
- Eleven percent indicated they would definitely or probably join the National Guard.
- Of those who indicated an intent to join the National Guard, 86 percent also indicated a desire to join the active military or reserves. The competition is substantial for these potential National Guard recruits.
- Four percent of the sample (3008) are eligible for and interested in the National Guard; this appears low, however 60 percent of those interested are 16 or are in 10th and 11th grade and will be ineligible for one or two more years.
- Four percent of the sample (3008) are interested in the Air National Guard (ANG) and 1.6 percent of the sample are eligible and interested in the ANG.

- Five percent of the sample (3008) are interested in the Army National Guard (ARNG) and 2.2 percent of the sample are eligible and interested in the ARNG.

### S.3

#### Characteristics of Youths Interested in the National Guard

- There is greater interest in the National Guard for youths living in the Southeast, deep South and Midwest (15%). The lowest interest is in Eastern cities such as New York (5%).
- Interest in the National Guard decreases as the age of youths increases. 15 percent of 16 year olds are interested and 6 percent of 21 year olds are interested.
- Youths interested in the National Guard tend to be less educated or have lower educational aspirations than young men not interested in the military; however, there appears to be no difference between youths interested in the National Guard and those interested in active military.
- The quality of youths interested in the National Guard is slightly less than young men generally (when quality is measured by high school grades and courses taken). However, the quality of youths interested in the National Guard is about the same as those youths interested in the active military.
- Of the eligible youths, a higher proportion of non-white youths (15%) than white youths (6%) are interested in the National Guard. The same difference appears for those eligible and interested in the active military: 14 percent were white, 29 percent were non-white.
- Being married does not diminish interest in the National Guard. Eight percent of eligible single and 6 percent of eligible married youths are interested in joining the National Guard. For the active military, 16 percent of the eligible single youths and 7 percent of the eligible married youths were interested in joining the active military.
- A nearly equivalent proportion of eligible youths employed (7%) and unemployed (8%) are interested in joining the National Guard. For the active military, the proportions were also equivalent: 15 percent of the employed and 17 percent of the unemployed were eligible and interested in the active military.

S.4

Occupational Plans

- A greater proportion of youths interested in the National Guard anticipate working as laborers than do others (56% versus 30%) and fewer foresaw working at a desk job (21% versus 29%).
- A total of 68 percent of those interested in the National Guard also indicated they would join the active military.
- The intent to join the active military may substantially diminish the number of potential National Guard recruits.
- A total of 55 percent of those interested in the National Guard also expressed interest in the reserves.

S.5

Contacts with Influencers

- Of those interested in the National Guard, 56 percent discussed it with friends with service experience, 24 percent with a teacher or counselor, 25 percent with a girl friend or wife, and 56 percent with parents.
- Teachers and counselors are currently not a good source of information about the National Guard. Only 12 percent of the youths talked to these influencers about the National Guard. Counselors apparently are not mentioning the National Guard as a job opportunity.
- About 34 percent of those not interested in the military discussed the Guard with friends with service experience so that this might yield some negative results.

S.6

Contacts with Military Recruiters

- Only 5 percent of those interested in the National Guard had contact with a Guard recruiter.

- 29 percent of these men had contact in the past six months with a recruiter representing the active military.

S.7 National Guard Advertising

- The slogan "The most important part-time job in America" was correctly identified by 45 percent of those interested in the National Guard and 52 percent of those not interested in the military. This slogan was the one most correctly identified overall.
- The slogan "The \_\_\_\_\_ belongs, maybe you belong to the \_\_\_\_\_" was correctly identified by 24 percent of those interested in the National Guard and 17 percent of those not interested in the military. This slogan had the greatest relative difference between those interested and those not interested of all slogans.

S.8 Military Attributes

- Those interested in the National Guard placed greater value on practical job factors related to training, learning trade or skills and benefits. Pay ranked lower than these attributes. General attributes concerned with leadership, sociability and travel were rated lower.
- More than half of the youths interested in the National Guard rated four life goals as more likely to be achieved in the military than civilian life: job security, adventure and excitement, developing your potential, and recognition and status.
- Goals concerned with individual freedom and making a lot of money were considered not likely to be achieved in the military.
- Generally, the goals that seem to be most important to the youths are believed to be achievable in military life.

## SECTION 1

### INTRODUCTION

#### 1.1 Background

The era of the All-Volunteer Armed Forces has resulted in a totally new environment in which factors bearing on recruitment and retention of personnel in the Armed Forces have changed dramatically. During the latter part of the Vietnam engagement, youths' attitudes toward the military in general deteriorated probably to an all-time low in this Nation's history. Although attitudes seem to be improving, we don't yet know the long range impact of the Vietnam period, partially because some negative youths of that time will become influencers in their positions of teachers, counselors and so on. Other current factors are also important. Unemployment, particularly with poorly educated youths, is extremely high. Relatively fewer youths are seeking college education now than in the past because of spiralling costs and since there is less pressure from society to attend college. The employment and schooling factors, coupled with abolishment of the draft, present a very complex picture concerning current and future enlistments in the military. These changes are bound to have a substantial influence on the character and magnitude of direct enlistment in the National Guard as well as future enlistment in the Guard by military personnel who choose not to remain on active duty.

Knowing the character and magnitude of this changing environment is fundamental for planning future military manpower requirements and for implementing new advertising and recruiting strategies designed to motivate youths to choose the military as a career. In order to adapt to the new peace time volunteer environment, the National Guard Bureau has recognized the importance of conducting research that reveals insights which can optimize advertising campaigns and yield more effective recruiting practices. They have embarked on a long range, carefully designed research program performed by W.B. Doner and Company to address these issues.



In parallel, the Department of Defense is also engaged in a research program concerning manpower in the active services. Since 1971, part of their research involves bi-annual youth surveys conducted in the spring and fall of each year to provide information regarding youths' attitudes toward the military, to reveal their intent to join military service and to identify factors related to their attitudes and intent to enlist in the military. For the first time, in the Spring of 1976, data concerning the Army and Air National Guard were obtained from the bi-annual youth survey. The report of the DOD tracking study<sup>1</sup>, complete with tabular results, was distributed to the Adjutants General by the National Guard Bureau. The survey results pertaining to the National Guard have been studied separately. This study forms the basis of this report.

In particular, this report addresses results of the survey that can be used by the National Guard Bureau, the Adjutants General and National Guard units throughout the country. First, the background and characteristics of young persons who are most likely to be interested in the Guard are identified so that recruiting efforts can be targeted to the most promising audiences. Secondly, attitudinal information is presented so that recruiting appeals can be directed toward ensuring that likely candidates are, indeed, recruited and to persuade those who are not currently interested in the Guard that it is in their best interest and that of the country to enlist in the Guard. Thirdly, evidence is given concerning the relative influence that other persons (i.e., parents, girl friends, teachers and so) have an intent to join the Guard. Finally, we look at the relative importance of various military attributes such as pay, training, type of work and so on to those interested in the Guard. These results are discussed in detail in Section 4. Sections 2 and 3 give the objective and methodology of the "Youth Attitude Tracking Study" which is the basis for this report. Section 5 presents the Recommendations.

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<sup>1</sup>Youth Attitude Tracking Study, Spring, 1976, Market Facts, Inc., a report prepared for the Department of Defense, July, 1976.

Presented in Appendix I is information about King Research, Inc., and W.B. Doner and Company. The National Guard Bureau Fact Sheets can be found in Appendix II and a copy of the questionnaire used for the survey is contained in Appendix III. Appendix IV presents detailed tables concerning the National Guard which were derived from the computer runs. Throughout Section 4 of this report, these tables shall be referenced and a table number given which is prefaced by "IV."

## SECTION 2

### OBJECTIVE

In the Spring of 1976, the Department of Defense sponsored a survey to determine youths' attitudes toward the military and their intent to join the military. The objective of this report is to provide results of this survey to National Guard representatives; particularly as the results pertain to National Guard issues.

A subsidiary objective of this report is to reveal those personal and societal factors which have a bearing or an influence on a young man's decision to enlist in the Guard. Having identified these influential factors, and by utilizing data from previous studies, the National Guard Bureau can better direct their efforts toward optimizing their recruiting programs and advertising campaigns by emphasizing the role which the Guard can play in satisfying a young man's needs such as providing additional income, training, challenging work, job security, and so on.

An additional objective of this report is to indicate any similarities or differences between those interested and not interested in the Guard and between eligible and ineligible young men. Again, having obtained these data, the National Guard Bureau is better equipped to define these different segments of youth and to target the Guard's advertising and recruiting programs toward reaching each segment by appropriate means (i.e., through school counselors, teachers, television, brochures, and so on) and provide them with ample information from which the youths can make an informed enlistment decision.

### SECTION 3

#### METHODOLOGY

The "Youth Attitude Tracking Study" was a survey performed by Market Facts, Inc., in the Spring, 1976 (April 22 to May 17). The survey was conducted by telephone interviews with males, ages 16 through 21, who did not have prior or current military involvement and who were not beyond their second year of college. A random sample of telephone numbers (determined by random digit dialing) were called until a household having an eligible youth was found at which time the youth was interviewed. A total of 3,008 youths were interviewed following this technique.

The country was subdivided into 13 tracking areas and an area which constituted the balance of the country. Approximately 200 interviews were conducted from each of the 13 tracking areas and about 400 interviews came from the balance of the country. The population in the 13 tracking areas cumulatively account for about 65 percent of the U.S. military available youths. The tracking areas include the following principal cities and/or states:

- |                                  |  |
|----------------------------------|--|
| 1. Chicago, Ill.                 | 8. Texas                               |
| 2. Harrisburg, Pa.               | 9. Ohio                                |
| 3. New York, N.Y.                | 10. Michigan/Indiana                   |
| 4. Albany/Buffalo, N.Y.          | 11. Minn./Neb./N. Dakota/<br>S. Dakota |
| 5. Washington, D. C.             | 12. Southern California                |
| 6. Florida                       | 13. Northern California                |
| 7. Alabama/Mississippi/Tennessee |  |

Results in this report are not presented by tracking areas because there are generally not enough youths in the sample who expressed interest in the Guard to make statistically valid estimates concerning them. In order to achieve valid estimates, certain breakdowns of data (age, school grade, and so on) had to be grouped together in order to provide adequate sample sizes for the use of the normal approximation, and for obtaining a more precise estimate of statistical error. By using small sample sizes and low values for  $p$  (proportion exhibiting certain characteristics), greater error in estimation occurs. The following table is a good rule to follow:

<u>p</u>	<u>n = sample size necessary</u>
.5	30
.4	50
.3	80
.2	200
.1	600
.05	1400

If the number of observations is not large enough, the data must be considered suspect. Furthermore, normal approximation for estimates cannot be applied.

Throughout this report, data are presented with one standard error (e.g., 25%  $\pm$  1%) which yields a 0.68 level of confidence. This means that, if the sampling was repeated a large number of times with the same sample size, about 68 percent of the estimated confidence intervals (between 24% and 26% for the example above) would contain the true value of the estimate. Similarly, 1.64 standard errors would provide a confidence interval at the 0.90 level of confidence and 1.96 standard errors would provide a confidence interval at the 0.95 level of confidence. An approximate test of significance can be made by the reader for estimates from two segments of the population by observing whether estimated confidence intervals from the two segments overlap at any desired level of confidence.

The statistical estimates of the standard errors provided in this report are slightly biased downward since the estimates of variance presented by the contractor do not take into account the fact that the sample sizes among the tracking areas are not proportionate to the number of youths actually in the tracking areas. The estimates of means and proportions (percentages) are not biased but the estimates of the standard errors are.

A copy of the questionnaire used in the survey is given in Appendix III. The questionnaire addresses a number of factors. Some of these factors, both personal and societal, are listed below.

1. Personal Characteristics  
Age, sex, marital status, race/ethnic background, education of parents, education, income, etc.
2. Quality Characteristics  
Scores on mental and physical screening tests, level of schooling, grades, Quality Index score.
3. Environmental Factors  
Geographic area, local job market.
4. Attitudes and Perceptions  
Attitudes toward job attributes in military and civilian occupations; attitudes toward military.
5. Military Service  
Knowledge and awareness of military benefits including pay, retirement, education benefits, through informational activities of recruiters and Armed Services advertising programs.
6. Influencers  
Parents, peers, counselors, teachers, employers.
7. Military Attributes  
Type of work, pay scale, education/training, family benefits, social environment, travel.

Section 4 of this report presents a detailed discussion of the major factors identified as influential on the enlistment decision of a young man.

## SECTION 4

### YOUTH'S INTEREST IN THE NATIONAL GUARD

The Department of Defense Youth Attitude Tracking Study performed in the Spring of 1976 reveals a great deal about youths' attitudes concerning the National Guard and whether they are likely to join the Guard. Also, the results provide a good description of the youths who expressed interest in joining the Guard. Finally, the Survey yields some excellent insights as to what factors are influencing youths in their attitudes toward joining the military and the National Guard. This detailed section is divided into three major subdivisions: (a) characteristics of youths interested in the National Guard, (b) attitudes and opinions of youths interested in the National Guard, and (c) factors that influence youths' interest in the National Guard.

#### 4.1 Characteristics of Youths Interested in The National Guard

Results of the 1976 survey of youths indicate that about 30 percent of the young men in the United States are interested in enlisting in the military. About one-third of these men stated that they would definitely or probably enlist in the National Guard. Thus, there seems to be a substantial pool of men interested in the Guard. However, the pool of prospective youths is not as abundant as initially appears. Many of the youths who expressed a desire to join the Guard are not yet eligible due to their age or lack of a high school degree and many of the men interested in the Guard will enlist in the active military and will be lost, for a time at least, to the Guard. Of the 16 to 21 year old youths interested in joining the Guard, about 40 percent are eligible. Furthermore, when viewed from the standpoint of the Army National Guard or the Air National Guard alone, the number dwindles even more. Only about 3.7 percent of all eligible youths expressed positive intentions to join the Army National Guard. Even fewer, 2.6 percent, indicated that they would join the Air National Guard. The low estimated level of interest is not necessarily bad. In fact, this proportion of the youth labor market may provide a sufficiently large base from which to recruit annual quotas. However, a total of 86 percent of the youths interested in the National Guard also expressed interest in the active military or reserves. *The estimated small proportion of youths interested in the National Guard and the competition from other military services highlights the importance of identifying who these youths are and making sure that they are indeed recruited in the National Guard.*

Of some concern is the fact that interest of youths varies substantially among parts of the country. The differences in interest among areas reflect a corresponding varied interest in the military in general. However, the implications of these differences may be more important to the Guard than to the active military. Even though there is a desire to have the active military reflect the population in terms of demographic characteristics, it is not necessary to do so. Having a higher proportion of southern recruits in the active military than found in the population, for example, is not desirable but not particularly bad either. However, with the National Guard, men for the most part join the units where they live so that areas that have low interest



are of much more concern than with the active military where their quotas can be made up from regions of the country where interest is higher. Unfortunately, in some regions there may be an excess of young men who want to join the Guard and in others there may be a substantial shortage. *Since there are few ways of adjusting for this disparity, the Guard may lose some good men that they could otherwise recruit.* Some consideration should be given to this problem.

Interest in joining the active military drops off dramatically as the age of youths increases. Some of this decline in proportion of men interested in the military occurs because some of the older men have joined the military. Of the remaining drop in interest, there is no evidence in the survey to indicate whether this is because youths lose interest in the military as they grow older or because older youths have closer experience to the Vietnam era when general attitudes toward the military were much poorer than now. Also, employment is higher for older youths which may mean some younger men see the military as their only source of employment. The reason that interest drops with older youths is probably attributable to a combination of all these factors. Interest in the National Guard also drops with age, but not nearly as sharply as with the active duty military. *Thus, there is a potential pool of young men who are currently eligible and interested in the Guard as well as an even larger group of youths interested in the Guard who are ineligible but must be nurtured until they are of age to join.*

Youths interested in the National Guard tend to be less educated or have lower educational aspirations than young men not interested in the military. A good potential target population to encourage to join the National Guard are students in vocational and trade schools, since 16 percent of youths currently in these schools indicated positive interest in joining the Guard. Even though youths interested in the Guard tend to be less educated, their academic quality

is very little different than those not interested in the Guard. High school grades of those interested in the Guard were observed to be only slightly lower than those not interested. Similar results were found in a Quality Index which is derived from responses to questions about high school grades, number of mathematical courses and science courses taken in high school.

Interest in the National Guard varies among youths from different socio-economic backgrounds. There is almost twice as much interest in joining the Guard among black youths than among white youths. If highest educational level reached by the father is used as a rough measure of the social class of youths, those interested in the National Guard have a lower social class background than those not interested in the Guard. Over all youths, almost twice the proportion of unemployed youths are interested in the Guard as employed youths. However, the proportion of eligible youths who are interested is about the same for those employed as well as those unemployed. About the same proportion of single men and married men expressed an intention to join the Guard. Thus, *being married does not diminish interest.*

Details of the survey results concerning characteristics of youths interested in the National Guard are given in the sections below. These sections are eligibility for National Guard membership, geographic area, age, education, academic quality, and personal characteristics.

#### 4.1.1 Eligibility for National Guard Membership

This report is based on a 1976 survey of 3,008 young men between ages 16 and 21. This large survey of youths indicates that a healthy proportion of the young men are interested in joining the military and about one-third these men expressed an interest in the National Guard. Of the 3,008 men in the survey, a total of 909 (30 ± 0.8%) stated they definitely or probably would enlist in the active military, reserves or National Guard. A total of 745 youths expressed an intent to join the active military, 381 young men said they definitely or probably would enlist in the reserves, and 319 expressed interest in the National Guard.\*

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\* These numbers cannot be added to reach a total of 909 since there are overlaps among the services.

Figure 1 presents a Venn Diagram which shows a breakdown of the 909 youths interested in the military.\*

Following are the breakdowns:

- 385 youths interested in active military only
- 46 " " " National Guard "
- 63 " " " Reserves "
- 97 " " " active military & National Guard
- 55 " " " reserves " " "
- 142 " " " active military & reserves
- 121 " " " " " , reserves, and National Guard

Looking at this diagram with the National Guard in mind, *it is clear that of the 319 youths interested in the National Guard only 46 youths (14% of the youths interested in the National Guard, and only 1.5% of the entire sample (3008)) are exclusively interested in the National Guard and the remaining 273 youths (86% of those interested in the National Guard) are also interested in one or more other military services.* A breakdown of these 273 indicates that 55 youths (17% of those interested in the National Guard) are interested in the National Guard and the Reserves; it appears that this group is interested in part-time military service and have not yet decided which part-time service to join. The remaining 218 (97 + 121) youths have not decided whether they are interested in part-time or full-time military service.

Figure 2 presents a diagram which shows a breakdown of those interested in the National Guard, those only interested in another military service, those not interested in the military at all at this time, and those who did not respond. It should be noted that a large percentage (86%) of those interested in the National Guard are also interested in another service.

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\* A detailed description of the methods utilized to arrive at this diagram are presented in Appendix V.

Figure 1. Venn Diagram Depicting Number of Youths Interested in the Military

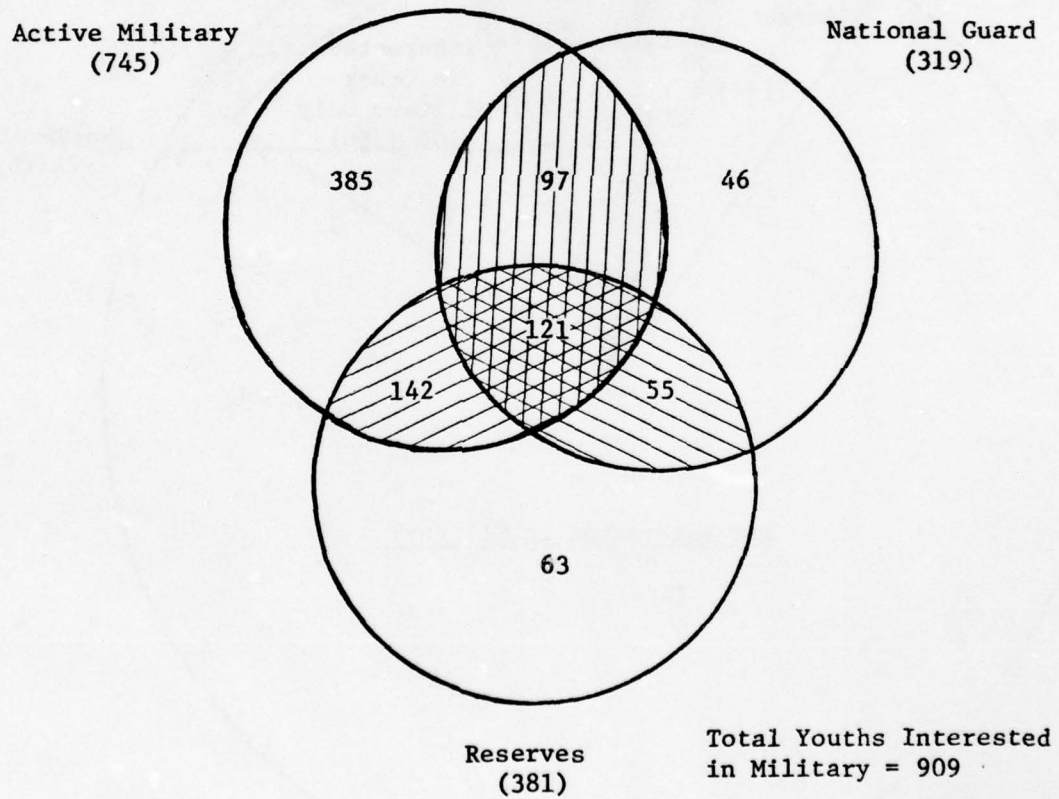
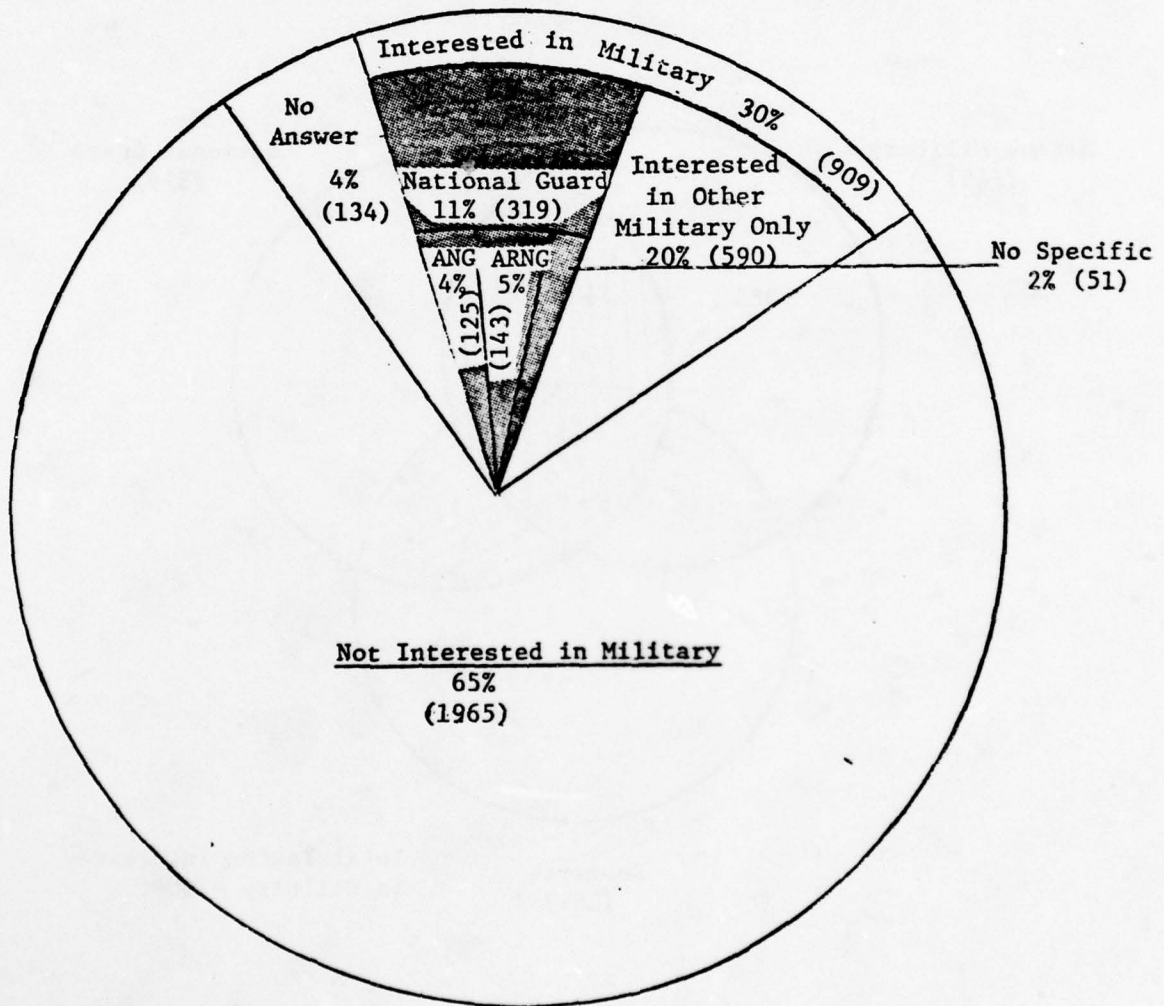


Figure 2. Proportion of Youths Interested in the Military and National Guard (n=3008)



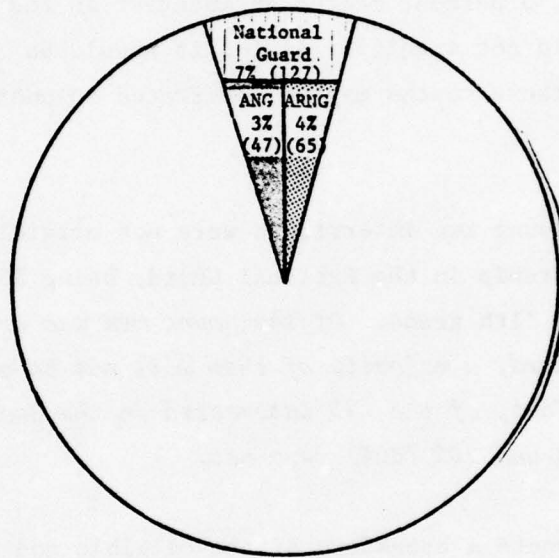
Of those interested in the National Guard, interest in the Army National Guard and the Air National Guard is fairly evenly split. A total of  $45 \pm 2.8\%$  of the National Guard respondents specified the Army National Guard and slightly fewer ( $39 \pm 2.7\%$ ) gave the Air National Guard as their preference. The remainder gave no preference. When considering the total population, the proportion is quite small for each of the services. This breakdown indicates that 4 percent of the total population were inclined toward the Air National Guard, 5 percent stated an interest in the Army National Guard, and 2 percent did not specify. Again, it should be remembered that a large proportion of these youths may be interested in another branch of the military also.

Some of the young men interviewed were not eligible at the time of the survey for membership in the National Guard, being 16 years old or enrolled in the 10th or 11th grade. *Of the young men who are interested in joining the National Guard, a majority of them will not be able to join for one or two years. In fact, of the 319 interested in the Guard, 127 (40%) were eligible to enlist and 192 (60%) were not.*

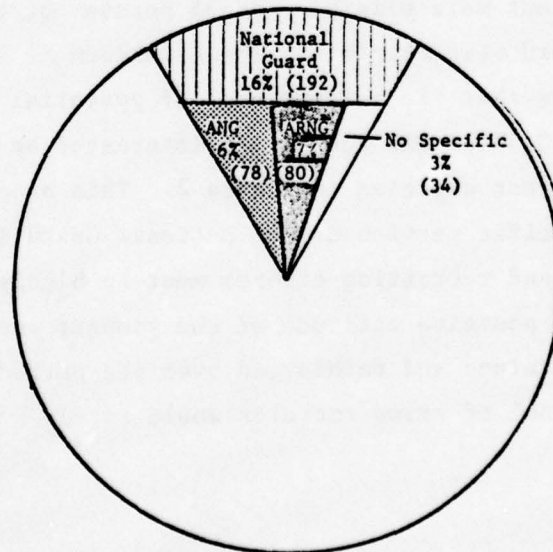
Figure 3 presents a breakdown of the eligible and ineligible youths and their interests toward the National Guard. These figures indicate that 7 percent of eligible youths are interested in the National Guard, while 16 percent of ineligible youths are interested. Of those interested in the Army National Guard, 44 percent were eligible and 38 percent of those interested in the Air National Guard were eligible. The breakdown of the eligible and ineligible clearly shows that the current pool of potential recruits is small because only about  $4 \pm 0.3\%$  of all youths are interested as well as eligible and not the full 11 percent depicted in Figure 2. This proportion decreases even further when a specific service of the National Guard is considered. Therefore, advertising and recruiting efforts must be highly focused, if possible. Also, if the positive attitude of the younger and ineligible respondents could be maintained and reinforced over the period prior to eligibility, a substantial pool of prime recruits would result.

Figure 3. Proportion of Youths Interested in National Guard by Eligibility

Eligible n=1779



Ineligible n=1229



This report describes the characteristics of the whole group of those interested in the Guard, with a breakdown of those who are eligible and ineligible. Sometimes, these young men and those interested in the military will be compared to the young men who were negative about the military in general. The differences between potential National Guard recruits and those who have no interest in any branch of the military will illustrate the distinctive characteristics of youths who are good recruiting prospects.

#### 4.1.2 Geographic Area

Interest in the active military in general, and the National Guard in particular, varies substantially among different regions of the country. Figure 4 shows the level of interest by geographic area. The percentage of young men interested in the active military ranges from a low of 13 percent in New York City to a high of 34 percent in Florida and Alabama/Mississippi/Tennessee. The highest interest was shown in these southern states, followed by Texas, several midwestern states, and southern California.

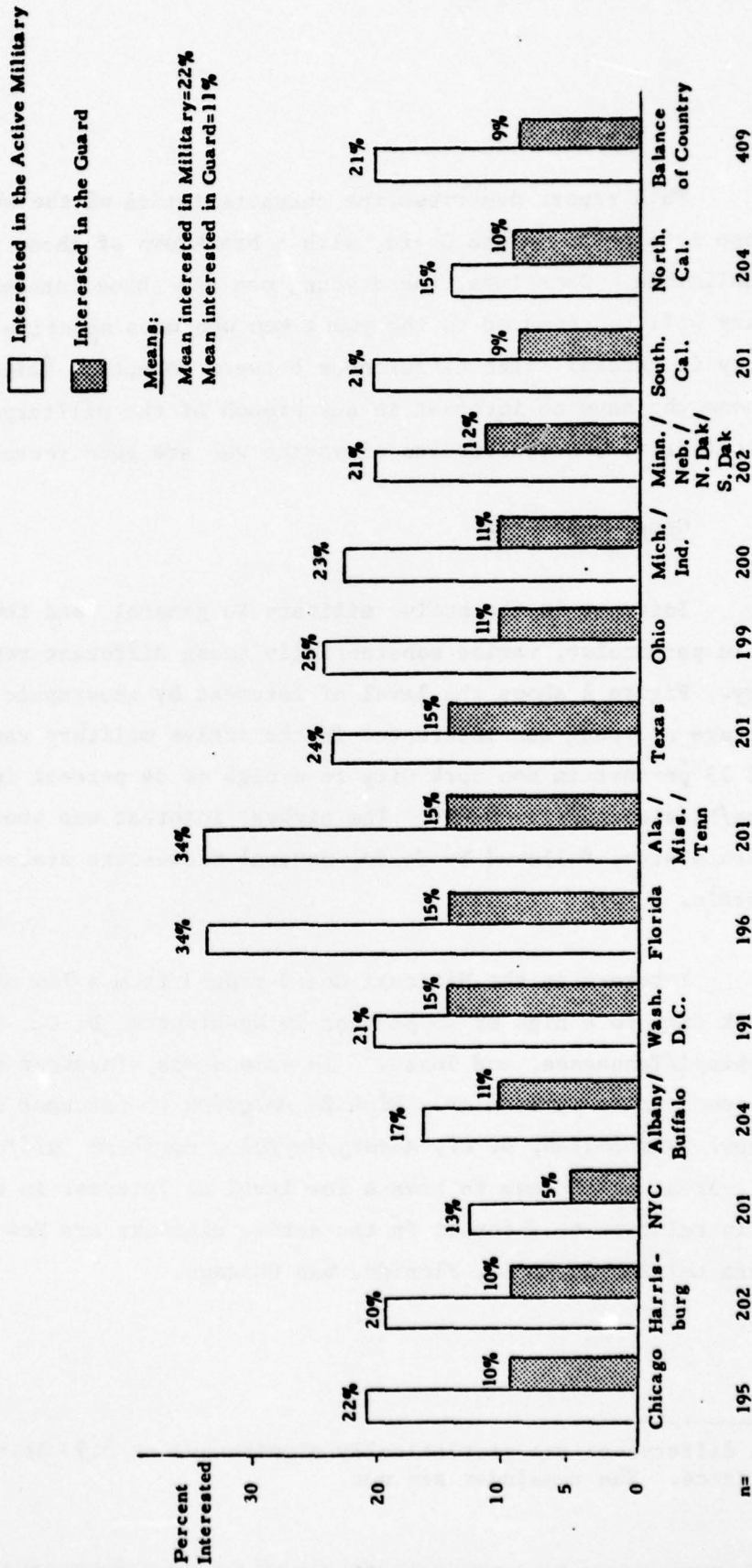
Interest in the National Guard ranged from a low of 5 percent in New York City to a high of 15 percent in Washington, D. C., Florida, Alabama/Mississippi/Tennessee, and Texas.\* *In some areas, interest in the National Guard seems to be particularly high in relation to interest in the active military: Washington, D. C., Albany/Buffalo, northern California, and Texas.* Areas which seem to have a low level of interest in the National Guard in relation to interest in the active military are New York City, Southern California, Ohio, Florida, and Chicago.

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\*These differences are statistically significant at 0.90 level of confidence. The remainder are not.



Figure 4. Percentage of Youths Interested in the Active Military and Interested in the National Guard by Geographic Location



#### 4.1.3 Age

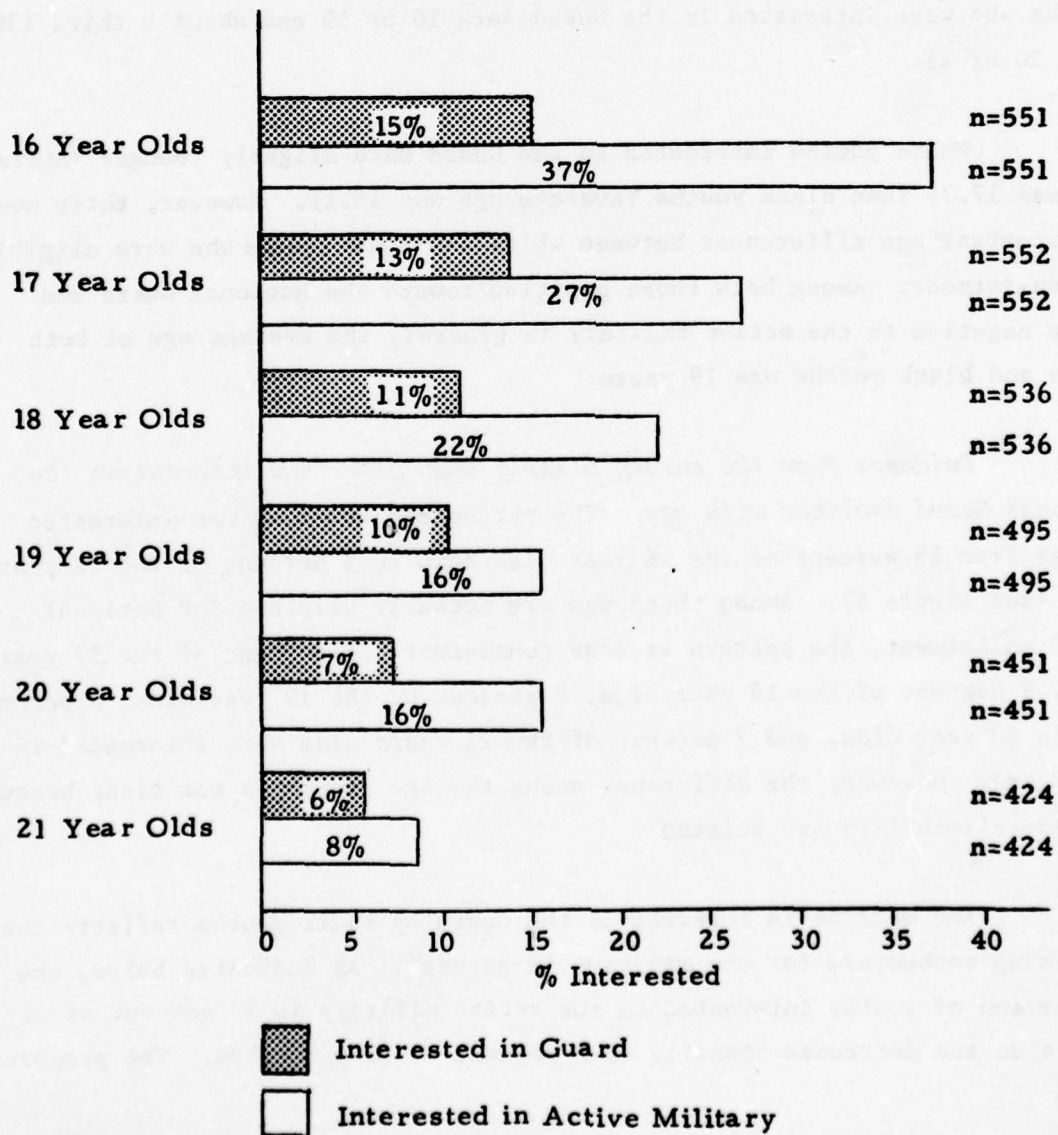
Among all the young men surveyed, those who were interested in the National Guard were slightly younger than those who were not interested. The average age of the interested group was 17.8; of those not interested, the average age was 18.4. However, among those eligible to enlist, the average age of both groups was 19 years. Over half (56%) of the eligible youths who were interested in the Guard were 18 or 19 and about a third (36%) were 20 or 21.

White youths interested in the Guard were slightly younger (average age was 17.7) than black youths (average age was 18.1). However, there were no important age differences between white and black youths who were eligible for enlistment. Among both those positive toward the National Guard and those negative to the active military in general, the average age of both white and black youths was 19 years.

*Evidence from the survey clearly indicates that interest in the National Guard declines with age. The percentage of young men interested ranges from 15 percent of the 16 year olds down to 6 percent of the 21 year olds (see Figure 5). Among those who are actually eligible for National Guard enlistment, the pattern is less consistent: 5 percent of the 17 year olds, 9 percent of the 18 year olds, 9 percent of the 19 year olds, 5 percent of the 20 year olds, and 7 percent of the 21 years olds were interested in the Guard. However, the difference among the age groups is not clear because age and eligibility are related.*

The decline in interest in the Guard by older youths reflects their declining enthusiasm for the military in general. As indicated below, the proportion of youths interested in the active military is 37 percent of 16 year olds and decreases steadily to 8 percent of 21 year olds. The proportion

**Figure 5. Percentage of Each Age Group Interested in the Guard and the Active Military**



of eligible young men interested in the active military decreases from 22 percent of the 17 year olds to 21 percent of the 18 year olds, 15 percent of the 19 and 20 year olds, to 7 percent of the 21 year olds.

Among all the youths from 16 to 21, the average age of those interested in the Army National Guard was observed to be about the same as those interested in the Air National Guard, 17.8 to 17.5\*. When only eligible youths are considered, the average age of those interested in the Army National Guard was 18.7 and in the Air National Guard 19.\*

Presented in Appendix IV (Exhibit IV-1 and IV-2) is an age breakdown by eligibility. It is apparent from this breakdown that there is no difference in the proportion of eligible youths interested or not interested in the Guard or the proportion of ineligible youths interested or not interested in the Guard. Exhibit IV-2 indicates that there is a 4 percent difference between the proportion of interest for the ineligible youths by age. Nineteen percent of the ineligible youths, age 16 to 18, were interested while 15 percent of the ineligible youths, age 19 to 21, were interested in the Guard.

#### 4.1.4 Education

Of all the youths surveyed, the majority of those who expressed an interest in enlisting in the National Guard were in the 10th and 11th grades, in either a college preparatory or vocational program. Over two-thirds (69%) of those interested were presently attending school, while only 61 percent of those not interested in the active military were in school. Of those interested who were in school, 83 percent were in high school (66% 10th and 11th grade); 4 percent were in trade school, and 12 percent were in college. Many of those interested (84%) mentioned either the Air National Guard or the Army National Guard. Of those who mentioned the Air National Guard, 77 percent were in school. These young people present a special problem

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\*These differences are not statistically significant.

to National Guard recruiters since it is not only necessary to interest them in the Guard, but also to maintain their enthusiasm over a period of several years.

Among young people actually eligible for enlistment, about the same proportions of those interested in the National Guard and those not interested are currently attending school (Exhibit IV-3). *Of the eligible youths, their school status (12th grade, 1-2 years in college/vocational school, no school) has no bearing in the proportion of youths interested in the Guard (Exhibit IV-4).* All levels of the school status are at the 7 percent level of interest.

Fifty-six percent (71/127) of the youths who are eligible and interested in the National Guard are presently attending school. A further breakdown shows that 59 percent (28/47) of those eligible and interested in the Air National Guard are in school, and 60 percent (38/63) of those eligible and interested in the Army National Guard are in school.

Eligible youths in school who were interested in the National Guard were more likely to be in high school or vocational school, and less likely to be in college, than those not interested in the military. Fifty-two percent (37/71) of those interested in the National Guard and in school were in the 12th grade, as opposed to 48 percent of the youths not interested in the military. Only 37 percent of those positive toward the National Guard were in the first two years of college, as opposed to 48 percent of those negative about the military. (Young people enrolled in the 3rd or 4th year of college were excluded from this survey.)

High school students in the 12th grade and vocational/trade school students were more frequently positive toward the military in general (24% were interested in enlisting) than were college students (between 5 and 7%

interested). Although only 7 percent of high school seniors indicated a specific interest in the National Guard, they may well be more receptive to recruiting appeals than college students, who more frequently stated they were not interested in the military at all.

The eligible youths attending school who expressed a particular interest in the Army National Guard were more likely to be in high school and less likely to be in college than those who mentioned the Air National Guard. Over half (58%) of the Army National Guard group were in high school 11 percent in vocational/trade school, and about a third (32%) in college. Only 36 percent of the Air National Guard group were in high school, while 11 percent were in vocational/trade school and 43 percent in college.\*

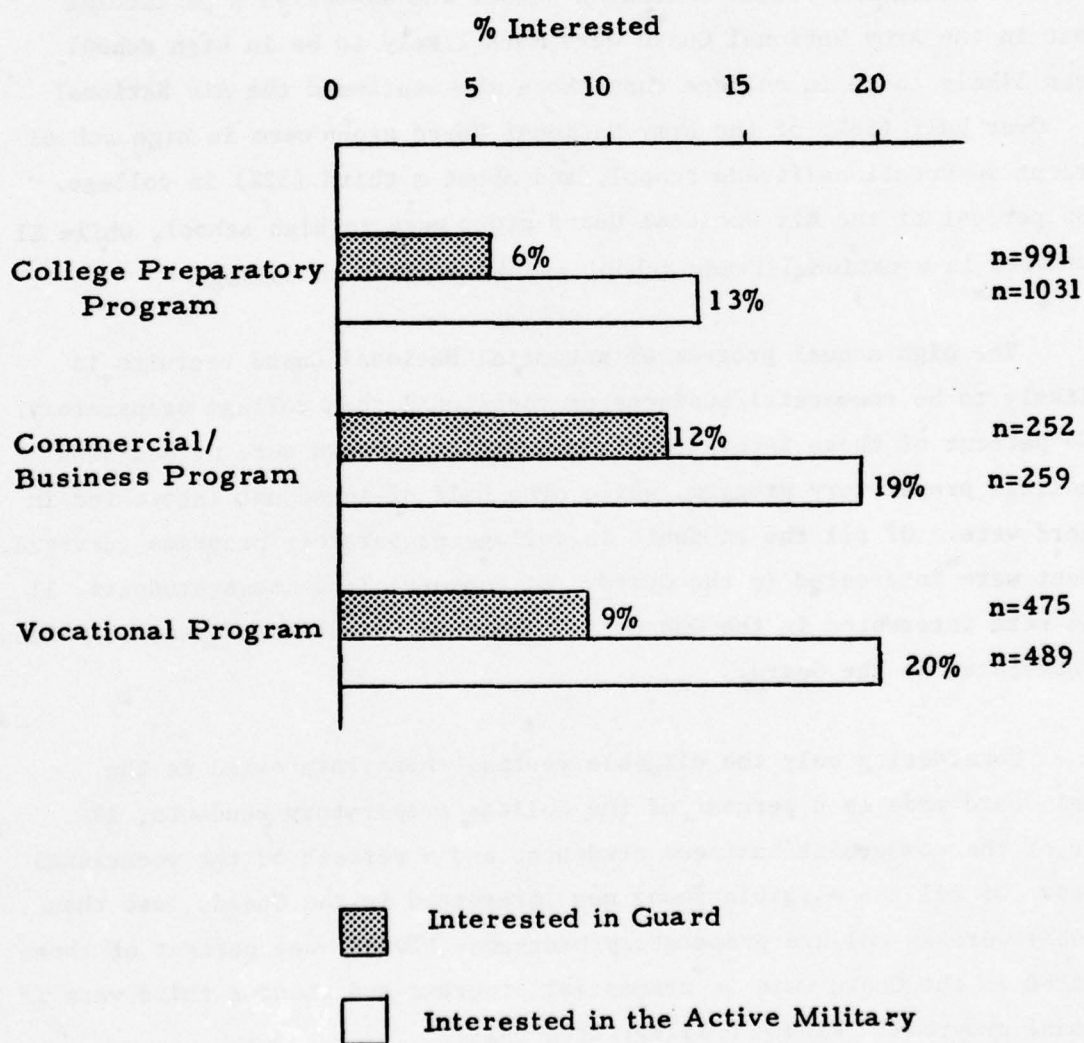
The high school program of potential National Guard recruits is more likely to be commercial/business or vocational than college preparatory. Only 44 percent of those interested in the National Guard were or had been in a college preparatory program, while over half of those not interested in the Guard were. Of all the students in college preparatory programs surveyed, 9 percent were interested in the Guard. Of commercial/business students, 11 percent were interested in the Guard, and among vocational students, 13 percent were interested in the Guard.

Considering only the eligible youths, those interested in the National Guard made up 6 percent of the college preparatory students, 12 percent of the commercial/business students, and 9 percent of the vocational students. Of all the eligible young men interested in the Guard, less than half (46%) were in college preparatory programs. Twenty-one percent of those interested in the Guard were in commercial programs and about a third were in vocational programs. Figure 6 illustrates this.

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\*The small sample sizes (38 eligible youths in school were interested in the Army National Guard, 28 interested in the Air National Guard) should be taken into consideration in using these study findings and other findings that follow about the eligible youths interested in Army or Air National Guard.

**Figure 6. Percentage of Eligible Youths Interested in the Guard and Active Military by type of Education Program they are in or were in**



The youths interested in the Air National Guard are more frequently enrolled in college preparatory programs than youths interested in the Army National Guard. More than half (53%) of this group were in such high school programs, with 22 percent in both business/commercial programs and vocational programs. The youths interested in the Army National Guard were more frequently enrolled in vocational (44%) or business/commercial (14%) programs than in college preparatory programs (42%).

#### 4.1.5 Academic Quality

Interest in the National Guard is observed to be slightly higher among students receiving lower grades in high school.\* Twelve percent of those receiving Cs and lower were interested in the Guard, as opposed to 11 percent of those receiving Bs and Cs and 8 percent of those receiving As and Bs. Of eligible youths interested in the Guard, 28 percent received As and Bs, 59 percent received Bs and Cs, and 14 percent Cs and below.

Grades received by eligible youths interested in the Army or Air National Guard were not significantly different. Twenty-nine percent of the Army National Guard group and 32 percent of the Air National Guard group reported receiving As and Bs; 58 percent of the Army National Guard group and 55 percent of the Air National Guard group reported Bs and Cs; 14 percent of the Army National Guard group and 13 percent of the Air National Guard group reported Cs and Ds.

A Quality Index designed to measure the overall intellectual/academic quality that is relevant to service in the Armed Forces was developed from responses to questions about high school grades, the number of mathematic courses and science courses taken in high school. *Young men interested in the National Guard scored slightly lower in the Quality Index than those not*

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\* These differences are not statistically significant at 0.68 level of confidence.



*interested in the military.* Fourteen percent were in the lower third, 52 percent in the middle third and 35 percent in the upper third. Among men not interested in the military, 12 percent were in the lower third, 47 percent in the middle third and 40 percent in the upper third.

The Quality Index scores of eligible youths interested in the Air National Guard were higher than those of the Army National Guard eligible youths. Forty-three percent of those interested in the Air National Guard were in the top third, as opposed to 35 percent of the Army National Guard; about half (49%) of the Air National Guard group were in the middle third compared to 57 percent of the Army National Guard group; fewer than 10 percent of both groups were in the lower third.

Since the Quality Index score is based partly on mathematics and science courses taken, these results reflect the fact that more youths interested in the Air National Guard are enrolled in college preparatory programs.

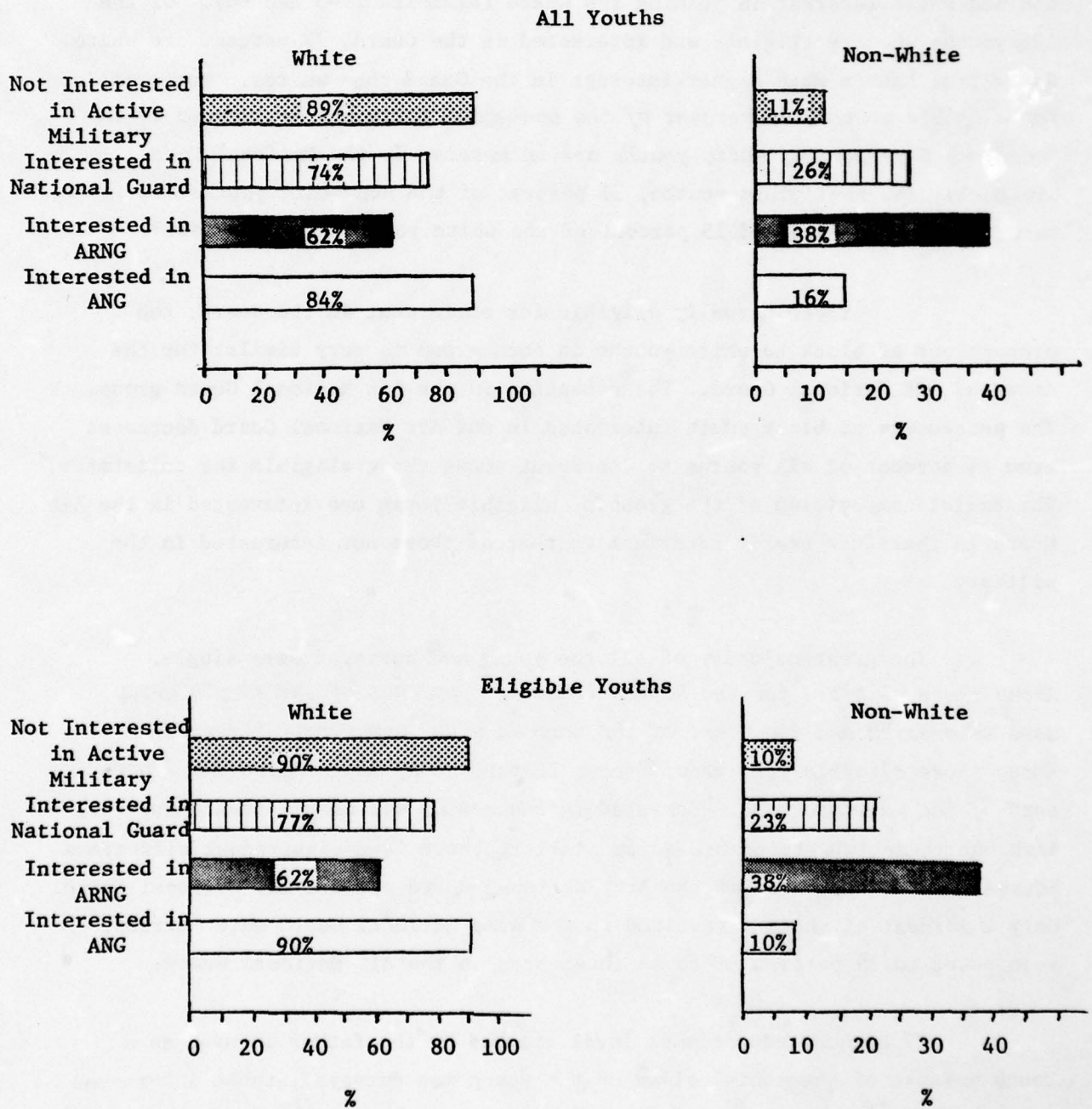
#### 4.1.6 Personal Characteristics

Personal characteristics such as ethnic group, marital status and family background all have an influence on career choices and enlistment intentions of young men.

Race is clearly a factor in potential enlistment in the National Guard. A larger proportion of black youths and other minority group members are interested in joining the National Guard, and particularly the Army National Guard, than are white youths. Among all youth surveyed, almost 74 percent of those interested in the National Guard were white and 22 percent were black.\* The remaining 4 percent were members of other minority groups. Almost a third of those mentioning joining the Army National Guard were black, as opposed to 14 percent of those mentioning the Air National Guard. Figure 7 displays the race and ethnic background of these groups.

\*This is a greater proportion of blacks than exists in the population overall.

Figure 7. Race/Ethnic Background of Youths Interested in National Guard and Not Interested in Active Military



A breakdown by eligibility indicates a difference\* between white and non-white interest in joining the Guard (Exhibits IV-5 and -6). Of the 126 youths who are eligible and interested in the Guard, 77 percent are white. Non-whites have a much higher interest in the Guard than whites. For example, *for eligible youths, 15 percent of the non-white youth are interested in the Guard and 6 percent of white youths are interested in the National Guard.* Similarly, for ineligible youths, 31 percent of the non-white youths are interested in the Guard and 15 percent of the white youths are interested.

those actually eligible for enlistment in the Guard, the proportions of black to white youths in each group is very similar for the Army and Air National Guard. The exception is the Air National Guard group. The percentage of black youth interested in the Air National Guard decreases from 14 percent of all youths to 7 percent among those eligible for enlistment. The racial composition of the group of eligible young men interested in the Air Guard is therefore nearly identical to that of those not interested in the military.

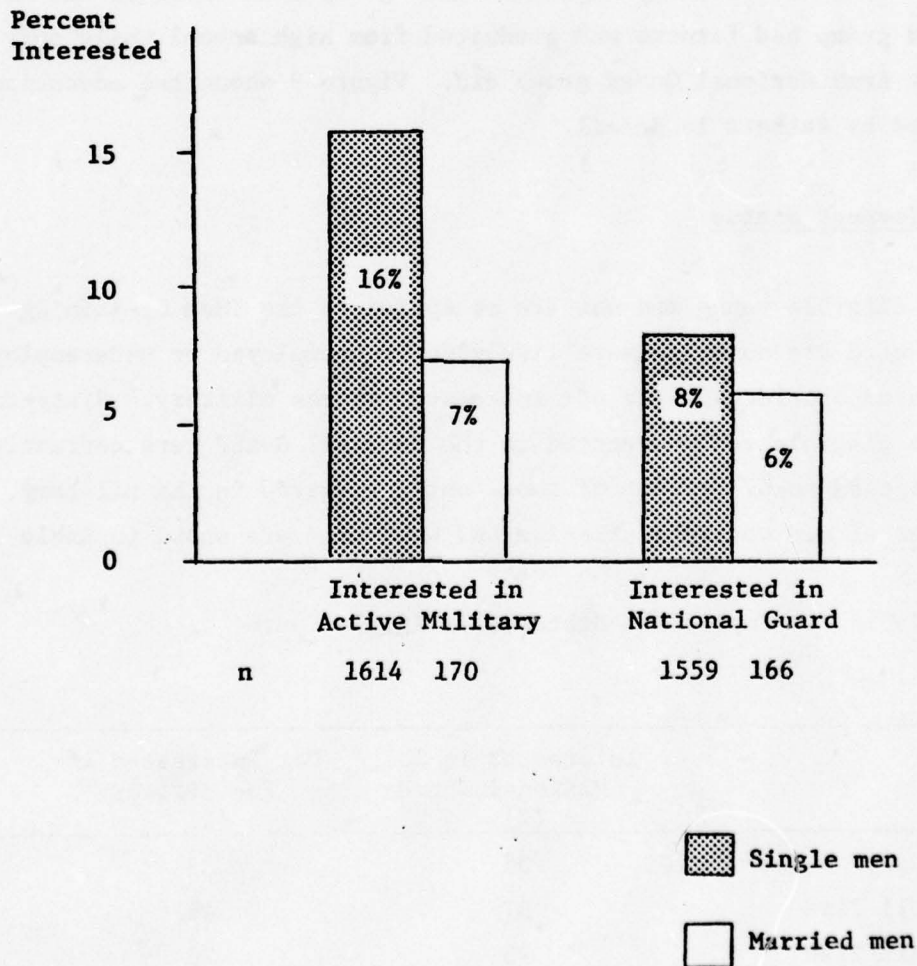
The great majority of all the young men surveyed were single. *Among those eligible for the National Guard, 8 percent of the single group were interested and 6 percent of the married young men were interested. Among those eligible for the military, 16 percent of the singles and 7 percent of the marrieds were interested in the active military. (see Figure 8.)* Although these two groups are quite similar, there is a significant difference between those interested in the Army National Guard and the Air National Guard. Only 1 percent of those interested in the Army National Guard were married, as opposed to 19 percent of those interested in the Air National Guard.

If highest educational level reached by the father is used as a rough measure of the social class of the young men surveyed, those interested in the National Guard have a lower social class background than those not

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\*The differences are significant at the .95 level of confidence.

Figure 8. Proportion of the Eligible Youths who are Interested in the Active Military and National Guard by Marital Status



interested in the Guard. A third of those interested in the National Guard had fathers who did not graduate from high school; only 19 percent of those not interested did. At the other end of the scale, 23 percent of the National Guard group had fathers with a college or graduate school background, as opposed to 38 percent of those not interested in the Guard.

The Army National Guard and the Air National Guard groups had similar proportions of fathers with graduate school and college experience (a total of around 5% and 20% respectively). However, only 23 percent of those interested in the Air National Guard had fathers who did not complete high school while almost a third of the Army National Guard group did. Half of the Air National Guard group had fathers who graduated from high school while only 37 percent of the Army National Guard group did. Figure 9 shows the educational levels achieved by fathers in detail.

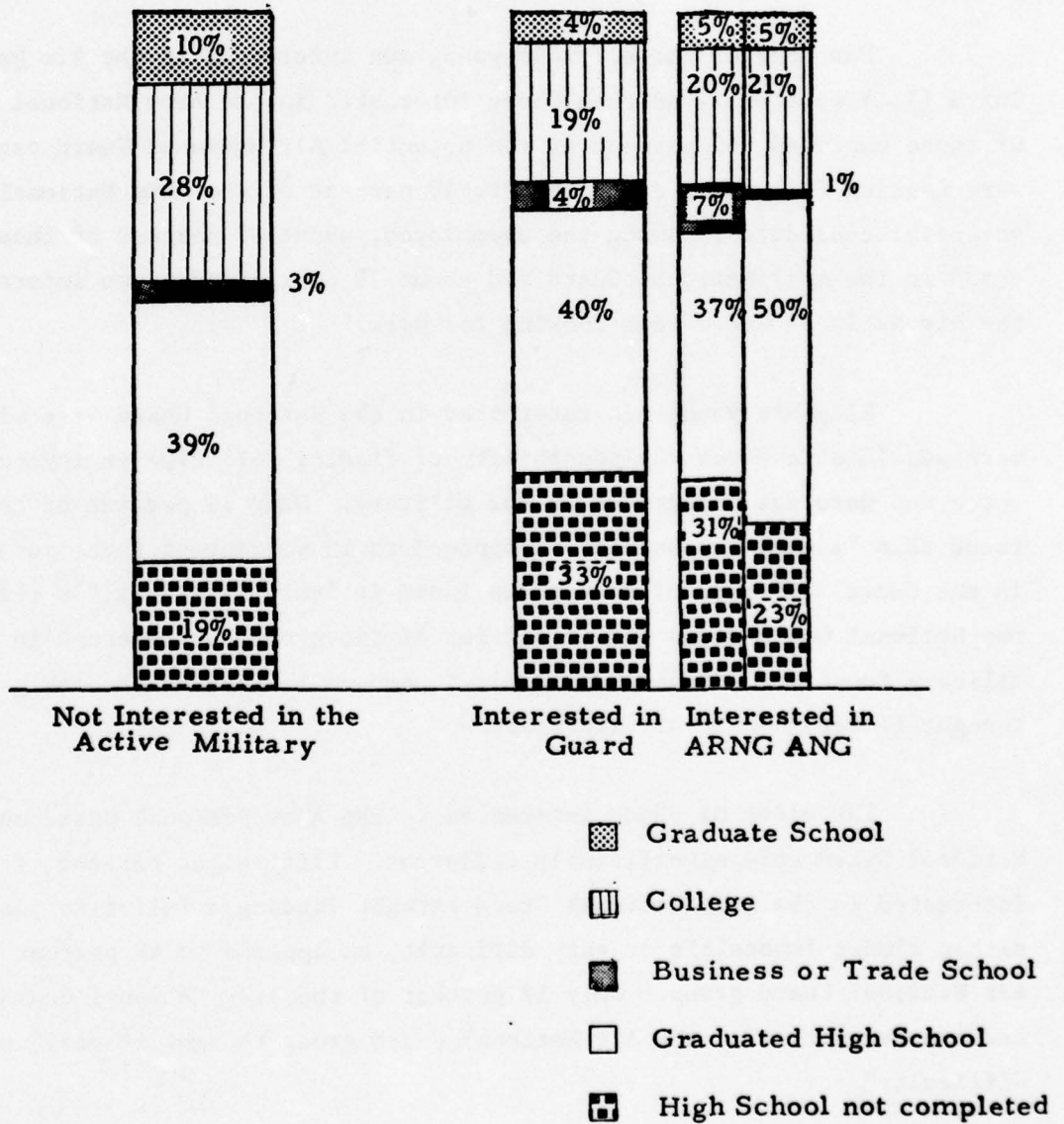
4.1.7 Employment Status

The eligible young men who are receptive to the idea of joining the National Guard are somewhat more likely to be unemployed or underemployed than their contemporaries who are not interested in the military. Sixty-two percent of the eligible men interested in the National Guard were currently employed as opposed to 67 percent of those not interested in the military. The percentages of men working full-time and part-time are shown in Table 1.

Table 1. Employment Status of Eligible Youth

	Interested in The National Guard (%)	Not Interested in The Military (%)
Not Working.....	38	33
Working Full Time	37	40
Working Part Time	25	28

Figure 9. Highest Educational Level of Fathers of Eligibles Interested in the Guard and Not Interested in Military



Eligible young men interested in the National Guard who were unemployed were more likely to be actively looking for a job than those who were negative toward the military. Eighty-one percent of the interested group were currently looking for a job, as opposed to 61 percent of those not interested in the military. This suggests that young men interested in the Guard are more motivated to find constructive employment.

Far more of the eligible young men interested in the Air National Guard (73%) were employed than those interested in the Army National Guard (49%). Of those employed, 65 percent of the potential Air National Guard candidates were working full time, as opposed to 48 percent of the Army National Guard potential candidates. Among the unemployed, about 80 percent of those interested in the Army National Guard and about 70 percent of those interested in the Air National Guard were looking for work.

Eligible young men interested in the National Guard were slightly more pessimistic about the possibility of finding full-time employment than those who were not interested in the military. Only 10 percent of the latter rated this "almost impossible" as opposed to 15 percent of those interested in the Guard. A third of each group found it "very difficult;" a third of the National Guard group and 41 percent of the group uninterested in the military found it "somewhat difficult." Around 15 percent of both groups thought it was "not at all difficult."

The views of those interested in the Army National Guard and Air National Guard were significantly different. Fifty-eight percent of those interested in the Army National Guard thought finding a full-time job was either almost impossible or very difficult, as opposed to 48 percent of the Air National Guard group. Only 12 percent of the Army National Guard group and over a quarter of the Air National Guard group thought it was "not at all difficult."

4.2 Attitudes and Opinions of Youths Interested in the National Guard

The Youth Attitude Tracking Study provides some insights as to what today's youths are looking for in terms of life goals and occupational objectives. The survey also indicates what military attributes are of particular interest to youths who indicate that they intend to enlist in the National Guard. Knowledge of what military attributes have attracted the youths interested in the Guard should be useful to recruiters in talking to these youths. Unfortunately, the survey does not reveal what military attributes could be changed to attract those youths who are not presently interested in the Guard.

In general, youths interested in the Guard have lower aspirations concerning their occupational plans than do other youths. More of them anticipate working as laborers and fewer indicate they are likely to work in desk jobs. *The youths interested in the National Guard place greater importance on occupational factors related to practical and basic needs such as learning a valuable trade or skill, getting benefits, or doing the kind of job that is wanted.* Starting pay is only ranked fourth in importance among these men, although 77 percent of the men gave this as being extremely or very important. In examining which attributes these young men feel are more likely to be achieved in the military than in civilian life, the survey results suggest job security, adventure and excitement, developing potential and recognition and status are all attributes considered more likely to be achieved in the military. Not surprisingly, making a lot of money, making one's own decisions in the job and personal freedom are considered more likely to be achieved in civilian life. Eligible youths generally were more pessimistic about life goals being achieved in the military than was the total group. These results are discussed in detail below.



#### 4.2.1 Future Occupational Plans

Youths interested in the National Guard have a somewhat different view of future occupational choices than young people not interested in the military. Among eligible youths, many of whom are already in the job market or are close to it, the differences in career choices are striking. *More than half of the eligible youth interested in the Guard indicated they would definitely or probably pursue one of the following activities: serve in the military, or work as a laborer.* Only about a third of those not interested in the National Guard anticipated working as a laborer. Around the same proportion of youths planned to work at a desk job, as opposed to 21 percent of those interested in the Guard. About one-third of both groups considered becoming a salesman. These data are shown in Figure 10.

One fact that must be considered is that 86 percent of the youths interested in the National Guard also stated that they would definitely or probably join the active military or reserves. This poses a problem to the National Guard in the sense that a large portion of the population of highly potential Guard recruits may be lost to the Guard (at least temporarily). Occupation in other areas such as construction or sales would not deprive the National Guard of these men at the current time.

The occupational plans of youths interested in the Army National Guard or the Air National Guard are shown in Figure 11. The Air National Guard group was considerably more interested in work as a laborer than the Army National Guard group (65% to 49%) and more interested in sales work (46% to 37%). The Air National Guard group also showed a somewhat greater preference for office work (26% to 20%) and a slight preference for active duty in the active military (70% to 66%).

Figure 10. Future Occupations Considered Definite or Probable by All Youths Interested in the Guard and Not Interested in the Guard

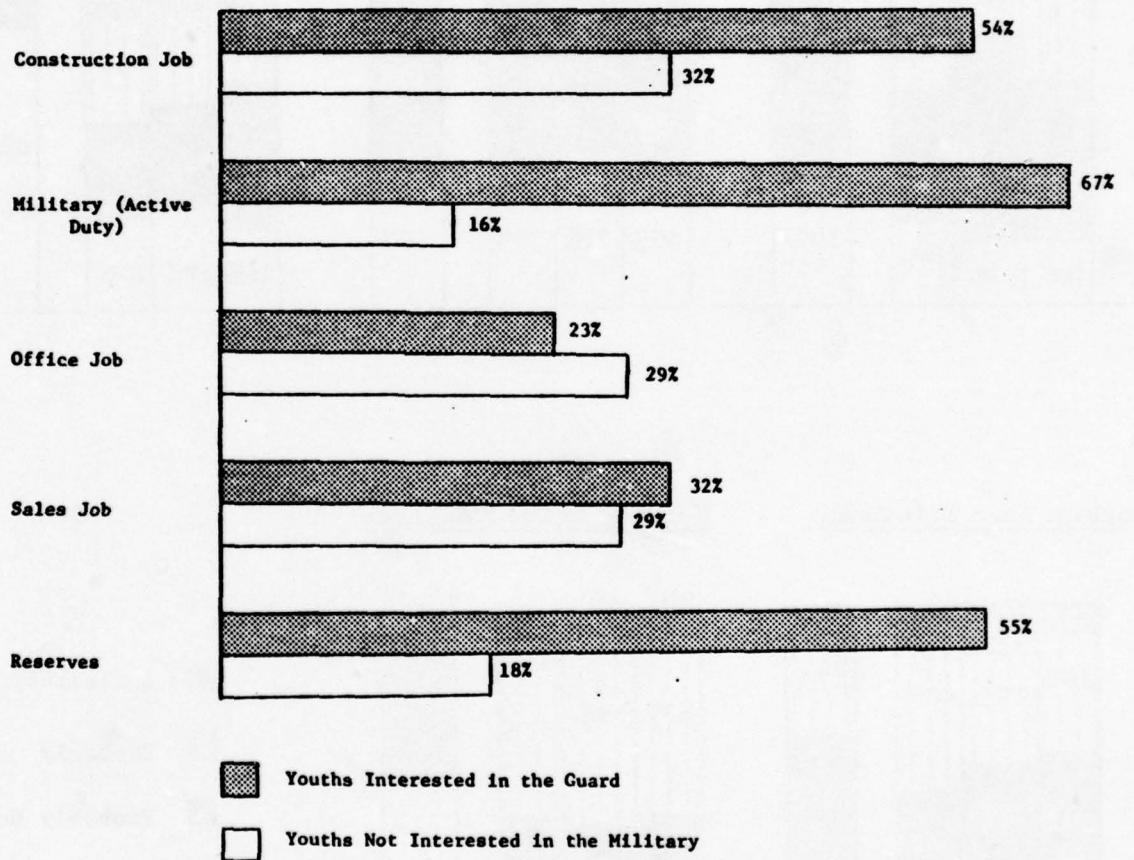
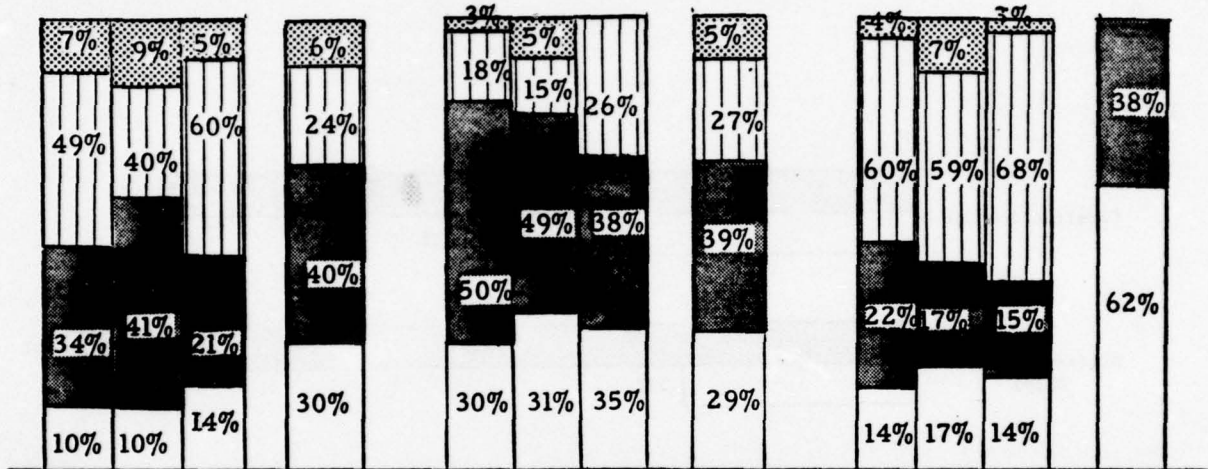


Figure 11. Future Occupational Plans of Eligible Youths Interested in Guard and Not Interested in the Military\*

Working as a Laborer

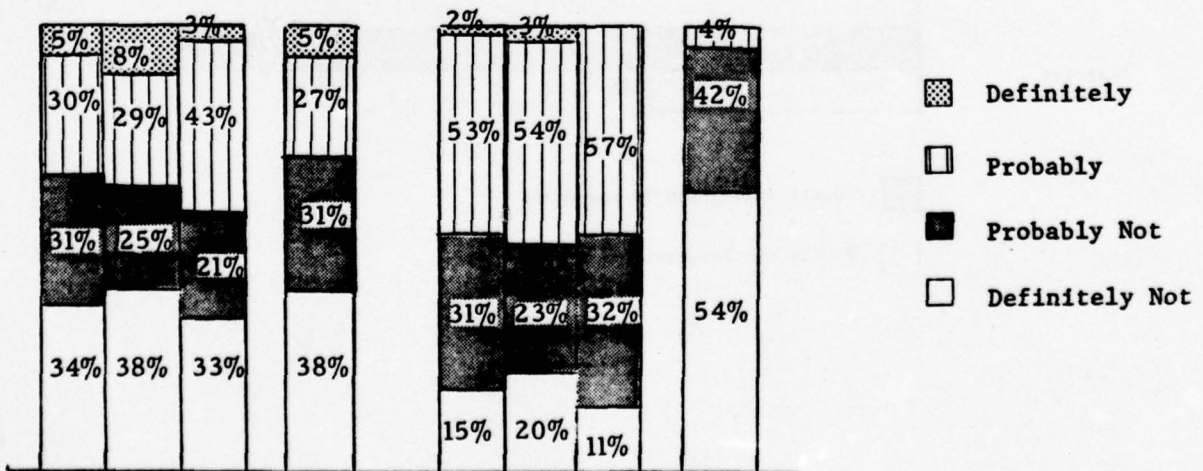
Desk Job

Serving in the Military



Working As a Salesman

Serving in the Reserves



\*Charts exclude "don't know" responses. Percentages do not always add up to 100% due to rounding.

#### 4.2.2 Attributes of a Military Career

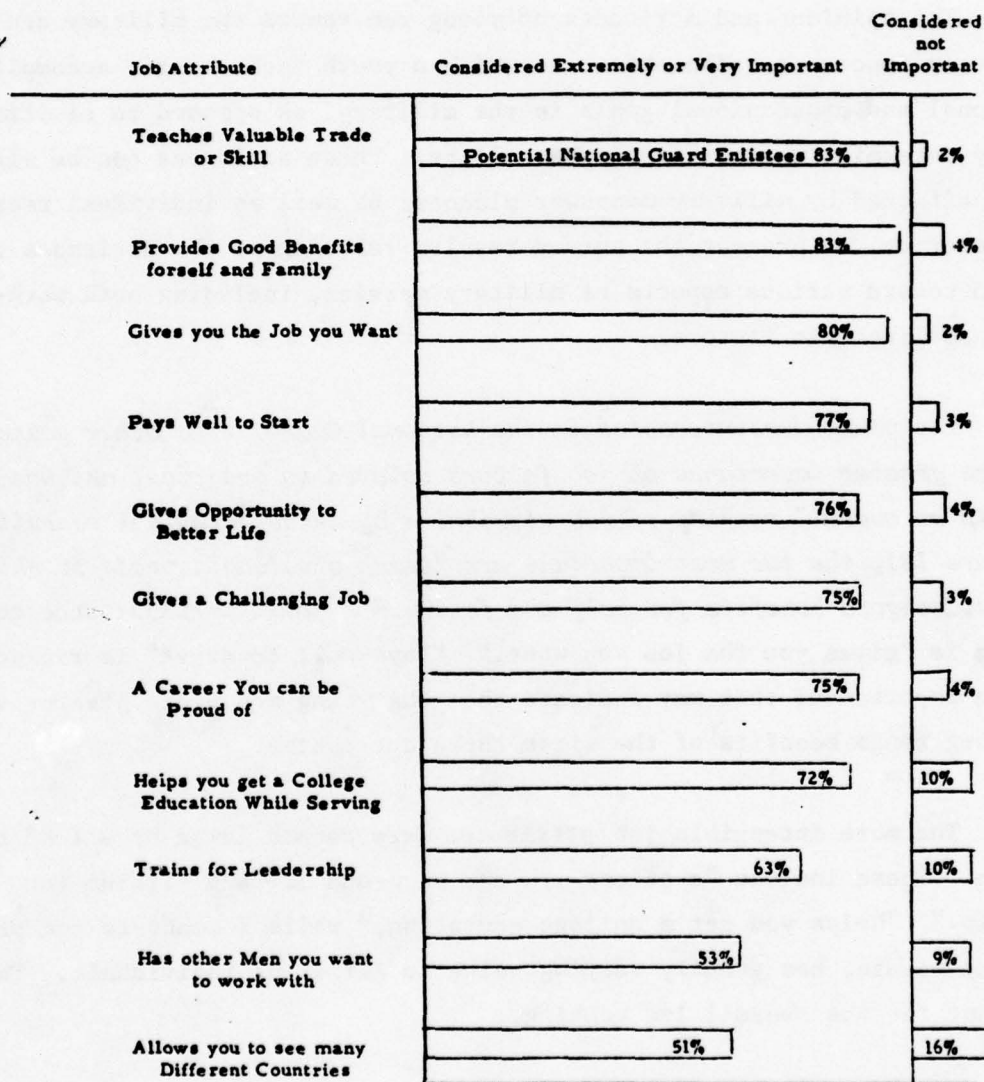
The opinions and attitudes of young men toward the military are particularly important. The extent to which a youth feels he can accomplish his personal and professional goals in the military, as opposed to civilian life, may determine whether or not he enlists. These attitudes can be significantly affected by military manpower planners as well as individual recruiters. In this section, we present the survey results relating to the attitudes of young men toward various aspects of military service, including both work-related and lifestyle factors.

*The young men interested in the National Guard, like other young men, place greater importance on job factors related to practical and basic needs. In an overall ranking of job attributes by these potential recruits (see Figure 12), the two most important are "teaches valuable trade or skill" and "provides good benefits for self and family." Third in importance to these men is "gives you the job you want." "Pays well to start" is ranked only fourth in importance; this may indicate that the young men place greater value on the long range benefits of the first three attributes.*

The more intangible job attributes were ranked lower by all of the young men. These include "a career you can be proud of" and "trains for leadership." "Helps you get a college education," while a concrete and practical job attribute, has greatly varying value to different individuals. This may account for its overall low ranking.

The least important job attributes for both potential recruits and negative youths, were those least related to individual aspirations: "allows you to see many different countries" and "has other men you want to work with." The latter attribute, however, is apparently much more important to some recruits than others. "Trains for leadership" is also not a highly ranked attribute.

**Figure 12. The Importance of Military Job Attributes to All Youths Interested in the National Guard**



This indicates that the potential Guard recruits are more interested in occupational development by learning a valuable trade or skill, but they are not particularly interested in having a leadership role.

The ranking of job attributes by those youths who are eligible for enlistment is very similar to the ranking by all youths. Figure 13 shows the percentage of those interested in the National Guard, those interested specifically in the Army or Air Guard, and those who are not interested in the military, who considered various job attributes important. It is interesting to note that eligible youths not intending to enlist in the military ranked the attributes in approximately the same order as those who are considering enlistment. In each case, however, a smaller proportion of those not interested considered the attributes important.

Significant differences appeared between the views of those interested in the Army National Guard and the Air National Guard. Table 2 shows the rank order of importance given to the job attributes by the Army and Air National Guard groups.

The potential Air National Guard recruit is somewhat more interested in education and less interested in monetary benefits than the potential Army National Guard recruit. Those interested in the Air National Guard ranked college education benefits first, while the Army National Guard group ranked them eighth. "Good benefits" and "pays well to start" were ranked higher by the Army group (first and sixth) than by the Air National Guard group (fifth and ninth). Those interested in the Army National Guard placed a higher value on "gives you the job you want" (91%) than on "job which is challenging" (84%). The reverse was true for those interested in the Air National Guard, who ranked "job which is challenging" (80%) higher than "the job you want" (67%). Another difference between the two groups is the greater importance given to "allows you to see many different countries" by the Air National Guard group over the Army National Guard group (65% to 51%).

Figure 13. Importance of Military Job Attributes to Eligible Youths Interested in the National Guard and Not Interested in the Military

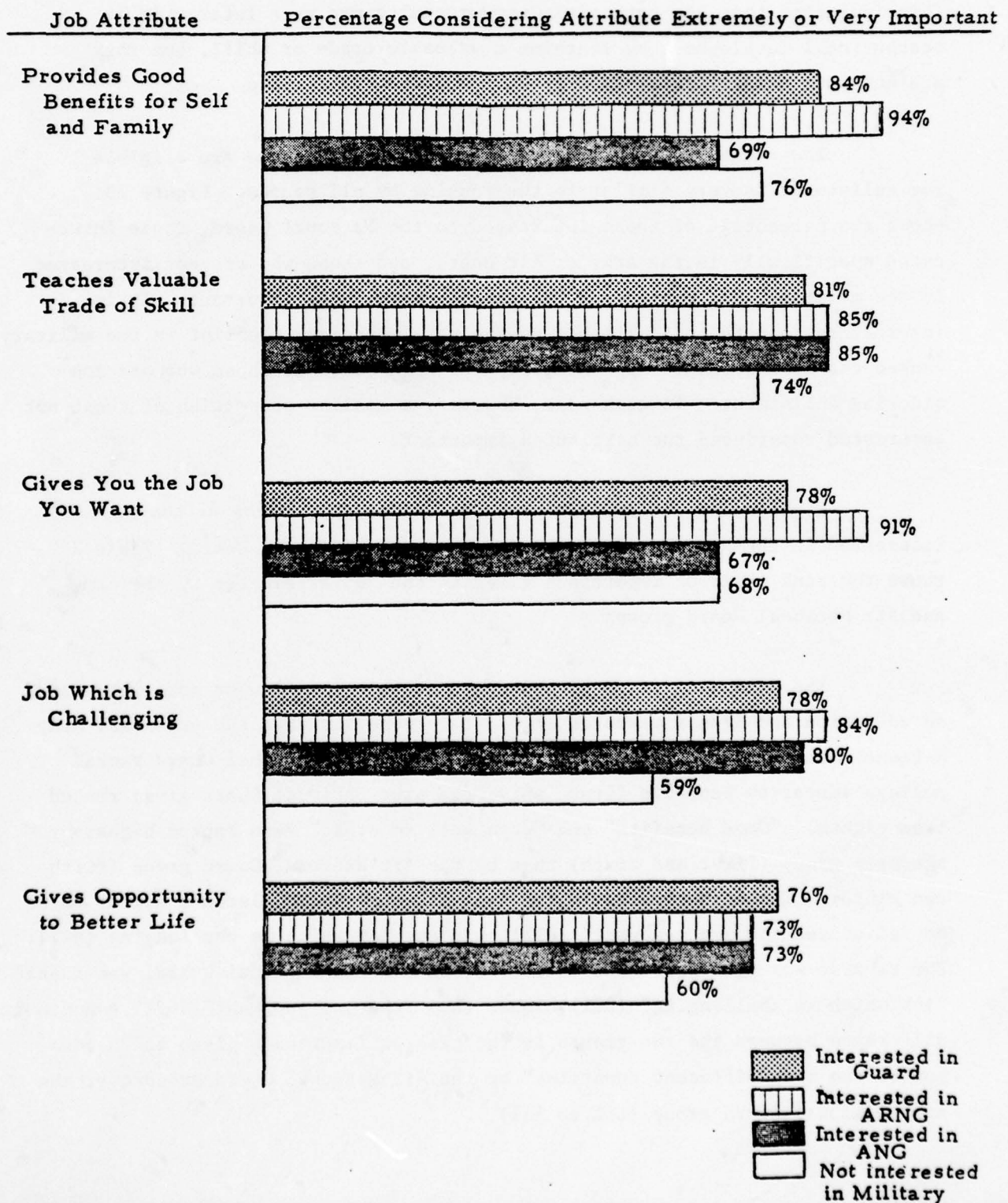


Figure 13. Continued

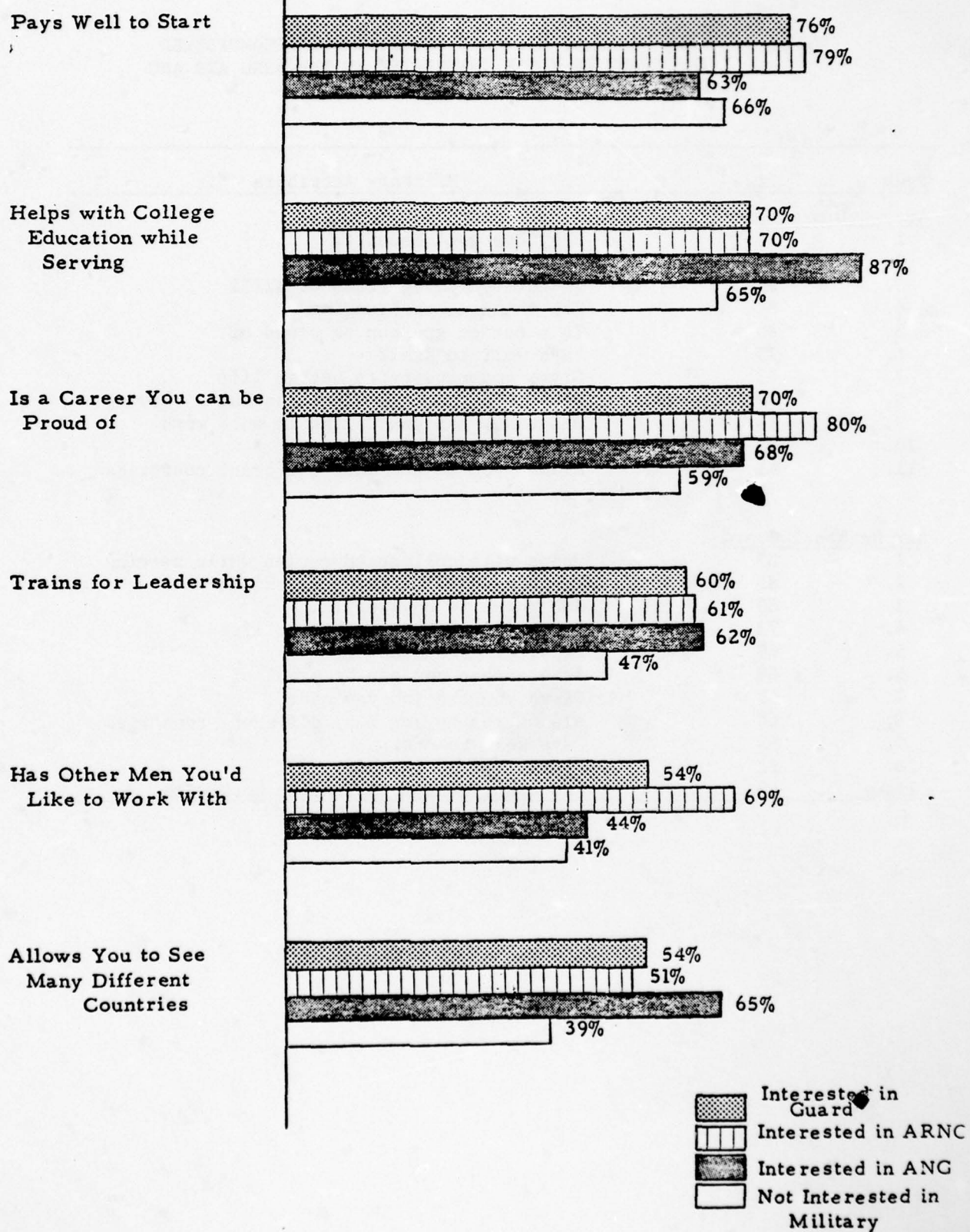




Table 2. RANK ORDER OF MILITARY JOB ATTRIBUTES CONSIDERED IMPORTANT BY YOUTH INTERESTED IN THE ARNG AND ANG

Rank	%	Military Attribute
<u>Army National Guard</u>		
1.	94	Provides good benefits
2.	91	Gives you the job you want
3.	85	Teaches valuable trade or skill
4.	84	Job which is challenging
5.	80	Is a career you can be proud of
6.	79	Pays well to start
7.	73	Gives opportunity to better life
8.	70	Helps with college education while serving
9.	69	Has other men you'd like to work with
10.	61	Trains for leadership
11.	51	Allows you to see many different countries
<u>Air National Guard</u>		
1.	87	Helps with college education while serving
2.	85	Teaches valuable trade or skill
3.	80	Job which is challenging
4.	73	Gives opportunity to better life
5.	69	Provides good benefits
6.	68	Is a career you can be proud of
7.	67	Gives you the job you want
8.	65	Allows you to see many different countries
9.	63	Pays well to start
10.	62	Trains for leadership
11.	44	Has other men you'd like to work with

Both groups gave a high rating to "teaches valuable trade or skill" and "job which is challenging." Both also gave less value to "trains for leadership" and "has other men you'd like to work with."

#### 4.2.3 Attitudes Toward Branches of the Military

Knowledge of the opinions of potential recruits about the different branches of the military may be useful to National Guard recruiters. These perceptions relate both to the public image of the military services, and to the biases of typical recruits. These attitudes also suggest which services might provide the most favorable pool of potential National Guard recruits returning from active service.

Young men associate the attributes discussed above with the different military branches to a greater or lesser degree (see Figure 14). The three job attributes considered most important by those interested in the National Guard are linked most often to the Air Force ("valuable trade or skill") and to the Army ("good benefits" and "the job you want").\* Attributes which receive a middle rating ("opportunity to better life;" "challenging job;" and "career you can be proud of") are most frequently associated with the Air Force. "Help with college education" and "other men you want to work with," are linked with the Army. "Trains for leadership," a lower rated attribute, is linked to the Marine Corps. The Marine Corps is rated lowest for six and the Navy lowest for five of the job attributes by youths interested in the National Guard.

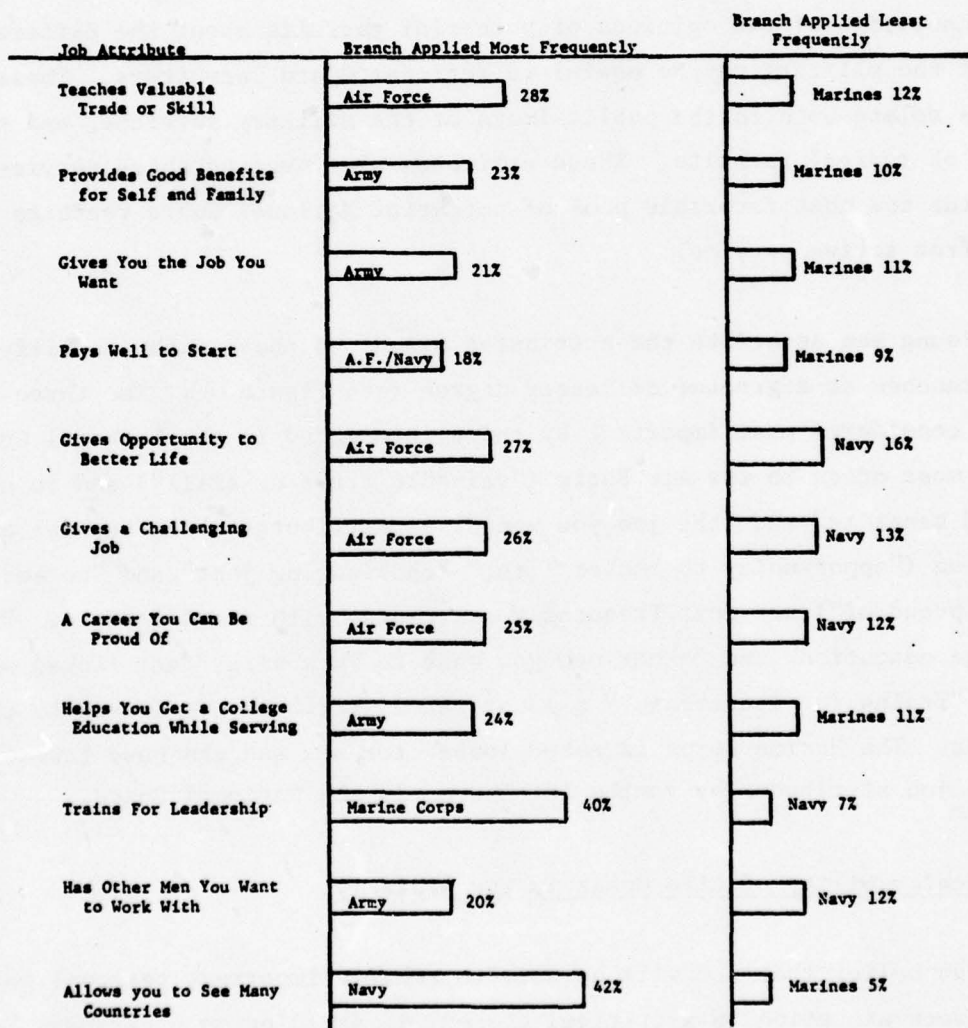
#### 4.2.4 Achievability of Life Goals in the Military

The belief that one will be able to achieve important personal goals in a given work situation is a critical element in deciding on a career. Young

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\* These statements are based on the total group of 319 potential National Guard enlistees. Those interested in the Air National Guard (125 men) tended to favor the Air Force, and those interested in the Army National Guard (143 men) tended to favor the Army.

Figure 14. Branch of the Military to Which Military Job Attributes are Applied Most Frequently by All Youths Interested in the National Guard

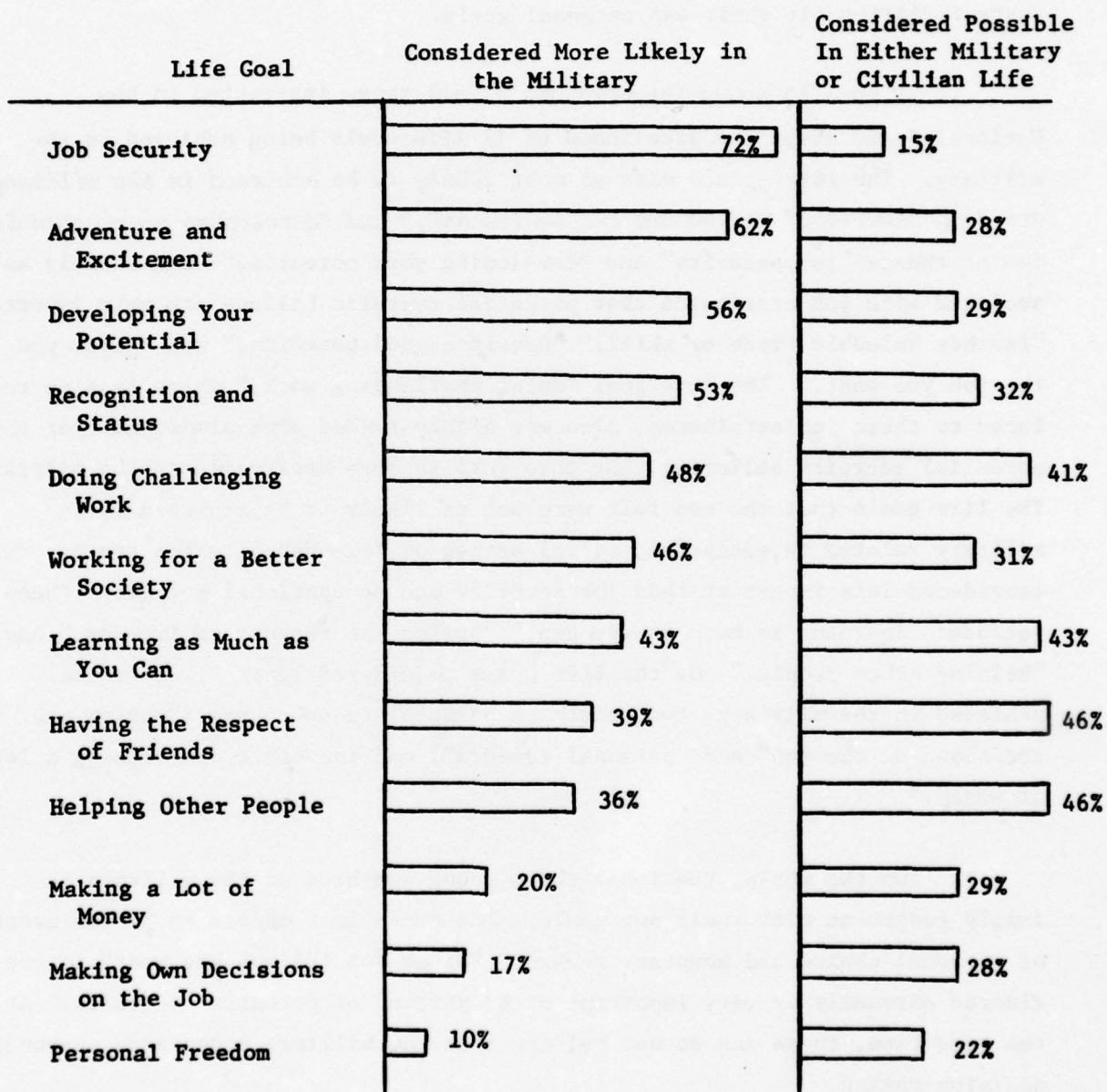


men who are interested in the National Guard were asked how likely they considered the achievement of 12 life goals in military life as opposed to civilian life. Their responses reveal that their perceptions of the characteristics fit their own personal goals.

Figure 15 shows the opinions of all those interested in the National Guard about the likelihood of 12 life goals being achieved in the military. *The three goals seen as most likely to be achieved in the military are "job security," "adventure and excitement," and "developing your potential."* Two of these--"job security" and "developing your potential"--are closely associated with job attributes that potential recruits believe are very important: "teaches valuable trade or skill," "provides good benefits," and "gives you the job you want." The life goal "doing challenging work," which is also related to these job attributes, also was highly ranked with almost half of the potential recruits believing that this goal is more achievable in the military. The life goals that the men felt were not as likely to be achieved in the military related to education, social action or friendship, which are generally considered less important than job security and occupational success. These include: "learning as much as you can," "having the respect of friends," and "helping other people." Of the life goals considered least likely to be achieved in the military, two relate to personal independence ("making own decisions on the job" and "personal freedom") and the other was "making a lot of money."

On the whole, the image these young men have of the military is fairly congruent with their own goals. The exceptions appear to be the areas of personal choice and monetary reward. "Gives you the job you want" is considered extremely or very important by 83 percent of potential recruits. At the same time, these men do not believe that the military encourages personal decision-making.

Figure 15. Judgments on Achievability of Life Goals in the Military by All Those Interested in the National Guard



The other area of possible dissatisfaction is pay. "Pays well to start" is the fourth highest ranked job attribute, but only 20 percent of those interested in the National Guard see the military as a place to "make a lot of money." The implication of the latter phrase is somewhat stronger than simply making a good living, which is quite possibly a more general goal among young men. It is also noteworthy that few young men had an accurate idea of the starting pay in the military. Monetary reward is likely not the primary motivation for enlistment for those who indicated that they intended to join the National Guard. We do not know from the study what affect increased pay would have on those who did not express interest in the Guard.

The area of life goals and their achievability in the military is one where there are clear differences between the perceptions of those interested in the Air National Guard and those interested in the Army National Guard (see Figure 16). *The potential Air National Guard recruit is more strongly convinced that job security is achievable in the military.* However, he ranks "working for a better society," "helping other people," and "learning as much as you can" as less probable than the young man interested in the Army National Guard does. The Air National Guard group perceives the military in general as less hospitable to social action and educational growth. The latter point is particularly important, since potential Air National Guard recruits are more interested in education.

The youths interested in the Air National Guard are much less optimistic about the possibility of "making own decisions on the job" in the military (only 15 percent believe this will happen, as opposed to 21 percent of the Army National Guard group). In an interesting reversal, the Air National Guard group is more optimistic about personal freedom in the military (14 percent consider it more likely in the military as opposed to 7 percent of the Army National Guard group).

Figure 16. Judgments on Achievability of Life Goals in the Military by All Those Interested in the ARNG and the ANG

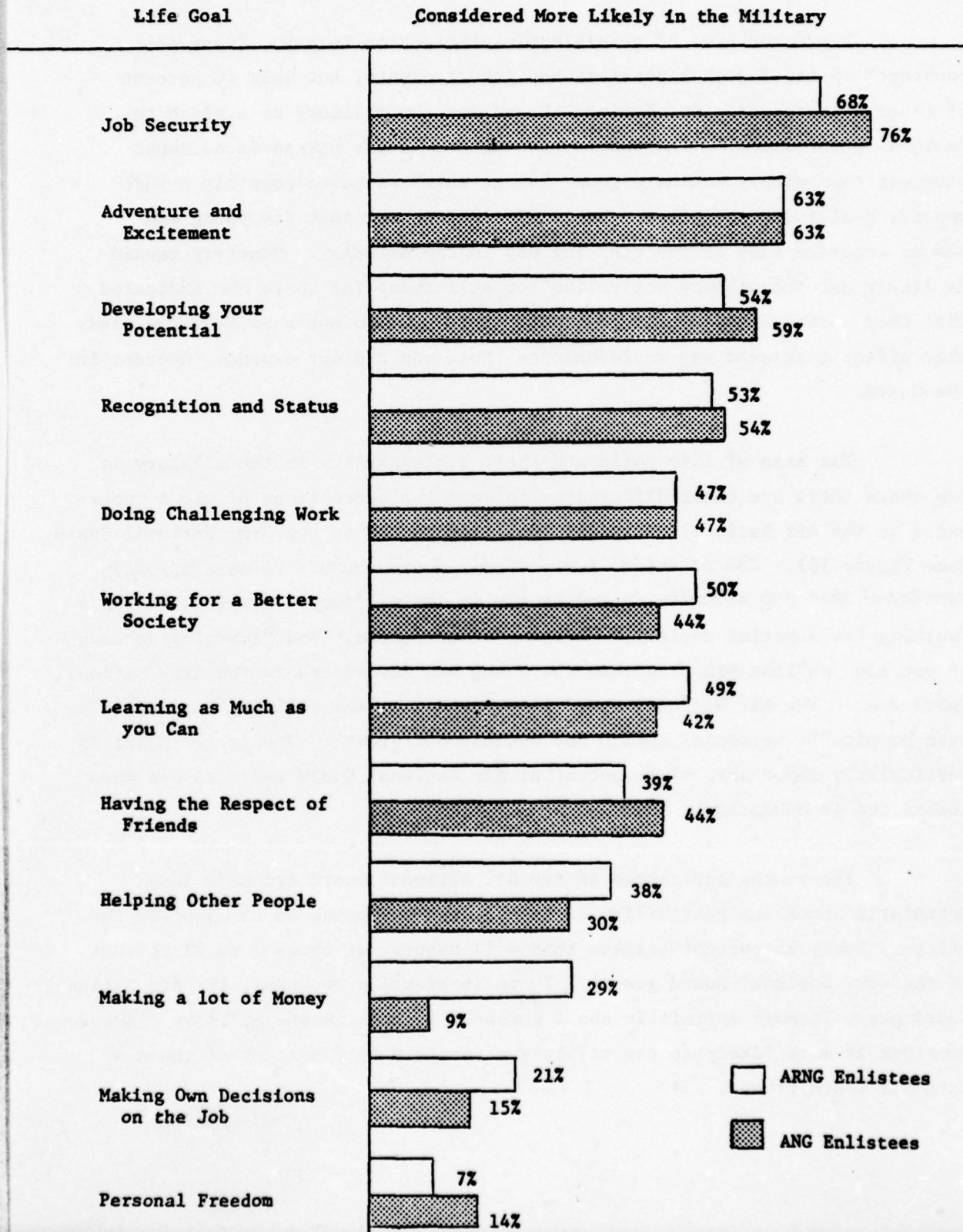


Table 3 shows the different rankings of life goals, according to their achievability in the military, by youths interested in the Army National Guard and the Air National Guard.

The eligible youths were more pessimistic about life goals being achieved in the military than was the total group. For each goal except "job security" the percentage of respondents considering achievement of the goal "more likely in the military" was lower among eligible youths than among all youths. For "doing challenging work" the proportion dropped from 48 percent to 31 percent; for "working for a better society" it dropped from 46 percent to 28 percent; and for "developing your potential" it dropped from 56 percent to 43 percent. These data indicate that the military in general becomes significantly less attractive to the older, eligible youths in some important ways. They become less convinced that they can fulfill important personal goals in military life.

Exhibit IV-7 shows the views of eligible youths, both interested in the National Guard and not interested in the military, about the achievability of these goals. As one would expect, those interested in the Guard rate the achievability of the goals higher than those not interested in the military.

*An eligibility breakdown by each of the life goals indicates that a greater proportion of youths who choose the military as the place to achieve their life goals were interested in the Guard than those youths choosing either military/civilian job or a civilian job as the place to achieve life goals. A few life goals by this breakdown are presented in Appendix IV. (Exhibit IV-8).*



Table 3. RANKING OF LIFE GOALS ACCORDING TO THEIR ACHIEVABILITY  
IN THE MILITARY BY THOSE INTERESTED IN THE ARNG AND ANG

Rank	%	Attribute
<b>Army National Guard</b>		
1.	68	Job security
2.	63	Adventure and excitement
3.	54	Developing your potential
4.	53	Recognition and status
5.	50	Working for a better society
6.	49	Learning as much as you can
7.	47	Doing challenging work
8.	39	Having the respect of friends
9.	38	Helping other people
10.	29	Making a lot of money
11.	21	Making own decisions on the job
12.	7	Personal Freedom
<b>Air National Guard</b>		
1.	76	Job security
2.	63	Adventure and excitement
3.	59	Developing your potential
4.	54	Recognition and status
5.	47	Doing challenging work
6.	44	Working for a better society
7.	44	Having the respect of friends
8.	42	Learning as much as you can
9.	30	Helping other people
10.	15	Making own decisions on the job
11.	14	Personal freedom
12.	9	Making a lot of money

#### 4.3 Factors Which Influence Youths Interested in National Guard

A number of outside influences have an important effect on the eventual decision of a young person to enlist in the military or not. These include promotional efforts by the military, the general attitude toward military service by the population at large and the potential recruit's age group, and the opinions of people close to the potential recruit.

##### 4.3.1 Impact of Influential Persons

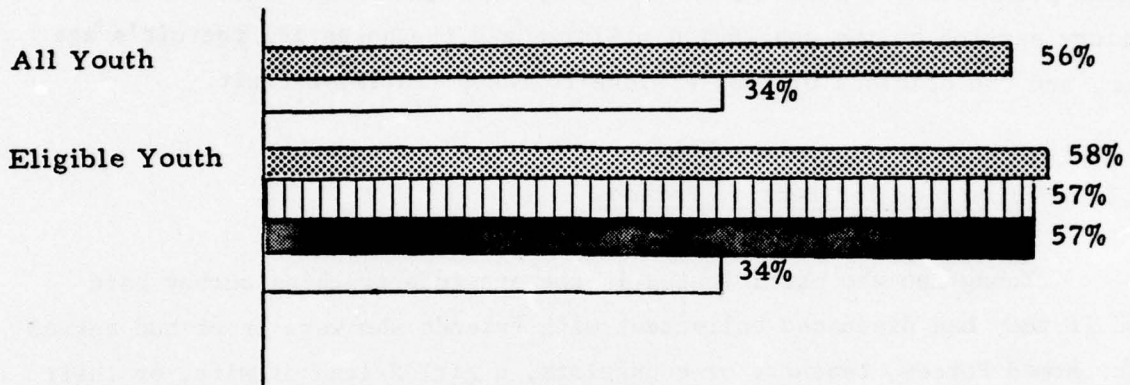
Young men who participated in the attitude tracking survey were asked if they had discussed enlistment with friends who were in or had served in the Armed Forces, teachers or counselors, a girl friend or wife, or their parents. In all cases, more such discussions were held by youths interested in the National Guard than those not interested in the military (see Figure 17). The differences between the responses of the total group of youths and those who were eligible for enlistment were negligible, except that more eligible youths discussed enlistment with a girl friend or wife.

Almost 60 percent of those interested discussed enlistment with friends, as opposed to about a third of those not interested. Smaller numbers discussed it with teachers or counselors (22 percent of those interested in the National Guard, only 9 percent of those not interested). About a third of the National Guard group talked to girl friends or wives, as opposed to 16 percent of those not interested. About half the National Guard group talked to parents, as opposed to 27 percent of those not interested.

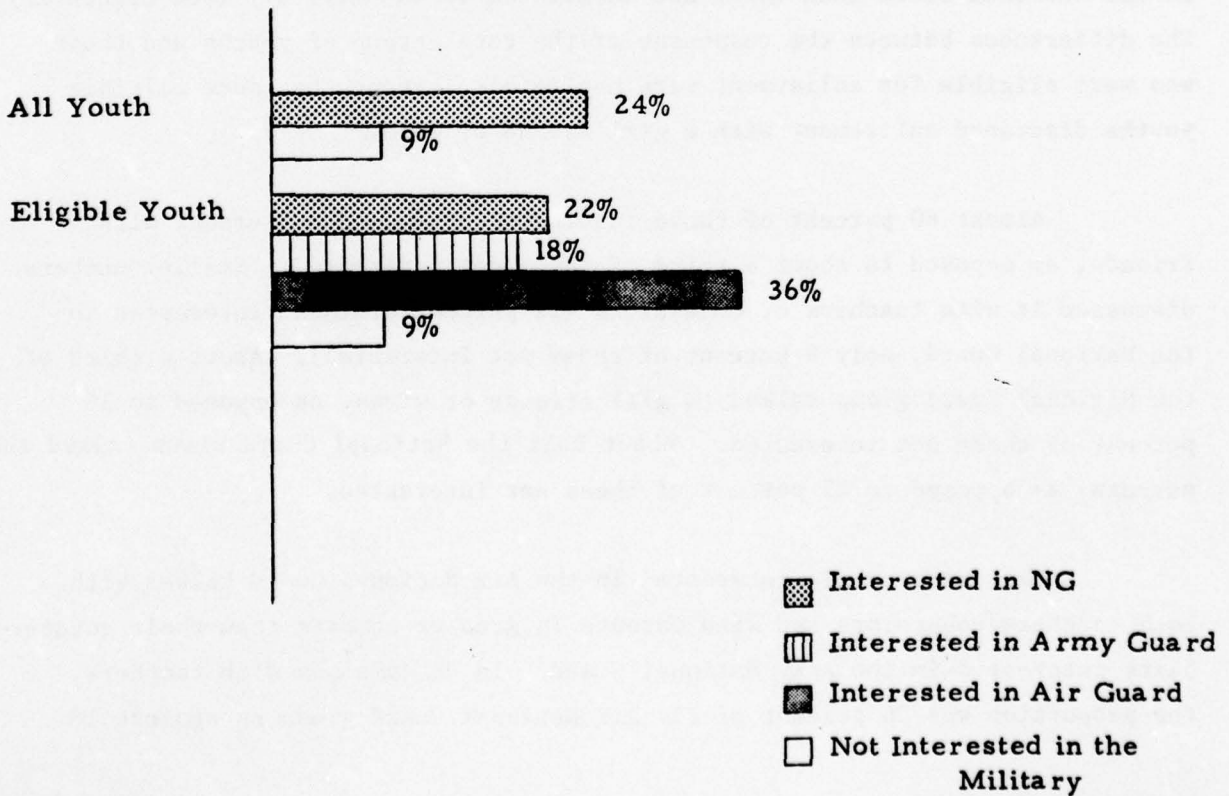
The young people interested in the Air National Guard talked with both teachers/counselors and with parents in greater numbers than their counterparts interested in the Army National Guard. In discussions with teachers, the proportion was 36 percent of the Air National Guard group as against 18

Figure 17. Percentage of All Youth and Eligible Youth Interested in the National Guard and Not Interested in the Military Who Discussed Enlistment with Friends, Teachers, Girl Friends, or Parents

Discussed with Friends with Service Experience:

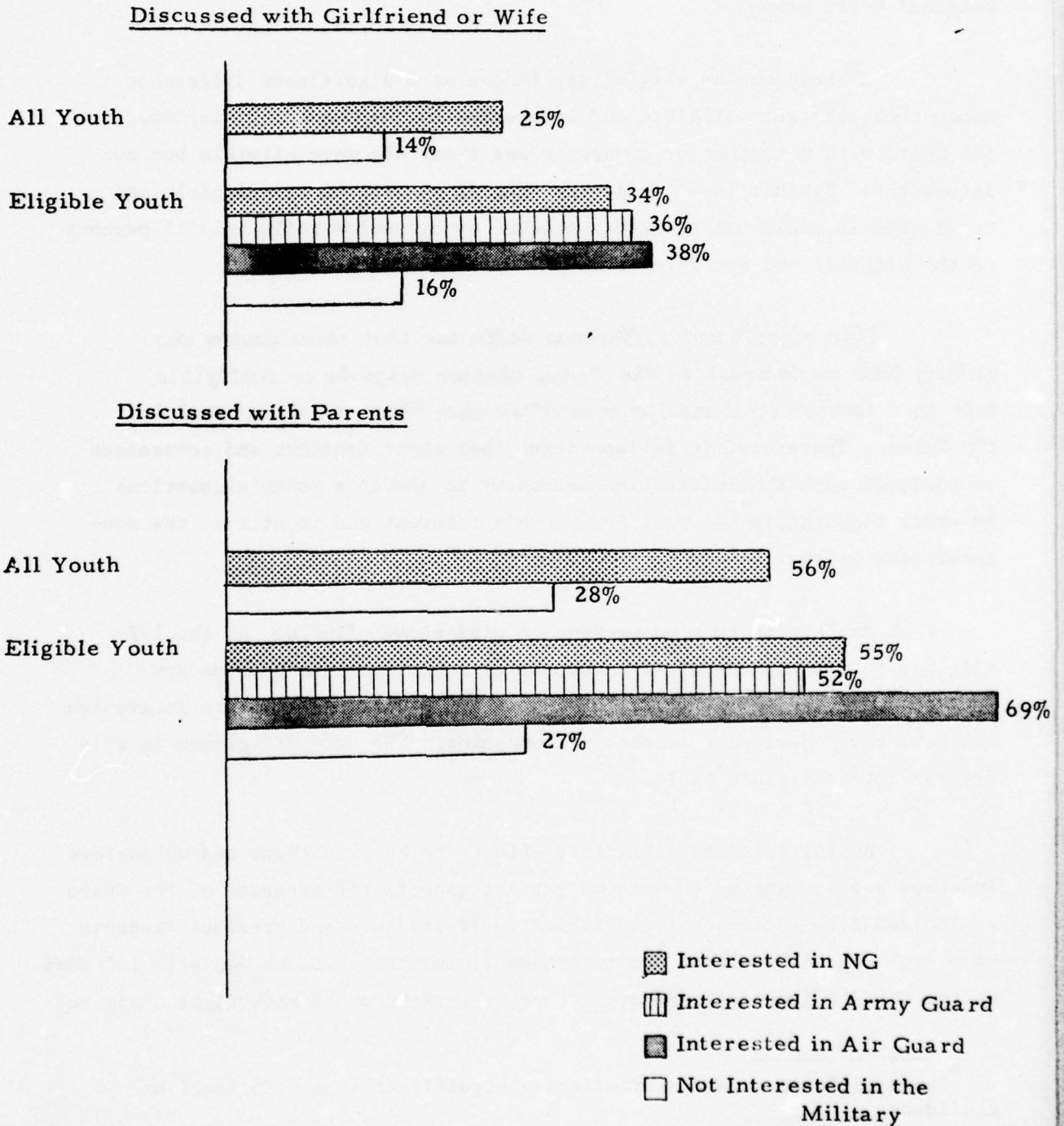


Discussed with Teacher or Counselor



- Interested in NG
- ▨ Interested in Army Guard
- Interested in Air Guard
- Not Interested in the Military

Figure 17. (Continued) Percentage of All Youth and Eligible Youth Interested in the National Guard and Not Interested in the Military Who Discussed Enlistment with Friends, Teachers, Girl Friends, or Parents



percent of the Army National Guard group. Sixty-nine percent of the Air National Guard group talked to parents as opposed to 52 percent of the Army National Guard group.

A breakdown by eligibility indicates a significant difference\* among those who were eligible and interested in the Guard and discussed the Guard with a teacher or counselor and those who were eligible but not interested. Exhibit IV-9 indicates that 22 percent of the eligible and interested in Guard talked with a teacher or counselor while only 11 percent of the eligible and not interested in Guard consulted them.

*This significant difference indicates that those youths who already have an interest in the Guard, whether eligible or ineligible, talk to a teacher or counselor more often than those not interested in the Guard. Therefore, it is imperative that these teachers and counselors be equipped with the information necessary to answer a youth's questions in order to maintain the positive youth's interest and to attract the non-interested youths.*

Exhibit IV-10 also presents a significant finding of the 197 eligible youths who consulted a teacher or counselor: 14 percent are interested in the Guard, while only 6 percent of the eligible are interested who have not consulted a teacher or counselor. The same difference is evident in the ineligible table.\*

Again, this indicates that efforts to keep teachers and counselors informed and brought up to date on current aspects and programs of the Guard could result in increases in enlistment. If students and previous students of a high school knew that their counselor, teacher or coach was well informed on the Guard's programs, the student or ex-student would know right where to

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\*These differences are statistically significant at a 0.95 level of confidence.

go for information, and this information would be located at a convenient location for him. Some students or ex-students may not know where the nearest National Guard recruiter is located, or if he knows, the recruiter may be too distant. If this should occur, many prospective Guardsmen may be lost.

Another difference\* appears for the breakdown by eligibility for whether or not a girl friend or wife was consulted concerning the National Guard. From Exhibit IV-12 it can be seen that of the 127 youths eligible and interested in the National Guard, 34 percent had talked to a girl friend or wife concerning enlistment. Of the 1,612 eligible and not interested youths, only 18 percent had talked with girl friend or wife. Of the ineligible youths, a smaller but still statistically significant\* difference also appears; more ineligible youths and interested youths talked with a girl friend or wife than did youths who were ineligible and uninterested. When comparing the eligible and interested youths who consulted a girl friend or wife (34%) against the ineligible and interested youths who consulted their girl friend or wife (19%), it is evident that a smaller percentage of ineligible youths consulted this source. This difference (34% vs. 19%) may be explained by the fact that most ineligible youths are 16 years old or in 10th or 11th grade and probably are not married and may not have a girl friend. (Exhibits IV-11 and IV-12)

Other important influencers were service friends and parents. *Fifty-eight percent of youths eligible and interested in the National Guard discussed their enlistment intent with service friends, and 55 percent talked with their parents.* It is apparent from these high proportions that interested youths are discussing their intent with friends, relatives and teachers; thereby indicating that these influencers should be informed on the National Guard's programs and opportunities in order to maintain the interested youth's intentions and to instill interest in those who have not

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\* These differences are statistically significant at a 0.68 level of confidence.

considered the Guard as an option or who are presently not planning to enlist.

#### 4.3.2 Military Influencers

We would expect that a major influence on the potential National Guard enlistee would be their recruiter. Those who are interested in the National Guard have had little more contact with a National Guard recruiter than those who are not interested in the military, and levels of contact with National Guard recruiters were low in all groups of youth.

National Guard recruiters have lower contact rates than active military recruiters. Thirty-four percent of all youths interested in the military in general, and 29 percent of those interested in the National Guard, had contact with a recruiter representing the active military in the last six months. Over 20 percent of those not interested in the military reported such contact. Half of those interested in the National Guard, 55 percent of those interested in the military, and 46 percent of those not interested in the military, reported they had had such contact at some time in the past. However, only 5 percent of those interested in the National Guard, 5 percent interested in the military in general, and only 3 percent of those not interested in the military reported ever having any contact with a National Guard recruiter. Among eligible youths, 7 percent of those interested in the military, 5 percent of those interested in the National Guard and 3 percent of those not interested in the military reported contact with a National Guard recruiter.

Advertising by the Armed Forces is another factor which should aid in influencing youths to enlist. However, this study demonstrates that familiarity with slogans used extensively in military advertising is quite

low among all groups of young people. However, the National Guard slogan "The most important part-time job in America" was correctly associated with the National Guard by 45 percent of those youths who were interested in enlisting in the Guard and 52 percent of youths not interested in the military. Overall youths, this was the most commonly, correctly identified military slogan. Recognition levels for all the slogans were almost as high among those not interested in the military at all as among those who were interested. The slogan, "The.....belongs, maybe you belong to the.....," was correctly identified by 24 percent of those interested in the National Guard and 17 percent of those not interested in the military. This slogan had the greatest relative difference between those interested and not interested of all slogans. Thus, in the absence of further knowledge of the extent and duration of exposure to the slogans, the National Guard slogans appear to have the best recall and impact. Exhibit IV-13 shows these results graphically.

#### 4.3.3 A Special Analysis of Factors Influencing Interest in the National Guard

A multiple discriminant analysis was performed on the data to establish some insight into the relative contribution each of the demographic, attitude and influencer factors have on interest in enlisting in the National Guard. A multiple discriminant model is a special form of a multivariate regression model where the dependent variable is a quantile response, indication that an individual will definitely or probably join the National Guard and the independent variables are demographic, attitude and influencer factors. The discussion below provides results of the first run of a step-wise computer run. Further refinement of the analysis is warranted and recommended for future studies.

The analysis highlights the relative importance of recruiter and other influencer contacts. Contacts with all four influencers appeared as a



contributing variable in the top 20 ranked variables. Also appearing in the top 20 variables were two military attributes: teaches valuable trade or skill and provides good benefits. Demographic factors that appeared in the top 20 variables were geographic location as well as age and race. The remainder of the top 20 variables were associated with contacts of one form or another with military recruiters which illustrates their importance. The listing of the 20 top variables is given in Exhibit IV-14 along with their rank and statistical measures: Wilks' Lambda and Rao's V.

The precision of the above analysis is illustrated by the accuracy that the discriminant model predicts whether a youth will be interested based on the independent variables indicated above. If the model were applied to the youths in the study, the following results would be observed:

Model Predictions			
Actual Interest	Interested in Guard	Not Interested in Guard	Number of Youths
Interested in Guard.....	72 (63%)	43 (63%)	115
Not Interested in Guard..	306 (26%)	852 (74%)	1,158

Thus, 73 percent of the cases would be predicted correctly (924 ÷ 1273).

This is considered quite good and might be improved upon with further analysis.

## SECTION 5

### RECOMMENDATIONS

The analysis of the youth attitude tracking survey highlights some areas that might be considered opportunities for advertising and recruiting. Some recommendations are also given below that relate to future tracking surveys.

RECOMMENDATION 1      Take some steps to ensure that quality recruits are not lost due to the difference in interest of youths among areas of the country.

The interest which exists among youths varies substantially in different parts of the country. It is likely that some high quality recruits are lost and some low quality recruits are enlisted because of this disparity. This is because areas where interest is high may have to turn down recruits while areas where interest is low may not be meeting their desired levels of enlistment. It is recommended that this problem be studied further. Examples of possible solutions that need to be tested are as follows:

- Use appropriate advertising levels and appeals in the different areas that can overcome the disparities.
- Similarly, use heavier personal recruiting efforts in the low interest areas with, perhaps, less effort in the high interest areas.
- Accept area quotas that are based on level of interest as well as military availability.
- Add units in the high interest areas and delete units in the low interest areas.

Before one can decide on the best strategy the alternatives must be considered in light of their relative cost/benefits.

RECOMMENDATION 2

The National Guard Bureau should initiate a program aimed at school counselors who play a large role in planning a youth's career.

The National Guard should not only maintain the interest in the National Guard among those interested, but it should aim toward disseminating National Guard information to those individuals who contact youths in an advisory capacity so that they can provide them with ample information to inform them about the National Guard.

Data show that most potential recruits discuss the National Guard with several sources. These influencers may be friends in the National Guard, parents, counselors or teachers, or girl friends or wives. However, it appears that the school counselors would be the best target group to approach with a National Guard information campaign, since counselors are easily identified and contacted by the National Guard. Since they are often sought out by youths during the career planning stages of their life, the counselors should be fully informed as to what the National Guard has to offer in terms of part-time employment. Counselors should not only be equipped to discuss the National Guard's program in an informed manner but they should have brochures available which a youth can take home.

Recruiters also could focus their efforts with this group. Or if there are National Guard personnel located at schools they could perform this function.

This recommendation is to complement those programs already implemented and aimed toward high school and college recruiting, i.e., sending recruiters to "career day" at high schools and colleges.

RECOMMENDATION 3    Make sure that important National Guard appeals are emphasized.

Certain appeals such as training, learning a trade or skill, and benefits are all important to potential recruits. These appeals should be emphasized, both in advertising and by recruiters. Also, it is paramount that these attributes actually be made available while serving in the National Guard. Otherwise, they could turn out to be highly negative rather than positive attributes. Training is particularly important here.

RECOMMENDATION 4    Add some additional questions to the youth attitude tracking survey concerning the National Guard.

Some additional data that would help the study are as follows:

- Determine specifically what kind of contact youths make with the National Guard. These data can then be used in concert with the Inquirers Study.
- Since telephone numbers are available for youths who are interested (or not interested), telephone callbacks to these youths would be useful to determine whether they joined the National Guard, whether they have changed their attitude and so on. These data would provide a statistically precise estimate of the accuracy of youths' statement of intent to join. A stochastic model such as a Markoff chain could be constructed and used for forecasting enlistment.
- Each respondent should be asked if he is qualified to join. In this way, persons obviously not qualified due to mental or physical handicaps can be eliminated in the analysis of data.
- Some probing should be done to clarify the kinds of contacts youths have with recruiters. For example, a non-interested youth who listened to a recruiter speech in school has far different implications than a non-interested youth who actually visited a recruiter.

- Further analysis of the data by discriminant analysis would be enormously useful. However, two survey's data would yield better results.
- At some time, young women should be added to the survey.

RECOMMENDATION 5      Data should be presented differently on future surveys.

- Estimates of telephone response rates should be provided where the total contacts are divided by all dialings involving a household.
- Correct estimates of standard errors should be made on important data. The estimates should take into account the disproportionate sampling.
- Data should be presented by all those who expressed interest in the military by the union of questions concerning the active military, reserves and National Guard.

**APPENDIX I. Information about King Research, Inc.  
and W.B. Doner and Company**

KING RESEARCH, INC.

1. King Research, Inc./Center for Quantitative Sciences

1.1 Background

King Research, Inc./The Center for Quantitative Sciences was established in 1974 as the Washington, D.C. division of Market Facts, Inc. to provide research services to the Federal government and national policy oriented groups. Today, King Research, Inc. (KRI) is an independently owned and operated research organization which specializes in surveys, information systems, and socio-economic research. KRI has grown to twelve professional staff members and a clerical staff of over 25. They are currently serving the following clients under contract: Office of Education, National Science Foundation, National Bureau of Standards, Energy Research and Development Administration, National Cancer Institute, National Commission on Libraries and Information Science, National Health Planning Administration, and Commission on Federal Paperwork.

W.B. Doner and Company  
Baltimore, Maryland

The W.B. Doner and Company serves the National Guard Bureau as its principal advertising agency. In this capacity, W.B. Doner and Company provides the NGB with advertising strategies, themes and support materials. In addition, they serve the National Guard Bureau with marketing research support under the direction of Mr. Charles B. Riter, Director of Marketing Research. Mr. Riter has developed a long range research program for planning National Guard advertising strategies and recruiting tactics. He is responsible for major research studies concerning inquiries to the National Guard as well as continuation and retention of members of the National Guard. He is also responsible for the effort to analyze the Youth Attitude Tracking Study data regarding National Guard interests which is the basis for this report.



**APPENDIX II. NGB Fact Sheets**

# FACT SHEET

National Guard Bureau



The Guard Belongs.

Public Affairs Office • National Guard Bureau • Washington, D.C. 20310 • (202) 695-0421/AVN 225-0421

Number 103-75

July 1975

## BASIC FACTS ABOUT THE NATIONAL GUARD

The National Guard originated in 1636 with the formation of the Old North Regiment of the Massachusetts Colonial Militia. It is the oldest military force in the nation and has participated in all major U. S. conflicts from the Revolutionary War to Vietnam.

Today, the Army National Guard and the Air National Guard totals some 490,000 men and women, serving in about 4,000 units located in nearly 3,000 communities in all 50 States, the Commonwealth of Puerto Rico, the U. S. Virgin Islands and the District of Columbia.

By Act of the Congress, the Guard is the primary backup force of the Army and the Air Force. In peacetime, it is commanded by the State Governors...and serves in State emergencies, natural disasters, and civil disturbances. For examples, during Fiscal Year 1970, more than 60,000 National Guardsmen provided major assistance during 103 civil disturbances in 31 States, and battled the forces of nature in 21 States on 54 different occasions; during Fiscal Year 1972, 17,577 Guardsmen provided major help in flood and other natural disasters, while another 15,103 assisted in civil disturbances. An additional 989 Guardsmen were called to State Active Duty for other State emergencies. A total of 132 separate call ups to State Active Duty were made during that period; during Fiscal Year 1974, 18,552 Guardsmen and women provided assistance during the aftermath of natural disasters having been called 181 times. A total of 21,121 Guardsmen and women served after having been called 24 times for civil disturbances.

Although not a direct federal or state mission, the National Guard performs a unique third role in service to the nation...its ability to provide local communities with domestic action programs. Unique in the fact that its members are part of the local community it serves, the Guard participates in almost every conceivable way; from helping the handicapped to collecting toys for underprivileged children. Its bulldozers transform Boy Scout trails into serviceable roads, its aircraft fly mercy missions to help the seriously

injured and sick. Although some of the expended man-hours are performed on a "drill status", most of the time and energy devoted to these programs are accomplished on the Guardsmen's own time.

Approximately one out of every ten Guardsmen has been participating in Domestic Action since records were initiated in early 1971. Of those who are participating, the average time spent on these activities is three days per man per year. The number of youths and adults being reached by this program is averaging in the hundreds of thousands annually.

Army Guardsmen operate four aircraft repair centers on a full-time basis, the centers having the responsibility for the total depot maintenance and supply functions for all Army Guard aircraft.

The Air National Guard operates an accredited NCO Academy providing professional military training for senior NCOs of the Army and Air National Guard, the active Air Force, and the Air Force Reserve. Two new Air Guard schools, the ANG Leadership Training School and the Officers Preparatory School have been recently instituted as an additional step to insure the availability of professional leadership training.

Army National Guard Officer Candidate Schools are operated by 49 States, the Commonwealth of Puerto Rico and the District of Columbia. (Alaska does not conduct an OCS.) Done so because of the necessity of the Army Guard to provide itself with most of its qualified officers, the training is monitored and evaluated by the Infantry School at Fort Benning, Georgia.

All of this direct support for the active forces is being provided as a part of the Guard's regular training and without mobilization.

At the height of the Pueblo Crisis and the Vietnam War, a total of 12,234 Army National Guardsmen and 10,511 Air National Guardsmen (including 500 pilots) were ordered to active duty in 1968 with their mobilized units. Many of the mobilized Guardsmen served for about one year in Vietnam or in the Korean-Japanese area. All of the units were returned to State control by the end of 1969.

The great majority of equipment and vehicles furnished to the Army and Air National Guard are funded by federal dollars which are allocated by the National Guard Bureau, a joint Departments of the Army and Air Force office in the Pentagon which administers Guard related activities.

The inventory value of Army and Air Guard federal equipment, as of the end of the 1974 Fiscal Year, was \$3.2 Billion and \$2.7 Billion, respectively. The funds obligated during that same period were \$1,191,124,765.00 (Army) and \$762,947,872.00 (Air).

National Guard Bureau

# FACT SHEET



Public Affairs Office • National Guard Bureau • Washington, D.C. 20310 • (202) 695-0421 / AVN 225-0421

Number 104-76

April 1976

## THE NATIONAL GUARD BUREAU

The National Guard Bureau is the Federal instrumentality responsible for the administration of the National Guard. It is unique in that it is established by law as a Joint Bureau of the Departments of the Army and the Air Force.

When the Federal Government was made responsible for the supervision of training, equipment and pay of the Militia, by the Dick Act in 1903, the administrative burden thereby placed on the War Department led to the creation of a bureau-type agency to administer Militia affairs. Between 1903 and 1908, matters pertaining to the Organized Militia in the War Department, and questions affecting the interests thereof, were considered separately throughout the War Department. In an effort to consolidate the different classes of work pertaining to the Militia and place them under the immediate supervision of a single head, the Division of Militia Affairs was established by War Department Orders of February 12, 1908.

With the support thus provided, the Militia developed into sufficiently well organized and uniformly trained units to permit, under the National Defense Act of 1916, as amended, the necessary alignment with the Regular Army and Federal recognition of individual Militia as a composite National Guard. It was at this time that the Division of Military Affairs was redesignated the Militia Bureau.

Although the National Defense Act of 1916 officially recognized the name National Guard for the Organized Militia, it was not until 1933 that the title "Militia Bureau" was changed to National Guard Bureau.

Also, during 1916, the antecedent unit of the present day Air National Guard was federally recognized, with separate status as a component later established by the National Security Act of 1947. With the creation of the separate components, the National Guard Bureau, while continuing to be a Bureau of the Department of the Army, also became an agency of the Department of the Air Force, to perform similar functions and duties for that Department. The Department of Defense Reorganization Act of 1958 designated the National Guard Bureau as a Joint Bureau of the Departments of the Army and Air Force.

The mission of the National Guard Bureau is to participate with the Army and the Air Force staffs in the development and coordination of all programs pertaining to or affecting the National Guard. The National Guard Bureau formulates and administers programs for the development and maintenance of the Army and Air National Guard units in the several States, the Commonwealth of Puerto Rico, the District of Columbia, and the Virgin Islands in accordance with Departments of the Army and Air Force policy.

The National Guard Bureau is therefore both a staff and operating agency. The Chief, National Guard Bureau reports through the Chief of Staff Army to the Secretary of the Army, and through the Chief of Staff Air Force to the Secretary of the Air Force, and is the principal staff advisor on National Guard affairs.

As an operating agency, the National Guard Bureau is the channel of communications between the States and the Departments of the Army and the Air Force. The Bureau participates with and assists the several States in the organization, maintenance and operation of National Guard units so as to provide trained and equipped units available for service in time of war or national emergency to augment the active Army and Air Force.

The National Guard Bureau does not have command authority. In peacetime, National Guard units are under the command of the Governor of the State. However, the Army and Air Force Chiefs of Staff and the Chief of the National Guard Bureau do, in fact, exercise effective control over the National Guard at all times. This is possible through inspection and training supervision exercised by the active services, by the authority to withdraw Federal Recognition of units performing unsatisfactorily, through the allocation of financial and logistical support to units of the National Guard, and through the authority of the Chief, National Guard Bureau to develop and publish regulations governing the National Guard when not in Federal service.

The Chief, National Guard Bureau is appointed by the President, with the advice and consent of the Senate, from a list of National Guard officers recommended by the respective Governors, for a term of four years and is eligible to succeed himself. The grade authorized for this position is major general.

The organizational structure of the National Guard Bureau reflects its unique joint status. The Chief of the National Guard Bureau has two principal assistants--the Director of the Army National Guard and the Director of the Air National Guard. The Directorate of the Army National Guard is organized into five divisions--Comptroller, Installations, Logistics, Organization and Training, and Personnel--plus the Offices of Special Assistant for Military Support and the Army Surgeon. The Directorate of the Air National Guard is organized into seven divisions--Civil Engineering, Communications, Electronics and Meteorology, Comptroller, Plans and Operations, Programs and Resources, Logistics, and Personnel--plus the Offices of the Air Surgeon and Aerospace Safety. Eight joint offices--the Office of Legal Advisor, Office of Policy and Liaison, Office of Equal Opportunity, Office of Public Affairs, Office of Information Systems, Office of Technician Personnel, Office of Procurement Policy and Review, and the Office of Administrative Services--advise and assist the Chief, National Guard Bureau on both Army and Air matters.

National Guard Bureau

# FACT SHEET



Public Affairs Office • National Guard Bureau • Washington, D.C. 20310 • (202) 695-0421 / AVN 225-0421

Number 101-76

April 1976

## MISSION OF THE NATIONAL GUARD

The National Guard is rooted in the concept of the privilege and responsibility of our able-bodied citizens to be ready at all times to bear arms for the common defense. This tradition was begun in the early 17th Century with the development of militia bands in the various colonies. The framers of the Constitution recognized the importance of the concept by empowering the Congress to "provide for organizing, arming and disciplining the militia." National military policy subsequently enacted into law has served to enhance the availability and improve the readiness of the National Guard as a Federal reserve force. The general policy stated in current law (Section 102, Title 32, United States Code) is quoted:

"In accordance with the traditional military policy of the United States, it is essential that the strength and organization of the Army National Guard and the Air National Guard as an integral part of the first line defense of the United States be maintained and assured at all times. Whenever Congress determines that more units and organizations are needed for the national security than are in the regular components of the ground and air forces, the Army National Guard of the United States and the Air National Guard of the United States, or such parts of them as are needed, together with such units of other reserve components as are necessary for a balanced force, shall be ordered to active Federal duty and retained as long as so needed."

While its Federal reserve potential has been strengthened, the National Guard of each State remains constitutionally a State-administered military force. The dual State-Federal missions are set forth in National Guard Regulation No. 350-1 and the Air National Guard Regulation Number 20-1. The State mission is to provide units organized, trained and equipped that under competent orders of Federal or State authorities will provide protection of life and property and preserve peace, order and public safety. The Federal mission is to provide units with trained personnel and sufficient and suitable equipment, capable and ready for mobilization in time of war or national emergency to support the Army and Air Force.

# FACT SHEET

National Guard Bureau



The Guard Belongs.

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## COMPACT HISTORY OF THE NATIONAL GUARD

Since the earliest colonial days, military forces from the community at large have been instrumental in winning and defending American independence. This is the traditional role of the National Guard.

The origins of the modern-day National Guard are found in the detachments of able-bodied young men who manned the defense perimeters of the early colonies. Forerunners even of the militia, these were the men who stood watch over Jamestown, the Massachusetts Bay Colony...Plymouth...and others.

The heritage of the so-called "train bands" and of the militia is deeply ingrained in the National Guard. In peace and in war over a span of nearly four centuries "the Guard" has dramatically proven, time and time again, the ever-present need for "part-time soldiers" in the nation's first line of defense.

Older, as a matter of fact, than the nation itself, the National Guard can point to the longest continuous history of any military organization in the United States.

Many modern National Guard organizations in the eastern States trace their ancestry back to militia organizations which fought alongside the British in the French and Indian campaigns. Later, many of these same militiamen were arrayed against British regiments as our fledgling nation went about the business of breaking away from the English yoke.

The militia organizations first answered the call on what might be termed a "large scale" when George Washington called for troops to fight the British in the American War for Independence.

The National Guard descendants of the Revolutionary militia today carry battle streamers embroidered with the names of the campaigns of 1776-1780: Virginia...Long Island...Trenton...New York...Princeton...Brandywine...Germantown...Monmouth...South Carolina...Saratoga...Connecticut...Boston.

They helped win the independence today's Guard is pledged to defend.

The name "National Guard" first appeared on the scene in New York. This came about August 25, 1824, as a result of a visit to New York by the Marquis de Lafayette. The honor guard for the gallant French officer who contributed so heavily to the winning of U. S. independence was drawn from the 2d Battalion, 11th Regiment of Artillery of New York. This battalion was renamed the "Battalion of National Guards" in tribute to Lafayette's command of the Garde Nationale of the French Army in Paris in 1789. New York's "Battalion of National Guards" later became the famous Seventh Regiment of Infantry and on the 1st of October, 1917, it became the 107th Infantry Regiment of the 27th Division.

As the nation grew, of course, the outward appearance of the Guard changed.

It was, throughout the 19th Century, an unwieldy and sprawling force which nevertheless contributed heavily to the winning of four major wars and hundreds of minor encounters. The wars included service of State troops in the War of 1812, the Mexican War, the Civil War, and War with Spain.

The modern face of the National Guard began to emerge in 1903 when Congressional legislation thrust the Federal Government into the picture by establishing procedures for a more direct and active part in organizing, training, and equipping the militia troops in line with the standards of the United States Army.

Then, in the passage of the National Defense Act of 1916, official cognizance was taken of the name National Guard for the organized Militia and it was made to conform to the organizational structure of the regular Army. As such, it became a component of the nation's organized peacetime establishment and, when called into Federal service, it was an integral part of the Army of the United States.

In 1916, over 150,000 Guardsmen were mobilized under the call of the President and 110,000 served under General John J. Pershing along the Mexican Border.

In World War I the National Guard supplied seventeen divisions, eleven of which became engaged in actual combat operations. Of the eight American divisions rated "excellent" or "superior" by the German High Command, six were National Guard divisions. The best known of these divisions was the 42d (Rainbow) Division, a composite division composed of troops from all parts of the country. One of the brigade commanders of this distinguished division was a brigadier general named Douglas MacArthur.



Following a rapid and haphazard demobilization at the end of World War I, it was necessary for the States to rebuild the National Guard from scratch. Under postwar amendments to the National Defense Act of 1916, the National Guard was reorganized to consist of the same numbered divisions that had served during the war.

The amended National Defense Act established an Army of the United States to consist of the regular Army, the Organized Reserve Corps, and the National Guard when called into Federal service. The National Guard remained a State force under the command of State authorities. The new act also provided for increased Federal assistance for the Guard. This meant that when units reached established standards with relation to strength, equipment, and skill, they were "Federally recognized" and thus eligible for Federal support.

The act of June 5, 1933, created a new component of the Army, the National Guard of the United States. This component, while identical in personnel and organization to the National Guard of the several States, was a part of the Army at all times and could be ordered into active Federal service by the President whenever Congress declared a national emergency. This made it possible for the National Guard to be given an Army mission without having to wait for a call to be issued through the Governors of the States.

In August of 1940, the President of the United States ordered the National Guard of the United States into active military service. Between September 16, 1940, and October 1, 1941, the National Guard brought into Federal service more than 300,000 men in 18 combat infantry divisions as well as in numerous non-divisional units including 29 air observation squadrons. These troops immediately doubled the strength of the active Army.

Guardsmen supplied sorely needed leadership for the expanding Army...over 80,000 National Guard enlisted men later became commissioned officers.

Individual Guardsmen received 14 Medals of Honor. It is almost impossible to trace accurately the number of Distinguished Service Crosses and "other" awards earned by Guardsmen in the wartime Army of ten million men.

Following World War II, National Guard units were demobilized and personnel returned directly to civilian life through Army separation centers. For a short period during the winter of 1945-1946, there actually was no National Guard.

On October 13, 1945, the Secretary of War approved a plan for reorganizing the Guard. The first four post-World War II units were extended Federal Recognition on June 30, 1946. The air units of the National Guard were organized as a separate entity and since that time the National Guard establishment has consisted of the Army National Guard and the Air National Guard.

During the Korean War, more than 183,000 members of the post-World War II National Guard saw active service. Eight infantry divisions, 22 wings, and hundreds of other units of the Army and Air National Guard were ordered into Federal service. Four divisions and 17 wings were stationed in the U. S. Two divisions (the 28th and 43rd) and three wings served in Europe; two divisions (the 40th and 45th) and two wings (the 116th and 136th) fought in Korea.

The post-Korea National Guard rose in strength of over half a million men in March 1957. The current programmed strength of the Army National Guard is 400,000 and the Air National Guard is authorized 101,338 members.

In 1956, various Federal laws pertaining to the armed forces and National Guard, including the National Defense Act of 1916, were codified in Title 10 and Title 32, United States Code. All units and members of the Army National Guard of the United States and Air National Guard of the United States are in the Ready Reserve. In time of national emergency declared by the President, or when otherwise authorized by law, the Secretary of the Army or Secretary of the Air Force may order these units and personnel to active duty for not more than 24 consecutive months. In time of war or a national emergency declared by the Congress, or when otherwise authorized by law, they may be ordered to active duty for the duration of the war or emergency and for six months thereafter.

On October 1, 1961 as part of the military build-up occasioned by the Berlin Crisis, a partial mobilization of the Army and Air National Guard was effected. Over 21,000 Air Guardsmen were called to active duty. In October and early November, eight of the fighter squadrons involved in this callup, comprising more than 200 aircraft, flew to various bases in Europe in a single accident-free deployment. Additional units, including three F-104 flying squadrons, were mobilized on November 1, 1961. In all, the Air National Guard contributed a total of nine wings, plus the three F-104 squadrons, to the build-up. Of the nine wings, six were tactical fighter wings, one was a reconnaissance wing and two were long range air transport wings.

The October 15, 1961 mobilization of the Army Guard brought into Federal service the 32nd Infantry Division, the 49th Armored Division and 140 non-divisional units, with a total of 44,350 officers and men. Both of these divisions and the majority of the non-divisional units were combat ready in four months--two full months before the required six-month deadline.

In 1967, the Army National Guard underwent a total force structure reorganization, which reduced the number of units in the Army Guard from 4,001 to 3,038. Strength levels in all units were raised to 93 per cent of the Table of Organization allocation.

Thus the overall strength in numbers of officers and men was increased from 400,000 to 412,000, though the number of units dropped. Major alterations were made in structural organization, most notably in the reduction of combat divisions from 23 to 8, an increase in the allocation of separate combat brigades from 8 to 18, and the formation of four armored cavalry regiments.

The mobilizations of 26 January and 13 May, 1968, initiated by Pueblo incident and the increased tempo of the Vietnam War, saw more than 7,000 Army Guardsmen and 2,000 Air Guardsmen deployed to the combat zone.

The 26 January mobilization involved eight Air National Guard tactical fighter groups, three tactical reconnaissance groups and a reconnaissance technical squadron. Three more units were mobilized on 13 May. Four augmented tactical fighter squadrons deployed directly to the Republic of Vietnam and a fifth unit, the 355th, an active Air Force unit, was 85 per cent manned by Air Guardsmen.

Major Army Guard elements mobilized on 13 May 1968 were the 29th Infantry Brigade (Separate), Hawaii (with its brigade aviation company from California), the 69th Infantry Brigade (Separate), Kansas (with one mechanized infantry battalion from Iowa's 133rd Infantry (Mechanized)), and the 1st Squadron, 18th Armored Cavalry from California. Additionally, 22 combat support and nine service support units were ordered to active duty. Eight Army Guard units were on active duty in Vietnam.

APPENDIX III. Questionnaire

**MILITARY SERVICE STUDY**  
- Screening Questions -

Market Facts Repr. \_\_\_\_\_

Field Station \_\_\_\_\_ Date \_\_\_\_\_

Time Interview Began \_\_\_\_\_ AM/PM Time Ended \_\_\_\_\_ AM/PM

(I. D. #) 14 \_\_\_\_\_ 20

Hello. My name is \_\_\_\_\_ of Market Facts, an opinion research company. I am taking a survey among young men between the ages of 16 and 21.

1. Is there a young man in your household in this age group? (DO NOT INCLUDE SONS LIVING AWAY AT SCHOOL.)

Yes 1  No 2

(TERMINATE AND RECORD ON CALL RECORD SHEET)

2a. How many? (CIRCLE NUMBER)

1 2 3 4 5 or more \_\_\_\_\_ (WRITE IN NUMBER)

(21)

2b. What is his age, please? (What are their ages, please -- please start with the oldest.) (RECORD BELOW)

	Qu. 2b - Ages						Qu. 3a		In Military Service, National Guard or Reserves							
	16	17	18	19	20	21	Currently a Junior or Senior in College or in Grad. School		Qu. 3b Now		Qu. 3c Has Been		Qu. 3d Will Be			
							Yes	No	Yes	No	Yes	No	Yes	No		
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(22-26)
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(27-31)
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(32-36)
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(37-41)

3a. (DETERMINE FOR EACH) Is (NAME FIRST AGE) currently a Junior or Senior in college or attending Graduate School? (RECORD ABOVE)

3b. (DETERMINE FOR EACH) Is he currently in military service, National Guard or the Reserves? (THIS DOES NOT INCLUDE ROTC.) (RECORD ABOVE)

3c. (DETERMINE FOR EACH) Has he ever served in military service, National Guard, or the Reserves? (THIS DOES NOT INCLUDE ROTC.) (RECORD ABOVE)

3d. (DETERMINE FOR EACH) Has he been accepted for service in a branch of the Armed Forces and now is waiting for the date when he is to go on active duty? (THIS DOES NOT INCLUDE ROTC.) (RECORD ABOVE)

NOTE: QUALIFYING MALES ARE THOSE WHO ANSWERED "NO" TO QU. 3a, 3b, 3c, AND 3d. LIST THE AGES OF THE QUALIFYING MEN BELOW (STARTING WITH THE OLDEST) AND GO TO YOUR "RESPONDENT SELECTION SHEET" TO DETERMINE WHO TO INTERVIEW.

TELEPHONE NUMBER _____	Ages and First Names of Qualifying Males
	(Oldest) 1. _____
	(Next Oldest) 2. _____
	(Next Oldest) 3. _____
	(Next Oldest) 4. _____

MAKE UP TO THREE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st App't:	Date _____	Time _____	Result: _____
2nd App't:	Date _____	Time _____	Result: _____
3rd App't:	Date _____	Time _____	Result: _____

KEEP TRACK OF TERMINATES.

CHECK HERE IF NO ONE IN HOUSEHOLD QUALIFIES OR IF NO INTERVIEW IS CONDUCTED  42  
(43-78 Open)  
79-1180

**MILITARY SERVICE STUDY**  
 (Qualified Respondent)

Cd. #2  
 (Dup. 1-20)

Market Facts' Repr. \_\_\_\_\_  
 Field Station \_\_\_\_\_  
 Time Interview Began \_\_\_\_ AM/PM Time Ended \_\_\_\_ AM/PM

Hello! I'm \_\_\_\_\_ calling from Market Facts, an opinion research company. We are conducting a survey for the Federal Government to find out what young men's attitudes toward future occupations are and would like to have your opinion. Your household has been chosen by chance. Any information you give us is completely confidential if you complete this interview. My employer does a certain amount of checking to see if I am doing my job correctly. So, you may be called later to verify that you answered these questions. The information you provide will be kept by the Federal Government and you may also be contacted at a later date to determine if some of your opinions have changed. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age please?

- |                                   |                                   |      |
|-----------------------------------|-----------------------------------|------|
| 16 . . . <input type="checkbox"/> | 19 . . . <input type="checkbox"/> |      |
| 17 . . . <input type="checkbox"/> | 20 . . . <input type="checkbox"/> | (21) |
| 18 . . . <input type="checkbox"/> | 21 . . . <input type="checkbox"/> |      |

3b. Are you attending school now?

- Yes 1 → (ASK QU. 3c AND THEN SKIP TO QU. 3f) (22)  
 No 2 → (SKIP TO QU. 3d)

3c. What is your current year in school? (IF NECESSARY, ASK:) What type of school is it?

- |   |  |           |
|---|--|-----------|
| 10th Grade (High School) . . . . . 1                                      | 1st year of 4-year college (Freshman) . . . 6  |           |
| 11th Grade (High School) . . . . . 2                                      | 2nd year of 4-year college (Sophomore) . . . 7 | (23)      |
| 12th Grade (High School) . . . . . 3                                      | 1st year of Junior/Community college . . . 8   |           |
| First year of special training in vocational or trade school . . . . . 4  | 2nd year of Junior/Community college . . . 9   |           |
| Second year of special training in vocational or trade school . . . . . 5 | 3rd year of college . . . . . 0                | TERMINATE |
|   | 4th year of college or more . . . . . X        |           |

3d. Are you a high school graduate?

- Yes 1 → (SKIP TO QU. 3f) No 2 → (24)

3e. How many years of schooling have you completed?

- |                                       |                                    |      |
|---------------------------------------|------------------------------------|------|
| Less than 1 year of High School . . 0 | 2 years of High School . . . . . 2 |      |
| 1 year of High School . . . . . 1     | 3 years of High School . . . . . 3 | (25) |

3f. Are you currently employed?

- Yes 1 → No 2 → (26)

3g. Are you working full time or part time?

- Full time 1 (27)  
 Part time 2

3h. Are you currently looking for a job, or not?

- Yes 1 No 2 (28)

3i. Now, let's talk about your plans for the next few years. What do you think you might be doing? (Do NOT READ LIST. PROBE WITH "ANYTHING ELSE?", ETC., UNTIL UNPRODUCTIVE.)

Non-military

- Going to school  Working  Doing nothing

Military (RECORD BELOW. IF RESPONSE IS "JOIN THE SERVICE," DETERMINE BRANCH AND TYPE. IF BRANCH OF SERVICE ONLY IS MENTIONED, DETERMINE TYPE. IF TYPE OF SERVICE ONLY IS MENTIONED, DETERMINE BRANCH.)

Branch of Service	Type of Service				
	Active Duty	Reserves	National Guard	Don't Know	
Air Force . . . . .	1	2	3	4	(29)
Army . . . . .	5	6	7	8	
Coast Guard . . . . .	9	0	X	1	
Marine Corps . . . . .	1	2	---	---	(30)
Navy . . . . .	4	5	---	---	
Don't know branch . . . . .	7	8	9	0	

- 3j. How easy or difficult is it for someone of your age to get a full time job in your area? Would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD BELOW.)
- 3k. How about getting a part time job -- would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD BELOW.)

	3j. Full Time	3k. Part Time
Almost impossible.....	1 (31)	1 (32)
Very difficult .....	2	2
Somewhat difficult.....	3	3
Not difficult at all .....	4	4
Don't know.....	5	5

- 4a. Now, I'm going to read you a list of several things which young men your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be ... (READ STATEMENT)? Would you say "Definitely," "Probably," "Probably Not," or "Definitely Not?"

	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Not Sure	
Working as a laborer on construction jobs.....	1	2	3	4	5	(33)
Working at a desk in a business office.....	1	2	3	4	5	(34)
Serving in the military .....	1	2	3	4	5	(35)
Working as a salesman.....	1	2	3	4	5	(36)
Serving in the National Guard .....	1	2	3	4	5	(37)
( ) (Is that the Air National Guard <input type="checkbox"/> 1 or the Army National Guard <input type="checkbox"/> 2? Don't Know 3)						(38)
( ) Serving in the Reserves .....	1	2	3	4	5	(39)
( ) (Is that the Air Force Reserve 1 Army Reserve 2 Coast Guard Reserve 3 Marine Corps Reserve 4 or Navy Reserve 5 Don't Know 6)						(40)
( ) Serving in the Air Force (active duty).....	1	2	3	4	5	(41)
( ) Serving in the Army (active duty).....	1	2	3	4	5	(42)
( ) Serving in the Coast Guard (active duty).....	1	2	3	4	5	(43)
( ) Serving in the Marine Corps (active duty).....	1	2	3	4	5	(44)
( ) Serving in the Navy (active duty).....	1	2	3	4	5	(45)

(ASK QU. 4b-4c IF "DEFINITELY" OR "PROBABLY" TO ANY OF THE 5 SERVICES OR NATIONAL GUARD/RESERVES, OR TO MILITARY SERVICE IN GENERAL (BOXED ITEMS). OTHERWISE, SKIP TO QU. 5. ASK QU. 4b SEPARATELY FOR "ACTIVE DUTY" AND FOR NATIONAL GUARD/RESERVES.)

- 4b. When do you think you will join (military service/National Guard/Reserves)? (RECORD BELOW.)

	Active Duty	Guards/Reserves
Within 6 months.....	1 (46)	1 (47)
Between 6 months and one year .....	2	2
More than 1 year but less than 2 years .....	3	3
2 years or more .....	4	4
Don't know.....	5	5

- 4c. Do you expect you would enter the service as an enlisted man or as an officer?

Enlisted man .....	1	(48)
Officer.....	2	

5a. I'd like to read several statements. After I read each statement, please tell me how important you feel it would be if you were considering joining the service. Here's the first one. (READ STATEMENT)  
Do you consider that Extremely Important, Very Important, Fairly Important, or Not Important At All?  
(REPEAT FOR EACH STATEMENT)

START HERE		Extremely	Very	Fairly	Not	Don't	
		Imp.	Imp.	Imp.	Important	Know	
( )	Gives you an opportunity to better your life.....	1	2	3	4	0	(49)
( )	Trains you for leadership.....	1	2	3	4	0	(50)
( )	Teaches you a valuable trade or skill.....	1	2	3	4	0	(51)
( )	Helps you get a college education while you serve ....	1	2	3	4	0	(52)
( )	Allows you to see many different countries of the world .....	1	2	3	4	0	(53)
( )	Provides good benefits for you and your family .....	1	2	3	4	0	(54)
( )	Is a career you can be proud of .....	1	2	3	4	0	(55)
( )	Has other men you would like to work with.....	1	2	3	4	0	(56)
( )	Gives you the job you want.....	1	2	3	4	0	(57)
( )	Gives you a job which is challenging .....	1	2	3	4	0	(58)
( )	Pays well to start.....	1	2	3	4	0	(59)

5b. I'm going to read the statements again. The first one is ... (READ). Do you think this is true of any of the services or not?

5c. (IF "YES" TO QU. 5b, ASK:) Which one service is this most true of? (SINGLE RESPONSE ONLY)

START HERE		Qu. 5b			Qu. 5c				Don't Know	Cd. 3 Dup. 1-20
		True of Any Service			Most True Of:					
		Yes	No	Don't Know	Air Force	Army	Marine Corps	Navy		
( )	Gives you an opportunity to better your life .....	1	2	3 (60)	1	2	3	4	5	(21)
( )	Trains you for leadership ....	1		3 (61)	1	2	3	4	5	(22)
( )	Teaches you a valuable trade or skill .....	1	2	3 (62)	1	2	3	4	5	(23)
( )	Helps you get a college education while you serve ...	1	2	3 (63)	1	2	3	4	5	(24)
( )	Allows you to see many different countries of the world .....	1	2	3 (64)	1	2	3	4	5	(25)
( )	Provides good benefits for you and your family .....	1	2	3 (65)	1	2	3	4	5	(26)
( )	Is a career you can be proud of.	1	2	3 (66)	1	2	3	4	5	(27)
( )	Has other men you would like to work with .....	1	2	3 (67)	1	2	3	4	5	(28)
( )	Gives you the job you want ...	1	2	3 (68)	1	2	3	4	5	(29)
( )	Gives you a job which is challenging .....	1	2	3 (69)	1	2	3	4	5	(30)
( )	Pays well to start .....	1	2	3 (70)	1	2	3	4	5	(31)



6. Now, I would like to read some statements that may have been made by the Air Force, Army, Marine Corps, Navy or National Guard. Let me read the first statement. (READ STATEMENT WITH AN "X")


Which service or services made this statement?

(IF "NATIONAL GUARD", ASK:) Is it "Air National Guard" or "Army National Guard"? (RECORD BELOW)  
 (IF "AIR FORCE" OR "ARMY", ASK:) Is it "Active Service" or "National Guard"? (RECORD BELOW)

START HERE	Air Force		Army		Navy	Marine Corps	None	Don't Know	
	Active	Guard	Active	Guard					
( ) The BLANK offers the same pay, technical training and educational opportunities as the other services .	1	2	3	4	5	6	7	8	(32)
( ) There is a BLANK education program called PROJECT AHEAD, which lets me earn my college credits while in the BLANK with the BLANK paying up to 75% of my tuition . . . . .	1	2	3	4	5	6	7	8	(33)
( ) Build your future on a proud tradition . . . . .	1	2	3	4	5	6	7	8	(34)
( ) The most important part-time job in America . . . . .	1	2	3	4	5	6	7	8	(35)
( ) Look up, be looked up to . . . . .	1	2	3	4	5	6	7	8	(36)
( ) Join the people who've joined the BLANK . . . . .	1	2	3	4	5	6	7	8	(37)
( ) The BLANK belongs. Maybe you belong to the BLANK . . . . .	1	2	3	4	5	6	7	8	(38)
( ) BLANK - a great way of life . . . . .	1	2	3	4	5	6	7	8	(39)
( ) The opportunity is for real . . . and so are we . . . . .	1	2	3	4	5	6	7	8	(40)
( ) For 200 years the BLANK has kept its ranks small and its standards high . . . . .	1	2	3	4	5	6	7	8	(41)

Now, let's go on to another subject.


7a. Since last Thanksgiving, have you had any contact with a military recruiter representing the active military?

Yes 1  No 2 (SKIP TO QU. 7c) (42)

7b. How were you in contact with the recruiter? (READ EACH STATEMENT. START WITH THE "X'd" ITEM.)

START  
HERE

		<u>Since Last Thanksgiving</u>		
		<u>Yes</u>	<u>No</u>	
( )	Have you gone to a recruiting station and talked to a recruiter.....	1	2	(43)
( )	Have you talked face-to-face with a recruiter somewhere other than at a recruiting station.....	1	2	(44)
( )	Have you heard a recruiter give a talk at your high school .....	1	2	(45)
( )	Have you talked to a local recruiter by telephone .....	1	2	(46)
( )	Have you received recruiting literature in the mail.....	1	2	(47)

7c. (ASK EVERYONE) Since last Thanksgiving.... (READ EACH STATEMENT. START WITH THE "X'd" ITEM.) 

		<u>Yes</u>	<u>No</u>	
( )	Have you discussed the possibility of enlistment with friends already in the service or who have been in the service.....	1	2	(48)
( )	Have you talked with a teacher or guidance counselor at school about possible enlistment .....	1	2	(49)
( )	Have you talked with your girl friend or wife about possible enlistment.....	1	2	(50)
( )	Have you talked with one or both parents about possible enlistment.....	1	2	(51)
( )	Have you taken an aptitude or career guidance test in high school given by the armed services.....	1	2	(52)
( )	Have you made a toll-free call for information about the military .....	1	2	(53)
( )	Have you asked for information about the military by mail .....	1	2	(54)
( )	Have you been physically or mentally tested at a military examination station.....	1	2	(55)

AD-A036 985

NATIONAL GUARD BUREAU WASHINGTON D C  
A STUDY OF YOUTHS AND PROSPECTIVE NATIONAL GUARD RECRUITS.(U)  
FEB 77

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UNCLASSIFIED

NGB-77-3

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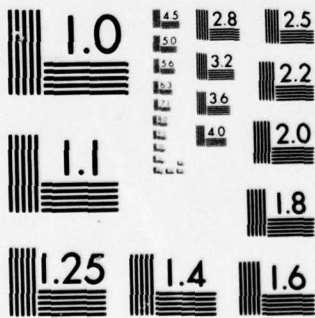
2 OF 2  
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3698



MICROCOPY RESOLUTION TEST CHART  
NATIONAL BUREAU OF STANDARDS-1963-A

I have several more questions about military recruiters. (IF "NO" TO QU. 7a, ASK QU. 8a. OTHERWISE, SKIP TO QU. 8b.)

8a. Have you ever had any contact with any military recruiter?  
 Yes 1  No 2 (SKIP TO QU. 9) (56)

8b. You say you have been in contact with a military recruiter. What branch or branches of the service did they represent? (RECORD BELOW. PROBE) Any other military recruiter? (PROBE UNTIL UNPRODUCTIVE)

	Air Force	Army	Marine Corps	Navy	Coast Guard	Don't Know
Recruiters represented.....	1	2	3	4	5	6 (57)
8c. (IF "AIR FORCE," "ARMY" OR "MARINE CORPS," ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?.....	(58)	(62)	(66)			(SKIP TO QU. 9)
Active Air Force... <input type="checkbox"/>	Active Air Force... <input type="checkbox"/>	Active Army... <input type="checkbox"/>	Active Marines... <input type="checkbox"/>			
Air Nat. Guard... <input type="checkbox"/>	Air Nat. Guard... <input type="checkbox"/>	Army Nat. Guard... <input type="checkbox"/>	Marine Reserve... <input type="checkbox"/>			
Air Force Reserve... <input type="checkbox"/>	Army Reserve... <input type="checkbox"/>	Army Don't Know... <input type="checkbox"/>	Don't Know... <input type="checkbox"/>			
Don't Know... <input type="checkbox"/>	Don't Know... <input type="checkbox"/>					
8d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?						
Recruiter contacted first .....	1 (59)	1 (63)	1 (67)	1 (70)	1 (73)	
Respondent contacted first .....	2	2	2	2	2	
8e. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you...						
All the information you wanted.....	1 (60)	1 (64)	1 (68)	1 (71)	1 (74)	
Most of it .....	2	2	2	2	2	
Or, Very little .....	3	3	3	3	3	
8f. Was your attitude toward joining (NAME SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?						
<u>More Favorable</u> (Was that . . . )						
Much more favorable .....	1 (61)	1 (65)	1 (69)	1 (72)	1 (75)	
or, Slightly more favorable .....	2	2	2	2	2	
<u>Didn't Change</u> .....	3	3	3	3	3	
<u>Less Favorable</u> (Was that . . . )						
Slightly less favorable .....	4	4	4	4	4	
or, Much less favorable .....	5	5	5	5	5	

9. As far as you know, what is the starting MONTHLY pay for an ENLISTED MAN in the military -- before taxes are deducted? (ROUND TO THE NEAREST DOLLAR)

(WRITE IN) \$ \_\_\_\_\_

Don't Know  X

(76-79 Open)  
80-81

Cd. 4  
 Dup. 1-20

10. I am going to read a list of life goals that young men like yourself might have. As I read each one, please tell me whether you feel you would be more likely to achieve this goal in the military service or in a civilian job, or could it be achieved in either one? (READ FIRST GOAL. IF "MILITARY" OR "CIVILIAN", ASK:) Would you say you would be (much more likely or somewhat more likely to achieve this goal in the military) OR (somewhat more or much more likely to achieve this goal in a civilian job)? (RECORD BELOW.)

	<u>Military</u>		<u>Either Military or Civilian</u>	<u>Civilian</u>		
	<u>Much More Likely</u>	<u>Somewhat More Likely</u>		<u>Somewhat More Likely</u>	<u>Much More Likely</u>	
Personal freedom.....	1	2	3	4	5	(25)
Developing your potential.....	1	2	3	4	5	(26)
Job security, i.e., a steady job.....	1	2	3	4	5	(27)
Making a lot of money.....	1	2	3	4	5	(28)
Working for a better society.....	1	2	3	4	5	(29)
Having the respect of friends.....	1	2	3	4	5	(30)
Doing challenging work.....	1	2	3	4	5	(31)
Adventure and excitement.....	1	2	3	4	5	(32)
Learning as much as you can.....	1	2	3	4	5	(33)
Helping other people.....	1	2	3	4	5	(34)
Being able to make your own decisions on the job.....	1	2	3	4	5	(35)
Recognition and status.....	1	2	3	4	5	(36)

Just a few more questions. . . .

11. Based on what you may know about the G. I. Bill, does it include: (READ EACH STATEMENT. RECORD BELOW.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
Rules and regulations that apply to an enlisted man in the service? .....	1	2	3	(37)
The educational benefits a person can receive for serving on active duty in the military?.....	1	2	3	(38)
The cost of various items a man has to buy for himself when he enlists in the service?.....	1	2	3	(39)

12. As you may know, a person is entitled to certain educational benefits for serving on active duty in the military. To the best of your knowledge, which one of the following statements best describes when a person can use these educational benefits? (READ ALTERNATIVES)

While he is still on active duty.....	1		
After he has completed his tour of active duty.	2		(40)
Both during <u>and</u> after completing his active duty.....	3		
(DON'T READ) Don't know .....	4		

13. Which one of the following best describes the kind of education or training available? Is it: (READ ALTERNATIVES)

College education .....	1		
Vocational education or training .....	2		(41)
Both college and vocational training.....	3		
(DON'T READ) Don't know .....	4		







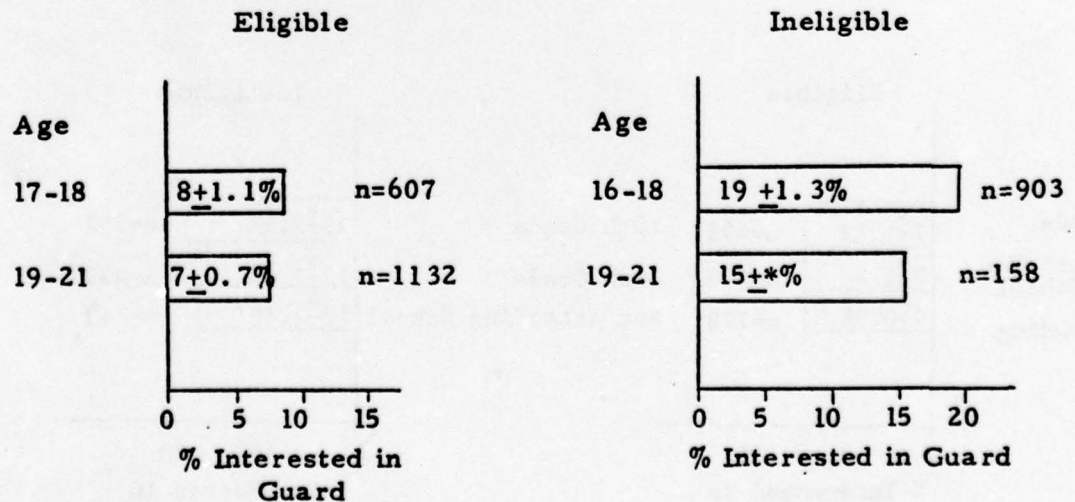
**APPENDIX IV. Additional Exhibits**

Exhibit IV-1. Percentage of Youths Interested/Not Interested in Guard by Eligibility and Age

Eligible					Ineligible				
Age	Interested	Std	Not	Std	Age	Interested	Std	Not	Std
	%	Err	Inter.	Err		%	Err	Inter.	Err
		+%	%	+%			+%	%	+%
17	8	*	12	0.8	16	45	3.5	49	1.7
18	28	3.9	23	1.0	17	31	3.3	28	1.5
19	28	3.9	23	1.0	18	13	*	8	0.9
20	17	*	22	1.0	19	7	*	5	*
21	20	*	20	1.0	20	5	*	5	*
					21	1	*	5	*
Total	101		100		Total	102		100	
n	127		1612		n	191		871	

\*Sample size not sufficiently large enough to compute standard error by normal approximation.

Exhibit IV-2. Comparison of Percentage Interested in Guard by Age Group and Eligibility



\*Sample size not sufficiently large enough to compute standard error by normal approximation.

Exhibit IV-3. Percentage of Youths Interested/Not Interested in Guard by Eligibility School Status (Grade Level)

Eligible					Ineligible				
School Status	Inter-ested %	Std Err $\pm$ %	Not Inter. %	Std Err $\pm$ %	School Status	Inter-ested %	Std Err $\pm$ %	Not Inter. %	Std Err $\pm$ %
12th Grade	29	5.7	29	1.1	10th Grade	37	3.5	34	1.6
1-2 Yr.Voc.	6	*	3	0.4	11th Grade	40	3.5	42	1.7
1-2 Yr.College	18	*	20	1.0	Not Attending	24	3.1	24	1.5
1-2 Yr.Jr.College	2	*	4	0.5					
Not Attending	44	4.4	45	1.2					
<b>Total</b>	<b>99</b>		<b>101</b>		<b>Total</b>	<b>101</b>		<b>100</b>	
n:	127		1610		n:	191		857	

\*Sample size not sufficiently large enough to compute standard error by normal approximation

Exhibit IV-4. Comparison of Percentage Interested in Guard by School Status and Eligibility

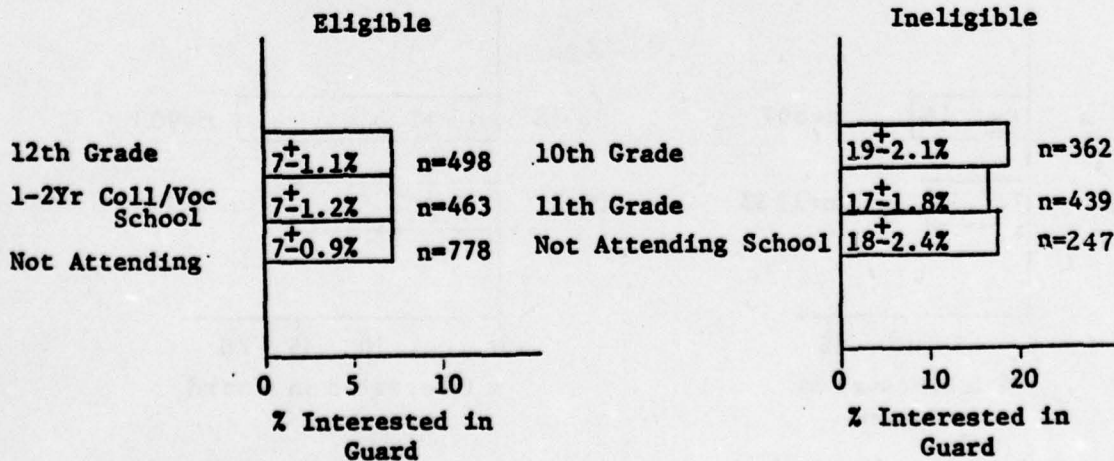


Exhibit IV-5. Percentage of Youths Interested/Not Interested in Guard by Eligibility by Race

Eligible					Ineligible				
Race	Interested %	Std Err +-%	Not Inter. %	Std Err +-%	Race	Interested %	Std Err +-%	Not Inter. %	Std Err +-%
White	77	3.7	90	0.8	White	71	3.3	86	1.2
Non-white	23	3.7	10	0.8	Non-white	29	3.3	14	1.2
<b>Total</b>	<b>100</b>		<b>100</b>		<b>Total</b>	<b>100</b>		<b>100</b>	
n=	126		1585		n=	189		869	

Exhibit IV-6. Comparison of Percentage Interested in Guard by Eligibility by Race

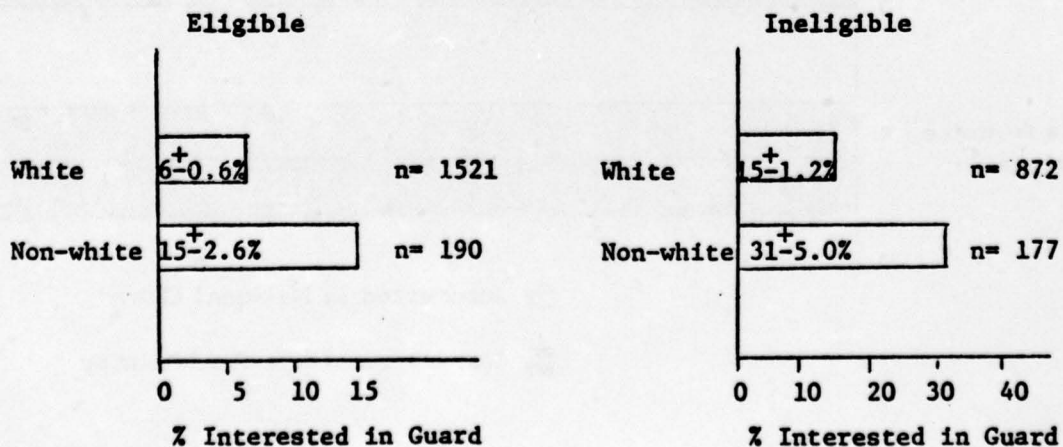
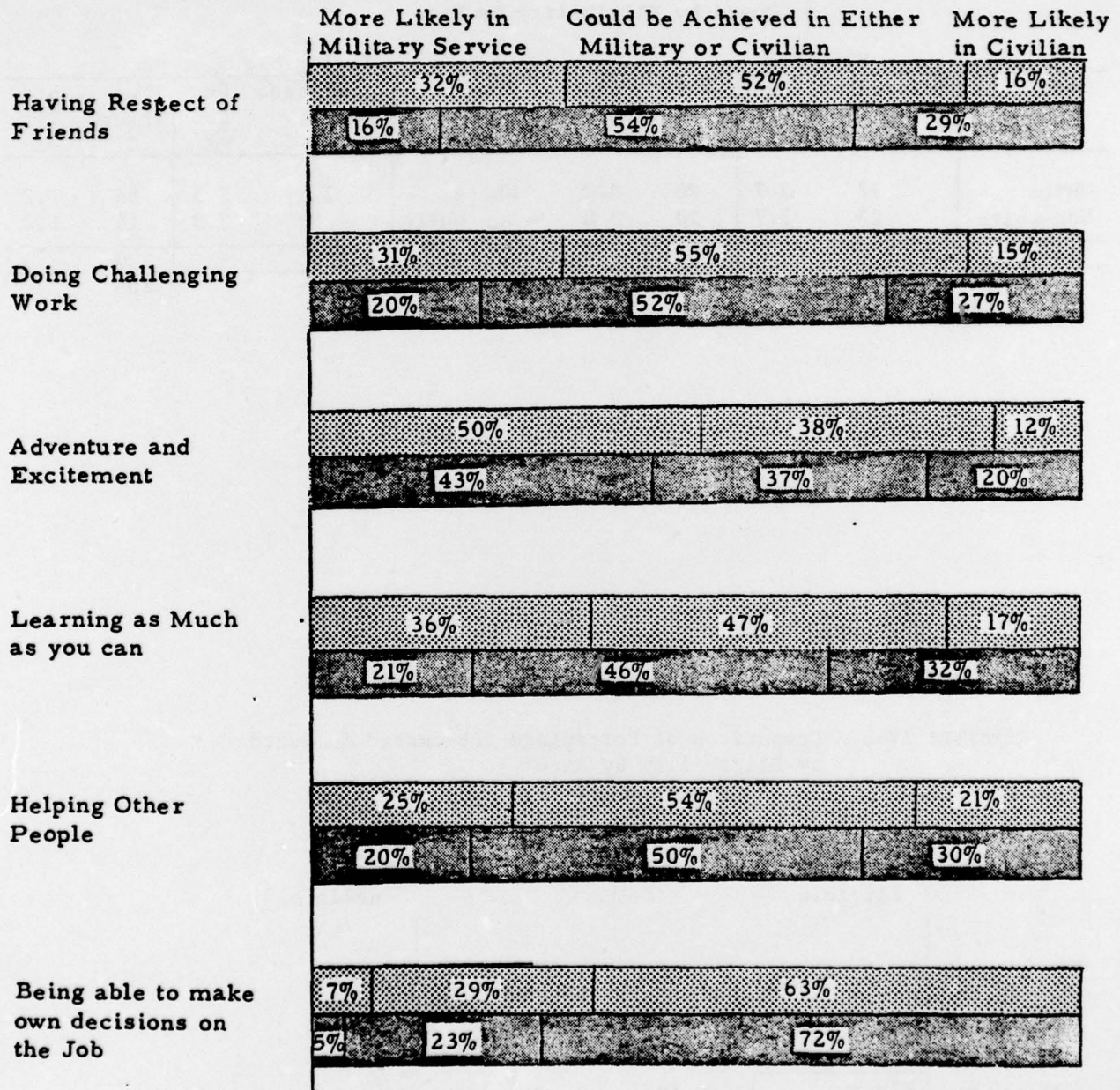


Exhibit IV-7. Likelihood of Life Goals Being Achieved in Military or Civilian Life, as Viewed by Eligible Youths Interested in National Guard and not Interested in Military





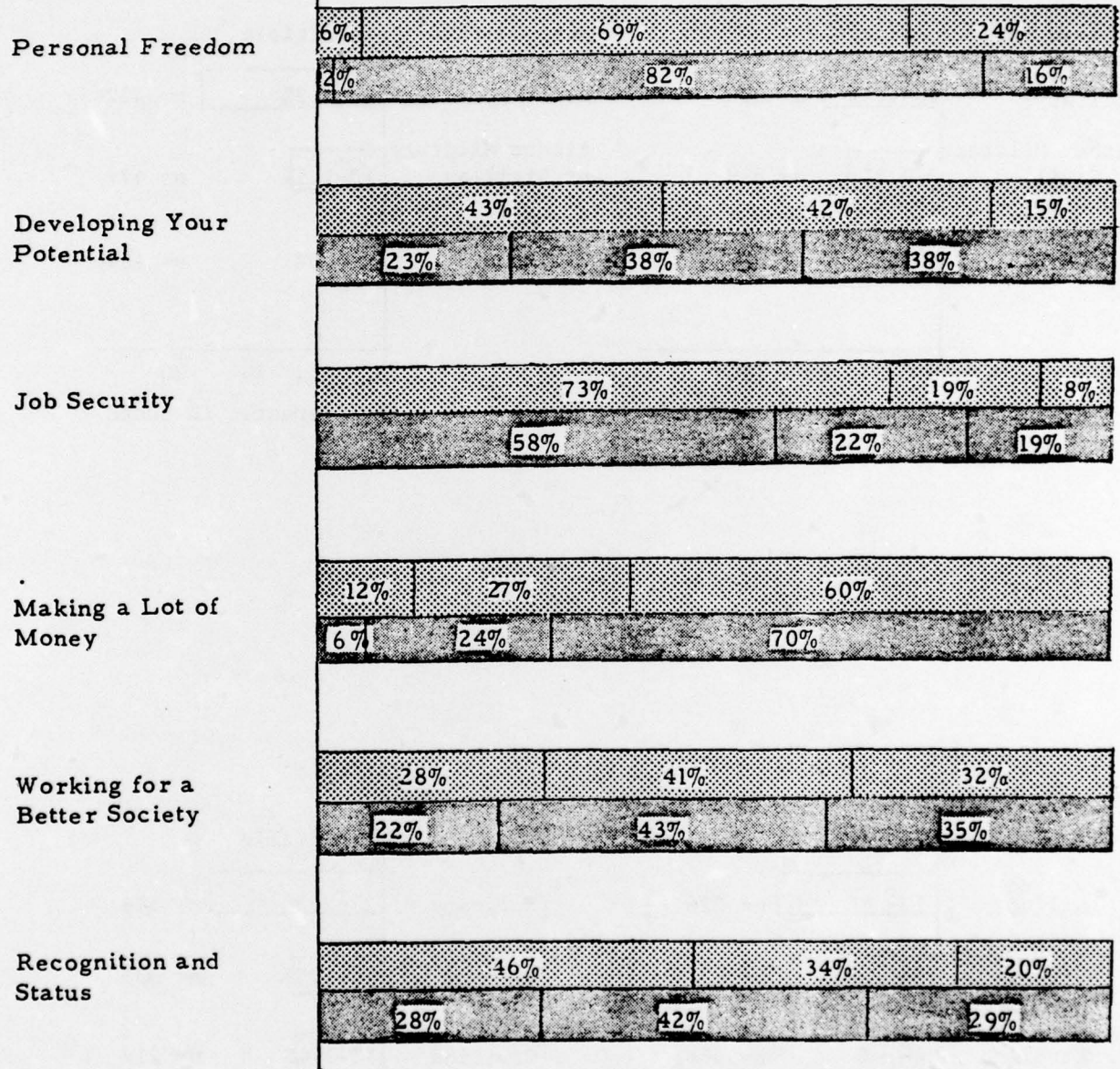
 Interested in National Guard  
 Not Interested in the Military

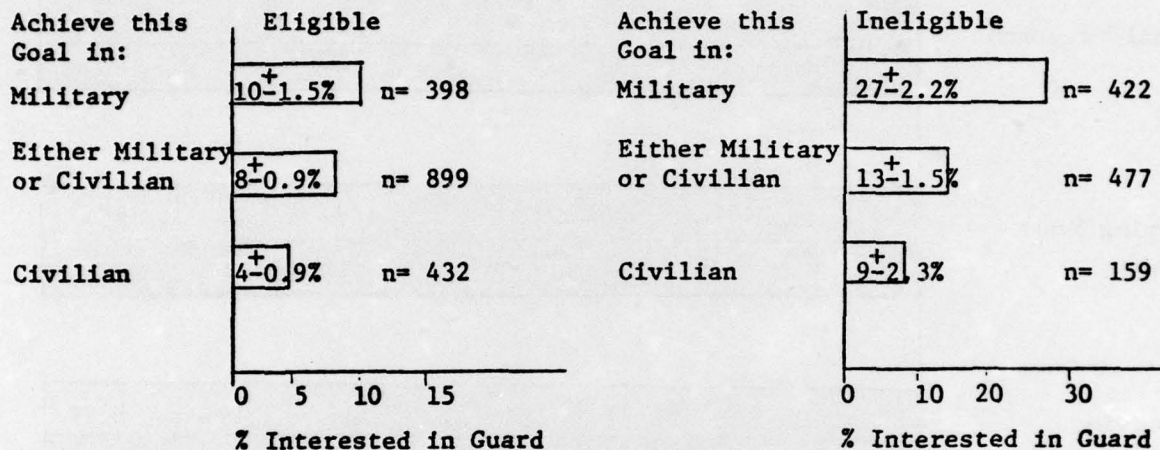
Exhibit IV-7. Continued



Interested in National Guard  
 Not Interested in the Military

Exhibit IV- 8. Comparison of Percentage Interested in Guard by Eligibility and Life Goals

Doing Challenging Work



Having the Respect of Friends

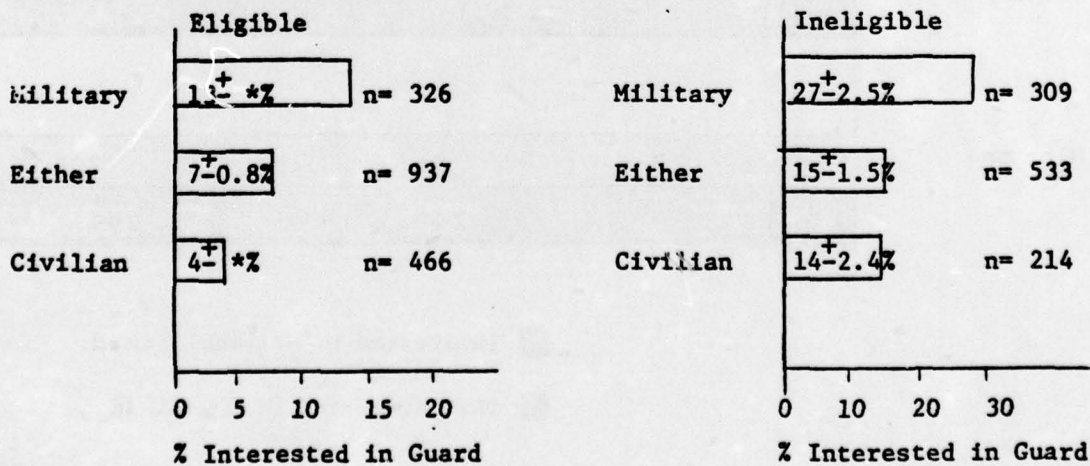
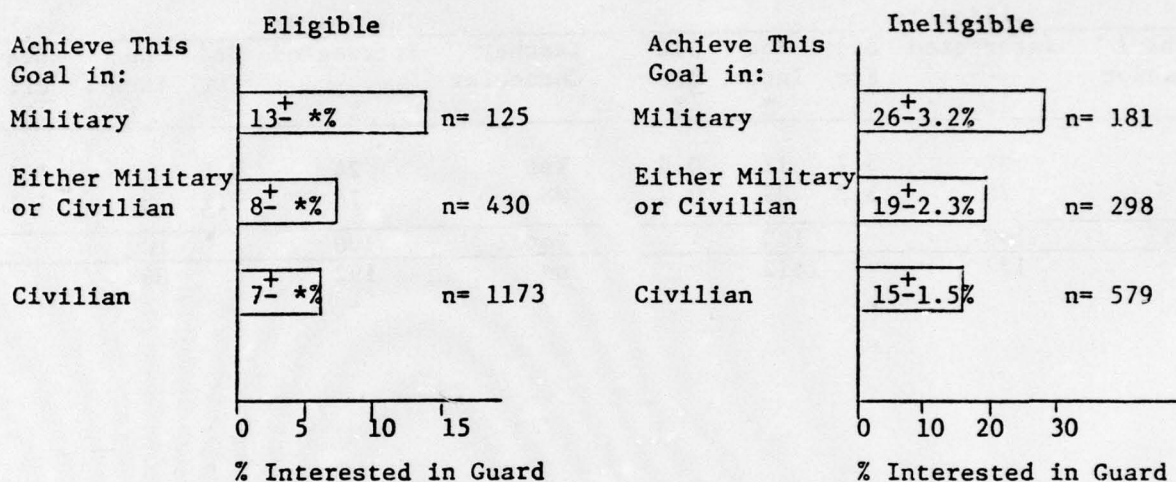
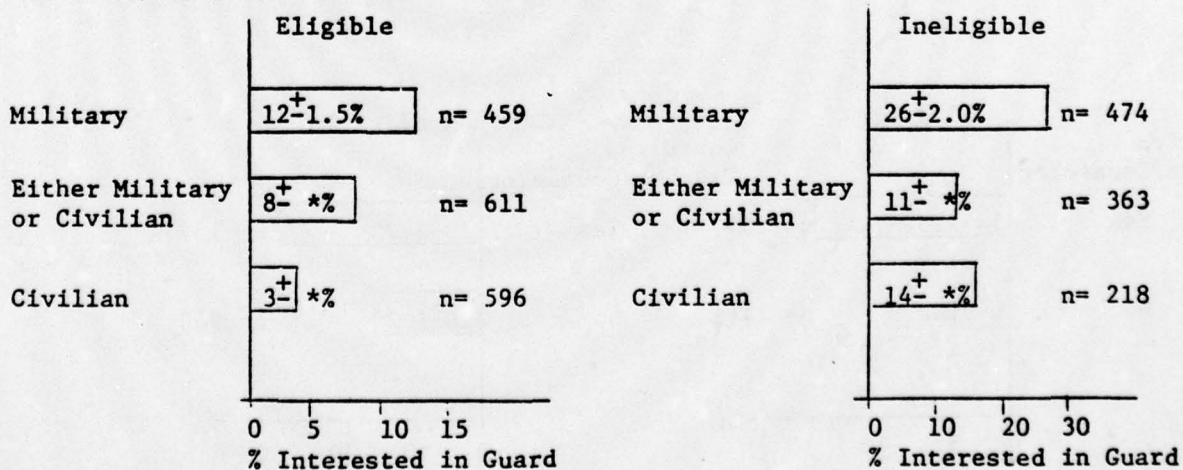


Exhibit IV- 8. Continued

Making A Lot of Money



Developing Your Potential



\*Sample size not large enough to calculate standard errors by normal approximation.



Exhibit IV-9. Percentage of Youths Interested/Not Interested in Guard by Eligibility and Whether or Not They Talked About Enlistment to Teacher/Counselor

Teacher/ Counselor	Eligible				Ineligible				
	Interested %	Std Err ± %	Not Inter. %	Std Err ± %	Teacher/ Counselor	Interested %	Std Err ± %	Not Inter. %	Std Err ± %
Yes	22	3.7	11	0.8	Yes	24	3.1	13	1.1
No	78	3.7	89	0.8	No	76	3.1	87	1.1
Total	100		100		Total	100		100	
n=	127		1612		n=	192		868	

Exhibit IV-10. Comparison of Percentage Interested in Guard by Eligibility and Whether or Not a Teacher/Counselor was Consulted

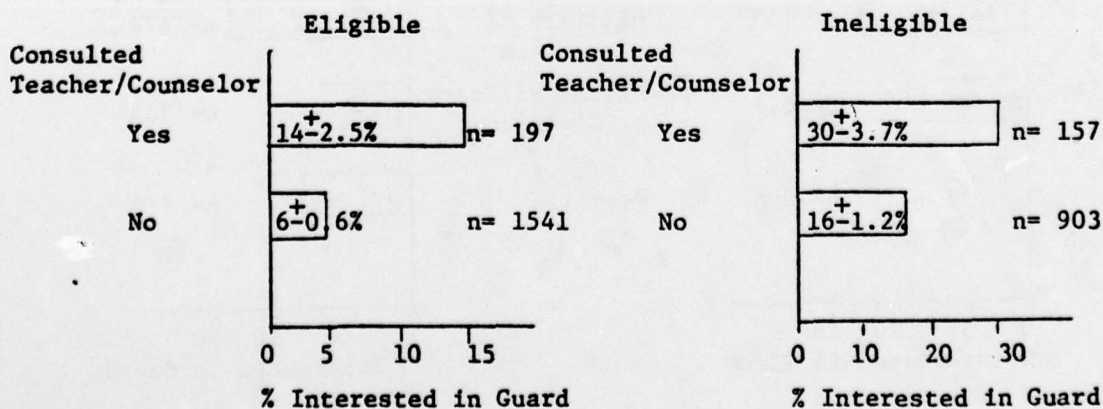
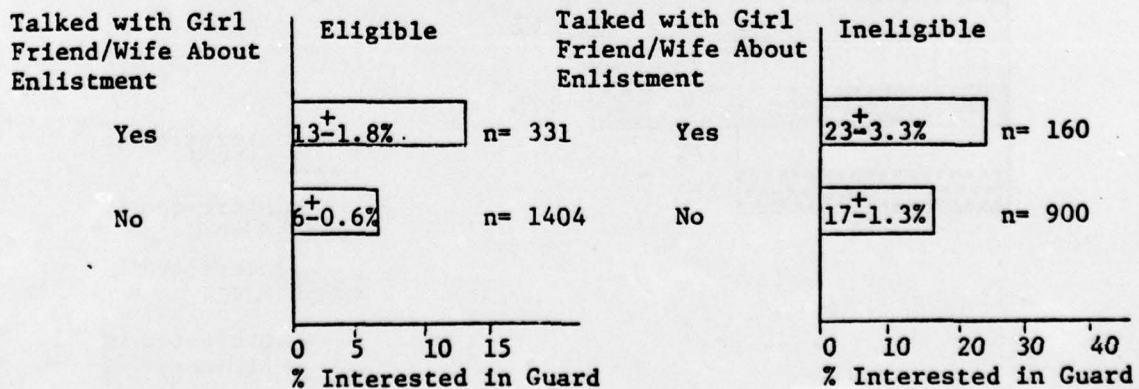


Exhibit IV-11 Percentage of Youths Interested/Not Interested in Guard by Eligibility and Whether or Not They Talked With Girl Friend/Wife About Enlistment

Eligible					Ineligible				
Talked to Girl Friend/Wife	Inter-ested %	Std Err ±-%	Not Inter. %	Std Err ±-%	Talked to Girl Friend/Wife	Inter-ested %	Std Err ±-%	Not Inter. %	Std Err ±-%
Yes	34	4.2	18	0.9	Yes	19	2.8	14	1.1
No	66	4.2	82	0.9	No	81	2.8	86	1.1
<b>Total</b>	<b>100</b>		<b>100</b>		<b>Total</b>	<b>100</b>		<b>100</b>	
n=	127		1612		n=	192		868	

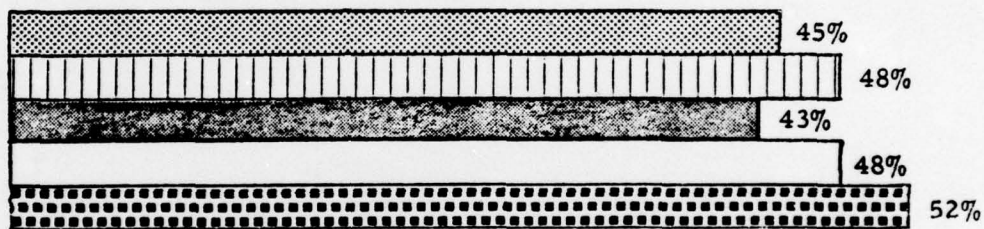
Exhibit IV- 12 Comparison of Percentage Interested in Guard by Eligibility and Whether or Not They Talked With a Girl Friend/Wife



**Exhibit IV - 13 Percentage of Youth Interested in the Guard, interested in the Military and Not Interested in the Military who Correctly identified Advertising Sologans with the Armed Services.**

**NATIONAL GUARD SOLOGANS**

"The Most Important Part-Time Job in America" (National Guard)



"The \_\_\_\_\_ Belongs, Maybe You belong to the \_\_\_\_\_" (National Guard)

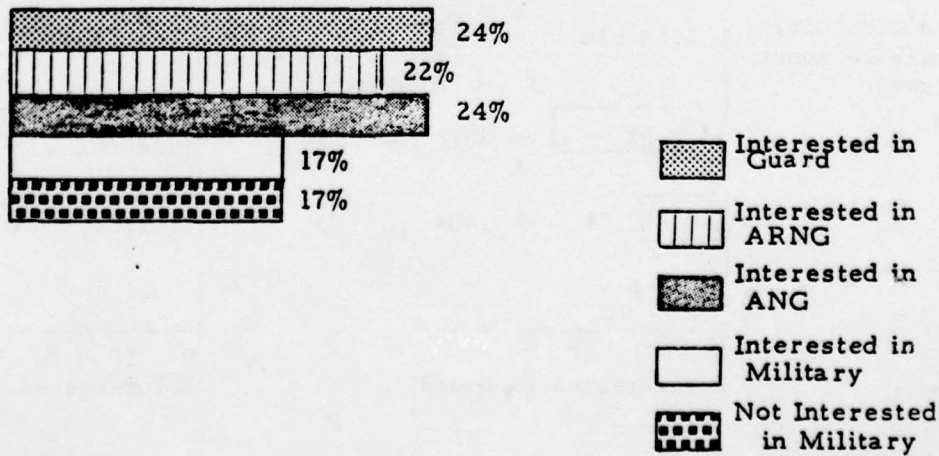
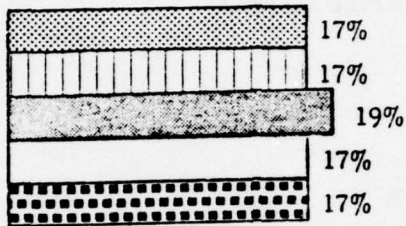


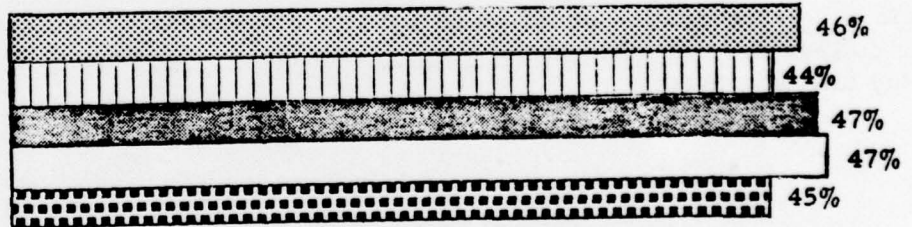
Exhibit IV - 13 Continued

OTHER SERVICE SLOGANS

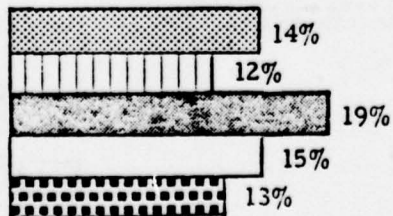
"Build Your Future on a Proud Tradition" (Navy)



"Join the People Who've Joined the \_\_\_\_\_" (Army)



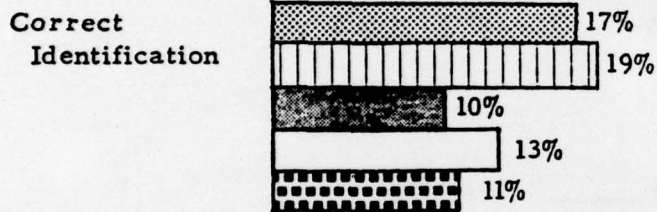
"\_\_\_\_\_ - A Great Way of Life" (Air Force)



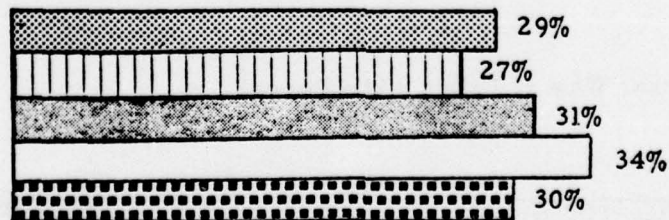
-  Interested in Guard
-  Interested in ARNG
-  Interested in ANG
-  Interested in Military
-  Not Interested in Military

Exhibit IV - 13 Continued

"The \_\_\_\_\_ offers the same pay, technical training, and educational opportunities as the other services" (Marine Corps)



"There is a \_\_\_\_\_ education program called Project Ahead, which lets me earn my college credits while in the \_\_\_\_\_ with the \_\_\_\_\_ paying up to 75% of my tuition" (Army)








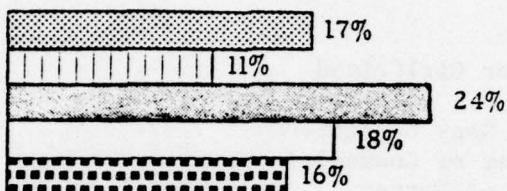
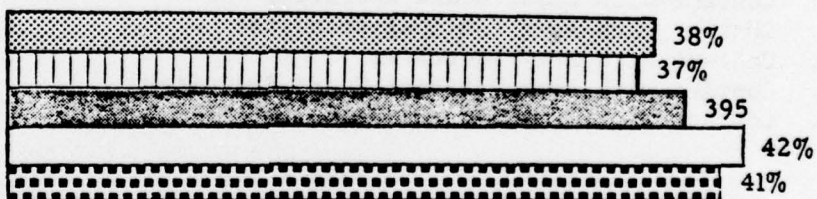
-  Interested in Guard
-  Interested in ARNG
-  Interested in ANG
-  Interested in Military
-  Not Interested in Military

Exhibit IV - 13 Continued

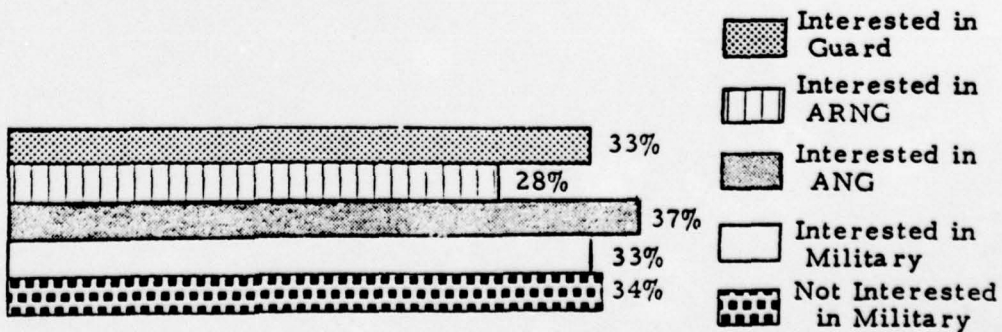
"The Opportunity is for Real ... and so are We" (Navy)



"For 200 Years the \_\_\_\_\_ has kept its ranks small and its Standards High" (Marine Corps)



"Look Up, Be Looked Up to" (Air Force)








-  Interested in Guard
-  Interested in ARNG
-  Interested in ANG
-  Interested in Military
-  Not Interested in Military

Exhibit IV-14. Top 20 Variables from Discriminant Analysis\*

1. Talked with Wife or Girlfriend
2. Age/Race
3. Allows you to See Many Countries
4. Talked with Teacher or Counselor
5. Educational Level of Father
6. Contact with Marine Corps Recruiter (component not known)
7. Physical or Mental Test at Military Exam Station
8. Midwest U.S.
9. Southeastern U.S.
10. Contact with ANG Recruiter
11. Contact with Marine Corps Reserve Recruiter
12. Contact with Army Component Recruiter (component not known)
13. Provides Good Benefits
14. Teaches Valuable Trade/Skill
15. Currently Employed
16. Talked with Parents
17. Contact with Coast Guard Recruiter
18. Contact with Army (Active) Recruiter
19. Contact with Army Recruiter
20. Contact with Army National Guard Recruiter
21. Contact with Army Reserve Recruiter

\*Variables 12, 18, and 19 were answers to specific questions concerning different recruiters, thus Army Recruiter (Active and not designated) appeared as the discriminating variable and was entered in the analysis by the program.

## APPENDIX V

### DETERMINATION OF OVERLAP OF YOUTHS INTERESTED IN THE NATIONAL GUARD, RESERVES AND ACTIVE MILITARY

This appendix discusses the overlap of youths who indicated an interest in joining the active military, the reserves and the National Guard. Unfortunately, the data were presented in the Department of Defense tables<sup>1,2</sup> in such a way that it is quite difficult to discern this overlap. Their study did not require this breakdown. However, a description of this overlap is fundamental for understanding interest in the National Guard, particularly if youths interested in the National Guard are also interested in the active military or reserves.

There are two questions on the questionnaire (see Appendix III) that address the issue of intent to join the military. The first question (Q. 4a) asks the intent to join the military (without specifying a particular service). The second set of questions (Q. 4a) asks about the National Guard, the reserves, and the active military (Army, Navy, Marine Corps, Air Force and Coast Guard). There were 655 youths who indicated a positive intent to join the military on the first question. However, there were more youths who indicated a positive interest when asked about the individual services. These results are as follows:

	<u>No. of Positive Youths by Service*</u>
National Guard	319
Reserves	381
Active Military	745

The total number of positive youths is deduced to be 909. The method of estimation is described briefly below.

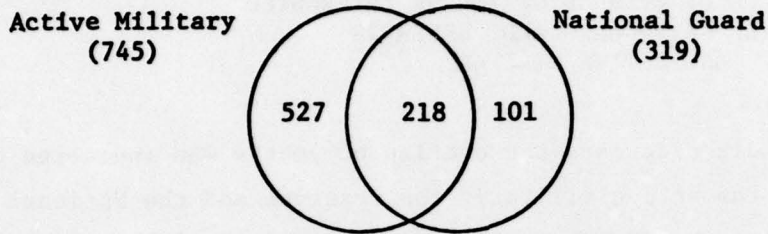
<sup>1</sup>Youth Attitude Study, Enlistment Intent-Active Duty, Vol. 2, Prepared for the Department of Defense, Market Facts, Inc., Spring 1976.

<sup>2</sup>Youth Attitude Study, Enlistment Intent-National Guard/Reserves, Vol. 5, Prepared for the Department of Defense, Market Facts, Inc., Spring 1976.

\*These do not add to 909 because of overlap of services.

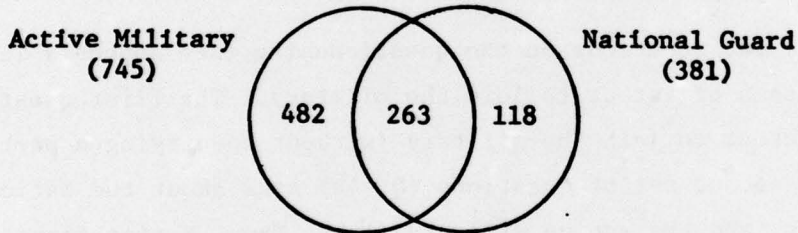


The number of youths interested in the National Guard and the active military is shown below (Ref. 1, page 020):



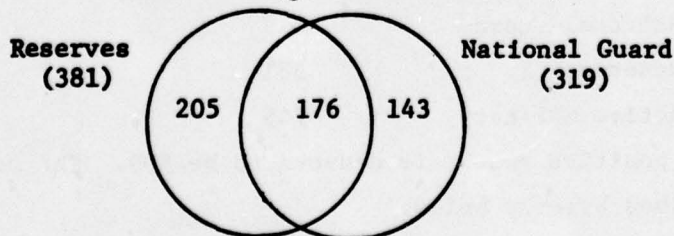
The overlap of youths interested in both the National Guard and active military is 218. Thus, 68 percent of the youths interested in the National Guard also indicated an interest in joining the active military.

The number of youths interested in the active military and the reserves is shown below (Ref. 1, page 022):



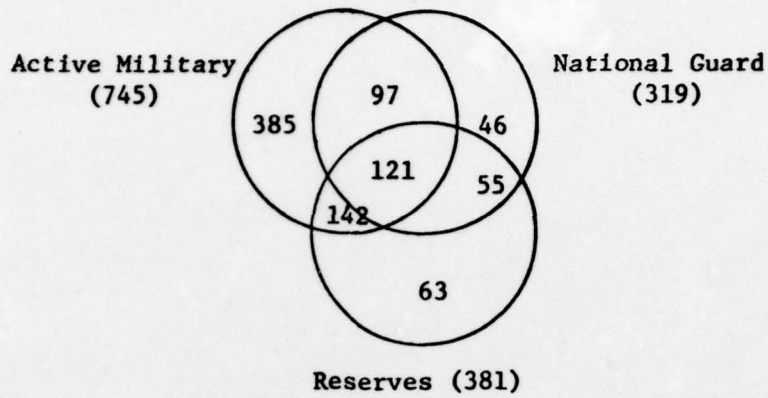
The number of those interested in the active military who are also interested in the reserves is 263. The proportion of those interested in the reserves who are interested in the active military is 69 percent which is similar to the National Guard proportion (68%).

The number of youths interested in the National Guard who are also interested in the reserves is given as follows (Ref. 2, page 019):



Thus, 176 of the youths expressed interest in both the reserves and the National Guard.

The overlap among all three groups of interested men is given as follows:



In order to derive the total overlap, we assumed that the relationship among those not interested in the active military: but interested in the National Guard (101), reserves (118), and the National Guard and reserves (55) is the same as the relationship among reserves and the National Guard (319, 381, 176 respectively). Thus, there is a total of 164 youths who are interested in the National Guard and reserves who are not interested in the active military. The 164 youths added to the 745 youths interested in the active military yields a total of 909 youths interested in the military out of the sample of 3008 youths.

One should note that most of the data reported in the DOD tracking study refers to the 655 youths who indicated an interest in the military and not the 909 total number of youths who responded favorably to one or more of the five active military services, the National Guard or the reserves. We followed this practice when total military interest is compared to National Guard interest since this is the form in which the data are presented. We do not believe that a significant difference would occur with results from the 909 total youths.