MARKET FACTS

LEVEL II

YOUTH ATTITUDE
TRACKING STUDY

FALL 1976

A Report Prepared for:

The Department of Defense

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This is the third of a series of bi-annual youth surveys to gauge youth propensity to enlist, perceptions of military service, sources of information about the military and youth goals and aspirations.

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INTRODUCTION

The rationale for conducting this study as well as the survey design and objectives are described in the Introduction to the Fall 1975 report. For the reader's convenience, the following comments are reprinted from the Fall report. Some references are added to reflect chronological and survey content changes.

Background and Objectives

There are a number of factors that are related to a young man's decision to enlist in a military service. Factors such as national unemployment, the country's engagement in foreign conflict, and regional cultural environments can have a strong bearing upon enlistment. Other factors related to enlistment behavior include youths' general attitudes concerning military service and their awareness of the opportunities provided by the services. These factors, especially awareness, are influenced largely by promotion and advertising as well as the many activities of service recruiters. Youths' attitudes and awareness also reflect the impact of various other influencers, such as their peers, parents and family, teachers, coaches, counselors, and ex-servicemen.

General attitudes concerning military service can change over time partially because the potential market of 17 to 21 year old youths

changes every year as new youths enter and older ones leave this age
bracket. The outcome of recruiting efforts can be influenced by alter-
ing military service attributes such as salaries, bonuses, training
options, length of service, and so on. The military services can also
directly influence the propensity to serve through increasing awareness
of these attributes and by improving attitudes by means of promotion,
advertising and recruiter efforts. Indirectly, improved awareness and
attitudes can also be achieved by improving the awareness and attitudes
of the influencers of potential enlistment prospects.

Beginning in 1971, semi-annual youth surveys have been conducted
each Fall and Spring (excepting Spring, 1975) for the Department of
Defense. These surveys included interviewing a sample of non-prior
service 16 to 21 year old male youths to gain insight into a variety of
issues associated with their attitudes toward employment in general and
military service in particular. The eleventh such survey was conducted
by Market Facts, Inc. in the Fall of 1976. This present report provides
detailed analysis of the third of a three-part survey (Fall 1975, Spring
1976, and Fall 1976), with an examination of some changes between Fall
1975 and Fall 1976.

In order to compete effectively in the youth labor market, the
Department of Defense has a continuing need to obtain current attitudinal

information concerning the nation's youth. The principal objective of this survey is to provide the Department and the Services with valid, timely, and actionable data concerning the youth labor market on a continuing semi-annual tracking basis. This survey deals with propensity to serve in the military; effectiveness of advertising and recruiting efforts; impact of influencers; importance of military attributes; and characterization of youths by such factors as their demographics and life goals.

The information gathered on this and the past two surveys has three fundamental objectives. The first objective is to gather information that has common utility for all the military services.

Secondly, twenty-six special recruiting areas were isolated throughout the country so that special analyses could be performed on each of them. These areas, referred to as Tracking Areas, comprise one or several geographic units of each of the services: Recruiting Detachments (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Each service then can track the study variables over time within actionable geographic areas defined by recruiting boundaries of each service.

Thirdly, the study is designed to provide longitudinal observations over time so that changes in attitudes and behavior can be detected

and appraised. It is anticipated that controlled experiments might be attempted over time in the Tracking Areas to test such factors as promotional materials, recruiting practices, and advertising strategy.

A special feature included in the Fall 1976 study is a question dealing with the effect of a $50 a month pay increase on propensity to serve in the military. The study design permits such inclusion of special features from time to time. In the Spring 1976 survey, a series of questions about the G.I. Bill and its educational benefits was included.

Study Design

The survey involved 16-21 year old males who do not have prior or current military involvement and who are not beyond their second year of college. In total, 5475 interviews were completed.

The survey employed telephone interviewing. Respondents were selected by random digit dialing. Approximately 200 interviews were completed in each of 26 tracking areas. Thus, the study provides statistically valid samples for each tracking area and allows computation of total U.S. estimates.

In the first two waves of this study (Fall 1975 and Spring 1976), only 13 tracking areas were studied independently. The 13 areas

cumulatively accounted for about 65% of the U.S. "military available."

The 13 tracking areas were selected from a total of 26 by using three

criteria: a) maximizing the percentage of the potential applicant pool

covered, b) providing sufficient geographic dispersion or regional

coverage, and c) limiting the number of recruiting units to three or

less per Service. The tracking areas included in the first two waves

contain the following principal cities and/or states:

- New York City
- Albany/Buffalo
- Harrisburg
- Washington, D. C.
- Florida
- Alabama/Mississippi/Tennessee
- Ohio
- Michigan/Indiana
- Chicago
- Minnesota/Nebraska/North Dakota/South Dakota
- Texas
- Southern California/Arizona
- Northern California

The remainder of the country was treated as one area and was re-

ferred to as "balance of the country." Approximately 400 interviews

were conducted in this aggregated area.

In the present wave (Fall 1976), the sample was allocated to all 26

tracking areas. In addition to the above 13 areas, interviews were con-

ducted in these additional tracking areas:

- Philadelphia
- Boston
- Pittsburgh
- Richmond/North Carolina
- South Carolina/Georgia
- New Orleans
- Arkansas
- Kentucky
- Des Moines
- Wisconsin
- New Mexico/Colorado/Wyoming
- Washington/Oregon
- Kansas City/Oklahoma

All in all, the 26 tracking areas account for 100% of the "military available" in the continental U.S.

Detailed tabulations, referred to in this report, are given in five volumes. Volumes 1 and 2, which constitute most of the analyses, contain both Fall 1975 and Fall 1976 data for those questions which are considered comparable.

Volume 1: By Individual Tracking Area

Volume 2: By Enlistment Propensity Toward Active Duty in the Air Force, Army, Marine Corps, and Navy

Volume 3: By Schooling Status and Grades in High School

Volume 4: By Age, Race, and Quality Groups

Volume 5: By Enlistment Propensity Toward Reserves and the National Guard

The interviewing for this wave took place between October 19, 1976 and November 30, 1976.

Content of the Interview

The interview focused on the following areas of information:

(1) Respondent demographics

- Age
- Marital status
- Racial/ethnic affiliation
- Education
- Employment

(2) Propensity to enlist in the military

(3) Assessment of the Services' images

(4) Assessment of advertising copy recognition

(5) Information seeking activities about enlistment involving self, recruiters, and other influencers

(6) Attitudes of certain influencers toward serving in the military

(7) Nature and outcome of recruiter contact

(8) Knowledge of current military starting pay

(9) The relative effect of a $50 a month pay increase on propensity to enlist in the military

(10) Life goals and their achievability in the military

Analytic Comments

In such a large study, many results are likely to appear which are due solely to chance or sampling variance. In order to avoid being deceived by such results, this analysis delineates those results which are unlikely to be due to chance or sample idosyncrasies. Specifically, all significance statements are based on the 95% confidence level. This means there is less than a 5% likelihood that such a result would occur solely due to chance.

The report that follows covers the third of the first three waves under the tracking area design. Fall 1975 to Fall 1976 changes in key variables are examined.

The tracking area design of this study necessitates that the collected data be weighted in order for us to make valid estimates of national statistics. In the present wave of this study an improved weighting system was used (see Appendix III). Furthermore, in order to bring the sampling procedure into closer conformance with OMB suggestions, the total sample of telephone numbers was subdivided into smaller sub-samples, and each sub-sample was completed before proceeding to the next. In order for us to make Fall 1975 to Fall 1976 comparisons, the Fall 1975 data had to be retabulated according to the new weighting system. As a result, Fall 1975 data reported in this document may differ slightly from what was originally shown in the Fall 1975 report. This weighting system is discussed in detail in Appendix III of this report.

EXECUTIVE SUMMARY

Introduction

This report is a discussion of the Fall 1976 wave (i.e., Wave III) of the tracking study of youth attitudes toward serving in the armed forces. A total of 5475 randomly selected males between 16 and 21 years of age were interviewed by telephone. Approximately 200 interviews were conducted in each of 26 tracking areas across the continental United States.

Major Conclusion of the Study

This wave of the study provides a one-year historical perspective from which the following conclusion is drawn.

It appears that the military services have had an increasingly more difficult job of attracting (in numbers and in quality) young men into the all-volunteer force. The decline in propensity to serve since Fall 1975 appears to be related to the fact that <u>a greater proportion of young men between the ages of 16 and 21 have graduated high school and are now working full-time in civilian occupations.</u>

Today's military is an alternative to civilian occupations. This study has described positive propensity youth as coming from relatively modest socio-economic backgrounds. Periods of high unemployment affect the less-educated, less-skilled, and less-affluent members of society the most. At such times, the military may offer such young men their only

opportunity to advance themselves. As the economy improves, the job market improves as well. Accordingly, the military is no longer the sole opportunity for a young man with a modest socio-economic background to improve himself.

The following are considered to be the major findings of this study.

National Trends: Fall 1975 to Fall 1976

Propensity to join the armed forces has decreased from Fall 1975, although the figures are up slightly from Spring 1976. The drop in propensity seems to be a trend, not a seasonal variation. Accordingly, it appears that it is becoming increasingly difficult to attract men into the all-volunteer armed services. This study also reflects a particularly sharp increase between Spring and Fall 1976 in the level of uncertainty about when interested prospects will join the reserve components (increasing from 35% to 52%).

Despite the downward shift in positive propensity, the overall rank order of the active duty services based on expressed propensity levels did not change from Fall 1975. The order is as follows:

	Fall '75	Fall '76	Difference	Percentage Decline
• Air Force	15.7%	13.2%	-2.5	15.9%
• Navy	14.9%	11.8%	-3.1	20.8%
• Army	13.7%	9.8%	-3.9	28.5%
• Marine Corps	10.2%	7.7%	-2.5	24.5%

Many of the variables that discriminate between positive and negative propensity to serve in the military did not change from Fall 1975. Recalled incidence of recruiter contact, both recent and long-term, remained steady. The degree to which respondents talked to influential sources about enlistment did not change. Self-reported academic quality of the respondents did not change. Moreover, respondent age and race are identical in both waves, by study design.

While school attendance in general is unchanged, more of the Fall 1976 respondents have graduated from high school and are not currently in school. Also, the proportion of respondents attending vocational school has dropped. Other significant changes include an increase in full-time employment and a corresponding decrease in job seeking. Moreover, fewer respondents in the Fall 1976 wave mention having taken an aptitude test given by the military in high school.

Significant Fall to Fall shifts occurred with respect to life goal achievement. Relative to civilian life, the military was perceived to gain ground in eight of 12 areas: job security, respect of friends, learning as much as you can, developing potential, working for a better society, adventure and excitement, helping other people, and recognition and status.

The military experienced setbacks with regard to perceived personal freedom and making a lot of money, but maintained its position relative to

civilian life with respect to the perception of doing challenging work and ability to make own decisions.

Differences By Tracking Areas

There are significant differences in the data across the 26 tracking areas on all of the variables included in the tracking area analysis.

In the past, the markets where propensity was low for the military were the major metropolitan areas such as New York City and Chicago. This does not seem to be entirely true in this present wave. Both areas tend to be on par with the rest of the country with respect to propensity to serve in the major services (the Navy is the one exception in New York City).

On the other hand, both tracking areas are below average with respect to seeking information about the services. At the same time, propensity for the other services --National Guard, Reserves -- is expecially low in New York City and Chicago.

Wisconsin is clearly the poorest tracking area with respect to propensity to join the military. Wisconsin falls below the national averages for all of the active-duty services except the Army.

Perceptions of the Services

A military career is perceived as allowing a young man to have adventure and excitement and job security. On the other hand, a military career is not perceived to permit a young man to enjoy personal freedom, make his own job-oriented decisions, or make a lot of money.

Young men value certain job attributes when considering joining the service. Two of these are perceived as being attainable in the service. These are "teaches you a valuable trade or skill" and "a career you can be proud of." Valued job attributes perceived as being hard to attain are "good benefits for you and your family," "job you want," and "opportunity to better your life."

The individual services are perceived differently. The Air Force has particular strength with respect to teaching a valuable trade or skill, providing a challenging job, and enabling the serviceman to improve himself. The Army is associated most often with help in obtaining a college education, teaching a trade or skill, and family benefits. The Marine Corps is associated with training for leadership, and the Navy is equated with world travel.

Enlisted Starting Pay

Almost one-half (43.8%) of the sample claims to have no idea of the level of monthly enlisted starting pay. Among those who do give estimates, the average estimate is $374 which is the true value. However, the averages

range from a low of $325 to a high of $439 across tracking areas.

Positive propensity men value good starting pay but do not think they can achieve this in the military. As in past surveys, those with negative propensity give higher pay estimates than do those with positive propensity to enlist and, as a result, come closer to the actual figure. The data suggest that the lower pay estimate among positive propensity people might present a recruiting opportunity. More than one-half (54.9%) of the positive propensity group say that they would be more likely to enlist if starting pay were increased by $50 a month. Among the negative propensity group, nearly one-in-five men say they would be more likely to enlist.

A demographic analysis of the pay raise data suggests that a $50 a month raise has more attraction to lower socio-economic men than it does to those from higher socio-economic backgrounds.

Attitudes of Influencers

Positive propensity men claim that their parents and friends are in favor of their joining the service, particularly for the job training they will receive. Negative propensity men feel that their parents do not want them to join the military. On the other hand, loss of status, education and separation/danger are the major reasons given why some parents and friends are perceived as opposing military service. If respondents' perceptions are accurate, this suggests that these influencers are a critical element in the entire military recruiting/decision-making process.

Advertising Copy Identification

Respondents have a difficult time associating each of the 12 copy points with its correct sponsor. Only three copy points are associated with the correct service by as many as 40% of the sample. These are: "Join the People" (Army), "The Few, the Proud" (Marine Corps), and "Most Important Part-Time Job" (National Guard).

The following conclusions can be made with respect to the advertising of the individual services. Relative to the copy points of other services, the Air Force's "Great Way of Life" has not achieved high awareness. Both Army copy points have relatively high awareness, as do both Marine Corps' copy points. The Navy has achieved moderate levels of awareness with both of its copy points. The National Guard's "The....Belongs" generates little awareness of this component.

Target Market Profile of Reserve Components

An attempt was made to determine whether the National Guard and Reserves draw from the same pool of men as do the active duty services. The following differences are revealed with respect to the profile of those men who intend to join the National Guard or Reserves.

Those men who indicate a positive propensity for the reserve
components, in contrast to their active duty counterparts, tend to
be......

- Older
- More likely to be white
- More likely to be employed
- Less likely to be students, although more of them are in college
- More likely to be high school graduates
- Less likely to feel that, relative to civilian life, life goals can be more readily achieved in the military.
- Relatively more inclined to join a reserve component than one of the active services.

Target Market Profile of Active Duty Services

As in previous waves of this study, the most likely candidate for
all of the active duty military services can be described, in contrast to
his peers, as....

- Younger
- More likely to be non-white
- More likely to be unemployed and looking for work
- Less educated
- Having a less educated father
- Having lower values on the Quality Index
- Considering all of the job attributes to be important when considering joining the service

- Feeling the military is relatively more likely to enable him to achieve most of his life goals

- Underestimating the level of starting pay

- More motivated to enlist should pay be increased by $50 a month

- Having had more recent recruiter contact

- Feeling relatives and friends support his joining the service

- Having positive propensity for more than one service

SECTION I

NATIONAL TRENDS

Fall 1975 vs. Fall 1976

SECTION I

National Trends - Fall 1975 to Fall 1976

The key measure in this investigation is enlistment propensity (i. e., the relative likelihood of serving on active duty in each military service). Accordingly, the analysis begins with an examination of those variables that are related to enlistment propensity. Changes in relevant attitudes and behavior are compared between Fall 1975 and Fall 1976. Given this full-year Fall to Fall time frame, seasonal effects are eliminated and observed changes can be viewed as indicative of underlying trends. As such, this analysis can confirm whether earlier Fall 1975 to Spring 1976 changes (reported in the Spring 1976 analysis) were indicative of real trends or merely seasonal variations.

The data reported in this section represent weighted total U. S. data obtained from twenty-six (26) tracking areas. Thirteen (13) of these are the same as those used in the previous two waves of this investigation. The balance are thirteen (13) new tracking areas which in previous waves were aggregated into one group and labeled as "balance of the country." The sampling is described in Appendix III.

FIGURE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES

	Change	Statistically Significant

AIR FORCE

Fall '75 ████████████████ 15.7%

Fall '76 ███████████████ 13.2%

−2.5   Yes

ARMY

Fall '75 ████████████ 13.7%

Fall '76 █████████ 9.8%

−3.9   Yes

MARINE CORPS

Fall '75 █████████ 10.2%

Fall '76 ███████ 7.7%

−2.5   Yes

NAVY

Fall '75 ███████████████ 14.9%

Fall '76 ████████████ 11.8%

−3.1   Yes
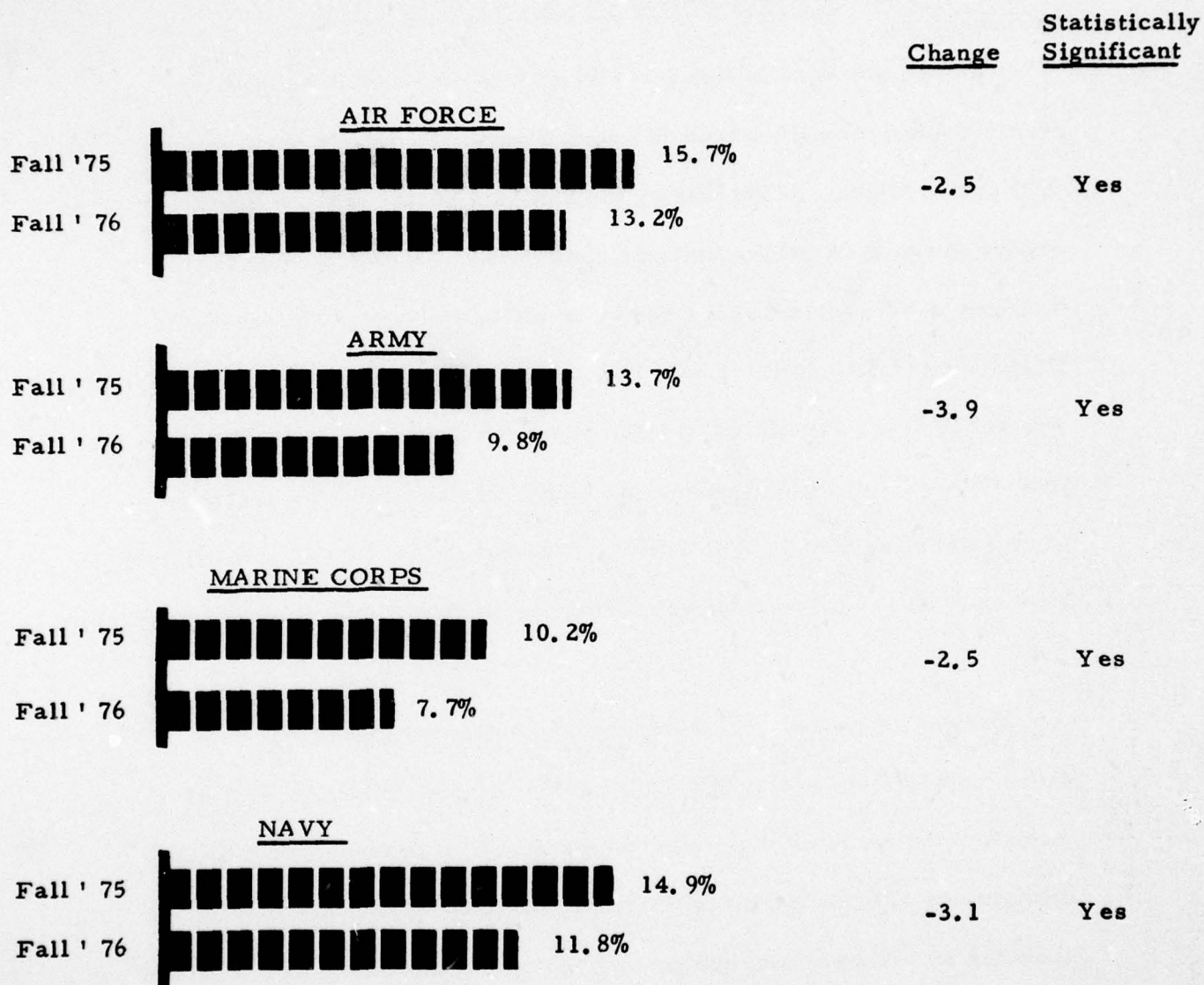
Source: Qu. 4a

FIGURE 1.2

VOLUNTARY MENTIONS OF MILITARY SERVICE
AMONG PLANS FOR THE NEXT FEW YEARS

	Change	Statistically Significant
Fall '75 8.9%	-2.7	Yes
Fall '76 6.2%		
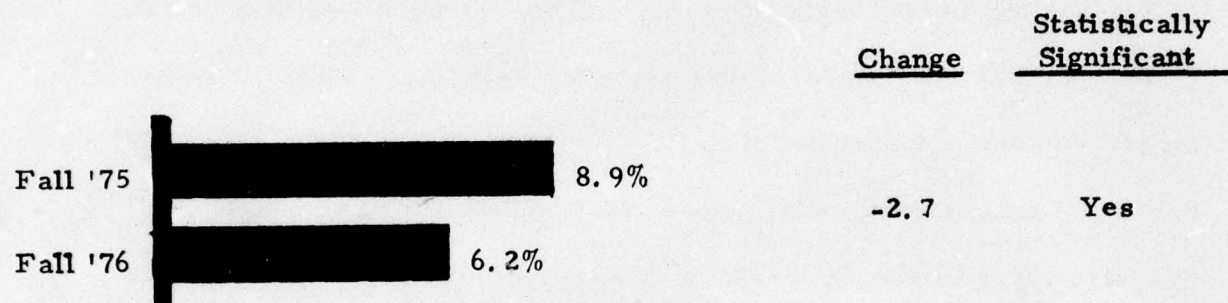
Source: Qu. 3i

1.1 <u>Definition of Propensity</u>

As in previous waves, respondents were asked to indicate their
likelihood of serving on active duty in each military service. In addition
to the four main branches of the military, this question was extended to
include the National Guard, Reserves, and Coast Guard. Likelihood was
measured using a four-point scale: "definitely", "probably", "probably
not" and "definitely not" (Question 4a, Appendix). <u>Positive propensity</u>
has been operationally defined as a response of either "definitely" or
"probably would serve". Negative propensity is defined as a response
of "probably not", "definitely not", or "don't know/no answer".

1.2 <u>Changes in Propensity</u>

Although the figures for positive propensity for each of the four
services have increased slightly since Spring 1976, the changes since
last fall all have been downward. From a statistical standpoint, these
declines are real. The findings are graphed in Figure 1.1. The Army
had the largest decline (-3.9% points which represents a 28.5% Fall-to-Fall
drop) followed closely by the Navy (-3.1% points which represents a 20.8%
Fall-to-Fall drop). Both the Air Force and Marine Corps showed declines
of 2.5% points. This represents a 15.9% Fall-to-Fall loss for the Air Force
and a 24.5% Fall-to-Fall loss for the Marine Corps.

Another measure of propensity for enlistment is an overall index of pro-military attitude. The index is derived from asking respondents what they think they might be doing during the next few years. The index is a net measure of all unaided mentions of military service. The index, illustrated in Figure 1.2, declined significantly from Fall 1975 (8.9% to 6.2%).

All in all, the above indices of propensity suggest that it is becoming increasingly more difficult to attract men into the all-volunteer military.

1.3   Changes in Variables Related to Propensity

In previous waves, a number of variables were identified that discriminated between positive and negative propensity groups. These variables and their Fall 1975 to Fall 1976 changes are presented in Table 1.1.

1.   On a national basis, recalled exposure to recruiter contact (both recent and long-term) did not change significantly from Fall to Fall. Moreover, recalled incidences of recruiter contact for each of the services remained unchanged.

2.   The degree to which respondents talked to influential sources about enlistment remained virtually unchanged. This suggests, as it has in the past, that the decline in propensity cannot be attributed to any changes in the extent to which respondents discussed enlistment with friends, parents, teachers, girl friends and wives.

3.   The incidence of taking a military-sponsored aptitude test in high school declined.

4. In deciding whether or not to pursue a military career
    the potential enlistee presumably goes through a com-
    plex decision-making process. Part of this process
    involves the consideration of whether certain life goals
    can be more readily achieved in the military or in
    civilian life. Consequently, life goal achievement is
    an important issue with respect to the military's
    recruiting efforts. During the last year the military
    strengthened its position relative to civilian life with
    regard to a number of life goal perceptions.

Relative to civilian life, the military gained ground in
eight areas: job security, respect of friends, learning
as much as one can, developing potential, working for
a better society, adventure and excitement, helping
other people, and recognition and status.

On the other hand, the military lost ground relative to
civilian life in terms of two life goal perceptions: personal
freedom and making a lot of money. The latter may
reflect an improvement in the U.S. economy.

The military maintained its perceived position relative
to civilian life on the remaining two life goal attributes
--doing challenging work and ability to make own decisions.

TABLE 1.1

CHANGES IN VARIABLES RELATED TO PROPENSITY

	Fall '75 %	Fall '76 %	Change	Statistically Significant
Recruiter Contact (Ques. 7a & 8a)				
Past 5-6 months - any service	24.7	24.9	+0.2	No
Ever - any service	49.2	49.9	+0.7	No
Ever Contacted By				
Air Force recruiter	14.4	15.5	+1.1	No
Army recruiter	25.3	24.3	-1.0	No
Marine Corps recruiter	14.7	14.9	+0.2	No
Navy recruiter	17.1	17.5	+0.4	No
Talked About Enlistment With (Qu. 7c)				
Friends with military experience	39.7	40.9	+1.2	No
Parents	37.4	36.9	-0.5	No
Teachers/Counselors	12.0	11.6	-0.4	No
Girl Friend/Wife	19.5	18.8	-0.7	No
Aptitude Test in High School By Armed Services (Qu. 7c)	19.8	18.1	-1.7	Yes

Base (3176) (5475)

TABLE 1.1

(Continued)

	Fall '75	Fall '76	Change	Statistically Significant
Life Goal Achievement **Civilian Advantage Over Military** **(Qu. 10)**				
Making a Lot of Money	3.83	3.92	+.09	Yes
Personal Freedom	4.04	4.12	+.08	Yes
Abilit. to Make Own Decisions	3.85	3.89	+.04	No
Doing Challenging Work	2.78	2.79	+.01	No
Adventure and Excitement	2.54	2.34	-.20	Yes
Job Security	2.53	2.37	-.16	Yes
Helping Other People	3.02	2.87	-.15	Yes
Respect of Friends	3.15	3.02	-.13	Yes
Working for a Better Society	3.06	2.95	-.11	Yes
Learning As Much As One Can	3.00	2.92	-.08	Yes
Recognition and status	2.85	2.77	-.08	Yes
Developing Potential	3.00	2.93	-.07	Yes
Base	(3176)	(5475)		

Scale:

Military - much more likely	+1
Military - somewhat more likely	+2
Either military or civilian	+3
Civilian - somewhat more likely	+4
Civilian - much more likely	+5

1.4   Key Demographics

The following is a summary of the Fall 1975 and Fall 1976 samples
on certain key demographic variables. The data are reported in
Tables 1.2 - 1.4.

o With respect to both age and race, the two samples are identical.
  The weighting procedure, explained in Appendix III, eliminates
  any sampling differences on these two variables by balancing
  the results of each wave to known "military available" statistics.

o The percentage of respondents employed in the Fall 1976 wave
  is higher. Consequently, fewer are currently looking for jobs.

o The percentage of respondents in the present wave currently
  attending high school has not changed. However, more of the
  Fall 1976 respondents have graduated high school and are not
  currently in school. There also has been a significant decline
  in those attending vocational school.

o Respondent quality is a composite measure based on self-reported
  grades, number of math courses, and the inclusion of science
  courses in high school curriculum. The two samples are approxi-
  mately identical with respect to respondent quality.

TABLE 1.2

AGE AND RACE

	Fall '75 %	Fall '76 %
Age		
16	18.5	18.4
17	18.4	18.6
18	18.0	17.5
19	16.6	16.7
20	15.2	14.8
21	13.2	14.1
Race		
White	86.3	85.2
Non-white	12.7	13.5
Refused	1.0	1.3
Base (All Respondents)	(3176)	(5475)

TABLE 1.3
EMPLOYMENT STATUS

	Fall '75 %	Fall '76 %	Change	Statistically Significant
Employed	57.0	61.0	+4.0	Yes
Full time	31.3	35.3	+4.0	Yes
Part time	25.7	25.7	-	No
Not Employed	42.9	38.9	-4.0	Yes
Looking for a job	26.0	21.5	-4.5	Yes
Not looking	16.8	16.9	+0.1	No
Not specified	0.1	0.5	+0.4	No
Base (All Respondents)	(3176)	(5475)		

TABLE 1.4
SCHOOLING STATUS

	Fall '75 %	Fall '76 %	Change	Statistically Significant
Attending School	58.4	56.9	-1.5	No
In high school	40.3	39.2	-1.1	No
In vocational school	2.8	1.6	-1.2	Yes
In college	14.9	14.9	-	No
Not specified	0.4	1.2	+0.8	Yes
Not Attending School	41.6	43.1	+1.5	No
High school graduate	31.6	34.3	+2.7	Yes
Not high school graduate	10.0	8.8	-1.2	No
Quality Index (Mean)	6.43	6.36	-0.07	No
Base (All Respondents)	(3176)	(5475)		

Based on this analysis and analyses of the data from previous waves, it appears that two variables are related to propensity: full-time employment and high school graduate/not attending school. Significant increases in these variables may explain, in part, the drop in propensity to serve in the military. It appears that as the economy imporves, the military becomes less attractive to youth for whom the military may have been their only opportunity for advancement in a poor economy. Thus, as the civilian labor market opens up, fewer young men express an interest in a military career.

Propensity is examined in more detail in Section V.

SECTION II

KEY RESULTS BY TRACKING AREA

SECTION II

Performance Differences By Tracking Areas

As in the previous waves of this study, the interviewing was conducted in defined geographical areas referred to as tracking areas. The tracking area approach localizes the information derived from this investigation and thereby makes it possible for the service recruiting commands to receive feedback with respect to their performance within geographic areas which can be easily related to the recruiting boundaries of each service.

In the past two waves of this study, the data were collected and reported in terms of 13 geographical areas and the balance of the country. For the present wave, the balance of the country was divided into 13 additional tracking areas, creating 26 tracking areas in total.

What follows in this section of the report is a discussion of key results by the 26 tracking areas. The data are viewed from two perspectives. The first looks at whether data from individual tracking areas differ significantly from national levels. The second focuses on Fall to Fall changes within the

original 13 tracking areas relative to corresponding Fall to Fall national changes. The latter perspective enables us to determine whether observed changes within these individual tracking areas are unique to those tracking areas or merely a reflection of a national occurence.

It shoud be pointed out that the demographics of the New York City tracking area are different from past waves due to a new sampling procedure which provides a more uniform dispersion of the sample throughout the counties that comprise the New York City tracking area. Accordingly, Fall to Fall differences in the data within this area may be a reflection of these demographic changes.

An example of computing the Fall to Fall difference in a particular tracking area relative to the change in the total country is shown below using positive propensity to serve in the Army in metropolitan New York (one of the 26 tracking areas in this study and one of the original 13).

	Fall '76	Fall '75	Difference
NYC	6.8%	8.9%	-2.1%
Total U.S.	9.8%	14.0%	-4.2%

Net Change (NYC Difference minus total U.S. Difference)   +2.1%

The above computation indicates that the change in the Army's positive propensity in metropolitan New York was 2.1 percentage points better (i.e., less) than the corresponding national change. When this 2.1% change is tested for statistical significance, it is shown to be not significant at the 95% level of confidence. In other words, the change that occurs in the Army's positive propensity in metropolitan New York is simply a reflection of what has occurred nationally and is not something unique to the New York area.

All of the key tracking area data are summarized in Tables 2.1 to 2.11. In order to facilitate the interpretation of these tables, those percentages that are significantly different from the U.S. average for a particular service are CIRCLED if the entry is lower than the U.S. average and BOXED if the entry is higher than the U.S. average.

Propensity to Serve

Perhaps the most important measure in this study is propensity to serve in the military. The data per se only represent indices of the likelihood to enter military service. As such, they should be interpreted in a relative, as opposed to an absolute, sense (e.g., the identification of "high" versus "low" tracking areas). There are various factors such as time of entry, enlisted man versus officer status, and mental and physical qualification that enter into any attempt to forecast accession rates.

The propensity to serve scale can be calibrated for purposes of forecasting accessions to military service. Provision has been made to accomplish the necessary calibration by determining conversion rates to accessions according to prior level of propensity to serve.

2.1   Positive Propensity by Tracking Area

The propensity data are presented graphically in Figures 2.1 - 2.7 and are summarized in Table 2.1. In the Fall 1975 study serving in the National Guard and serving in the Reserves were treated on a combined basis. In the present wave, they were measured separately and are therefore reported separately.

The overall rank order of the active duty services based on expressed propensity levels did not change from Fall 1975. As in the past, the order is as follows: Air Force is highest (13.2%), the Navy follows closely (11.8%), Army is third (9.8%), and the Marine Corps is fourth (7.7%).

Propensity data for the other three services -- National Guard, Reserves, and Coast Guard -- are graphically displayed in Figures 2.5 - 2.7. On a national basis, the propensity to serve in the Reserves is 13.3%. The National Guard follows closely with 12.6%. With respect to which branches of the Reserves and National Guard positive propensity people would choose, these data are presented in the tabulations: Volume I, pages 19 and 21; and Volume V, pages 19 and 21.

FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)

13.2% Total U.S.

15.1%   20 0%*   11.8%   10.7%   12.6%   7.7%*   10.9%   13.7%   15.6%   13.4%   7.0%*   15.2%   11.8%

No. Cal | So. Cal | Tex | Mn/Nb/ND/SD | Chi | Mi/In | Oh | Al/Ms/Tn | Fla | Hrsbg Wash. D.C. | Alb/Buf | NYC

13.2% Total U.S.

13.2% Total U.S.

9.0%*   15.3%   13.7%   7.8%*   13.0%   12.7%   17.4%   12.6%   18.8%* 19.1%*   12.3%   14.5%   10.0%

K.C./Okla | N.M./Col. Wash/Oreg. | Wis | Des Mns | Ky | Ark | New Orln | S.C./Ga. Rich/N.C. | Pitt | Bstn | Phil
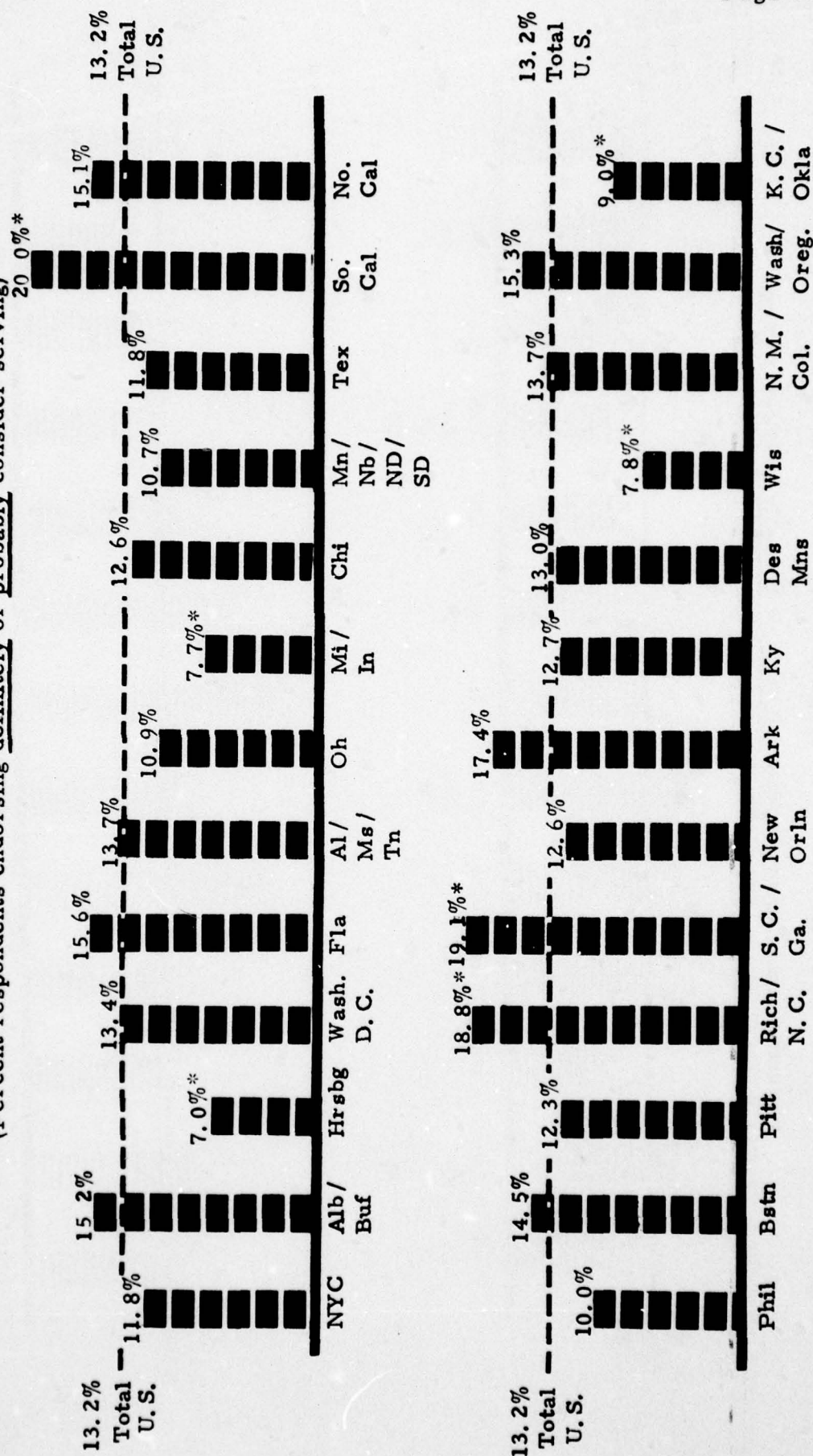
13.2% Total U.S.

FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)

Source: Qu. 4a
*Differs significantly from the total U.S.

FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MARINE CORPS

(Percent respondents endorsing definitely or probably consider serving)
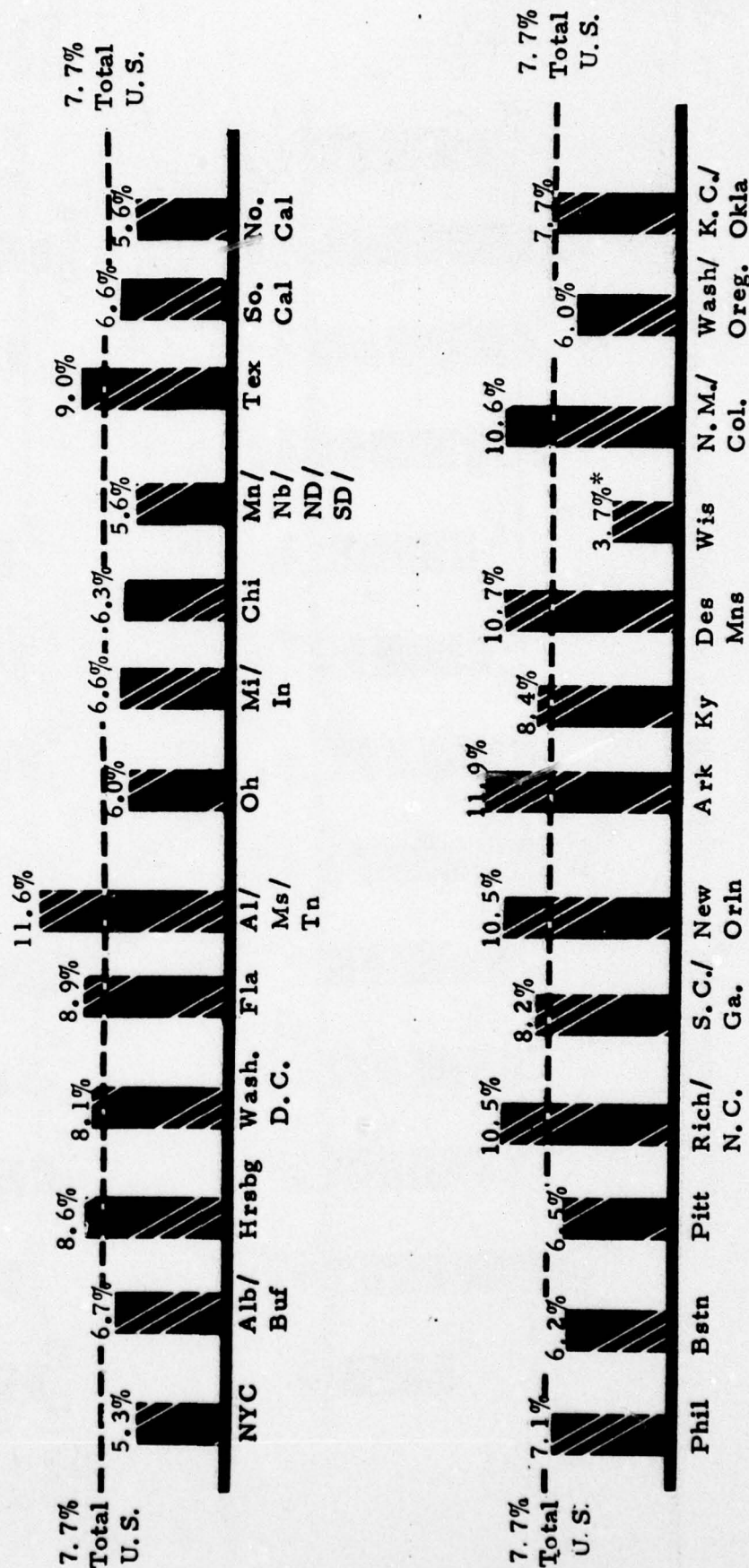
Source: Qu. 4a
*Differs significantly from the total U.S.

FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Percent respondents endorsing definitely or probably consider serving)
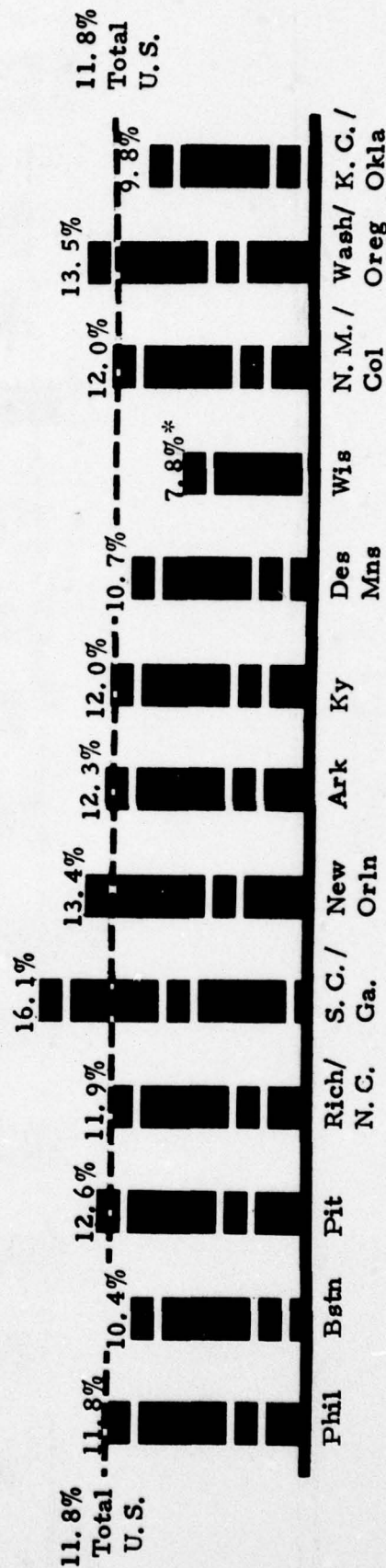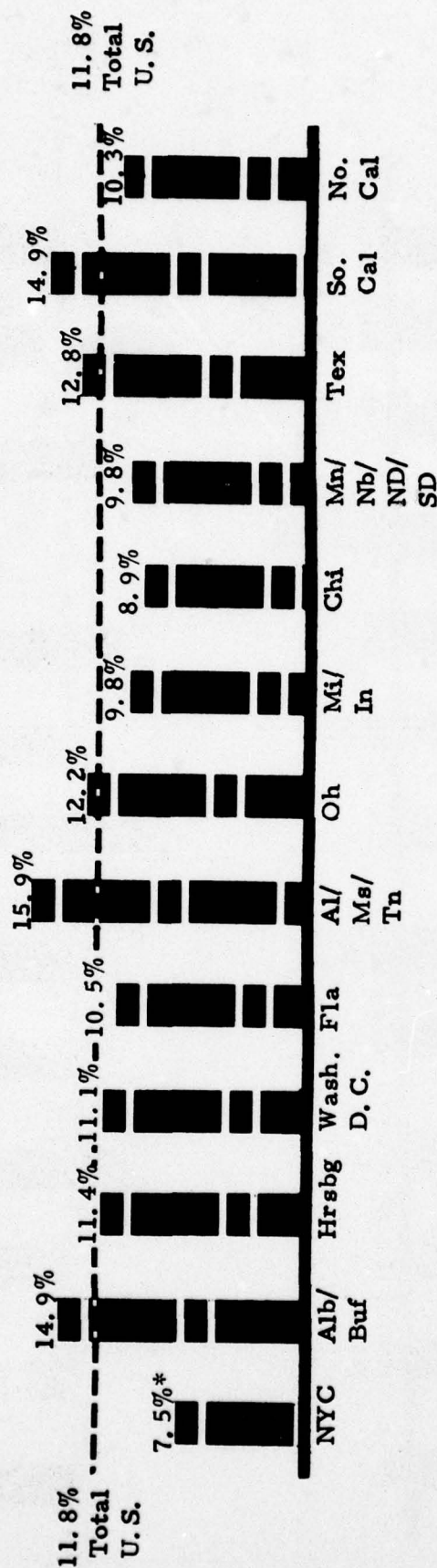
Source: Qu. 4a
*Differs significantly from the total U.S.

FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)
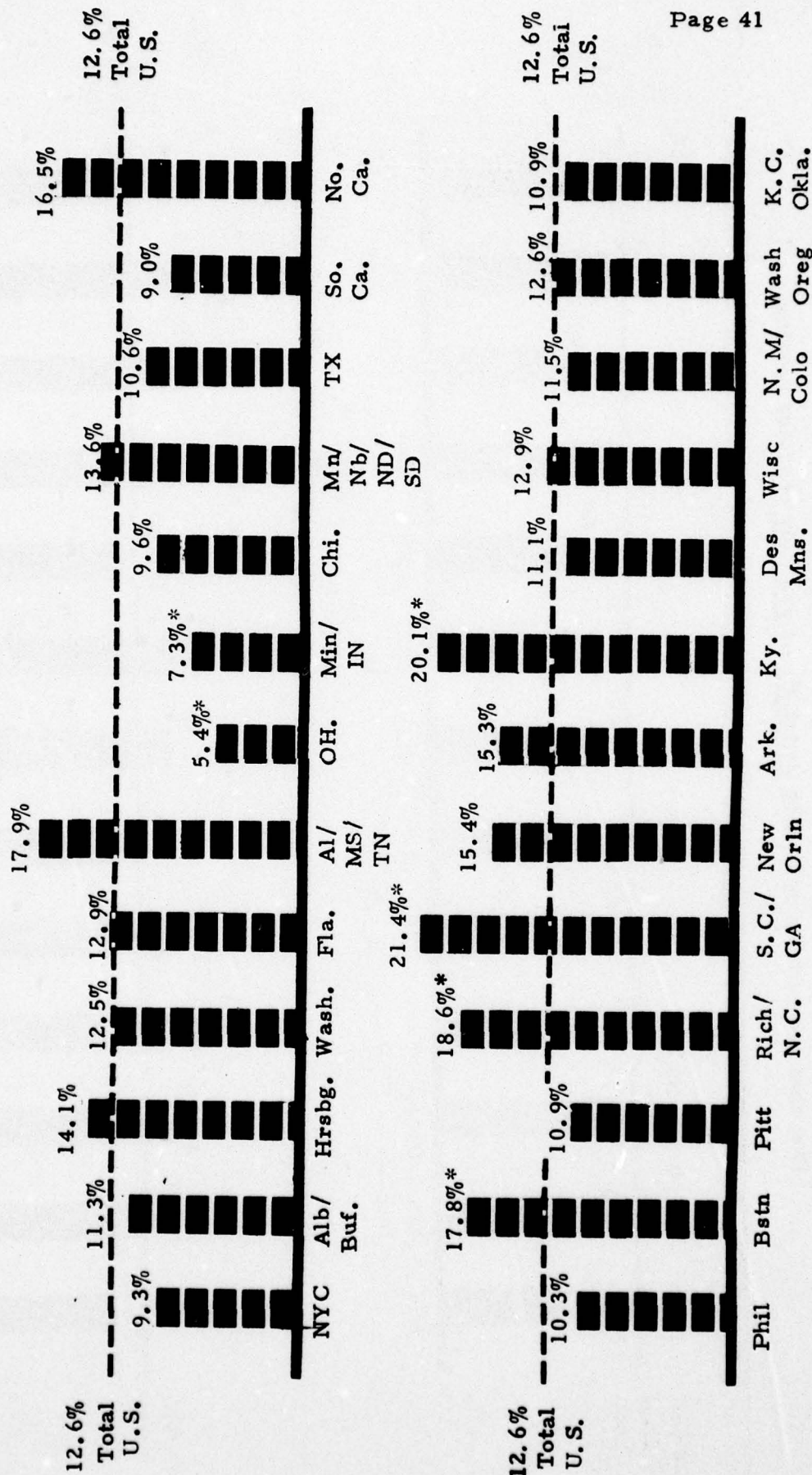
Source: Qu. 4a.
*Differs significantly from the total U.S.

FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES

(Percent respondents endorsing definitely or probably consider serving)
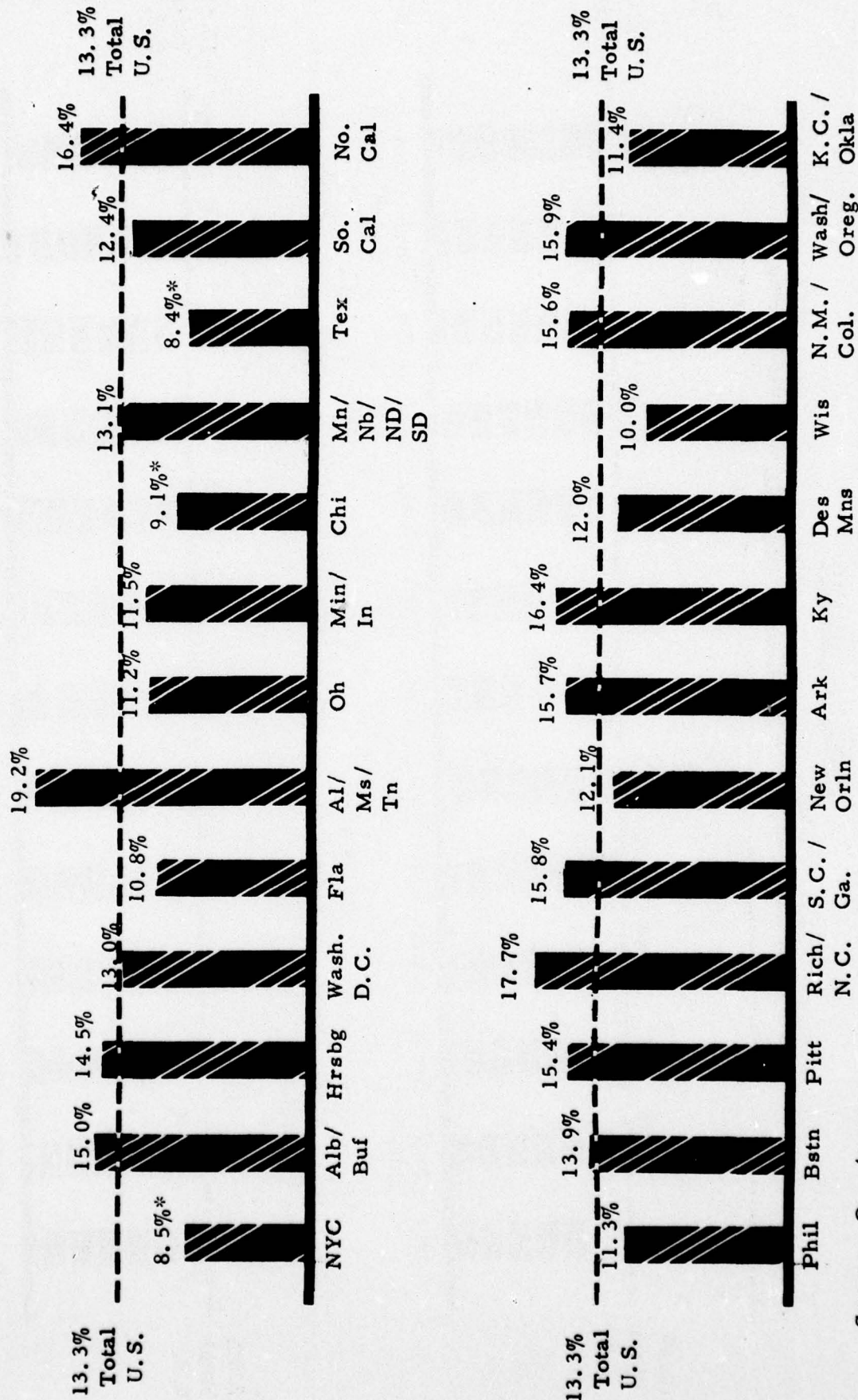
Source: Qu. 4a
*Differs significantly from the total U.S.

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

FIGURE 2.

COAST GUARD

(Percent respondents endorsing definitely or probably considering serving)
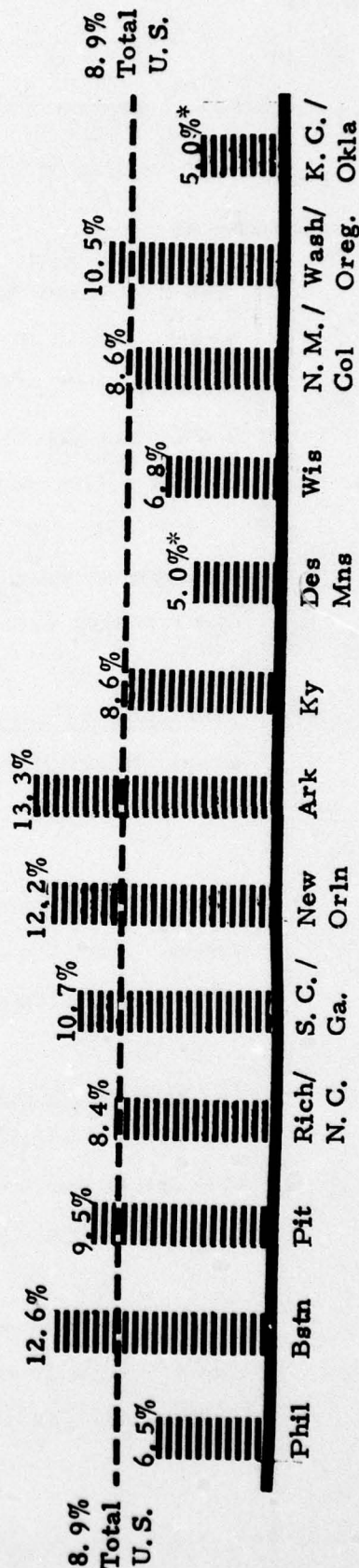
Top chart:

8.9% Total U.S.

NYC	Alb/ Buf	Hrsbg	Wash. D.C.	Fla	Al/ Ms/ Tn	Oh	Mi/ In	Chi	Mn/ Nb/ ND/ SD	Tex	So. Cal.	No. Cal.
4.5%*	11.2%	9.8%	9.8%	10.1%	10.5%	5.3%*	5.8%*	6.3%	10.0%	8.7%	12.5%	12.5%

Bottom chart:

8.9% Total U.S.

Phl	Bstn	Pit	Rich/ N.C.	S.C./ Ga.	New Orln	Ark	Ky	Des Mns	Wis	N.M./ Col	Wash/ Oreg.	K.C./ Okla
6.5%	12.6%	9.5%	8.4%	10.7%	12.2%	13.3%	8.6%	5.0%*	6.8%	8.6%	10.5%	5.0%*

Source: Qu. 4a
*Differs significantly from the total U.S.

Table 2.1 summarizes the data graphically displayed in Figures 2.1 - 2.7. According to Table 2.1, the following exceptions to U.S. averages occur:

1. The propensity to serve in the <u>Air Force</u> is below the U.S. average of 13.2% in Harrisburg (7.0%), Michigan/Indiana (7.7%), Wisconsin (7.8%), and Kansas City/Oklahoma (9.0%). Southern California (20.0%), Richmond/North Carolina (18.8%), and South Carolina/Georgia (19.1%) are all above the U.S. average.

2. The overall propensity to serve in the <u>Army</u> is 9.8%. Only one tracking area deviates from this average -- Arkansas (17.5%).

3. The <u>Marine Corps</u> has equal strength across all but one tracking area. Wisconsin (3.7% falls significantly below the national average of 7.7%.

4. The <u>Navy</u> has comparable strength across all but two tracking areas. New York City (7.5%) and Wisconsin (7.8%) fall below the Navy's national average of 11.9%.

5. The <u>National Guard</u> with a total U.S. average of 12.6% is below average in Ohio (5.4%) and Michigan/Indiana (7.3%) and above average in Boston (17.8%), Richmond/North Carolina (18.6%), South Carolina/Georgia (21.4%), and Kentucky (20.1%).

6. The <u>Reserves</u> have a national average of 13.3%. Three tracking areas deviate from this average -- New York City (8.5%), Chicago (9.1%), and Texas (8.4%).

TABLE 2.1 POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U.S.

Percent Saying Definitely or Probably	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN/ NB/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Air Force	13.2	11.8	15.2	(7.0)	13.4	15.6	13.7	10.9	(7.7) -8.6	12.6	10.7	11.8	[20.0]	15.1
Army	9.8	6.8	10.4	6.5	9.3	9.8	12.4	9.7	7.9 -9.6	7.4	7.4	8.5	8.9	8.9
Marine Corps	7.7	5.3	6.7	8.6	8.1	8.9	11.6	6.0	6.6	6.3	5.6	9.0	6.6	5.6
Navy	11.8	(7.5) -10.8	14.9	11.4	11.1	10.5	15.9	12.2	9.8	8.9	9.8	12.8	14.9	10.3
National Guard (Fall '76 only)	12.6	9.3	11.3	14.1	12.5	12.9	17.9	(5.4)	(7.3)	9.6	13.6	10.6	9.0	16.5
Reserves (Fall '76 only)	13.3	(8.5)	15.0	14.5	13.0	10.8	19.2	11.2	11.5	(9.1)	13.1	(8.4)	12.4	16.4
Coast Guard (Fall '76 only)	8.9	(4.5)	11.2	9.8	9.8	10.1	10.5	(5.3)	(5.8)	6.3	10.0	8.7	12.5	12.5

Base: All respondents

Response alternatives: Definitely consider
Probably
Probably not
Definitely not

Source: Qu. 4a

TABLE 2.1   POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Air Force	13.2	10.0	14.5	12.3	[18.8]	[19.1]	12.6	17.4	12.7	13.0	(7.8)	13.7	15.3	(9.0)
Army	9.8	8.9	11.1	9.1	11.3	16.5	10.8	[17.5]	14.1	11.8	8.4	9.2	6.7	9.8
Marine Corps	7.7	7.1	6.2	6.5	10.5	8.2	10.5	11.9	8.4	10.7	(3.7)	10.6	6.0	7.7
Navy	11.8	11.8	10.4	12.6	11.9	16.1	13.4	12.3	12.0	10.7	(7.8)	12.0	13.5	9.8
National Guard (Fall '76 only)	12.6	10.3	[17.8]	10.9	[18.6]	[21.4]	15.4	15.3	[20.1]	11.1	12.9	11.5	12.6	10.9
Reserves (Fall '76 only)	13.3	11.3	13.9	15.4	17.7	15.8	12.1	15.7	16.4	12.0	10.0	15.6	15.9	11.4
Coast Guard (Fall '76 only)	8.9	6.5	12.6	9.5	8.4	10.7	12.2	13.3	8.6	(5.0)	6.8	8.6	10.5	(5.0)

Base: All respondents

Response alternatives: Definitely consider
                         Probably
                         Probably not
                         Definitely not

Source: Qu. 4a

7.   Five tracking areas fall below the <u>Coast Guard's</u> national average of 8.9%. Those areas where the propensity to join the Coast Guard is relatively low include: New York City (4.5%), Ohio (5.3%), Michigan/Indiana (5.8%), Des Moines (5.0%) and Kansas City/Oklahoma (5.0%).

An analysis of propensity changes by tracking area between Fall 1975 and Fall 1976 reveals only three shifts that differ significantly from the corresponding Fall-to-Fall national changes in propensity. Both the Air Force and Army experienced significant declines in propensity in the Michigan/Indiana tracking area.   The Navy lost ground in New York City. (Note: The decline shown in the second line of each row in the table is the net difference after subtracting the national Fall-to-Fall shift from the tracking area Fall-to-Fall change, illustrated on page 34.

These data as well as subsequent data to be reported in this section are merely descriptive in nature. The differences among tracking areas as well as differences within tracking areas from one point in time to another can be the result of numerous factors (e.g., demographics, economics, military recruiting efforts). In Sections IV and V of this report, those variables that are believed to influence propensity are examined in detail.

2.2   Two Factors Mediating Between Expressed Propensity
and Enlistment

There are at least two mediating factors between expressed
propensity to join the service and actual enlistment. These are
expected time of entry and whether the person will enter as an
enlisted man or as an officer. Both factors are discussed below.

2.2.1   Expected Time of Entry Into Military Service

As in the Spring 1976 wave, the question dealing with expected
time of entry into the service was divided into two parts -- active
duty and National Guard/Reserves. This was not the case in the
Fall 1975 wave of the study. Nevertheless, it is possible to make a
rough Fall to Fall comparison. Young men with positive propensity
toward the military are less likely than in the past to enlist within the
near future (within two years). Near-term enlistment intent has dropped
from 36% in Fall 1975 to 30% in Fall 1976. The current figure is
comparable to what was observed last Spring. What was then speculated
to be a seasonal result may therefore instead have been a real trend.
It should be pointed out that this drop in near-term enlistment intent
has not been offset by a rise in the percent of those positive propensity
youth who expect to enter the service in the more distant future. Rather, the

TABLE 2.2   WHEN EXPECT TO JOIN MILITARY SERVICE

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

	Total U.S.	NYC	Alb./Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	MN/NB/ND/SD	Tx.	So. Ca.	No. Ca.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ACTIVE DUTY														
Percent Naming This Time Span														
Within 2 years	30.4	34.6	30.0	31.2	23.9	31.4	28.1	[42.5]	30.0	24.6	25.6	24.0	26.1	17.8
More than 2 years	45.0	40.2	39.4	39.2	48.6	45.2	45.6	(30.6)	52.8	[57.1]	55.3	49.6	52.7	[41.7]
Don't know/no answer	24.5	25.2	30.7	29.7	27.4	23.4	26.4	26.9	17.2	18.3	19.0	26.5	21.2	(40.4)
NATIONAL GUARD/ RESERVES														
Percent Naming This Time Span														
Within 2 years	16.7	15.9	(6.9)	16.9	16.6	16.3	19.9	22.5	21.4	(6.0)	(9.3)	20.0	14.8	17.8
More than 2 years	31.5	(11.6)	30.4	33.0	32.1	24.1	[41.2]	22.9	30.0	[42.8]	[41.9]	26.4	27.9	[41.7]
Don't know/no answer	51.8	[72.5]	[62.6]	50.1	51.2	59.6	(38.9)	54.6	48.6	51.1	48.8	[53.6]	57.3	(40.4)

Note: Within 2 years (No. Ca.) = 17.8; More than 2 years (No. Ca.) = 46.5; Don't know/no answer (No. Ca.) = 29.6 for ACTIVE DUTY.

Base: Those with positive propensity.

Source: Qu. 4b

TABLE 2.2 WHEN EXPECT TO JOIN MILITARY SERVICE

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

ACTIVE DUTY	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Percent Naming This Time Span														
Within 2 years	30.4	[45.6]	31.6	30.8	27.2	38.2	27.6	[40.0]	34.9	33.5	42.5	(17.4)	32.8	25.6
More than 2 years	45.0	35.4	40.5	(32.5)	52.2	38.1	50.3	49.1	40.6	46.1	35.5	52.3	43.2	42.2
Don't know/no answer	24.5	19.1	27.8	[36.7]	20.6	23.8	22.1	(10.8)	24.5	20.5	22.0	30.3	23.9	32.2

NATIONAL GUARD/ RESERVE	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
Percent Naming This Time Span														
Within 2 years	16.7	14.9	16.3	12.3	23.9	19.9	20.3	25.0	12.9	18.9	[29.8]	(7.8)	13.7	11.7
More than 2 years	31.5	27.7	31.1	31.0	[44.9]	27.1	27.1	33.6	32.0	27.9	24.2	40.2	30.9	26.3
Don't know/no answer	51.8	57.3	52.6	56.7	(31.2)	52.9	52.5	(41.3)	55.1	53.1	46.0	52.0	55.4	62.0

Base: Those with positive propensity

Source: Qu. 4b

decline has been offset by an increase in those who say that they do not know when they will enlist. With regard to the National Guard/Reserves, there has been a dramatic shift from Spring 1976. Compared to the Spring wave, respondents in the present Fall 1976 wave are not as sure when they will join these services. In the Spring 1976 wave, 35.2% said they did not know when they would join the National Guard/Reserves. This figure jumps to 51.8% in the Fall 1976 wave. Compared to the active duty services, the National Guard/Reserves elicit a greater degree of uncertainty (51.8% versus 24.5%).

The data reveal several significant differences across the 26 tracking areas. Ohio, Philadelphia, and Arkansas are above the U.S. average with respect to joining within two years. New Mexico/Colorado falls below average in expectation of near-term enlistment. Chicago is above average and Ohio and Pittsburgh are below average with respect to expectation of enlistment of more than two years. At the same time, Pittsburgh has an above-average percent of positive youth who don't know when they will enlist. Arkansas conversely has fewer respondents who respond "don't know".

The proportion of young men who intend to join the National Guard/Reserves within the next two years is significantly higher in Wisconsin and significantly lower in Albany/Buffalo, Chicago, Minnesota/Nebraska/North Dakota/South Dakota and New Mexico/Colorado. Five tracking areas are above the U.S. average with regard to the proportion of positive-propensity

youth who intend to enlist in the more distant future. These are: Alabama/ Mississippi/Tennessee, Chicago, Minnesota/Nebraska/North Dakota/South Dakota, Northern Californiz, and Richmond/North Carolina. New York City is below average for this time frame. Finally, New York City and Albany/Buffalo have an above-average proportion of youth who do not know when they will enlist in the National Guard/Reserves. Just the opposite is true of Alabama/Mississippi/Tennessee, Northern California, Richmond/ North Carolina and Arkansas.

It was pointed out in the previous Spring 1976 report and it should be repeated that any forecasting with regard to rates of accession should take into account the regional differences that occur for both levels of propensity and expected time of entry as well as mental and physical disqualification rates.

2.2.2   Officer Versus Enlisted Entry Expectations

As Table 2.3 indicates, 70.8% of those with positive propensity
expect to enter the military as enlisted men. This is a drop from the
Fall 1975 figure of 77.0%. During the same period of time, the level
of expected officer entry increased from 19.5% to 24.9%. Relative to the
national averages, Minnesota/Nebraska/North Dakota/South Dakota and
Des Moines have the highest percentages of positive propensity youth
who expect to enter as enlisted men. Des Moines also is below average
with respect to officer entry, while Arkansas falls significantly above average.

New York City experienced the greatest Fall to Fall changes relative
to the corresponding national shifts. The change in percentage of youth
who intend to enter the service as enlisted men exceeded the national
change by 19.2 percentage points, while the percentage intending to
enter as officers had a net loss of 18.3 percentage points. Interest in
becoming an officer went up significantly in Ohio (+19.0% points).

TABLE 2.3   EXPECTATION OF ENTERING SERVICE AS AN ENLISTED MAN OR AN OFFICER

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U.S.

Percent Would Enter As:	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN / NB / ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Enlisted man	70.8	79.4 +19.2	71.8	74.0	68.6	68.8	69.1	62.9	69.4	75.0	81.1	71.4	75.5	70.0
Officer	24.9	18.1 -18.3	22.5	21.3	28.8	28.2	27.2	33.0 +19.0	29.1	20.5	18.9	23.5	18.1	25.4

Base: Those with positive propensity

Source: Qu. 4c

TABLE 2.3   EXPECTATION OF ENTERING SERVICE AS AN ENLISTED MAN OR AS AN OFFICER

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

Percent Would Enter As:	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Enlisted man	70.8	75.2	77.1	67.6	68.0	69.3	70.9	62.8	67.2	[87.7]	69.3	69.9	64.5	66.4
Officer	24.9	24.8	16.9	29.7	27.3	24.5	22.7	[36.2]	25.7	(9.0)	25.3	25.2	27.8	26.3

Base: Those with positive propensity

Source: Qu. 4c

2. 3   Academic Achievement and Derived Quality Index

The military is concerned about the mental quality level of
their enlisted personnel. The present study attempted to gauge the
mental quality of those who express an intent to join the service.
Respondents were asked to report several areas of academic infor-
mation -- high school grades, high school education program,
mathematics courses taken and passed in high school, and science
courses covering electricity and/or electronics taken and passed
in high school. Based on his responses to these questions, a quality
index number was developed for each respondent. The index ranges
from a low score of 1 to a high score of 10. Table 2. 4 explains the
derivation of this index.

Table 2. 4

(High School Grades)	Value	(Number of Math Courses in High School)	Value	(Science Courses in High School)	Value
A's & B's	3	None	1	Yes	2
B's & C's	2	One	2	No, Not Specified	1
C's and below	1	Two	3		
Not specified	0	Three	4		
		Four	5		
		Not Specified	0		

Table 2.5 shows the quality index of the sample as a whole and those for each of the 26 tracking areas. Overall, the average quality index value was 6.36, slightly down from the past two waves of this study (6.43 and 6.41 for Fall 1975 and Spring 1976 respectively). Quality index values were above the U.S. average in Albany/Buffalo, Harrisburg, Texas, Philadelphia, and Boston. Alabama/Mississippi/ Tennessee, New Orleans and Kentucky were below average. Both Albany/Buffalo and Texas experienced upward shifts from Fall 1975 to Fall 1976. New York City was the only tracking area whose quality index declined significantly during this time period. Once again, it should be pointed out that the demographics of the New York City track- ing area are different in this wave from past waves due to a revision in sampling procedure designed to achieve a more uniform dispersion of the sample throughout the counties of the tracking area. Therefore, the decline in the quality index in New York City may be a reflection of the change in sampling procedure.

The number of math courses taken and passed by individuals is an important part of the quality index. Table 2.6 shows that tracking areas differ widely with respect to math courses passed. In terms of the number of math courses passed, the east coast tracking areas excel. On the other hand, the southern tracking areas tend to fall below national averages. A complete breakdown of academic achievement, including quality index values, is available in Vol. I, pages 139 - 145 of the supplementary documents to this report.

TABLE 2.5   RESPONDENT QUALITY INDEX

Circled and boxed entries are those where Total U.S. falls beyond the range
of two Standard Errors of the Tracking Area estimate.

Entries with plus or minus signs denote magnitude of net change for tracking areas
that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U. S.

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	MN / NB / ND/ SD	Tx.	So. Ca.	No. Ca.
Mean index value	6.36	6.36	6.73	6.68	6.59	6.40	(5.90)	6.45	6.29	6.34	6.54	6.64	6.20	6.37
		−.93	+.30									+.34		

Base: All respondents

Minimum value = 1

Maximum value = 10

Source: Volume I, page 144

TABLE 2.5   RESPONDENT QUALITY INDEX

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
Mean index value	6.36	6.84	6.67	6.35	6.21	6.21	5.98	6.13	5.98	6.10	6.35	6.33	6.51	6.13

Base: All respondents

Minimum value = 1

Maximum value = 10

Source: Volume I, page 144

TABLE 2.6 NUMBER OF MATH COURSES PASSED

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U.S.

Percent Naming This Number of Courses	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN/ NB/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Three or more	35.2	39.5	[45.2]	[44.9]	[44.9]	36.7	(24.4)	37.8	34.6	33.1	37.9	37.8	26.5	33.3
Less than three	46.9	(39.6) -17.6	(37.8)	44.3	(35.7)	43.9	49.7 -12.5	46.8	48.1	[55.1]	47.9 +10.0	49.2	[54.8]	47.6
None/no answer	17.9	20.9 +8.4	17.0	(10.8) -7.7	19.3	19.5	[25.8]	15.4	17.3	(11.8)	14.2	(13.0)	18.6	19.2

Base: All respondents

Source: Qu. 17a

TABLE 2.6 NUMBER OF MATH COURSES PASSED

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

Percent Naming This Number of Courses	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Three or more	35.2	(49.6)	(45.6)	33.8	(21.7)	38.4	32.0	(28.2)	(23.9)	(27.7)	33.5	33.7	33.2	(27.1)
Less than three	46.9	(34.6)	41.4	47.0	48.1	(38.7)	46.9	49.4	50.5	[54.4]	50.8	50.1	52.9	53.8
None/no answer	17.9	15.8	(13.0)	19.2	20.2	22.8	21.0	22.4	[25.6]	17.9	15.6	16.2	13.9	19.1

Base: All respondents

Source: Qu. 17a

2.4   Advertising Copy Identification

    Extensive advertising campaigns are an integral part of the
military's efforts at recruiting young men into the volunteer force.
Respondents were read a list of 12 copy points used by
the various services in their advertising. For each statement,
respondents were asked to name the service or services who were
making such a claim. Their responses are summarized in Table 2.7.
Since the statements used in the Fall 1976 wave are not entirely
identical to those used in the Fall 1975 study, no Fall to Fall changes
are noted. Tracking areas that differ from the corresponding U.S.
average, however, are noted and are summarized below:

Statement	Fall 1976 Below Average	Fall 1976 Above Average
AF: Look Up - Be Looked Up To	HRSBG FLA	WASH/OREG
AF: Great Way of Life	BSTN	SO. CA DES MNS N. M/COL
A: Join the People	NYC SO. CA PHIL BSTN ARK	AL/MS/TN MN/NB/ND/SD PIT S. C/GA KY N. M/COL
A: Project Ahead	MN/NB/ND/SD	N. M/COL
MC: The Few, The Proud	NEW ORLN KY NYC	WASH D. C. TX

MARKET FACTS

Statement	Fall 1976	
	Below Average	Above Average
MC: Same Pay As Other Services	NYC	DES MNS N. M/COL K. C. /OKLA
N: Not Just A Job, An Adeventure	NYC CHI BSTN	TX DES MNS
N: Looking For Adventure, the Field Narrows	NYC HRSBRG FLA MN/NB/ND/SD NO. CA	TX
NG: Most Important Part-Time Job	NYC CHI SO. CA PIT NEW ORLN	WASH D. C. MN/NB/ND/SD WIS
NG: The . . . Belongs	NYC MI/IN CHI SO. CA NO. CA	WASH D. C. TX ARK WIS
CG: Good Work		WASH D. C. SO. CA NO. CA
CG: Help Others, Help Yourself	DES MNS	

Three tracking areas do especially well with respect to advertising copy identification: Washington D. C., Texas, and New Mexico/Colorado. On the other hand, New York City performs poorly on this measure.

TABLE 2.7 ASSOCIATION OF ADVERTISING COPY POINTS WITH SERVICES

Circled and boxed entries are those where Total U. S. Falls beyond the range of two Standard Errors of the Tracking Area estimate

Percent Associating	Total U.S. %	NYC %	Alb./Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./Ms./Tn. %	Oh. %	Ml./In. %	Chi. %	MN/NB/ND/SD %	Tx. %	So. Ca. %	No. Ca. %
Same Pay As Other Services Correct: Marine Corps Most Associated: Marine Corps	31.6	(13.9)	32.3	35.1	30.3	32.2	29.3	31.7	30.6	29.4	32.2	33.1	37.9	26.7
Good Work Correct: Coast Guard Most Associated: Army	3.8	2.3	4.2	2.3	[8.6]	3.1	2.4	2.2	3.0	4.7	2.8	3.3	[7.8]	[7.8]
Not Just A Job, An Adventure Correct: Navy Most Associated: Navy	30.2	(22.3)	33.1	29.7	29.2	29.0	30.8	31.6	30.3	(22.7)	31.0	[40.3]	30.4	29.8
Most Important Part-Time Job Correct: National Guard Most Associated: National Guard	44.2	(29.6)	47.0	42.9	[54.5]	40.7	48.8	46.0	49.2	(30.5)	[55.6]	48.0	(37.0)	41.5
Look Up -- Be Looked Up To Correct: Air Force Most Associated: Air Force	34.9	29.1	36.2	(27.4)	34.6	(27.1)	34.4	30.2	31.6	34.8	39.8	35.7	38.0	40.3
Join The People Correct: Army Most Associated: Army	50.7	(37.7)	48.4	51.9	44.3	44.4	[58.7]	49.5	54.5	47.8	[62.1]	49.4	(42.9)	52.8
The . . . Belongs Correct: National Guard Most Associated: Army	12.0	(3.6)	15.5	16.3	[22.4]	10.2	16.6	7.1	(6.0)	(5.1)	13.7	[18.2]	(6.7)	(7.6)
Great Way of Life Correct: Air Force Most Associated: Navy	16.2	13.5	15.8	16.9	12.8	14.9	17.3	16.6	15.5	13.9	16.5	20.0	[23.7]	14.1

TABLE 2.7   ASSOCIATION OF ADVERTISING COPY POINTS WITH SERVICES

(Continued)

Percent Associating	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN/ NB/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Looking For Adventure, The Field Narrows Correct: Navy Most Associated: Navy	23.6	12.5	25.8	16.8	27.4	17.8	28.6	22.8	24.8	18.8	18.2	35.8	29.5	17.9
The Few, The Proud Correct: Marine Corps Most Associated: Marine Corps	48.5	33.8	51.7	53.8	56.0	48.1	47.5	46.6	48.6	45.3	45.2	59.6	51.6	43.0
Help Others, Help Yourself Correct: Coast Guard Most Associated: Army	9.9	6.8	11.8	14.3	9.5	7.7	10.0	10.3	6.7	11.2	7.8	15.0	9.2	14.9
Project Ahead Correct: Army Most Associated: Army	35.9	32.4	41.3	37.2	41.2	34.1	36.8	37.7	41.5	32.5	27.3	40.0	32.4	30.2

Base: All respondents

Source: Qu. 6

TABLE 2.7   ASSOCIATION OF ADVERTISING COPY POINTS WITH SERVICES

Circled and boxed entries are those where Total U. S. falls beyond the range of two Standard Errors of the Tracking Area estimate

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Percent Associating														
Same Pay As Other Services														
Correct: Marine Corps														
Most Associated: Marine Corps	31.6	30.3	27.7	32.5	34.2	37.8	26.4	28.0	32.4	[40.3]	33.7	[40.4]	33.7	[40.3]
Good Work														
Correct: Coast Guard														
Most Associated: Army	3.8	4.3	1.8	3.9	4.3	1.8	2.9	2.0	4.1	5.9	4.0	4.1	4.4	3.3
Not Just A Job, An Adventure														
Correct: Navy														
Most Associated: Navy	30.2	29.6	(24.0)	32.0	26.4	35.6	27.6	32.2	27.9	[38.4]	26.4	29.1	28.6	32.4
Most Important Part-Time Job														
Correct: National Guard														
Most Associated: National Guard	44.2	46.9	39.2	(33.9)	45.6	45.4	(35.4)	48.4	47.0	48.0	[57.1]	45.1	46.0	47.9
Look Up -- Be Looked Up To														
Correct: Air Force														
Most Associated: Air Force	34.9	37.1	31.2	30.1	39.6	35.9	34.3	41.1	37.3	38.1	35.4	35.2	[41.7]	37.4
Join The People														
Correct: Army														
Most Associated: Army	50.7	(43.4)	(38.5)	[63.9]	50.1	[67.1]	46.9	(42.9)	[60.6]	50.7	48.9	[60.9]	47.5	55.3
The. . . Belongs														
Correct: National Guard														
Most Associated: Army	12.0	12.3	9.5	15.2	13.7	9.4	11.1	[23.1]	11.3	8.6	[21.9]	12.2	8.9	14.5
Great Way of Life														
Correct: Air Force														
Most Associated: Navy	16.2	17.4	(8.3)	12.2	14.4	16.8	13.2	12.7	18.5	[23.5]	13.8	[22.4]	15.7	18.7

TABLE 2.7   ASSOCIATION OF ADVERTISING COPY POINTS WITH SERVICES

(Continued)

Percent Associating	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Looking For Adventure, The Field Narrows														
Correct: Navy														
Most Associated: Navy	23.6	27.0	21.5	26.4	19.4	27.6	28.4	19.1	23.0	23.2	25.7	25.4	21.2	27.5
The Few, The Proud														
Correct: Marine Corps														
Most Associated: Marine Corps	48.5	50.6	43.1	49.0	48.0	46.8	41.1	51.6	41.2	44.9	50.8	56.0	53.1	47.9
Help Others, Help Yourself														
Correct: Coast Guard														
Most Associated: Army	9.9	7.0	9.3	10.0	10.6	9.0	8.7	6.8	9.2	4.0	11.8	9.6	12.4	10.8
Project Ahead														
Correct: Army														
Most Associated: Army	35.9	32.4	36.8	37.1	34.6	40.1	32.7	28.5	35.9	30.3	38.3	45.0	35.3	33.6

Base: All respondents

Source: Qu. 6

2.5   <u>Recalled Recruiter Contact</u>

Table 2.8 shows the level of recalled recent recruiter contact

for the sample as a whole as well as within each of the tracking areas.

Overall, 24.9% of the total sample reported that they had been exposed

to recruiter contact within the last five to six months. Exceptions

to this national average are New York City, Florida, and Pittsburgh

which all fell significantly below this average. One tracking area --

Minnesota/Nebraska/North Dakota/South Dakota -- was significantly

above the average. Chicago is the only tracking area that experienced

a significant Fall to Fall change in recalled recent recruiter contact.

Relative to the national average, Chicago dropped 8.2 percentage points.

TABLE 2.8   HAD RECENT RECRUITER CONTACT

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U. S.

Percent Had Recruiter Contact

	Total U.S.	NYC	Alb./Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	MN/NB/ND/SD	Tx.	So. Ca.	No. Ca.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Past 5 to 6 months	24.9	(16.8)	20.7	29.7	20.5	(18.6)	21.6	22.2	28.1	26.1	[32.3]	30.0	26.4	21.8
										-8.2				

Base: All respondents

Source: Qu. 7a

TABLE 2.8   HAD RECENT RECRUITER CONTACT

Circled and boxed entries are those where Total U.S. falls beyond the range
of two Standard Errors of the Tracking Area estimate

Percent Had Recruiter Contact	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Past 5 to 6 months	24.9	23.2	21.2	(18.4)	28.6	27.3	24.9	30.4	22.4	31.4	29.7	22.7	27.6	25.1

Base: All respondents

Source: Qu. 7a

2. 6   Adequacy of Information Received From the Recruiter

Table 2. 9 shows the percent of respondents who report that they received inadequate information from the various services. Adequacy of information was determined by asking each respondent who had ever had contact with a recruiter whether he felt that the information provided was . .

- All the information you wanted

- Most of it

- Very little

Inadequate information was defined by a response of "very little".

Overall, all of the services do well on this issue. Approximately four-out-of-five respondents contacted by recruiters feel that the contacting services provided enough information. Vis-a-vis one another, the Marine Corps scores somewhat less favorably than the other services.

With respect to each service, the following conclusions can be drawn:

1.   The Air Force does fairly well in every tracking area and especially well in Pittsburgh and Arkansas. On a Fall to Fall basis, the level of dissatisfaction with the amount of information received increased significantly in the Minnesota/Nebraska/North Dakota/South Dakota tracking area.

2. The <u>Army</u> gets exceptionally good marks from respondents in the South Carolina/Georgia tracking area and particularly low marks in Washington D. C. New York City, Southern California, and Northern California experience significant Fall to Fall increases in the percent who consider recruiter information to be inadequate. Albany/Buffalo experiences just the opposite shift.

3. The <u>Marine Corps'</u> information program gets its biggest endorsement from New Orleans. At the same time, Florida has a significant decline from Fall 1975.

4. The <u>Navy</u> has exceptionally low rates of dissatisfaction in Albany/Buffalo and New Mexico/Colorado. The level of dissatisfaction rose significantly from Fall 1975 in Minnesota/Nebraska/North Dakota/South Dakota and Southern California.

TABLE 2.9   PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

Circled and boxed entries are those where Total U.S. falls beyond the range
of two Standard Errors of the Tracking Area estimate

Entries with plus or minus signs denote magnitude of net change for tracking areas
that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U. S.

Percent Getting Very Little Information	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN/ NB/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
From Air Force	16.2	10.5	13.0	19.5	24.2	10.1	24.6	8.3	17.8	9.1	23.2 +17.5	10.7	27.4	16.8
From Army	17.2	30.6 +20.3	8.9 −22.6	10.1	[32.6]	8.5	16.6	23.1	19.1	14.5	18.2	19.7	18.2 +9.0	20.4 +11.0
From Marine Corps	22.2	38.7	19.7	16.1	28.7	13.1 −30.2	8.	28.8	31.6	27.2	16.9	31.5	17.6	13.2
From Navy	17.3	9.9	(7.7)	16.3	27.0	16.6	15.3	16.7	22.2	18.3	22.0 +11.9	21.0	15.8 +11.9	22.5

Base: Respondents having recruiter contact

Response alternatives: All the information you wanted
Most of it
Very little

Source: Qu. 8e

TABLE 2.9 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

Circled and boxed entries are those where Total U.S. falls beyond the range
of two Standard Errors of the Tracking Area estimate

Percent Getting Very Little Information	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
From Air Force	16.2	14.7	12.9	(5.2)	23.6	12.0	18.1	(6.0)	6.2	19.9	23.0	14.6	16.6	27.4
From Army	17.2	10.3	16.3	17.3	9.8	(8.0)	14.8	12.4	23.4	20.0	26.7	13.9	16.8	17.7
From Marine Corps	22.2	24.6	11.1	23.4	0.0	35.0	(10.5)	22.5	15.9	28.3	34.2	16.6	17.9	22.4
From Navy	17.3	13.3	15.3	14.4	19.2	16.5	19.3	10.5	11.5	20.6	25.3	(9.2)	13.3	28.1

Base: Respondents having recruiter contact

Response alternatives: All the information you wanted
Most of it
Very little

Source: Qu. 8e

2. 7   <u>Other Activities Concerning Enlistment</u>

The extent to which a young man undertakes a number of information
seeking behaviors can be a further indication of his inclination to join the
services as well as providing insight into the forces that influence that
decision.   Respondents were asked to report whether or not they had done
a series of things in the last six months with regard to obtaining information
about the military.   Table 2. 10 summarizes the results of this question.
The data represent the proportion of young men who indicated that they
had undertaken certain information seeking behaviors relevant to the
service's recruiting and advertising efforts.

Enlistment-oriented behaviors are listed in descending order of mention
for the nation as a whole below.

- Talked with friends in or out of service   40. 9%

- Talked with one or both parents   36. 9%

- Talked with wife/girl friend   18. 8%

- Taken aptitude test in high school given by
  armed services   18. 1%

- Asked for information by mail   13. 6%

- Talked with teacher or guidance counselor   11. 6%

- Physically or mentally tested at military
  examining station   5. 3%

- Made toll-free call to get information   3. 7%

In terms of tracking areas, Chicago area youth are somewhat less likely than their peers in other areas to seek information about enlistment. In the last wave of this study (Spring 1976), respondents in New York City were consistently less likely to seek information about enlistment. This does not appear to be the case now.

With respect to Fall to Fall changes, New York City increased significantly in one area: talked with wife/girl friend. Florida dropped significantly in two areas: talked with teacher or guidance counselor, and taken aptitude test in high school given by armed services. Finally, the Minnesota/Nebraska/North Dakota/South Dakota tracking area also experienced significant declines in two areas: talked with wife/girl friend, and talked with one or both parents.

TABLE 2.10   OTHER ACTIVITIES CONCERNING ENLISTMENT

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Fall 1975 to Fall 1976 change than in the total U. S.

Percent Answering Yes	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	MN/ NB/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Talked with friends in or out of service	40.9	37.3	40.2	46.5	42.3	45.2	43.1	42.7	38.4	(32.8)	44.1	40.2	41.4	41.6
Talked with teacher or guidance counselor	11.6	(7.1)	16.6	14.8	8.9	8.1 -7.0	9.4	15.1	9.2	9.8	10.4 -8.3	9.5	10.1	16.8
Talked with wife/girl friend	18.8	23.4 +11.0	18.0	21.2	16.6	22.1	23.9	20.8	15.8	(12.1)	15.3 -8.1	(12.9)	20.4	14.3
Talked with one or both parents	36.9	39.0	38.9	43.0	40.5	40.9	39.2	36.3	34.0	(26.4)	36.7	36.1	41.0	33.5
Taken aptitude test in high school given by armed services	18.1	(10.2)	16.7	20.5	19.2	14.7 -13.0	23.5	(9.6)	13.7	15.6	18.2	[24.5]	18.2	(12.8)
Made toll-free call to get information	3.7	4.5	3.0	4.1	2.5	5.3	3.8	3.8	2.2	2.6	2.5	4.0	4.9	3.8
Physically or mentally tested at military examining station	5.3	4.0	5.9	5.2	5.1	3.3	5.2	4.8	4.0	3.6	5.9	3.5	6.0	6.6
Asked for information by mail	13.6	16.2	14.3	[18.8]	15.3	11.5	13.3	11.7	12.7	10.7	9.6	11.7	14.8	13.2

Base: All respondents

Source: Qu. 7c

TABLE 2.10 OTHER ACTIVITIES CONCERNING ENLISTMENT

Circled and boxed entries are those where Total U.S. falls beyond the range
of two Standard Errors of the Tracking Area estimate

Percent Answering Yes	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Talked with friends in or out of service	40.9	38.9	40.4	36.0	41.7	44.8	41.7	43.3	39.7	39.4	38.5	40.4	46.1	40.1
Talked with teacher or guidance counselor	11.6	13.1	10.8	13.7	9.9	[18.3]	15.3	11.2	12.0	14.6	10.8	9.7	13.2	9.6
Talked with wife/girl friend	18.8	14.9	17.5	18.2	25.3	21.8	21.0	18.6	17.0	17.4	20.2	15.9	18.8	21.9
Talked with one or both parents	36.9	36.6	35.8	40.9	37.9	37.4	32.2	32.5	32.1	37.7	35.7	37.4	42.8	33.5
Taken aptitude test in high school given by armed services	18.1	15.1	16.0	20.4	19.4	18.2	22.0	[26.7]	[27.8]	16.8	18.1	19.8	[25.4]	17.5
Made toll-free call to get information	3.7	5.5	2.0	3.7	4.4	6.7	4.1	1.4	5.6	3.6	(.4)	(1.6)	3.5	5.1
Physically or mentally tested at military examining station	5.3	4.4	6.1	5.1	7.9	8.1	7.5	5.2	4.8	7.8	4.7	5.1	7.4	4.5
Asked for information by mail	13.6	17.0	11.7	16.6	10.1	17.6	14.8	14.1	16.7	11.4	(8.6)	13.4	17.0	11.7

Base: All respondents

Source: Qu. 7c

2. 8   Knowledge of Monthly Enlisted Starting Pay

Without any prompting by the interviewers, the respondents
were asked to provide their best estimates of monthly enlisted starting
pay before taxes. The estimates are recorded in data tapes in their
original form. For tabulation purposes they were coded by $50 intervals.

Table 2.11 summarizes two aspects of the data. First, it gives the
percentage of respondents who were not able to make any estimate (43. 9%
in total U.S.). The proportion not able to make an estimate was
particularly high in metropolitan New York and Chicago, and excep-
tionally low in Des Moines and New Mexico/Colorado.

Table 2.11 also shows the mean monthly dollar value of starting pay
for those respondents who made an estimate. The mean estimate of
$374 for the total U.S. is the correct monthly starting pay. However,
15 of the 26 tracking areas ranged from $6 to $48 below the U.S. mean
and nine of the areas ranged from $8 to $66 above the U.S. mean. Only
two tracking areas -- Albany/Buffalo and Washington D.C. -- were on
par with the U.S. mean.

Section IV examines the relationship between starting pay and
propensity to serve in more detail.

TABLE 2.11   ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

	Total U.S. %	NYC %	Alb/ Buf %	Hrsbg. %	Wash. D.C. %	FL %	AL/ MS/ TN %	OH %	MI/ IN %	CHI %	MN/ NB/ ND/ SD %	TX %	SO. CA. %	NO. CA. %
Don't know/no answer (Percent)	43.9	56.7	40.7	40.6	44.6	45.6	42.1	40.0	43.7	55.7	41.4	45.3	38.4	42.2
Pay in dollars (Mean)	373.6	352.1	378.5	361.1	373.5	364.4	365.6	353.6	351.0	366.9	381.1	439.3	401.9	411.8

Base: All respondents

Source: Qu. 9

TABLE 2.11   ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area estimate.

	Total U.S. %	Phil. %	Batn. %	Pit. %	Rich/ N.C. %	S.C. GA %	New Orln. %	AR %	KY %	Des Mns. %	WI %	NM/ CO %	WAS/ OREG %	K.C./ OKLA %
Don't know/no answer (Percent)	43.9	48.7	41.1	48.6	50.7	40.6	45.1	43.6	45.8	(36.1)	44.5	(32.4)	38.7	39.3
Pay in dollars (Mean)	373.6	(326.1)	(325.4)	(363.9)	(356.8)	(362.7)	[402.7]	(364.7)	(350.8)	[391.5]	(364.7)	[387.9]	[389.5]	[404.3]

Base: All Respondents

Source: Qu. 9

SECTION III

TRENDS BY TRACKING AREA

SECTION III

Trends By Tracking Area

The completion of the present Fall 1976 wave of this study enables observation of what, if any, changes have occurred within tracking areas with respect to critical areas of interest. In Section II these shifts in data were viewed relative to national changes. In this section, these changes are examined exclusive of the corresponding national changes. Two issues are of particular concern -- positive propensity toward the services and the level of recent recruiter efforts.

3.1   Changes in Propensity

From Fall 1975 to Fall 1976 there have been significant changes in propensity within tracking areas and, moreover, some of the changes are significantly different from one another. Tables 3.1 to 3.4 present the changes that have occurred within each of the original 13 tracking areas with respect to each service.

TABLE 3. 1

CHANGE IN POSITIVE PROPENSITY
FOR THE AIR FORCE
BY TRACKING AREA

	Fall '75 %	Fall '76 %	Change	Statistically Significant
New York City	14.2	11.8	-2.4	No
Albany/Buffalo	14.8	15.2	+ .4	No
Harrisburg	12.8	7.0	-5.8	Yes
Washington D. C.	11.1	13.4	+2.3	No
Florida	20.7	15.6	-5.1	No
Alabama/Mississippi	20.1	13.7	-6.4	No
Ohio	10.7	10.9	+ .2	No
Michigan/Indiana	16.3	7.7	-8.6	Yes
Chicago	11.9	12.6	+ .7	No
Minnesota/Nebraska/ North Dakota/South Dakota	13.3	10.7	-2.6	No
Texas	14.9	11.8	-3.1	No
Southern California	19.9	20.0	+ .1	No
Northern California	12.7	15.1	+2.4	No

TABLE 3.2

CHANGE IN POSITIVE PROPENSITY
FOR THE ARMY
BY TRACKING AREA

	Fall '75 %	Fall '76 %	Change	Statistically Significant
New York City	9.0	6.8	-2.2	No
Albany/Buffalo	14.0	10.4	-3.6	No
Harrisburg	9.0	6.4	-2.6	No
Washington D.C.	13.1	9.3	-3.8	No
Florida	18.3	9.8	-8.5	Yes
Alabama/Mississippi	20.8	12.4	-8.4	Yes
Ohio	9.6	9.7	+ .1	No
Michigan/Indiana	13.2	7.9	-5.3	No
Chicago	10.7	7.4	-3.3	No
Minnesota/Nebraska/North Dakota/South Dakota	15.0	7.4	-7.6	Yes
Texas	15.5	8.5	-7.0	Yes
Southern California	13.1	8.9	-4.2	No
Northern California	6.9	8.9	+2.0	No

TABLE 3. 3

CHANGE IN POSITIVE PROPENSITY
FOR THE MARINE CORPS
BY TRACKING AREA

	Fall '75 %	Fall '76 %	Change	Statistically Significant
New York City	9. 8	5. 3	-4. 5	No
Albany /Buffalo	9. 6	6. 7	-2. 9	No
Harrisburg	8. 8	8. 5	- . 3	No
Washington D. C.	8. 4	8. 1	- . 3	No
Florida	10. 8	8. 9	-1. 9	No
Alabama /Mississippi	11. 8	11. 6	- . 2	No
Ohio	7. 7	6. 0	-1. 7	No
Michigan /Indiana	10. 3	6. 6	-3. 7	No
Chicago	9. 2	6. 3	-2. 9	No
Minnesota /Nebraska /North Dakota /South Dakota	12. 0	5. 6	-6. 4	Yes
Texas	15. 0	9. 0	-6. 0	No
Southern California	11. 1	6. 6	-4. 5	No
Northern California	9. 7	5. 6	-4. 1	No

TABLE 3.4
CHANGE IN POSITIVE PROPENSITY
FOR THE NAVY
BY TRACKING AREA

	Fall '75 %	Fall '76 %	Change	Statistically Significant
New York City	18.3	7.5	-10.8	Yes
Albany/Buffalo	15.5	14.9	- .6	No
Harrisburg	12.5	11.4	-1.1	No
Washington D.C.	18.3	11.1	-7.2	Yes
Florida	18.0	10.5	-7.5	Yes
Alabama/Mississippi	16.6	15.9	- .7	No
Ohio	10.2	12.2	+2.0	No
Michigan/Indiana	19.0	9.8	-9.2	Yes
Chicago	10.0	8.9	-1.1	No
Minnesota/Nebraska/North Dakota/South Dakota	16.7	9.8	-6.9	Yes
Texas	15.5	12.8	-2.7	No
Southern California	16.3	14.9	-1.4	No
Northern California	13.4	10.3	-3.1	No

The following observations can be made:

1. From Fall 1975 to Fall 1976, the proportion of young men who indicate that they are likely to join the <u>Air Force</u> declined significantly in two of the 13 tracking areas -- Harrisburg and Michigan/Indiana.

2. The <u>Army</u> lost ground in four of the tracking areas. These are Florida, Alabama/Mississippi, Minnesota/Nebraska/ North Dakota/South Dakota and Texas.

3. Positive propensity for the <u>Marine Corps</u> declined in one tracking area from Fall 1975 to Fall 1976 -- Minnesota/ Nebraska/North Dakota/South Dakota.

4. The level of positive propensity for the <u>Navy</u> fell off in five tracking areas. These are New York City, Washington D.C., Florida, Michigan/Indiana, and Minnesota/ Nebraska/North Dakota/South Dakota.

3.2   Recent Recruiter Contact

The relative number of respondents who report having been exposed to recruiter contact within the past five to six months has shifted very little within tracking areas from Fall 1975 to Fall 1976.

The following observations can be made from Table 3.5

1.   Based on respondents' reports, recent recruiter contact appears to have increased only in Southern California.

2.   On the other hand, relatively fewer respondents report having been exposed recently to recruiter contact in Chicago.
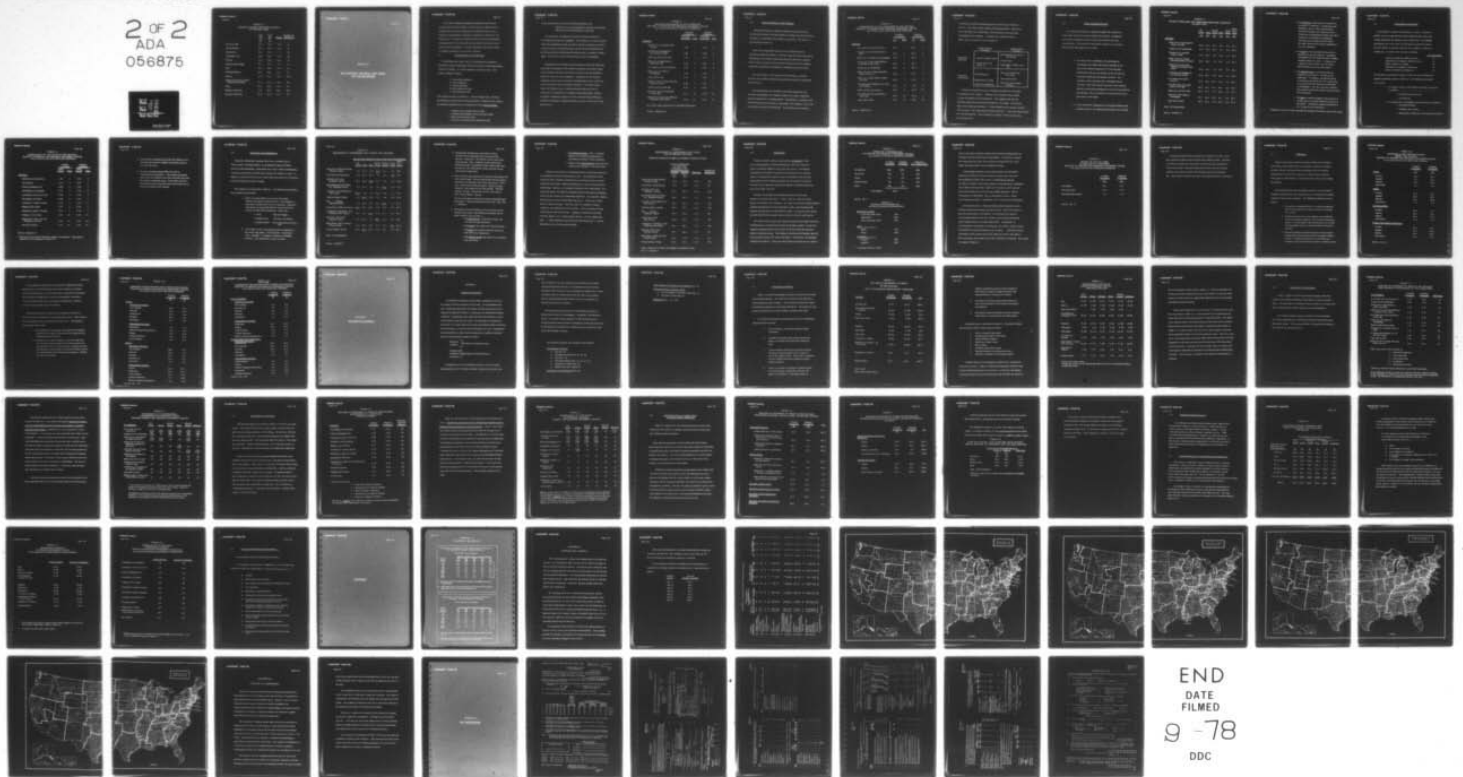
TABLE 3.5

CHANGE IN RECENT RECRUITER CONTACT
BY TRACKING AREA

	Fall '75 %	Fall '76 %	Change	Statistically Significant
New York City	13.6	16.8	+3.2	No
Albany/Buffalo	16.1	20.7	+4.6	No
Harrisburg	29.5	29.7	+ .2	No
Washington D.C.	21.8	20.5	-1.3	No
Florida	22.6	18.6	-4.0	No
Alabama/Mississippi	24.7	21.6	-3.1	No
Ohio	27.3	22.2	-5.1	No
Michigan/Indiana	24.4	28.1	+3.7	No
Chicago	34.3	26.1	-8.2	Yes
Minnesota/Nebraska/North Dakota/South Dakota	31.1	32.3	+1.2	No
Texas	25.1	30.0	+4.9	No
Southern California	17.8	26.4	+8.6	Yes
Northern California	16.9	21.8	+4.9	No

SECTION IV

JOB ATTRIBUTES, LIFE GOALS, COPY POINTS,
PAY, AND INFLUENCERS

This section examines in-depth the dynamics that surround a young man's decision whether or not to pursue a military career. Included here are factors important to an individual such as perceptions of job attributes, life goals, advertising, influencers, and military pay. The data are viewed in terms of positive and negative propensity for (1) the individual services and (2) for all four active duty services combined (i.e., those respondents with either positive or negative propensity for any of the services).

4.1   The Importance of Job Attributes

Respondents were read a list of 11 job attributes and asked to indicate the relative importance of each in terms of considering whether to join the military. A 5-point importance scale was used. This scale is defined as follows:

> 1 = extremely important
> 2 = very important
> 3 = fairly important
> 4 = don't know/no answer
> 5 = not important at all

The results are shown in Table 4.1. On an average basis, all of the job attributes are perceived as being important. Relative to one another, the following attributes can be considered to be the most important:

> - Teaches you a valuable trade or skill
> - Provides good benefits for you and your family
> - Gives you the job you want
> - Gives you an opportunity to better your life

At the other extreme, the least important attributes are:

- Allows you to see many different countries of the world
- Has other men you would like to work with

In many cases, the differences between attributes within the two propensity groups are negligible. Nevertheless, the rank-ordering of the data suggest that young men attach greater importance to career-oriented economic benefits (learning a trade, family benefits) than to the more subjective psychological benefits (travel, comradery, leadership). This was the case in previous waves of this investigation.

Respondents in the positive propensity group show little difference from their counterparts in the negative propensity group with respect to the relative importance they attach to each of these job attributes. However, there are some exceptions. Respondents in the positive propensity group rank one attribute relatively higher ("Is a career you can be proud of") and two attributes relatively lower ("Pays well to start" and "Helps you get a college education while you serve"). Compared to respondents in the negative propensity group, positive propensity respondents appear to be less concerned about initial pay and help in acquiring a college education, the same as they were in the Spring wave.

TABLE 4. 1

RELATIVE IMPORTANCE OF JOB ATTRIBUTES
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED*

Attribute:	Positive Propensity Average Importance	Rank	Negative Propensity Average Importance	Rank
Teaches you a valuable trade or skill	1. 85	1	2. 11	2
Provides good benefits for you and your family	1. 88	2	2. 08	1
Gives you the job you want	1. 93	3	2. 19	3
Gives you an opportunity to better your life	1. 94	4	2. 26	4
Is a career you can be proud of	2. 01	5	2. 46	8
Gives you a job which is challenging	2. 10	6	2. 36	6
Pays well to start	2. 15	7	2. 32	5
Helps you get a college education while you serve	2. 20	8	2. 36	6
Trains you for leadership	2. 25	9	2. 60	9
Has other men you would like to work with	2. 51	10	2. 78	10
Allows you to see many different countries of the world	2. 64	11	2. 96	11

*A smaller value means greater perceived importance.

Source: Question 5a

4.2   <u>Rating of Military on Job Attributes</u>

Having determined the relative importance young men attach

to these job attributes, the next question is whether they feel that these

attributes are attainable in the military (in general). The data are

summarized in Table 4.2.

Most of the respondents feel that every attribute could be

attained by joining the military. The data range from 95 percent of the

respondents in the positive propensity group who feel that a military

job is a career a person can be proud of to 58 percent of the negative

propensity respondents who believe the military pays well to start.

Not surprisingly, in the case of each job attribute, a greater

percent of the positive propensity group feel the attribute is attainable

in the service.

The determination of an attribute's perceived importance and

perceived attainability in the military enable us to make a statement

about its potential for recruiting efforts. Specifically, an attribute must

be both important and perceived as attainable in the military, for it to be

an attractive incentive for enlistment. This analysis can be made by

TABLE 4. 2

ATTAINABILITY OF JOB ATTRIBUTES IN THE MILITARY
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity		Negative Propensity	
	%	Rank	%	Rank
Attribute:				
Is a career you can be proud of	95. 4	1	80. 7	6
Teaches you a valuable trade or skill	94. 9	2	88. 7	2
Gives you a job which is challenging	93. 2	3	81. 2	5
Allows you to see many different countries of the world	92. 9	4	89. 3	1
Trains you for leadership	90. 4	5	82. 8	3
Helps you get a college education while you serve	90. 0	6	81. 6	4
Gives you an opportunity to better your life	89. 6	7	78. 0	7
Provides good benefits for you and your family	87. 1	8	77. 4	8
Gives you the job you want	83. 9	9	67. 2	10
Has other men you would like to work with	83. 5	10	70. 8	9
Pays well to start	76. 1	11	58. 4	11

Source: Question 5b

comparing the positive propensity group's rank orders in Tables 4.1
and 4.2. The result of this analysis is illustrated below. Only two of
the 11 attributes are ranked high on both importance and perceived
attainability in the military -- "Teaches you a valuable trade or
skill" and "Is a career you can be proud of."

	Relatively Easy To Attain	Relatively Hard To Attain
Relatively Important	Teaches valuable trade Career you can be proud of	Good benefits for you and your family Job you want Opportunity to better your life
Relatively Unimportant	Challenging job Opportunity to travel Trains for leadership	Men you would like to work with Pays well to start Helps you get a college education

Of these two attributes that are relatively important and perceived
as attainable in the military, "Teaches you a valuable trade or skill"
is rated the highest on both dimensions. This suggests that this one
attribute perhaps has the greatest potential for recruiting. On the other
hand, three important attributes -- "Good benefits for you and your family,"
"Job you want," and "Opportunity to better your life" -- represent opportunities
for recruiting efforts. These findings are similar to what was observed
in the Spring wave.

4.3   Rating of Specific Services

In an attempt to profile the relative strengths and weaknesses

of the active services in terms of these job attributes, respondents

were asked to indicate for which service the attribute was most

characteristic. The results are presented in Table 4.3 from which

the following observations can be made:

1. On seven of the 11 attributes, the percentage of

   respondents who either feel that the attribute is not

   true of the military in general or do not associate

   the attribute with any one specific service exceeds all

   of the percentages for the specific services. For

   example, nearly one-half of the respondents do not

   associate "Pays well to start" with any of the services.

   This far exceeds the percentage for any one of the services.

   Nevertheless, this is something of an improvement from

   past waves of this study.

2. To the extent that respondents do associate attributes with

   specific services, the following observations can be made:

TABLE 4. 3

PERCENT INDICATING FOR WHICH SERVICES EACH ATTRIBUTE IS MOST TRUE

Attribute:	Air Force %	Army %	Marine Corps %	Navy %	Coast Guard %	None / Don't Know %
Gives you an opportunity to better your life	25. 8	14. 1	13. 1	15. 5	4. 2	33. 1
Trains you for leadership	15. 1	18. 0	32. 2	9. 5	2. 8	28. 2
Teaches you a valuable trade or skill	31. 7	22. 4	8. 9	17. 6	3. 7	23. 0
Helps you get a college education while you serve	24. 9	23. 0	7. 9	16. 1	3. 0	31. 0
Allows you to see many different countries of the world	16. 8	15. 3	7. 1	45. 3	2. 5	18. 3
Provides good benefits for you and your family	21. 8	20. 7	9. 0	14. 8	3. 5	38. 3
Is a career you can be proud of	27. 9	13. 2	19. 1	15. 0	4. 6	28. 5
Has other men you would like to work with	20. 2	15. 7	11. 1	14. 7	4. 4	39. 7
Gives you a job you want	23. 3	17. 3	7. 2	14. 8	3. 4	37. 7
Gives you a job which is challenging	27. 7	14. 0	17. 5	15. 1	4. 2	26. 9
Pays well to start	20. 2	12. 0	7. 8	11. 8	2. 6	49. 4

Base: All Respondents

Source: Question 5c

o The <u>Air Force</u> leads all other services on
nine of the 11 attributes. Among these nine
attributes, the Air Force demonstrates
particular strength with respect to three --
"Gives you an opportunity to better your life,"
"Gives you a job which is challenging,"
"Teaches you a valuable trade or skill."
The latter attribute was earlier identified as
the most important.

o The <u>Army</u> is not associated with any of the
attributes to any great degree. Its highest
associations are for "Helps you get a college
education while you serve," "Teaches you
a valuable trade or skill," and "Provides
good benefits for you and your family."

o The <u>Marine Corps</u> is associated with one
attribute in particular -- "Trains you for
leadership." In addition, the Marine Corps
is frequently associated with "Is a career you
can be proud of," and "Gives you a job which
is challenging." For the most part, however,
few people associate the Marines with any of the
other attributes.

o The <u>Navy</u> is rated the highest of any service on
"Allows you to see many different countries of
the world." The Navy's weakest association is
for "Trains you for leadership."

In general, the above results parallel the findings of previous waves of this study.

4.4   Achievability of Life Goals

The decision to enlist in the military is, in part, a function of whether or not a young man feels that his goals in life can be more readily achieved in the military versus civilian life. Accordingly, respondents were read a list of 12 life goals and asked to indicate for each whether it could be achieved more readily in a military or civilian job. A 5-point scale was used as follows:

	Code Equivalent
Much more likely in military service	+1
Somewhat more likely in military service	+2
Either military or civilian	+3
Somewhat more likely in civilian job	+4
Much more likely in civilian job	+5

The results are presented in terms of mean scores for positive and negative propensity groups in Table 4.4. The following conclusions can be made:

1. A military career is most likely to permit a young man to achieve. . . . .

    o Adventure and excitement

    o Job security

2. A civilian job is most likely to permit a person to achieve...

    o Personal Freedom

    o Making a lot of money

    o Being able to make your own decisions on the job

TABLE 4.4

ACHIEVABILITY OF LIFE GOALS IN THE MILITARY
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

Life Goal:	Positive Propensity		Negative Propensity	
	Mean Score*	Rank	Mean Score*	Rank
Adventure and excitement	1.85	1	2.53	2
Job security	2.11	2	2.47	1
Doing challenging work	2.22	3	3.00	5
Developing your potential	2.31	4	3.16	8
Learning as much as you can	2.38	5	3.12	7
Recognition and status	2.38	6	2.91	3
Working for a better society	2.52	7	3.11	6
Helping other people	2.55	8	2.99	4
Having the respect of friends	2.59	9	3.18	9
Making a lot of money	3.47	10	4.10	11
Being able to make your own decisions on the job	3.52	11	4.03	10
Personal freedom	3.76	12	4.26	12

Source: Question 10

* The lower the score the better the rating for the military. The scale is explained at the beginning of Section 4.4.

3. The positive propensity group rates the military more favorably than does the negative propensity group on all of the life goals.

4. The two propensity groups differ the most on "Developing your potential." The positive propensity group rates the military much more favorably than does the negative propensity group. At the other extreme, both groups agree to about the same extent that there is more job security in the military.

4.5   Advertising Copy Identification

Extensive advertising campaigns have been an integral part of each service's recruiting efforts. In an attempt to gauge the effect- iveness of this advertising, respondents were read a series of advertising copy points and asked to identify which service was making the claim. In addition to the four active services, advertising copy points for the National Guard and Coast Guard were included.

The results are summarized in Table 4.5. The following observations can be made from this table:

1. There is a great degree of incorrect association between copy points and the services. The majority of copy points received low correct recognition. Only three copy points are associated with the correct service by as many as 40% of the respondents. These are:

    o Army   "Join the People"

    o Marine Corps   "The Few, The Proud"

    o National Guard   "Most Important Part-Time Job"

2. "Don't Know" is the most frequently given response for four of the copy points. These include: "Good Work," "The...Belongs," "Looking for Adventure, the Field Narrows," and "Help Others, Help Yourself."

TABLE 4.5

ASSOCIATION OF ADVERTISING COPY POINTS WITH SERVICES

	Percent Associating Each Copy Point With These Services:						
	Air Force	Army	Navy	Marine Corps	National Guard	Coast Guard	None/ Don't Know
Same Pay as Other Services (Marine Corps)	9.5	13.3	8.8	31.6	6.3	3.9	26.6
Good Work (Coast Guard)	11.0	26.8	12.4	8.6	2.5	3.8	34.9
Not Just A Job, An Adventure (Navy)	16.9	14.6	30.2	11.9	2.4	4.8	19.2
Most Important Part-Time Job (National Guard)	6.2	13.7	4.0	4.2	44.2	8.2	19.5
Look Up - Be Looked Up To (Air Force)	34.9	9.2	5.9	29.8	1.2	1.3	17.7
Join the People (Army)	6.4	50.7	17.2	8.1	2.8	2.4	12.4
The . . . Belongs (National Guard)	9.4	18.9	16.2	11.6	12.0	5.3	26.7
Great Way of Life (Air Force)	16.2	17.5	26.2	8.4	2.0	3.5	26.1
Looking For Adventure, The Field Narrows (Navy)	14.5	13.6	23.6	15.8	2.7	4.2	25.6
The Few, The Proud (Marine Corps)	8.7	10.4	7.2	48.5	2.2	3.0	20.1
Help Others, Help Yourself (Coast Guard)	7.6	27.6	15.0	9.6	8.3	9.9	22.0
Project Ahead (Army)	16.6	35.9	14.1	5.9	2.4	1.8	23.4

Base: All Respondents

Source: Question 6

3. Respondents attribute four copy points to other services more frequently than to the sponsoring service. These are: "Good Work" (Army rather than Coast Guard), "The...Belongs" (Army rather than National Guard), "Great Way of Life" (Navy rather than Air Force), and "Help Others, Help Yourself" (Army rather than Coast Guard).

4. Seven of these copy points were included in the Spring 1976 wave of this study. Correct association with the sponsoring service increased for five of the copy points. These are: "Same Pay As Other Services" (Marine Corps), "Look Up - Be Looked Up To" (Air Force), "Join the People" (Army), "Great Way of Life" (Air Force), and "Project Ahead" (Army).

   Correct association decreased for the two National Guard copy points: "Most Important Part-Time Job" and "The ....Belongs."

5. With respect to the individual services and their corresponding copy points, the following conclusions can be made: Relative to one another....

   o The Air Force's "Great Way of Life" has not achieved high awareness.

   o Both Army copy points have high awareness.

   o The Navy has achieved moderate awareness with both of its copy points.

   o Both Marine Corps' copy points have relatively high awareness.

o <u>The National Guard's</u> "The...Belongs"
appears to be relatively ineffective in
generating awareness of this component.

o Neither of the <u>Coast Guard's</u> copy points has
captured any noticeable "share-of-mind."

Table 4.6 examines the relationship between advertising awareness
and propensity to join the sponsoring service. The hypothesis is that
young men with a positive propensity for a particular service are more
likely than those with a negative propensity to be aware of that service's
advertising. However, no causality is implied in this relationship. For
eight copy points, the difference between positive and negative propensity
groups on this measure is statistically significant. The expected relation-
ship occurs for seven of these eight copy points: "Same Pay as Other
Service" (Marine Corps), "Not Just a Job, An Adventure" (Navy),
"Look Up - Be Looked Up To" (Air Force), "Join the People" (Army),
"Great Way of Life" (Air Force), "Looking for Adventure, the Field
Narrows" (Navy), and "Project Ahead" (Army). For the eighth copy
point -- "Most Important Part-Time Job" (National Guard) -- the re-
lationship is not in the expected direction.

TABLE 4.6

ASSOCIATION OF ADVERTISING COPY POINTS WITH SPONSORING SERVICES

(Related to Respective Positive and Negative Propensity Groups)

	Correct Identification By Those With Propensity for the Sponsoring Service			Statistically Significant
	Positive %	Negative %	Difference	
Same Pay as Other Service (Marine Corps)	37.4	31.2	+ 6.2	Yes
Good Work (Coast Guard)	6.0	3.7	+ 2.3	No
Not Just A Job, An Adventure (Navy)	39.7	28.7	+11.0	Yes
Most Important Part-Time Job (National Guard)	40.0	44.5	- 4.5	Yes
Look Up - Be Looked Up To (Air Force)	39.6	34.0	+ 5.6	Yes
Join the People (Army)	58.5	50.4	+ 8.1	Yes
The . . . Belongs (National Guard)	14.3	11.6	+ 2.7	No
Great Way of Life (Air Force)	24.4	15.0	+ 9.4	Yes
Looking For Adventure, The Field Narrows (Navy)	30.0	22.7	+ 7.3	Yes
The Few, The Proud (Marine Corps)	52.1	48.4	+ 3.7	No
Help Others, Help Yourself (Coast Guard)	11.6	9.8	+ 1.8	No
Project Ahead (Army)	40.0	35.3	+ 4.7	Yes

Base: Respective Positive and Negative Propensity Groups

Source: Question 6

4.6   <u>Starting Pay</u>

Insofar as today's military represents an <u>alternative</u> to other career opportunities, perceived starting pay may be an important factor in deciding whether or not to join the service. Accordingly, respondents were asked to estimate the starting pay for an enlistee. Table 4.7 presents the results in terms of averages, first for those with positive versus negative propensity for the military in general, and then for the respective positive and negative propensity groups for each of the major services.

Overall, the average of starting pay estimates for the total sample is the actual true value -- $374. However, there is a great degree of variation in the estimates. As many as 10% of the sample estimate monthly starting pay to be more than $475, while a corresponding 10% estimate starting pay to be under $274 a month. At the same time, nearly one-half (43.9%) of the sample claims no idea of what the initial pay is.

For every service, those with negative propensity give higher estimates of starting pay on average than do those who intend to enlist. As such, the negative propensity group comes closer to the true value than does the positive propensity group. This finding is consistent with findings reported in the previous Spring 1976 wave of the study. At that time, the following rationale was offered. Young men with positive propensity for the military

TABLE 4.7

ESTIMATE OF STARTING PAY
BY POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity	Negative Propensity	Difference (Pos. Minus Neg.)
Any Service	$359	$379	-$20
Air Force	362	376	-$14
Army	357	376	-$19
Marine Corps	340	376	-$36
Navy	358	376	-$18
Total Sample	$374		

Source: Qu. 9

TABLE 4.8
ESTIMATE OF STARTING PAY
BY SOCIO-ECONOMIC BACKGROUND*

Education of Father

Less Than High School	$349
High School	$360
More Than High School	$389

Race

Black	$363
White	$369

Propensity

Positive	$354
Negative	$377

* Average estimates shown.

tend to come from relatively modest socio-economic backgrounds and therefore may have lower salary expectations. It may also be argued that young men from lower socio-economic backgrounds may attach higher perceived value to lower amounts of money.

A demographic analysis of these data indicate that the father's education (an indicator of socio-economic background) is the most discriminating variable with respect to estimated starting pay. As Table 4. 8 shows, the average estimate of starting pay of respondents whose fathers have less than a high school education is $40 less than those whose fathers have at least some college education. This is irrespective of respondents' race or propensity to serve. Of the two remaining variables, respondents' race is the least discriminating.

As discussed earlier, while men with positive propensity for the military attach above average importance to pay, they do not expect to get good starting pay in the military. In the Spring 1976 report it was suggested that the lower pay estimate among positive propensity people might present a recruiting opportunity. Specifically, by correcting their perceptions of starting pay, the military might increase the likelihood of positive propensity men to enlist. With this in mind, respondents in the present wave of the study were asked what effect a $50 a month pay raise would have on their likelihood of enlisting. The results are shown in Table 4. 9.

TABLE 4.9

EFFECT OF $50 PAY RAISE
ON LIKELIHOOD OF ENLISTING
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity %	Negative Propensity %
More likely	54.9	19.0
Not more likely	35.6	71.7
Don't Know/No Answer	9.5	9.4

Source: Qu. 9b

MARKET FACTS

Among men with positive propensity for joining the service, more
than one-half (54. 9%) say they would be more likely to enlist. The idea
of a $50 pay increase has some effect on those men who presently do
not intend to enlist. Nineteen (19) percent of these men say that they
would be more likely to enlist if the starting pay were increased by
$50. Pay and pay increases may offer some opportunities for recruiting.

4. 7   Influencers

People rarely make important decisions without first turning to
those whose counsel they value. Presumably a young man consults
parents, friends, and spouse before deciding to join the military.
Respondents in the Fall 1976 survey were asked several questions
with respect to the feelings of certain influencers toward their joining
the military.

Table 4.10 examines what respondents perceive to be the overall
attitudes of their parents, girl friends/wives, and friends with military
experience toward their enlisting. The following conclusions can be
drawn:

1. The parents, especially fathers, of positive propensity
    men are perceived to be in favor of their sons joining
    the service.

2. Friends who have been in the military are considered
    to be the strongest supporters of the positive propensity
    group. Not surprisingly, girl friends/wives are viewed
    as being against their boy friends/husbands joining the
    service.

3. Among the negative propensity group, parents and girl
    friends/wives alike are perceived to be against military
    service. Friends who have been in the service are
    viewed as being less inclined to support a military career.

TABLE 4.10

ATTITUDES OF INFLUENCERS TOWARD
JOINING THE MILITARY
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity %	Negative Propensity %
Father		
In favor	47.8	24.1
Against	8.2	19.4
Neutral	37.2	48.5
Don't Know	2.7	4.4
Mother		
In favor	35.9	15.9
Against	22.8	39.9
Neutral	36.2	38.8
Don't Know	3.2	3.9
Girl Friend/Wife		
In favor	12.9	3.9
Against	44.8	60.8
Neutral	26.5	19.9
Don't Know	5.4	5.9
Friends With Military Experience		
In favor	53.5	33.1
Against	13.7	24.8
Neutral	23.3	28.6
Don't Know	5.6	8.5

Source: Qu. 11a

If respondents' perceptions are accurate this suggests that these influencers are a critical element in the entire military recruiting/ decision-making process. On the other hand, respondents' perceptions about influencer attitudes may reflect the respondents' own biases. A person who has made up his mind about something has a tendency to feel that other people share his position.

Respondents also were asked why they thought the influencers would be in favor or opposed to their joining the service. Their answers were categorized and are summarized in Table 4.11 The following observations can be made:

1. Job training is the strongest reason given for enlisting. Friends also are likely to talk about the benefits and the exciting nature of the work.

2. Fathers tend to oppose military service for their sons for reasons having to do with loss of status and the desire for their sons to get an education. Mothers and girl friends/wives are perceived to be against military service for reasons dealing with separation and danger. Friends cite the loss of status.

TABLE 4.11

COMMENTS OF INFLUENCERS ABOUT JOINING THE MILITARY RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity %	Negative Propensity %
Father		
Favorable Comments		
Job Training	30.5	15.8
Maturity	18.9	12.5
Exciting Job	18.4	8.6
Benefits	14.9	9.6
Patriotism	12.7	8.6
Unfavorable Comments		
Separation	3.0	5.3
Father's Negative Experience	3.0	6.4
Danger	2.4	5.8
Civilian Education	2.4	9.3
Loss of Status	2.3	8.7
Mother		
Favorable Comments		
Job Training	24.0	8.9
Maturity	13.4	7.2
Benefits	11.6	4.6
Exciting Job	11.3	5.0
Patriotism	6.3	2.2
Unfavorable Comments		
Danger	13.9	21.7
Separation	13.8	21.1
Loss of Status	3.7	9.2
Civilian Education	3.7	10.2
Father's Negative Experience	1.9	2.8

Source: Qu. 11b.

MARKET FACTS

TABLE 4.11

(Continued)

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COMMENTS OF INFLUENCERS ABOUT JOINING THE MILITARY
RELATED TO POSITIVE AND NEGATIVE PROPENSITY GROUPS
ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity %	Negative Propensity %
Girl Friend/Wife		
<u>Favorable Comments</u>		
Job Training	6.8	1.6
Exciting Job	4.5	1.3
Benefits	3.8	0.9
Maturity	2.7	1.0
Patriotism	1.1	0.5
<u>Unfavorable Comments</u>		
Separation	63.1	69.3
Danger	10.6	15.5
Loss of Status	2.0	5.7
Civilian Education	1.5	3.5
Father's Negative Experience	0.5	0.9
Friends With Service Experience		
<u>Favorable Comments</u>		
Exciting Job	22.7	14.5
Job Training	20.5	13.2
Benefits	18.9	11.9
Maturity	7.4	5.1
Patriotism	4.5	3.9
<u>Unfavorable Comments</u>		
Loss of Status	3.9	8.1
Danger	2.5	3.3
Father's Negative Experience	2.3	4.1
Separation	1.6	3.4
Civilian Education	0.2	2.1

Source: Qu. 11b.

SECTION V

ANALYSIS OF PROPENSITY

SECTION V

Analysis of Propensity

As mentioned in Section I of this report, propensity to serve in the military is the key measure in this study. As an attitudinal measure, propensity summarizes the degree to which young men are predisposed to joining the military. Propensity was operationally defined as follows. Respondents were asked how likely they would be to serve in the military in the next few years. The question was repeated for each of the main active-duty services plus the National Guard, Reserves, and Coast Guard. A 4-point scale of likelihood was used. Respondents were classified into either positive propensity or negative propensity based on answering the question as follows:

> Definitely
> Probably — → Positive Propensity Group

> Probably not
> Definitely not → Negative Propensity Group
> No answer
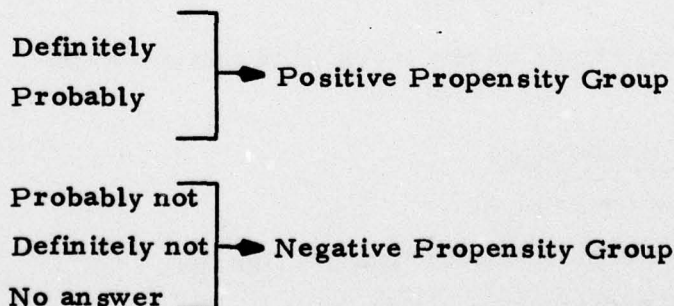
Through the use of this propensity measure, we are in effect segmenting the pool of "military available" young men into those men

who are likely to be more receptive to the military's recruiting efforts and those who will not. It is important to have an understanding of what causes one man to consider the military as a career and another man to exclude the service from his career options. Such an understanding should help the services to maximize the effectiveness of their recruiting.

The present section examines the relationship between propensity and a number of demographic, attitudinal, and behavioral factors. The intent of this analysis is to identify those factors that discriminate between positive and negative propensity groups and is undertaken for propensity for military service in general as well as for the individual services.

The following variables are included in this analysis:

<u>Demographic Variables</u>
- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 19)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 14)
- Quality Index (See Section II)

<u>Importance of Job Attributes</u> (Qu. 5a)

<u>Achievability of Life Goals in the Military</u> (Qu. 10)

<u>Information Sources/Actions Taken</u>

- Persons Spoken To/Actions Taken (Qu. 7c)
- Recruiter Contact (Qu. 8)

<u>Influencers</u> (Qu. 11a, 12a)

5.1   <u>Demographic Variables</u>

Table 5.1 presents demographic profiles of the positive and negative propensity groups. An F ratio was computed on the differences between groups on each variable. The F statistic indicates the degree of statistical significance of the group differences. The groups are significantly different on all of the variables included in the table.

The positive and negative propensity groups can be demographically described as follows:

1.   On the average, the positive propensity group is younger.

2.   A greater percentage of the positive propensity group is currently unemployed and looking for work.

3.   The percentage of Blacks in the positive propensity group is approximately twice as great as that of the negative group. There also is a greater percent of other non-whites among the positive propensity group.

4.   There is a greater percentage of students among the positive group, particularly 10th and 11th grade level students. On the other hand, the

TABLE 5.1

ANALYSIS OF PROPENSITY TO SERVE

IN THE MILITARY

GROUP PROFILES ON DEMOGRAPHIC VARIABLES

Variable	Positive Propensity	Negative Propensity	F
Average Age	17.69	18.57	284.1
Not employed /looking for work	32.4%	17.4%	135.2
Blacks	13.3%	6.6%	66.4
Other Non-White	6.8%	4.2%	20.8
Students	68.1%	52.5%	91.3
10th grade	9.6%	3.4%	73.4
11th grade	25.3%	13.0%	96.2
1-2 years of college	8.0%	17.1%	87.7
High School graduate, not in school	21.8%	39.0%	124.6
Education of Father*	2.70	3.11	49.4
Quality Index*	5.91	6.52	116.2

$F_{.05} = 3.85$

* Mean scale values shown

positive propensity group has fewer students in
their first two years of college and fewer high
school graduates currently not in school.

5.   The fathers of positive propensity students are
not as well educated as their negative propensity
counterparts.

6.   The positive propensity group has lower academic
achievement, as measured by the quality index.

The Quality Index is described in Section II.   Education of father
was measured with an 8-point scale as follows:

1   Did not complete high school
2   Finished high school or equivalent
3   Adult education program
4   Business or trade school
5   Some college
6   Finished college (four years)
7   Attended graduate or professional school
8   Obtained a graduate or professional degree

A similar analysis of demographic variables was conducted for
each of the services.   Table 5.2 shows the demographic profiles of the
positive propensity group for each service.   Profiles for the negative
propensity groups have been omitted since they resemble the profile of

TABLE 5.2

DEMOGRAPHIC PROFILES OF POSITIVE PROPENSITY GROUPS - INDIVIDUAL SERVICES

	Air Force	Army	Marines	Navy	National Guard	Reserves
Age	17.66	17.78	17.54	17.63	17.96	17.85
Blacks	13.7%	19.0%	15.5%	10.7%	14.5%	13.8%
Other Non-White+		7.9%	7.5%	7.3%	6.9%	
Not Employed: Looking for work	33.2%	32.7%	34.8%	32.0%	27.4%	30.8%
Students	70.6%	65.6%	70.2%	70.0%	62.8%	66.0%
10th grade	8.5%	9.2%	11.7%	9.6%	8.3%	9.0%
11th grade	27.0%	26.1%	27.6%	27.1%	22.2%	21.9%
1-2 Years of College	8.2%	5.6%	7.1%	7.0%	8.3%	9.6%
High School Graduate Not In School	22.2%	20.1%	19.8%	23.3%	27.5%	24.8%
Education of Father*	2.88	2.42	2.69	2.79	2.53	2.71
Quality Index*	6.11	5.67	5.79	5.97	5.91	6.05

*Mean scale values shown
+Values not shown are not significantly different from corresponding negative
 propensity groups

the overall negative group shown in Table 5.1. Tests of statistical sig-
nificance have been conducted for each cell in Table 5.2, and only those
entries are shown which are significantly different from the correspond-
ing negative propensity group.

There are 66 differences (6 services and 11 variables) which could
have been shown in Table 5.2. Of this number 64 are significantly dif-
ferent from their corresponding negative propensity groups. The differ-
ences between positive and negative groups within each service parallel
those for the overall positive and negative propensity groups shown in
Table 5.1. In other words, the services are quite similar in terms of
the demographic profiles of their high propensity youth. There are, how-
ever, several noticeable exceptions: fewer Blacks among those with high
propensity for the Navy and more Blacks among those with high propen-
sity for the Army. Among the Air Force group, there is a higher level
of educational attainment as indicated by the Quality Index and Education
of Father. The Army has a relatively lower profile for educational at-
tainment.

5.2   Importance of Job Attributes

Table 5.3 looks at how the two propensity groups differ with
respect to the relative importances they attach to various job attri-
butes. The data appear as averages which are based on a 5-point scale
where smaller values indicate greater perceived importance.

The positive propensity group considers all of the attributes
to be more important when considering joining the military than does
the negative group. The two groups differ the greatest with respect to
"Is a career you can be proud of."

TABLE 5.3

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
MEAN RATINGS OF IMPORTANCE OF JOB ATTRIBUTES*

Job Attributes	Positive Propensity	Negative Propensity	Difference+
Is a career you can be proud of	2.01	2.46	.45
Trains you for leadership	2.25	2.60	.35
Gives you an opportunity to better your life	1.94	2.26	.32
Allows you to see many different countries of the world	2.64	2.96	.32
Has other men you would like to work with	2.51	2.78	.27
Gives you a job which is challenging	2.10	2.36	.26
Gives you the job you want	1.93	2.19	.26
Teaches you a valuable trade or skill	1.85	2.11	.26
Provides good benefits for you and your family	1.88	2.08	.20
Pays well to start	2.15	2.32	.17
Helps you get a college education while you serve	2.20	2.36	.16

*The scale used for this analysis is:

1 = Extremely Important

2 = Very Important

3 = Fairly Important

4 = No Answer

5 = Not Important At All

Therefore, smaller values indicate more perceived importance.

+In the difference column a large value indicates that the positive propensity
group considers the attribute as more important than the negative propensity
group. All differences are significantly greater than zero.

The data are summarized in a similar manner for each of the services in Table 5.4. The numbers that appear <u>represent the differences in mean ratings between the positive and negative propensity groups for each service.</u> Differences of .30 or greater are circled. Two attributes -- "Is a career you can be proud of" and "Trains you for leadership" -- have the largest differences for most services. Some noticeable differences among the services are seen. Both the Army and Navy are below average with respect to "Trains you for leadership." "Has other men you would like to work with" and "Provides good benefits for you and your family" are higher than average for the National Guard and Reserves. The Army, Marine Corps, and Navy all fall below average on "Gives you a job which is challenging." The Army is below average on two other attributes -- "Gives you a job you want" and "Teaches you a valuable trade or skill."

The positive propensity groups consider every job attribute to be more important than do the corresponding negative propensity groups.

TABLE 5.4

IMPORTANCE OF JOB ATTRIBUTES
DIFFERENCES IN IMPORTANCE VALUES
BETWEEN POSITIVE AND NEGATIVE PROPENSITY GROUPS*

Job Attributes	Air Force	Army	Marine Corps	Navy	National Guard	Reserves
Is a career you can be proud of	(.37)	(.41)	(.46)	(.38)	(.39)	(.39)
Trains you for leadership	(.34)	.29	(.37)	.26	(.37)	(.35)
Gives you an opportunity to better your life	(.31)	(.31)	.29	.25	(.30)	.27
Allows you to see many different countries of the world	.26	.26	.29	(.31)	.27	.27
Has other men you would like to work with	.22	.28	.28	.21	(.31)	(.35)
Gives you a job which is challenging	.28	.20	.20	.20	.28	.28
Gives you a job you want	.27	.18	.22	.22	.23	.25
Teaches you a valuable trade or skill	.24	.18	.24	.23	.26	.23
Provides good benefits for you and your family	.19	.19	.16	.16	.25	.26
Pays well to start	.14	.14	.13	.15	.18	.15
Helps you get a college education while you serve	.23	.10	.18	.18	.19	.17

* The entries in the table are differences in mean ratings between the positive and negative propensity groups for each service. Refer to Volume II, pages 30 to 40 for the complete data.

All differences between positive and negative propensity are statistically significant. The positive propensity group felt each attribute to be relatively more important than the negative group in every case.

5.3   Achievability of Life Goals

The life goals data are presented in Table 5.5 in terms of average ratings. Recall that the lower the average rating, the more likely the goal is seen as being achievable in the military. In all cases, the positive propensity group gives more favorable ratings to the military than does the negative group. The two groups differ the most on "Developing your potential," "Doing challenging work," and "Learning as much as you can." All differences between groups are statistically significant.

While the positive propensity group regards the military more favorably on every life goal, they do not see every goal as being achievable in the military. Scale values in excess of 3.00 indicate that the goal is perceived to be more achievable in civilian life. Positive propensity respondents feel that "Making a lot of money," "Personal freedom," and "Being able to make your own decisions on the job" are more achievable in civilian jobs. The negative propensity group considers all but four life goals more achievable in civilian life. The exceptions are "Recognition and status," "Adventure and excitement," "Helping other people," and "Job security."

TABLE 5.5

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
ACHIEVABILITY OF LIFE GOALS
AVERAGE RATINGS*

Life Goal	Positive Propensity	Negative Propensity	Difference Favoring Military
Developing your potential	2.31	3.16	.85
Doing challenging work	2.22	3.00	.78
Learning as much as you can	2.38	3.12	.74
Adventure and excitement	1.85	2.53	.68
Making a lot of money	3.47	4.10	.63
Working for a better society	2.52	3.11	.59
Having the respect of friends	2.59	3.18	.59
Recognition and status	2.38	2.91	.53
Being able to make your own decisions on the job	3.52	4.03	.51
Personal freedom	3.76	4.26	.50
Helping other people	2.55	2.99	.44
Job security	2.11	2.47	.36

*The scale used was:

      1 = Much more likely in military

      2 = Somewhat more likely in military

      3 = Either civilian or military

      4 = Somewhat more likely in civilian

      5 = Much more likely in civilian

Therefore a smaller value indicates relatively greater military likelihood. The groups differ significantly on all goals.

Table 5.6 summarizes the same analyses for the individual services. <u>The data are presented in terms of differences between corresponding positive and negative propensity groups.</u> Positive values indicate that the positive propensity group feels that the life goal can be achieved more readily in the military. All differences of .60 have been circled as an indication of the differences with the greatest magnitudes. "Developing your potential" has the largest differences between propensity groups for all of the services except the National Guard. "Learning as much as you can" and "Doing challenging work" also have large differences across all of the services except the National Guard and Reserves. As in earlier waves, the Army has an above average difference with respect to "Making a lot of money." In the past, this finding was hypothesized to be a reflection of the lower socioeconomic youth that the Army tends to attract. This rationale continues to be valid.

TABLE 5.6

ACHIEVABILITY OF LIFE GOALS
DIFFERENCES BETWEEN
POSITIVE AND NEGATIVE PROPENSITY GROUPS*

	Air Force	Army	Marine Corps	Navy	National Guard	Reserves
Developing your potential	.74	.66	.71	.76	.54	.67
Learning as much as you can	.63	.63	.60	.63	.48	.55
Doing challenging work	.62	.68	.73	.68	.44	.47
Recognition and status	.42	.35	.36	.41	.40	.42
Making a lot of money	.53	.68	.51	.50	.45	.46
Working for a better society	.52	.59	.55	.42	.42	.50
Having the respect of friends	.47	.50	.53	.47	.46	.50
Adventure and excitement	.52	.56	.45	.54	.43	.53
Personal freedom	.44	.53	.49	.33	.48	.42
Helping other people	.33	.38	.38	.34	.35	.33
Being able to make your own decisions on the job	.48	.54	.43	.43	.34	.46
Job security	.25	.16	.17	.33	.22	.32

*Entries in this table are differences between corresponding positive and negative propensity groups in ratings of achievability of life goals in the military. In this table a positive value means the positive propensity group felt the goal was relatively more achievable in the military than the negative propensity group. All values are significantly greater than zero. Refer to Volume II, pages 112 to 123 for the complete data.

5.4   Information Sources, Actions Taken,
                   Recruiter Contact, Influencers

Table 5.7 compares the two propensity groups in terms of the

people they have talked to regarding enlistment and the actions they

have initiated toward enlistment.

Many negative propensity men have talked with other people

about enlistment and have even taken actions with respect to enlistment,

a significantly greater percentage of positive propensity men have be-

haved in this manner. The most striking differences are with respect

to talking with parents, and friends who are in or have been in the

military, and mailing away for information.

Although the positive propensity group reports more contact with

recruiters than does the negative group, the differences are not as

great as last Spring either for recent contact or ever having contact.

Moreover, the two groups do not differ with regard to the information

provided by recruiters. However, the negative propensity group, more

so than the positive group, reports more recruiter-initiated contact.

This reflects the fact that more of the positive propensity group take

the initiative in seeking information about the service.

TABLE 5.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTION TAKEN, RECRUITER CONTACT

	Positive Propensity %	Negative Propensity %	F
Information Sources			
Talked with one or both parents	61.3	27.8	607.5
Talked with friends already in the service or who have been in the service	59.6	34.2	336.9
Talked with teacher or guidance counselor	21.5	8.1	188.8
Talked with wife or girlfriend	30.7	14.5	175.9
Actions Taken			
Mailed pre-addressed coupon to get information	25.1	9.5	211.7
Made toll-free call to get information	6.7	2.4	63.9
Physically or mentally tested at a military examining station	7.2	4.7	6.4
Taken aptitude test in high school given by Armed Services	21.0	17.1	9.7
Recruiter Contact (ever)	52.2	49.7	3.6
Recruiter Contact (past 5-6 mos.)	30.0	23.2	21.8
Recruiter Contact Initiated by Recruiter	57.2	69.7	10.9
Recruiter Information Considered Adequate	90.6	87.9	3.0

TABLE 5.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTION TAKEN, RECRUITER CONTACT
(Continued)

	Positive Propensity %	Negative Propensity %	F
Influential Sources In Favor of Enlistment			
Father	47.8	24.1	315.9
Mother	35.9	15.9	292.1
Wife or girl friend	12.9	3.9	150.6
Friends with service experience	53.6	33.1	169.8
Parental Discussion			
Father	18.7	18.2	76.2
Mother	18.1	13.7	103.8
Both Father and Mother	62.7	66.8	247.7

Positive propensity men are more likely to report that parents, girl friends/wives, and friends are in favor of their enlisting.

One additional comment is in order with respect to recruiter contact. As shown in Table 5.8, the propensity groups for the individual services differ with respect to rates of recalled recruiter contact.

TABLE 5.8

EVER HAD CONTACT WITH RECRUITER FROM SPECIFIC
SERVICE RELATED TO PROPENSITY FOR THE SAME SERVICE*

	Propensity for Individual Services		
	Positive	Negative	Difference
	%	%	
Air Force	25.4	13.9	+11.5
Army	32.6	23.6	+ 9.0
Marine Corps	26.0	14.1	+11.9
Navy	24.9	16.7	+ 8.2

Base: All respondents

*Contact (in the last 5-6 months) was not asked for individual services.

MARKET FACTS

In all cases, a larger proportion of positive propensity men
recall having been exposed to recruiter contact than have negative
propensity men. The largest differences between corresponding
propensity groups occur for the Marine Corps and Air Force, and the
lowest for the Navy. These differences, however, are not as large
as in the past.

5.5   Enlistment Decision Process

As in the past, the study provides evidence that suggests that the decision to enlist is, at the very least, a multi-step process. First a young man decides whether to join the military. Having made this decision, he then must pick a specific service. Table 5.9 shows that individuals tend to consider more than one service. This is revealed by the fact that positive propensity respondents, on the average, indicate positive propensity for more than one service. This multi-step decision process hypothesis warrants further consideration.

5.6   Active Duty Services Versus National Guard/Reserves

The need for maintaining a strong **reserve** military component currently is a critical concern. Efforts are being made to increase enlistments and retention for both the National Guard and Reserves. It is important to know whether these efforts are creating competition for the active duty services. The key question is, are the active services and reserve components drawing from the same pool of young men? Reference to Tables 5.9-5.11 help answer this question

According to Table 5.9, those men with positive propensity for the National Guard and Reserves tend to show greater propensity for each other than they show toward the active duty services. This suggests that the reserve components are drawing from a somewhat different pool of men.

TABLE 5.9

THE EXTENT TO WHICH PROSPECTS SHOW POSITIVE PROPENSITY FOR MORE THAN ONE SERVICE

Also Show Positive Propensity For These Services:	Respondents With Positive Propensity Toward These Services					
	Air Force	Army	Marine Corps	Navy	National Guard	Reserves
	%	%	%	%	%	%
Air Force	100.0	39.7	44.3	44.1	37.4	36.2
Army	29.5	100.0	45.5	34.0	34.5	32.6
Marine Corps	26.0	35.9	100.0	29.8	25.3	25.1
Navy	39.6	41.1	45.7	100.1	35.1	40.1
National Guard	35.7	44.3	41.0	37.3	100.0	50.1
Reserves	36.5	44.2	43.1	45.0	52.9	100.0
Avg. No. of Services	2.67	3.05	3.20	2.90	2.85	2.84
(Base)	(715)	(532)	(420)	(643)	(689)	(728)

Looking at Table 5.10 the demographic profile of those with positive propensity for the National Guard and Reserves is different from the profile of men who intend to join one of the active duty services. The following differences emerge:

Men who expect to join the National Guard or Reserves, in contrast to those with positive propensity for the active duty services, tend to be . . . .

- Older
- More likely to be White
- More likely to be employed
- Less likely to be students, although more of them are in college
- More likely to be high school graduates

With respect to the achievability of life goals, the difference in ratings between the positive and negative propensity groups for the reserve components are smaller than those for the active duty services. The data are shown in Table 5.11. This suggests that, relative to their active duty counterparts, young men who intend to join the National Guard and Reserves do not feel as strongly that their life goals can be achieved more readily in the military. Insofar as many of these men also will have civilian jobs, this finding is sensible.

TABLE 5.10

DEMOGRAPHIC PROFILES
OF POSITIVE PROPENSITY GROUPS
ACTIVE SERVICES VERSUS RESERVE COMPONENTS*

	Active Services	Reserve Components
Age	17.65	17.90
Blacks	14.7%	14.2%
Other Non-White	7.2%	6.6%
Not Employed: Looking for work	33.2%	29.1%
Students	69.1%	64.4%
10th grade	9.8%	8.6%
11th grade	27.0%	22.0%
1-2 years of College	7.0%	9.0%
High School Graduate Not In School	21.4%	26.2%
Education of Father**	2.70	2.62
Quality Index**	5.88	5.98

* Percentages have been averaged to give equal weight to each service. For more complete data, refer to Table 5.2.

** Averages of mean scale values shown.

TABLE 5.11

ACHIEVABILITY OF LIFE GOALS
DIFFERENCES BETWEEN
POSITIVE AND NEGATIVE PROPENSITY GROUPS FOR
THE ACTIVE SERVICES AND RESERVE COMPONENTS*

	Active Services	Reserve Components
Developing your potential	.72	.60
Learning as much as you can	.62	.52
Doing challenging work	.68	.46
Recognition and status	.38	.41
Making a lot of money	.56	.46
Working for a better society	.52	.46
Having the respect of friends	.49	.48
Adventure and excitement	.52	.48
Personal freedom	.45	.45
Helping other people	.36	.34
Being able to make your own decisions on the job	.47	.40
Job security	.23	.27

* Differences have been averaged to give equal weight to each service. For more complete data refer to Table 5.6.

5.7   Summary Comments on Active Services

These analyses lead to the following conclusions:

As in the past, the most likely candidate for all of the active duty military services can be described, in contrast to his peers, as.....

- Younger

- More likely to be non-white

- More likely to be unemployed and looking for work

- Less educated

- Having less educated fathers

- Having lower values on the Quality Index

- Considering all of the job attributes to be important when considering joining the service

- Feeling the military is relatively more likely to enable him to achieve most of his life goals

- Underestimating the level of starting pay

- More motivated to enlist should pay be increased by $50 a month

- Having had more recent recruiter contact

- Feeling relatives and friends support his joining the service

- Having positive propensity for more than one service.

APPENDICES

APPENDIX I

STATISTICAL RELIABILITY

STATISTICAL RELIABILITY FOR DETERMINING ACCURACY OF PERCENTS WITHIN A SINGLE SAMPLE*

At the 90% level of confidence

Sample Size	Magnitude of Expected or Observed Percent				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	4.9	6.6	7.5	8.1	8.2
200	3.5	4.7	5.3	5.7	5.8
400	2.5	3.3	3.8	4.0	4.1
600	2.0	2.7	3.1	3.3	3.4
1000	1.6	2.1	2.4	2.5	2.6
2000	1.1	1.5	1.7	1.8	1.8
2600	1.0	1.3	1.5	1.6	1.6
3000	.9	1.2	1.4	1.5	1.5

** (bracket for 400–3000 rows)

* Not to be used for comparing observations from different groups of respondents

** Observed percent ± the appropriate number shows by how much the observation could vary due to sampling error

---

STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES*

At the 90% level of confidence

Size of Each Sample	Average of the Two Observed Percents				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	7.0	9.3	10.7	11.4	11.6
200	4.9	6.6	7.5	8.1	8.2
400	3.5	4.7	5.3	5.7	5.8
600	2.8	3.8	4.4	4.7	4.8
1000	2.2	2.9	3.4	3.6	3.7
2000	1.6	2.1	2.4	2.5	2.6
2600	1.4	1.8	2.1	2.2	2.3
3000	1.3	1.7	1.9	2.1	2.1

** (bracket for 400–3000 rows)

* Not to be used for measuring accuracy of percents within a single sample

** Minimum difference required between the observed percents in the two sampled populations to be statistically different

APPENDIX II

TRACKING AREA CONCEPT

The "Tracking Area" concept is an integral part of the study objectives. It is designed to allow each Service to relate the findings to one or several recruiting districts. Each Service has a different number of recruiting districts with some local discretion as to advertising and recruitment allocations. A Tracking Area represents the commonality among Services. Data collection and analysis based on Tracking Areas allows comparison, evaluation, and goal setting within each Service on a local basis.

The Tracking Areas were constructed around these criteria: 1) to limit the number of Army District Recruiting Commands, Navy Recruiting Districts, Air Force Recruiting Detachments and Marine Corps Recruiting Stations to three each or less per Tracking Area, 2) to see that the TA's have a high commonality among services, i.e., a high percentage of the counties' Military Available being common to all four Services, and 3) to represent regionally meaningful clusters of recruiting districts for the Services.

For purposes of this research, 26 TA's were defined which account for every county in the Continental United States. This strategy provides for national conclusions to be drawn from the survey findings, as well as individual findings for the 26 TA's.

Since each Tracking Area is to contain undivided Recruiting Districts for each Service, some counties occur in more than one TA. For all 26 areas the cumulative overlap is 13 percent.

The percentage of Military Availables in the United States accounted for by varying numbers of tracking areas is approximately as follows:

Number of TA's	Percent Military Available
Top 5	28.7
Top 10	52.9
Top 13	65.1
Top 15	72.2
Top 18	81.2
Top 20	86.8
All 26	100.0

SUMMARY STATISTICS FOR TRACKING AREAS

Proposed Tracking Area	MA% of Total U.S.	% MA Accounted for by Counties Common to 4 Services	Remainder	% Tracking Area MA Falling Outside DRC				No. of DRC's			
				A	N	AF	MC	A	N	AF	MC
22 Michigan/Indiana	7.41	82	18	15	15	8	5	3	2	3	2
14 Alabama/Mississippi/ Tennessee	6.76	94	6	8	8	1	18	3	3	2	2
03 New York City	6.31	77	23	19	21	10	15	2	1	1	2
10 Richmond/North Carolina	6.12	62	38	12	33	14	27	4	2	2	2
25 Southern California/ Arizona	5.95	100	*	0	0	0	0	3	2	2	3
21 Ohio	5.94	76	24	6	7	14	14	3	2	2	2
06 Albany/Buffalo	5.89	59	41	22	3	17	24	4	2	2	2
16 Texas	5.79	95	5	3	0	0	2	4	3	2	3
01 Chicago	5.09	79	21	0	20	24	19	2	1	1	1
02 Harrisburg	4.79	62	38	7	7	36	11	2	2	1	2
24 Minnesota/North Dakota/ South Dakota/Nebraska	4.72	69	31	8	7	24	10	4	2	2	2
26 Northern California	4.67	86	14	14	0	13	17	2	1	2	2
29 Kansas City/Oklahoma	4.37	52	48	26	30	5	25	3	2	2	2
08 Pittsburgh	4.16	42	58	10	43	25	12	2	1	1	1
12 South Carolina/Georgia	3.87	57	43	36	10	36	32	2	2	1	1
04 Philadelphia	3.54	71	29	29	26	0	18	1	1	1	1
13 Florida	3.39	75	25	6	11	14	15	2	2	1	1
05 Boston	3.28	83	17	20	4	13	12	2	1	1	2
28 Washington/Oregon	3.23	70	30	1	28	29	12	3	2	1	2
27 New Mexico/Colorado/ Wyoming	3.17	56	44	19	2	43	8	2	2	1	3
09 Washington, D.C.	3.11	63	37	17	6	18	8	2	1	1	1
19 Kentucky	2.90	54	46	34	21	29	7	1	1	1	2
17 Arkansas	2.84	70	30	18	0	0	22	2	2	1	2
23 Wisconsin	2.28	89	11	7	4	4	6	1	1	1	1
20 Des Moines	1.86	57	43	42	34	15	29	1	1	1	1
15 New Orleans	1.98	62	38	29	20	45	0	1	1	1	1
Total (Cum.)	113.42	(72)	(28)	(14)	(14)	(15)	(14)	(61)	(43)	(37)	(+7)

U.S. (Excluding HI, AK, PR. VI) 10,190,300

TA 28
WASH/ORE

TA 24
MINN/NEB/
ND/SD

TA 26
NO. CALIF

TA 20
DES MOINES

TA 27
N. MEX/COLO/
WYO

TA 29
KANSAS CITY/
OKLAHOMA

TA 17
ARKANSAS

TA 25
SO. CALIF/ARIZ

TA 16
TEXAS

WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
WYOMING
UTAH
ARIZONA
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
ARKANSAS

ALASKA

154

NEW

TRACKING AREAS -- ARMY
YOUTH ATTITUDE STUDY

1

WASHINGTON

IDAHO MONTANA

NORTH DAKOTA

MINNESOTA

OREGON

TA 28
WASH/ORE

WYOMING

SOUTH DAKOTA

TA 24
MINN/NEB/
ND/SD

CALIFORNIA

NEVADA

UTAH

NEBRASKA

TA 26
NO. CALIF

COLORADO

KANSAS

TA 27
N. MEX/COLO/
WYO

ARIZONA

NEW MEXICO

OKLAHOMA

TA 29
KANSAS CITY/
OKLAHOMA

TA 25
SO. CALIF/ARIZ.

TEXAS

ALASKA

HAWAII

TA 16
TEXAS

SCALE IN MILES

SCALE IN MILES

SCALE IN MILES
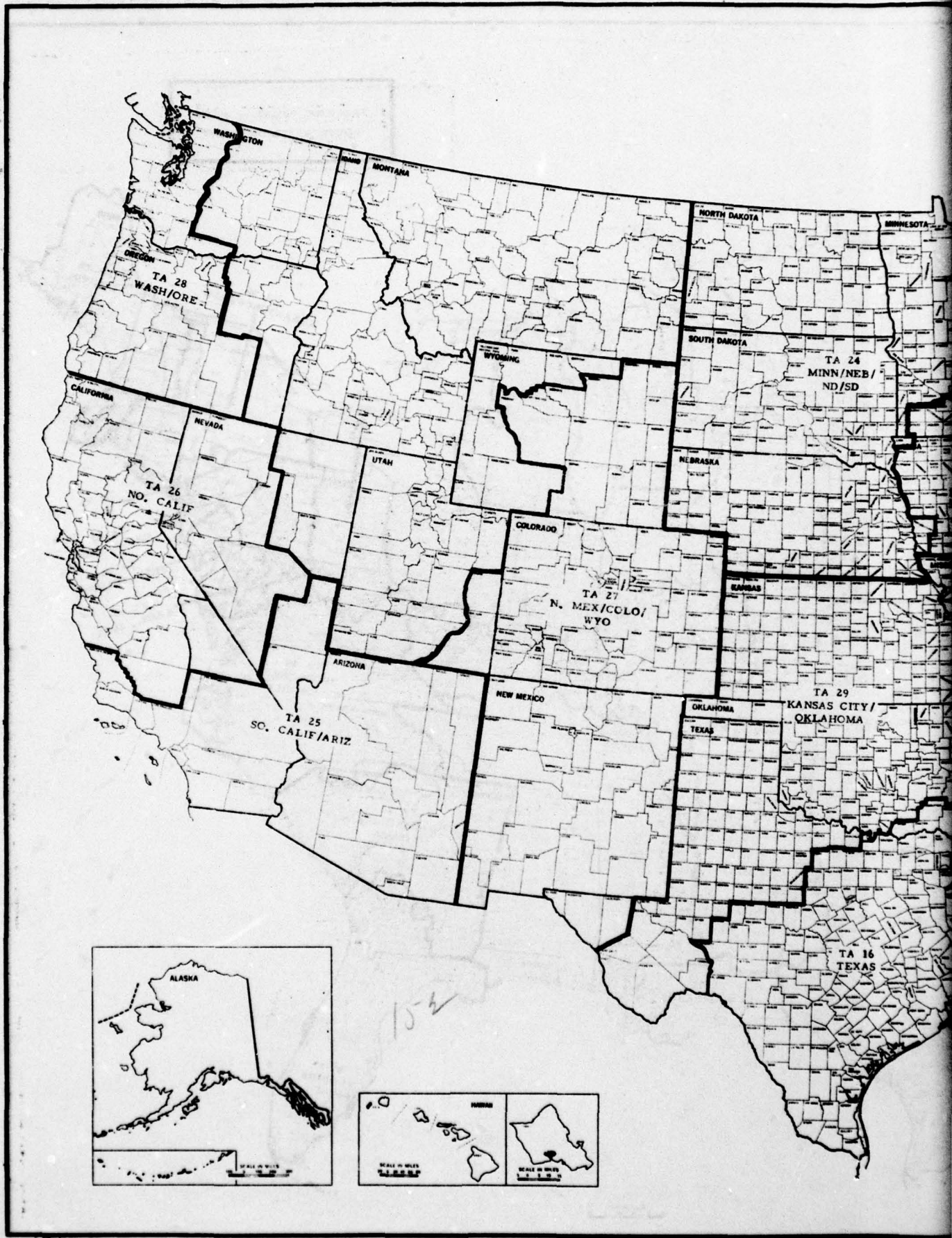
TRACKING AREAS -- AIR FORCE
YOUTH ATTITUDE STUDY

TA 28
WASH/ORE

TA 26
NO. CALIF

TA 25
SO. CALIF/ARIZ

TA 27
N. MEX/COLO/
WYO

TA 24
MINN/NEB/
ND/SD

TA 29
KANSAS CITY/
OKLAHOMA

TA 16
TEXAS

WASHINGTON

OREGON

CALIFORNIA

NEVADA

IDAHO

MONTANA

WYOMING

UTAH

COLORADO

ARIZONA

NEW MEXICO

NORTH DAKOTA

SOUTH DAKOTA

NEBRASKA

KANSAS

OKLAHOMA

TEXAS

MINNESOTA

IOWA

MISSOURI

ARKANSAS

ALASKA

HAWAII
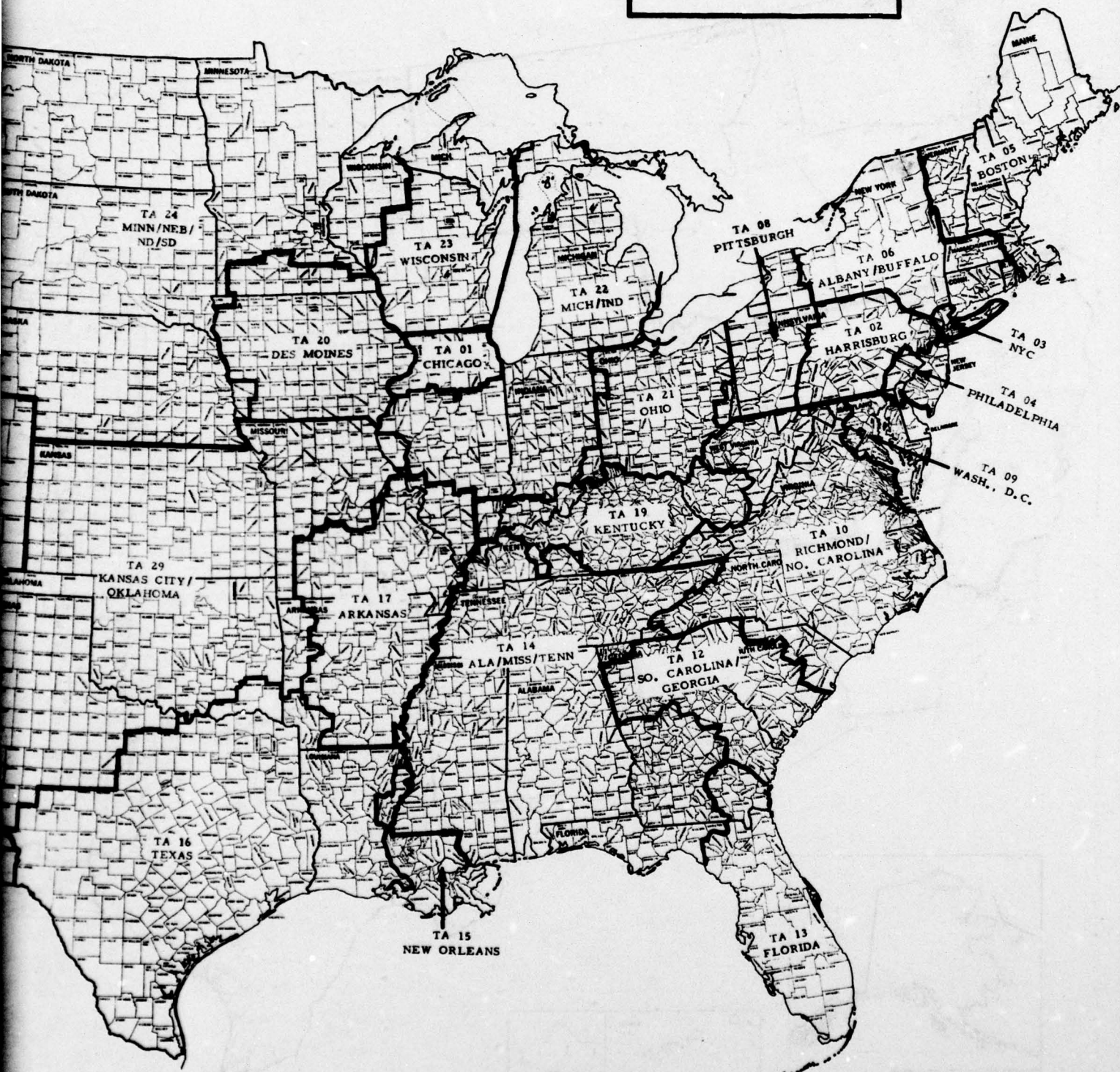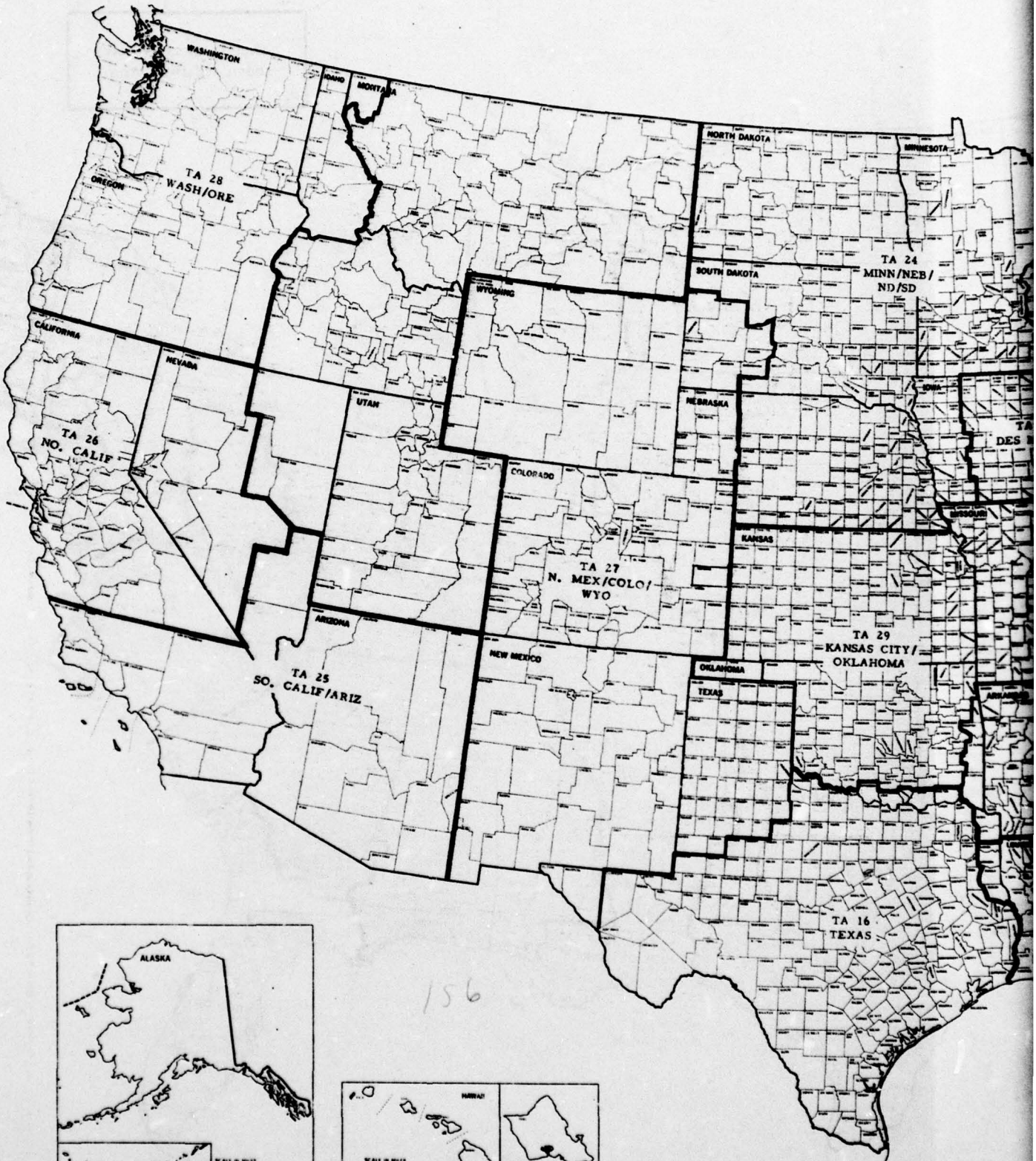
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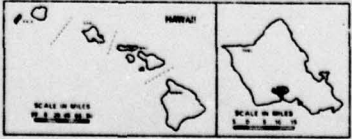
TRACKING AREAS -- MARINE CORPS
YOUTH ATTITUDE STUDY

WASHINGTON

IDAHO

MONTANA

NORTH DAKOTA

MINNESOTA

OREGON

TA 28
WASH/ORE

TA 24
MINN/NEB
ND/SD

SOUTH DAKOTA

WYOMING

CALIFORNIA

NEVADA

UTAH

NEBRASKA

TA 26
NO. CALIF

COLORADO

TA 27
N. MEX/COLO/
WYO

KANSAS

ARIZONA

TA 29
KANSAS CITY/
OKLAHOMA

NEW MEXICO

TA 25
SO. CALIF/ARIZ

OKLAHOMA

TEXAS

TA 16
TEXAS

ALASKA

SCALE IN MILES

158

HAWAII

SCALE IN MILES

SCALE IN MILES

2
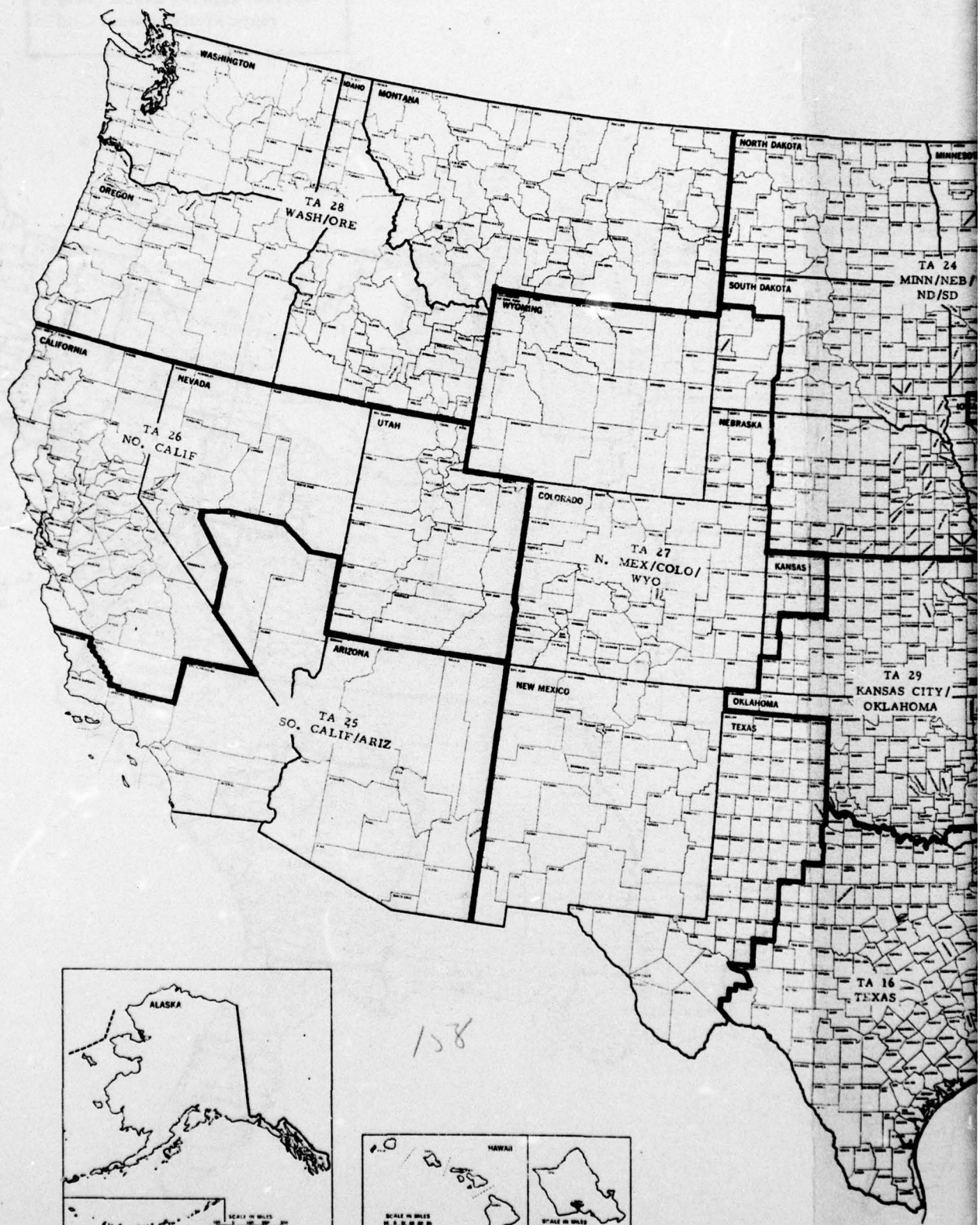
TRACKING AREAS -- NAVY
YOUTH ATTITUDE STUDY
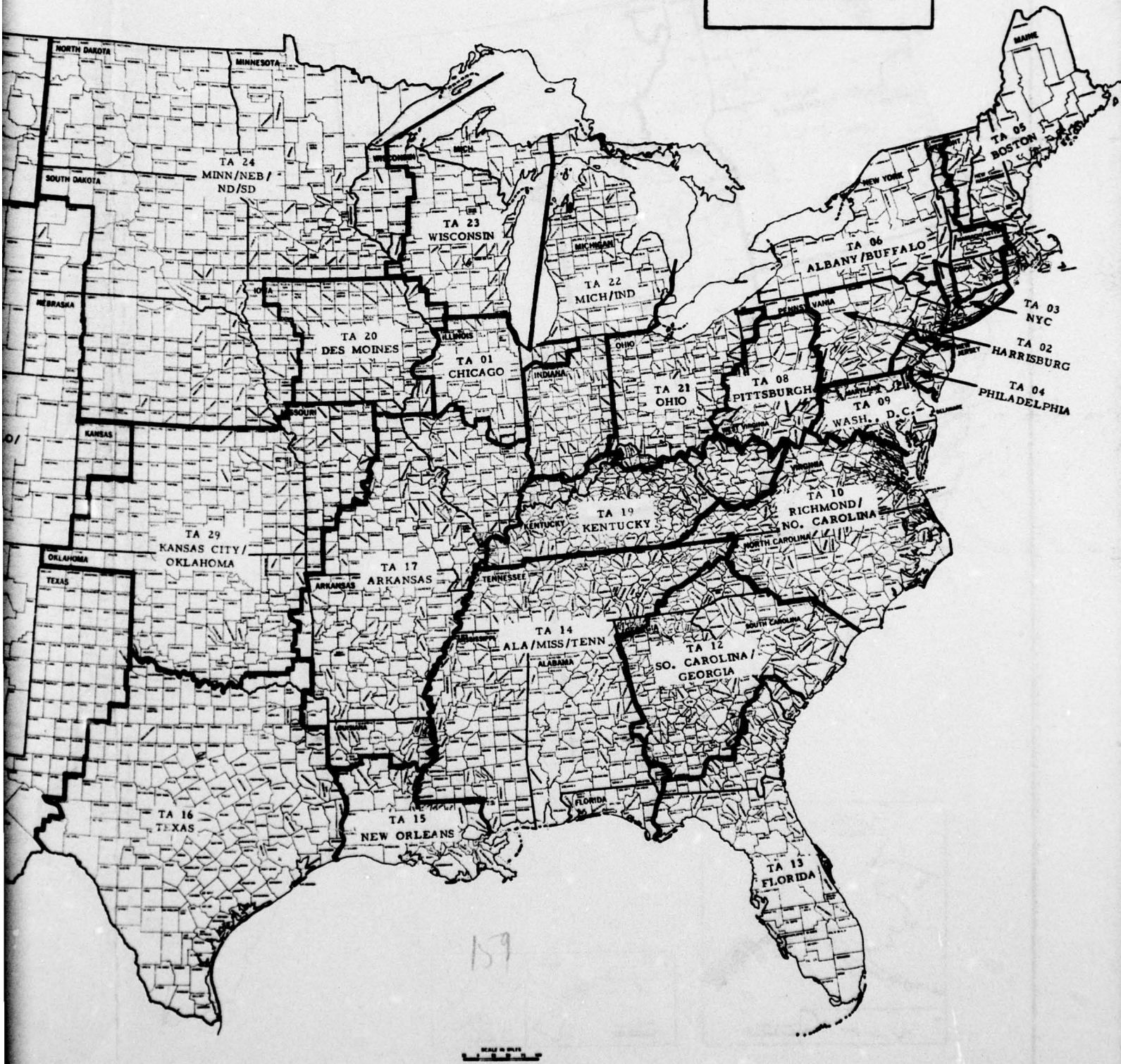
APPENDIX III

WEIGHTING OF RESPONDENTS

The need to compare characteristics of individual tracking areas leads naturally to a study design in which the numbers of respondents in each tracking area are approximately equal. However, since the tracking areas contain unequal numbers of military availables, we cannot estimate national statistics by simply adding up the data for all the respondents; respondents in larger tracking areas should be weighted more heavily than those in smaller tracking areas.

The respondent weighting system used in this wave represents an improvement over that of earlier waves. In the first two waves each respondent was classified into one of 156 cells on the basis of tracking area, age, and race (13 tracking areas x 6 age categories x 2 races = 156 cells). The actual number of military availables corresponding to each cell was estimated from census data. The weight for respondents in a cell was then simply the estimated number of military availables corresponding to that cell divided by the number of respondents in the cell.

The problem with that weighting method was that for some cells with few respondents (such as blacks in certain age categories in certain tracking areas) the denominator of the weighting fraction was quite variable.

This led to weights that varied considerably from cell to cell, an unde-
sirable property since it leads to some loss of statistical precision in
the data.

The weighting system used in the current wave is somewhat dif-
ferent in principle, in that fewer weights are required. One weight is
computed for each tracking area and another for each age/race combi-
nation. The weighting constant for each cell is simply the product of
the appropriate tracking area and age/race weights.

Since fewer weights are computed by this method (26 tracking
areas plus 12 age/race combinations = 38) than by the old method
(12 x 26 = 312) they are much more stable and the variation between
effective weights applied to individual cells is reduced substantially.
This should lead to some increase in statistical precision.

For purposes of comparison the Fall, 1975 wave of the study was
retabulated using the same technique. All results for Fall 1975 in this
report are based on the new weighting technique, and will therefore
differ slightly from results as originally reported.

APPENDIX IV

THE QUESTIONNAIRE

Qu. No. _____
(1-4)

MILITARY SERVICE STUDY
- Screening Questions -

5 ☐3

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. 3b Now		Qu. 3c Has Been		Qu. 3d Will Be		
	16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No	
1.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(22-26)
2.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(27-31)
3.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(32-36)
4.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(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.

Ages and First Names
of Qualifying Males

TELEPHONE NUMBER	(Oldest) 1. _____
	(Next Oldest) 2. _____
___ ___ ___ ___	(Next Oldest) 3. _____
	(Next Oldest) 4. _____

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

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

KEEP TRACK OF TERMINATES.

CHECK HERE IF NO ONE IN
HOUSEHOLD QUALIFIES OR IF
NO INTERVIEW IS CONDUCTED ➔ ☐ 42

(43-78 Open)
79 ☐-☐ 80

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 (Is that the Air National Guard 1 or the Army National Guard 2)	1	2	3	4	Don't Know 3	(37)
Serving in the Reserves (Is that the Air Force 1 Reserve, Army 2 Reserve, Coast Guard 3 Reserve, Marine Corps 4 or Navy, 5 Reserve)	1	2	3	4	5	(38) (39) Don't 6 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)

START

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

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

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

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

Enlisted man	1
Officer	2	(48)

MILITARY SERVICE STUDY
(Qualified Respondent)

Market Facts' Repr. _____

Field Station _____

Time Interview Began _____ AM/PM   Time Ended _____ AM/PM

Cd. #2
(Dup. 1-20)

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		19	
17		20	
18		21		(21)

3b. Are you attending school now?

Yes 1 → (ASK QU. 3c AND THEN SKIP TO QU. 3f)
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
11th Grade (High School)	2
12th Grade (High School)	3
First year of special training in vocational or trade school	4
Second year of special training in vocational or trade school	5
1st year of 4-year college (Freshman)	6
2nd year of 4-year college (Sophomore)	7
1st year of Junior/Community college	8
2nd year of Junior/Community college	9
3rd year of college	0
4th year of college or more	X	(23)

TERMINATE

3d. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3f)
No 2 (24)

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

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

3f. Are you currently employed?

Yes 1
No 2 (26)

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

Full time 1 (27)
Part time 2

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

Yes 1   No 2 (28)

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

Nonmilitary:
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	5	1	3	4	(29)
Army	5	6	7	8
Coast Guard	1	0	X	R
Marine Corps	1	2	---	3
Navy	4	5	---	6
Don't know branch	7	8	9	0	(30)

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 one 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 isn't only narrow.	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 new, the proud, the BLANK.	1	2	3	4	5	6	7	8	(43)

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)
( )	Allow 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 QU. 5b, ASK:) Which one service is this most true of? (SINGLE RESPONSE ONLY)

Cd. 3
Dup. 1-20

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

Cds:
(60)
(61)
(62)
(63)
(64)
(65)
(66)
(67)
(68)
(69)
(70)
(71-79 open)
80(7)

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)   (58)

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

	Air Force	Army	Marine Corps	Navy Corps	
Recruiters represented	1	2			(59) Don't Know (SKIP TO QU. 9)

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)	(68)	
Active Air Force... / Active Army... / Active Marine...	1	1	1	
Air Nat. Guard... / Army Nat. Guard... / Marine Reserve...	2	2	2	
Air Force Reserve...	3	3	3	
Don't Know	4			

8d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?

	(61)	(65)	(69)	(72)	(75)
Recruiter contacted first	1	1	1	1	1
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...

	(62)	(66)	(70)	(73)	(76)
All the information you wanted	1	1	1	1	1
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?

More Favorable

	(63)	(67)	(71)	(74)	(77)
(Was that...) Much more favorable	1	1	1	1	1
or, Slightly more favorable	2	2	2	2	2
Didn't Change	3	3	3	3	3
Less Favorable (Was that...) Slightly less favorable	4	4	4	4	4
or, Much less favorable	5	5	5	5	5

(78-79 open) 80 1   Cd. 4   Dup. 1-4

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

9a. 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)

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.)

	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)

START HERE ( )

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)

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
	(25)	(27)	(29)	(31)

FAVORABLE COMMENTS

	Father	Mother	Girl Friend or Wife	Friends in the Service
Disciplined	1	1	1	1
Growing up/maturity	2	2	2	2
Benefits are good	3	3	3	3
Exciting job/career	4	4	4	4
Job training/learning a career . .	5	5	5	5
Other than the above 6	6	6	6	6

UNFAVORABLE COMMENTS

	Father	Mother	Girl Friend or Wife	Friends in the Service
	(26)	(28)	(30)	(32)
Separation/being apart 1	1	1	1	1
Danger/fear of injury or death . . 2	2	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	3
Civilian education 4	4	4	4	4
Negative military experience by father 5	5	5	5	5
Other than the above 6	6	6	6	6

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

---

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.)

	Military Much More Likely	Military Somewhat More Likely	Either. Military or Civilian	Civilian Somewhat More Likely	Civilian Much More Likely	
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.)

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

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CLASSIFICATION SECTION

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.

13. Are you married, single, separated or divorced?

Married 1   Single 2   Separated/Divorced/Widowed 3   (35)

14. What was the highest educational level your father completed? If you are not sure, please give me your best guess.

Did not complete high school 1   Finished college (four years) 6   (36)
Finished high school or equivalent . . 2   Attended graduate or professional
Adult education program 3   school. 7
Business or trade school 4   Obtained a graduate or professional
Some college 5   degree. 8

15. What (are/were) your average grades in high school? (READ LIST OF GRADES.)

A's and B's 1   (DON'T READ)
B's and C's 2   Does not apply 5   (37)
C's and D's 3   Don't remember 6
D's and below 4

16. What education program (are you/were you) in, in high school? (READ ALTERNATIVES)

College preparatory 1   Commercial or business training 2   Vocational 3   (38)

17. Which of the following mathematics courses, if any, did you take and pass in high school?

Elementary Algebra 1   Intermediate Algebra 3   (39)
Plane Geometry. 2   Trigonometry 4
(DON'T READ) None of these 5

18. Did you take and pass any science courses in high school which covered electricity or electronics?

Yes 1   No 2   (40)

19. Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as . . . (READ LIST)

Cuban 1   Other Spanish . . . 4   Oriental . . . 7   (41)
Mexican-American . . 2   American Indian . . 5   White. 8
Puerto Rican 3   Black. 6   Refused . . . R

20. Name of Respondent _____

Address _____

City/State _____ Zip Code _____

Telephone number _____/_____

21. Next, I would like to know your Social Security Number. Because of a recently enacted law, I must tell you that the authority to request this information is given in 10 USC 136. Providing this information is voluntary on your part and there are no consequences if you choose not to do so. This information is necessary to enable us to re-contact you in the future regarding your decisions.

What is your Social Security Number?

_____/_____/_____

None. 0
Refused . . . X

Your opinions have been very helpful and I appreciate the time you took to participate in this survey. Thank you.

IMPORTANT: TO MAKE THIS A VALID INTERVIEW, PLEASE RECORD ON PAGE 1 AND HERE THE I.D. NUMBER FROM YOUR CALL RECORD FORM.

56 [ ][ ][ ][ ][ ][ ] 62 (63-7 open)

80[4]