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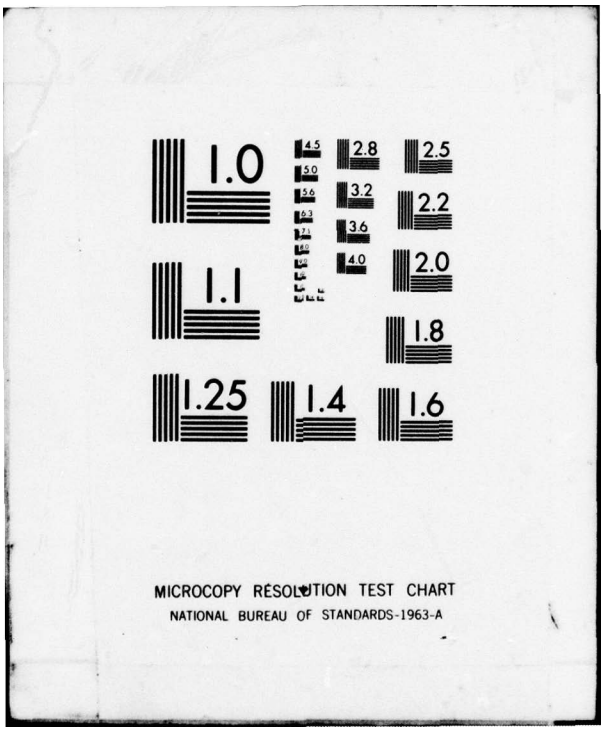
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This is the seventh of a series of bi-annual youth surveys to gauge youth propensity to enlist, perceptions of military service, sources of information about the military and youth goals and aspirations.

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Youth Attitude Tracking Study

Spring 1979

A Report Prepared For:

The Department of Defense

Prepared By:

The Public Sector Research Group
of
Market Facts, Inc.
1750 K Street, N.W.
Washington, D.C. 20006

August 1979

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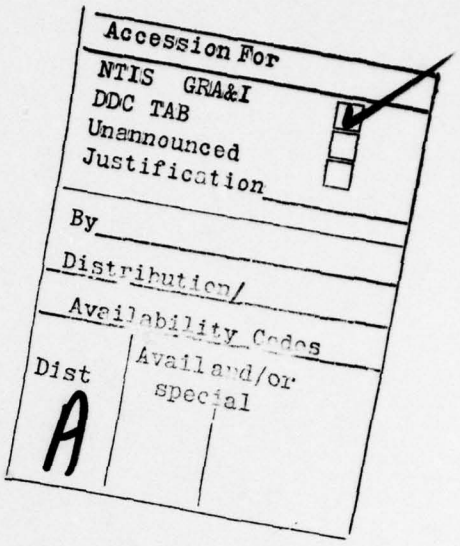

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INTRODUCTION

This report covers the eighth wave of the Youth Attitude Tracking Study. The rationale for conducting this study as well as the survey design and objectives are described in the Introduction to the report of the first wave (Fall 1975). For the reader's convenience, the following comments about the study's background and objectives are reprinted from that report.

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 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 16 to 21 year old youth changes every year as new youths enter and older ones leave this age bracket. The outcome of recruiting efforts can be influenced by altering 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.

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 purpose of this survey, therefore, is to provide the Department and the services with valid, timely, and actionable data concerning the male 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 and achievability of certain attributes; and characterization of youths by such factors as their demographics.

The information gathered in each of the eight waves of this study 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 have been isolated throughout the country so that special analyses can be performed on each of them. These areas, referred to as Tracking Areas, comprise one or more geographic units of each of the services: Recruiting Detachments (Squadrons) (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Each service is able to track the study variables over time within actionable geographic areas defined by recruiting boundaries of each service.

Thirdly, the study is designed to provide observations over time so that changes in attitudes and behavior can be detected and appraised, and recruiting strategies modified accordingly.

Study Design

As in each of the previous waves, the survey sample included 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 the Spring 1979 wave, a total of 5,203 interviews were completed.

The survey employed telephone interviewing. Respondents were selected on the basis of randomly-generated telephone numbers. Approximately 200 interviews were completed in each of the 26 tracking areas. These geographic

areas account for 100% of the "military available" male population in the continental U.S. Thus, the study provides statistically valid samples for each tracking area and allows computation of total U.S. estimates.

The 26 tracking areas are as follows:

- 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
- Philadelphia
- Boston
- Pittsburgh
- Richmond/North Carolina
- South Carolina/Georgia
- New Orleans
- Arkansas
- Kentucky
- Des Moines
- Wisconsin

- New Mexico/Colorado
- Washington/Oregon
- Kansas City/Oklahoma

In the first two waves of the study (Fall 1975 and Spring 1976) however, only the first 13 tracking areas (New York City to Northern California) were studied independently. The remainder of the country was treated as one area and was referred to as "balance of the country."

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, reported in this study, contain both Spring 1978 and Spring 1979 data for those questions which were the same in both waves. The five volumes of tabulations are as follows:

Volume 1: By Individual Tracking Area

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

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 April 15, 1979 and May 27, 1979.

Contents 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) Factors mediating propensity to enlist in the military

(4) Re-enlistment intentions

(5) Nature and outcome of recruiter contact

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

(7) Conversations with certain influencers about serving in the military

(8) Perceived attitudes of certain influencers toward serving in the military

(9) Assessment of the importance of job characteristics and their perceived attainability in the military

(10) Assessment of advertising recall and meaningfulness

(11) Attitudes toward draft registration

The study design permits the inclusion of new elements and the deletion of others from time to time. The current survey has several such changes.

The following questions appearing in the previous (Fall 1978) wave were deleted: motivating factors for self-initiated discussions with service recruiters; knowledge of current enlistment lengths, starting pay, and enlistment bonuses; the relative effect of two year enlistments, increases in starting pay, bonuses, and college and trade school tuition benefits on propensity to enlist in the military. At the same time, questions concerning the following issues were added: factors mediating the decision to enlist; re-enlistment intentions; discussions with friends about enlisting; perceived attitudes of friends toward enlisting; intentions and experience of friends with respect to military service; marital intentions;

attitudes toward draft registration. Finally, the lists of job attributes and life goals used in previous waves were combined into one list of job characteristics. Certain job attributes and life goals were dropped, and several new items added. The changes were as follows:

Job Attributes Dropped

- Doing something for your country
- Training you for leadership
- Helps you get a college education
- Allows you to see many different countries of the world
- Provides good benefits for you and your family
- Is a career you can be proud of
- Has other men you would like to work with
- Gives you a job which is challenging
- Pays well to start
- Gives you an opportunity to better your life

Life Goals Dropped

- Personal freedom
- Making a lot of money
- Working for a better society
- Having the respect of friends
- Adventure and excitement
- Learning as much as you can
- Helping other people

Job Characteristics Added

- Gives you an opportunity for a good family life
- Retirement income
- Good income

These questionnaire modifications were prompted by the changing information needs of the Department of Defense, as well as the desire to explore the dynamics of enlistment propensity.

Analytic Comments

The following important analytic comments are reprinted from previous reports.

In such a large study, many results are likely to appear which are due solely to chance or sampling variance. In order to minimize the effect of such spurious findings, this report delineates those results which are unlikely to be due to chance or sample idiosyncrasies. Specifically, when the report indicates that a finding is significant, this means that there is less than a 5% likelihood that such a result would occur solely due to chance.

The use of stratified sampling in this study necessitates that respondents be weighted unequally. Accordingly, it is not correct to assess standard errors by methods which would be appropriate with unweighted data. When the correct procedures are applied, standard errors average 10% greater than those obtained by applying the procedures ordinarily used with unweighted data. Hence critical values for statistical significance were adjusted upwards by 10 percent in tests of significance on the national sample (see Appendix I).

Finally, the primary focus of the analysis is Spring-to-Spring changes in key measures. Nevertheless, the reader should review the previous seven reports in order to understand the pattern of the data over the full 3½ year period in which this study has been conducted.

EXECUTIVE SUMMARY

Introduction

This is a report of the eighth wave (Spring 1979) of the Youth Attitude Tracking Study. The attitudinal and behavioral data discussed in this report are based on 5,203 randomly selected males between the ages of 16 and 21. As in each wave, the data were collected in an approximately 30 minute telephone interview. The sample was stratified in terms of 26 geographical areas (tracking areas) encompassing the Continental U.S. An approximately equal number (200) of interviews were conducted in each area.

Major Conclusion of the Study

The Spring 1979 data reveal the first statistically significant drop in propensity to join each of the services in two years. These current data underscore the downward trend in propensity observed throughout the 3½ year period (Fall 1975 to Spring 1979) in which this study has been conducted. Significant decreases in propensity occurred during the initial two years of the study (Fall 1975 to Spring 1976 and Fall 1976 to Spring 1977). Although the changes in propensity from Spring 1977 to Fall 1978 were not statistically significant, they were directionally downward.

In recent waves it has been hypothesized that real and perceived improvements in the youth job market may be contributing to declining propensity as well as actual market place behavior. It was reasoned that, for many, the military is a stepping-stone to a civilian job. To the extent that a young person can find satisfactory employment in the civilian sector, he may be less inclined to enlist. The Spring 1979 data suggest that this hypothesis is still tenable. Reported employment increased from Spring to Spring and respondents continue to be optimistic about finding full-time and part-time employment. In the present wave, a question was asked with respect to factors that might mediate the decision to enlist. The results of this question support

the notion that real and perceived employment conditions mediate propensity. When asked what might affect their decision to enlist, the predominant response was "get a job."

National Trends in Propensity

The percentage of young men who reported positive propensity for any of the active duty services dropped significantly from Spring 1978 (31.1%) to Spring 1979 (27.0%). Positive propensity for the Air Force, Marine Corps and Navy dropped significantly from Spring to Spring. Although the current propensity for the Army is lower than the Spring 1978 level, the change is not statistically significant. Prior to being asked how likely they are to enlist in each of the active duty services, respondents are asked to indicate what they think they might be doing in the next few years. Typically, some respondents mention joining the service. In the Spring 1979 wave, voluntary mention of enlistment is lower, although the year-to-year decline is not statistically significant.

The propensity data for the four Spring waves are summarized below. The services are rank ordered in terms of expressed propensity. This order has not changed throughout the eight waves.

	Spring '76 %	Spring '77 %	Spring '78 %	Spring '79 %	Spring '78- Spring '79 Differences* %	% Decline Spring '76 Spring '79**
Air Force	17.5	15.7	17.0	14.0	-3.0	-20%
Navy	16.4	15.2	15.2	13.5	-1.7	-18%
Army	13.1	11.8	12.4	11.1	-1.3	-15%
Marine Corps	11.8	10.7	11.4	9.5	-1.9	-19%
Any Active Duty Service	24.8	29.6	31.1	27.0	-4.1	-9%

* The differences shown for the Air Force, Navy and Marine Corps are statistically significant at the .95 level of confidence.

**Represents the Spring '76 - Spring '79 difference as a percentage of the Spring '76 figure.

Throughout the eight waves of this study, a number of behavioral and demographic variables have discriminated between individuals who express positive propensity and those who express negative propensity. As such, these variables help to explain, in part, the observed changes in the propensity measure. In the Spring 1979 wave, significant changes were observed in several of these variables. The following variables showed significant Spring-to-Spring increases: Talked about enlistment with parents and reported part-time employment. The following variables showed significant decreases from Spring 1978: recalled recruiter contact (ever); recruiter contact with Army, Marine Corps and Navy representatives; talking about enlistment with friends, girlfriends/wives; not employed/looking for a job; and mother perceived to be in favor of enlistment.

Differences by Tracking Areas

The Southern states are the strongest recruiting markets. The following tracking areas appear to be particularly good for the services: Alabama/Mississippi/Tennessee, Texas, South Carolina/Georgia, and New Orleans. The following tracking areas, on the other hand, appear to be poor recruiting markets: New York City, Chicago, Northern California, and Wisconsin.

Desired Job Characteristics

In each wave of the tracking study respondents have been asked to indicate the degree of importance they attach to certain job characteristics. In the present wave, 16 to 21 year old males attach the greatest importance to enjoying one's job and good income and the least importance to recognition and status.

Perceptions of the Services

Whether certain job attributes and life goals can be more readily realized in civilian life or in the military has been an issue studied throughout these series of surveys.

In Spring 1979, military service was perceived relative to civilian life as allowing an individual to achieve the following: "teaches valuable trade/skill," "job security," "challenging work," and "retirement income." At the same time, the military was perceived relatively weaker as allowing the achievement to "make your own decisions on the job," "employer treats you well," "opportunity for good family life," "good income," and "enjoy your job."

The following valued job characteristics were perceived by positive propensity youth as being more achievable in the military than in a civilian job: "job security," "teaches valuable trade/skill," "developing your potential." Valued job characteristics perceived as more achievable in a civilian job include "enjoy your job," "good income," and "opportunity for good family life."

Negative propensity youth also perceived certain valued job attributes to be more achievable in the military than in a civilian job. These are "job security" and "teaches valuable trade/skill." At the same time, the following valued job characteristics were perceived to be more achievable in a civilian job: "enjoy your job," "good income," "opportunity for good family life," "developing your potential," and "employer treats you well."

Active Duty Positive Propensity Respondents Target Market Profile

The demographic, attitudinal, and behavioral profile of the positive propensity individual has been fairly consistent throughout each wave of this study. He can be described in contrast to his negative propensity peers, as....

- Younger
- More likely to be non-White
- More likely to be unemployed
- Less educated
- Having a less educated father
- Having lower values on the Quality Index (a measure of educational ability)
- Believing that the military is relatively more likely to enable him to achieve certain job characteristics
- Feeling more favorable about enlisting after talking to a service recruiter
- Having had recruiter contact
- Having sought information about the military by mail or by phone
- Having discussed entering the military with parents, friends, or teachers/guidance counselors
- Feeling relatives and friends support his joining the service
- Having positive propensity for more than one service
- Having taken an aptitude or career guidance test in high school given by the Armed Services
- Having more friends with military experience

In past waves, it appeared that the services may be drawing upon pools of positive propensity men whose demographics, perceptions and attitudes

are fairly similar. The present survey supports this hypothesis. In the Spring 1979 wave, differences between positive and negative propensity youths are general and not service specific. Thus positive propensity men differ in a general way from negative propensity men. This conclusion is further supported by the fact that 56% of positive propensity youths express positive propensity for two or more services.

Advertising Awareness

Awareness of recruitment advertising increased significantly from Spring-to-Spring for the Army, Navy, Air Force and Marine Corps. Awareness of the Joint Services campaign also increased significantly from Fall 1978, when awareness of this campaign was first tracked, to Spring 1979. As summarized below, there has been an upward trend in the levels of awareness for all five sources of recruitment advertising over time.

Advertising Source	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79	Spring '78-Spring '79 Differences*	%Increase Spring '77-Spring '79**
	%	%	%	%	%	%	
Army	56.0	64.4	66.2	70.4	74.0	+7.8	+32%
Navy	55.3	62.0	58.1	63.9	71.5	+13.4	+29%
Marine Corps	52.1	63.0	59.9	65.1	66.0	+6.1	+27%
Air Force	49.2	59.1	54.8	60.3	62.2	+7.4	+26%

						Fall '78-Spring '79 Differences***	% Income Fall '78-Spring '79
Joint Service	---	---	---	53.1	66.2	+13.3	+25%

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

** Represents the Spring '77-Spring '79 difference as a percentage of the Spring '77 figure.

*** Not part of survey prior to Fall '78 Wave.

In the present wave, the level of recall of specific advertising content was high: for each source of advertising, better than one-half of the respondents who were aware of advertising were able to recall specific messages.

In the Fall 1978 wave, the most memorable advertising messages recalled were about the military per se rather than how individuals can benefit from the service. As such, there appeared to be a degree of incongruity between the most memorable service advertising content and what 16-21 year old youths value in a job. In the Spring 1979 wave, however, this appears to be less true. While the most memorable copy points tend to convey military imagery (e.g., men with equipment), at least two -- educational benefits and job/skills -- relate to valued job characteristics. Moreover, the year-to-year significant changes in recall indicate an increasing congruity between advertising awareness and what target market youths consider to be most important. One negative indication is the decreased recall of messages about teaching/learning a trade.

Draft Registration Perceptions

In The Spring 1979 wave, respondents were asked whether they felt that registering all 18 year olds for a military draft was necessary, and if so, for what reasons. The data suggest that there is no clear consensus among 16 to 21 year olds as to whether or not a draft registration is necessary. Individuals were almost as likely to feel registration is necessary as they were to oppose it. Among respondents who felt that a draft registration is necessary, the predominant reasons for this feeling were that the all-volunteer military is not attracting enough people and the government must have the means of quickly mobilizing the nation. The fact that almost one-half of the respondents in this study perceived a need for a draft registration suggests that a substantial number of target market youth may not oppose having to register, should this become government policy.

Strategy Implications

The findings of the Spring 1979 wave provide definite guidance for the development of recruiement strategies aimed at increasing accessions to the active duty forces. These strategy implications are discussed below under four headings: job placement, joint service efforts, perceptions of services, and indirect communications.

1. Job Placement

The study suggests that the predominant motivation for joining the service is to use the military experience as a stepping-stone to a desirable civilian job. Whether or not an individual enlists may be contingent on whether he first is able to find satisfactory employment in the civilian sector. What the services must do is avoid the image of the military as the "last alternative" and create the impression that military service is at least the equal of alternatives available for a young man's first civilian job. Hence, any increased efforts to provide volunteers with military jobs that are similar to the kinds of jobs they desire, might be effective. Recruiting communications and changes in recruiting procedures that address the notion of placing individuals in desired jobs should be seriously considered.

2. Joint Service Efforts

The tracking study has consistently shown that the services are drawing upon a fairly common pool of available manpower. Hence, the enlistment decision process for a significant portion of this pool may be two-step. First, the individual decides upon the military (i.e., the product) and then chooses among the different services (i.e., the brand). If this is the case, it suggests that joint efforts on the part of the services may be warranted.

3. Perceptions of Services

The service perception data reveal several advertising and

recruiting opportunities. Specifically, valued job characteristics viewed as more achievable in the military than in a civilian job should be emphasized in advertising and recruiting communications. These characteristics include "job security," "teaches valuable trade/skill," and "developing your potential." Stressing these job characteristics would reinforce these positive perceptions of the services. Particular attention should be given to "teaches valuable trade/skill." Recall of this idea in service advertising decreased significantly from Spring-to-Spring.

In an attempt to appeal to higher quality individuals who are less interested in military service, valued job characteristics viewed as more achievable in civilian life also should be stressed. Emphasizing these job characteristics could change such perceptions and, perhaps, expand the target market. Included here are "enjoy your job," "good income," "opportunity for good family life," and "employer treats you well."

4. Indirect Communications

This series of studies has shown that 16 to 21 year old youth are tentative with respect to their enlistment intentions. In each wave of the study, the great majority of respondents label themselves as either "probably likely" or "probably not likely" to enlist. As such, they may be unusually sensitive to the real and perceived attitudes of influential others regarding military service. The study has shown that many youth talk to their parents about enlistment. Moreover, the majority of parents are perceived to be not in favor of their sons serving in the military. Hence, these findings suggest that the services should direct more attention to the role that parents play in the enlistment decision-making process.

SECTION I

NATIONAL TRENDS

SPRING 1978 vs SPRING 1979

SECTION I

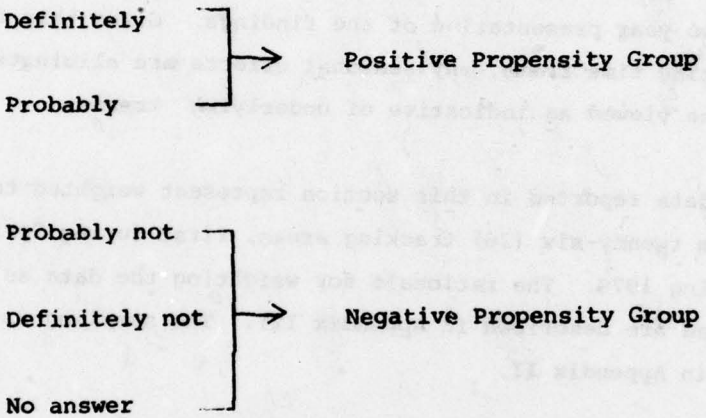
National Trends - Spring 1978 to Spring 1979

Throughout this investigation, the criterion measure has been rated likelihood of serving on active duty in each military service. This measure is referred to as enlistment propensity and is categorized as either being positive or negative. Section I is an examination of changes in propensity and the variables that are related to enlistment propensity. The principal time frame for the analysis is Spring 1978 to Spring 1979. Spring 1977 (Wave IV) data also are shown in order to provide a complete two year presentation of the findings. Given this full two year Spring-to-Spring time frame, any seasonal effects are eliminated and observed changes can be viewed as indicative of underlying trends.

The data reported in this section represent weighted total U.S. data obtained from twenty-six (26) tracking areas, first during Spring 1978 and again in Spring 1979. The rationale for weighting the data as well as the procedure used are described in Appendix III. The sampling is described in more detail in Appendix II.

1.1 Definition of Propensity

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:



1.2 Changes in Propensity: Spring 1978 to Spring 1979

The percentage of young men who reported positive propensity for any active duty service (measure of propensity for military service in general) was 27.0%. This is significantly lower than the Spring 1978 figure (31.1%), as well as the Spring 1977 figure of 29.6%.

Positive propensity for each of the four active duty services declined from Spring 1978. Except for the Army, these decreases are statistically significant. The propensity figures also are lower than those recorded in the previous (Fall 1978) wave. Hence, there appears to be a continuing decline in propensity over the course of the eight waves of this study. The findings are graphed in Figure 1.1.

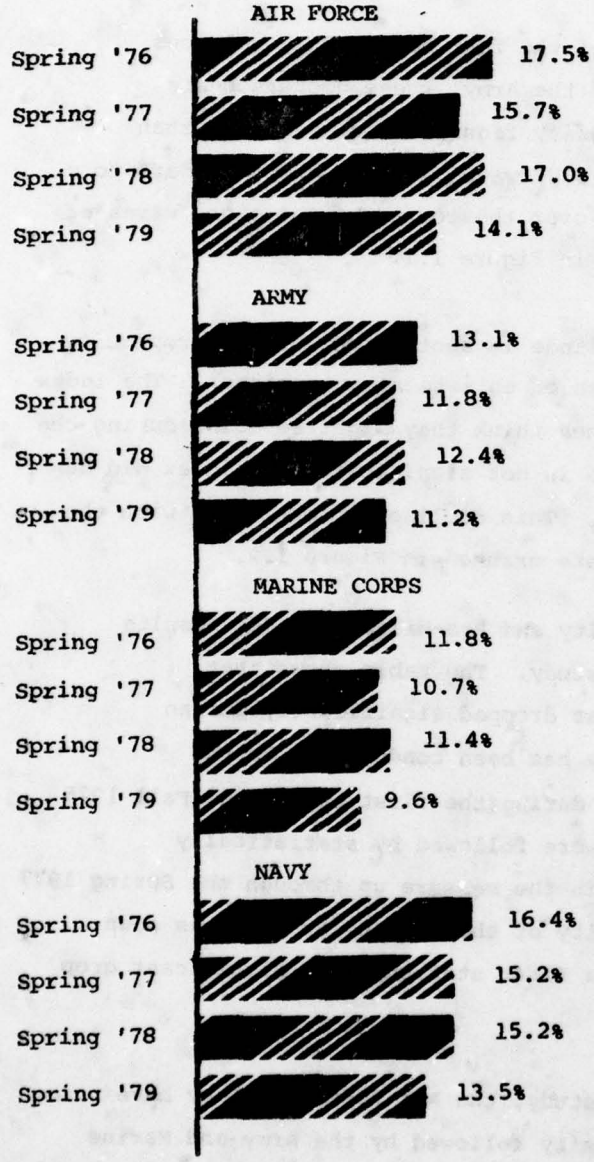
The index of pro-military attitude is another measure of propensity for enlistment (i.e., voluntary mention of enlistment intentions). The index is based on asking respondents what they think they might be doing during the next few years. Although the decrease is not significant, the index did decline from Spring 1978 (4.4% to 4.2%). This decline is consistent with the decline in propensity. The findings are graphed in Figure 1.2.

Table 1.1 reviews the propensity and Pro-Military Index results from each of the eight waves of this study. The table shows that propensity to serve in the military has dropped significantly during the 3½ year period in which this study has been conducted. As the table shows, large decreases occurred during the first half-year (Fall 1975 to Spring 1976) of the study. These were followed by statistically significant up and down fluctuations in the measure up through the Spring 1977 wave. Nevertheless, the directionality of the propensity data was downward. The Spring 1979 data reveal the first statistically significant drop in propensity in two years.

Since the first wave of this study, the Air Force and Navy have recorded the highest levels of propensity followed by the Army and Marine Corps. This pattern continues in the Spring 1979 data. Finally, the four active duty services have shown similar patterns of change with respect to changes in propensity across all eight waves.

FIGURE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES



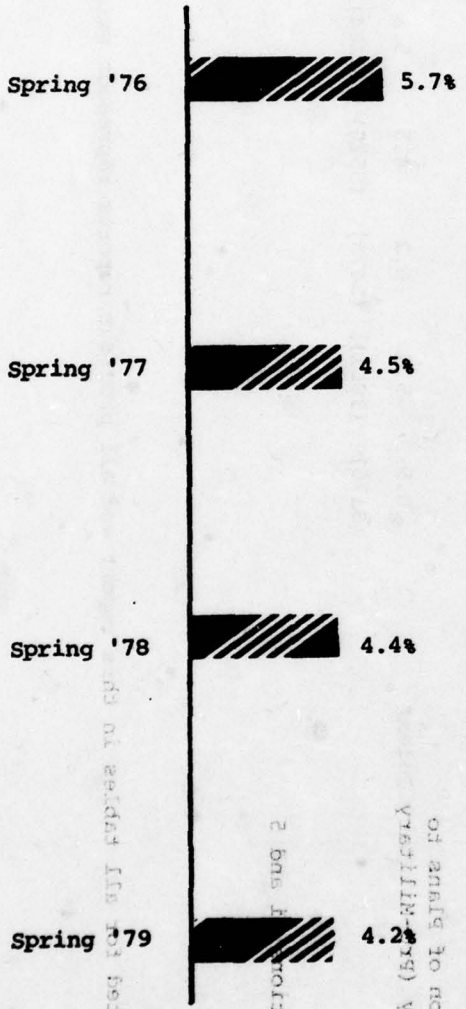
	Spring '78-'79 Change	Statistically Significant
AIR FORCE	-2.9	yes
ARMY	-1.2	no
MARINE CORPS	-1.8	yes
NAVY	-1.7	yes

Source: Question 5

FIGURE 1.2

VOLUNTARY MENTIONS OF MILITARY SERVICE

AMONG PLANS FOR THE NEXT FEW YEARS



	Spring '78-'79 Change	Statistically Significant
Spring '76		
Spring '77		
Spring '78		
Spring '79	- .2	no

Source: Question 3i

TABLE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES AND
UNAIDED MENTION OF PLANS TO ENTER THE MILITARY

	Fall '75	Spring '76	Fall '76	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79
	%	%	%	%	%	%	%	%
Air Force	20.4	17.5	17.9	15.7	15.7	17.0	15.6	14.0
Army	18.4	13.1	14.5	11.8	12.7	12.4	11.8	11.1
Marine Corps	14.9	11.8	12.4	10.7	11.0	11.4	10.0	9.5
Navy	19.6	16.4	16.5	15.2	15.5	15.2	14.4	13.5
Propensity for Any Active Duty Service	31.2	24.8	26.4	29.6	29.9	31.1	28.2	27.0
Unaided Mention of Plans to Enter Military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5	4.4	4.7	4.2
Base*	(3176)	(3001)	(5475)	(5520)	(5284)	(3979)	(5199)	(5203)

Source: Questions 3i and 5

* Bases reported for all tables in this report and all previous reports represent weighted bases.

1.3 Changes in Variables Related to Propensity

There are several variables that have discriminated between positive and negative propensity groups throughout the eight waves of the tracking study. These variables are:

- Contact with service recruiters
- Talked about enlistment with influential others
- Took Armed Forces aptitude test in school
- Perceived attitudes of parents regarding military service

The four variables and their Spring 1978 to Spring 1979 changes are presented in Table 1.2. The following conclusions can be drawn:

1. Recalled recruiter contact with any service within the past five to six months remained unchanged from Spring to Spring. Recalled recruiter contact with any service over a longer period of time, however, did decrease significantly. Slightly less than one-half of the young men interviewed reported that they had been in contact with a service recruiter at some time in the past. Among those who reported having recruiter contact, the recalled incidence of contact with recruiters from the Army, Marine Corps and Navy decreased significantly. Although the change is not significant, recalled contact with Air Force recruiters also decreased.

2. The reported incidence of talking to friends with military experience and girl friends and spouses about enlisting decreased significantly from Spring to Spring. On the other hand, the incidence of talking to parents

TABLE 1.2

CHANGES IN VARIABLES RELATED TO PROPENSITY

	Spring '77	Spring '78	Spring '79	Spring '78-'79 Change	Statistically Significant
	%	%	%	%	
Recruiter Contact (Qu. 8a & 9a)					
Past 5-6 months - any service	25.9	27.1	25.4	-1.7	no
Ever - any service	49.1	52.5	48.9	-3.6	yes
Recruiter Contact With (Qu. 9b)					
Air Force	14.8	14.2	12.8	-1.4	no
Army	23.1	26.4	23.3	-3.1	yes
Marine Corps	14.5	14.9	12.9	-2.0	yes
Navy	14.4	17.4	15.2	-2.2	yes
Talked About Enlistment With (Qu. 8c)					
Friends with military experience	38.6	42.0	37.7	-4.3	yes
Parents	34.3	32.1	36.0	+3.9	yes
Teachers/Counselors	12.8	11.0	10.8	- .2	no
Girl friend/Wife	17.9	17.2	15.2	-2.0	yes
Aptitude Test in High School By Armed Forces (Qu. 8c)	18.3	14.8	15.9	+1.1	no
Perceived Attitudes of Parents Toward Joining the Military (Qu. 10a & 11a)					
Father in favor	30.6	28.2	27.4	- .8	no
Mother in favor	22.0	18.0	15.8	-2.2	yes
Base	(5520)	(3979)	(5203)		

increased significantly during this time period. The incidence of talking to teachers/counselors about enlistment remained unchanged.

3. The incidence of taking a military-sponsored aptitude test in high school remained unchanged from Spring to Spring.

4. The proportion of respondents who perceive their mothers to be in favor of their enlisting declined significantly from Spring to Spring. The same measure with respect to fathers remained unchanged.

1.4 Key Demographics

Tables 1.3-1.5 profile the Spring 1977-1979 samples in terms of age, race, employment, schooling status, and mental quality. Spring 1977 data are shown in order to provide a two year perspective. The following conclusions can be drawn.

1. The data weighting procedure used in this study eliminates any sampling differences with respect to age and race by balancing the results to known "military available" statistics. Hence, all three Spring samples are identical with respect to age and race. The data weighting procedure is explained in detail in Appendix III.

2. Reported employment continues to increase from the first waves of the study. Reported employment among Spring 1979 respondents is significantly higher than that for the Spring 1978 sample. This is primarily the result of an increase in reported part-time employment. The percentage of respondents reporting full-time employment did not change. Concomitant with the finding of increased employment is the finding that the overall percentage of young men not employed and the percentage of those not employed and looking for a job both declined significantly.

3. The Spring 1978 and Spring 1979 samples are identical with respect to their educational profiles. There were no year-to-year changes with either reported school attendance or level of education achieved.

TABLE 1.3

AGE AND RACE

	Spring '77 %	Spring '78 %	Spring '79 %
Age			
16	18.5	18.5	18.5
17	18.5	18.5	18.5
18	17.5	17.6	17.5
19	16.6	16.5	16.6
20	14.8	14.8	14.8
21	14.1	14.1	14.1
Race			
White	85.2	85.7	85.4
Non-white	13.9	14.3	13.9
Refused	.9	-	.6
Base	(5520)	(3979)	(5203)

Source: Questions 3a and 23

TABLE 1.4

EMPLOYMENT STATUS

	Spring '77	Spring '78	Spring '79	Spring '78-'79 Change	Statistically Significant
	%	%	%	%	
Employed (Qu. 3f, 3g)	60.2	62.4	66.2	+3.8	yes
Full-time	32.0	36.5	37.3	+ .8	no
Part-time	28.0	25.9	28.8	+2.9	yes
Not specified	-	-	.1	+ .1	no
Not Employed (Qu. 3f, 3h)	39.7	37.6	33.8	-3.8	yes
Looking for a job	27.2	25.1	22.4	-2.7	yes
Not looking	12.2	12.5	11.1	-1.4	no
Not specified	.2	-	.3	+ .3	no
Base	(5520)	(3979)	(5203)		

TABLE 1.5

SCHOOLING STATUS

Attending School (Qu. 3b, 3c)	60.0	57.5	58.4	+ .9	no
In high school	44.3	44.0	44.3	+ .3	no
In vocational school	1.2	1.7	1.8	-	no
In college	12.7	11.7	12.3	+ .6	no
Not specified	1.8	.1	-	- .1	no
Not Attending School (Qu. 3b, 3d)	40.0	42.5	41.6	- .9	no
High school graduate	29.9	31.7	31.5	- .2	no
Not high school graduate	10.0	10.8	10.0	- .8	no
Quality Index (Mean)*	6.29	6.38	6.40	+.02	no
Base	(5520)	(3979)	(5203)		

* Combination of questions 19, 21 and 22

4. The quality index is a composite measure based on self-reported grades, number of math courses taken and passed in high school, and the science courses covering electronics and/or electricity taken and successively passed in high school. A 10-point scale is used to compute this index. As shown in Table 1.6, the higher the score, the higher the educational quality of the respondent, as measured by this index. This index is computed for each respondent.

Respondent scores on the quality index did not change from year to year.

TABLE 1.6

(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 & Below	1	Two	3		
Not Specified	0	Three	4		
		Four	5		
		Not Specified	0		

SECTION II

KEY RESULTS BY TRACKING AREA

SECTION II

Performance Differences By Tracking Area

In order to provide localized feedback to the individual service recruiting commands, 26 geographical areas were delineated, and are referred to as tracking areas. Information collected in this investigation is presented in terms of these tracking areas. In this way, performance within specific geographic areas can be assessed.

Several topics are discussed in this section: propensity, recruiter contact, specific information seeking activities, job opportunity perceptions, and respondent demographics. The Spring 1979 levels are shown for each of the 26 tracking areas. National levels are used as a frame of reference to which the data from the 26 tracking areas are compared. Deviations from the national levels by any of the tracking areas are highlighted.

Tables 2.1 to 2.10 summarize the key tracking area data. The following system of notation aids the interpretation of these tables.

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.
- BOXED if the entry is higher than the U.S. average.

Statistical significance is based on the total U.S. figure falling beyond the range of two standard errors of the individual tracking area estimate. This notation is made only in those cases where a chi square analysis of the data first reveals statistically significant differences in the measure across tracking areas.

2.1 Positive Propensity by Tracking Area

The tracking area analysis begins with an examination of the propensity data. The reader should recall that the propensity measure is an index of likelihood of entering military service. As such, the index should be interpreted only in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Absolute interpretations of the propensity data would exceed the properties of the index. As stated in previous reports, factors such as mental and physical qualification status and time of entry contribute to the forecasting of accessions based on the propensity data. Since the propensity index does not include such factors, only relative interpretations can be justified.

Figures 2.1 - 2.7 graphically present the propensity data for active duty service as well as the National Guard, Reserves, and Coast Guard.

The propensity data for the four active duty services were discussed in Section I. The propensity data from Spring 1979 for Reserves and Coast Guard represent a significant decrease in likelihood to enter military service over figures collected in Spring 1978. The decrease in propensity over the past year to join the National Guard is not significant.

Respondents who indicated a positive propensity to serve in the Reserve components also were asked which branches of the Reserves and National Guard they would select. The data are presented in the tabulations: Volume 2, pages 55 - 62 and, Volume 5, pages 28 - 31.

Table 2.1 summarizes the propensity data for the active duty services. Reserve components and Coast Guard within each of the 26 tracking areas. Relative to national averages, the following exceptions occur:

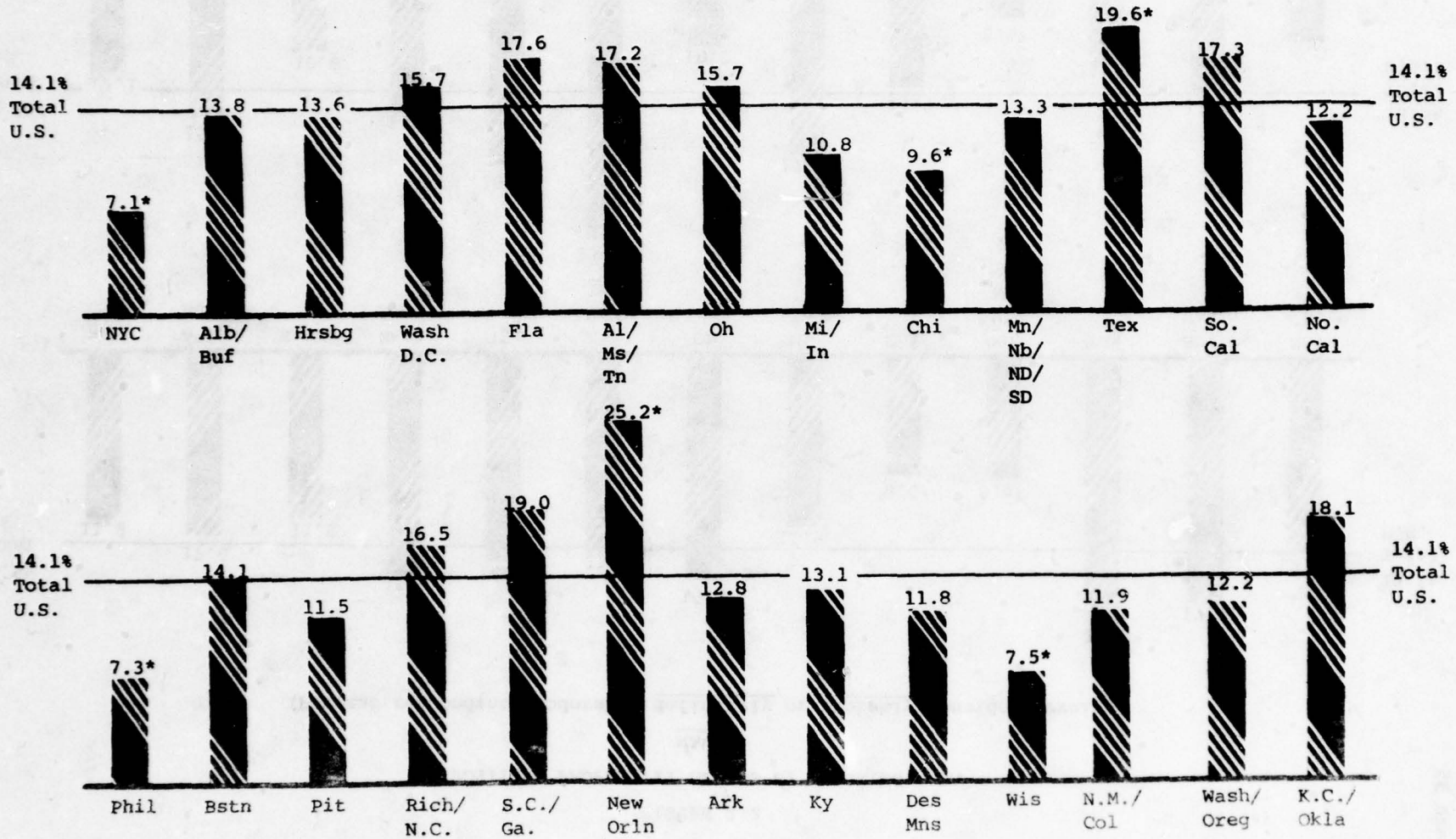
1. The propensity to serve in the Air Force is below the U.S. average of 14.1% in these tracking areas: New York City (7.1%), Chicago (9.6%), Philadelphia (7.3%), and Wisconsin (7.5%). Two tracking areas -- Texas (19.6%) and New Orleans (25.2%) -- are above the national average.

FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

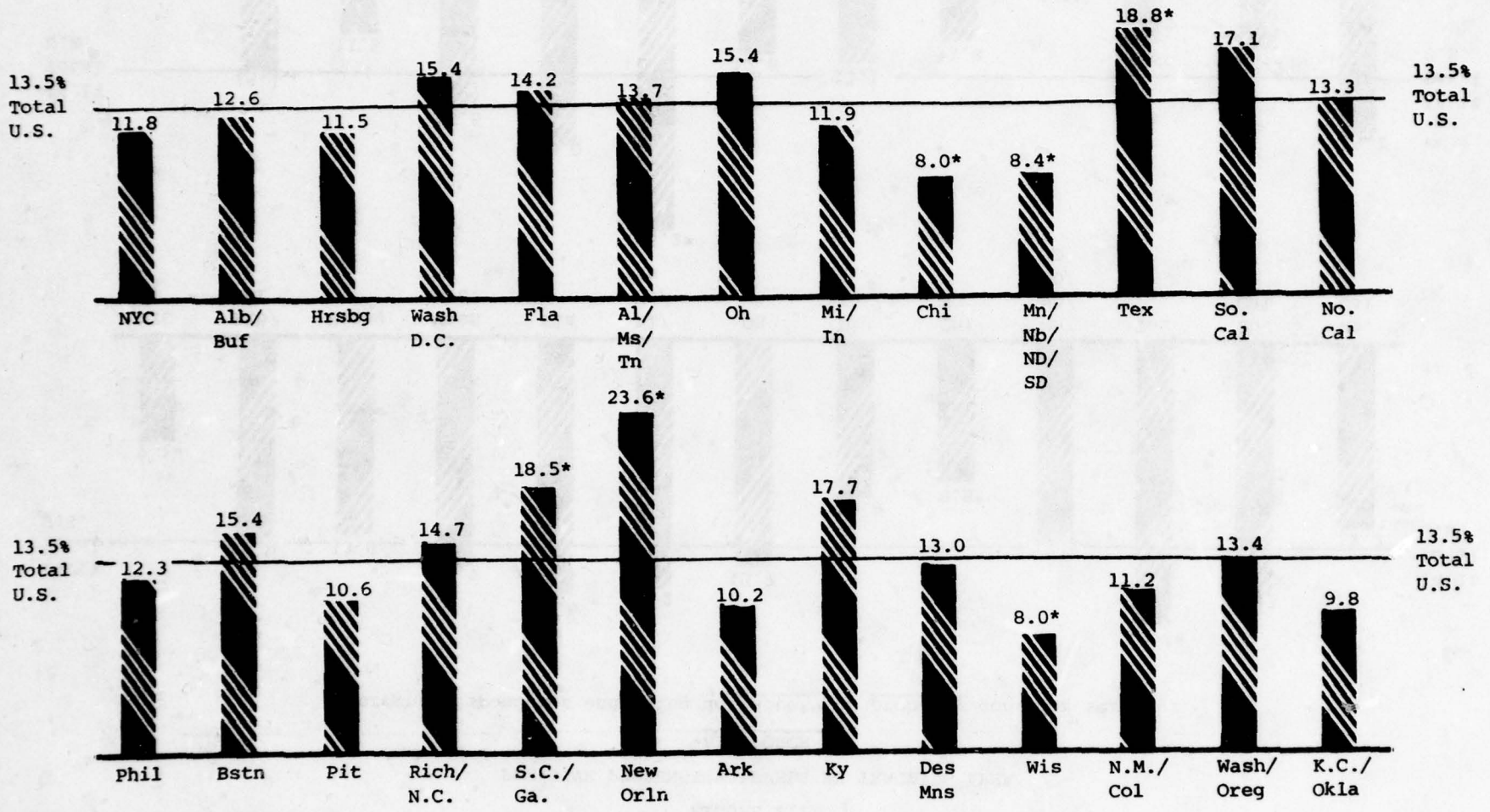
* Differs significantly from the total U.S.

FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

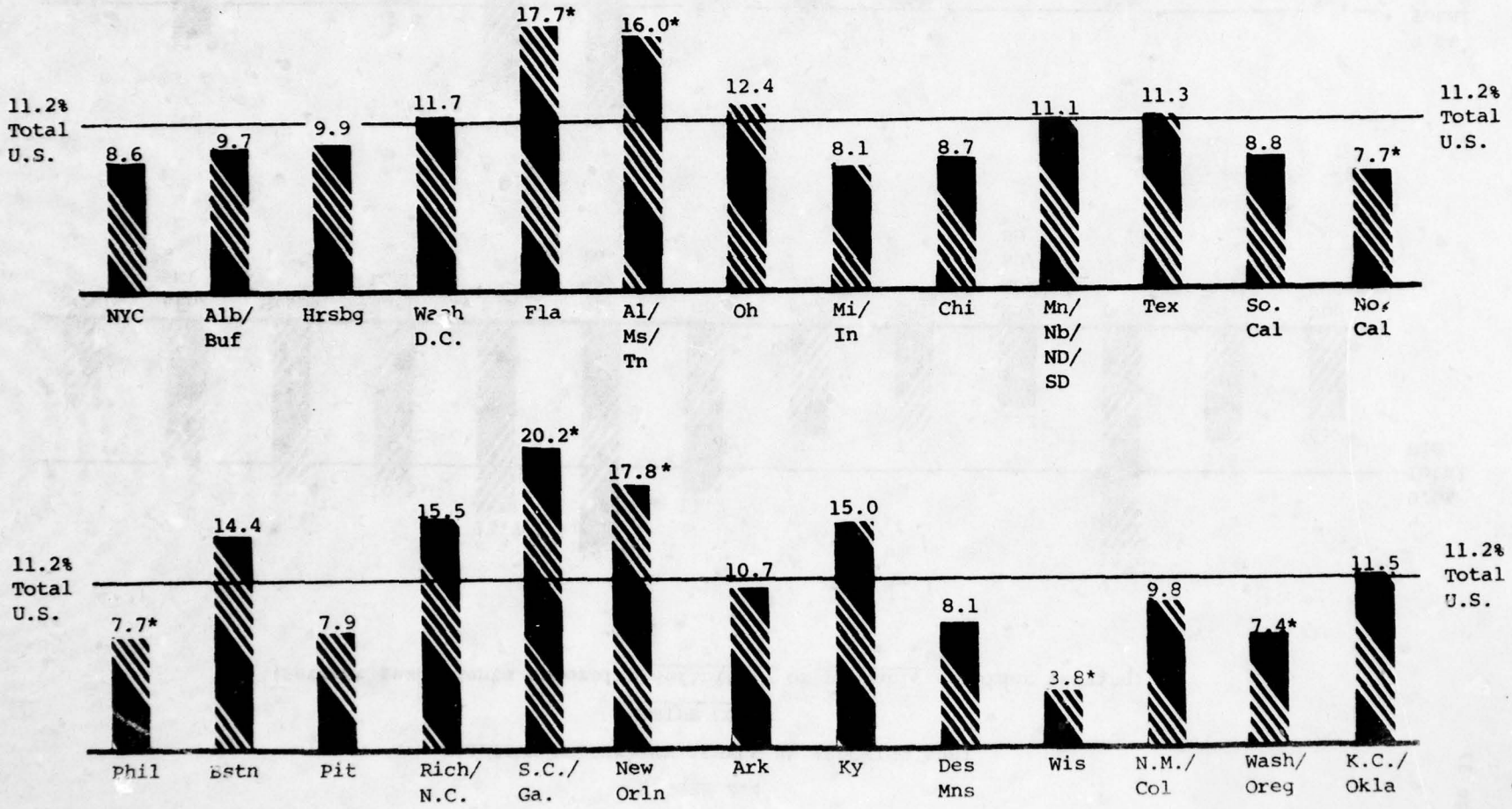
* *Differs significantly* from the total U.S.

FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

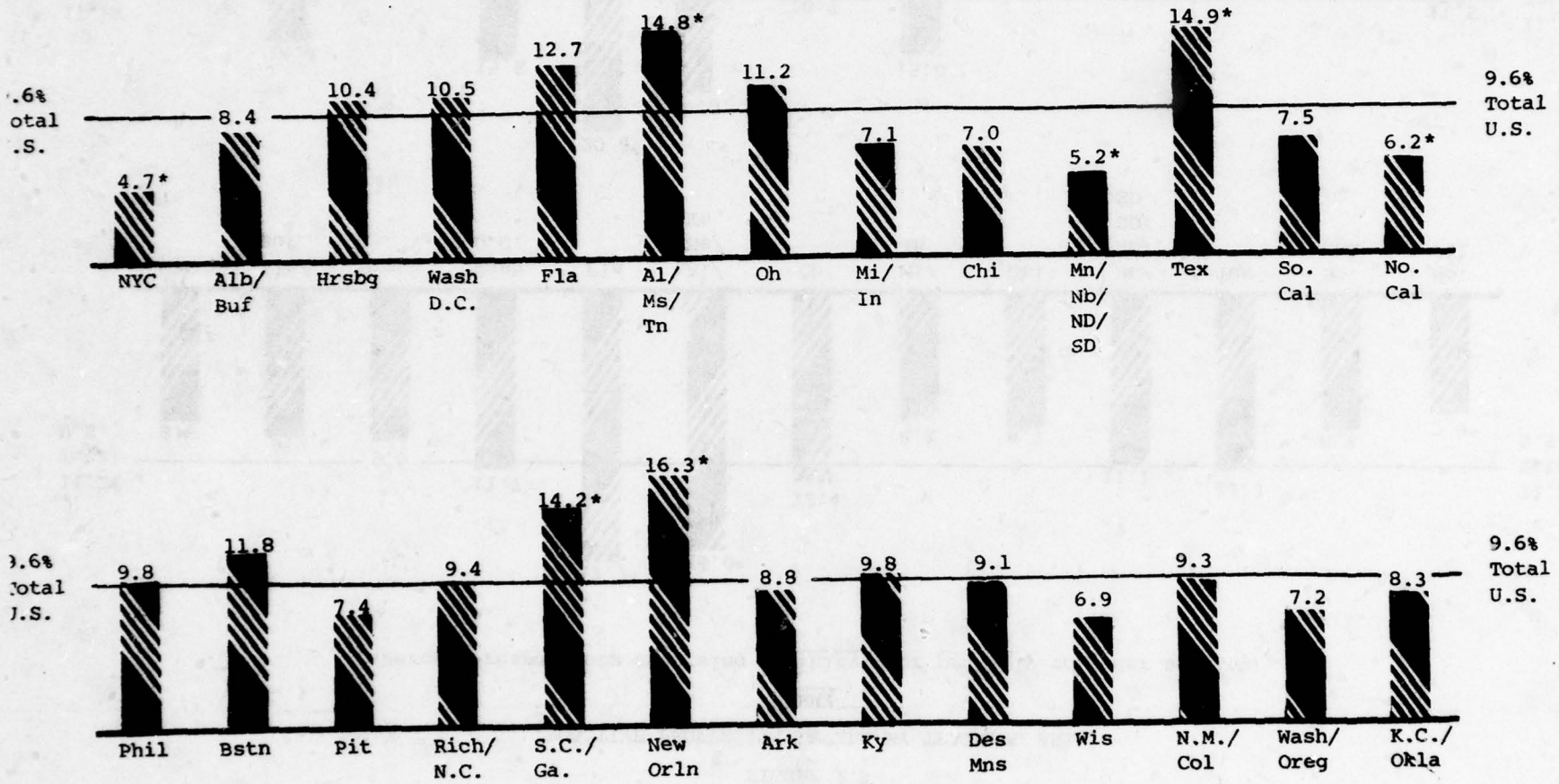
* Differs significantly from the total U.S.

FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MARINE CORPS

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

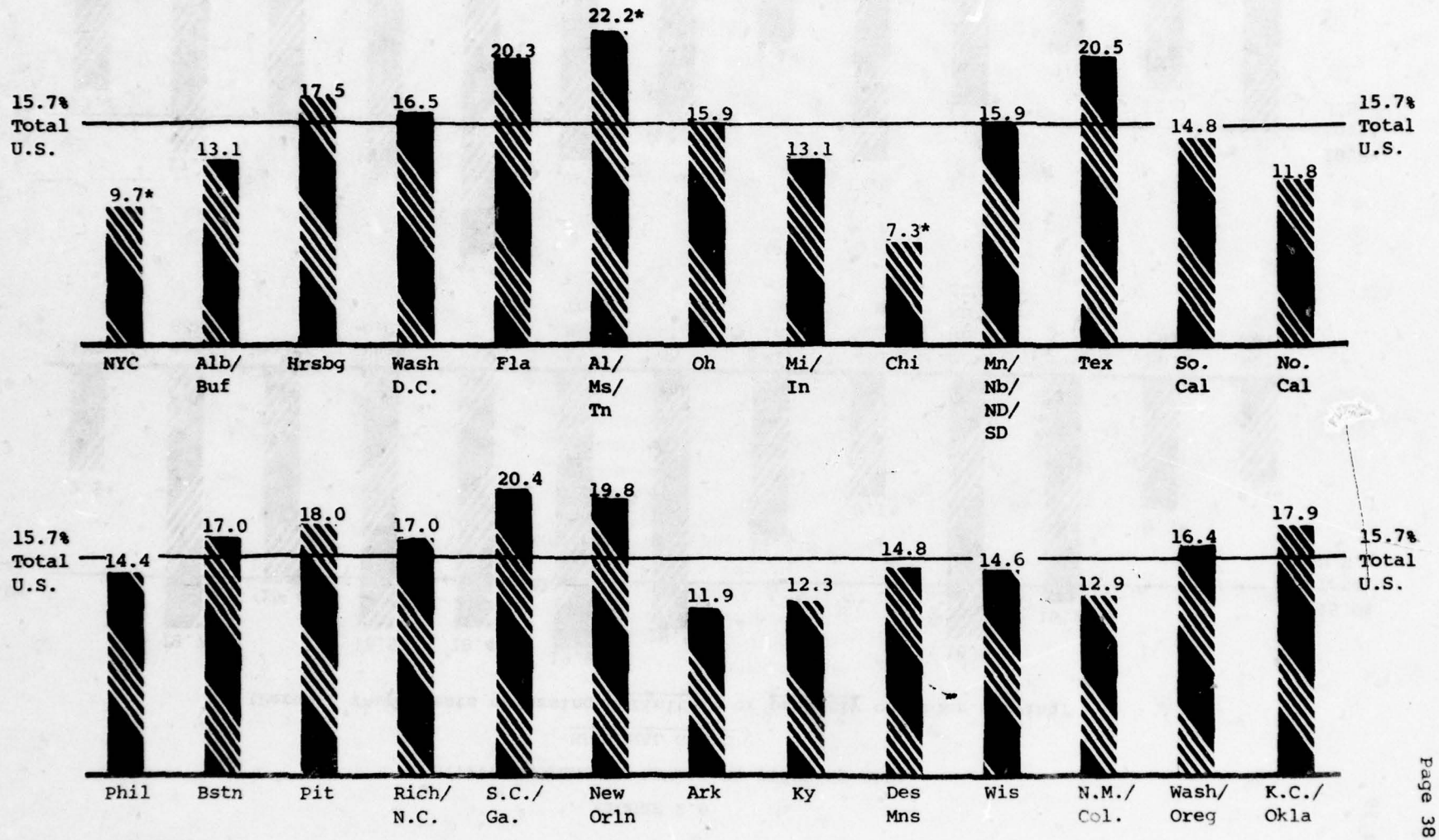
* Differs significantly from the total U.S.

FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

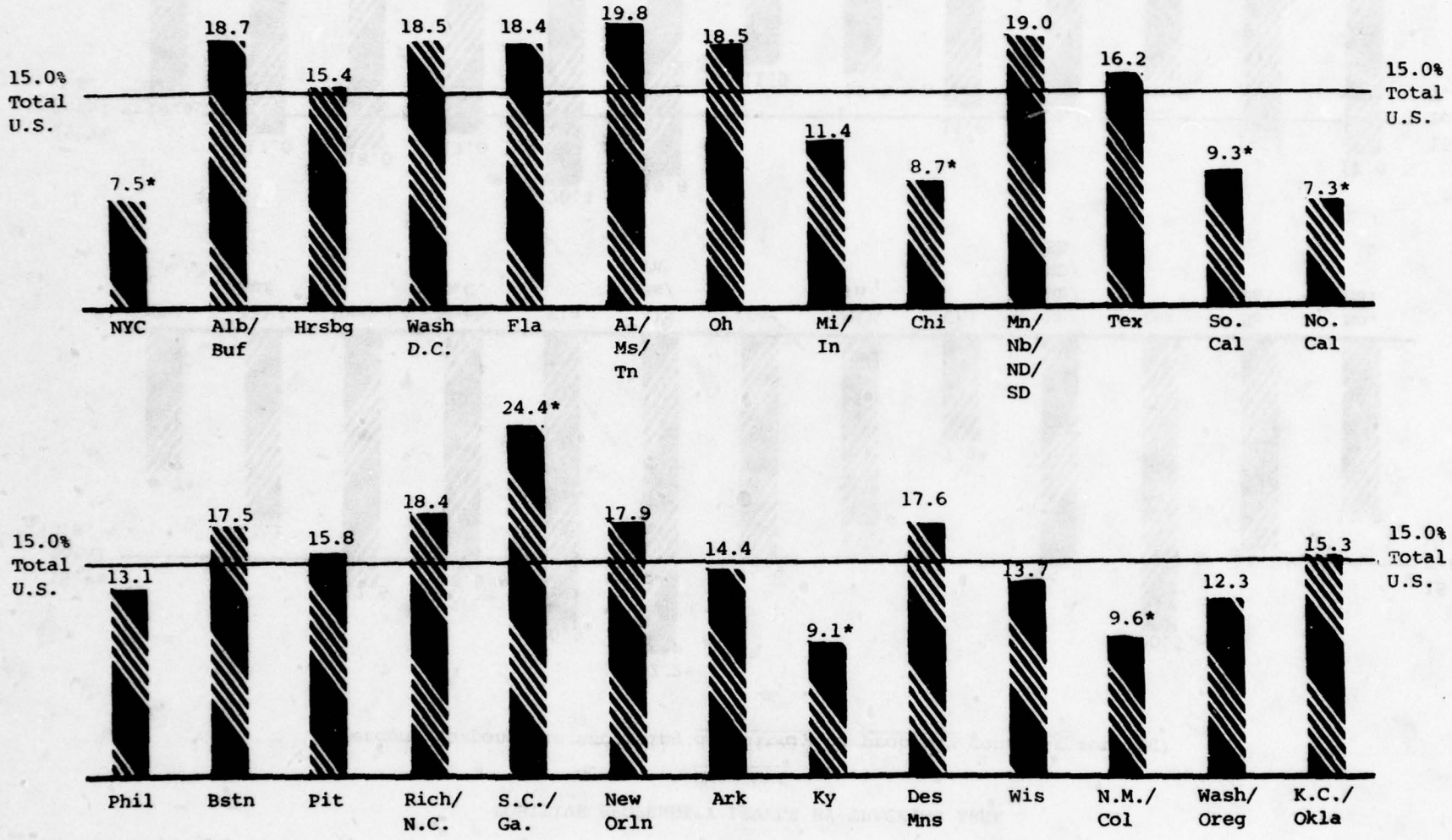
* Differs significantly from the total U.S.

FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

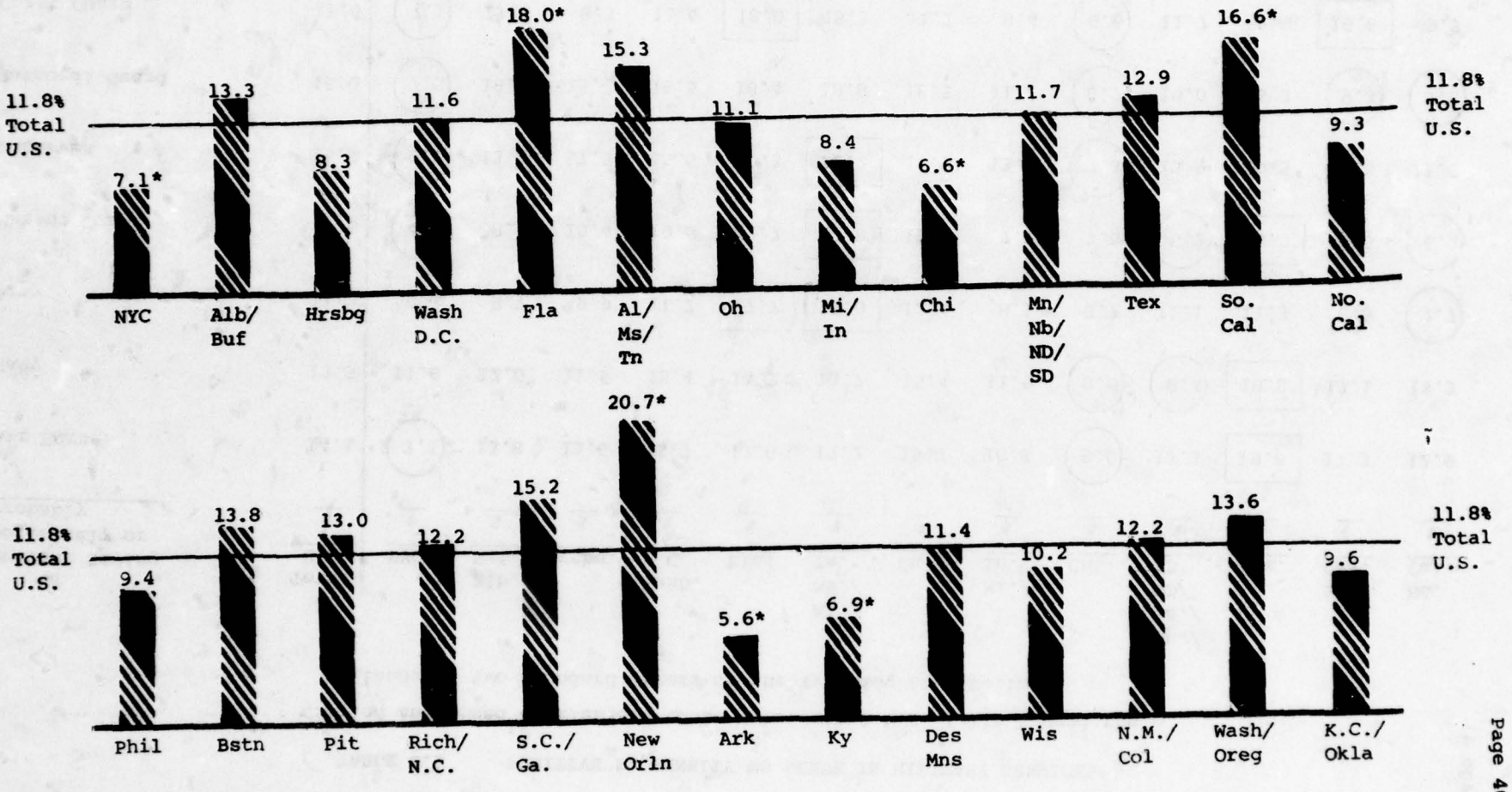
* Differ significantly from the total U.S

FIGURE 2.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

COAST GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5

* Differs significantly from the total U.S.

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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Air Force	14.1	(7.1)	13.8	13.6	15.7	17.6	17.2	15.7	10.8	(9.6)	13.3	[19.6]	17.3	12.9
Navy	13.5	11.8	12.6	11.5	15.4	14.2	13.7	15.4	11.9	(8.0)	(8.4)	[18.8]	17.1	13.3
Army	11.2	8.6	9.7	9.9	11.7	[17.7]	[16.0]	12.4	8.1	8.7	11.1	11.3	8.8	(7.7)
Marine Corps	9.6	(4.7)	8.4	10.4	10.5	12.7	[14.8]	11.2	7.1	7.0	(5.2)	[14.9]	7.5	(6.2)
Reserves	15.7	(9.7)	13.1	17.5	16.5	20.3	[22.2]	15.9	13.1	(7.3)	15.9	20.5	14.8	11.8
National Guard	15.0	(7.5)	18.7	15.4	18.5	18.4	19.8	18.5	11.4	(8.7)	19.0	16.2	(9.3)	(7.3)
Coast Guard	11.8	(7.1)	13.3	8.3	11.6	[18.0]	15.3	11.1	8.4	(6.6)	11.7	12.9	[16.6]	9.3

Base: All Respondents

Response alternatives: Definitely consider
Probably consider
Probably not consider
Definitely not consider

Source: Question 5

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	14.1	(7.3)	14.1	11.5	16.5	19.0	[25.2]	12.8	13.1	11.8	(7.5)	11.9	12.2	18.1
Navy	13.5	12.3	15.4	10.6	14.7	[18.5]	[23.6]	10.2	17.7	13.0	(8.0)	11.2	13.4	9.8
Army	11.2	(7.7)	14.4	7.9	15.5	[20.2]	[17.8]	10.7	15.0	8.1	(3.8)	9.8	(7.4)	11.5
Marine Corps	9.6	9.8	11.8	7.4	9.4	[14.2]	[16.3]	8.8	9.8	9.1	6.9	9.3	7.2	8.3
Reserves	15.7	14.4	17.0	18.0	17.0	20.4	19.8	11.9	12.3	14.8	14.6	12.9	16.4	17.9
National Guard	15.0	13.1	17.5	15.8	18.4	[24.4]	17.9	14.4	(9.1)	17.6	13.7	(9.6)	12.3	15.3
Coast Guard	11.8	9.4	13.8	13.0	12.2	15.2	[20.7]	(5.6)	(6.9)	11.4	10.2	12.2	13.6	9.6

Base: All Respondents

Response alternatives: Definitely consider
Probably consider
Probably not consider
Definitely not consider

Source: Question 5

Relative to the national figure, the level of propensity for the Air Force has been consistent in several of these tracking areas in the most recent waves of this study. In the Spring 1978 wave, Chicago was below average and Texas and New Orleans were above the U.S. average. In the Fall 1978 wave, New York City, Chicago, and Wisconsin also were below average and Texas was above average.

2. The propensity to serve in the Navy is below the U.S. average of 13.5% in three tracking areas: Chicago (8.0%), Minnesota/Nebraska/North Dakota/South Dakota (8.4%), and Wisconsin (8.0%). Texas (18.8%), South Carolina/Georgia (18.5%), and New Orleans (23.6%) are above this U.S. average.

   Propensity to serve in the Navy has consistently been below or above average in several of these areas in the most recent waves. In the Spring 1978 wave, Wisconsin also was below the U.S. average for the Navy. South Carolina/Georgia, on the other hand, has been an above average tracking area for the Navy in the last two waves of this study.

3. The U.S. average propenstiy to serve in the Army is 11.2%. Eight tracking areas deviate from this national propenstiy figure. Northern California (7.7%), Philadelphia (7.7%), Wisconsin (3.8%), and Washington/Oregon (7.4%) are below the U.S. average. Florida (17.7%), Alabama/Mississippi/Tennessee (16.6%), South Carolina/Gerogia (20.2%), and New Orleans (17.8%) are above the national average.

   In the Spring 1978 wave, Northern California, Wisconsin, and Washington/Oregon also were below the U.S. average for the Army. Likewise, South Carolina/Georgia was above average. In the Fall 1978 wave, Northern California and Washington/Oregon also were below the U.S. average. Alabama/Mississippi/Tennessee and South Carolina/Georgia, on the other hand, were above the average.

4. Three tracking areas fall below the Marine Corps national average of 9.6%. These are New York City (4.7%), Minnesota/Nebraska/North Dakota/South Dakota (5.2%), and North California (6.2%). Alabama/Mississippi/Tennessee (14.8%), Texas (14.9%), South Carolina/Georgia (14.2%), and New Orleans (16.3%) are above the national average. In the Spring 1978 wave, Northern California also was below the U.S. average for the Marine Corps. New Orleans was above the average. In the Fall 1978 wave New York City and Minnesota/Nebraska/North Dakota/South Dakota also were below the U.S. average for the Marine Corps.

5. The Reserves has a U.S. average propensity figure of 15.7%. New York City (9.7%) and Chicago (7.3%) fall below the national average, while Alabama/Mississippi/Tennessee (22.2%) are above the national average.

6. The U.S. average propensity to serve in the National Guard is 15.0%. Seven tracking areas deviate from this national average. New York City (7.5%), Chicago (8.7%), South Carolina (9.3%), North California (7.3%), Kentucky (9.1%) New Mexico/ Colorado (9.6%) fall below the national average. Only South Carolina/Georgia (24.4%) is above the national average.

7. The propensity to serve in the Coast Guard has a national average of 11.8%. New York City (7.1%), Chicago (6.6%), Arkansas (5.6%), Kentucky (6.9%) fall below the U.S. average, while Florida (18.0%), South Carolina (16.6%), New Orleans (20.7%) are above the national average.

Overall, four tracking areas are relatively weak with respect to the propensity to join any of the military services. These areas are New York City, Chicago, Northern California, and Wisconsin. On the other hand, four southern tracking areas indicate a significantly greater propensity to join any of the military services than the national average. These tracking areas are Alabama/ Mississippi/Tennessee, Texas, South Carolina/Georgia, and New Orleans. This pattern is consistent with findings from past waves. Finally, the pattern of time-related changes in propensity within tracking areas has been fairly similar across the 26 tracking areas.

2.2 Academic Achievement and Derived Quality Index

Since mental abilities contribute to the success of a new recruit in the military, respondents were asked several questions about their academic background. More specifically, the relative educational quality of the respondents was computed and is based on information concerning--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 successfully passed in high school. High school education program (i.e., college preparatory; commercial, business, and vocational) is not included in this index. The index ranges from a low score of 1 to a high score of 10. The derivation of the quality index was explained in Table 1.6.

Table 2.2 presents the quality index data. The national quality index value is 6.40 which is only slightly higher than the Spring 1978 figure (6.38). However, this does reflect the maintenance of the reversal (since Fall 1977) of a downward trend observed in the quality index in earlier waves. Six northern tracking areas have a significantly higher quality index than the U.S. average: New York City (7.35%), Albany/Buffalo (6.82%), Harrisburg (6.77%), Minnesota/Nebraska/North Dakota/South Dakota (6.72%), Boston (6.90%), Wisconsin (6.82%). On the other hand, several southern tracking areas have a quality index which falls significantly below the national average: Alabama/Mississippi/Tennessee (5.82%), Richmond/North Carolina (5.77%), New Orleans (6.04%), Kentucky (6.00%), as well as Ohio (6.08%), Des Moines (6.09%), and Kansas City/Olkahoma (6.07%). The quality index results in several tracking areas are similar to Spring 1978 findings. That is, New York City and Albany/Buffalo also were above the U.S. average for this measure and these areas were below the national figure: Alabama/Mississippi/Tennessee and Richmond/North Carolina.

As Table 1.6 showed, the number of math courses taken and passed is an important component of the quality index. Table 2.3 presents the data on number of math courses taken and passed for each of the 26 tracking areas. Paralleling findings obtained in past waves, east coast tracking areas are superior to other areas in terms of the number of math courses taken and passed. In contrast, certain southern and midwestern tracking areas fall below the national average (See Table 2.3). The following tracking areas

TABLE 2.2 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.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
Mean index value	6.40	[7.35]	[6.82]	[6.77]	6.28	6.11	(5.82)	(6.08)	6.60	6.50	[6.72]	6.34	6.47	6.23

Base: All Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value:

Minimum value = 1
Maximum value = 10

TABLE 2.2 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	6.40	6.57	[6.90]	6.55	(5.77)	6.40	(6.04)	6.22	(6.00)	(6.09)	[6.82]	6.46	6.51	(6.07)

Base: All Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value:

Minimum value = 1
Maximum value = 10

TABLE 2.3 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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Three or more	35.8	[58.3]	[43.7]	[48.3]	32.7	34.6	(23.1)	(28.5)	39.7	35.3	39.8	30.9	36.0	(28.7)
Less than three	48.0	(33.2)	44.1	(40.9)	48.7	(40.5)	53.3	49.3	46.4	[55.4]	49.9	[55.7]	50.4	[54.7]
None	16.2	(8.6)	(12.1)	(10.8)	18.6	[24.9]	[23.6]	[22.1]	14.0	(9.3)	(10.3)	13.4	13.6	16.6

Base: All Respondents

Source: Question 21

TABLE 2.3 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	35.8	45.1	51.1	45.1	25.8	35.4	33.2	27.3	25.8	25.5	39.0	33.8	37.6	27.0
Less than three	48.0	39.2	34.9	39.0	49.7	49.2	46.7	53.7	49.9	57.3	51.9	51.9	48.6	52.5
None	16.2	15.7	14.0	15.9	24.5	15.4	20.1	18.9	24.3	17.2	9.1	14.3	13.9	20.6

Base: All Respondents

Source: Question 21

are those in which the Spring 1978 levels of this measure parallel those in the present wave: New York City, Albany/Buffalo, Alabama/Mississippi/Tennessee, Philadelphia, Boston, Richmond/North Carolina, Kentucky, and Des Moines.

While the high school curriculum is not directly included in the computation of the quality index, it does provide some useful information for interpreting the propensity measure. For example, young men enrolled in college preparatory courses are probably less likely than the average high school student to be induced to pursue a military carreer, since students who have actually attended college tend to be disinclined toward enlistment.

Table 2.4 shows that the 26 tracking areas differ widely with respect to high school education programs. Respondents in New York City, Albany/Buffalo/Harrisburg, Philadelphia and Boston are more likely than their counterparts in other areas of the country to have had a college preparatory program in high school. Northeastern tracking areas consistently have been above the national average with respect to the proportion of youth who report having had a college preparatory program in high school. Moreover, the pattern of these data across tracking areas tend to parallel the quality index data. On a national basis, the percentage of youth who reported having had a college preparatory program in high school (44.1%) is identical to the Spring 1978 figure. However, the percentage of youth who report having had a vocational program is down significantly from Spring 1978 (43.4% to 39.7%), and the percentage of youth who report having had a commercial or business training curriculum is up significantly from Spring 1978 (11.9% to 14.5%).

TABLE 2.4 HIGH SCHOOL EDUCATION PROGRAM

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 Program	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. %
College Preparatory	44.1	[61.6]	[53.2]	[63.0]	45.1	41.0	(36.0)	41.6	38.0	46.9	(34.3)	38.4	46.7	49.0
Vocational	39.7	(20.8)	37.8	(22.1)	39.6	41.4	[47.2]	42.7	38.9	(31.6)	[47.4]	[46.9]	36.3	35.5
Commercial/ Business	14.5	17.2	(7.9)	13.9	14.4	15.1	14.1	14.9	[22.4]	[21.4]	16.2	(9.6)	13.8	13.9

Base: All Respondents

Source: Question 20

TABLE 2.4 HIGH SCHOOL EDUCATION PROGRAM

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 Program	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. %
College Preparatory	44.1	52.9	57.3	42.9	36.3	49.0	31.1	39.9	45.4	35.8	38.1	46.0	42.9	40.6
Vocational	39.7	25.7	30.1	41.1	49.4	37.6	48.8	42.0	45.8	44.4	49.4	33.4	41.5	48.7
Commercial/ Business	14.5	21.5	10.8	14.3	12.5	11.3	20.1	17.2	6.3	13.8	12.1	18.6	14.8	8.4

Base: All Respondents

Source: Question 20

2.3 Recalled Recruiter Contact

Table 2.5 shows the level of recalled recruiter contact (past 5 to 6 months) for the total national sample and for each of the 26 tracking areas. Nationally, 25.4% of the sample report having had contact with a military recruiter within the past five to six months. New York City (19.9%), Southern California (19.7%), Richmond/North Carolina (18.6%) and South Carolina/Georgia (13.8%) fall below this national average. None of the tracking areas are significantly above the national average. As discussed in Section I , there is no significant Spring-to-Spring national change in this measure.

On a year-to-year basis, New York City is the only tracking area that deviates significantly (i.e., below average) from the national level for this measure in both the Spring 1978 and Spring 1979 waves.

TABLE 2.5 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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Past 5 to 6 months	25.4	(19.9)	23.6	24.8	21.1	26.8	30.3	29.1	31.2	30.6	29.5	24.1	(19.7)	28.1

Base: All Respondents

Source: Question 8a

TABLE 2.5 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	25.4	24.4	23.5	25.8	(18.6)	(13.8)	28.9	30.1	20.5	27.8	28.4	24.5	24.2	28.5

Base: All Respondents

Source: Question 6a

2.4 Type of Recent Recruiter Contact

There are many forms of recruiter contact that range from very direct, personal contact (e.g., at a recruiting station) to very indirect, annonymous contact (e.g., direct mail literature). This study has tracked various types of recruiter contact since the first wave. In previous waves, this information was reported as part of the propensity analysis. In the present report, this information is discussed as part of the tracking area analysis as well as in the analysis of propensity (Section III). The analysis of these data at the tracking area level provides the Department of Defense and the services with additional feedback on recruiter performance at a local level. Table 2.6 shows the percent of respondents who had each of the following types of recruiter contact and the Spring 1978 and Spring 1979 national levels for each.

	Spring '78	Spring '79	Statistically Significant Change
. Talked to recruiter by telephone	47.6%	52.3%	Yes
. Heard a recruiter talk at high school	47.6%	48.6%	No
. Talked face-to-face to a recruiter, but not at a recruiting station	48.1%	47.7%	No
. Received recruiting literature in mail	*	45.3%	--
. Gone to a recruiting station	24.6%	26.4%	No

---

* Questionnaire change makes figure not comparable

On a year-to-year basis, only the level of "talked to recruiter by telephone" changed significantly. Across tracking areas, however, this item does not deviate significantly from the national figure. The same is true for "talked face-to-face to a recruiter" and "gone to a recruiting station." The other two types of recruiter contact showed some weaknesses and strengths across tracking areas.

TABLE 2.6 TYPE OF 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 This Type of Recruiter Contact	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. %
Talked to recruiter by telephone	52.3	55.9	60.9	51.9	55.7	32.4	42.2	50.8	54.7	64.2	55.0	52.2	53.0	48.3
Heard a recruiter talk at high school	48.6	50.0	(33.6)	60.8	46.6	[65.7]	58.4	42.9	45.4	(36.9)	(33.6)	48.6	48.6	44.6
Talked face-to-face (not at station)	47.7	32.5	29.3	49.0	41.7	57.3	51.6	40.9	62.7	29.5	47.7	56.0	37.1	47.2
Received recruiting literature in the mail*	45.3	45.8	47.1	45.2	41.7	46.3	(37.5)	50.2	[54.0]	48.5	[56.2]	48.8	(37.2)	41.9
Gone to a recruiting station	26.4	29.9	27.0	15.8	38.7	38.9	21.5	38.0	33.6	27.8	22.0	34.2	35.6	15.7

Base: Respondents having recent recruiter contact

* All Respondents

Source: Questions 8b and 8c

TABLE 2.6 TYPE OF 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 This Type of 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. %
Talked to recruiter by telephone	52.3	49.6	51.6	57.9	35.3	27.5	44.5	57.9	56.8	58.5	61.2	54.5	58.9	56.2
Heard a recruiter talk at high school	48.6	59.5	58.9	(33.7)	42.2	63.2	57.8	45.9	42.6	50.2	48.9	46.7	44.3	58.3
Talked face-to-face (not at station)	47.7	51.9	46.6	57.9	49.0	52.9	55.7	53.8	45.8	48.1	43.3	39.4	48.4	50.4
Received recruiting literature in the mail*	45.3	40.1	41.3	45.9	(32.8)	(36.6)	47.1	[54.0]	43.4	[52.0]	49.6	51.7	40.0	44.0
Gone to a recruiting station	26.4	27.2	29.4	13.2	27.0	23.9	33.4	25.1	30.5	15.7	15.5	24.0	25.2	25.0

Base: Respondents having recent recruiter contact

* All Respondents

Source: Questions 8b and 8c

2.5 Other Activities Concerning Enlistment

The study has examined in all eight waves various behaviors related to seeking information about the military. Each respondent is asked whether or not he has undertaken a series of information seeking activities during the last six months. The data are summarized in Table 2.7 in terms of the percent of youth who say that they have undertaken a particular activity.

On a Spring-to-Spring basis, there were significant increases for the following: "talked with one or both parents" and "physically or mentally tested at military examing station." During the same time period, these significant decreases were observed: "talked with friends in service," "talked with wife/girlfriend," and "asked for information by mail."

	Spring '78	Spring '79	Statistically Significant Change
. Talked with friends in service	42.0%	37.7%	Yes
. Talked with one or both parents	32.1%	36.0%	Yes
. Taken aptitude test in high school given by Armed Services	14.8%	15.9%	No
. Talked with wife/girlfriend	17.2%	15.2%	Yes
. Talked with teacher or guidance counselor	11.0%	10.8%	No
. Asked for information by mail	11.8%	10.1%	Yes
. Physically or mentally tested at military examining station	3.5%	4.5%	Yes
. Made toll-free call to get information	3.3%	2.7%	No

There are some differences across tracking areas with respect to seeking information about the military. Youth in New York City, Albany/Buffalo, Philadelphia, Kentucky and Wisconsin were below the national averages on at least two information seeking activities. On the other hand, no one tracking area revealed any consistent strengths with respect to these information seeking activities.

TABLE 2.7 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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Talked with friends in or out of service	37.7	(28.1)	34.3	42.3	33.2	40.5	42.2	[44.5]	32.8	(29.6)	36.8	40.0	42.3	37.9
Talked with one or both parents	36.0	31.9	37.7	39.6	39.0	43.2	31.2	33.9	35.2	41.5	33.2	34.3	37.7	36.8
Taken aptitude test in high school given by armed services	15.9	(11.6)	(9.9)	17.8	(10.2)	20.1	20.8	(11.8)	16.5	14.5	16.7	[23.6]	13.6	17.9
Talked with wife/ girlfriend	15.2	(7.3)	13.2	14.4	13.7	[20.9]	18.4	19.9	12.5	14.7	(11.0)	20.3	16.3	12.7
Talked with teacher or guidance counselor	10.8	12.9	14.8	15.1	8.1	15.2	8.6	9.5	10.1	9.6	12.5	9.0	11.2	(6.9)
Asked for information by mail	10.1	9.8	10.1	13.1	9.1	16.9	7.0	9.9	11.5	10.1	8.5	9.4	10.7	6.8
Physically or mentally tested at military examining station	4.5	3.0	(2.3)	4.7	4.3	6.8	4.3	6.5	(2.3)	4.5	3.2	5.4	7.4	4.8
Made toll-free call to get information	2.7	3.4	2.5	4.5	1.2	4.7	2.6	3.8	1.6	2.3	1.2	3.0	2.5	3.0

Base: All Respondents

Source: Question 8c

TABLE 2.7 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	37.7	31.9	43.4	37.2	43.1	40.8	42.1	40.0	(31.3)	38.7	(28.1)	37.7	42.3	36.8
Talked with one or both parents	36.0	37.9	40.3	29.8	32.8	41.3	35.9	35.0	27.7	34.8	35.2	36.4	34.2	40.5
Taken aptitude test in high school given by armed services	15.9	(10.7)	11.9	14.1	15.8	16.8	20.2	18.3	[21.5]	12.2	14.4	16.5	15.9	18.1
Talked with wife/ girlfriend	15.2	(10.5)	14.4	13.3	15.6	20.2	[22.4]	15.5	15.1	12.2	12.1	15.1	14.8	18.5
Talked with teacher or guidance counselor	10.8	10.8	12.9	9.7	7.5	10.1	11.2	11.0	(5.3)	[15.3]	11.0	9.5	9.1	14.1
Asked for information by mail	10.1	10.8	9.8	9.6	7.5	13.2	12.3	11.1	5.9	6.9	9.6	7.8	10.8	13.9
Physically or mentally tested at military examining station	4.5	6.5	2.9	3.4	2.5	(2.3)	6.4	7.5	4.7	(2.3)	(1.5)	7.2	(1.8)	7.9
Made toll-free call to get information	2.7	1.7	2.7	1.4	1.0	2.7	3.8	3.8	1.1	2.0	3.1	1.6	2.2	6.0

Base: All Respondents

Source: Question 8c

2.6 Adequacy of Information Received from the Recruiter

As in past waves, respondents were asked to indicate the adequacy of the information that the recruiter contact provided. In order to quantify this measure, respondents specified whether the information was . . .

- All the information you wanted
- Most of it
- Very little

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

Table 2.8 shows the percent of respondents who reported that they received inadequate information from the various services. On a national basis, all four active duty services did reasonably well in Spring 1979. At worst, only one-in-five respondents felt that the contacted service did not provide enough information. In the present wave, the Air Force does slightly better than the other three services in providing information. On a Spring-to-Spring basis there were no significant changes perceived in the adequacy of the information provided by service recruiters. No significant variation across tracking areas is revealed.

	Spring '78	Spring '79	Statistically Significant Change
Air Force	16.9%	15.4%	No
Army	21.2%	19.9%	No
Marine Corps	20.5%	19.9%	No
Navy	19.1%	17.6%	No

TABLE 2.8 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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
From Air Force	15.4	5.5	15.2	-	-	15.3	-	10.2	12.0	26.5	7.2	11.6	29.3	23.9
From Army	19.9	14.6	20.6	19.5	25.9	27.5	16.0	17.0	26.1	17.9	25.8	16.9	15.9	32.7
From Marine Corps	19.9	9.8	11.5	-	10.2	8.6	14.1	4.0	18.0	22.3	26.1	-	38.2	30.3
From Navy	17.6	4.9	33.4	12.8	7.4	8.0	18.4	6.1	25.4	18.0	24.8	5.4	15.9	33.3

Base: Respondents having recruiter contact with specific service recruiter

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

Source: Question 9e

TABLE 2.8 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	15.4	29.7	2.1	22.4	12.2	22.5	22.4	14.4	14.7	21.2	23.1	9.4	19.6	22.4
From Army	19.9	15.3	16.8	13.8	32.6	17.6	15.9	24.4	25.4	17.8	18.9	4.5	15.2	18.2
From Marine Corps	19.9	24.2	7.1	26.4	26.8	27.2	16.3	19.2	21.3	20.9	34.8	17.8	21.8	44.9
From Navy	17.6	3.0	15.4	7.3	13.2	20.3	28.2	34.5	22.0	20.5	11.4	8.8	16.3	26.5

Base: Respondents having recruiter contact with specific service recruiter

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

Source: Question 9e

2.7 Perceived Difficulty of Obtaining Either a Full Time or Part Time Job

Labor market factors can be expected to have an effect on enlistment. Unemployment rates typically vary from region-to-region and for men of different ages. However, since perceptions of the job market may have a greater impact on career choices than the actual labor situation, the survey examined how difficult the respondents felt it was to get a full time job and a part time job.

Table 2.9 summarizes young men's perceptions of the market for full time jobs. Nationwide, 28.9% of the entire sample felt that for a person their age getting a full time job in their area was very difficult or almost impossible, and 68.2% felt that it was somewhat difficult or not difficult at all. The comparable Spring 1978 figures were 29.8% and 68.8%, respectively. Although the changes are not statistically significant, these figures indicate the continuation of the trend toward a more optimistic outlook among youth with respect to the job market.

Respondents in New York City and Washington, D.C. were particularly pessimistic about finding full time employment. On the other hand, youths in Texas, New Orleans, Des Moines, Washington/Oregon, and Kansas City/Oklahoma were especially optimistic about finding full time employment.

Table 2.10 summarizes perceptions of finding part time employment. Nationally, 14.6% of the sample felt that it was almost impossible or very difficult to find part time employment in their areas. At the same time, 81.9% felt it was somewhat difficult or not difficult at all to find part time work. The comparable Spring 1978 figures were 15.9% and 82.3%, respectively. Although the year-to-year change is not statistically significant, these data also reflect a continuing trend of optimism about employment for youth.

Respondents in these tracking areas, relative to other areas, were especially optimistic about part time employment: Minnesota/Nebraska/North Dakota/South Dakota, Pittsburgh, Des Moines, Washington/Oregon, and Kansas City/Oklahoma. Respondents in the following two southern areas, on the other hand, were especially pessimistic: Alabama/Mississippi/Tennessee and Arkansas.

TABLE 2.9 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

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	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Almost impossible/ very difficult	28.9	[36.8]	29.6	32.9	[43.0]	26.6	32.3	26.9	30.2	32.0	29.0	(22.5)	27.8	32.5
Somewhat difficult/ not difficult at all	68.2	(55.1)	66.5	63.2	(54.8)	69.5	64.8	72.1	66.9	65.6	69.3	[75.3]	67.3	64.7
Don't know	2.9	[8.1]	3.9	3.9	2.1	3.9	2.9	(1.0)	2.9	2.4	1.7	2.3	4.9	2.8

Base: All Respondents

Source Question 31

TABLE 2.9 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

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.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Almost impossible/ very difficult	28.9	29.7	25.2	29.5	29.1	27.1	(23.4)	34.5	34.2	(18.2)	33.9	26.6	(18.1)	(20.6)
Somewhat difficult/ not difficult at all	68.2	67.8	71.8	69.0	67.8	72.1	[74.5]	(60.7)	(61.6)	[81.0]	62.9	71.1	[78.7]	[78.5]
Don't know	2.9	2.5	3.0	1.5	3.1	(.8)	2.2	4.8	4.2	(.8)	3.2	2.2	3.2	(.9)

Base: All Respondents

Source: Question 31

TABLE 2.10 PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

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	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Almost impossible/ very difficult	14.6	18.4	11.7	16.8	18.8	18.3	21.8	11.8	14.0	14.3	7.9	13.5	16.4	16.4
Somewhat difficult/ not difficult at all	81.9	78.1	83.2	81.9	77.8	78.1	74.2	85 4	79.9	80.8	91.0	81.4	80.9	77.0
Don't know	3.4	3.5	5.1	1.4	3.4	3.6	3.9	2.8	6.0	4.9	1.1	5.1	2.7	6.6

Base: All Respondents

Source: Question 3m

TABLE 2.10 PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

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.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Almost impossible/ very difficult	14.6	17.9	17.0	(9.5)	18.0	16.6	11.4	[19.6]	16.2	(6.3)	13.3	17.6	(8.8)	(8.2)
Somewhat difficult/ not difficult at all	81.9	79.3	80.0	85.2	79.0	82.0	84.0	76.9	78.7	[91.8]	85.8	79.1	[89.6]	[88.6]
Don't know	3.4	2.7	3.0	5.3	3.0	(1.4)	4.6	3.5	5.1	1.9	(.9)	3.3	(1.5)	3.2

Base: All Respondents

Source: Question 3m

SECTION III

ANALYSIS OF TARGET MARKETS

SECTION III

Analysis of Target Markets

For the convenience of the reader, the background for the analyses discussed in this section is reprinted below from previous reports.

Through the use of the 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 is related to one man's willingness to consider the military as a career option and another man's willingness 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 first 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 it is undertaken for propensity for military service in general as well as for the individual services.

The following variables are included in this analysis:

Demographic Variables

- Age (Qu.3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 23)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Quality Index (See Section I)

Importance of Job Characteristics (Qu. 15a)

Achievability of Job Characteristics (Qu. 15a)

Information Sources Actions Taken

- Persons Spoken To/Actions Taken (Qu. 8c)
- Recruiter Contact (Qu. 8a, 9a, 9b, 9c, 9d, 9e, 9f, 9h)

Advertising Recall (Qu. 7a, 7b)

Influencers (Qu. 10a, 10b, 10c, 10d, 10d, 11a, 11b, 11c, 11d, 11e, 12a, 12b, 12c, 12d, 12e, 13a, 13b, 13c, 13d, 14)

Following this analysis of the positive and negative propensity groups, this section examines the demographic, attitudinal and behavioral characteristics of young men who have graduated from high school and are not currently attending school.

The section concludes with a discussion of factors mediating positive propensity and re-enlistment intentions of positive propensity youths.

3.1 Probability of Serving

The criterion measure in this study is propensity -- the rated likelihood of entering any of the four active duty services. As discussed in Section I, propensity is measured on a four-point scale of likelihood. Scrutiny of the distribution of responses within the measure provides some insight into the strength of respondents' enlistment intentions. Table 3.1 presents the propensity measure broken down into each of its response alternatives.

Several conclusions can be drawn from the data in Table 3.1:

1. Enlistment intentions are at best tentative. Approximately nine-out-of-ten positive propensity youths characterized themselves as probable entrants rather than definite entrants. This is true across all four services. The proportion who consider themselves to be definite entrants does not differ across services nor has it significantly changed across time.

2. Negative enlistment intentions, on the other hand, are less tentative. The majority of negative enlistment intentions are respondents who said that they will "definitely not" enlist. Across the services, this ranges from 44% (Air Force) to 51.7% (Marine Corps). These proportions are comparable to Spring 1978 figures.

3. As in previous waves, therefore, approximately one-half of the respondents labeled themselves as either "probably likely" or "probably not likely" to join the military. The fact that these young men are neither strongly for or against serving in the military may make them unusally sensitive to influential communications (both pro and con military service.)

TABLE 3.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

Response	Air Force %	Navy %	Army %	Marine Corps %
Definitely	1.7	1.6	1.3	1.0
Probably	12.4	12.0	9.9	8.6
Probably not	39.4	38.0	38.0	36.6
Definitely not	44.0	46.0	48.7	51.7
Don't know/Not sure	2.5	2.5	2.1	2.0
Base	(5203)	(5203)	(5203)	(5203)

Source: Question 5

3.2 Demographic Variables

Across the eight waves of this study, there have been noticeable demographic differences between positive and negative propensity youths. Table 3.2 profiles the positive and negative propensity groups in terms of 13 demographic variables. The two groups differ significantly on all but one variable. The demographic differences between the two groups have been consistent from wave to wave.

The differences between the two propensity groups can be characterized as follows:

1. Positive propensity youths are younger.

2. Considerably more positive propensity youths are unemployed and looking for work.

3. Blacks and other non-White youths make up a substantially greater proportion of the positive propensity group than they do of the negative propensity group.

4. In this series of studies, father's education has been used as an index of socio-economic status. Using this index, it appears that positive propensity youths come from lower socio-economic backgrounds. Father's education is explained below.*

---

* Education of father was measured on an eight point scale:

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

TABLE 3.2

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

DEMOGRAPHIC PROFILE+

Variable	Positive Propensity	Negative Propensity
Average age*	17.75	18.55
Not employed/looking for work	29.9	19.4
Blacks	16.9	6.5
Other non-white	5.9	3.8
Students	64.9	56.0
10th grade	20.0	8.7
11th grade	23.4	15.1
1-2 years of college	5.8	14.7
High school graduate, not in school	21.9	35.2
Education of father*	2.85	3.44
Quality index*	5.90	6.59
A's and B's in high school	22.9	33.1
Plan to marry within year	7.5[1]	7.8[1]
Base	(1404)	(3728)

* Mean scale values shown.

+ The two propensity groups differ significantly on all variables except where noted.

1 Not statistically significant.

5. There are significantly more high school students among the positive propensity group than there are among the negative propensity group. On the other hand, college students and high school graduates who are not currently in school are more likely to be in the negative propensity group.

6. The academic backgrounds of positive propensity youths appears to be weaker than their negative propensity counterparts, as indicated by the quality index and reported high school grades.

7. The only demographic variable on which the two propensity groups do not differ is marital intentions. This variable was added to the Spring 1979 wave for the purpose of exploring the effects of marital plans on enlistment intentions.

Table 3.3 profiles the demographics of the positive propensity groups for each of the four active duty services and the Reserve Components. Profiles for the negative propensity groups have been omitted since they resemble the overall negative propensity group shown in Table 3.2.

Statistical tests have been conducted which compare the positive and negative propensity groups for each service on each variable. Based on this analysis, the following conclusions can be drawn from the data.

1. The positive propensity group for each of the services differs significantly from its corresponding negative propensity group on most of the demographic variables. Three variables tend not to discriminate the two groups. These are the proportion of other non-Whites, the proportion of students, and the proportion who plan to marry within the year.

2. The differences between the two propensity groups within each service are essentially the same as those observed between the overall positive and negative propensity groups described in Table 3.2

TABLE 3.3

DEMOGRAPHIC PROFILES OF
POSITIVE PROPENSITY GROUPS+

INDIVIDUAL SERVICES

	Air Force	Army	Marines	Navy	National Guard	Reserves
	%	%	%	%	%	%
Average Age*	17.70	17.84	17.80	17.82	17.99	17.97
Not employed/ looking for work	30.6	31.5	32.1	30.2	28.1	28.0
Blacks	18.1	21.5	21.5	15.6	16.4	16.3
Other non-white	6.6	7.5	7.0	5.7[1]	5.3[1]	5.5[1]
Students	67.7	59.8[1]	61.9[1]	63.6	59.7[1]	60.1[1]
10th grade	21.0	19.5	22.7	19.3	15.3	15.6
11th grade	24.4	21.4	20.0[1]	23.0	20.8	20.5
1-2 years of college	5.4	4.7	4.5	5.7	6.1	6.4
High school graduate	22.3	21.9	22.6	23.5	24.5	25.1
Education of father*	3.02	2.51	2.44	2.89	2.84	2.95
Quality Index*	6.05	5.60	5.72	5.92	5.89	5.99
A's and B's in high school	25.0	19.4	19.9	23.1	21.1	21.5
Plan to marry within year	8.6[1]	8.6[1]	8.5[1]	8.0[1]	9.2[1]	7.6[1]
Base	(729)	(580)	(498)	(702)	(773)	(803)

* Mean scale values shown.

\+ The positive propensity group for each service differs significantly from its corresponding negative propensity group on virtually all variables, except where noted.

1 Difference not statistically significant from corresponding negative propensity group.

3. The positive propensity groups for each of the services tend to have similar demographic characteristics. Hence, it continues to appear that the services are drawing upon a fairly common pool of available manpower.

3.3 Importance of Job Characteristics

In previous waves of the study, respondents were asked to indicate how important they considered certain job attributes to be if they were considering joining the service. Beginning with the present wave, this section of the interview was modified. As discussed in the Introduction to this report, the list of job attributes was combined with a list of life goals used in previous waves. Certain attributes and life goals were dropped and several new job characteristics were created. All in all, respondents considered 12 attributes. Moreover, the focus of the question was changed. Rather than ask respondents how important the attribute would be if they were considering joining the service, respondents were asked the importance question in terms of choosing a job. This change in the questionnaire was prompted by the desire to make the question more completely reflect the decision faced by the respondent.

Table 3.4 compares the two propensity groups on these 12 job characteristic importances. The two groups differ on stated importances of only four of these job characteristics. Positive propensity respondents attach greater importance to "teaches valuable trade/skill," "retirement income," and "recognition and status" than do negative propensity youths. The importance attached to "teaches valuable trade/skill" and "recognition and status" is consistent with messages used in service recruiting communications. As such, the finding suggests that these communications are addressing relevant issues. On the other hand, the negative propensity group attaches more importance to "employer treats you well" than does the positive group. The services' image with respect to this characteristic has not been favorable. Recruiting messages addressing this characteristic might be effective.

The attitudinal similarity between the two groups, not seen in previous waves, reflects the change in the question rather than a real attitudinal shift. When put in the context of "any job" rather than a "military job," both positive and negative propensity individuals tend to value the same job characteristics. On a rank order basis, both groups attach the most importance to such job characteristics as "enjoy your job" and "good income," and the least importance to "challenging work," "make your own decisions on the job," and "recognition and status."

TABLE 3.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

MEAN RATINGS OF IMPORTANCE OF JOB CHARACTERISTICS*

Job Characteristics	Positive Propensity	Negative Propensity	Difference
Enjoy your job	3.40	3.43	-.03
Good income	3.34	3.30	+.04
Job security/steady job	3.29	3.28	+.01
Teaches valuable trade/skill	3.29	3.22	+.07**
Developing your potential	3.25	3.29	-.04
Opportunity for good family life	3.23	3.23	-
Retirement income	3.20	3.13	+.07**
Employer treats you well	3.14	3.22	-.08**
Gives you the job you want	3.10	3.11	-.01
Challenging work	3.01	2.98	+.03
Make your own decisions on the job	3.00	3.00	-
Recognition and status	2.79	2.71	+.08**
Base	(1404)	(3728)	

Source: Question 15a

* Scale Value:

4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all

Therefore, larger values indicate greater perceived importance. The two propensity groups differ significantly except where indicated.

** Statistically significant.

3.4 Achievability of Job Characteristics

An issue that has been pursued throughout this series of studies has been where certain job attributes and life goals can be realized more readily: military or civilian life. As explained in Section 3.3 and in the report Introduction, the lists of job attributes and life goals were combined into a list of 12 job characteristics. After being asked how important they considered each job characteristic to be, respondents were asked to rate the 12 characteristics in terms of whether they could be more readily achieved in military or civilian life. A five-point scale was used. An average rating less than 3.00 indicates that the job characteristic is perceived to be more achievable in the military; a rating above 3.00 indicates that the characteristic is perceived to be more achievable in a civilian job.

Table 3.5 summarizes the job characteristic perception data. For every job characteristic the positive propensity group considered the military as better enabling achievement than did the negative propensity group. This is especially true with respect to the following job characteristics: "gives you the job you want," "enjoy your job," and "developing your potential."

The absolute levels of the perception data indicate the degree to which respondents perceive the job characteristic to be achievable in either the military or in a civilian job. Hence, positive propensity youths did not view the military as a means to six of the twelve job characteristics: "make your own decisions on the job," "employer treats you well," "opportunity for good family life," "good income," "enjoy your job," and "gives you the job you want."

Negative propensity youths considered all but three job characteristics to be more attainable in a civilian job. The three exceptions were "teaches valuable trade/skill," "job security/steady job," and "retirement income." All three were viewed as more attainable in the military. The perceptions associated with these three job characteristics, therefore, suggest possible recruiting opportunities among the negative propensity group.

An analysis of the perception data by positive and negative propensity groups within each service reveals differences similar to those for overall propensity.

TABLE 3.5

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

ACHIEVABILITY OF JOB CHARACTERISTICS

AVERAGE RATINGS*

Job Characteristics	Positive Propensity	Negative Propensity	Difference+
Teaches valuable trade/skill	2.42	2.79	-.37
Job security/steady job	2.52	2.76	-.24
Challenging work	2.55	3.08	-.53
Retirement income	2.59	2.85	-.26
Developing your potential	2.63	3.20	-.57
Recognition and status	2.70	3.07	-.37
Gives you the job you want	3.00	3.59	-.59
Enjoy your job	3.24	3.83	-.59
Good income	3.34	3.86	-.52
Opportunity for good family life	3.39	3.89	-.50
Employer treats you well	3.49	3.86	-.37
Make your own decisions on the job	3.66	4.04	-.38
Base	(1404)	(3728)	

Source: Question 15b

* Scale Value:

5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military

Therefore, a smaller value indicates relatively greater military likelihood.

+ The two propensity groups differ significantly on all job characteristics.

In previous reports of this study, the relative importance and perceived attainability of each job attribute were considered together in the form of a two-by-two matrix. The purpose of this analysis was to identify those attributes which respondents considered to be both important and attainable in the military; that is, attributes with enlistment motivation potential. The analysis involved rank ordering each attribute on two different dimensions: job attribute importance and whether job attribute true of any service.

Despite the change in the job attribute questions, this analysis still can be undertaken. The present analysis involves dividing the 12 job characteristics into two groups: those perceived to be more achievable in the military and those perceived to be more achievable in civilian life. Next, within each group, the job characteristics are rank ordered in terms of their relative importance. The top six are those considered to be relatively important and the balance are those considered to be less important. The result is a two-by-two matrix. The present analysis is an improvement over what was done in previous reports. The job characteristic achievability dimension is a more focused measure of whether an individual perceives an attribute to be achievable in the military.

This analysis is shown below, first for positive propensity respondents and secondly for negative propensity individuals.

Positive Propensity Respondents

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Job security	Enjoy your job
	Teaches valuable trade/skill	Good income
	Developing your potential	Opportunity for good family life
Relatively less Important	Retirement income	Employer treats you well
	Challenging work	Gives you the job you want
	Recognition and status	Make your own decisions on the job

---

* Based on scores of less than 3.0 on the job characteristic achievability scale (See Table 3.5)

**Based on scores of 3.0 or higher on the job characteristic achievability scale (See Table 3.5)

As shown, these valued job characteristics were perceived as being more achievable in the military than in a civilian job: "job security," "teaches valuable trade/skill," "developing your potential." Military recruiting communications have addressed these issues. However, the following valued job characteristics were perceived as being more achievable in a civilian job: "enjoy your job," "good income," and "opportunity for good family life." These areas represent recruiting opportunities.

The same job characteristics analysis is shown below for negative propensity respondents.

Negative Propensity Respondents

	More Achievable in Military*	More Achievable in Civilian**
Relatively Important	Job security Teaches valuable trade/ skill	Enjoy your job Good income Opportunity for good family life Developing your potential Employer treats you well
Relatively less Important	Retirement income	Gives you the job you want Make your own decisions on the job Challenging work Recognition and status

---

* Based on scores of less than 3.0 on job characteristic achievability scale (See Table 3.5)

**Based on scores of 3.0 or higher on job characteristic achievability scale (See Table 3.5)

Negative propensity youths also perceived certain valued job characteristics to be more achievable in the military. These were "job security" and "teaches valuable trade/skill." Like positive propensity youths, the negative propensity group viewed the following valued job characteristics as being more achievable in a civilian job: "enjoy your job," "good income" and "opportunity for good family life." In addition, negative propensity youths considered two other valued characteristics as being more achievable in civilian life. These were "developing your potential" and "employer treats you well." All five of these valued job characteristics, perceived as more attainable in a civilian job, represent advertising and recruiting opportunities.

3.5 Information Sources, Actions Taken, Advertising Recall, Recruiter Contact Influencers

Throughout this series of studies positive and negative propensity men have differed not only in terms of demographics and attitudes but also in terms of certain enlistment-related activities, advertising recall, contact with recruiters and perceptions of key influencers. Analyzing the two propensity groups in terms of these variables provides insight into the dynamics of propensity. Secondly, it provides guidance for recruiting strategy, since factors like recruiter contact can be controlled by the military.

Table 3.6 compares the positive and negative propensity groups in terms of the people with whom enlistment was discussed, enlistment-related information-seeking actions initiated and recall of service advertising. As the table indicates, positive propensity men were more likely than negative propensity men to have talked about enlistment with their parents, friends who have served in the military, wives and girlfriends and teachers and counselors. Positive propensity men also were more likely than others to have taken the Armed Services aptitude test in high school, asked for information by mail, been physically and mentally tested by the military and made toll-free telephone calls to the services.

With respect to service advertising recall, a significantly larger proportion of positive propensity respondents than negative propensity men recalled advertising for the Air Force. The two groups do not differ, however, with respect to recall of advertising for the other services or the joint service advertising campaign.

TABLE 3.6

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

INFORMATION SOURCES, ACTION TAKEN, ADVERTISING RECALL

	Positive Propensity %	Negative Propensity %	Statistically Significant
Information Sources (Qu. 8c)**			
Talked with one or both parents	58.4	27.5	yes
Talked with friends already in the service or who have been in the service	53.2	31.7	yes
Talked with wife or girlfriend	24.8	11.6	yes
Talked with teacher or guidance counselor	20.4	7.3	yes
Actions Taken (Qu. 8c)**			
Taken aptitude test in high school given by Armed Services	19.1	14.6	yes
Asked for information by mail	18.2	6.9	yes
Physically or mentally tested at a military examining station	7.2	3.4	yes
Made toll-free call to get information	5.1	1.8	yes
Advertising Recall: % Recall Seeing/Hearing (Qus. 7a, 7d)*			
Air Force	64.9	60.9	yes
Army	74.0	74.1	no
Marine Corps	64.5	66.7	no
Navy	72.8	70.8	no
Joint Service campaign	65.7	66.7	no
Any active duty service (Net)	84.0	82.0	no

* Base equals respondents asked question for specific service.

** Base equals all respondents.

Table 3.7 compares the two propensity groups in terms of reported recruiter contact. As the table shows, significantly more positive propensity respondents have at some time had contact with a service recruiter. Likewise, more positive propensity men reported having had recruiter contact within the past half year. Among positive propensity respondents reporting having had recruiter contact, more than 40% indicated that the contact was self-initiated. Corresponding figures for the negative propensity groups are significantly lower. While the two propensity groups do not differ with respect to the perceived adequacy of the information provided by recruiters, there are significant differences with respect to feeling more favorable about enlisting after talking to a recruiter. That is, positive propensity men are nearly twice as likely as negative propensity men to have felt more favorable about enlisting.

The data summarized in Tables 3.6 and 3.7 are fairly consistent with data from the previous waves. The levels of the figures and the magnitude of differences between the two propensity groups are similar to past data. In general, positive propensity men are more likely than their negative propensity counterparts to have discussed military service, to have engaged in various enlistment-related activities, to have been in contact with a service recruiter and to have initiated that contact, and to have felt that recruiter information may have favorably altered their attitudes about enlisting.

Parents and friends may play an important influential role in an individual's job decision-making, especially the decision whether to join the service. This influence may operate indirectly in terms of shared attitudes and actual enlistment behavior, in the case of peers; or directly in terms of conversations about enlistment. Respondents in the Spring wave were asked a series of questions regarding their conversations with parents and friends about enlistment and their perceptions of the attitudes of these influencers. While an analysis of these data in terms of propensity does not indicate causality, it does provide insight into the dynamics of the measure.

Table 3.8 examines the relationship between propensity and conversations about enlistment with parents and friends. As the table in-

TABLE 3.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

RECRUITER CONTACT

	Positive Propensity %	Negative Propensity %	Statistically Significant
Recruiter Contact: Ever (Qu. 9a)	52.9	47.6	yes
Recruiter Contact: Past 5-6 Months (Qu. 8a)	33.5	22.4	yes
Recruiter Contact Initiated by Respondent (Qu. 9d)*			
Air Force	49.5	32.7	yes
Army	41.5	22.8	yes
Marine Corps	40.6	25.4	yes
Navy	43.2	31.4	yes
Recruiter Information Considered Adequate (Qu. 9e)*			
Air Force	84.8	84.6	no
Army	80.5	79.6	no
Marine Corps	77.9	81.0	no
Navy	82.4	81.9	no
Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*			
Air Force	32.4	21.6	yes
Army	34.8	16.6	yes
Marine Corps	34.5	20.7	yes
Navy	42.5	21.7	yes

* Base equals respondents having contact with specific service.

TABLE 3.8

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

CONVERSATIONS ABOUT ENLISTMENT WITH INFLUENCERS

	Positive Propensity %	Negative Propensity %	Statistically Significant
Spoke with Father*	20.1	19.5	no
Once	15.1	28.9	yes
Several times	47.4	46.4	no
Quite a few times	36.1	22.7	yes
Spoke with Mother*	23.1	17.1	yes
Once	20.2	31.8	yes
Several times	44.6	46.2	no
Quite a few times	34.2	20.4	yes
Spoke with Friends*	67.5	50.4	yes
Once	12.7	17.6	yes
Several times	52.4	58.9	yes
Quite a few times	32.5	20.9	yes

* Base equals respondents who spoke with parents or friends.

Source: Questions 13a, 13b, and 13d

indicates, positive propensity men are more likely than others to have talked to their mothers and friends about enlistment. The two propensity groups, however, do not differ with respect to whether they spoke with their fathers. Among respondents who spoke with either their parents or friends, positive propensity men tended to have more frequent conversations than others, and more negative propensity men to have had only one discussion.

Table 3.9 examines the relationship between propensity and the perceived attitudes of parents and friends. In previous waves, more positive propensity men than others perceived their parents and other influencers as favoring their enlisting. Whether these perceptions reflect reality or are simply instances of respondents projecting their attitudes to others cannot be determined. This phenomenon is seen again in the present wave.

More than twice as many positive propensity men as negative propensity men perceived their fathers and mothers to be in favor of their enlisting. With respect to friends, the ratio is four-to-one. More fathers than mothers and more parents than friends in both propensity groups were perceived to be in support of military service. In virtually all cases in both propensity groups, the largest response category is "neutral." That is, the majority of respondents consider their parents and friends to be neither in favor nor against their serving in the military.

Respondents were asked why they thought their parents would be in favor or against their enlisting. The rank order of the frequency of responses to the question is virtually the same for both propensity groups. Respondents in both propensity groups mentioned "job training" most often as a reason why their parents would be <u>in favor</u> of their joining one of the military services. "Danger," "education," and "separation" were mentioned most often as reasons why parents would be <u>against</u> their sons enlisting.

Few individuals in either propensity group mentioned "living conditions," "drug problems," "racial problems," "not getting a desired job in the service," or "lack of freedom" as reasons why their parents would oppose their enlisting.

Respondents also were asked why they thought their friends would

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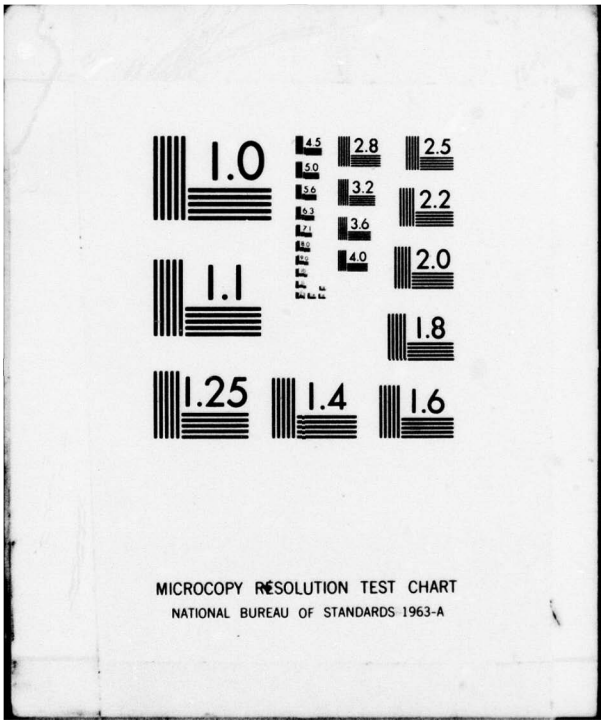
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MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS 1963-A

TABLE 3.9

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

PERCEIVED ATTITUDES OF INFLUENCERS
TOWARD JOINING THE MILITARY

Mother	Positive Propensity %	Negative Propensity %	Statistically Significant
In favor	29.3	10.7	yes
Against	26.1	39.6	yes
Neutral	40.6	44.3	yes
Favorable Comments*			
Job training/learning a career	35.9	34.6	no
Growing up/maturity	23.5	23.3	no
Exciting job/career	12.4	9.9	no
Benefits are good	9.5	11.9	no
Patriotism	7.8	10.0	no
Unfavorable Comments**			
Danger/fear of injury or death	39.1	29.8	yes
Separation/being apart	33.1	25.2	yes
Civilian education	8.9	18.5	yes
Negative military experience by father	5.2	6.1	no
Loss of career status military vs. civilian	3.1	6.1	yes
Living conditions	1.2	1.8	no
Lack of personal freedom	.7	1.8	no
Didn't get job desired	.7	1.8	no
Racial problems	.5	.2	no
Drug problems	.2	.4	no
Base	(1404)	(3728)	

* Base: Mother in favor of respondent joining military.

** Base: Mother against respondent joining military.

Source: Questions 11a, 11c, 11e

TABLE 3.9

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

PERCEIVED ATTITUDES OF INFLUENCERS
TOWARD JOINING THE MILITARY

Father	Positive Propensity %	Negative Propensity %	Statistically Significant
In favor	44.4	20.9	yes
Against	9.7	20.3	yes
Neutral	37.5	49.6	yes
Favorable Comments*			
Job training/learning a career	28.3	27.2	no
Growing up/maturity	21.1	18.6	no
Patriotism	16.4	16.6	no
Exciting job/career	11.4	7.3	yes
Benefits are good	9.6	11.6	no
Unfavorable Comments**			
Danger/fear of injury or death	16.5	10.2	no
Civilian education	14.6	26.5	yes
Separation/being apart	13.0	11.4	no
Loss of career status military vs. civilian	12.0	10.5	no
Negative military experience by father	9.8	14.0	no
Lack of personal freedom	1.8	2.0	no
Didn't get job desired	1.3	1.8	no
Drug problems	.6	.4	no
Living conditions	-	1.9	yes
Base	(1404)	(3728)	

* Base: Father in favor of respondent joining military.

** Base: Father against respondent joining military.

Source: Questions 10a, 10c, 10e

TABLE 3.9

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

PERCEIVED ATTITUDES OF INFLUENCERS
TOWARD JOINING THE MILITARY

	Positive Propensity %	Negative Propensity %	Statistically Significant
Friends			
In favor	20.7	5.4	yes
Against	19.3	33.8	yes
Neutral	54.4	53.0	no
Favorable Comments*			
Job training/learning a career	21.7	26.7	no
Exciting job/career	13.3	16.3	no
Growing up/maturity	10.3	9.4	no
Benefits are good	9.6	13.8	no
Patriotism	7.3	11.4	no
Unfavorable Comments**			
Separation/being apart	30.5	23.0	yes
Negative military experience by friends	12.8	11.9	no
Danger/fear of injury or death	8.6	9.6	no
Lack of personal freedom	8.3	9.4	no
Loss of career status military vs. civilian	8.1	11.9	no
Civilian education	5.4	9.6	yes
Living conditions	.5	1.4	yes
Racial problems	.4	.1	no
Didn't get job desired	.3	2.4	yes
Drug problems	-	.5	no
Base	(1404)	(3728)	

* Base: Friends in favor of respondent joining military.

** Base: Friends against respondent joining military.

Source: Questions 12a, 12c, 12e

be in favor of their serving in the military. "Job training/learning a career" was the reason given most often by both propensity groups. On the other hand, "separation" was the reason mentioned most often by both propensity groups as a reason why their friends would oppose their serving in the military. With respect to other perceived attitudes attributed to friends, the data are similar to the data for parents discussed above.

Finally, respondents were asked to indicate how many of their friends are currently serving, have already served, or are planning to enlist. The findings are shown in Table 3.10. Relative to the negative propensity group, more of the positive propensity youths' friends have had or are about to have military experience.

TABLE 3.10

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

FRIENDS IN SERVICE

Number of Friends In Service	Positive Propensity %	Negative Propensity %	Statistically Significant
Majority	6.6	2.9	yes
Several	43.3	31.5	yes
Only a few	33.2	39.4	yes
None	16.9	26.1	yes
Base	(1404)	(3728)	

Source: Question 14

3.6 Relationship Between Propensity and Recruiter Contact

Recruiter contact is the most direct means of influencing the military available market that the services have available to them. Through recruiter contact, individuals become more informed about military service, which in turn may affect (positively or negatively) their attitudes toward joining the military. At the same time, individuals' attitudes may determine whether or not they have recruiter contact. Presumably the causal direction of this attitude-behavior relationship operates in both directions. In each wave positive propensity individuals have reported significantly higher levels of recruiter contact than their negative propensity counterparts. The Spring 1979 data are no exception. Table 3.11 relates propensity for each service to reported contact with a recruiter from that service. The proportion of youths with positive propensity for a particular service and who also reported that they had contact with a recruiter from that service ranges from 19% to 35%. Among negative propensity respondents the range is 11% to 22%. In all cases the negative propensity figures are significantly lower than those for the positive propensity group.

TABLE 3.11

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

Contact With Recruiter From	Propensity for Individual Service		
	Positive	Negative	Difference
	%	%	%
Air Force	19.2	11.6	+ 7.6
Army	35.1	21.9	+13.2
Marine Corps	22.6	11.9	+10.7
Navy	23.0	13.8	+ 9.2

Source: Question 9b

* Bases are the appropriate positive and negative propensity groups for each service.

3.7 Enlistment Decision Process

It was reported in the beginning of this section that the services appear to be drawing upon a fairly common pool of available manpower. Positive propensity individuals for each service tend to be demographically and attitudinally similar to one another. In many cases, in fact, they are the same individuals. Table 3.12 shows the extent to which individuals express positive propensity for more than one service. From Table 3.12 it is clear that a substantial number of men who have a positive propensity for each of the active duty services also expressed positive propensity towards one or more other active duty services. This was especially true for individuals with positive propensity toward the Marine Corps. Overall, 56% (not shown in table) of the positive propensity group expressed enlistment intentions towards more than one active duty service.

The Spring 1979 data support the hypothesis raised in previous waves that the enlistment decision process is two-step. First the individual decides upon the military (i.e., the product) and then chooses among the different services (i.e., the brand). If this is the case, it supports the notion of joint efforts on the part of the services.

TABLE 3.12

THE EXTENT TO WHICH PROSPECTS SHOW POSITIVE PROPENSITY

FOR MORE THAN ONE SERVICE

Also Show Positive Propensity for These Services:	Air Force %	Army %	Marine Corps %	Navy %
Air Force	100.0	42.6	48.6	48.5
Army	33.9	100.0	52.5	39.3
Marine Corps	33.2	45.1	100.0	38.1
Navy	46.7	47.5	53.7	100.0
Average Number of Active Duty Services	2.14	2.35	2.55	2.26
Base	(729)	(580)	(498)	(702)

Source: Question 5

3.8 Summary Comments on Target Market for Active Services

From this analysis of positive and negative propensity groups, the likely candidates for the active duty military services, in contrast to others, can be characterized as follows:

Demographics

- Younger
- More likely to be unemployed
- More likely to be non-White
- Less educated
- Having a less educated father
- Having lower values on the Quality Index

Attitudes

- Believing that the military is relatively more likely to enable achievement of certain job characteristics
- Feeling more favorable about enlisting after talking to a service recruiter

Environmental/Behavioral Variables

- Having talked about enlistment with parents, friends, spouses, teachers/counselors
- Having sought information on a military career by mail or by phone
- Having taken an aptitude or career guidance test given by the Armed Services in high school
- Having had contact with a recruiter
- Feeling that his parents and friends are more favorable to his entering the military
- Having more friends with military experience

This profile of the likely candidate for military service has been consistent across the eight waves of this study.

3.9 High School Graduates Not in School

Individuals who have graduated high school and who are not currently attending school are an attractive market to the services. As discussed in previous reports, their attractiveness is at least two-fold. First, they tend to be more able mentally and more mature than high school drop-outs. Secondly, they are likely to be responsive to the job-oriented training that the services offer; vocational training that they otherwise may not be able to acquire.

In the Spring 1979 wave, 31.5% of the sample are individuals who have graduated high school and are not currently in school. This is identical to the Spring 1978 figure (31.7%). Tables 3.13 and 3.14 examine this group in terms of their demographics, attitudes, and behavior vis-a-vis the total sample. The overall profile of this group has been fairly consistent across each wave of this study. In general, this group appears to be less inclined than others to be interested in military service. This group can be characterized as follows:

1. Demographically, the group of high school graduates who are not in school are below the U.S. averages for 16-to-21 year-old males with respect to these characteristics: not employed and looking for work, father's education, and reported high school grades. On the other hand, they are above average with respect to intending to marry within the next year. With respect to race and mental abilities they do not differ from other individuals.

2. The propensity figures for this target group are three to four percentage points lower than the U.S. averages. These differences are statistically significant.

3. This target group is below average with respect to talking about enlistment with their parents and with teachers/counselors and asking for recruiting

TABLE 3.13

DEMOGRAPHIC PROFILE OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

Variable	High School Graduates %	Total Sample %	Statistically Significant+
Not employed/looking for work	9.9	22.4	yes-lower
Blacks	8.9	9.5	no
Other non-white	3.6	4.5	no
Quality index*	6.41	6.40	no
Education of father*	2.98	3.28	yes-lower
A's and B's in high school	25.7	30.2	yes-lower
Plan to marry within year	14.7	7.8	yes-higher
Base	(1640)	(5203)	

* Mean scale values shown.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

PROPENSITY TO SERVE IN THE MILITARY, INFORMATION SOURCES, ACTION TAKEN

	High School Graduates	Total Sample	Statistically Significant+
Positive Propensity (Qu. 5)	%	%	
Air Force	10.0	14.1	yes-lower
Army	7.8	11.2	yes-lower
Marine Corps	6.9	9.6	yes-lower
Navy	10.1	13.5	yes-lower
Information Sources (Qu. 8c)			
Talked with friends already in the service or who have been in the service	39.0	37.7	no
Talked with one or both parents	29.2	36.0	yes-lower
Talked with girlfriend or wife	18.4	15.2	yes-higher
Talked with teacher or guidance counselor	7.8	10.8	yes-lower
Actions Taken (Qu. 8c)			
Taken aptitude test in high school given by the Armed Services	18.8	15.9	yes-higher
Asked for information by mail	6.2	10.1	yes-lower
Physically or mentally tested at a military examining station	5.3	4.5	no
Made toll-free call to get information	2.6	2.7	no
Base	(1640)	(5203)	

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

	High School Graduates	Total Sample	Statistically Significant+
	%	%	
Recruiter Contact: Ever (Qu. 9a)	58.5	48.9	yes-higher
Recruiter Contact: Past 5-6 Months (Qu.8a)	22.6	25.4	yes-lower
Recruiter Contact Initiated By Respondent (Qu. 9d)*			
Air Force	37.4	37.9	no
Army	23.2	28.8	yes-lower
Marine Corps	25.6	29.6	no
Navy	36.3	34.7	no
Recruiter Information Considered Adequate (Qu. 9e)*			
Air Force	84.2	84.6	no
Army	80.3	80.1	no
Marine Corps	81.9	80.1	no
Navy	82.7	82.4	no
Felt More Favorable About Joining After Talking To (Service) Recruiter (Qu. 9f)*			
Air Force	20.5	25.3	no
Army	17.1	22.3	yes-lower
Marine Corps	21.0	24.6	no
Navy	23.6	28.4	no

* Base equals respondents having contact with specific service.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

ADVERTISING RECALL

	High School Graduates	Total Sample	Statistically Significant+
	%	%	
Advertising Recall: % Recall Seeing/Hearing (Qus. 7a, 7d)**			
Air Force	63.4	62.2	no
Army	74.5	74.0	no
Marine Corps	63.7	66.0	no
Navy	69.3	71.5	no
Joint Service Campaign	67.0	66.2	no
Any Active Duty Service***	82.5	82.6	no

** Base equals respondents asked question for specific service.

*** Base equals all respondents.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC ATTITUDES

Achievability of Job Characteristics (Qu. 15b) Average Ratings*	High School Graduates	Total Sample	Statistically Significant+
Make own decisions on the job	3.96	3.94	no
Good income	3.85	3.71	yes-higher
Employer treats you well	3.82	3.75	yes-higher
Enjoy your job	3.79	3.67	yes-higher
Opportunity for a good family life	3.77	3.75	no
Gives you the job you want	3.48	3.43	no
Developing your potential	3.12	3.05	no
Doing challenging work	3.07	2.94	yes-higher
Recognition and status	2.98	2.97	no
Retirement income	2.78	2.78	no
Teaches valuable trade/skill	2.78	2.69	yes-higher
Job security	2.75	2.69	no
Base	(1640)	(5203)	

* Scale Value:

5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military

Therefore, a smaller value favors the military.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC PERCEPTIONS

	High School Graduates	Total Sample	Statistically Significant+
Relative Importance of Job Characteristics (Qu. 15a - Average Ratings)*			
Enjoy your job	3.43	3.42	no
Good income	3.36	3.31	yes-higher
Job security	3.32	3.29	no
Developing your potential	3.31	3.28	no
Teaches valuable trade/skill	3.29	3.24	yes-higher
Employer treats you well	3.27	3.20	yes-higher
Opportunity for a good family life	3.25	3.23	no
Retirement income	3.18	3.15	no
Gives you the job you want	3.12	3.11	no
Make own decisions on the job	3.03	3.00	no
Doing challenging work	3.03	2.99	no
Recognition and status	2.79	2.73	yes-higher
Base	(1640)	(5203)	

* Scale Value:

4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all

Therefore, larger values indicate greater perceived importance.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

information by mail. They are above the U.S. average, however, with respect to having taken the Armed Services aptitude test in high school and talking with their wives or girl friends about enlistment.

4. With respect to reported recruiter contact (ever), the high school graduate group is above the U.S. average. This may reflect the interest service recruiters have in these individuals. With respect to the reported recruiter contact during the past six months, however, this group is below the U.S. average. In addition, high school graduates are below the U.S. average with respect to reported self-initiated recruiter contact with the Army.

5. High school graduates who are not in school are on par with the U.S. averages with respect to the perceived adequacy of information provided by recruiters from all four services. This group also does not differ with the U.S. averages with respect to feeling more favorable about enlisting after talking to recruiters from the Air Force, Marine Corps, and Navy. High school graduates, however, are below average with respect to feeling more favorable about joining the Army after talking to Army recruiters.

6. High school graduates are as likely as others to have recalled service advertising.

7. High school graduates attached above average importance to these job characteristics: "good income," "teaches you a valuable trade/skill," "employer treats you well," and "recognition and status."

8. High school graduates differ from the U. S. averages with respect to five job characteristic perceptions. Compared to other individuals, they view civilian life as better enabling the achievement of "good income," "employer treats you well," "enjoy your job," "challenging work," and "teaches valuable trade/skill." The fact that high school graduates also attach above average importance to three of these characteristics -- "good income," "employer treats you well," and "teaches valuable trade/skill" -- suggests possible recruiting opportunities aimed at this target group.

9. When job characteristic importances and perceptions are considered together, the following findings are revealed. High school graduates perceived only two valued job characteristics as being more achievable in the military than in a civilian job. These are "job security" and "teaches valuable trade/skill."

"Retirement income" and "recognition and status" also were perceived to be more achievable in the military, but relatively less importance was attached to them. This analysis reveals no differences between high school graduates and others.

3.10 Factors Mediating Positive Propensity

Do positive propensity individuals eventually enlist in the military? If not, what are the reasons? These are major questions that have accompanied this study since the first wave. At issue is the predictive validity of the propensity measure.

Short of linking propensity direct to actual enlistments, it is possible to identify those factors that are likely to affect positive propensity youths' decision to enlist. This provides additional insight into the dynamics of the propensity measure. Hence, in the Spring 1979 wave, respondents who expressed positive propensity towards one or more active duty services were asked the following question:

> "You said that you would probably serve in one of the military services. What would your decision to serve in the military depend on? That is, what might cause you to decide to serve in the military or not to serve in the military?

Table 3.15 summarizes the response to this question. The pattern responses is similar across each of the individual service propensity groups. "Get job" was the reason given most often. This is consistent with an hypothesis about enlistment discussed in previous waves, that military service is an interim step in finding civilian employment. To the extent that the individual is able to readily find a satisfactory civilian job, he may be less likely to enlist.

Other frequently mentioned responses were "go to college" and "get job I want in military."

These findings suggest that any increased efforts to provide volunteers with military jobs that are similar to the type of jobs they desire, might prove effective. Hence, recruiting communications and possible changes in recruiting procedures that address the notion of placing individuals in desired jobs should be considered.

TABLE 3.15

FACTORS AFFECTING POSITIVE PROPENSITY YOUTHS' DECISION TO ENLIST

Response*	Positive Propensity Groups				
	Total %	Air Force %	Navy %	Army %	Marine Corps %
Get job	22.6	21.0	20.4	25.8	22.0
Go to college	13.7	15.6	13.3	12.2	12.2
Get job I want in military	13.2	13.6	14.0	10.5	12.8
Get accepted by military	5.9	6.2	6.9	6.9	6.9
Go to vocational school	5.0	4.9	4.8	4.4	5.2
Get married	1.4	1.4	1.5	1.4	1.2
Don't know	13.4	14.6	11.7	14.3	13.3
Base	(1404)	(730)	(702)	(581)	(497)

Source: Question 6a

* Respondents may give more than one response.

3.11 Re-enlistment Intentions

In the Spring 1979 wave, positive propensity respondents were asked how likely they would be to re-enlist if they joined the military. A four-point likelihood scale was used. The primary importance of this question is that it provides one measure of the commitment to the military that positive propensity individuals might make. That is, do these young men view the military as a short- or long-term job? This information is critical to recruiting policy decision-making.

Table 3.16 summarizes the response to this question. The responses do not differ across the individual service propensity groups. As the table shows, about one-half of the respondents indicated that they would be likely to re-enlist. The table also shows that the great majority of responses were tentative in nature (i.e., "probably" and "probably not"). This is not surprising, given that respondents were given the hard task of predicting their future behavior.

TABLE 3.16

POSITIVE PROPENSITY YOUTHS'
LIKELIHOOD OF RE-ENLISTING

Response	Positive Propensity Groups				
	Total %	Air Force %	Navy %	Army %	Marine Corps %
Definitely	6.1	6.9	6.4	5.9	7.3
Probably	43.6	47.0	44.4	50.2	46.2
Probably not	35.7	32.0	35.2	31.2	31.7
Definitely not	11.1	10.0	10.9	11.0	11.6
Don't know	3.4	4.2	3.1	1.7	3.3
Base	(1390)	(722)	(696)	(576)	(493)

Source: Question 6b

SECTION IV

ADVERTISING AWARENESS

SECTION IV

ADVERTISING AWARENESS

In addition to recruiter contact, advertising has been a major means of communicating to the 16-21 year old male market. All forms of advertising have been used by the services in individual service campaigns and in the recent joint service effort. Since the Spring 1977 wave, respondents have been asked a series of questions assessing their awareness and recall of individual service advertising. The information collected in this study provides the services with important feedback on one dimension of the relative effectiveness of their advertising. The completion of the Spring 1979 Wave provides a full two year time frame in which to assess recruitment advertising.

A discussion of the Spring 1979 advertising awareness and recall data follows.

4.1 Top-of-Mind Awareness of Specific Services

One measure of advertising effectiveness is "top-of-mind" awareness (i.e., the initial associations an individual has with a given concept). Hence, respondents were asked to indicate which branch of service they thought of first, when the terms "Armed Services" or "military" are mentioned.

The results are shown in Table 4.1 As in previous waves, respondents associated the terms most often with the Army. The Air Force, Navy, Marine Corps and Coast Guard followed in order of first mention. When first, second, and all other mentions are combined, nearly as many people named the Navy as the Army. The pattern of these data has been fairly consistent across time.

In previous reports it was suggested that the "top-of-mind" awareness measure appears to be a good advertising-related indicator of positive propensity for specific services. The Spring 1979 data suggest that this hypothesis is still tenable. As Table 4.2 shows, respondents with a positive propensity for a particular service tended to initially associate the terms "Armed Services" and "military" with that service. The relationship between the two variables is strongest in the case of the Army. *Fifty-eight percent* of the individuals who expressed positive propensity for the Army first associated the two terms with the Army.

For the convenience of the reader the circled values in Table 4.2 highlight the association between the "top-of-mind" awareness and propensity measures. No statistical significance is implied by this notation.

TABLE 4.1

BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

Service Mentioned	Percent of Respondents Who Mentioned Specific Services			
	First Mention	Second Mention	All Other Mentions	All Mentions Combined
	%	%	%	%
Army	37.3	19.9	15.7	72.9
Air Force	22.8	19.1	22.8	64.8
Navy	19.6	30.1	20.8	70.5
Marine Corps	13.3	18.5	23.1	54.9
Coast Guard	1.8	2.6	8.5	13.0
None	5.2	4.5	20.8	30.6

Base: All Respondents

Source: Questions 4a, 4b and 4c

TABLE 4.2

RELATIONSHIP OF BRANCH OF SERVICE FIRST ASSOCIATED WITH "ARMED SERVICES" AND PROPENSITY*

	Air Force		Army		Marine Corps		Navy	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
First Association	%	%	%	%	%	%	%	%
Air Force	(47.1)	18.5	13.3	24.0	16.8	23.3	21.2	23.0
Army	24.9	39.5	(57.8)	34.6	30.6	38.2	25.8	39.3
Marine Corps	9.6	13.9	12.4	13.4	(35.5)	10.8	11.7	13.5
Navy	15.2	20.4	12.2	20.6	12.5	20.3	(37.0)	16.7

Base: All Respondents

Source: Question 4a

* The magnitude of the relationship between positive propensity and "first association" is limited because (1) the positive propensity group of each service consists of individuals with positive propensity for other services and (2) respondents can give only one "first association".

TABLE 4.3

RECALL OF SERVICE ADVERTISING

SPRING 1977 - SPRING 1979 SUMMARY

	Spring '77 %	Fall '77 %	Spring '78 %	Fall '78 %	Spring '79 %	% Increase Spring '77- Spring '79*
Army	56.0	64.4	66.3	70.4	74.0	+32%
Navy	55.3	62.0	58.1	63.9	71.5	+29%
Marine Corps	52.1	63.0	59.9	65.1	66.0	+27%
Air Force	49.2	59.1	54.8	60.3	62.2	+26%
Joint Services	-	-	-	53.1	66.2	+25%**

Source: Question 7a

* Represents the Spring '77 - Spring '79 difference as a percentage of the Spring '77 figure.

** Represents the Fall '78 - Spring '79 difference as a percentage of the Fall '78 figure, since no data were collected prior to Fall '78.

4.2 Advertising Content Recall

Respondents were asked to recall everything they could about the advertising for individual services and about advertisements featuring all four services. Any one respondent was asked only about one specific service or about the combined service advertisements. Table 4.3 summarizes the levels of advertising awareness for the last five waves; the period during which the individual service advertising data have been collected. Data for the Joint Services Campaign are shown for the Fall 1978 and Spring 1979 waves only; the period during which this campaign has been tracked. Respondents' answers to the advertising awareness question were coded into a set of categories and the results are shown in Table 4.4 for each source of advertising. The following conclusions can be drawn from the advertising recall data for each of the five sources of recruitment advertising.

1. During the two year period in which advertising awareness has been tracked, the level of awareness has increased significantly for all of the sources of recruitment advertising. In the Spring 1977 wave, approximately one-in-two respondents recalled hearing or seeing recruitment advertising. By Spring 1979, the level of awareness had risen to approximately two-out-of-three people. In other words, the levels of advertising awareness have increased from 25% to 32% over initial figures.

2. As shown in Table 4.4, advertising recall for the Air Force has increased significantly during the past year. At the same time, however, a significantly greater percentage of men could not remember what they had seen or heard.

   Among those who could recall specific content, scenes of equipment with or without men and messages about learning a trade were the most memorable copy points.

Significant Spring-to-Spring decreases in recall occurred with respect to these specific copy points: scenes of men with equipment, and teaching/learning a trade.

3. Spring-to-Spring recall of Army advertising increased significantly. Of the four services, the Army continues to register the highest level of advertising awareness. The percentage of respondents who could not remember specific content did not change.

   The most memorable copy points were messages urging enlistment and educational benefits.

   Recall of the following specific advertising content increased significantly during the past year: messages urging enlistment, educational benefits, good pay, variety of jobs, and adventure. Significant decreases in recall occurred for four specific copy points: teaching/learning a trade, slogans, scenes of men with equipment and messages praising the service. The pattern of significant changes in recall of specific copy points tends to be in line with what 16-21 year old youths value in a job. One important exception is teaching/learning a trade.

4. Advertising recall for the Marine Corps increased significantly from Spring 1978. There were no changes with respect to the proportion of respondents who could not remember what they had seen or heard.

   As in previous waves, the slogans featured in Marine Corps advertising were the most memorable copy points.

Significant year-to-year changes in specific copy point recall include an increase for educational benefits and these decreases: teaching/learning a trade, scenes of men and equipment, messages praising the service. As in the case of the Air Force and Army, the drop in recall of messages about learning a trade is noteworthy.

5. Of the four services, the Navy realized the largest year-to-year increase in advertising awareness (+ 12.4 percentage points). The proportion who could not remember specific copy points did not change during this time period.

Travel continues to be the most memorable copy point, in spite of the fact that its value, as measured in previous waves, is lower than other job characteristics.

The large increase in awareness of Navy advertising is reflected in significant Spring-to-Spring increases for a number of specific copy points: job/skill, adventure, messages urging enlistment, educational benefits, variety of jobs, good pay, fun/recreation, and scenes of men in training.

6. In the Fall 1978 wave, respondents were asked to recall what they remembered seeing or hearing in an advertisement that included all of the military services. In reality the large-scale joint service advertising campaign did not begin until after the Fall wave. Hence, the data provided a baseline of awareness. As the table indicates, awareness of the joint service campaign increased by 13 percentage points. (53.1% to 66.2%) from Fall to Spring. As discussed in the Fall 1978 report, the level of awareness in the Fall most likely reflected confusion among young men.

TABLE 4.4

RECALL OF ADVERTISING FOR THE AIR FORCE

	Spring '78 %	Spring '79 %	Change %	Statistically Significant
Have Seen/Heard Advertising*	54.8	62.2	+7.4	yes
Men with equipment	9.3	6.0	-3.3	yes
Equipment without men	6.2	6.0	- .2	no
Teaching/learning a trade	7.6	5.3	-2.3	yes
Educational benefits	3.4	4.8	+1.4	no
Opportunities	3.4	4.7	+1.3	no
Want you to join/enlist	3.8	3.9	+ .1	no
Travel/see the world/see the country	4.5	3.8	- .7	no
Variety of jobs	4.1	3.8	- .3	no
Good pay/good starting pay	2.3	2.5	+ .2	no
Adventure	1.2	1.8	+ .6	no
Men in training	.6	1.5	+ .9	no
Men in uniform	1.1	1.2	+ .1	no
Fun/recreation	.4	1.0	+ .6	no
Slogans (e.g., Fly with the Air Force)	1.5	1.0	- .5	no
Best service/praised service	3.4	.2	-3.2	yes
Other benefits (e.g., health)	1.9	1.2	- .7	no
Other miscellaneous mentions	4.0	7.8	+3.8	yes
Don't recall content	24.5	29.0	+4.5	yes
Have Not Seen/Heard Advertising	45.2	37.8	-7.4	yes
Base**	(1291)	(1050)		

Source: Question 7a

* Respondents who have seen/heard advertising may give more than one response.

** The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services or for the joint advertising.

TABLE 4.4

RECALL OF ADVERTISING FOR THE ARMY

	Spring '78 %	Spring '79 %	Change %	Statistically Significant
Have Seen/Heard Advertising*	66.3	74.0	+7.7	yes
Want you to join/enlist	5.9	10.3	+4.4	yes
Educational benefits	6.9	9.7	+2.8	yes
Travel/see the world/see the country	7.7	6.9	- .8	no
Men in training	5.7	6.7	+1.0	no
Opportunities	5.3	6.0	+ .7	no
Teaching/learning a trade	9.0	5.7	-3.3	yes
Good pay/good starting pay	3.1	5.6	+2.5	yes
Variety of jobs	3.0	4.9	+1.9	yes
Slogans (e.g., Uncle Sam Needs You)	8.5	4.8	-3.7	yes
Men with equipment	8.8	4.8	-4.0	yes
Adventure	1.7	3.7	+2.0	yes
Men in uniform	3.7	2.7	-1.0	no
Fun/recreation	1.4	1.9	+ .5	no
Equipment without men	1.9	1.1	- .8	no
Best service/praised service	4.3	.5	-3.8	yes
Men with flag	.1	.2	+ .1	no
Men with guns	.7	-	- .7	no
Other benefits (e.g., health)	2.8	2.9	+ .1	no
Other miscellaneous mentions	5.7	13.1	+7.4	yes
Don't recall content	24.2	22.7	-1.5	no
Have Not Seen/Heard Advertising	33.8	26.0	-7.8	yes
Base**	(1392)	(1039)		

Source: Question 7a

* Respondents who have seen/heard advertising may give more than one response.

** The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services or for the joint advertising.

TABLE 4.4

RECALL OF ADVERTISING FOR THE MARINE CORPS

	Spring '78 %	Spring '79 %	Change %	Statistically Significant
Have Seen/Heard Advertising*	59.9	66.0	+6.1	yes
Slogans (e.g., The Few, The Proud, The Marines)	18.0	17.4	- .6	no
Want you to join/enlist	4.3	6.2	+1.9	no
Men in training	6.4	5.9	- .5	no
Men in uniform	5.8	5.7	- .1	no
Educational benefits	1.7	4.4	+2.7	yes
Travel/see the world/see the country	4.8	3.7	-1.1	no
Teaching/learning a trade	5.2	3.1	-2.1	yes
Opportunities	2.4	2.9	+ .5	no
Men with equipment	5.4	2.8	-2.6	yes
Variety of jobs	2.4	2.8	+ .4	no
Best service/praised service	4.3	2.3	-2.0	yes
Adventure	1.5	2.0	+ .5	no
Good pay/good starting pay	1.3	2.1	+ .8	no
Equipment without men	1.4	1.5	+ .1	no
Fun/recreation	.3	.5	+ .2	no
Men with guns	1.2	.5	- .7	no
Men with flag	.4	.3	- .1	no
Other benefits (e.g., health)	1.0	1.8	+ .8	no
Other miscellaneous mentions	3.0	6.8	+3.8	yes
Don't recall content	21.8	23.1	+1.3	no
Have Not Seen/Heard Advertising	40.1	34.0	-6.1	yes
Base**	(1297)	(1044)		

Source: Question 7a

* Respondents who have seen/heard advertising may give more than one response.

** The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services or for the joint advertising.

TABLE 4.4

RECALL OF ADVERTISING FOR THE NAVY

	Spring '78 %	Spring '79 %	Change %	Statistically Significant
Have Seen/Heard Advertising*	58.1	71.5	+13.4	yes
Travel/see the world/see the country	16.6	15.5	-1.1	no
Adventure	7.1	11.4	+4.3	yes
Equipment without men	9.6	8.5	-1.1	no
Want you to join/enlist	4.8	7.9	+3.1	yes
Men with equipment	8.5	6.3	-2.2	no
Teaching/learning a trade	3.9	5.3	+1.4	no
Educational benefits	1.6	4.8	+3.2	yes
Variety of jobs	2.1	4.2	+2.1	yes
Opportunities	2.7	3.8	+1.1	no
Good pay/good starting pay	.6	2.7	+2.1	yes
Men in uniform	1.4	2.7	+1.3	no
Fun/recreation	.7	2.0	+1.3	yes
Men in training	.4	1.6	+1.2	yes
Best service/praised service	2.5	.3	+ .5	no
Men with guns	.1	.2	+ .1	no
Slogans (e.g., Navy Makes Boys Into Men)	.1	.2	+ .1	no
Men with flag	.1	-	-	-
Other benefits (e.g., health)	.8	1.7	+ .9	no
Other miscellaneous mentions	2.6	9.8	+7.2	yes
Don't recall content	22.4	23.1	+ .7	no
Have Not Seen/Heard Advertising	41.9	28.5	-13.4	yes
Base	(1297)	(1024)		

Source: Question 7a

* Respondents who have seen/heard advertising may give more than one response.

** The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services or for the joint advertising.

TABLE 4.4

RECALL OF ADVERTISING FOR THE JOINT SERVICES*

	Fall '78 %	Spring '79 %	Change %	Statistically Significant
Have Seen/Heard Advertising**	53.1	66.2	+13.1	yes
Want you to join/enlist	6.5	9.0	2.5	no
Travel/see the world/see the country	8.2	8.1	- .1	no
Educational benefits	5.2	8.0	+2.8	yes
Opportunities	4.8	7.4	+2.6	yes
Teaching/learning a trade	5.3	6.2	+ .9	no
Service mentions/slogans	16.9	5.4	-11.5	yes
Adventure	3.8	5.3	+1.5	no
Men with equipment	4.8	4.7	- .1	no
Men in training	2.5	3.9	+1.4	no
Good pay/good starting pay	2.1	3.5	+1.4	no
Equipment without men	2.9	2.7	- .2	no
Men in uniform	2.6	2.6	-	no
Mentions all/several services	-	2.1	+2.1	yes
Other miscellaneous mentions	17.3	7.6	-9.7	yes
Don't recall content	14.0	22.1	+8.1	yes
Have Not Seen/Heard Advertising	46.9	33.8	-13.1	yes
Base***	(868)	(1045)		

Source: Question 7a

* Recall of Joint Services advertising was first asked in Fall 1978.

** Respondents who have seen/heard advertising may give more than one response.

*** The reduced bases reflect the fact that each respondent was asked the advertising question for only one of the four military services or for the joint advertising.

The most memorable copy points were messages about job/skills, messages urging enlistment, travel and educational benefits.

There are a number of significant wave-to-wave increases in awareness of specific copy points. Awareness of these copy points increased: educational benefits and job skill opportunities. On the other hand, recall of service slogans dropped substantially. The high level of recall of slogans in Fall 1978 illustrates the confusion respondents apparently had with this campaign at that time, since no service slogans are featured.

In the Fall 1978 report, the advertising awareness data were analyzed vis-a-vis job characteristic perceptions. The intent of this analysis was to determine the "fit" between what young men value, perceive to be attainable in the service, and recall the most about recruitment advertising. Since enlistment related perceptions and attitudes can be affected by recruitment advertising, this analysis seemed to be a reasonable means of assessing another aspect of military advertising efficiency. This analysis is repeated for the Spring 1979 data.

Irrespective of the source of advertising, the following copy points ....

<u>Were Recalled Most Often</u>

- Want you to join/enlist
- Educational benefits
- Travel
- Men in training
- Men with equipment
- Equipment without men
- Slogans
- Jobs/skills
- Adventure

<u>Showed Significant Year-to-Year Increase in Recall</u>

- Want you to join/enlist

- Educational benefits
- Good pay
- Variety of jobs
- Adventure
- Jobs/skills
- Fun/recreation
- Men in training

Showed Significant Year-to-Year Decreases in Recall

- Teaching/learning a trade
- Men with equipment
- Slogans
- Praised service

In the initial analysis of this type in the Fall 1978 report, the most memorable advertising messages recalled were about the military per se rather than how individuals can benefit from the service. As such, there appeared to be a degree of incongruity between the most memorable advertising content and what 16-21 year old youths value in a job. In the Spring 1979 wave this appears to be less true. While the most memorable copy points tend to convey military imagery (e.g., men with equipment), at least two -- educational benefits and job/skills -- relate to valued job characteristics. Moreover, the year-to-year significant changes in recall indicate an increasing congruity between advertising awareness and what target market youths consider to be most important. One negative indication is the decreased recall of messages about teaching/learning a trade.

Finally, respondents who recalled advertising for a specific service were asked how meaningful the advertising was to them. A four-point scale was used. The results are shown in Table 4.5.

As in previous waves, respondents considered recruitment advertising to be between "somewhat meaningful" and "not very meaningful." There were no significant differences among the five sources of recruitment advertising on this measure. Moreover, the data have not changed significantly from year-to-year.

TABLE 4.5

PERSONAL REACTIONS TO ADVERTISING ABOUT SPECIFIC ACTIVE SERVICES

Service	Percent Who Believe Advertising to Be "Very/Somewhat" Meaningful	Average Rating*	Sample Base
Air Force	46.1	2.27	347
Army	47.8	2.31	532
Marine Corps	45.8	2.28	445
Navy	46.1	2.26	493
Joint Services	52.0	2.37	460

Source: Question 7b

* Scale Value:

4 = Advertising very meaningful
3 = Advertising somewhat meaningful
2 = Advertising not very meaningful
1 = Advertising not at all meaningful

SECTION V

DRAFT REGISTRATION

SECTION V

Analysis of Draft Registration Perceptions

Since its inception, the all-volunteer military has been the subject of great debate. In recent months this debate has intensified. A major focus of the discussion is whether the country could quickly mobilize enough trained manpower in case of an armed conflict. This has caused both supporters and critics of the all-volunteer military to question the need to reinstitute draft registration. A resumption of registration could arouse emotion regarding military service. The impact on voluntary enlistments of renewed intensified social feelings about military service is unknown. In order to determine what this impact might be, it is necessary to first gauge reaction to the draft registration concept. To determine this reaction, two questions must be asked. These are: Do target market youths perceive a need for registration? What are target market youths' attitudes about having to register? If they do not perceive a need for it, it is likely that they will not be in favor of having to register.

The Spring 1979 wave of the tracking study addressed the first of these two questions: Do target market youths perceive a need for a draft registration? Specifically, respondents were asked to indicate the degree to which they agreed or disagreed with the following statement:

> Requiring all 18 year olds to register for the draft is necessary to provide a strong defense for America.

Respondents who agreed with the statement then were asked why they felt that draft registration was necessary.

The information obtained through these questions provided some insight into the current sentiment of 16-21 year old youths toward draft registration. What follows is a discussion of the results of these questions.

5.1 Perceived Need for Draft Registration

Table 5.1 summarizes the general response to the question of whether draft registration is necessary for the country's defense. The following conclusions can be drawn from the table:

1. There is no clear consensus among 16-21 year old males as to whether a draft registration is necessary. Respondents were almost as likely to agree as they were to disagree with the statement.

2. The fairly even distribution of responses across the six points of the scale used in the question indicates that there also is a great diversity of perceptions regarding this issue. This may reflect individuals' lack of knowledge about the subject. Increased visibility of the issue may result in more skewed or polarized responses.

TABLE 5.1

PERCEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 year olds to register for the draft is necessary to provide a strong defense for America"

	Spring '79
	%
Agree with Statement	43.9
Strongly agree	12.9
Generally agree	19.7
Agree just a little	11.3
Disagree with Statement	55.2
Disagree just a little	8.9
Generally disagree	19.2
Strongly disagree	27.0
Average	3.16
Base	(5203)

Source: Questions 16b, 16c

* Mean scale values shown

Scale Value:

6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree

Therefore, larger values indicate stronger agreement.

Table 5.2 summarizes these perception data among key demographic groups vis-a-vis the total sample. The average estimate of each subgroup is compared to the total U.S. average. Where the total U.S. average falls beyond two standard errors of the subgroup's estimate, statistical significance can be inferred. The following conclusions can be drawn from the table.

1. Positive propensity men and other non-white individuals expressed above average agreement with the statement that a draft registration is necessary.

2. High school seniors would be the group immediately affected by a registration. Not surprisingly, their average level of agreement with the statement is below the U.S. average. Negative propensity men also were below this average.

Despite the diversity of perceptions regarding this issue, the segmentation of the market cannot be readily explained in terms of demographics and the quality index.

Respondents who agreed with the statement were asked why they felt that a draft registration was needed. Table 5.3 summarizes the major reasons given. In general, respondents viewed the need for draft registration as a necessary means of getting enough people into the military. Few comments were made about the costs of an all-volunteer force or about the characteristics of current volunteers. The predominant perceptions were that the all-volunteer military is not attracting enough people and the government must have the means of quickly mobilizing the nation in the event of an armed conflict. Other reasons mentioned less frequently (and not shown in the table) included the following: the need to have a large military force in case of an emergency, everyone should have to fight for his country, and that the military is a way of training unemployed youths.

By way of summary, these data suggest that target market youths may not be overwhelmingly opposed to draft registration, as popularly believed.

TABLE 5.2

PRECEIVED NEED FOR DRAFT REGISTRATION

"Requiring all 18 year olds to register for the draft is necessary to provide a strong defense for America"

DEMOGRAPHIC ANALYSIS*

	Spring '79	Statistically Significant+
Total U.S. Estimate**	3.16	
Variable***		
Positive propensity	3.68	yes-higher
Negative propensity	2.96	yes-lower
10th/11th grade	3.22	no
Senior	3.00	yes-lower
In college	3.03	no
High school graduate not in school	3.20	no
Not in school and not high school graduate	3.33	no
High quality index	3.10	no
Medium quality index	3.19	no
Low quality index	3.22	no
White	3.15	no
Black	3.25	no
Other non-white	3.28	yes-higher

Source: Questions 16b, 16c

* Mean scale values shown

Scale Value:

6 = Strongly agree
5 = Generally agree
4 = Agree just a little
3 = Disagree just a little
2 = Generally disagree
1 = Strongly disagree

Therefore, larger values indicate stronger agreement.

** Base equals all respondents.

*** Base equals appropriate respondent groups for each variable.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

TABLE 5.3

MAJOR REASONS FOR SUPPORTING DRAFT REGISTRATION

Reasons Given:*	Spring '79 %
Number of volunteers too small	81.5
So military can get people faster if necessary	30.3
Quality of volunteers not good	13.6
Too many minorities/racial imbalance	1.1
Volunteer military costs too much	.6
Base**	(2289)

Source: Question 16d

* Multiple responses.

** Base equals respondents who "Strongly Agree"/"Generally Agree"/"Agree Just a Little' with draft registration statement.

The fact that almost one-half of them perceive a need for registration suggests that a substantial number of them may not oppose having to register.

APPENDICES

APPENDIX I

STATISTICAL RELIABILITY

Because respondents are weighted unequally it is not correct to assess standard errors by methods which would be appropriate with unweighted data.

Hence, standard errors were computed for all those variables reported at the national level using a replicated sample procedure developed by W.E. Deming for use with weighted data (Proceedings of the ASQC, June 5, 1961).

Standard errors estimated in this way averaged 10 percent greater than those obtained by applying the procedures ordinarily used with unweighted data.

The accompanying tables provide 95% confidence intervals for percentages observed in this study which are ten percent larger than those obtained by ordinary binomial methods.

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

At the 95% level of confidence

Sample Size	Magnitude of Expected or Observed Percent					
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%	
100	6.4	8.7	9.8	10.6	10.8	
200	4.8	6.2	6.9	7.5	7.6	
400	3.3	4.3	5.0	5.2	5.4	
600	2.6	3.5	4.1	4.3	4.5	**
1000	2.1	2.8	3.1	3.3	3.4	
2000	1.4	2.0	2.2	2.4	2.4	
2600	1.3	1.7	2.0	2.1	2.1	
3000	1.2	1.6	1.8	2.0	2.0	

* 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 95% level of confidence

of Each Sample	Average of the Two Observed Percents					
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%	
100	9.2	12.2	14.0	14.9	15.2	
200	6.4	8.7	9.8	10.6	10.8	
400	4.6	6.2	6.9	7.5	7.6	
600	3.7	5.0	5.8	6.2	6.3	**
1000	2.9	3.8	4.5	4.7	4.9	
2000	2.1	2.8	3.1	3.3	3.4	
2600	1.8	2.4	2.8	2.9	3.0	
3000	1.7	2.2	2.5	2.8	2.8	

* 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 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 (Squadrons) 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.

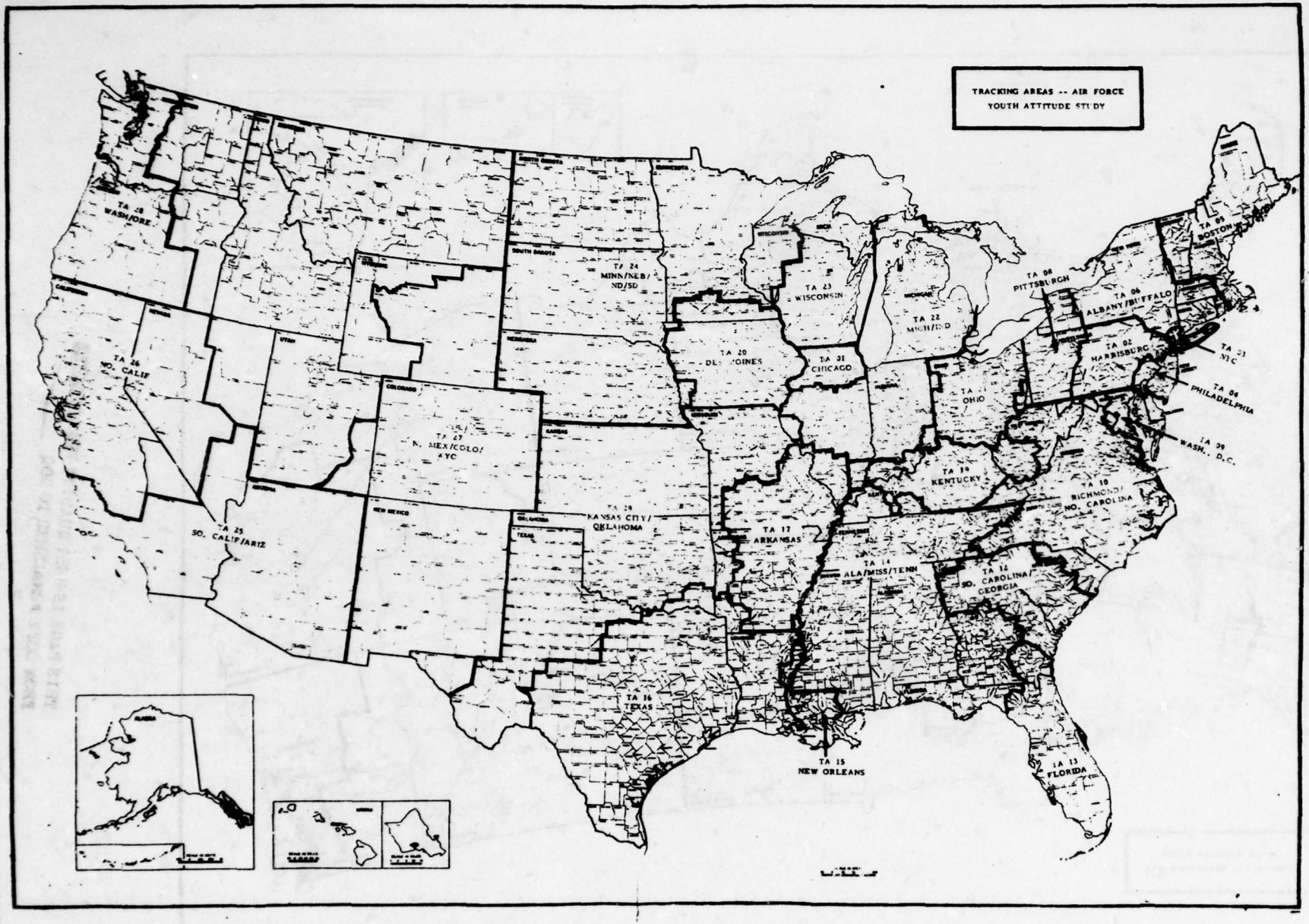
Since each Tracking Area is to contain undivided Recruiting Districts for each service, some counties occur in more than one TA. For all 26 areas the cumulative overlap is 13 percent.

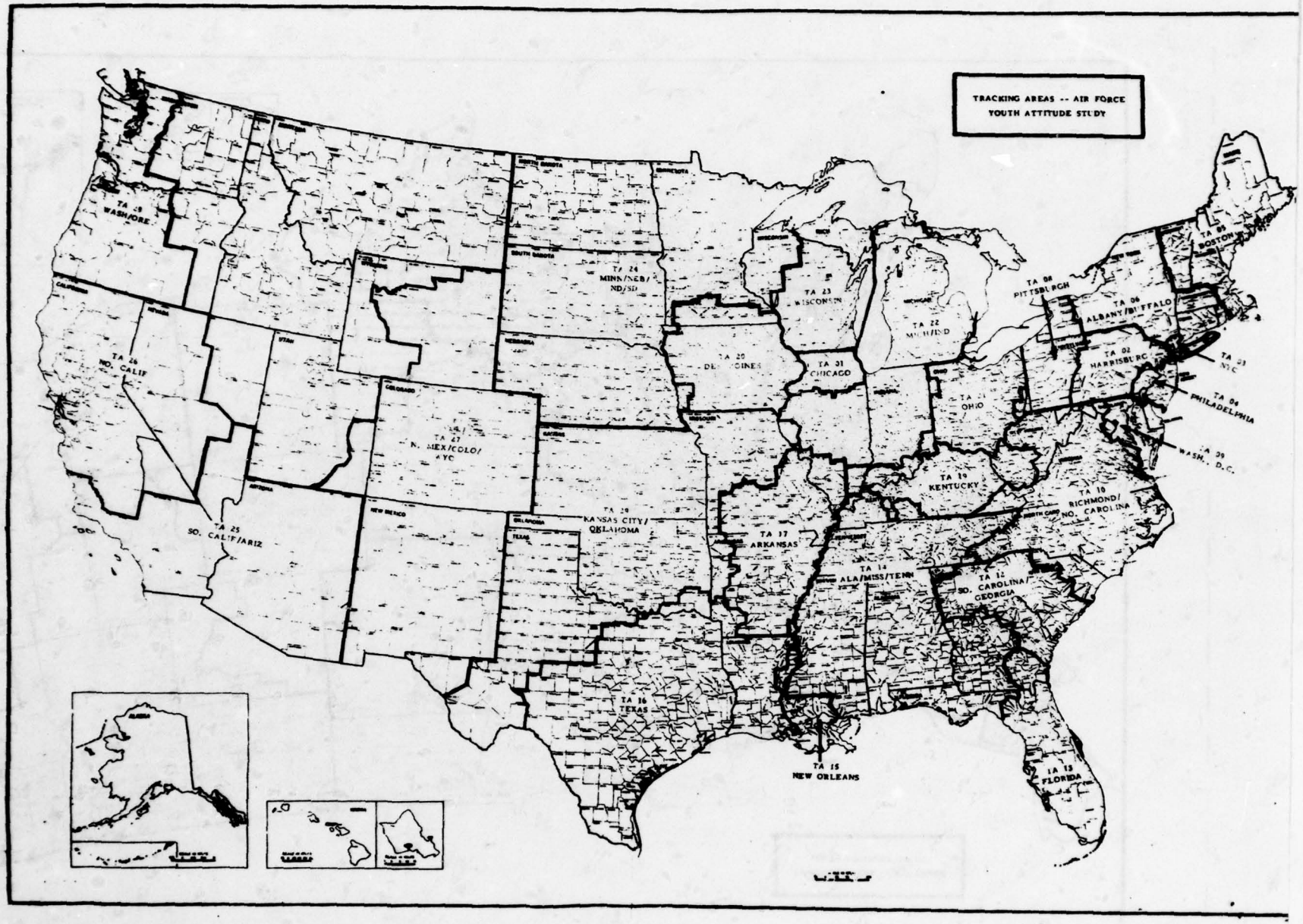
The percentage of Military Availables in the United States accounted for by varying numbers of tracking areas is approximately as follows:

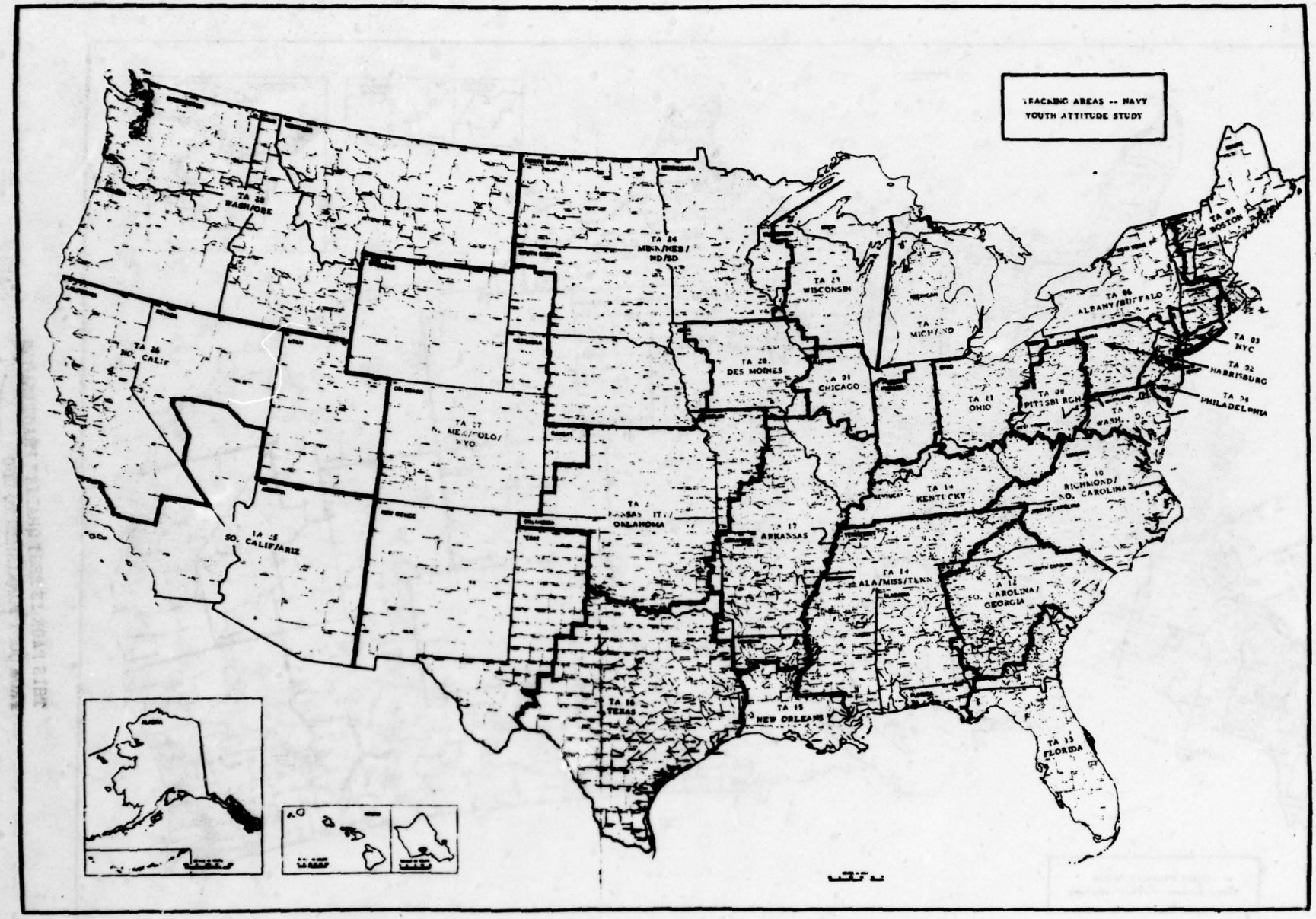
Number of TA's	Percent Military Available
Top 5	28.7
Top 10	52.9
Top 13	65.1
Top 15	72.2
Top 18	81.2
Top 20	86.8
All 26	100.0

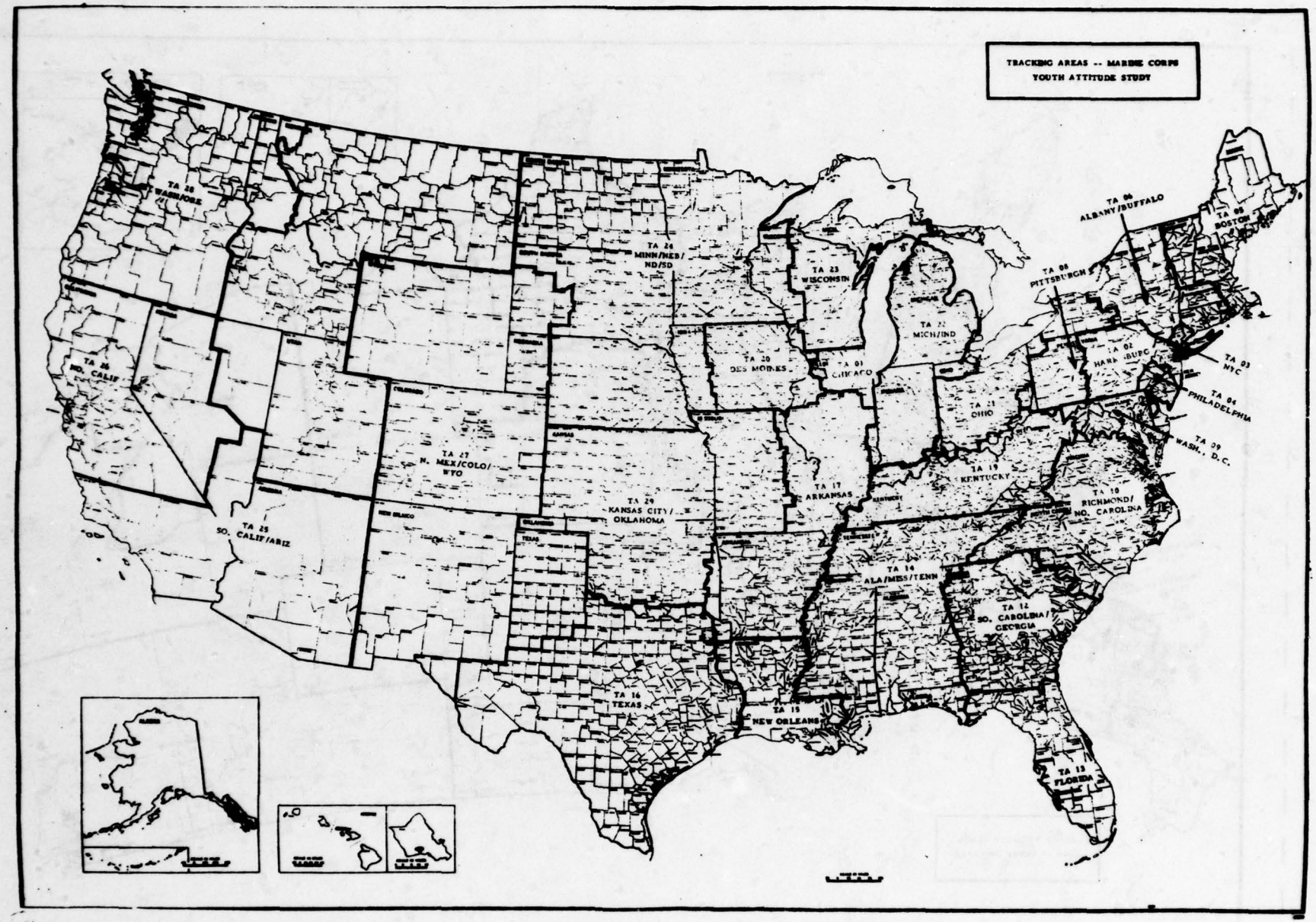
SUMMARY STATISTICS FOR TRACKING AREAS

	Proposed Tracking Area	MA% of Total U.S.	% MA Accounted for by Counties: Common to 4 Services	% MA Accounted for by Counties: Remainder	% Tracking Area MA Falling Outside DRC: A	N	AF	MC	No. of DRC's: 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	8	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	2
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)	(47)
	U.S. (Excluding HI, AK, PR VI)	10,190,300										









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 undesirable property since it leads to some loss of statistical precision in the data.

The weighting system used since the Fall 1976 wave is somewhat different in principle, in that fewer weights are required. One weight is computed for each tracking area and another for each age/race combination. 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.

APPENDIX IV

THE QUESTIONNAIRE

Market Facts, Inc., 100 South Wacker Drive, Chicago, Illinois 60606

OMB #22-R-0339
Job No. 9343
Card 7 (11 open)
Dup 1-10

MILITARY SERVICE ST JOY
- Screener -

Market Facts Repr. _____ 12 [ ][ ][ ] 14

Field Station _____ Date _____ 15 [ ][ ][ ][ ] 19

Hello. My name is _____ of Market Facts, an opinion research company. We are conducting a survey to find out young men's attitudes toward future occupations. Your household has been chosen by chance and any information you give us is completely confidential. 20 [0][1] 21

1. Are there any young men in your household between the ages of 16 and 21 currently living at home?

Yes... 1 No... 2 → (TERMINATE AND RECORD ON CALL RECORD SHEET) (22 open)

2. How many young men between the ages of 16 and 21 are in your household? (CIRCLE ONE NUMBER)

1 2 3 4 5 More than five _____ (WRITE IN) (23)

Now I would like to ask you a couple of questions about each young man between the ages of 16 and 21 in your household, (starting with the oldest.)

2b. How old is he? (RECORD UNDER QU. 2b BELOW)

3a. Is he currently a Junior or Senior in College, a College Graduate or attending Graduate School? (RECORD UNDER QU. 3a BELOW)

3b. Is he currently in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 3b BELOW)

3c. Has he ever served in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 3c BELOW)

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

(RECORD INFORMATION BELOW, THEN CONTINUE ASKING AGE, EDUCATION AND MILITARY SERVICE STATUS, QU. 2b, 3a, 3b, 3c, 3d, FOR ALL YOUNG MEN BETWEEN 16 AND 21, FROM OLDEST TO YOUNGEST.)

Qu. 2b Age						Qu. 3a Currently a Jr./Sr. in College, College Grad or in Grad School		In Military Service, National Guard or Reserves						
								Qu. 3b Currently		Qu. 3c Ever		Qu. 3d Has he been		
16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No	
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(24-28)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(29-33)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(34-38)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(39-43)

(QUALIFYING MALES ARE THOSE WHO ANSWERED "NO" TO QU. 3a and 3b and 3c and 3d, BOXED COLUMNS. STARTING WITH THE OLDEST, LIST THE AGES OF THE QUALIFYING YOUNG MEN BELOW.)

USE THE RESPONDENT SELECTION BOX TO DETERMINE WHICH QUALIFYING MALE SHOULD BE THE SELECTED RESPONDENT. UNDER THE COLUMN HEADED "SELECTED RESPONDENT" CIRCLE THE NUMBER INDICATING THE PERSON CHOSEN.

Ages of Qualifying Males		Selected Respondent	
(Oldest)	1. _____	1	
(Next Oldest)	2. _____	2	
(Next Oldest)	3. _____	3	
(Next Oldest)	4. _____	4	(45)

Number of Qualified Males	1	2	3	4
Select Respondent Number and record.	1	1	1	3

(44 open)

(ASK FOR FULL NAME OF SELECTED RESPONDENT. RECORD NAME AND TELEPHONE NUMBER BELOW.)

Name: _____ Telephone Number: _____

(IF NOT AT HOME MAKE AN APPOINTMENT TO CALL BACK. MAKE UP TO TEN CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED. RECORD DATE, TIME AND RESULT OF EACH APPOINTMENT.)

1st App't:	Date _____	Time _____	Result... 1 2 4 6 8	(46)
2nd App't:	Date _____	Time _____	Result... 1 2 4 6 8	(47)
3rd App't:	Date _____	Time _____	Result... 1 2 4 6 8	(48)
4th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(49)
5th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(50)
6th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(51)
7th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(52)
8th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(53)
9th App't:	Date _____	Time _____	Result... 1 2 4 6 8	(54)
10th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(55)

CIRCLE NUMBER OF FINAL ATTEMPT:

1	6	
2	7	
3	8	
4	9	
5	10	(56)

RECORD RESULT OF FINAL ATTEMPT:

No answer..... 1 (57)
Phone disconnected/Out of order..... 2
Long-term unavailability/Language barrier/Handicapped/Retarded..... 4
Refusal after qualification determined..... 6
Qualified Respondent not available after 10 attempts..... 7
Completed interview..... 8

(58-78 open)
79 [0][7] 80

Respondent Name

Interviewer Name

MILITARY SERVICE STUDY
- Questionnaire -

Card 2

Respondent Number 1 [ ][ ][ ][ ] 4

Date 5 [ ][ ][ ][ ][7][9] 10
Month Day Year
(11 open)

Interviewer Number 12 [ ][ ][ ] 14

Time Interview Began _____ AM/PM

Interview Time 15 [ ][ ][ ] 17

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE RESPONDENT'S AGE UNDER QU. 3a AND BEGIN INTERVIEW WITH QU. 3b.)

REINTRODUCE YOURSELF AND PURPOSE OF THE SURVEY IF TALKING WITH NEW RESPONDENT:

Hello. I'm _____ of Market Facts. May I please speak with _____?
(RESPONDENT'S NAME)

We are conducting a survey to find out young men's attitudes toward future occupations and would like to have your opinion. Your household has been chosen by chance. Any information you give us is completely confidential. There is an outside chance you may be called by my employer just to check that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.) (18-24 open)

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

Under 16. .	1 → (TERMINATE)	19	5	(25)
16	2	20	6	
17	3	21	7	
18	4	22 & over .	8 → (TERMINATE)	

3b. Are you attending school now?

Yes 1
No 2 → (SKIP TO QU. 3d) (26)

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

10th Grade (High School)	1 (27)	1st year of 4-year college (Freshmen) .	6 → (SKIP TO QU. 3f)
11th Grade (High School)	2	2nd year of 4-year college (Sophomore)	7
12th Grade (High School)	3	1st year of Junior/Community college .	8
First year of special training in vocational or trade school	4	2nd year of Junior/Community college .	9
Second year of special training in vocational or trade school	5	3rd year of college.	1 → TERMINATE
		4th year of college or more	2 (28)

(SKIP TO QU. 3f)

3d. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3f) No 2 → (29)

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

Less than 1 year of High School. . .	1	2 years of High School.	3 (30)
1 year of High School	2	3 years of High School.	4

3f. Are you currently employed?

Yes 1 → No 2 → (31)

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

Full time 1
Part time 2 (32)

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

Yes 1 No 2 (33)

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.)

Going to school	1	→ (SKIP TO QU. 31, PAGE 2) (34)
Working.	2	
Doing nothing	4	
Other.	5	
Joining the service.	3	

3j. IF RESPONSE ABOVE IS "JOIN THE SERVICE", ASK: You mentioned that you might be joining the service, which branch would that be? (RECORD ONLY ONE ANSWER UNDER QU. 3j BELOW)

3k. Which type of service would that be: Active Duty, Reserves, or National Guard ? (RECORD ONLY ONE ANSWER UNDER 3k BELOW.)

Qu. 3j Branch of Service (35)	Qu. 3k Type of Service: Active Duty	Reserves	National Guard	Don't Know Type	
Air Force 1	1	2	3	4	(36)
Army 2	1	2	3	4	(37)
Coast Guard 3	1	2	-	3	(38)
Marine Corps 4	1	2	-	3	(39)
Navy 5	1	2	-	3	(40)

3l. 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.)

3m. 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.)

		3l, Full Time		3m, Part Time	
	Almost impossible	1	(42)	1	(43)
	Very difficult	2		2	
	Somewhat difficult	3		3	
	Not difficult at all	4		4	
(DON'T READ)	Don't know	5		5	

4a. When I mention "Armed Services" or "military", which branch of Service do you think of first? (DO NOT READ ALTERNATIVE ANSWERS. RECORD BELOW UNDER QU. 4a.)

4b. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD BELOW UNDER QU. 4b.)

4c. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD BELOW UNDER QU. 4c.)

	QU. 4a First Mention (47)	QU. 4b Second Mention (45)	QU. 4c All Other Mentions (46)
Air Force	1	1	1
Army	2	2	2
Coast Guard	3	3	3
Marine Corps	4	4	4
Navy	5	5	5
None	6 ➔ (SKIP TO QU. 5)	6 ➔ (SKIP TO QU. 5)	6

5. 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	
START AT "X" (SEE INSTRUC-TIONS)	Working as a laborer on construction jobs	1	2	3	4	5	(47)
	Working at a desk in a business office	1	2	3	4	5	(48)
	Serving in the military	1	2	3	4	5	(49)
	Working as a salesman	1	2	3	4	5	(50)
( )	Serving in the National Guard	1	2	3	4	5	(51)
	Is that the Air Nat. Guard.. 1 or the Army Nat. Guard.. 2 Don't Know.. 3						(52)
( )	Serving in the Reserves	1	2	3	4	5	(53)
	Is that the Air Force Reserve.. 1 Army Reserve..2 Coast Guard Reserve..... 3 Marine Corps Reserve.....4 or Navy Reserve..5 Don't Know..6						(54)
( )	Serving in the Air Force (Active Duty)	1	2	3	4	5	(55)
( )	Serving in the Army (Active Duty)	1	2	3	4	5	(56)
( )	Serving in the Coast Guard (Active Duty)	1	2	3	4	5	(57)
( )	Serving in the Marine Corps (Active Duty)	1	2	3	4	5	(58)
( )	Serving in the Navy (Active Duty)	1	2	3	4	5	(59)

(SKIP TO YELLOW OPEN END ANSWER SHEET IF YOU DID NOT CIRCLE CODE "1" (DEFINITELY) OR CODE "2" (PROBABLY) FOR ONE OR MORE OF THE FOUR BOXED SERVICES: AIR FORCE, ARMY, MARINE CORPS, NAVY.)

6a. You said that you would probably serve in one of the military services. What would your decision to serve in the military depend on? That is, what might cause you to decide to serve in the military or not to serve in the military? (DO NOT READ ALTERNATIVES) Anything else? (PROBE)

Get married	1	(60)
Get job	2	
Go to college	3	
Go to vocational school	4	
Get accepted by military	5	
Get job I want in military	6	
Other (DESCRIBE)_____	7	
Don't know	8	

6b. If you went into the service, please tell me how likely it is that you would re-enlist after completing your initial enlistment. Would you say you would "Definitely", "Probably", "Probably Not", or "Definitely Not" re-enlist?

Definitely 1
Probably 2
Probably Not 3
Definitely Not 4

(61)

(62-78 open)
79 [0 2] 80

(GO TO YELLOW OPEN END ANSWER SHEET)

Cd. 3
Dup 1-10
(11-28 open)

Now, let's go on to another subject.

8a. 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. 8c) (29)

8b. How were you in contact with the recruiter? (*READ EACH* STATEMENT. START WITH THE "X'd" ITEM.)

START AT "X" (SEE INSTRUCTIONS)		In the Last Six Months Yes	No	
( )	Have you gone to a recruiting station and talked to a recruiter	1	2	(30)
( )	Have you talked face-to-face with a recruiter somewhere other than at a recruiting station . . .	1	2	(31)
( )	Have you heard a recruiter give a talk at your high school	1	2	(32)
( )	Have you talked to a local recruiter by telephone . .	1	2	(33)

8c. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X'd" ITEM.)

		Yes	No	
( )	Have you received recruiting literature in the mail .	1	2	(34)
( )	Have you discussed the possibility of enlistment with friends already in the service or who have been in the service	1	2	(35-40 open) (41)
( )	Have you talked with a teacher or guidance counselor at school about possible enlistment.	1	2	(42)
( )	Have you talked with your girl friend or wife about possible enlistment	1	2	(43)
( )	Have you talked with one or both parents about possible enlistment	1	2	(44)
( )	Have you taken an aptitude or career guidance test in high school given by the armed services	1	2	(45)
( )	Have you made a toll-free call for information about the military	1	2	(46)
( )	Have you asked for information about the military by mail	1	2	(47)
( )	Have you been physically or mentally tested at a military examination station	1	2	(48)

I have several more questions about military recruiters. (IF "NO" TO QU. 8a, ASK QU. 9a. OTHERWISE, SKIP TO QU. 9b.)

9a. Have you ever had any contact with any military recruiter?

Yes 1 No 2-0(SKIP TO QU. 10) (49)

9b. 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	Don't Know
Recruiters represented	1	2	3	4	6 (50)
9c. (IF "AIR FORCE", "ARMY", OR "MARINE CORPS", ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?	(51) Air National Guard... 2; Air Force Reserve . 3	(56) Army National Guard.... 2; Army Reserve .. 3	(61) Marine Reserve.. 2		(SKIP TO QU. 10a)
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO NEXT PAGE, QU. 10a.				
	Active Air Force... 1; Don't Know .. 4	Active Army . 1; Don't Know.. 4	Active Marines.. 1; Don't Know.. 4		
9d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(52)	(57)	(62)	(66)	
Recruiter contacted first	1	1	1	1	
Respondent contacted first	2	2	2	2	
9e. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you...	(53)	(58)	(63)	(67)	
All the information you wanted	1	1	1	1	
Most of it	2	2	2	2	
Or, Very little	3	3	3	3	
9f. Was your attitude toward joining (NAME SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?	(54)	(59)	(64)	(68)	
More favorable	1	1	1	1	
Less favorably	3	3	3	3	
Didn't change	2	2	2	2	
	GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO NEXT PAGE, QU. 10a.				
9g. Was that...(READ ALTERNATIVES)	(55)	(60)	(65)	(69)	
Much more favorable	1	1	1	1	
Slightly more favorable	2	2	2	2	(70-78 open)
Slightly less favorable	3	3	3	3	79 [01] 80
Much less favorable	4	4	4	4	
	GO UP TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO NEXT PAGE, QU. 10a.				

Card 4
Dup 1-10

Just a few more questions. How would your parents and friends feel if you told them you were thinking about joining any of the military services?

10a. Would your father be in favor of your joining the service, against it, or neutral?

In favor. 2
Against . . . . . 3 → (SKIP TO QU. 10d)
Don't have 1
Neutral. . . . . 4 → (SKIP TO QU. 11a) (11)
Don't know 5

10b. (IF "IN FAVOR", ASK:) Would he be very much in favor of it or slightly in favor of it?

Very much . . 1 Slightly . . . 2 (12)

10c. Why would your father be in favor of your joining one of the military services? (DON'T READ ALTERNATIVES)

Patriotism. 1
Growing up/maturity 2
Benefits are good 3
Exciting job/career 4
Job training/learning a career. 5
Other than the above. 6
→ (SKIP TO QU. 11a) (13)

10d. (IF "AGAINST", ASK:) Would he be slightly against it or very much against it?

Slightly. . . 1 Very much. . . 2 (14)

10e. Why would your father be against your joining one of the military services? (DON'T READ ALTERNATIVES)

Separation/being apart 1
Danger/fear of injury or death 2
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier") 3
Civilian education (Going to school/continuing education). 4
Negative military experience by father/friends 5 (15)
Lack of personal freedom 6
Racial problems. 7
Living conditions. 8
Drug problems. 9
Didn't get job desired 0
Other than the above X

11a. Would your mother be in favor of your joining the service, against it, or neutral?

In favor. 2
Against . . . . . 3 → (SKIP TO QU. 11d)
Don't have 1
Neutral. . . . . 4 → (SKIP TO PAGE 6, QU. 12a) (16)
Don't know 5

11b. (IF "IN FAVOR", ASK:) Would she be very much in favor of it or slightly in favor of it?

Very much . . 1 Slightly . . . 2 (17)

11c. Why would your mother be in favor of your joining one of the military services? (DON'T READ ALTERNATIVE ANSWERS)

Patriotism. 1
Growing up/maturity 2
Benefits are good 3
Exciting job/career 4
Job training/learning a career. 5
Other than the above. 6
→ (SKIP TO PAGE 6, QU. 12a) (18)

11d. (IF "AGAINST", ASK:) Would she be slightly against it or very much against it?

Slightly. . . 1 Very much. . . 2 (19)

11e. Why would your mother be against your joining one of the military services? (DON'T READ ALTERNATIVE ANSWERS.)

Separation/being apart 1
Danger/fear of injury or death 2
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier") 3
Civilian education (Going to school/continuing education). 4
Negative military experience by father/friends 5 (20)
Lack of personal freedom 6
Racial problems. 7
Living conditions. 8
Drug problems. 9
Didn't get job desired 0
Other than the above X

12a. Would your friends be in favor of your joining the service, against it, or neutral?

In favor 2
Against . . . . . 3 → (SKIP TO QU. 12d)
Don't have 1
Neutral. . . . . 4 → (SKIP TO QU. 13a) (21)
Don't know 5

12b. (IF "IN FAVOR", ASK:) Would they be very much in favor of it or slightly in favor of it?

Very much . . 1 Slightly . . . 2 (22)

12c. Why would your friends be in favor of your joining one of the military services? (DON'T READ ALTERNATIVE ANSWERS)

Patriotism. 1
Growing up/maturity 2
Benefits are good 3
Exciting job/career 4
Job training/learning a career. 5
Other than the above. 6
→ (SKIP TO QU. 13a) (23)

12d. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly. . . 1 Very much. . . 2 (24)

12e. Why would your friends be against your joining one of the military services? (DON'T READ ALTERNATIVE ANSWERS)

Separation/being apart 1
Danger/fear of injury or death 2
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier") 3
Civilian education (Going to school/continuing education). 4
Negative military experience by father/friends 5 (25)
Lack of personal freedom 6
Racial problems. 7
Living conditions. 8
Drug problems. 9
Didn't get job desired 0
Other than the above X

13a. (LOOK BACK TO QU. 8c, PAGE 3, IF "NO" TO TALKED TO ONE OR BOTH PARENTS SKIP TO QU. 13c)

Earlier you said that you talked to one or both of your parents about possible enlistment. Which parent did you talk to? (CIRCLE ONLY ONE)

Mother. 1
Father. 2
Both. 3 (26)

13b. (ASK FOR EACH PARENT TALKED TO:) Did you talk to your (PARENT) *once*, several times, or quite a few times about the possibility of your joining the military?

	Mother (27)	Father (28)
Once	1	1
Several times	2	2
Quite a few times	3	3
Not sure	4	4

13c. Do you and your friends ever talk about serving in the military?

Yes. . . 1 No. . . 2 → (SKIP TO QU. 14) (29)

13d. About how often have you and your friends talked about serving in the military? Would you say it has been once, several times, or quite a few times?

Once 1
Several times. 2
Quite a few times. 3
Not sure 4 (30)

14. Some of your friends may have already served in the military, are currently serving, or planning to serve. Would you say this is true of the majority of your friends, several of your friends, or none of them?

Majority. 1
Several 2
Only a few. 3
None. 4 (31)

15a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Fairly Important, or Not Important At All? (REPEAT FOR EACH CHARACTERISTIC)

START AT "X" (SEE INSTRUCTIONS)

	Characteristics	Extremely Important	Very Important	Fairly Important	Not Important At All	Don't Know	
( )	Employer treats you well.	1	2	3	4	5	(32)
( )	Teaches you a valuable trade or skill .	1	2	3	4	5	(33)
( )	Gives you the job you want.	1	2	3	4	5	(34)
( )	Gives you an opportunity for a good family life.	1	2	3	4	5	(35)
( )	Retirement income	1	2	3	4	5	(36)
( )	Enjoy your job.	1	2	3	4	5	(37)
( )	Developing your potential	1	2	3	4	5	(38)
( )	Job security, i.e., a steady job. . . .	1	2	3	4	5	(39)
( )	Good income	1	2	3	4	5	(40)
( )	Doing challenging work.	1	2	3	4	5	(41)
( )	Being able to make your own decisions on the job.	1	2	3	4	5	(42)
( )	Recognition and status.	1	2	3	4	5	(43)

15b. I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in military service or in a civilian job, or could it occur in either one? (READ FIRST CHARACTERISTIC. IF "MILITARY"/"CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (the military service /a civilian job)?

START AT "X" (SEE INSTRUCTIONS)

	Characteristics	Military: Much More Likely	Military: Somewhat More Likely	Either Military or Civilian	Civilian: Much More Likely	Civilian: Somewhat More Likely	
( )	Employer treats you well.	1	2	3	5	4	(44)
( )	Teaches you a valuable trade or skill .	1	2	3	5	4	(45)
( )	Gives you the job you want.	1	2	3	5	4	(46)
( )	Gives you an opportunity for a good family life.	1	2	3	5	4	(47)
( )	Retirement income	1	2	3	5	4	(48)
( )	Enjoy your job.	1	2	3	5	4	(49)
( )	Developing your potential	1	2	3	5	4	(50)
( )	Job security, i.e., a steady job. . . .	1	2	3	5	4	(51)
( )	Good income	1	2	3	5	4	(52)
( )	Doing challenging work.	1	2	3	5	4	(53)
( )	Being able to make your own decisions on the job.	1	2	3	5	4	(54)
( )	Recognition and status.	1	2	3	5	4	(55)

16a. I am now going to read a statement to you. After I've read it, please tell me whether you agree or disagree with it.

Requiring all 18 year olds to register for the draft is necessary to provide a strong defense for America.

Would you say that you agree or disagree with this statement?

Agree . . . 1 ↘ Disagree. . . 2 → (SKIP TO QU. 16c) (56)

16b. (IF "AGREE", ASK:) Do you strongly agree, generally agree, or agree just a little?

Strongly Agree. 1
Generally Agree . . . . . 2 → (SKIP TO QU. 16d) (57)
Agree Just A Little 3

16c. (IF "DISAGREE", ASK:) Do you strongly disagree, generally disagree, or disagree just a little?

Strongly Disagree 6
Generally Disagree. . . . . 5 → (SKIP TO QU. 17a)
Disagree Just A Little. . . . 4

16d. (IF "STRONGLY AGREE"/"GENERALLY AGREE"/"AGREE JUST A LITTLE", ASK:) Why do you feel that requiring all 18 year olds to register for the draft is necessary to provide a strong defense for America? (DON'T READ)

Number of volunteers is too small 1
Quality of volunteers is not good enough. 2
Too many minorities; racial imbalance 3 (58)
Volunteer military costs too much 4
Registration enables military to get people faster in an emergency 5
Other (DESCRIBE) _____ 6
Don't know. . . . . 7 (59-69 open)

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.

17a. Are you married, single, separated or divorced?

Married . . . . . 1 ⟶ (SKIP TO QU. 18)
Single 2
Separated/Divorced/Widowed . 3 (70)

17b. Do you plan to marry in the next 12 months?

Yes. . . 1 No. . . 2 (71)

18. 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 high school or equivalent 2
Adult education program 3
Business or trade school. 4
Some college. 5
Finished college (four years). . . 6
Attended graduate or professional school 7 (72)
Obtained a graduate or professional degree 8

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

A's and B's. . . . 1
B's and C's. . . . 2
C's and D's. . . . 3
D's and below. . . 4
(DON'T READ)
Does not apply . . 5 (73)
Don't remember . . 6

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

College preparatory 1
Commercial or business training 2 (74)
Vocational. 3

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

Elementary Algebra. 1
Plane Geometry. 2
(DON'T READ) None of these. 5
Intermediate Algebra 3
Trigonometry 4 (75)

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

Yes. . . 1 No. . . 2 (76)

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

Cuban. 1
Mexican-American 2
Puerto Rican 3
Other Spanish. 4
American Indian. 5
Oriental 6
Black. 7
White. 8
Refused. 9
(77)

(78 open)
79 [ ] 80

GO TO YELLOW OPEN END ANSWER SHEET, QU. 24 AND 25 TO RECORD RESPONDENT NAME, ADDRESS, TELEPHONE NUMBER AND SOCIAL SECURITY NUMBER.

MILITARY SERVICE STUDY
PAPER & PENCIL
OPEN END ANSWER SHEET

Card 6
Dup 1-10

7a. Will you please tell me everything you remember about the advertising for the Active Army that you have seen or heard recently. (PROBE) What did the advertising say? What did it show?

_____ 11
_____
_____ 12

Have not seen advertising. . . . . 0 → (SKIP TO QUESTION 7d)
Have seen advertising, can't remember content. . . X

(13-14 open)

7b. How do you feel about the advertising for the Active Army? Would you say it was, personally... (READ ANSWER ALTERNATIVES)

Very meaningful to you. 1
Somewhat meaningful to you. . . 2 (15)
Not very meaningful to you. . . 3
Not at all meaningful to you. . 4 (16-55 open)

7c. Did any of the advertising you recall seeing or hearing about the Active Army include any other military services?

Yes 1 (56)
No. . . . . 2 (57-59 open)

IF RESPONDENT IS AWARE OF ADVERTISING FOR ACTIVE ARMY (QU. 7a) RECORD "YES" IN QU. 7d AND GO TO WHITE QUESTIONNAIRE, QU. 8a, PAGE 3.

7d. Have you seen or heard recruiting advertising for any of the active duty military services?

Yes 1 (60)
No. 2

GO TO WHITE QUESTIONNAIRE, QUESTION 8a, PAGE 3.

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24. Name of Respondent _____

Address _____

City/State _____ Zip Code _____

Telephone Number _____/_____

25. 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?

61 [ ][ ][ ] / [ ][ ] / [ ][ ][ ][ ] 69 None . . . 0 Refused . . . X

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

TO MAKE THIS A VALID INTERVIEW, PLEASE RECORD THE TA, STATE AND COUNTY NUMBER FROM YOUR CALL RECORD FORM.

(TA) (STATE) (COUNTY)
70 [ ][ ] [ ][ ] [ ][ ][ ] 76

77 [1]
(78 open)
79 [016] 80

BE SURE TO RECORD "COMPLETED INTERVIEW" CODE 8 ON SCREENER UNDER RESULT OF FINAL ATTEMPT. ATTACH OPEN END ANSWER SHEET AND SCREENER TO BACK OF QUESTIONNAIRE.

Time Interview Ended _____ AM/PM