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A STUDY OF YOUTHS AND PROSPECTIVE NATIONAL GUARD RECRUITS (FALL--ETC(U)

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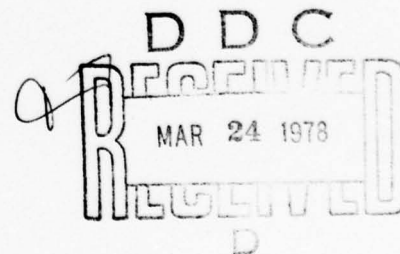
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NATIONAL GUARD BUREAU MANPOWER REPORT

A STUDY OF YOUTHS AND PROSPECTIVE NATIONAL GUARD RECRUITS

JULY 1977



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DEPARTMENTS OF THE ARMY AND THE AIR FORCE
NATIONAL GUARD BUREAU
WASHINGTON DC 20310

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(Fall 1976 Survey Results)

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This study was undertaken for the Department of Defense; originally the survey design and objectives were aimed at providing the Department and the active services with valid and timely data on the youth labor market. The tracking areas in the study were selected to comprise several geographic units of each of the services: Air Force, Army, Marine Corps, Navy. Thus, these tracking areas do not necessarily coincide with the National Guard recruiting areas. Since these tracking areas do not coincide with the National Guard's areas, problems unique to the Guard cannot always be identified to the fullest extent possible. In more recent surveys data on the National Guard and Reserve were collected to augment the study.

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.

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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 .

Since 1971, semi-annual surveys of youth have been conducted for the Department of Defense. This report is the second in a series which details the results of the Fall 1976 survey as they specifically pertain to the National Guard.

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 given, as well as some comparisons between the Spring and Fall 1976 surveys. 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 Fall 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 5,475 men between ages 16 to 21.
- Thirty-three percent indicated they would definitely or probably join the active military, reserves or National Guard.
- Twenty percent indicated they would definitely or probably join the active military and 13 percent the reserves.
- Thirteen percent indicated they would definitely or probably join the National Guard. (A 2 percent increase over the Spring '76 survey.)
- Five percent of the sample (5,475) are eligible for and interested in the National Guard; this appears low, however, 43 percent of those interested are 16 or are in 10th and 11th grade and will be ineligible for one or two more years.
- Five percent of the sample (5,475) are interested in the Air National Guard (ANG) and 3 percent of the sample are eligible and interested in the ANG.
- Six percent of the sample (5,475) are interested in the Army National Guard (ARNG) and 3 percent of the sample are eligible and interested in the ARNG.
- Two percent did not specify either the ARNG or ANG.

- Of those who indicated an intent to join the National Guard, 81 percent also indicated a desire to join the active military or reserves. The competition is substantial for these potential National Guard recruits.

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 (18-21%). The lowest interest is in Ohio (5%) and Michigan/Indiana (7%).
- Interest in the National Guard decreases as the age of youths increases. Sixteen percent of 16 year olds are interested and 9 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 (19%) than white youths (10%) are interested in the National Guard. The same difference appears for those eligible and interested in the active military: 30 percent were non-white, 16 percent were white.
- Being married does not appear to diminish interest in the National Guard. Twelve percent of eligible single and 9 percent of eligible married youths are interested in joining the National Guard. For the active military, 18 percent of the eligible single youths and 12 percent of the eligible married youths were interested in joining the active military.
- About the same proportion of eligible youths employed (11%) and unemployed (13%) are interested in joining the National Guard. For the active military, the proportions were not as equivalent: 16 percent of the employed and 21 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 youths not interested in the National Guard (46% versus 30%) and about the same percentage foresaw working at a desk job (29% versus 28%).
- A total of 61 percent of those interested in the National Guard also indicated they would join the active military. (As compared to 68 percent in the Spring '76 survey.)
- The intent to join the active military may substantially diminish the number of potential National Guard recruits.
- A total of 53 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, 53 percent with parents, 21 percent with a girl friend or wife, and 18 percent with a teacher or counselor.
- Parents and service friends are the individuals most often consulted by youths considering enlistment. Only 7 percent of the fathers of youths interested in the National Guard were negative concerning the services.
- Girl friends and wives were the most negative concerning the youths enlistment - 49 percent were against enlistment.
- 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 6 percent of those interested in the National Guard had contact with a Guard recruiter.
- Twenty eight 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 40 percent of those interested in the National Guard and 46 percent of those not interested in the military. This slogan dropped in recognition over the Spring '76 results.
- The slogan "The _____ belongs, maybe you belong to the _____" was correctly identified by only 14 percent of those interested in the National Guard and 12 percent of those not interested in the military. This slogan also dropped in recognition over the Spring survey.
- For The National Guard, the percent change of dollar expenditures increased slightly for television advertising and decreased for print advertisements between the Fall 76 and Spring 77 surveys. The National Guard had one of the lowest increases (percent change) for TV, and a 14% decrease in print advertisement expenditures during this period.

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.

S.9

Recommendations

- Determine whether the youths live in urban, rural or suburban areas.
- Determine impact of influences upon decisions of youths to enlist in National Guard.
- Determine the effectiveness of Recruiters.
- 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 National Guard Bureau should initiate a program aimed at school counselors who play a large role in planning a youth's career.
- Make sure that important National Guard appeals are emphasized, i.e., training, learning a trade or skill, etc.
- Collect additional data on youths' contact with the Guard; type of contact, etc.
- Data presentation and analysis should be changed for some questions: standard errors calculated taking into account disproportionate sampling, etc.

A MORE DETAILED DISCUSSION OF THESE RECOMMENDATIONS ARE PRESENTED IN SECTION 5 AND APPENDIX VI OF THIS REPORT.

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 the 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 study¹, 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 on) 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.

¹Youth 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." Appendix V presents a discussion of determining the overlap of youths interested in the National Guard, Reserves and Active Military. Appendix VI presents the recommendations which were made after the Spring 1976 Survey.

SECTION 2

OBJECTIVE

In the Fall 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 youths can make an informed decision.

SECTION 3

METHODOLOGY

The "Youth Attitude Tracking Study" was a survey performed by Market Facts, Inc., in the Fall, 1976 (October 19 to November 30). 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 5,475 youths were interviewed following this technique.

The country was subdivided into 26 tracking areas, with approximately 200 interviews being conducted from each of the 26 tracking areas. The population in the 26 tracking areas cumulatively account for about 100 percent of the military available youths in the continental United States. The tracking areas include the following principal cities and/or states:

- New York City
- Albany/Buffalo
- Harrisburg
- Philadelphia
- Pittsburgh
- Boston
- Washington, D. C.
- Richmond/North Carolina
- South Carolina/Georgia
- Arkansas
- Alabama/Mississippi/Tennessee
- Florida
- New Orleans
- Kentucky
- Des Moines
- Wisconsin
- Kansas City/Oklahoma
- Chicago
- Michigan/Indiana
- Ohio

- Minnesota/Nebraska/North Dakota/South Dakota
- Texas
- Southern California/Arizona
- Northern California
- New Mexico/Colorado/Wyoming
- Washington/Oregon

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:

p	$n = \text{sample size necessary}$
.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 Fall 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 Summary of Characteristics of Youths Interested in The
National Guard

Results of the Fall 1976 survey of youths indicate that about 33 percent of the young men in the United States are interested in enlisting in the military. A little more than 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 56 percent are eligible; this represents an increase of 16 percentage points over the Spring 1976 survey. When viewed from the standpoint of the Army National Guard or the Air National Guard alone, the number dwindles even more. Only about 5.4 percent of all eligible youths expressed positive intentions to join the Army National Guard. Even fewer, 4.5 percent, indicated that they would join the Air National Guard. The low estimated level of interest is not necessarily bad and is an increase over the Spring '76 estimates. 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 81 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 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 varies little from the level of 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.

Detailed Findings

4.1.1 Eligibility for National Guard Membership

This report is based on a Fall 1976 survey of 5,475 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 a little more than one-third of these men expressed an interest in the National Guard. Of the 5,475 men in the survey, a total of 1,787 ($33 \pm 0.6\%$)* stated they definitely or probably would enlist in the active military, reserves or National Guard. A total of 1,446 youths expressed an intent to join the active military, 728 young men said they definitely or probably would enlist in the reserves, and 689 expressed interest in the National Guard.**

Figure 1 presents a Venn Diagram which shows a breakdown of the 1,787 youths interested in the military.***

Following are the breakdowns:

- 735 youths interested in active military only
- 129 youths interested in National Guard only
- 106 youths interested in reserves only
- 195 youths interested in active military & National Guard
- 106 youths interested in reserves & National Guard
- 257 youths interested in active military & reserves
- 259 youths interested in active military, reserves, and National Guard

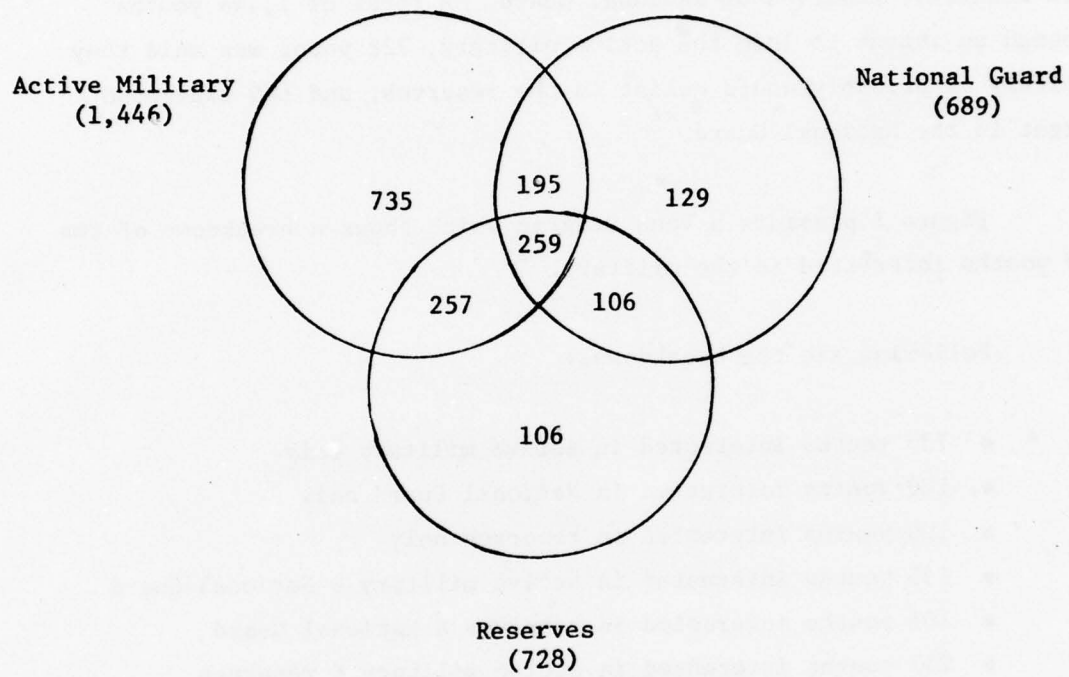
Looking at this diagram with the National Guard in mind, *it is clear that of the 689 youths interested in the National Guard, only 129*

* In the Spring 1976 survey, ($30 \pm 0.8\%$) stated they would definitely or probably enlist in the military.

** These numbers cannot be added to reach a total of 1,787 since there are overlaps among the services.

*** 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



Total Youths Interested
in Military = 1,787

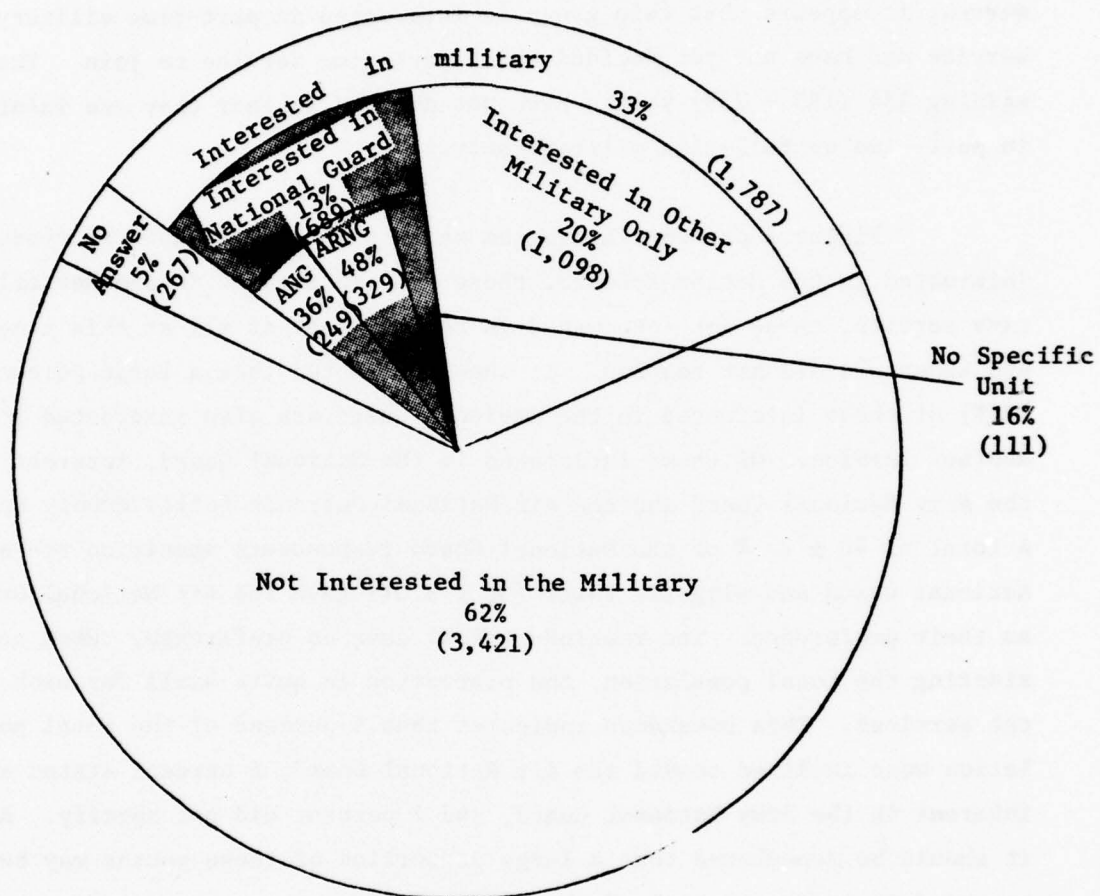
youths (19% of the youths interested in the National Guard, and only 2.4% of the entire sample (5,475) are exclusively interested in the National Guard and the remaining 560 youths (81% of those interested in the National Guard) are also interested in one or more other military services. A breakdown of these 560 indicates that 106 youths (15% 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 454 (195 + 259) 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 (81%) of those interested in the National Guard are also interested in another service. 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 $48 \pm 2.5\%$ of the National Guard respondents specified the Army National Guard and slightly fewer ($36 \pm 3.0\%$) gave the Air National Guard as their preference. The remainder (16%) gave no preference. When considering the total population, the proportion is quite small for each of the services. This breakdown indicates that 5 percent of the total population were inclined toward the Air National Guard, 6 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*

*The age qualification for the National Guard is: young men must be at least 17 years of age.

Figure 2. PROPORTION OF YOUTHS INTERESTED IN THE
MILITARY AND NATIONAL GUARD (n=5,475)



join for one or two years. In fact, of the 689 interested in the Guard, 389 (56%) were eligible to enlist and 300 (43%) were not.

Figure 3a and 3b presents a breakdown of the eligible and ineligible youths and their interests toward the National Guard. Figure 3a indicates that 12 percent of eligible youths are interested in the National Guard, while Figure 3b indicates 14 percent of ineligible youths are interested. The eligible youths are almost evenly split between the Air National Guard (4.5%) and Army National Guard (5.4%) with the remaining 2 percent not specifying the type Guard unit they are interested in. Although 13 percent (689/5475) of the youths expressed interest in the National Guard, when considering eligibility requirements only 7 percent (389/5475) are actually eligible and interested. However, this 7% interested and eligible is an increase over the Spring 1976 survey where only 4% were both interested and eligible. If the positive attitude of the younger and ineligible respondents (6% of the youths) could be maintained and reinforced over the period prior to eligibility, a substantial pool of prime recruits would result.

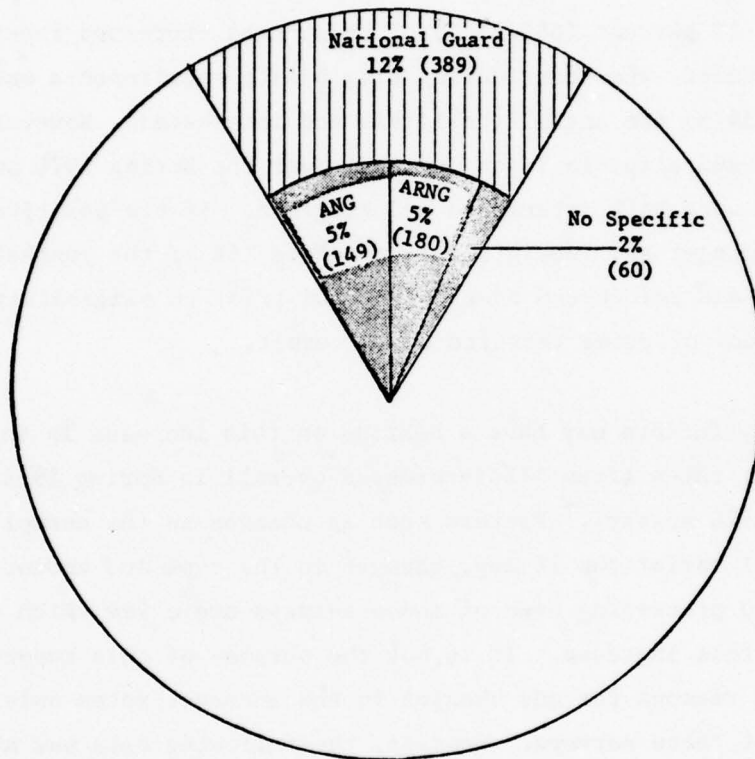
Many factors may have a bearing on this increase in the National Guard interest rates (from 11% interested overall in Spring 1976 to 13% in the Fall 1976 survey).^{*} Factors such as changes in the unemployment rate, seasonal variations if any, changes in the type and amount of advertising used preceeding each of these surveys are a few which could help explain this increase. It is not the purpose of this report to investigate the reasons for any changes in the interest rates only to report the results of these surveys. However, the following data was available on unemployment rates and advertising expenditures and it is included only to point out that these may be areas where further investigation is needed.

The BLS national unemployment rates, seasonally adjusted for male youths between the ages of 16-21 years of age for 1976 were as follows:

^{*}This difference between Spring and Fall interest rates is not significant at the 95% level of confidence.

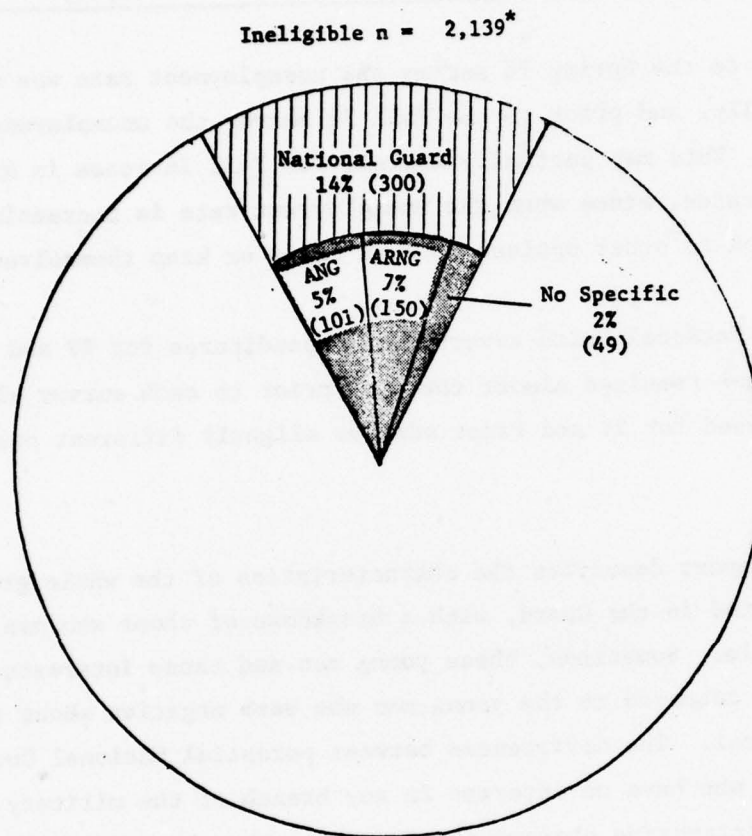
Figure 3a. PROPORTION OF YOUTHS INTERESTED IN NATIONAL GUARD BY ELIGIBILITY

Eligible n = 3,303*



* These two numbers do not add to 5,475 respondents, since some respondents did not state their age and/or grade in school which are the basis for determining eligibility.

Figure 3b. PROPORTION OF YOUTHS INTERESTED IN NATIONAL GUARD BY ELIGIBILITY



*These two numbers do not add to 5,475 respondents, since some respondents did not state their age and/or grade in school which are the basis for determining eligibility.

Table 1. PERCENT OF YOUTH UNEMPLOYED IN 1976

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
18.3	17.6	17.3	16.9	16.5	16.3	17.2	16.9	16.8	17.3	17.7	17.5
Spring 76 Survey								Fall 76 Survey			

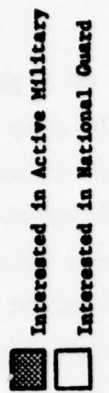
Prior to the Spring 76 survey the unemployment rate was decreasing gradually, and prior to the Fall 76 survey the unemployment rate was increasing. This may partially explain the Fall increase in National Guard interest rates, since when the unemployment rate is increasing youths would look to other options to earn money or keep themselves busy.

Total National Guard advertising expenditures for TV and print advertisements has remained almost the same prior to each survey although the proportion used for TV and Print ads was slightly different preceeding each survey.

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

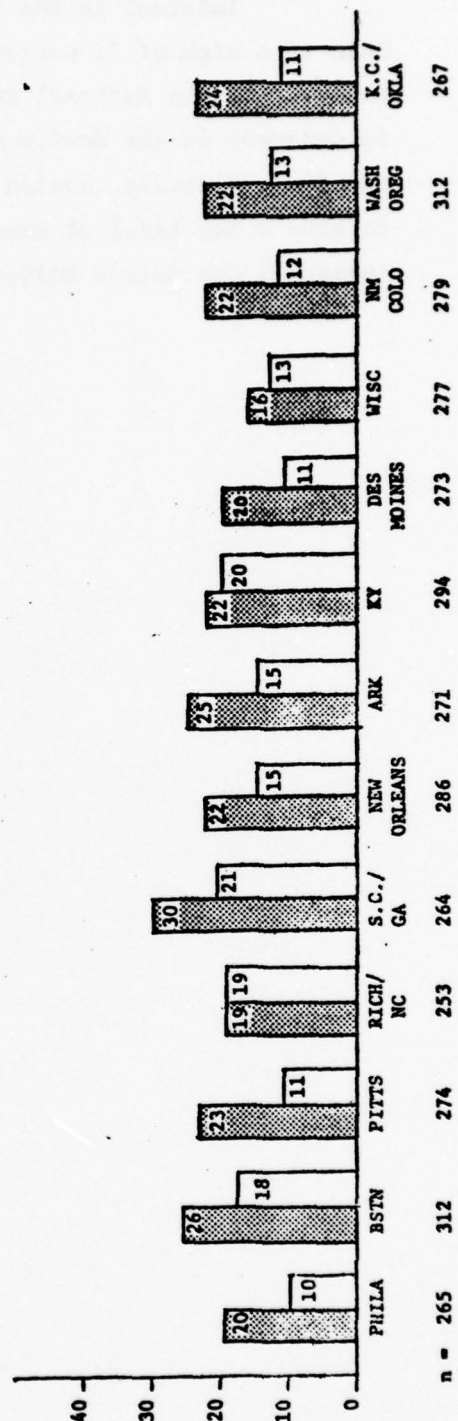
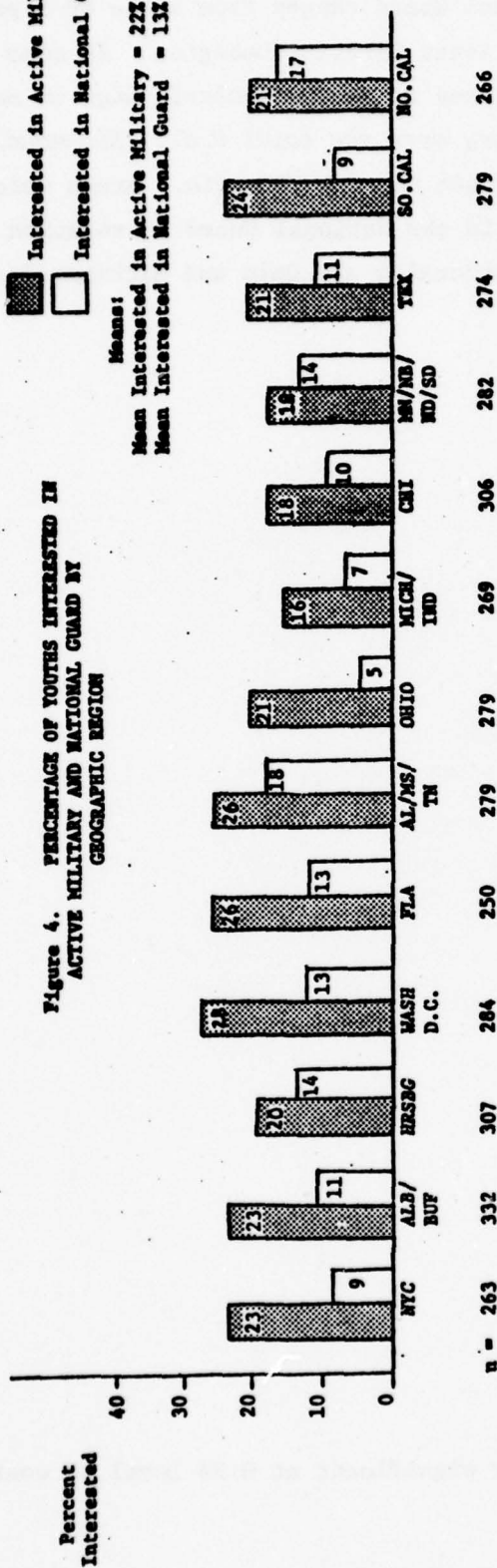
Interest in the active military in general, and the National Guard in particular, varies substantially among different regions of the country. Figure 4 shows the level of interest by geographic area. The percentage of young men interested in the active military ranges from a low of 16 percent in Wisconsin and Michigan/Indiana to a high of 30 percent in South Carolina/Georgia. The highest interest was shown in these southern states, followed by Washington, D.C.



Means:

Mean Interested in Active Military = 22%
 Mean Interested in National Guard = 13%

Figure 4. PERCENTAGE OF YOUTHS INTERESTED IN ACTIVE MILITARY AND NATIONAL GUARD BY GEOGRAPHIC REGION



Interest in the National Guard ranged from a low of 5 percent in Ohio to a high of 21 percent in South Carolina/Georgia.* In some areas, interest in the National Guard seems to be particularly high in relation to interest in the Active Military over the total U.S.: Richmond/North Carolina, Kentucky, Boston and South Carolina/Georgia. Areas which seem to have a low level of interest in the National Guard in relation to interest in the Active Military nationally are Ohio and Michigan/Indiana.*

*This difference is statistically significant at 0.95 level of confidence. The remainder is not.

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 17.9; of those not interested, the average age was 18.5.* However, among those eligible to enlist, the average age of both groups was about 18.8 years. Almost half (44%) of the eligible youths who were interested in the Guard were 18 or 19 and about a third (30%) were 20 or 21.

White youths interested in the Guard were slightly younger (average age was 17.9) than black youths (average age was 18.2). A comparison of the Spring and Fall 1976 surveys by age (Table 2) indicates that a slightly higher percentage of youths in each age group were interested in the National Guard in the Fall of 1976 than were interested in the Spring; however, this difference is not statistically significant at a 95 percent level of confidence.

Table 2. COMPARISON BY AGE GROUP OF THOSE INTERESTED
IN THE NATIONAL GUARD FOR SPRING AND FALL 1976 SURVEYS

Age	Spring 76 Interested in National Guard % \pm Std Error	Fall 76 Interested in National Guard % \pm Std Error	Significant Difference @ 95% Confidence Level
16	15 \pm 1.5	16 \pm 1.2	No
17	13 \pm 1.4	16 \pm 1.1	No
18	11 \pm 1.5	12 \pm 1.0	No
19	10 \pm 1.3	10 \pm 1.1	No
20	7 \pm 1.2	9 \pm 1.0	No
21	6 \pm 1.2	9 \pm 1.0	No

* From the Spring 1976 survey, the average age was 17.8 years for those interested in the military and 18.4 for those not interested. There is no significant difference between Spring 1976 and Fall 1976 average ages.

Evidence from the survey clearly indicates that interest in the National Guard declines with age. The percentage of young men interested ranges from 16 percent of the 16 year olds down to 10 percent of the 21 year olds (see Figure 5). Among those who are actually eligible for National Guard enlistment, the pattern is less consistent: 10 percent of the 17 year olds, 11 percent of the 18 year olds, 9 percent of the 19 year olds, 7 percent of the 20 year olds, and 9 percent of the 21 year olds were interested in the Guard. However, the difference among the age groups is not clear because age and eligibility are related.

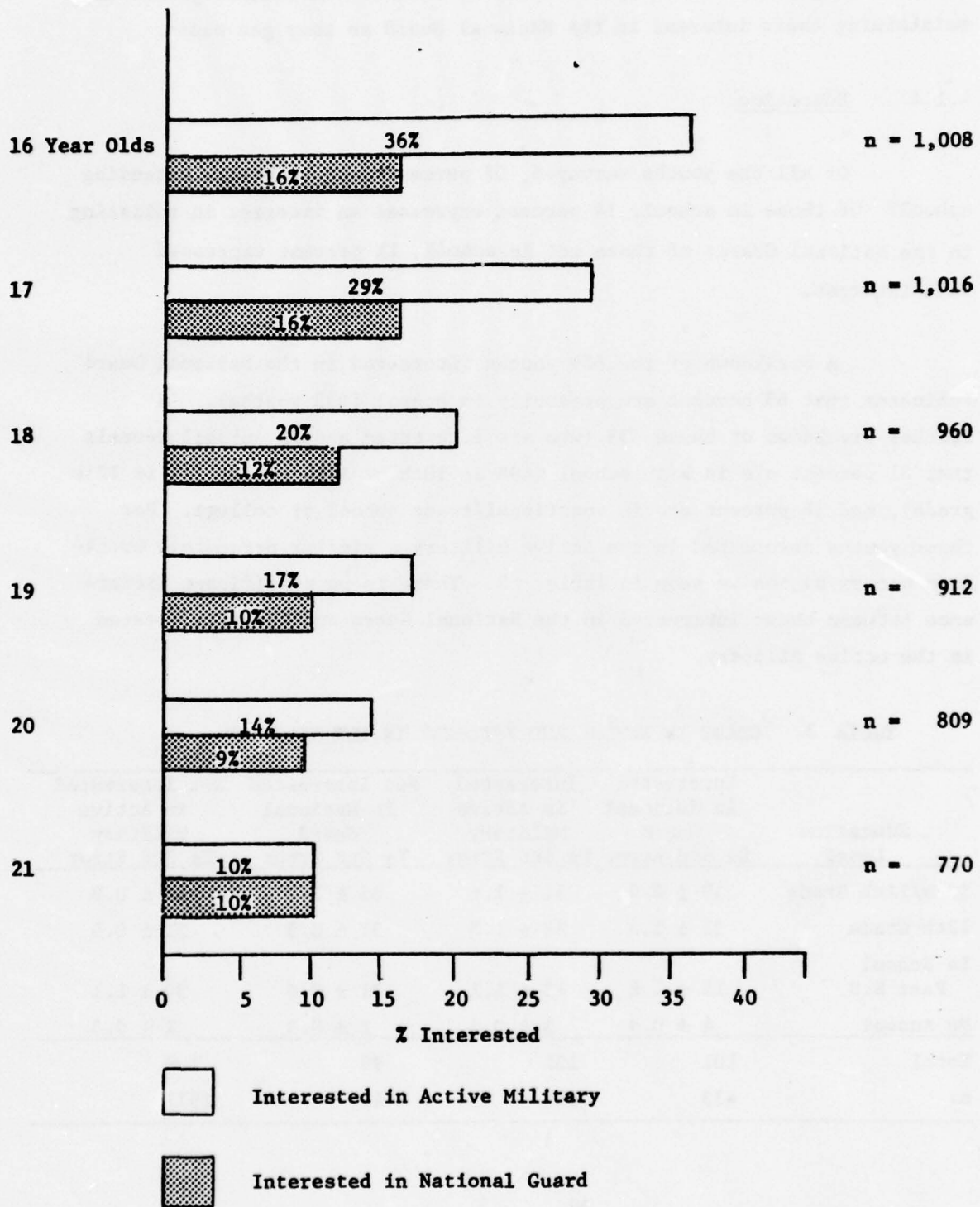
The decline in interest in the Guard by older youths reflects their declining enthusiasm for the military in general. As indicated below, the proportion of youths interested in the active military is 36 percent of 16 year olds and decreases steadily to 10 percent of 21 year olds.

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, 17.9 to 17.8. When only eligible youths are considered, the average age of those interested in the Army National Guard and the Air National Guard was 18.6.

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 eligible youths by age. This difference is significant at 95% level of confidence; however, there is no difference in interest rates between the ages of the ineligible youths.

No interpretations as to whether or not younger youths (16-17 year olds) will retain their high interest rates in the future can be made except by collecting, analyzing and comparing interest data on the same

**Figure 5. PERCENTAGE OF EACH AGE GROUP INTERESTED
IN THE NATIONAL GUARD AND ACTIVE MILITARY**



age groups as they progress in age, i.e., comparing interest rates of 18 year olds this year with 17 year olds from last year and 16 year olds from the preceding year. This type of analysis will reveal whether youths are maintaining their interest in the National Guard as they get older.

4.1.4 Education

Of all the youths surveyed, 57 percent were presently attending school. Of those in school, 14 percent expressed an interest in enlisting in the National Guard; of those not in school, 11 percent expressed this interest.

A breakdown of the 689 youths interested in the National Guard indicates that 63 percent are presently in school (433 youths). A further breakdown of these 433 (who are interested and in school) reveals that 81 percent are in high school (49% in 10th or 11th grade; 32% in 12th grade), and 16 percent are in vocational/trade school or college. For those youths interested in the active military a similar percentage breakdown occurs as can be seen in Table 3. There is no significant difference between those interested in the National Guard and those interested in the active military.

Table 3. GRADE IN SCHOOL AND INTEREST IN THE MILITARY

Education Level	Interested in National Guard	Interested in Active Military	Not Interested in National Guard	Not Interested in Active Military
	%± Std Error	%± Std Error	%± Std Error	%± Std Error
10th/11th Grade	49 ± 2.4	51 ± 1.6	35 ± 1.0	31 ± 0.8
12th Grade	32 ± 2.2	33 ± 1.5	31 ± 0.9	31 ± 0.8
In School Past H.S.	16 ± 1.8	13 ± 1.1	31 ± 0.9	36 ± 1.1
No Answer	4 ± 0.9	3 ± 0.5	2 ± 0.3	2 ± 0.3
Total	101	101	99	100
n:	433	985	2441	1977

Of those who are not presently attending school (2358 youths) 79 percent are high school graduates, and 10 percent of this group are interested in the National Guard. Of those who are not attending school and who are not high school graduates, 14 percent are interested in the Guard.

Table 4. NATIONAL GUARD INTEREST RATES FOR THOSE NOT ATTENDING SCHOOL

Those not Attending School n= 2356	Interested in National Guard	Sample Size
	% \pm Std Error	
High School Graduate	10 \pm 0.7	n= 1872
Not a High School Graduate	14 \pm 1.6	n= 484

There is no significant difference at a 95 percent level of confidence between interest rates for high school graduates and non-graduates. For those youths who are still in school, Table 5 displays National Guard and Active Military interest rates by grade in school. The 10th and 11th grade youths have a slightly higher interest in the National Guard than 12th grade youths; however, there is not a statistically significant difference (at a 95 percent level of confidence). Both 10th/11th grade youths and 12th grade youths have a significantly different (higher) interest rate than those youths in college or vocational/trade school.

Table 5. INTEREST IN NATIONAL GUARD & ACTIVE MILITARY BY GRADE IN SCHOOL

Education Level	Interested in National Guard	Interested in Active Military	Sample Size
	% \pm Std Error	% \pm Std Error	
10th/11th Grade	18 \pm 1.1	37 \pm 1.4	1,173
12th Grade	14 \pm 1.1	29 \pm 1.4	975
In School Post H.S.	7 \pm 0.8	11 \pm 1.2	903

As noted earlier, interest in the military decreases as age increases, thus as grade level increases, interest will decrease since age and grade level are related.

The eligible youths attending school who expressed a particular interest in the Army National Guard and the Air National Guard were more likely to be in high school and less likely to be in college or vocational school. Over two-thirds (68%) of the Army National Guard group were presently in high school, 3 percent in vocational/trade school, and almost a third (29%) in college. Seventy-one percent of the Air National Guard group were presently in high school, while 8 percent were in vocational/trade school and 22 percent in college.*

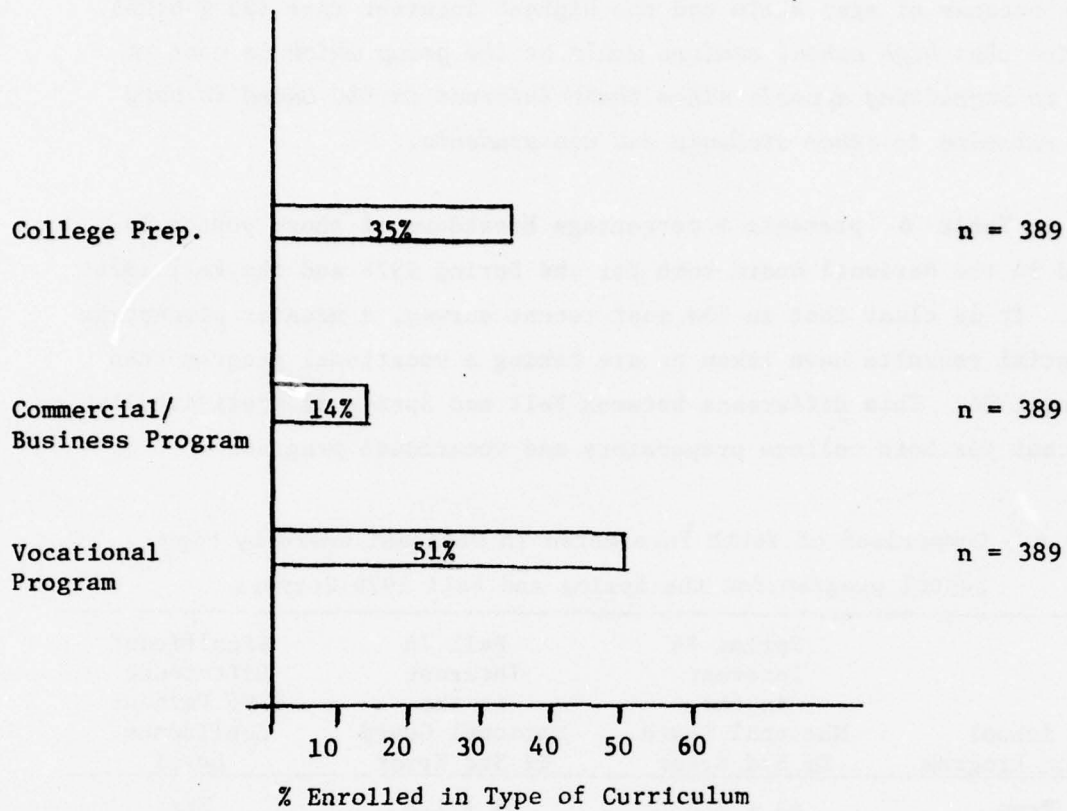
Considering only the eligible youths (3,303), 8 percent of the eligible college preparatory students, 11 percent of the eligible commercial/business students, and 16 percent of the eligible vocational students were interested in the National Guard. A breakdown of the 389 youths who are both eligible for and interested in the National Guard, indicates that 35 percent were in college preparatory programs, 14 percent are or had been enrolled in commercial programs and about half (51%) are or had been enrolled in vocational programs. Figure 6 illustrates this.

Among young people actually eligible for enlistment, with the exception of the 12th graders, about the same percentage of those interested in the National Guard and those not interested are divided among the same grade level or are not attending school (Exhibit IV-3); 33 ± 2.4 percent of the eligible and interested are in 12th grade while 24 ± 0.7 percent of the eligible and not interested are in the same grade.

A comparison of interest rates by grade level (Exhibit IV-4) indicates that of the eligible a higher percent of the 12th graders than college or vocational students or those not attending school, showed interest in the Guard; 15 ± 1.2 percent of the eligible 12th graders were interested while only 8 ± 1.1 percent of the college/vocational students

*The small sample sizes (87 eligible youths in school were interested in the Army National Guard, 79 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. THE PERCENTAGE OF THE ELIGIBLE AND INTERESTED IN
THE NATIONAL GUARD YOUTHS BY TYPE OF HIGH SCHOOL PROGRAM THEY ARE
PRESENTLY TAKING OR WERE TAKING
(n = no. of Youths Both Eligible and Interested
In The National Guard)



and 11 ± 0.7 percent of those not attending school* expressed interest in the National Guard. For those who are ineligible, the 12th graders (ineligible because of age) again had the highest interest rate ($25 \pm 6.0\%$). *It appears that high school seniors would be the group which is most receptive to recruiting appeals since their interest in the Guard is very high in relation to other students and non-students.*

Table 6 presents a percentage breakdown of those youths interested in the National Guard both for the Spring 1976 and the Fall 1976 surveys. It is clear that in the most recent survey, a greater percentage of potential recruits have taken or are taking a vocational program than in Spring 1976. This difference between Fall and Spring is statistically significant for both college preparatory and vocational programs.

Table 6. Comparison of Youth Interested In National Guard by High School program for the Spring and Fall 1976 Surveys

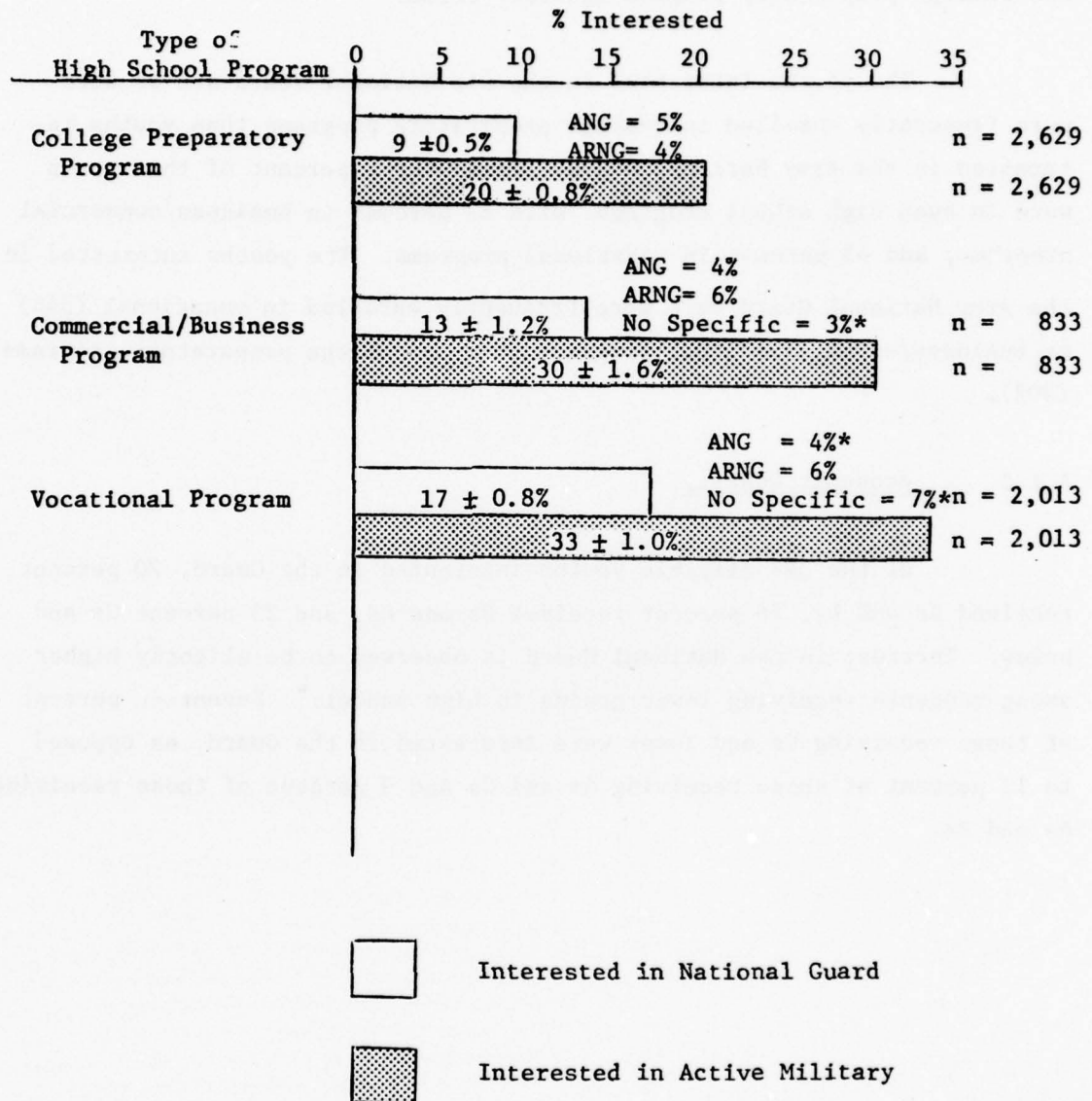
High School Education Program	Spring 76 Interest in the National Guard %± Std Error	Fall 76 Interest in the National Guard %± Std Error	Significant Difference @ 95 Percent Confidence Level
College Prep.	44 ± 2.8	34 ± 1.8	Yes
Commercial/ Business	15 ± 2.0	15 ± 1.4	No
Vocational	38 ± 2.7	51 ± 1.9	Yes
n	319	689	-

In Figure 7 a comparison of interest rates for the National Guard and the active military is made. Again it is clear that of all the youths interviewed, a higher proportion of the vocational students are interested in the National Guard and active military than youths taking other programs in high school. There is a significant difference (at a

* Those not attending school include high school graduates and non-graduates who were not in attendance at school at the time of this survey.

Figure 7. PERCENTAGE OF YOUTHS INTERESTED IN GUARD AND ACTIVE MILITARY BY TYPE OF EDUCATIONAL PROGRAM THEY ARE ENROLLED IN OR WERE ENROLLED IN

(n = no. of youths enrolled in particular curriculum)



*Some youths did not specify ANG or ARNG.

95 percent confidence level) between interest rates for the National Guard for each of the high school programs, i.e., the vocational program's interest rate is statistically different than the commercial/business program and college preparatory program interest rates.

The youths interested in the Air National Guard are or were more frequently enrolled in college preparatory programs than youths interested in the Army National Guard. Forty-three percent of this group were in such high school programs, with 12 percent in business/commercial programs, and 45 percent in vocational programs. The youths interested in the Army National Guard were more frequently enrolled in vocational (54%) or business/commercial (16%) programs than in college preparatory programs (30%).

4.1.5 Academic Quality

Of the 389 eligible youths interested in the Guard, 20 percent received As and Bs, 56 percent received Bs and Cs, and 23 percent Cs and below. Interest in the National Guard is observed to be slightly higher among students receiving lower grades in high school.* Seventeen percent of those receiving Cs and lower were interested in the Guard, as opposed to 13 percent of those receiving Bs and Cs and 9 percent of those receiving As and Bs.

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

A comparison of the Spring 1976 and Fall 1976 National Guard interest rates by grades received in school are shown in Table 7 below.

Table 7. NATIONAL GUARD INTEREST RATES BY HIGH SCHOOL GRADES BY SPRING AND FALL 1976
(n = no. of youths receiving stated grades)

Grades	Spring 1976		Fall 1976	
	Interest in National Guard % \pm Std Error	n	Interest in National Guard % \pm Std Error	n
A's & B's	8 \pm 0.9	864	9 \pm 0.7	1521
B's & C's	11 \pm 0.8	1565	13 \pm 0.6	2875
C's & Lower	12 \pm 1.4	536	17 \pm 1.2	999

All grade levels showed an increase in interest rates for the National Guard between the Spring and Fall 1976 surveys, with those youths receiving C's and lower grades showing the greatest interest increase; however, these differences are not significant.*

Of the 689 youths interested in the National Guard, 19 \pm 1.5% had A's and B's, 55 \pm 1.9% had B's and C's, and 25 \pm 1.6% had C's and lower grades.

Grades received by eligible youths interested in the Army or Air National Guard were not significantly different. Sixteen percent of the Army National Guard group and 27 percent of the Air National Guard group reported receiving A's and B's; 56 percent of the Army National Guard group and 54 percent of the Air National Guard group reported B's and C's; 27 percent of the Army National Guard group and 18 percent of the Air National Guard group reported C's and below.

* Differences not significant at 95 percent level of confidence; however, at the 68 percent level there is a significant difference between Spring/Fall for B's and C's and for C's and lower.

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 interested in the military:* Twenty-one percent were in the lower third, 60 percent in the middle third and 21 percent in the upper third. Among men not interested in the military, 15 percent were in the lower third, 52 percent in the middle third and 33 percent in the upper third.

4.1.6 Personal Characteristics

As evidenced in the Spring 1976 survey and this survey, 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 appears to be a factor in measuring potential enlistment for the National Guard. Blacks and other minorities have a higher interest rate in the National Guard than whites, as can be seen in Table 8.

Table 8. INTEREST IN NATIONAL GUARD BY RACE

	Race	
	White %	Non-White %
Interest in National Guard	11 \pm 0.5	20 \pm 1.7
ANG	4	8
ARNG	6	9
Did not Specify	1	3
n	4668	807

From Table 9, it is clear that both blacks and other minorities have a higher interest rate in relation to their proportion in the population; i.e., although approximately 11 percent of the population is black, 15 percent of those expressing an interest in enlisting in the National Guard were black.

Blacks appear to be more interested in the ARNG than the ANG while other minorities seem to favor the ANG. These differences are not statistically significant however.

Table 9. INTEREST IN ANG AND ARNG BY RACE

Race	Proportion of Race in Population*	Interest in the National Guard	Interest in ANG	Interest in ARNG
White	87	77	75	79
Black	11	15	12	15
Other	2	7	10	5
n	-	689	249	329

* From Statistical Abstract of the United States, 1976, U.S. Dept. of Commerce, Bureau of Census.

The racial background of those interested in the National Guard (77% white, 23% non-white) and those interested in the active military (78% white, 22% non-white) does not differ.

A breakdown by eligibility indicates a difference* between white and non-white interest in joining the Guard (Exhibits IV-5 and -6). Of the 389 youths who are eligible and interested in the Guard, 79 percent are white, and 21 percent were non-white. Non-whites have a much higher interest in the Guard than whites. For example, *for eligible youths, 19 percent of the non-white youths are interested in the Guard and 10 percent of white youths are interested in the National Guard.* Similarly, for ineligible youths, 26 percent of the non-white youths are interested in the Guard and 17 percent of the white youths are interested.

For those eligible and interested in Army and Air National Guard, the breakdowns of white to non-white are similar to the overall National Guard interest rates.

Table 10. INTEREST RATES FOR AIR AND ARMY
NATIONAL GUARD BY ELIGIBILITY

Race	Eligible & Interested in Air National Guard	Eligible & Interested in Army Nat. Guard
White	(%) 73	(%) 85
Non-White	27	15
Total	100	100
n	149	180

From Table 10, it is clear that a greater proportion of non-whites are interested in the Air National Guard than the Army National Guard.

As expected, most of the 5,475 youths interviewed were single: 91 percent were single, 8 percent were married, and 1 percent were separated, widowed or divorced. Among the single group, 13 percent were interested in

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

the National Guard, while 10 percent of the married group were interested.* These National Guard interest rates along with active military interest rates by marital status are displayed in Figure 8.

A breakdown of the 689 youths interested in the National Guard indicates that 93 percent are single and 7 percent are married.

Among those eligible for the National Guard, 12 percent of the single group were interested and 9 percent of the married young men were interested. Among those eligible for the military, 18 percent of the singles and 12 percent of the marrieds were interested in the active military.

By looking at those interested in the National Guard by the highest educational level reached by the father, those interested in the National Guard have a lower social class background than those not interested in the Guard. More than a third (36%) of those interested in the National Guard had fathers who did not graduate from high school; only 26 percent of those not interested had fathers who were not high school graduates. At the other end of the scale, 24 percent of the National Guard group had fathers with a college or graduate school background, as opposed to 31 percent of those not interested in the Guard.

The Army National Guard and the Air National Guard groups had similar proportions of fathers with college and graduate school experience (a total of around 20% and 30% respectively). Thirty percent of those interested in the Air National Guard had fathers who did not complete high school while 41 percent of the Army National Guard group did. Figure 9 shows the educational levels achieved by fathers in detail.

* This difference is not significant at a .95 percent level of confidence.

Figure 8. PROPORTION OF YOUTHS INTERESTED IN ACTIVE
MILITARY AND NATIONAL GUARD BY
MARITAL STATUS

(n = no. of youths by marital status;
4,990 were single, 444 were married)

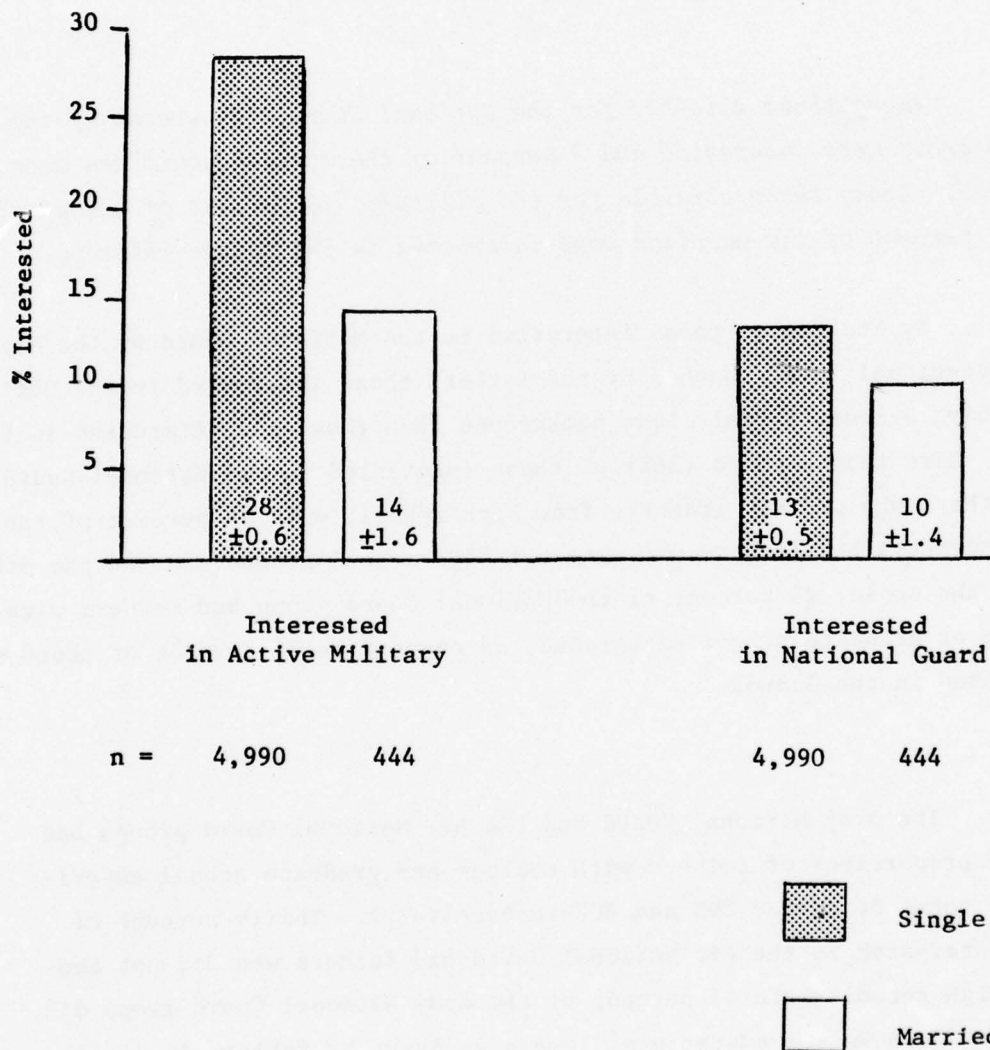
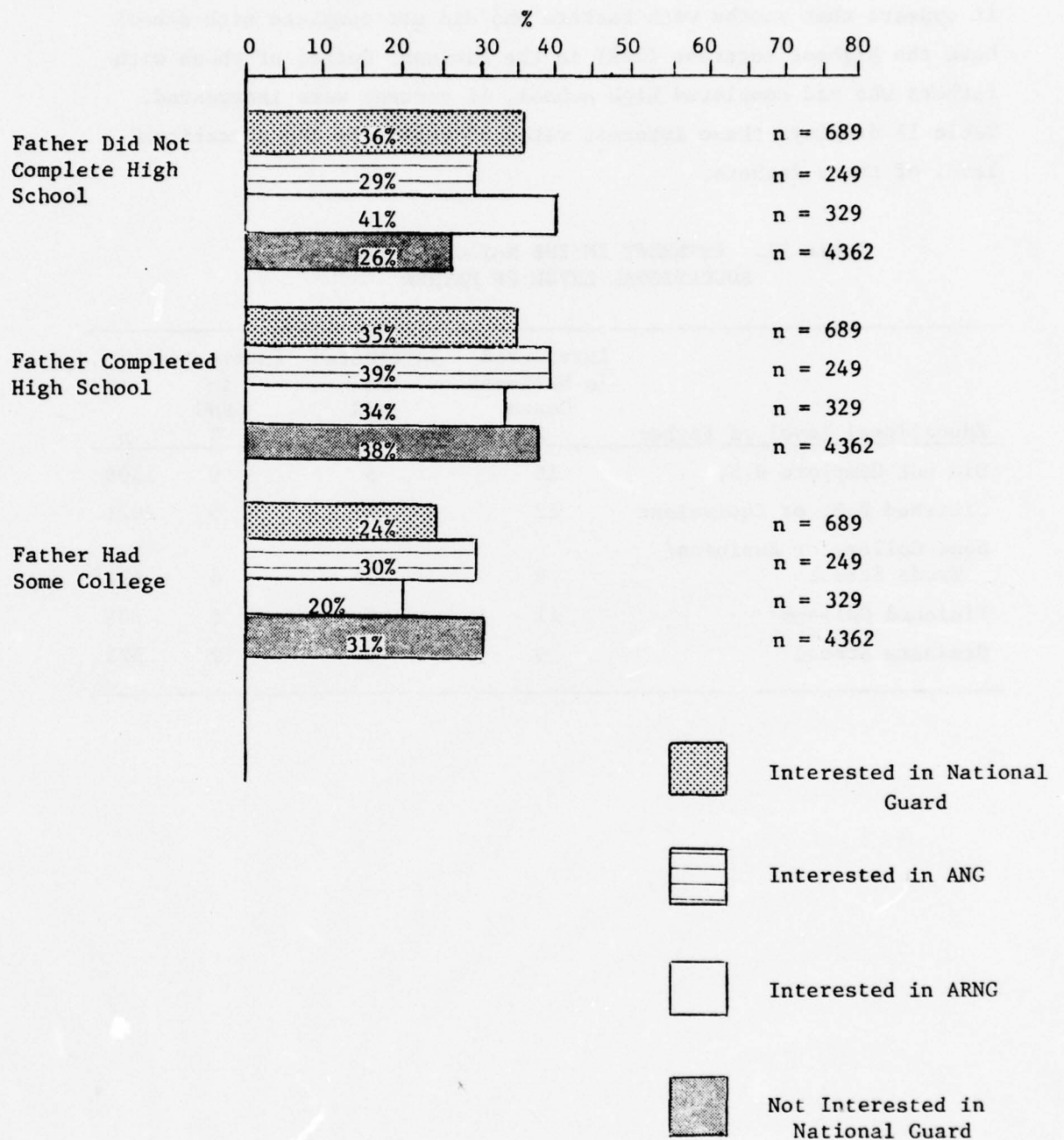


Figure 9. YOUTHS INTERESTED IN THE NATIONAL GUARD AND NOT INTERESTED IN NATIONAL GUARD BY EDUCATIONAL LEVELS ACHIEVED BY FATHERS



By breaking down the data by educational level of the father, it appears that youths with fathers who did not complete high school have the highest interest (16%) in the National Guard; of those with fathers who had completed high school, 12 percent were interested. Table 11 displays these interest rates of youths by the educational level of their fathers.

Table 11. INTEREST IN THE NATIONAL GUARD BY
EDUCATIONAL LEVEL OF FATHER

Educational Level of Father	Interested in National Guard	Interested in ANG	Interested in ARNG	n
	%	%	%	
Did not Complete H.S.	16	5	9	1508
Finished H.S. or Equivalent	12	5	5	2021
Some College or Business/ Trade School	9	4	4	694
Finished College	11	4	5	703
Graduate School	9	6	2	373

4.1.7 Employment Status

About equal percentages of all youths who were employed and unemployed were interested in the Guard — 12 percent of those working were interested and 14 percent of those not working. A breakdown of the employed youths shows that 11 percent of those employed full-time and 13 percent of those working part-time are interested in the National Guard.

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-six percent of the eligible men interested in the National Guard were currently employed as opposed to 71 percent of those not interested in the military. The percentages of men working full-time and part-time are shown in Table 12.

Table 12. EMPLOYMENT STATUS OF ELIGIBLE YOUTH

	Interested in The National Guard (%)	Not Interested in The Military (%)
Not Working	34	29
Working	66	71
Working Full Time	42	45
Working Part Time	24	26
n	389	2,982

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. Fifty-eight \pm 4.3 percent of the interested group were currently looking for a job, as opposed to 47 \pm 1.7 percent of those not interested in the military. This suggests that young

men interested in the Guard may be slightly more motivated to find constructive employment; however, the difference between these two groups is not statistically significant at the 95 percent confidence level. In the Spring 76 Survey, 81 percent of those unemployed and interested in the National Guard were seeking employment and 61 percent of those not interested in the military were seeking employment. This Fall survey appears to indicate a decrease in those looking for employment; however, these surveys were conducted during different seasons and should not be compared due to the seasonal variation.

More of the eligible young men interested in the Army National Guard (71%) were employed than those interested in the Air National Guard (60%). (The reverse was true in the Spring 76 survey.) Of those eligible and employed, 66 percent of the potential Air National Guard candidates were working full time, as opposed to 61 percent of the Army National Guard potential candidates. Among the eligible and unemployed, an equal portion (58%) of those interested in the Army National Guard and 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 12 percent of those interested in the Guard. About a quarter of each group found it "very difficult;" 41 percent of the National Guard group and 43 percent of the group uninterested in the military found it "somewhat difficult." Around 19 percent of both groups thought it was "not at all difficult."

The views of those eligible and interested in the Army National Guard and Air National Guard were not significantly different. Thirty-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 36 percent of the Air National Guard group. About 20 percent of the Army National Guard group and the Air National Guard group thought it was "not at all difficult."

4.2 Summary of Attitudes and Opinions of Youths Interested in the National Guard

The attitudes and opinions of youths interested in the National Guard can provide valuable insights as to what today's youths' needs and wants are in terms of life goals and ambitions. Knowledge of the attributes which attract a youth to the military are useful to military recruiters and planners. With this knowledge, recruiters can communicate to the youths how military life can fulfill specific goals and provide attributes which youths are seeking and in addition planners can try to incorporate into present and future military programs those attributes which the military is capable of providing and which youths rank as important.

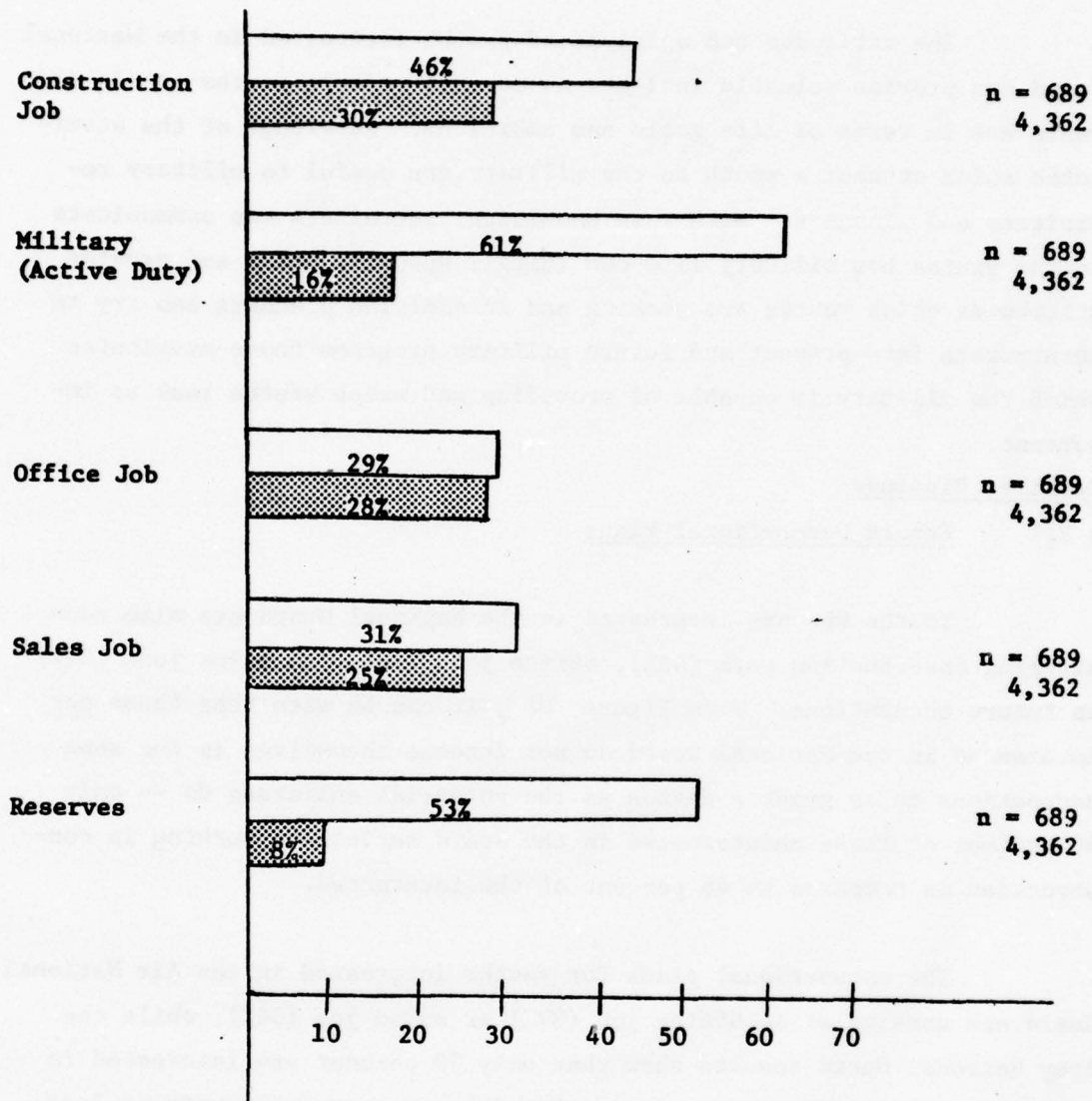
Detailed Findings

4.2.1 Future Occupational Plans

Youths who are interested in the National Guard are also considering construction work (46%), office jobs (29%) and sales jobs (31%) as future occupations. From Figure 10, it can be seen that those not interested in the National Guard do not foresee themselves in the same occupations to as great a degree as the potential enlistees do -- only 30 percent of those uninterested in the Guard anticipate working in construction as compared to 46 percent of the interested.

The occupational plans for youths interested in the Air National Guard are working at an office job (37%) or sales job (34%), while the Army National Guard results show that only 23 percent are interested in an office job and 28 percent in a sales job. Construction work is less likely a future occupation of a potential Air National Guard enlistee (39%), while 49 percent of potential Army National Guard enlistees state construction work (laborer) as a likely occupation.

Figure 10. FUTURE OCCUPATIONS CONSIDERED DEFINITE OR PROBABLE BY ALL YOUTHS INTERESTED AND UNINTERESTED IN THE NATIONAL GUARD



A look at the future occupations of youths and then their interest in the National Guard, reveals that interest in the Guard is almost evenly split among those youths interested in construction, office or sales jobs (15% to 18%). Table 13 displays these interest rates by occupational interest. It should be noted that youths were able to specify whichever occupations they were "definitely" or "probably" interested in, therefore multiple responses were received.

Table 13. INTEREST RATES FOR NATIONAL GUARD AND FUTURE OCCUPATIONS OF YOUTHS (MULTIPLE RESPONSES ACCEPTED)

Probable Future Occupations of Youths	Interested in National Guard %	Interested in ANG %	Interested in ARNG %	n
Construction	18	5	9	1752
Office Job	17	6	5	1524
Sales Job	15	6	7	1391
Reserves	50	18	23	728
Military (Active)	34	12	18	1204

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 11), 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 ninth in importance; this may indicate that the young men place greater value on the long range benefits of the first three attributes. "Has other men you want to work with" and "allows you to see many different countries" were ranked last as they were in the Spring 1976 survey. Again, it appears that young men are more concerned with learning a trade or skill and getting the job they want and can be proud of their travelling to other countries or working with men they want to work with.

No significant differences appear between the views of those interested in the Army National Guard and the Air National Guard. The potential Army National Guard enlistees do rank "pays well to start" slightly higher than the Air Group; all other attributes were ranked about the same for each group. Both groups felt that "teaches you a valuable trade or skill" and "provides good benefits for self and family" to be the most important attributes. Table 14 displays the ranks of each attribute for the Air and Army National Guard.

**Figure 11. THE IMPORTANCE OF JOB ATTRIBUTES TO ALL YOUTHS
INTERESTED IN THE NATIONAL GUARD (n=689)**

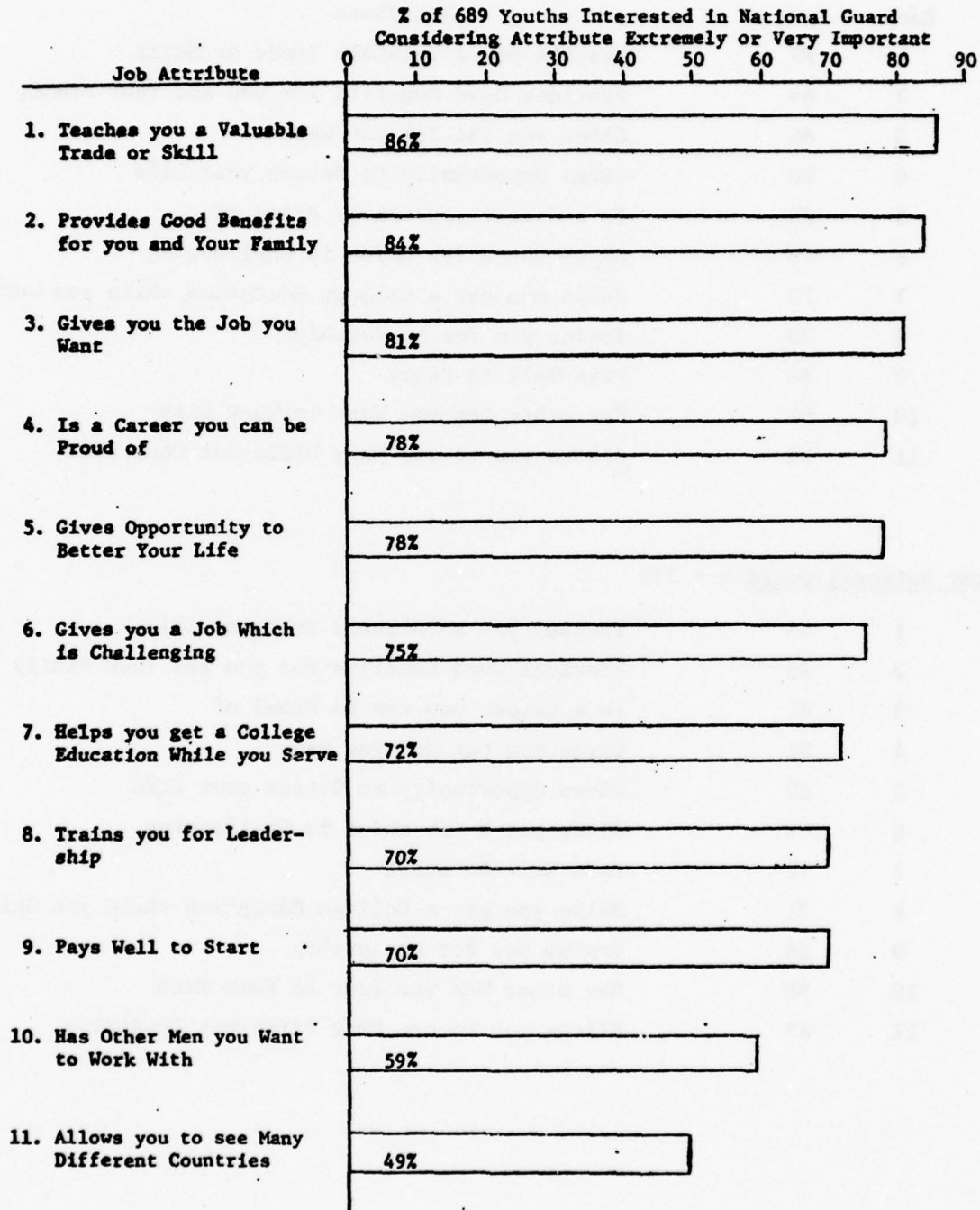


Table 14. RANK ORDER OF JOB ATTRIBUTES CONSIDERED
IMPORTANT BY YOUTH INTERESTED IN THE ANG AND ARNG

Air National Guard n = 249

Rank	%	Attribute
1	87	Teaches you a Valuable Trade or Skill
2	84	Provides Good Benefits for you and Your Family
3	80	Gives you the Job you Want
4	80	Gives Opportunity to Better your Life
5	78	Is a Career you can be Proud of
6	76	Gives you a Job which is Challenging
7	73	Helps you get a College Education while you Serve
8	73	Trains you for Leadership
9	68	Pays Well to Start
10	57	Has other Men you Want to Work With
11	51	Allows you to see Many Different Countries

Army National Guard n = 329

1	85	Teaches you a Valuable Trade or Skill
2	85	Provides Good Benefits for you and Your Family
3	81	Is a Career you can be Proud of
4	81	Gives you the Job you Want
5	80	Gives Opportunity to Better your Life
6	76	Gives you a Job which is Challenging
7	72	Pays Well to Start
8	71	Helps you get a College Education while you Serve
9	68	Trains you for Leadership
10	60	Has other Men you Want to Work With
11	47	Allows you to see Many Different Countries

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.

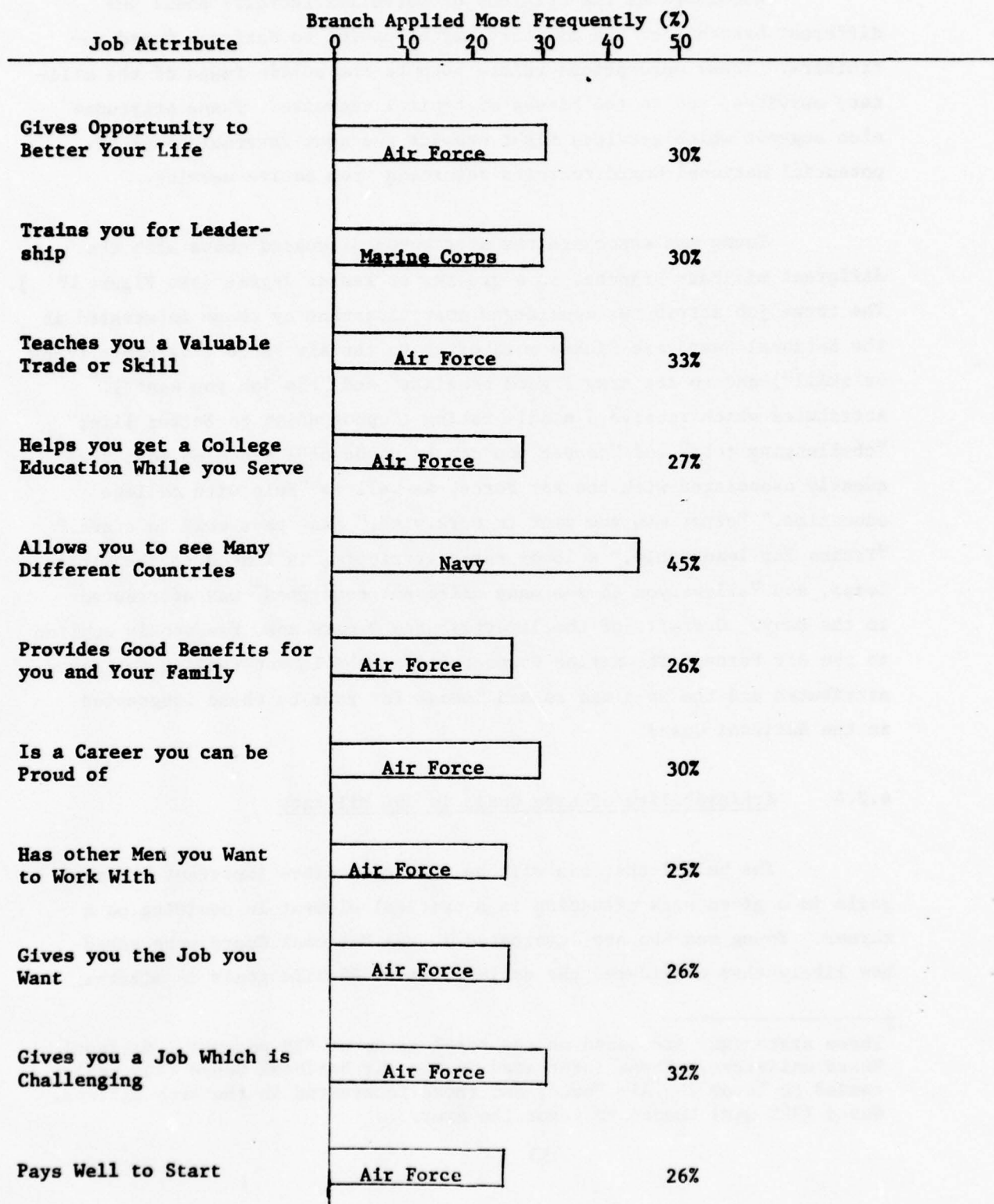
Young men associate the attributes discussed above with the different military branches to a greater or lesser degree (see Figure 12). The three job attributes considered most important by those interested in the National Guard are linked most often to the Air Force ("valuable trade or skill") and to 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 also most frequently associated with the Air Force, as well as "Help with college education," "other men you want to work with," and "pays well to start." "Trains for leadership," a lower rated attribute, is linked to the Marine Corps, and "allows you to see many different countries" was attributed to the Navy. Overall, of the 11 attributes 9 were most frequently applied to the Air Force. The Marine Corps received the lowest ranking for seven attributes and the Navy was ranked lowest for four by those 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 men who are interested in the National Guard were asked how likely they considered the achievement of 12 life goals in military

* These statements are based on the total group of 689 potential National Guard enlistees. Those interested in the Air National Guard (249 men) tended to favor the Air Force, and those interested in the Army National Guard (329 men) tended to favor the Army.

**Figure 12. BRANCH OF THE MILITARY TO WHICH JOB ATTRIBUTES ARE
APPLIED MOST FREQUENTLY BY ALL YOUTHS INTERESTED
IN THE NATIONAL GUARD (n=689)**



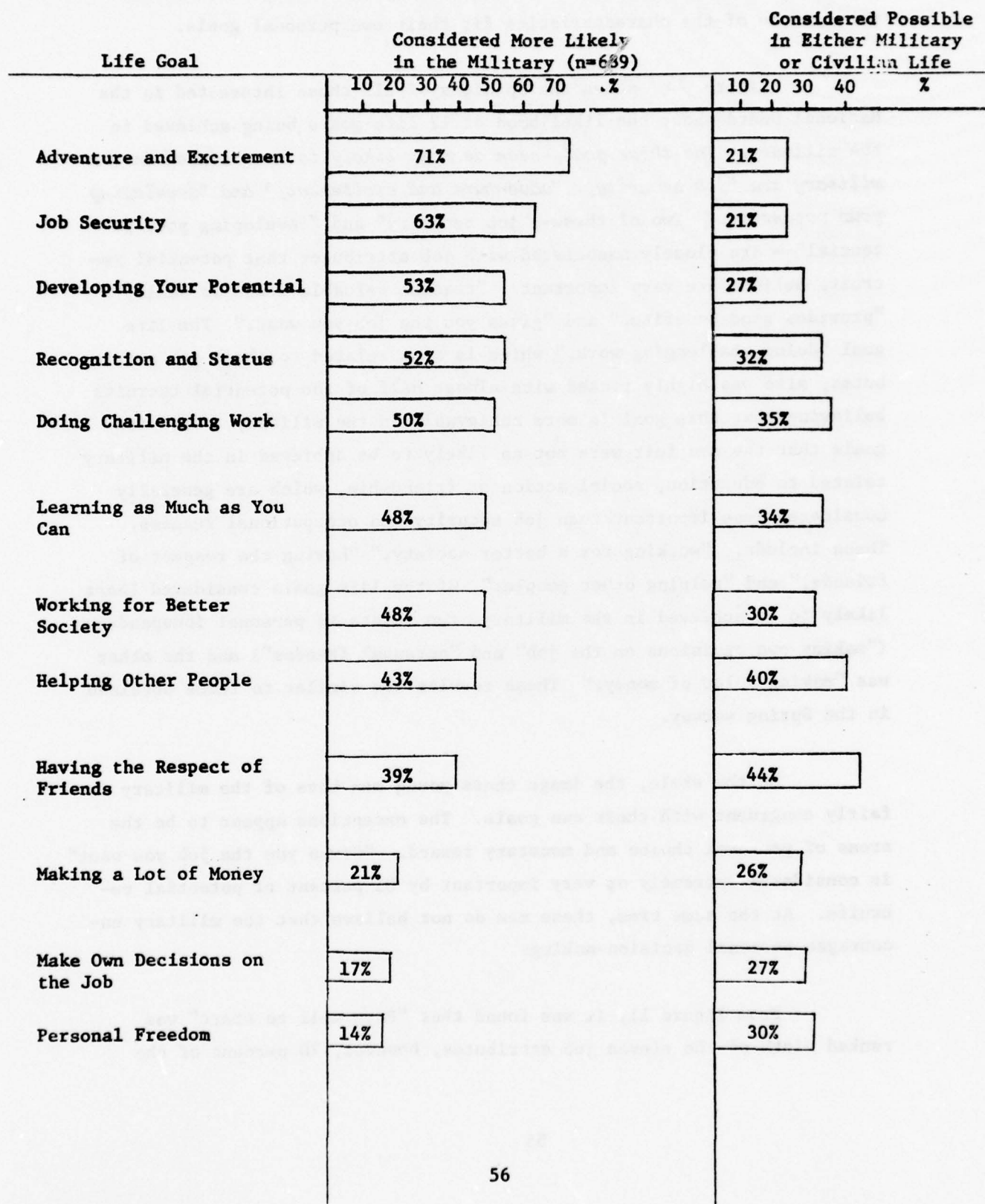
life as opposed to civilian life. Their responses reveal that their perceptions of the characteristics fit their own personal goals.

Figure 13 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: "working for a better society," "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." These results are similar to those obtained in the Spring survey.

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 81 percent of potential recruits. At the same time, these men do not believe that the military encourages personal decision-making.

From Figure 11, it was found that "Pays well to start" was ranked ninth of the eleven job attributes, however, 70 percent of the

**Figure 13 JUDGEMENTS ON ACHIEVABILITY OF LIFE GOALS IN THE MILITARY
BY THOSE INTERESTED IN NATIONAL GUARD**

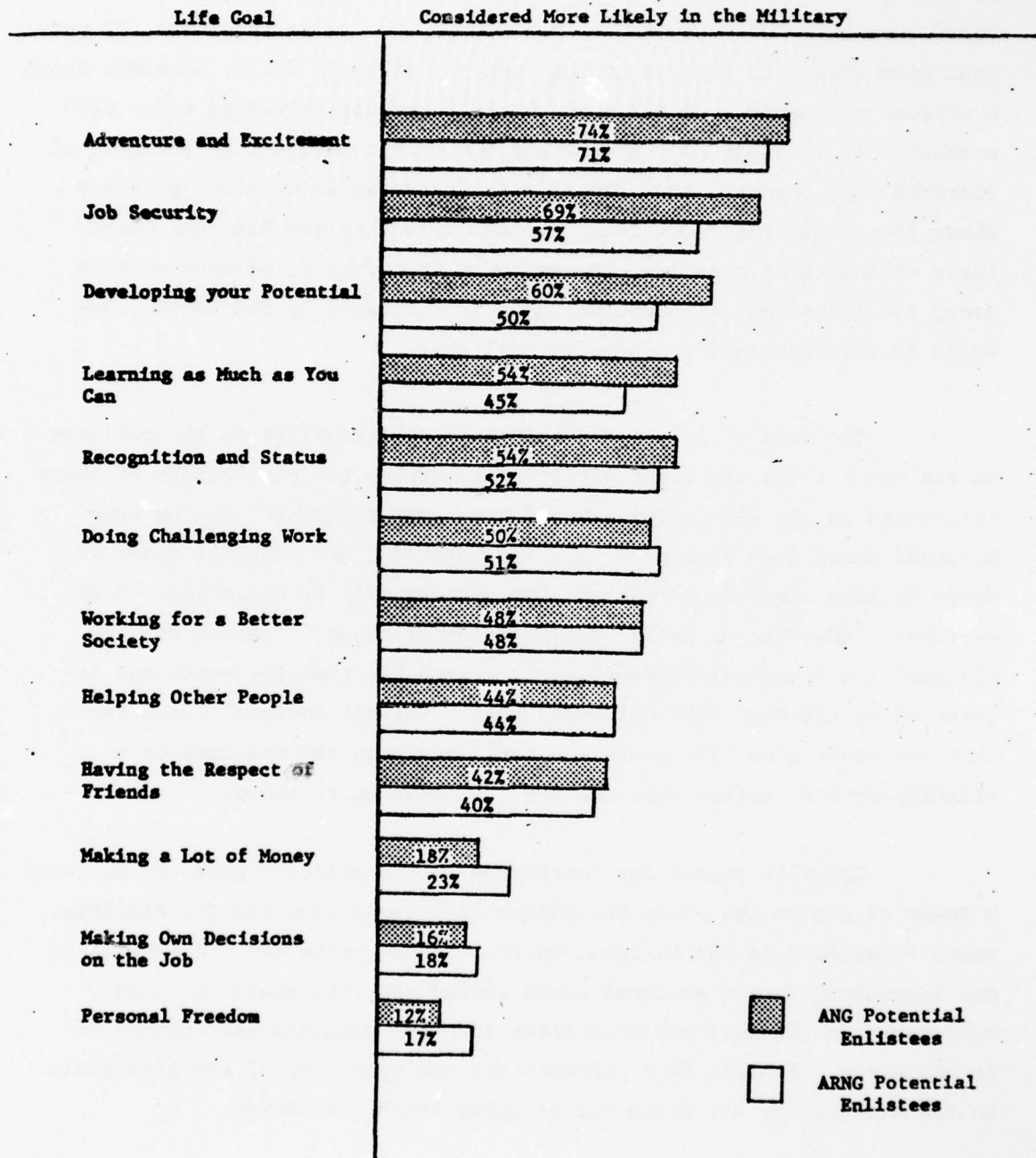


potential National Guard enlistees did consider it to be an important job attribute. Only 21 percent considered this attribute as more likely to be achieved in the Military. When the youths interested in the National Guard were asked to estimate the monthly pay for an enlisted man, 27 percent came within 15 percent of the true pay (\$325 to \$425), however, about 8 percent estimated over \$475 and about 10 percent estimated under \$275 a month. It is clear that many young men do not have a true estimate of starting pay, however, they still do not perceive it as a top priority among job attributes. For those not interested in the National Guard, their estimates of starting pay was about the same; 25 percent of this group did state that if starting pay were increased by \$50 month, they would be more inclined to join the military.

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 14). *The potential Air National Guard recruit is more strongly convinced that job security is achievable in the military.* However, he ranks "making a lot of money," "making own decisions" and "personal freedom" as less probable than the young man interested in the Army National Guard does. The Air National Guard feels that the other nine life goals are more likely in the military to a slightly greater extent than the Army National Guard group.

Eligible youths not interested in the military gave the military a lower rating as the place to achieve life goals than did the eligible youth interested in the National Guard. Those youths who are ineligible and interested in the National Guard ranked the life goals as being achievable in the military more often than the eligible and interested in the Guard. Exhibit IV-7 presents the achievability of the life goals in the military by All Youth and Eligible Youth breakdowns.

Figure 14. JUDGEMENTS ON ACHIEVABILITY OF LIFE GOALS IN THE MILITARY BY ALL THOSE INTERESTED IN THE ARNG AND ANG



4.3 Summary of 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.

Detailed Findings

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 or National Guard (see Table 15). 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.

About 56 percent of those interested in the National Guard discussed enlistment with friends, as opposed to about a third of those not interested. Smaller numbers discussed it with teachers or counselors (18 percent of those interested in the National Guard, only 8 percent of those not interested). About 26 percent of the National Guard group talked to girl friends or wives, as opposed to 15 percent of those not interested. About half (53%) of the National Guard group talked to parents, as opposed to 28 percent of those not interested.

Of those youths interested in the National Guard who talked with parents (366 youths), 62 percent talked with both parents, 22 percent talked only with their father, and 16 percent discussed the military with

their mother. These percentages were similar for those youths interested in the active military, not interested in the active military and not interested in the National Guard as shown in Figure 15. In the majority of the cases, the youth initiated the conversation with the parent or parents—74 percent of the youths interested in the National Guard initiated the conversation. For youths not interested in the military, only 28 percent talked with parents and 67 percent of this group initiated the talks.

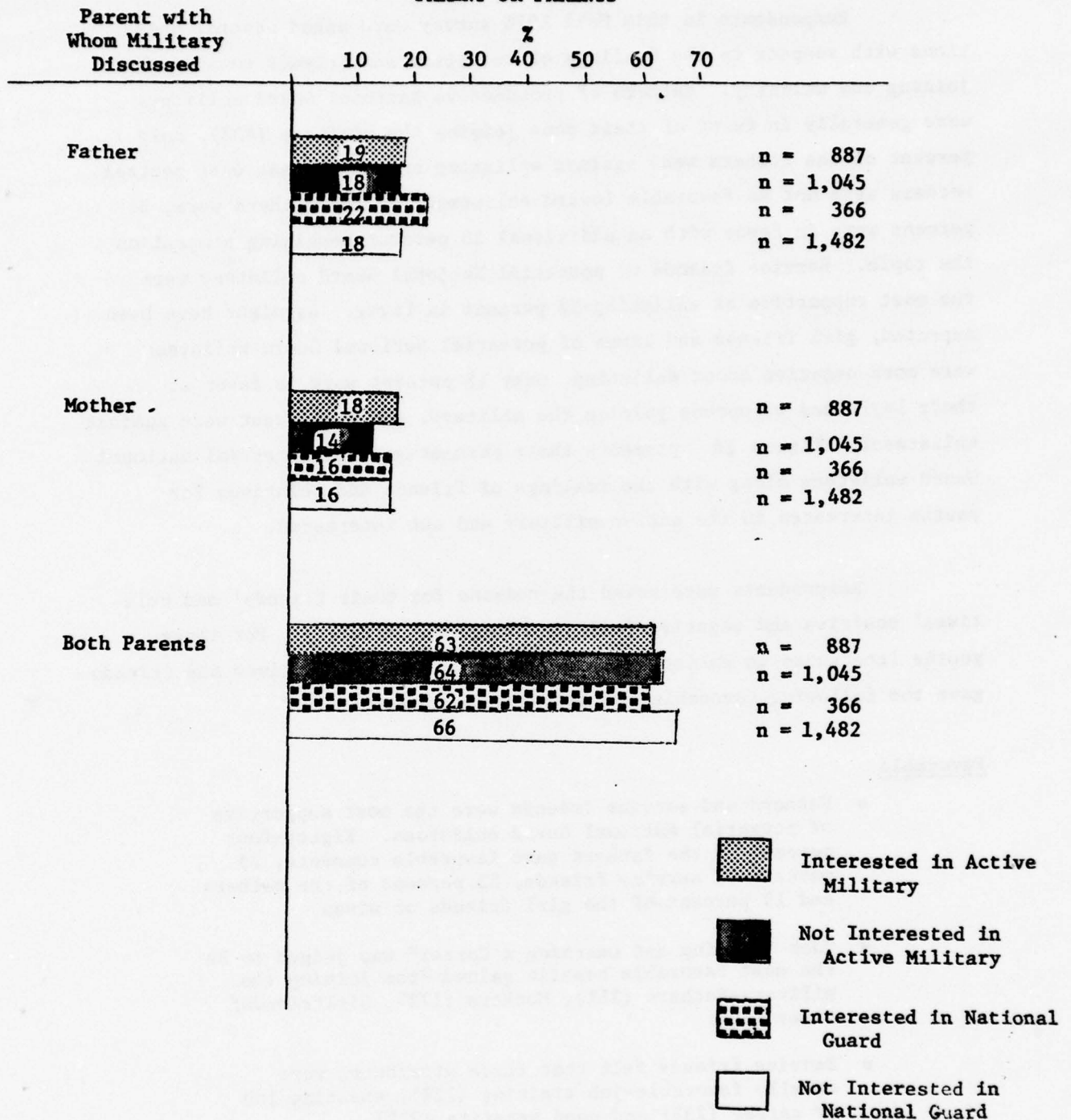
Parents and service friends are the individuals with whom youths most often discuss enlistment intentions and both appear to provide favorable support toward the military as evidenced in the following discussion.

The young people interested in the Air National Guard talked with both teachers/counselors and with parents in slightly greater numbers than their counterparts interested in the Army National Guard. In discussions with teachers, the proportion was 20 percent of the Air National Guard group as against 16 percent of the Army National Guard group. About equal percentages of the Air National Guard group (55%) and Army National Guard group (54%) talked with parents concerning their enlistment intent.

Table 15. DISCUSSION OF ENLISTMENT INTENT
WITH FRIENDS AND RELATIVES

	All Youth	Interested in National Guard	Not Interested in Nat. Guard	Not Interested in Military
Talked with service friends	% 41	% 56	% 39	% 34
Talked with parents	37	53	34	28
Talked with girl friend or wife	19	26	18	15
Talked with teacher or counsellor	12	18	11	8
n	5,475	689	4,362	3,762

Figure 15. DISCUSSION OF JOINING MILITARY WITH
PARENT OR PARENTS



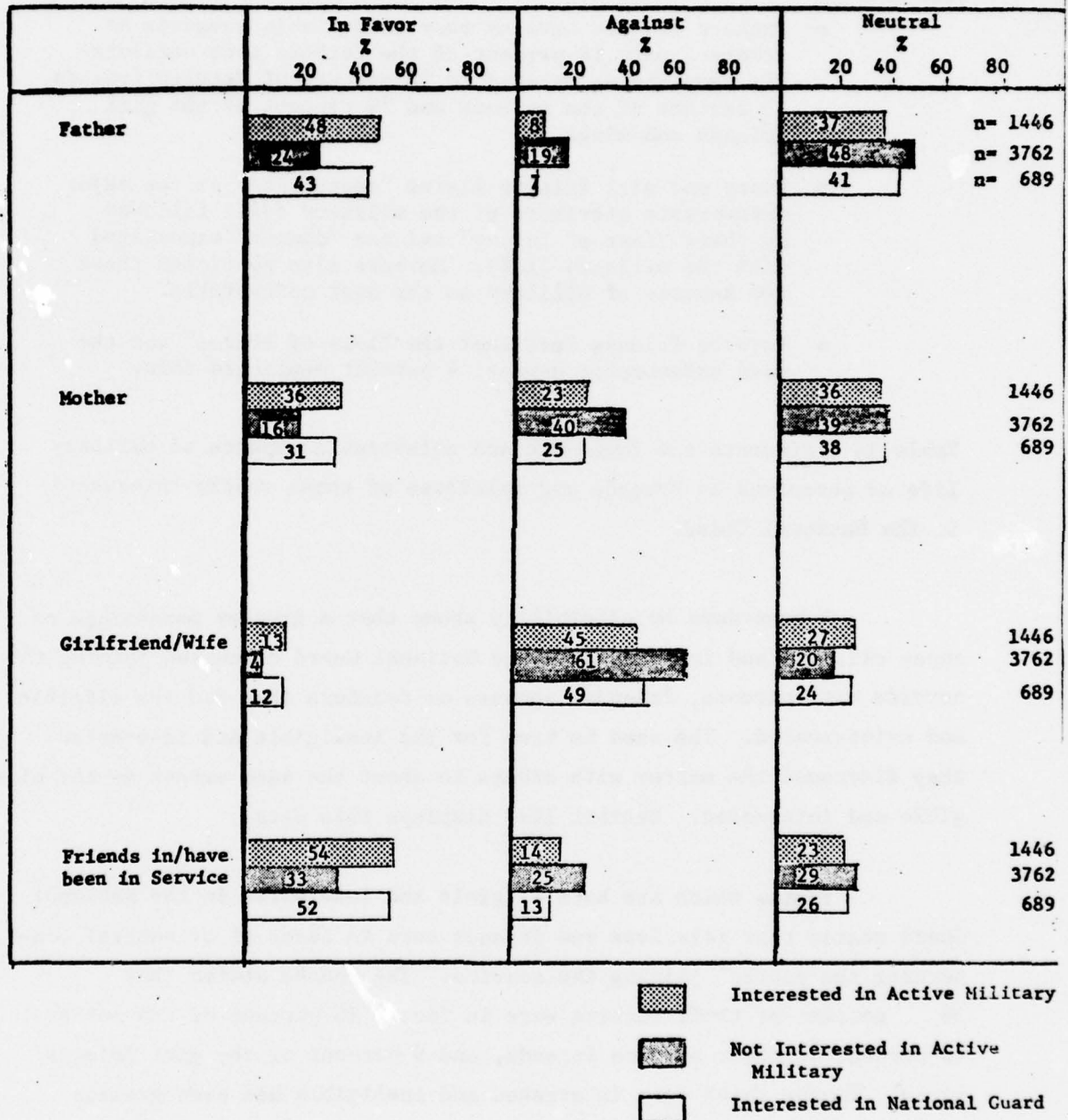
Respondents in this Fall 1976 survey were asked several questions with respect to the feelings of relatives and friends towards their joining the military. Fathers of prospective National Guard enlistees were generally in favor of their sons joining the military (43%), only 7 percent of the fathers were against enlisting and 41 percent were neutral. Mothers were not as favorable toward enlistment as the fathers were, 31 percent were in favor with an additional 38 percent remaining neutral on the topic. Service friends of potential National Guard enlistees were the most supportive of enlisting-52 percent in favor. As might have been expected, girl friends and wives of potential National Guard enlistees were more negative about enlisting, only 12 percent were in favor of their boyfriend or spouse joining the military, and 49 percent were against enlistment. Figure 16 presents these percentages for potential National Guard enlistees along with the feelings of friends and relatives for youths interested in the active military and not interested.

Respondents were asked the reasons for their friends' and relatives' positive and negative feelings toward the military. For those youths interested in enlisting in the National Guard, relatives and friends gave the following favorable and unfavorable comments:

Favorable

- Fathers and service friends were the most supportive of potential National Guard enlistees. Eighty-four percent of the fathers gave favorable comments, 79 percent of service friends, 55 percent of the mothers and 19 percent of the girl friends or wives.
- "Job Training and Learning a Career" was judged to be the most favorable benefit gained from joining the military-Fathers (21%), Mothers (17%), Girlfriends/Wives (5%).
- Service friends felt that three attributes were equally favorable-job training (22%), exciting job or career (23%) and good benefits (21%).
- Fathers and mothers felt that the military offered the youth the opportunity to "grow up" and to "mature", while girl friends, wives, and service friends did not rank this high among their favorable comments.

Figure 16. FEELINGS OF RELATIVES OR FRIENDS
ABOUT JOINING THE MILITARY



- Patriotism was a favorable comment mentioned by 10 percent of the fathers, 6 percent of the mothers, 6 percent of service friends and 2 percent of girl friends and wives.

Unfavorable

- Fathers did not have as many unfavorable comments as others: only 14 percent of the fathers made unfavorable comments as opposed to 20 percent of service friends, 43 percent of the mothers and 79 percent of the girl friends and wives.
- Wives and girl friends listed "separation" as the major unfavorable attribute of the military (64%) followed by their "fear of injury" and the "danger" associated with the military (13%). Mothers also mentioned these two aspects of military as the most unfavorable.
- Service friends felt that the "loss of status" was the most unfavorable aspect, 4 percent mentioned this.

Table 16 presents the favorable and unfavorable aspects of military life as perceived by friends and relatives of those youths interested in the National Guard.

A breakdown by eligibility shows that a greater percentage of those eligible and interested in the National Guard discussed joining the service with parents, friends, spouses or teachers than did the eligible and uninterested. The same is true for the ineligible and interested- they discussed the matter with others to about the same extent as the eligible and interested. Exhibit IV-8 displays this data.

Youths which are both eligible and interested in the National Guard stated that relatives and friends were in favor of or neutral concerning the youths' joining the service. The youths stated that 38 percent of their fathers were in favor, 28 percent of the mothers, 48 percent of their service friends, and 9 percent of the girl friends/ wives. Youths which were interested and ineligible had even greater

percentages of favorable comments concerning their joining the service: 49 percent of the fathers, 36 percent of the mothers, 56 percent of service friends and 16 percent of girl friends and wives stated they would be in favor of the youth's joining the service.

Table 16. REASONS FOR RELATIVES' OR FRIENDS' FEELINGS ABOUT JOINING THE MILITARY*

(Only asked of those who stated relatives or friends were in favor or against youth joining military).

	Those Interested in National Guard			
	Father	Mother	Girl Friend/ Wife	Service Friend
<u>Favorable Comments</u>	(84)	(55)	(19)	(79)
Job Training/Learning a Career	21	17	5	22
Growing Up/Maturity	19	15	3	11
Exciting Job/Career	18	12	5	23
Benefits are Good	14	9	4	21
Patriotism	10	6	2	6
Other Favorable	33	15	5	28
n	345	385	422	442
<u>Unfavorable Comments</u>	14	43	79	20
Negative Military Exp. by Father	3	2	1	2
Civilian Education	3	4	2	0
Danger/Fear of Injury	3	14	13	2
Separation/Being Apart	2	16	64	1
Loss of Status of Mili- tary vs. Civilian	2	3	3	4
Other Favorable	5	10	9	13
n	345	385	422	442

* Multiple responses received.

No cause and effect relationship can be drawn from this previous discussion since data was not obtained on the youths' intentions before and after speaking with the relative or friend; however, it is interesting to note that in over 70 percent of the cases the youth initiated the conversation with the parent or parents on the possibility of joining the service (Table 17.)

**Table 17, INITIATION OF CONVERSATION WITH PARENT OF JOINING
THE SERVICE BY ELIGIBILITY AND INTEREST IN THE GUARD**

	Eligible		Ineligible	
	Interested in NG	Not Interested in NG	Interested in NG	Not Interested in NG
Youth initiated conversation of joining the ser- vice with parent	%	%	%	%
	72	70	76	71
n	200	1,005	166	469

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 only slightly 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. Only 6% of the potential National Guard enlistees had contact with a National Guard recruiter.

National Guard recruiters have lower contact rates than active military recruiters. Thirty percent of all youths interested in the active military, and 28 percent of those interested in the National Guard, had contact with a recruiter representing the active military in the last six months. Twenty-three percent of those not interested in the military reported such contact. Fifty-four percent of those interested in the National Guard, 52 percent of those interested in the active military, and 50 percent of those not interested in the military, reported they had had such contact at some time in the past. However, only 6 percent of those interested in the National Guard, 3 percent interested in the active military, and only 3 percent of those not interested in the active military reported ever having any contact with a National Guard recruiter.

Advertising by the Armed Forces is another factor which should aid in influencing youths to enlist. *The National Guard slogan "The most important part-time job in America" was correctly associated with the National Guard by 40 percent of those youths who were interested in enlisting the Guard and 46 percent of youths not interested in the active military.* Recognition levels for all the slogans were almost as high among those not interested in the active military as among

those who were interested. The slogan, "The belongs, maybe you belong to the, " was correctly identified by 14 percent of those interested in the National Guard and 12 percent of those not interested in the military. The Army slogan "Join the people who've joined the", received the highest recognition with 58 percent of potential National Guard enlistees recognizing this slogan. This highly familiar slogan was followed by the Marine Corps' slogan of "The Few, the Proud, the, " which was familiar to 46 percent of those interested in the National Guard. Presented in Exhibit IV-9 are the slogans and the percentage of youths correctly identifying service associated with each slogan.

A comparison of the slogans used by enlistees in the Fall and Spring 1976 surveys indicates that the two National Guard slogans have dropped a few familiarity percentage-points among youths interested in the National Guard, while other service slogans have gained recognition among the same youths. Table 18 presents the recognition rates for both Spring and Fall 1976 surveys. Exhibit IV-9 in Appendix IV presents the 1976 Fall Survey Slogan Recognition Rates for each slogan.

Without knowledge of the extent and duration of exposure to the slogans, and the change in exposure (if any) between the Spring and Fall surveys, it is not possible to explain the differences in slogan recognition rates between the two surveys.

Table 18. COMPARISON OF SLOGAN RECOGNITION FOR FALL AND SPRING
1976 SURVEYS

Slogan	Fall 1976 Those Interested in National Guard	Spring 1976 Those Interested in National Guard	Statistically Significant Difference at 95% Level of Confidence
"The Most Important Part-Time Job in America" (National Guard)	40 ± 1.9	45 ± 2.8	No
"The _____ belongs. Maybe you belong to the ..." (National Guard)	14 ± 1.3	24 ± 2.4	Yes
"The _____ offers the same pay, technical training, and educa- tional opportunities as the other services" (Marine Corps)	31 ± 1.8	17 ± 2.1	Yes
"There is a _____ education pro- gram called Project Ahead, which lets me earn college credits while in the _____ paying up to 75% of my tuition" (Army)	38 ± 1.8	29 ± 2.5	Yes
"Look up, be looked up to" (Air Force)	37 ± 1.8	33 ± 2.6	No
"Join the People Who've Joined the _____" (Army)	58 ± 1.9	46 ± 2.8	Yes
"_____ -A Great Way of Life" (Air Force)	20 ± 1.5	14 ± 1.9	No
n	689	319	

An extensive investigation of the factors which have an impact on slogan recognition is necessary in order to explain the differences in slogan recognition between the Fall and Spring surveys. Some of the factors which need further investigation include: the changes in the extent and duration of exposure, the changes in the method of exposure (print or TV), and the changes in slogans (new slogans enter market, old slogans are phased out), and the length of time each slogan has been promoted.

Some figures on the percent change of the dollar expenditures spent by each branch of the military between the Spring and Fall 1976 surveys have been included in Table 19. Overall, all the services increased their total dollar expenditures for advertising; however, the mix or proportion of advertising dollars spent for print and TV changed before the latest survey (Fall 1976).

Table 19 shows the percentage change for TV and print advertising; all services increased their TV expenditures while all but two services (National Guard and Marines) increased their Print expenditures. This increase in exposure for certain services may have brought about the increased slogan recognition rates. Again, it should be noted that other factors may also be influential in the changing recognition rates, and these factors should be investigated.

Table 19. PERCENT CHANGE OF DOLLAR EXPENDITURES
FOR ADVERTISING FOR APRIL THROUGH SEPTEMBER 1976
OVER OCTOBER THROUGH MARCH 1976

Active	% Change For Television Announcements	% Change For Print Advertisements
Air Force	+132%	+74%
Army	+28	+51
Coast Guard	+36	+149
Marines	+39	-28
Navy	+21	+69
Reserves	+49	Data Not Available
National Guard	+29	-14

SECTION 5

RECOMMENDATIONS

In the King Research, Inc. report* on the Spring 1976 survey, recommendations were made both to improve the survey design and statistical precision of the data, and to aid National Guards planners in spotting those areas or segments of the populations where additional recruiting attention may prove to be beneficial in increasing enlistment. Since time did not permit the implementation of these recommendations before the Fall 1976 survey, these recommendations are again presented in Appendix VI. In addition to these recommendations, the following areas should be investigated more fully.

RECOMMENDATION 1 Determine whether the youths live in urban, rural or suburban areas.

Since interest may vary significantly by area of the country lived in, it is recommended that a cross tabulation of interest rates in the National Guard by urban, rural and suburban areas be obtained. The additional breakdown by suburban areas is suggested since it is possible that youths in this area hold different opinions than strictly urban or rural youths.

This task may be accomplished by matching the telephone exchanges by degree of urbanization.

RECOMMENDATION 2 Determine impact of influencers upon decisions of youth to enlist in National Guard.

A series of questions should be incorporated into the questionnaire which are devised to determine if the youths change their attitudes (become more or less favorable) toward joining the Guard after having

*"A Study of Youths and Prospective National Guard Recruits", Feb. 1977.

talked with recruiters, parents, friends in service, teachers, or counselors or their wives or girlfriends.

RECOMMENDATION 3 Determine the effectiveness of Recruiters.

Other studies seem to indicate that a major influencer is the National Guard Recruiter. It is clear that a more thorough investigation of the Recruiters availability and helpfulness are needed. Questions should be incorporated into the survey instrument which reveal why a youth has not consulted a recruiter.

- is it because the youth is not interested in the Guard?
- is it because the youth does not know where to locate a recruiter?
- is it because the youth knows where the recruiter is located but that the location is not easily accessible to the youth?

In addition, questions on the effectiveness of the recruiter should be evaluated, such as:

- is the recruiter responsive to the youths' inquiries (telephone calls, postcards, etc.) on a timely basis?
- is adequate information (brochures, descriptions of programs) on the National Guard easily obtainable; does the recruiter have the information readily available or is it up to the youth to obtain it?
- is the recruiter proficient at explaining the Guard programs?

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

National Guard Bureau

FACT SHEET



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).

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 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.

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 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.

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

Number 102-76

April 1976

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 10th 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.

AD-A051 679

DONER (W B) AND CO BALTIMORE MD

F/G 5/9

A STUDY OF YOUTHS AND PROSPECTIVE NATIONAL GUARD RECRUITS (FALL--ETC(U)

JUL 77 K A MCEVOY

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2 OF 2

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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 Currently a Junior or Senior in College or in Grad. School		In Military Service, National Guard or Reserves				Qu. 3d		
16	17	18	19	20	21	Yes	No	Qu. 3b Now	Qu. 3c Has Been	Qu. 3d Will Be					
								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"/>		(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"/>		(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"/>		(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"/>		(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:	Date _____	Time _____	Result: _____
2nd App:	Date _____	Time _____	Result: _____
3rd App:	Date _____	Time _____	Result: _____

KEEP TRACK OF TERMINATES.

CHECK HERE IF NO ONE IN
HOUSEHOLD QUALIFIES OR IF
NO INTERVIEW IS CONDUCTED → ☐ 42
TTT-1

(43-78 Open)

BEST AVAILABLE COPY

BEST AVAILABLE COPY

OMB #22-R-0339

Job No. H390-1

Page 2

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"/>	(21)
17 . . . <input type="checkbox"/>	20 . . . <input type="checkbox"/>	
18 . . . <input type="checkbox"/>	21 . . . <input type="checkbox"/>	

3b. Are you attending school now?

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

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	(23)
11th Grade (High School) 2	2nd year of 4-year college (Sophomore) 7	
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	
	4th year of college or more X	

TERMINATE

3d. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3i) 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	(25)
1 year of High School 1	3 years of High School 3	

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 (26)

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 Type	
Air Force	1	2	3	4	(29)
Army	5	6	7	8	
Coast Guard	9	0	X	8	
Marine Corps	1	2	---	3	(30)
Navy	4	5	---	6	
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 [] or the Army National Guard []?) Don't Know						(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						(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 Q4, 4b-4c IF "DEFINITELY" OR "PROBABLY" TO ANY OF THE SERVICES OR NATIONAL GUARD/RESERVES, OR TO MILITARY SERVICE IN GENERAL (BOXED ITEMS). OTHERWISE, SKIP TO Q4. N. ASK Q4, 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	Guard/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	

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- 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 Imp.	Very Imp.	Fairly Imp.	Not Important At All	Don't Know	
() Gives you an opportunity to better your life	1	2	3	4	5	(49)
() Trains you for leadership	1	2	3	4	5	(50)
() Teaches you a valuable trade or skill	1	2	3	4	5	(51)
() Helps you get a college education while you serve	1	2	3	4	5	(52)
() Allows you to see many different countries of the world	1	2	3	4	5	(53)
() Provides good benefits for you and your family	1	2	3	4	5	(54)
() Is a career you can be proud of	1	2	3	4	5	(55)
() Has other men you would like to work with	1	2	3	4	5	(56)
() Gives you the job you want	1	2	3	4	5	(57)
() Gives you a job which is challenging	1	2	3	4	5	(58)
() Pays well to start	1	2	3	4	5	(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 Q4, 5b, ASK:) Which one service is this most true of? (SINGLE RESPONSE ONLY)

Q4. 5b				Q4. 5c							Q4. 3	
True of				Most True Of:							Dep.	
START HERE	Any Service			Don't Know	Air Force	Army	Coast Guard	Marine Corps	Navy	Don't Know	1-20	
	Yes	No										
()	Gives you an opportunity to better your life.	1	2	3	(60)	1	2	3	4	5	6	(21)
()	Trains you for leadership.	1	2	3	(61)	1	2	3	4	5	6	(22)
()	Teaches you a valuable trade or skill.	1	2	3	(62)	1	2	3	4	5	6	(23)
()	Helps you get a college education while you serve	1	2	3	(63)	1	2	3	4	5	6	(24)
()	Allows you to see many different countries of the world.	1	2	3	(64)	1	2	3	4	5	6	(25)
()	Provides good benefits for you and your family	1	2	3	(65)	1	2	3	4	5	6	(26)
()	Is a career you can be proud of.	1	2	3	(66)	1	2	3	4	5	6	(27)
()	Has other men you would like to work with	1	2	3	(67)	1	2	3	4	5	6	(28)
()	Gives you the job you want	1	2	3	(68)	1	2	3	4	5	6	(29)
()	Gives you a job which is challenging	1	2	3	(69)	1	2	3	4	5	6	(30)
()	Pays well to start.	1	2	3	(70)	1	2	3	4	5	6	(31)
					(71-79 open)							
					80(2)							

(71-79
open)
802

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

Which org. service, if any, made this statement?


START HERE	Air Force	Army	Coast Guard	Marine Corps	Navy	National Guard	None	Don't Know	
() The BLANK offers the same pay, technical training and educational opportunities as the other services, plus the right to call yourself a BLANK	1	2	3	4	5	6	7	8	(32)
() Good work. The BLANK	1	2	3	4	5	6	7	8	(33)
() 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	(34)
() If you're looking for adventure, the field suddenly narrows	1	2	3	4	5	6	7	8	(35)
() The most important part-time job in America	1	2	3	4	5	6	7	8	(36)
() Look up, be looked up to	1	2	3	4	5	6	7	8	(37)
() Help others, help yourself in the BLANK	1	2	3	4	5	6	7	8	(38)
() Join the people who've joined the BLANK	1	2	3	4	5	6	7	8	(39)
() The BLANK belongs. Maybe you belong to the BLANK	1	2	3	4	5	6	7	8	(40)
() BLANK - a great way of life	1	2	3	4	5	6	7	8	(41)
() It's not just a job, it's an adventure	1	2	3	4	5	6	7	8	(42)
() The few, the proud, the BLANK	1	2	3	4	5	6	7	8	(43)

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Now, let's go on to another subject.

7a. In the last six months, have you had any contact with a military recruiter representing the active military?

Yes 1 

No 2 (SKIP TO QU. 7c)

(44)

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

**START
HERE**

In the Last
Six Months
Yes No

- | | | | |
|---|---|---|------|
| () Have you gone to a recruiting station and talked to a recruiter..... | 1 | 2 | (45) |
| () Have you talked face-to-face with a recruiter somewhere other than at a recruiting station..... | 1 | 2 | (46) |
| () Have you heard a recruiter give a talk at your high school | 1 | 2 | (47) |
| () Have you talked to a local recruiter by telephone | 1 | 2 | (48) |
| () Have you received recruiting literature in the mail..... | 1 | 2 | (49) |

7c. (ASK EVERYONE.) In the last six months..... (READ EACH STATEMENT. START WITH THE "X'd" ITEM.)

Yes No

- | | | | |
|---|---|---|------|
| () Have you discussed the possibility of enlistment with friends already in the service or who have been in the service..... | 1 | 2 | (50) |
| () Have you talked with a teacher or guidance counselor at school about possible enlistment | 1 | 2 | (51) |
| () Have you talked with your girl friend or wife about possible enlistment..... | 1 | 2 | (52) |
| () Have you talked with one or both parents about possible enlistment..... | 1 | 2 | (53) |
| () Have you taken an aptitude or career guidance test in high school given by the armed services..... | 1 | 2 | (54) |
| () Have you made a toll-free call for information about the military | 1 | 2 | (55) |
| () Have you asked for information about the military by mail | 1 | 2 | (56) |
| () Have you been physically or mentally tested at a military examination station..... | 1 | 2 | (57) |

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	Navy	Marine Corps	Coast Guard	Don't Know
Recruiters represented.....	1	2	1	1	1	1
8c. (IF "AIR FORCE," "ARMY" OR "MARINE CORPS," ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?.....	(60)	(64)	(66)			
Active Air Force... 1	1	Active Army... 1	Active Marine... 1			
Air Nat. Guard... 2		Army Nat. Guard... 1	Marine Reserve... 1			
Air Force Reserve... 3		Army Reserve... 2	Don't Know... 3			
Don't Know... 4		Don't Know... 3				
8d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?						
Recruiter contacted first..... 1	(61)	1 (65)	1 (69)	1 (72)	1 (75)	
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	(62)	1 (66)	1 (70)	1 (73)	1 (76)	
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	(63)	1 (67)	1 (71)	1 (74)	1 (77)	
or, Slightly more favorable..... 2		2	2	2	2	
<u>Didn't Change:</u>						
(Was that...)						
<u>Less Favorable:</u>						
(Was that...)						
Slightly less favorable..... 4		4	4	4	4	
or, Much less favorable..... 5		5	5	5	5	

(78-79 open)

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

5 8

Cd. 4
Dup. 1-4

9b. If the starting pay were increased by \$50 a month, would you be more likely, or not, to consider joining one of the active military services?

More Likely... 1 ☒

Would it be....

Much more likely... 2

Somewhat more likely... 3

Just a little more likely... 4

Not more likely... 6

Don't know... 7

(9)

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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	(10)
Developing your potential.....	1	2	3	4	5	(11)
Job security, i.e., a steady job.....	1	2	3	4	5	(12)
Making a lot of money.....	1	2	3	4	5	(13)
Working for a better society.....	1	2	3	4	5	(14)
Having the respect of friends.....	1	2	3	4	5	(15)
Doing challenging work.....	1	2	3	4	5	(16)
Adventure and excitement.....	1	2	3	4	5	(17)
Learning as much as you can.....	1	2	3	4	5	(18)
Helping other people.....	1	2	3	4	5	(19)
Being able to make your own decisions on the job.....	1	2	3	4	5	(20)
Recognition and status.....	1	2	3	4	5	

Just a few more questions. How would the following people feel if you told them you were thinking about joining any of the military services?

- 11a. Would your (NAME FIRST PERSON) Be in favor of your joining the service, against it, or neutral?
(IF "IN FAVOR," ASK:) Would (he/she) be very much in favor of it or slightly in favor of it?
(IF "AGAINST," ASK:) Would (he/she) be slightly against it or very much against it?
(REPEAT QUESTION FOR EACH PERSON LISTED BELOW.)

	<u>Father</u>	<u>Mother</u>	<u>Girl Friend or Wife</u>	<u>Friends in the Service or Who Have Been in the Service</u>
	(21)	(22)	(23)	(24)
DON'T HAVE	0	0	0	0
<u>IN FAVOR</u>				
Very much	1	1	1	1
Slightly	2	2	2	2
<u>AGAINST</u>				
Slightly	3	3	3	3
Very much	4	4	4	4
<u>NEUTRAL</u>	5	5	5	5
<u>DON'T KNOW</u>	6	6	6	6

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11b. (ASK FOR EACH PERSON IN QU. 11a WHO WAS "IN FAVOR" OR "AGAINST") You said your (NAME PERSON) would be (IN FAVOR/AGAINST) your joining one of the military services. Why do you think (he/she) would feel that way?

	Father	Mother	Girl Friend or Wife	Friends in the Service or Who Have Been in the Service
FAVORABLE COMMENTS (25)	(27)	(29)	(31)	
Attraction1	1	1	1	
Growing up/instability2	2	2	2	
Benefits are good3	3	3	3	
Exciting job/career4	4	4	4	
Job training/learning a career5	5	5	5	
Other than the above6	6	6	6	
UNFAVORABLE COMMENTS (26)	(28)	(30)	(32)	
Separation/being apart1	1	1	1	
Danger/fear of injury or death2	2	2	2	
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier")3	3	3	3	
Civilian education4	4	4	4	
Negative military experience by father5	5	5	5	
Other than the above6	6	6	6	

(ASK QU. 12a & 12b IF "YES" TO "TALKED WITH ONE OR BOTH PARENTS"
-- QU. 7c, PAGE 6

12a. You told me you had discussed the possibility of joining the military with one or both of your parents. Which parent did you discuss it with -- your father, your mother, or both?

Father 1 Mother 2 Both 3 (33)

12b. In your discussions, who is usually the one to bring up the possibility of joining the military -- you or your parent(s)?

Respondent 1 Parents 2 Both/not sure 3 (34)

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Now, I have a few questions to help us put our participants into proper groups. Remember that the information you give us is completely confidential.

56

--	--

--	--

--	--	--

 62 (63-
open)
80[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
	%	\pm %	Inter.	Err		%	\pm %	Inter	Err
			%	\pm %				%	\pm %
17	25	2.1	19	0.7	16	55	2.9	58	1.4
18	24	2.1	22	0.7	17	23	2.4	16	1.0
19	20	2.0	22	0.7	18	7	1.5	8	0.7
20	14	1.8	19	0.7	19	4	1.1	6	0.6
21	17	1.9	19	0.7	20	7	1.5	7	0.7
					21	4	1.1	5	0.6
Total	101		101		Total	100		100	
n	389		3,070		n	300		1,311	

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

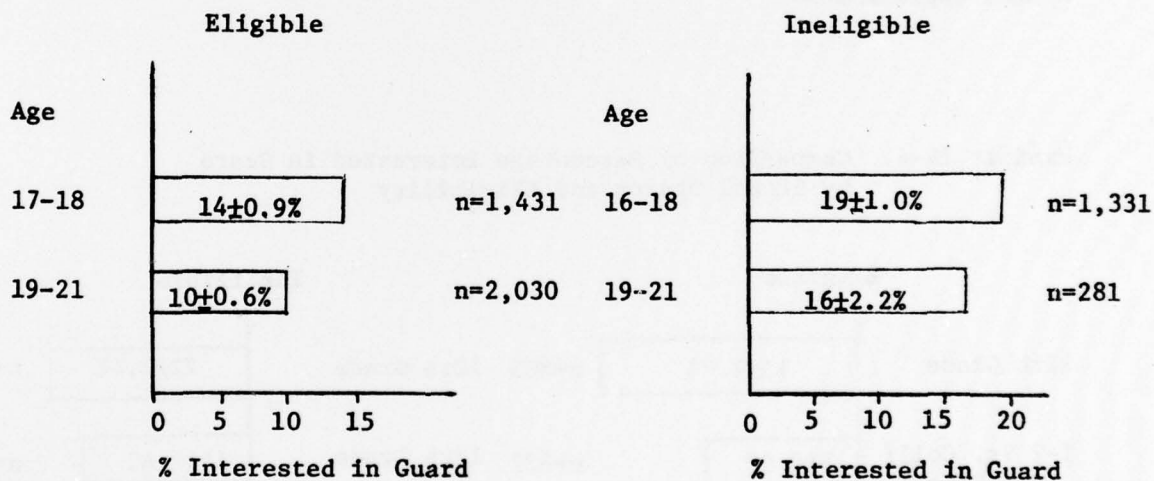


Exhibit IV-3. Percentage of Youths Interested/Not Interested
In Guard by Eligibility School Status (Grade Level)

Eligible					Ineligible				
School Status	Inter- ested	Std Err	Not Inter.	Std Err	School Status	Inter- ested	Std Err	Not Inter.	Std Err
	%	\pm %	%	\pm %		%	\pm %	%	\pm %
12th Grade	33	2.4	24	0.7	10th Grade	20	2.3	16	1.0
1-2 Yr.Voc.	3	*	2	0.3	11th Grade	53	2.9	51	1.3
1-2 Yr.College	12	1.7	17	0.6	12th Grade	5	*	3	*
1-2 Yr.Jr. College	3	*	5	0.4	Not Attending	23	2.5	30	1.3
Not Attending	49	2.6	51	0.9					
Total	100		99		Total	101		100	
n	384		3,042		n	293		1,297	

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

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

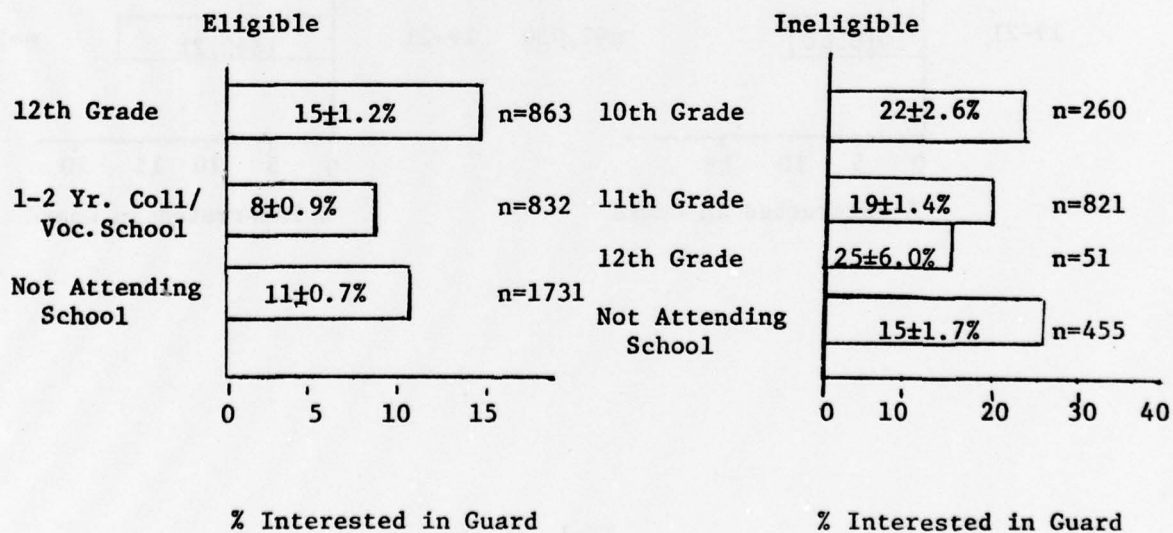
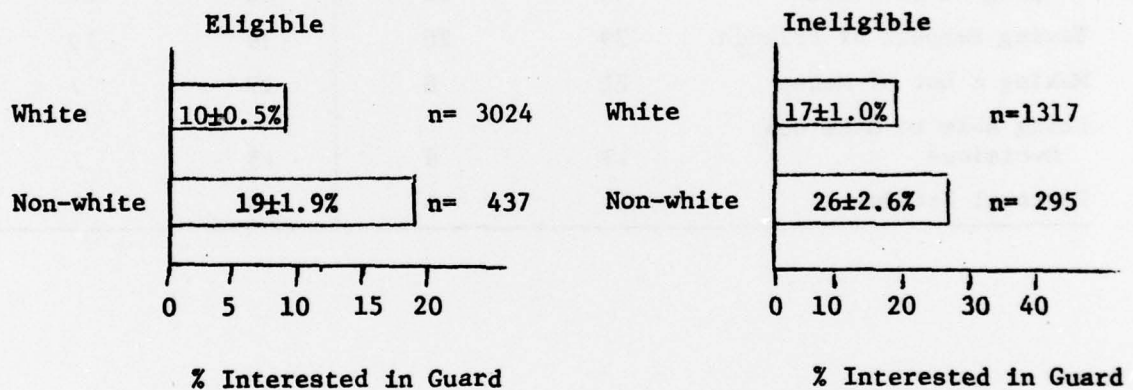


Exhibit IV-5 Percentage of Youths Interested/Not Interested in Guard by Eligibility by Race

Eligible					Ineligible				
Race	Inter- ested %	Std Err + -%	Not Inter. %	Std Err + -%	Race	Inter- ested %	Std Err + -%	Not Inter. %	Std Err + -%
White	79	2.0	88	0.6	White	75	2.5	83	1.0
Non-white	21	2.0	12	0.6	Non-white	25	2.5	17	1.0
Total	100		100		Total	100		100	
n	391		3,070		n	301		1,311	

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



**Exhibit IV-7 PERCENT OF YOUTH STATING MILITARY AS
PLACE LIKELY TO ACHIEVE LIFE GOALS**

Goals	% Stating Military as Place Likely to Achieve Goals			
	All Youth		Eligible Youth	
	Interested in NG	Not Interested in Military	Interested in NG	Not Interested in Military
Adventure & Excitement	71	51	71	50
Job Security	63	56	65	57
Developing Potential	53	29	51	27
Recognition and Status	52	35	53	33
Doing Challenging Work	50	28	46	25
Working for Better Society	48	28	45	26
Learning as Much as Can	48	26	44	23
Helping other People	43	28	40	26
Having Respect of Friends	39	20	38	19
Making a Lot of Money	21	8	17	7
Being Able to Make Own Decisions	17	8	15	7
Personal Freedom	14	4	9	3

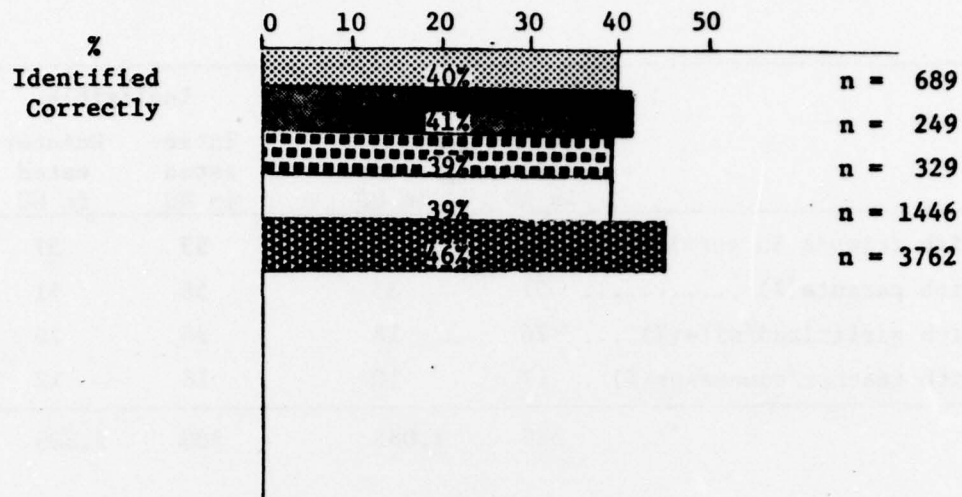
Exhibit IV-8. Percentage of Youths Discussing Service Intentions
with Influencers by Eligibility and Interest in the
National Guard

	Eligible		Ineligible	
	Inter- ested in NG	Uninter- ested in NG	Inter- ested in NG	Uninter- ested in NG
Talked with friends in service (%)	57	39	53	37
Talked with parents(%)	51	33	56	51
Talked with girlfriend/wife(%) ...	26	18	26	26
Talked with teacher/counselor(%) .	17	10	18	12
n	389	3,065	300	1,309

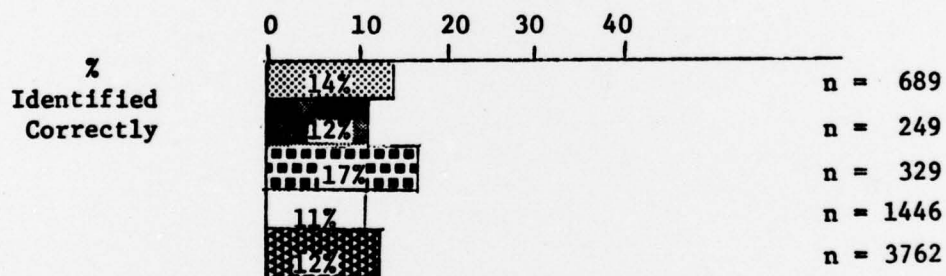
Exhibit 9 . PERCENTAGE OF YOUTH IDENTIFYING ADVERTISING
SLOGANS CORRECTLY






NATIONAL GUARD SLOGANS

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



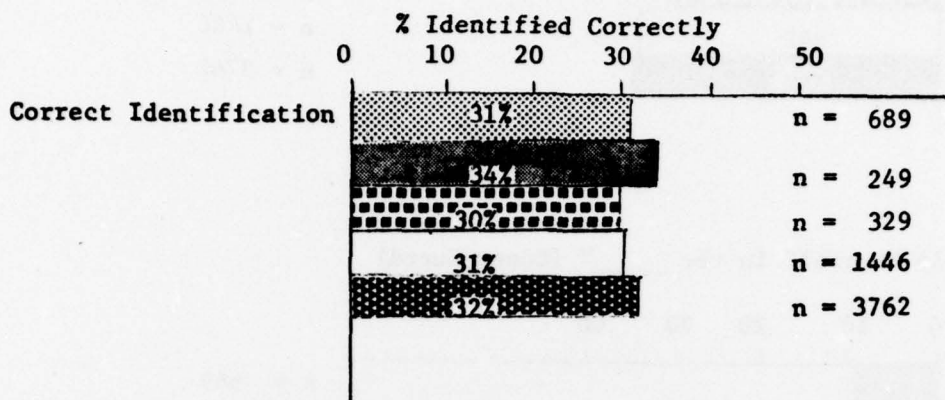
"The belongs. Maybe you belong to the"



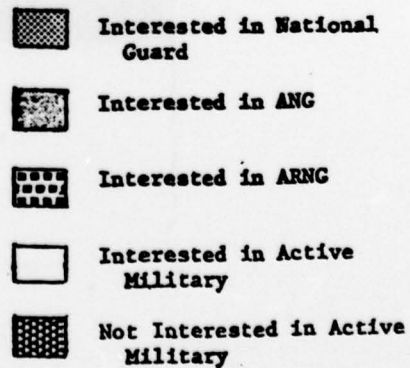
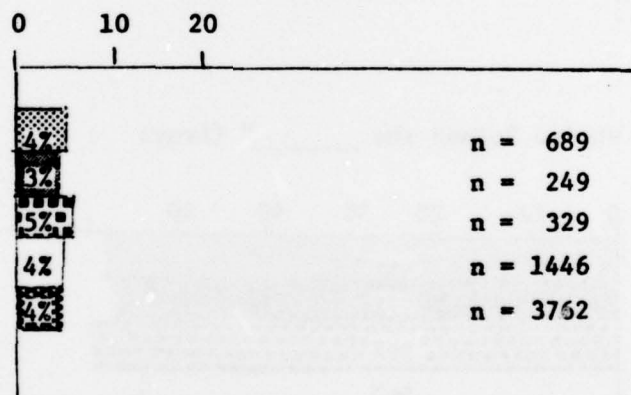
-  Interested in National Guard
-  Interested in ANG
-  Interested in ARNG
-  Interested in Active Military
-  Not Interested in Active Military

OTHER SERVICE SLOGANS

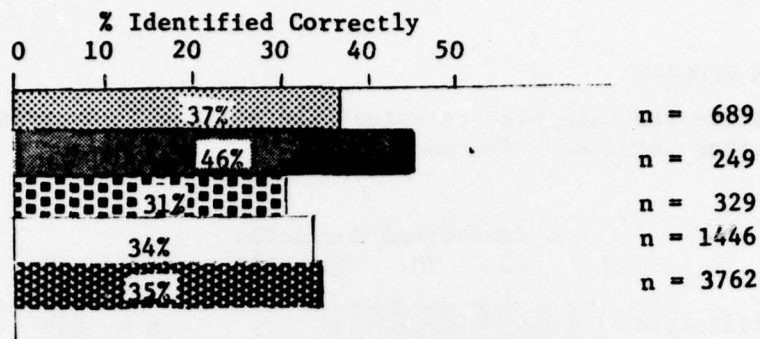
"The _____ offers the same pay, technical training, and educational opportunities as the other services" (Marine Corps)



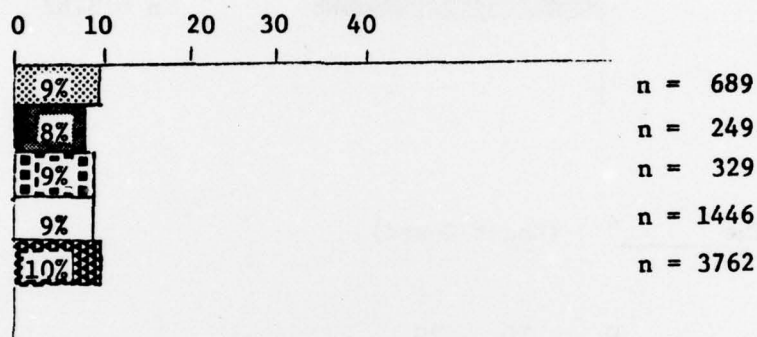
"Good Work, The _____" (Coast Guard)



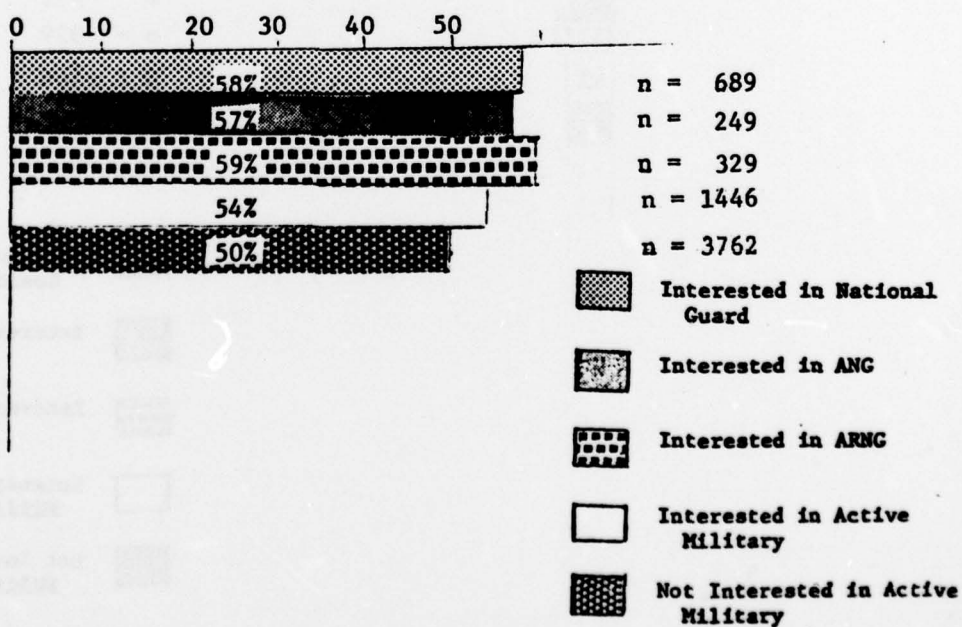
"Look up, be looked up to" (Air Force)



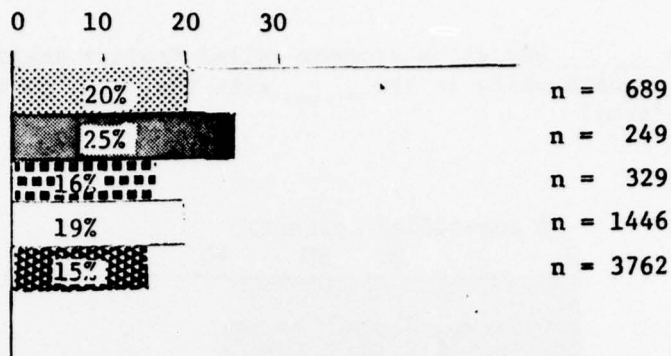
"Helps Others, Help Yourself in the _____" (Coast Guard)



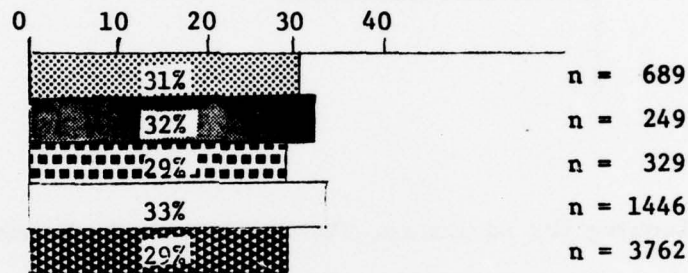
"Join the People Who've Joined the _____" (Army)



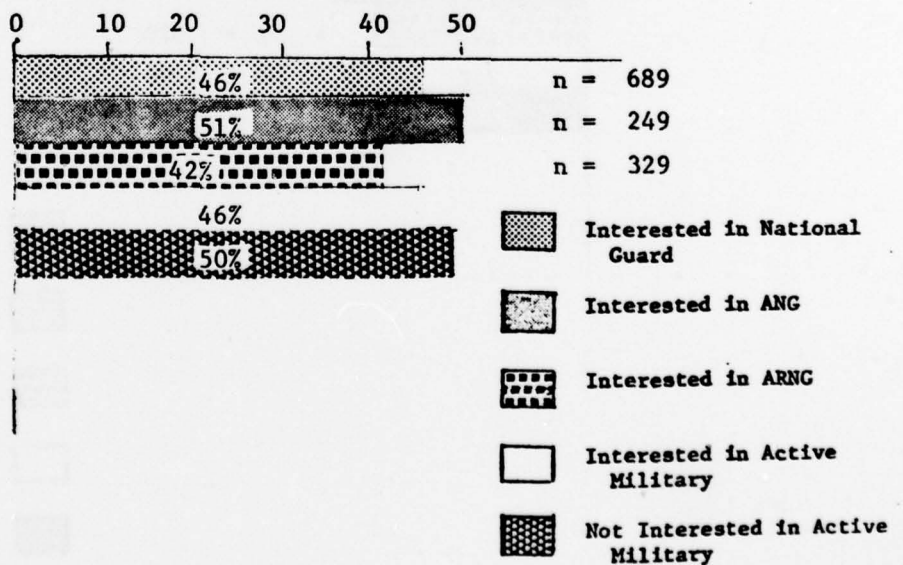
"_____ -a great way of life" (Air Force)



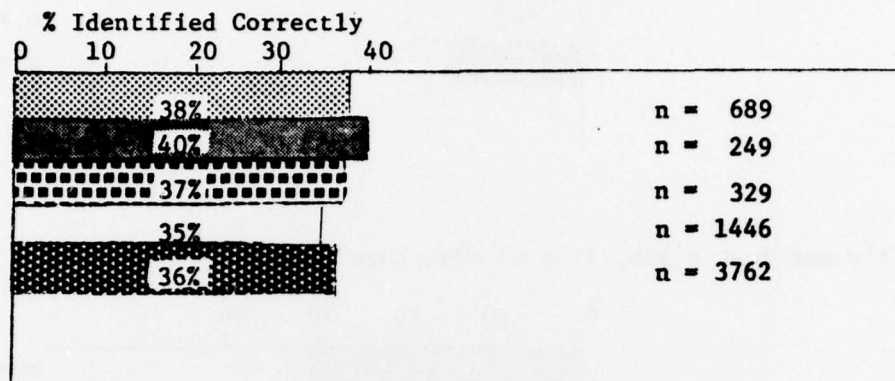
"It's not just a job, it's an adventure" (Navy)



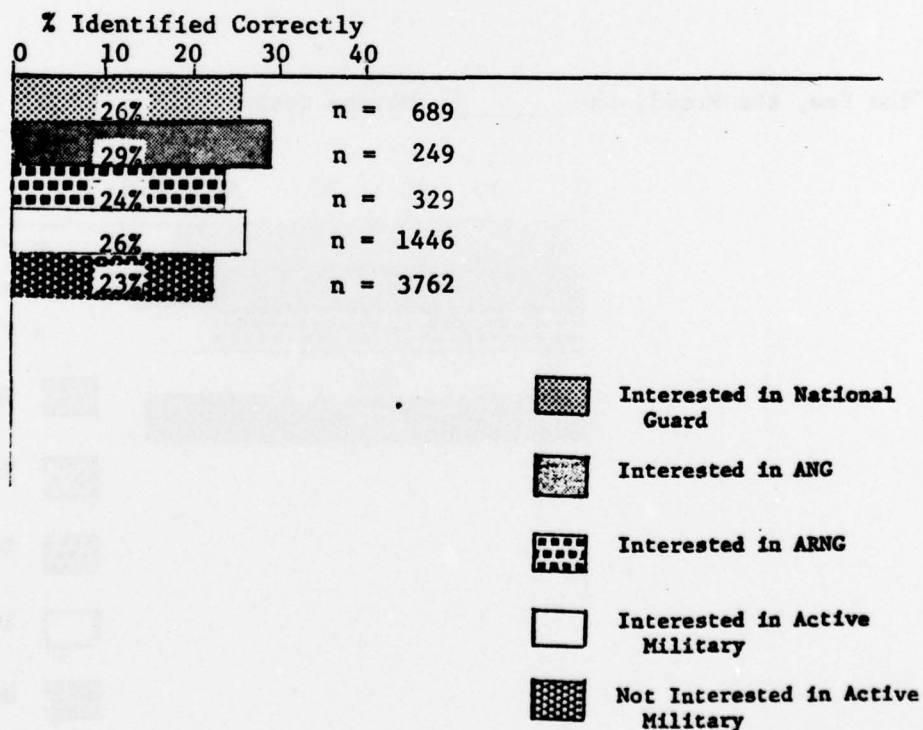
"The Few, the Proud, the _____" (Marine Corps)



"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)



"If you're Looking for Adventure, The Field Suddenly Narrows." (Navy)



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^{1,2} 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 1,204 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:

	No. of Positive Youths by Service *
National Guard	689
Reserves	728
Active Military	1,446

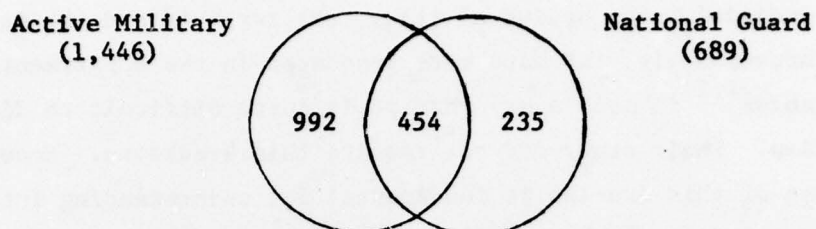
¹Youth Attitude Study, Enlistment Intent-Active Duty, Vol. 2, Prepared for the Department of Defense, Market Facts, Inc., Fall 1976.

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

* These do not add to 1,787 because of overlap of services.

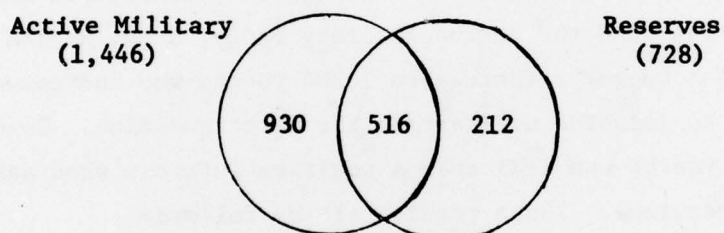
The total number of positive youths is deduced to be 1,787. The method of estimation is described briefly below.

The number of youths interested in the National Guard and the active military is shown below:



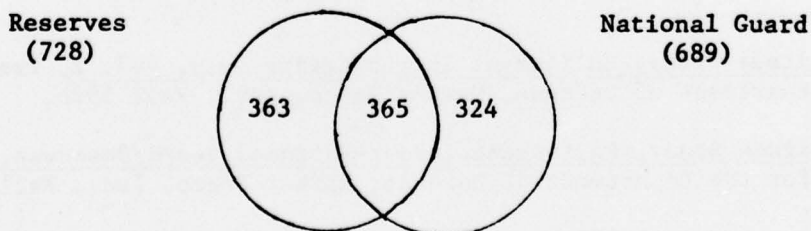
The overlap of youths interested in both the National Guard and active military is 454. Thus, 66 percent of the youths interested in the National Guard also indicated an interest in joining the active military.

The number of youths interested in the active military and the reserves is shown below:



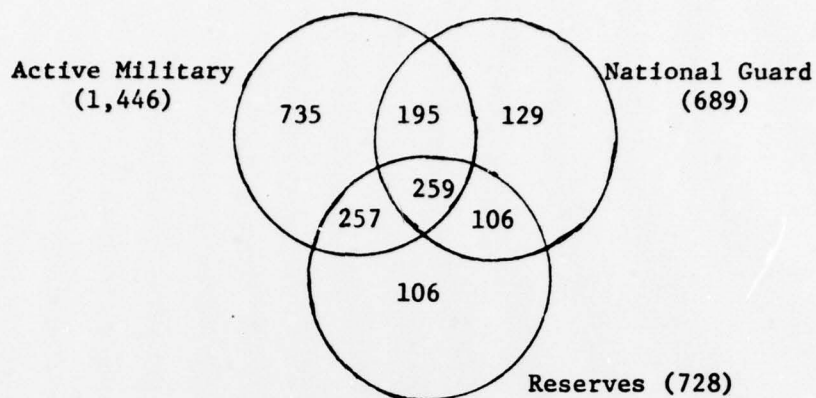
The number of those interested in the active military who are also interested in the reserves is 516. The proportion of those interested in the reserves who are interested in the active military is 71 percent which is similar to the National Guard proportion (66%).

The number of youths interested in the National Guard who are also interested in the reserves is given as follows:



Thus, 365 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 (235), reserves (212), and the National Guard and reserves (106) is the same as the relationship among reserves and the National Guard (689, 728, 365 respectively). Thus, there is a total of 341 youths who are interested in the National Guard and reserves who are not interested in the active military. The 341 youths added to the 1,446 youths interested in the active military yields a total of 1,787 youths interested in the military out of the sample of 5,475 youths.

One should note that most of the data reported in the DOD tracking study refers to the 1,204 youths who indicated an interest in the military and not the 1,787 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 1,787 total youths.

APPENDIX VI

RECOMMENDATIONS FROM SPRING '76 SURVEY

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.