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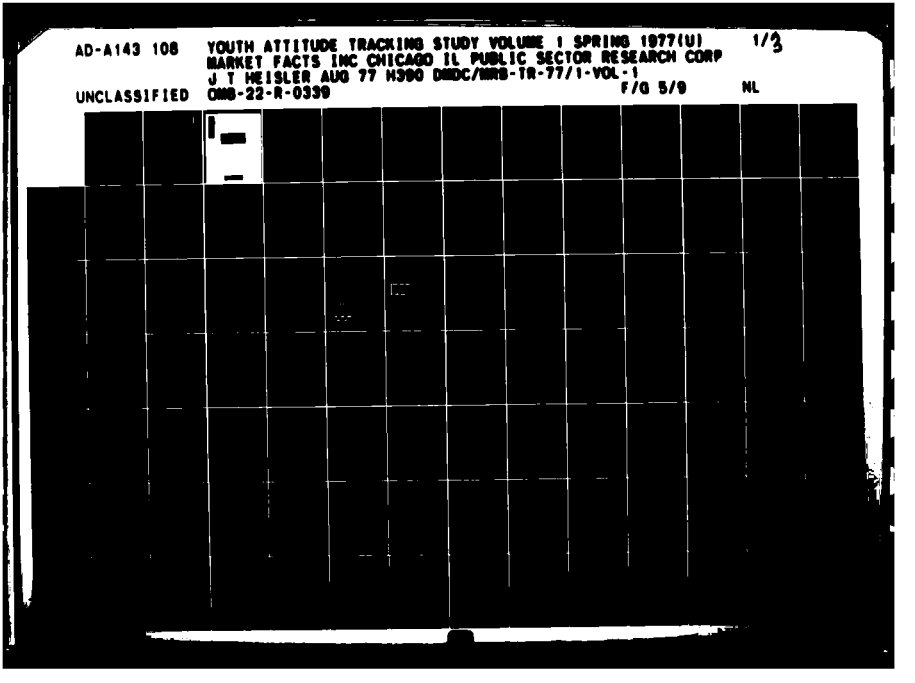

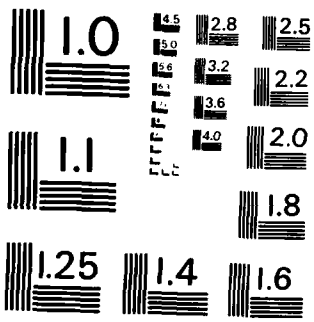

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TRACKING STUDY

SPRING 1977

MARKET FACTS

YOUTH ATTITUDE TRACKING STUDY

SPRING 1977

A Report Prepared for:

The Department of Defense

Prepared by:

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The Youth Attitude Tracking Study (YATS) is a telephone interview survey in which respondents are selected by random digit dialing. It is a component of the Joint Market Research Program, contributing to recruiting policy formation and the development of recruiting strategies. In 1983, YATS underwent a reconfiguration and was renamed YATS II. Initiated in 1975, it tracks the self-reported attitudes perceptions, and pre-enlistment behavior of non-military 16 to 21 year olds with respect to future service in the military for both active and reserve duty. Respondents are categorized into two groups: those with a negative propensity to enlist in the active military and those with a positive propensity. Negative propensity individuals stated in the survey that they would definitely or probably not enlist or did not indicate. Positive propensity individuals said they would definitely or probably enlist. YATS includes advertising awareness, contact with recruiters, and knowledge of the financial incentives for enlisting. YATS also provides time series data about the propensity of young men and women to enlist in the military. Through the Spring of 1980, males only

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were tracked on a semi-annual basis. Beginning with the Fall 1980 survey, the sample size was doubled to include females. Subsequent surveys have been conducted annually and include cross-sectional samples of both sexes.

YATS 1977 conducted 5520 interviews in the Spring and 5280 in the Fall. The Spring report concluded that a greater proportion of young men between the ages of 16 and 21 have graduated high school and are now working full-time in civilian occupations. It showed two job attributes that young men perceived as attainable in the service: "teaches you a valuable trade or skill" and "a career you can be proud of." Perceived unattainable job attributes were: "good benefits for you and your family," "job you want," and "opportunity to better your life." Self-reported school enrollment in general dropped according to this study as did self-reported academic quality. In addition, more than ½ of the positive propensity group said they would be more likely to enlist if starting pay were increased by $50. a month. Only about one sixth of the negative propensity group said they would be more likely to enlist. The Fall survey found that positive propensity for all four services declined from the previous year. This is the Spring study.

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INTRODUCTION

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

Background and Objectives

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

General attitudes concerning military service can change over time partially because the potential market of 17 to 21 year old youths changes every year as new youths enter and older ones leave this age bracket. The

outcome of recruiting efforts can be influenced by 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.

Beginning in 1971, semi-annual youth surveys have been conducted each Fall and Spring (excepting Spring, 1975) for the Department of Defense. These surveys included interviewing a sample of non-prior service 16-21 year old male youths to gain insight into a variety of issues associated with their attitudes toward employment in general and military service in particular. This present report provides detailed analysis of the fourth of a four-part survey (Fall 1975, Spring 1976, Fall 1976 and Spring 1977), with an examination of some changes between Spring 1976 and Spring 1977.

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 is to provide the Department and the Services with valid, timely, and actionable data concerning the youth labor market on a continuing semi-annual tracking basis. This survey deals with propensity to serve in the military;

effectiveness of advertising and recruiting efforts; impact of influencers; importance of military attributes; and characterization of youths by such factors as their demographics and life goals.

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

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

Thirdly, the study is designed to provide observations over time so that changes in attitudes and behavior can be detected and appraised. It is anticipated that controlled experiments might be attempted over time in the Tracking Areas to test such factors as promotional materials, recruiting practices, and advertising strategy.

Study Design

The survey involved 16-21 year old males who do not have prior or current military involvement and who are not beyond their second year of college. In total, 5,520 interviews were completed.

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

In the first two waves of this study (Fall 1975 and Spring 1976), only 13 tracking areas were studied independently. The 13 areas cumulatively accounted for about 65% of the U.S. "military available." The 13 tracking areas were selected from a total of 26 by using three criteria: a) maximizing the percentage of the potential applicant pool covered, b) providing sufficient geographic dispersion or regional coverage, and c) limiting the number of recruiting units to three or less per Service. The tracking areas included in the first two waves contain the following principal cities and/or states:

- New York City
- Albany/Buffalo
- Harrisburg
- Washington, D. C.

- Florida
- Alabama/Mississippi/Tennessee
- Ohio
- Michigan/Indiana
- Chicago
- Minnesota/Nebraska/North Dakota/ South Dakota
- Texas
- Southern California/Arizona
- Northern California

The remainder of the country was treated as one area and was referred to as "balance of the country". Approximately 400 interviews were conducted in this aggregated area.

In the two most recent waves (Fall 1976 and Spring 1977), the sample was allocated to all 26 tracking areas. In addition to the above 13 areas, interviews were conducted in these additional tracking areas:

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

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

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

Detailed tabulations, referred to in this report, are given in five volumes. Volumes 1 and 2, which constitute most of the analyses, contain both Spring 1976 and Spring 1977 data for those questions which are considered comparable.

Volume 1:	By Individual Tracking Area
Volume 2:	By Enlistment Propensity Toward Active Duty in the Air Force, Army, Marine Corps and Navy
Volume 3:	By Schooling Status and Grades in High School
Volume 4:	By Age, Race, and Quality Groups
Volume 5:	By Enlistment Propensity Toward Reserves and the National Guard
Volume 6:	By Enlistment Propensity Toward Coast Guard

The interviewing for this wave took place between April 11, 1977 and May 28, 1977.

Content of the Interview

The interview focused on the following areas of information:

(1) Respondent demographics

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

(2) Propensity to enlist in the military

(3) Assessment of the importance of job attributes and their attainability in the military

(4) Assessment of advertising recall and meaningfulness

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

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

(7) Nature and outcome of recruiter contact

(8) Knowledge of current military starting pay

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

(10) Knowledge and preferences about educational benefits

(11) Life goals and their achievalibity in the military

Questionnaire Change

The study design permits the inclusion of new elements from time to time. For example, in Fall 1976 a question was added dealing with the effect of a $50 per month pay increase on propensity to serve in the military. This item was retained in Spring 1977. The current survey has several new features: an item assessing which branch of Service is associated with the concept "Armed Services" or "military", questions about the recall and meaningfulness of the advertising program of each service, and questions assessing knowledge and preferences concerning Veterans' educational benefits.

A few items from Fall 1976 were deleted in the Spring 1977 questionnaire. Respondents were no longer asked to associate advertising copy points with specific services. The questions about influence of girl friends/wives and of friends in the service were also not asked.

Analytic Comments

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

In the Spring survey, pursuant to OMB suggestions, the effects on response rate of altered instructions and small cash incentives were examined. These factors were assessed by a small split-sample experiment. The result of this experiment will be reported in detail in a separate document. For present purposes, it is sufficient to report that the cash incentives increased response rate by a very small amount and different instructions had no effect.

The tracking area design of this study necessitates that the collected data be weighted in order for us to make valid estimates of national statistics. In the Fall 1976 and Spring 1977 waves of the study an improved weighting system was used (see Appendix III). In order for us to make Spring 1976 to Spring 1977 comparisons, the Spring 1976 data had to be retabulated according to the new weighting system. As a result, Spring 1976 data reported in this document may differ slightly from what was originally shown in the Spring 1976 report. This weighting system is discussed in detail in Appendix III of this report.

On data from the 13 original tracking areas, standard errors were computed by means of the replicated sample procedure developed by W. E. Deming (An Application Of A Replicated National Sample In Consumer Research, Proceedings of the American Society for Quality Control, 1961). Use of this formula produced standard errors that averaged 10 percent larger than those computed on the weighted national samples. Hence minimum t values were adjusted upwards by 10 percent in tests of significance on the national sample (see Appendix I).

Since Fall 1976, only a minimum sample of telephone numbers has been issued to interviewers. Additional numbers then are issued in small subsamples until the correct number of completed interviews is reached. This procedure provides tight control of the sample and is now standard for the survey.

EXECUTIVE SUMMARY

Introduction

This report is a discussion of the Spring 1977 wave (i.e., Wave IV) of the tracking study of youth attitudes toward serving in the armed forces. A total of 5520 randomly selected males between 16 and 21 years of age were interviewed by telephone. Approximately 200 interviews were conducted in each of 26 tracking areas across the continental United States.

Major Conclusion of the Study

This wave of the study provides an 18 month historical perspective from which the following conclusion is drawn.

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

Today's military is an alternative to civilian occupations. This study has described positive propensity youth as coming from relatively modest socio-economic backgrounds. Periods of high unemployment affect the less-educated, less-skilled, and less-affluent members of society the most. At such times, the military may offer such young men their only opportunity to advance themselves. As the economy improves, the job market improves as well. Accordingly, the military is no longer the only opportunity for a young man with a modest socio-economic background to improve himself.

National Trends In Propensity

Propensity to join the armed forces declined somewhat from Spring 1976 to Spring 1977. While the propensity figures are down, these declines are not statistically significant. As of Spring 1977, however, the decline observed since the first wave of these studies (Fall, 1975) is significant for all services. It is apparent that it is becoming increasingly more difficult to attract people to enlist in the armed services.

The overall rank order of the active duty services based on expressed propensity levels did not change from Spring 1976. The order is as follows:

	Spring '76	Spring '77	Difference*	Percentage Decline
• Air Force	17.5%	15.7%	-1.8	10.3%
• Navy	16.4%	15.2%	-1.2	7.3%
• Army	13.1%	11.8%	-1.3	9.9%
• Marine Corps	11.8%	10.7%	-1.1	9.3%

Voluntary mentions of military enlistment have always paralleled propensity changes. Voluntary mentions declined by a statistically significant amount from Spring to Spring, further evidence of a more difficult recruiting market.

Many of the variables that discriminate between positive and negative propensity to serve in the military did not change from Spring 1976. Recalled incidence of recruiter contact, both recent and long-term, remained steady; the degree to which respondents [illegible] enlistment did not change.

* [illegible]

Self-reported school enrollment in general dropped. Fewer Spring 1977 respondents report being in high school or in college. Also, more have graduated from high school. The proportion of respondents attending vocational school dropped as well. Other significant changes include an increase in full-time employment and a decrease in the proportion of unemployed respondents who said they are not looking for a job. Self-reported academic quality of the respondents dropped significantly.

Spring to Spring shifts occurred with respect to life goal achievement. Relative to civilian life, the military was perceived to gain ground in three of 12 areas: doing challenging work, ability to make own decisions and adventure and excitement.

The military experienced setbacks with regard to perceived job security and making a lot of money, but maintained its position relative to civilian life with respect to the perception of developing potential, respect of friends, working for a better society, personal freedom, helping other people, learning as much as one can and recognition and status.

Differences By Tracking Areas

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

In the first two waves, the markets where propensity was low for the military were the major metropolitan areas such as New York City and Chicago. This is not true in the present wave. Both areas tend to be on par

with the rest of the country with respect to propensity to serve in the four services (Chicago remaining below average in propensity toward the Army), Southern California is below the nation with respect to propensity to serve in the Army and Marine Corps. Wisconsin is clearly the poorest tracking area with respect to propensity to join the military. Wisconsin falls below the national averages for all of the active services except the Army.

Propensity for the Reserve Components is especially low in Ohio, Chicago, Southern California and Philadelphia.

Perceptions of the Services

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

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

The individual services were perceived differently. The Air Force has particular strength with respect to teaching a valuable trade or skill, providing a challenging job, enabling the serviceman to improve himself, and providing the serviceman with a career about which he can be proud. The Army was associated most often with help in obtaining a college education. The Marine Corps was associated with training for leadership, and the Navy was equated with world travel.

Enlisted Starting Pay

One-half (49.6%) of the sample claimed to have no idea of the level of monthly enlisted starting pay. Among those who did give estimates, the average estimate was $381 which is close to the true value of $374. However, the averages range from a low of $325 to a high of $433 across tracking areas.

Positive propensity men value good starting pay but did not think they can achieve this in the military. As in past surveys, those with negative propensity gave higher pay estimates than did those with positive propensity to enlist. The data suggest that the lower pay estimate among positive propensity people might present a recruiting opportunity. More than one-half (52.4%) of the positive propensity group said they would be more likely to enlist if starting pay were increased by $50 a month. Among the negative propensity group, about one-in-six men said they would be more likely to enlist.

Perceived Attitudes of Influencers

Positive propensity men claimed that their parents are in favor of their joining the service, particularly for the job training they will receive. Negative propensity men felt that their parents do not want them to join the military. Loss of status, a desire for their sons to get a civilian education, fathers' negative experiences with the military and family separation and danger are the major reasons given why some parents were perceived as opposing military service. If respondents' perceptions were accurate, these findings are important since parents are key influencers in the military recruiting/decision-making process, as repeatedly established in this series of surveys.

Advertising Awareness

Approximately one-half of the respondents were aware of advertising for specific services. However, only about one-half of these same individuals could recall any content of the advertising. In this respect all four services were comparable.

Among respondents who did recall advertising content, they most often recalled copy points about teaching/learning a trade, job opportunities and enlisting. Respondents also frequently recalled Marine slogans and travel copy for the Navy.

Educational Benefits (Veterans' Educational Assistance Program)

It appears that there is little knowledge about the current educational benefits plan. Positive propensity men are somewhat more familiar with the provisions of the educational assistance program than negative propensity men. Positive propensity men also report greater expected participation independent of the level of required savings. For all men the lowest level of required savings ($25) was the most popular.

Active Services Versus Reserve Components Target Market Profile

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

Those men who indicate a positive propensity for the reserve components, in contrast to those interested in the active services, tend to be . . .

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

Active Duty Positive Propensity Respondents Target Market Profile

As in previous waves of this study, the positive propensity candidate for active military service can be described in contrast to his low propensity peers, as . . .

- Younger
- More likely to be non-White
- More likely to be unemployed and looking for work
- Less educated
- Having a less educated father
- Having lower values on the Quality Index
- Considering all of the job attributes to be important when considering joining the service
- Feeling the military is relatively more likely to enable him to achieve most of his life goals
- Underestimating the level of starting pay
- More motivated to enlist should pay be increased by $50 a month
- Having had more recent recruiter contact
- Having sought information on a military career by mail or by phone
- Having taken a military test at a recruiting station or in high school
- Having discussed entering the military with parents or friends
- Feeling relatives support his joining the service
- Having positive propensity for more than one service

SECTION I

NATIONAL TRENDS
SPRING 1976 VS. SPRING 1977

SECTION I

National Trends - Spring 1976 to Spring 1977

Throughout this investigation the principal measure has been enlistment propensity (i.e., the rated likelihood of serving on active duty in each military service). This analysis begins with an examination of those variables that are related to enlistment propensity. The primary time frame for analysis is Spring 1976 to Spring 1977. Given this full-year Spring to Spring time frame, seasonal effects are eliminated and observed changes can be viewed as indicative of underlying trends. Where it is appropriate to do so, comparisons with previous waves are also made.

The data reported in this section represent weighted total U.S. data obtained from twenty-six (26) tracking areas. Thirteen (13) of these are the same as those used in the Spring 1976 wave of this investigation. The balance are thirteen (13) tracking areas which in the Spring 1976 wave were aggregated into one group and labeled as "balance of the country". These thirteen (13) new tracking areas were first defined in the Fall 1976 wave. The sampling is described in detail in Appendix II.

1.1 Definition of Propensity

Respondents were asked to indicate their likelihood of serving on active duty in the Air Force, Army, Marine Corps, and Navy, as well as the National Guard, Reserves, and Coast Guard. A four-point scale was used to measure likelihood: "definitely", "probably", "probably not", and "definitely not" (Question 5a Appendix). Positive propensity has been operationally defined as a response of either "definitely" or "probably would serve". Negative propensity is defined as a response of "probably not", "definitely not", or "don't know/no answer".

1.2 Adjustment in Propensity

In the interest of broadening the ability of the Tracking Study to assess advertising effectiveness, an item measuring "top-of-mind" awareness of the military services was added to the Spring 1977 survey. It is anticipated that this measure will continue to be part of the survey instrument on later waves. For a measure of this type of awareness to be useful, it must be taken before any military services are mentioned by name by the interviewer. Accordingly, in the Spring 1977 survey "top-of-mind" awareness was asked early in the interview (Question 4a) following a question of near-term occupational plans (Question 3i) and just prior to asking propensity toward the individual services (Question 5a).

The introduction of this awareness measure inflated the level of reported propensity in the Spring 1977 survey. In order that the data

be comparable to those of previous waves, an adjustment has been made to the earlier propensity rates. It is based on the statistical relationship between spontaneously mentioned plans for a military career (Question 3i) and propensity (Question 5a). The details of this adjustment are explained in detail in Appendix IV.

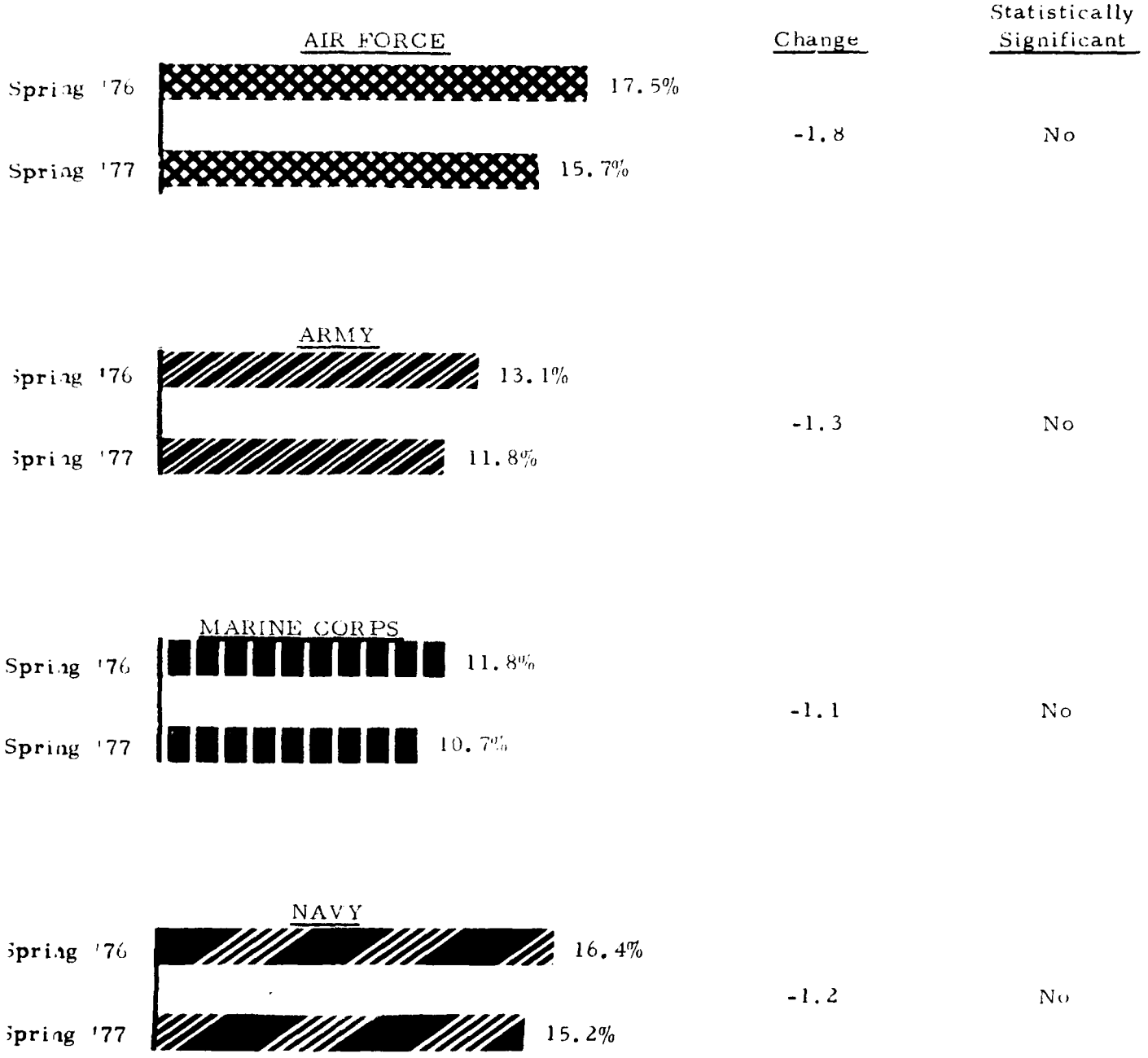
1.3 Changes in Propensity

Positive propensity for all four services remained unchanged from Spring 1976. While propensity figures are down, these declines are not statistically significant. The findings are graphed in Figure 1.1. The Marine Corps, Navy, and Army had comparable decreases: -1.1, -1.2, and -1.3 percentage points, respectively. Positive propensity for the Air Force decreased 1.8 percentage points. As a percentage of the Spring 1976 propensity figure, the Air Force had the largest decrease (10.3%) followed by the Army (9.9%), the Marine Corps (9.3%) and the Navy (7.3%).

The index of pro-military attitude has been another measure of propensity for enlistment. This index is derived from asking respondents what they think they might be doing during the next few years. The index is a net measure of all unaided mentions of military service and is not inflated by the introduction of the new question on "top-of-mind" awareness. The index, illustrated in Figure 1.2, declined significantly from Spring 1976 (5.7% to 4.5%). In all four waves, the index has paralleled fluctuations in positive propensity toward each of the four services.

FIGURE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES



Source: Question 5a

FIGURE 1.2

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

	Change	Statistically Significant
	-1.2	Yes

Source: Question 3i

Table 1.1 reviews the positive propensity figures for the four services recorded in each of the waves of this investigation. Unaided mention of joining the military (pro-military index) also is shown for each wave.

On both measures there is a definite downward trend over the four waves with respect to intention to join the service. Moreover, there is a noticeable seasonality effect, that is, fewer people in the Spring than in the Fall express an intention to pursue a military career.

All in all, these indices of propensity to serve in the Armed Services, seen across time, suggest that it is becoming increasingly more difficult to attract youth into the all-volunteer military.

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
	%	%	%	%
Air Force	20.4	17.5	17.9	15.7
Army	18.4	13.1	14.5	11.8
Marine Corps	14.9	11.8	12.4	10.7
Navy	19.6	16.4	16.5	15.2
Unaided Mention of Plans to Enter Military (Pro-Military Index)	8.9	5.7	6.2	4.5
Base (All Respondents)	(3176)	(3001)	(5475)	(5520)

* Propensity rates for the first three waves have been adjusted upwards 4.7% for comparability with Spring '77 on the basis of the relationship between the pro-military index and propensity (see Appendix IV for the detailed adjustment procedure).

1.4 Changes in Variables Related to Propensity

There are a number of variables that have historically discriminated between positive and negative propensity groups. These variables and their Spring 1976 to Spring 1977 changes are presented in Table 1.2.

1. Recalled recruiter contact (both short-term and long-term) was stable from Spring 1976 to Spring 1977. Recruiter contact for each of the services also did not change.

2. The incidence of talking to influential people about enlistment did not change.

3. The incidence of taking a military-sponsored aptitude test in high school did not change significantly from Spring to Spring.

4. The pursuit of a career, whether civilian or military, involves the consideration of numerous factors. One aspect of this decision-making process is whether certain life goals can be more readily achieved in the military or in civilian life. During the past year the military strengthened its position relative to civilian life with regard to four life goal perceptions and lost ground with respect to two life goal perceptions.

TABLE 1.2

CHANGES IN VARIABLES RELATED TO PROPENSITY

	Spring '77 %	Spring '77 %	Change	Statistically Significant
Recruiter Contact (Ques. 8a & 9a)				
Past 5-6 months - any service	24.3	25.9	1.6	No
Ever - any service	47.6	49.1	1.5	No
Ever Contacted By (Ques. 9b)				
Air Force recruiter	14.8	14.8	--	No
Army recruiter	23.1	23.1	--	No
Marine Corps recruiter	14.2	14.5	+ .3	No
Navy recruiter	15.8	14.4	-1.4	No
Talked About Enlistment With (Qu. 8c)				
Friends with military experience	38.8	38.6	- .2	No
Parents	35.7	34.3	-1.4	No
Teachers/Counselors	12.5	12.8	+ .3	No
Girl Friend/Wife	17.2	17.9	+ .7	No
Aptitude Test in High School By Armed Services (Qu. 8c)	17.4	18.3	+ .9	No
Base	(3001)	(5520)		

TABLE 1.2

(Continued)

Life Goal Achievement Civilian Advantage Over Military (Qu. 11)	Spring '76 %	Spring '77 %	Change	Statistically Significant
Job Security	2.34	2.50	+ .16	Yes
Making a Lot of Money	3.84	3.91	+ .07	Yes
Developing Potential	2.96	2.99	+ .03	No
Respect of Friends	3.04	3.06	+ .02	No
Working for a Better Society	3.02	3.03	+ .01	No
Personal Freedom	4.20	4.09	- .11	Yes
Doing Challenging Work	2.87	2.79	- .08	Yes
Ability to Make Own Decisions	3.90	3.84	- .06	Yes
Adventure and Excitement	2.49	2.43	- .06	Yes
Helping Other People	2.98	2.96	- .02	No
Learning As Much As One Can	2.94	2.92	- .02	No
Recognition and Status	2.86	2.87	- .01	No
Base	(3001)	(5520)		

Scale:

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

Relative to civilian life, the military improved regarding: personal freedom, doing challenging work, ability to make own decisions and adventure and excitement.

The military lost ground relative to civilian life in terms of: job security and making a lot of money.

1.5 Key Demographics

Tables 1.3 - 1.5 profile the key demographics of the Spring 1976 and Spring 1977 samples.

- Both samples are identical with respect to age and race. As in previous waves, the data weighting procedure, explained in Appendix III, eliminates any sampling differences on these two variables by balancing the results of each wave to known "military available" statistics.

- A higher percentage of Spring 1977 respondents is employed. This is especially true with respect to full time employment. As a result, fewer young men currently are looking for employment.

- The percentage of respondents currently attending school dropped from Spring to Spring. This is true of reported high school, vocational school and college attendance. At the same time, more of the Spring 1977 respondents have graduated from high school. These findings suggest that more young men are pursuing full-time employment following high school graduation.

TABLE 1.3

AGE AND RACE

	Spring '76 %	Spring '77 %
Age		
16	18.4	18.5
17	18.6	18.5
18	17.5	17.5
19	16.7	16.6
20	14.8	14.8
21	14.1	14.1
Race		
White	85.2	85.2
Non-white	13.4	13.9
Refused	1.4	.9
Base (All Respondents)	(3001)	(5520)

TABLE 1.4
EMPLOYMENT STATUS

	Spring '76 %	Spring '77 %	Change	Statistically Significant
Employed (Qu. 3f,3g)	56.9	60.2	+ 3.3	Yes
Full time	29.3	32.0	+ 2.7	Yes
Part time	27.7	28.0	+ .3	No
Not Employed (Qu. 3h)	43.1	39.7	- 3.4	Yes
Looking for a job	28.5	27.2	- 1.3	No
Not looking	14.1	12.2	- 1.9	Yes
Not specified	.5	.2	- .3	No
Base (All Respondents)	(3001)	(5520)		

TABLE 1.5

SCHOOLING STATUS

	Spring '76 %	Spring '77 %	Change	Statistically Significant
Attending School (Qu. 3c)	64.0	60.0	- 4.0	Yes
In high school	46.9	44.3	- 2.6	Yes
In vocational school	1.9	1.2	- .7	Yes
In college	14.7	12.7	- 2.0	Yes
Not specified	.5	1.8	+ 1.3	Yes
Not Attending School (Qu. 3d)	36.0	40.0	+ 4.0	Yes
High school graduate	27.1	29.9	+ 2.8	Yes
Not high school graduate	8.9	10.0	+ 1.1	No
Quality Index (Mean)	6.43	6.29	- .14	Yes
Base (All Respondents)	(3001)	(5520)		

- As an additional means of demographically profiling the sample, a quality index is computed for each respondent. This index is a composite measure based on self-reported grades, number of math courses, and the inclusion of science courses in high school curriculum. Respondent quality declined from Spring 1976 to Spring 1977. This decline was statistically significant. This appears to reflect a significant shift in the mix of reported high school curricula from Spring to Spring. Specifically, fewer Spring 1977 respondents report being in (or having been in) a college preparatory program. This decline is offset by an increase in respondents who reported being in (or, having been in) a vocational training program. These data are presented in the tabulations: Volume II, pages 153 to 158.

The completion of the present wave provides a full year perspective for both the Spring and Fall sampling periods. In past reports, it was suggested that two variables -- full-time employment and high school graduate/not attending school -- could reasonably explain the observed shifts in propensity. It was reasoned that improvements in the civilian job market make a military career less attractive to a young man for whom the military may have been his best opportunity for advancement in a poor economy. The Spring 1977 data continue to support this hypothesis.

Propensity is examined in greater detail in Section V.

SECTION II

KEY RESULTS BY TRACKING AREA

SECTION II

Performance Differences By Tracking Areas

The interviewing was conducted in 26 defined geographical areas referred to as tracking areas. The tracking area approach localizes the information derived from this investigation and thereby makes it possible for the individual service recruiting commands to receive feedback with respect to their performance within specific geographic areas.

In the first two waves of this study, the data were collected and reported in terms of 13 geographical areas and the balance of the country. Beginning with the Fall 1976 wave, the balance of the country was divided into 13 additional tracking areas, creating 26 tracking areas in total.

This section is a discussion of key results by the 26 tracking areas. The data are examined from two perspectives. The first looks at whether data from individual tracking areas differ specifically from national levels. The second focuses on Spring to Spring changes within the original 13 tracking areas relative to corresponding Spring to Spring national changes. This perspective enables us to determine whether observed changes within these individual tracking areas are unique to the tracking areas or merely a reflection of a national occurence.

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

	Spring '77	Spring '76	Difference
CHICAGO	8.3%	16.3%	-8.0%
Total U.S.	11.8%	13.1%	-1.3%
Net Change (CHICAGO Difference minus total U.S. Difference)			- 6.7%

This example indicates that the change in Chicago in positive propensity to serve in the Army was 6.7 percentage points worse than the corresponding national change. When this -6.7% change is tested for statistical significance, it is shown to be significant at the 95% level of confidence. Relative to what has occured nationally, the change in the Army's positive propensity in metropolitan Chicago is significantly less favorable.

Table 2.1 to 2.13 summarize the key tracking area data. Interpretation of these tables has been facilitated by the following system of notation:

- 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

Propensity to Serve

The key measure in this study is propensity to serve in the Armed Forces. As in past reports, the reader is cautioned against making any absolute interpretations of the propensity data. The propensity measure is an index of likelihood of entering military service. Accordingly, the propensity data should be interpreted in a relative sense (e.g., the indentification of "high" versus "low" tracking areas). There are various factors such as time of entry, enlisted man versus officer status, and the rates of mental and physical qualification that enter into any attempt to forecast accessions.

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

2.1 Positive Propensity by Tracking Area

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

The overall rank order of the active duty services based on expressed propensity levels has remained consistent across all four waves of this study. Once again, the Air Force is highest (15.7%), followed closely by the Navy (15.2%). The Army (11.8%) is third and the Marine Corps (10.7%) fourth.

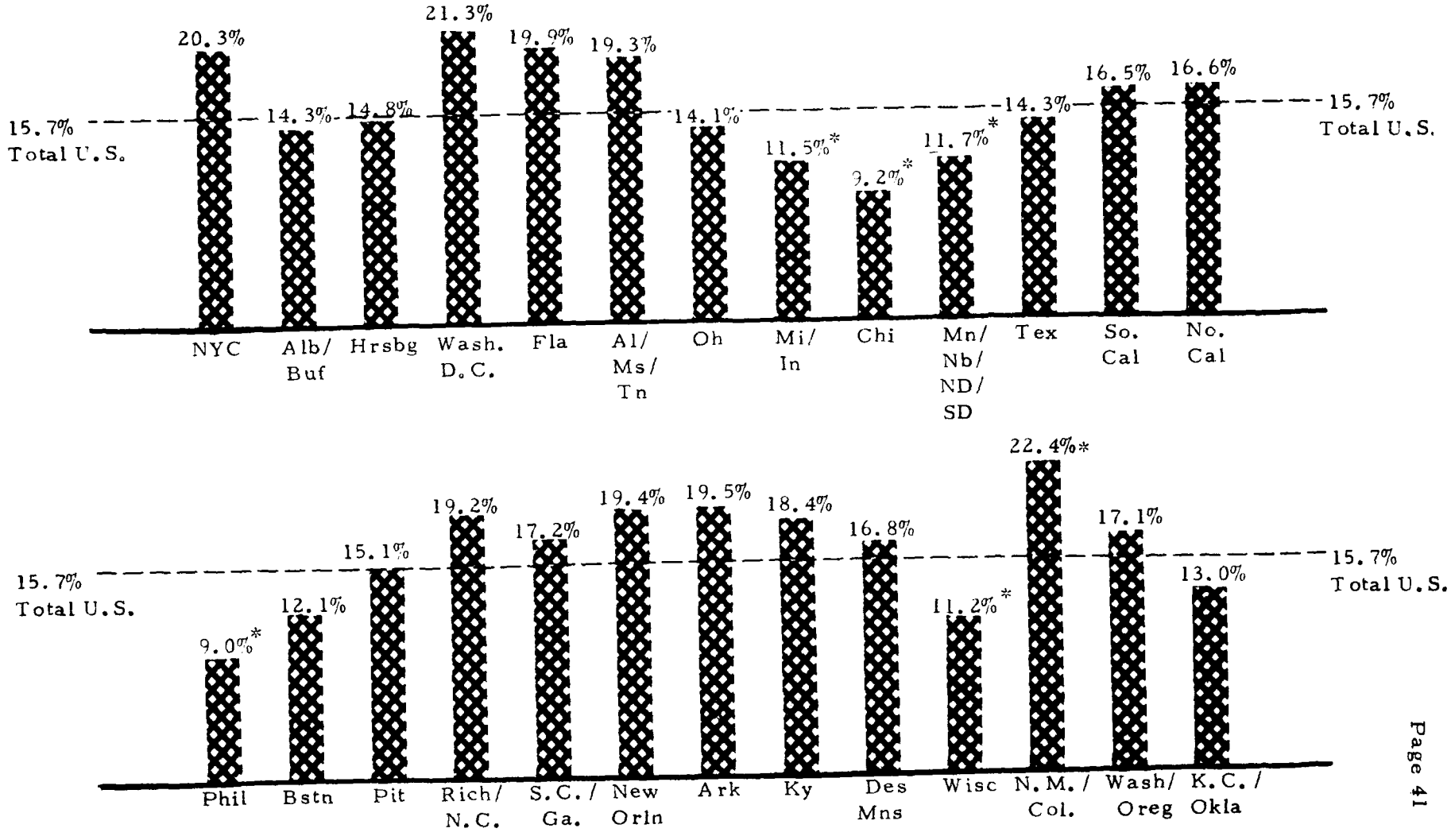
The propensity to serve in the Reserves is 16.6% and for the National Guard the figure is 15.2%. Respondents who expressed positive propensity to serve in the Reserve Components also were asked which branches of the Reserves and National Guard they would choose. The data are presented in the tabulations: Volume II, pages 22 and 24; and Volume V, pages 22 and 24.

FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)



Source: Qu. 5a.

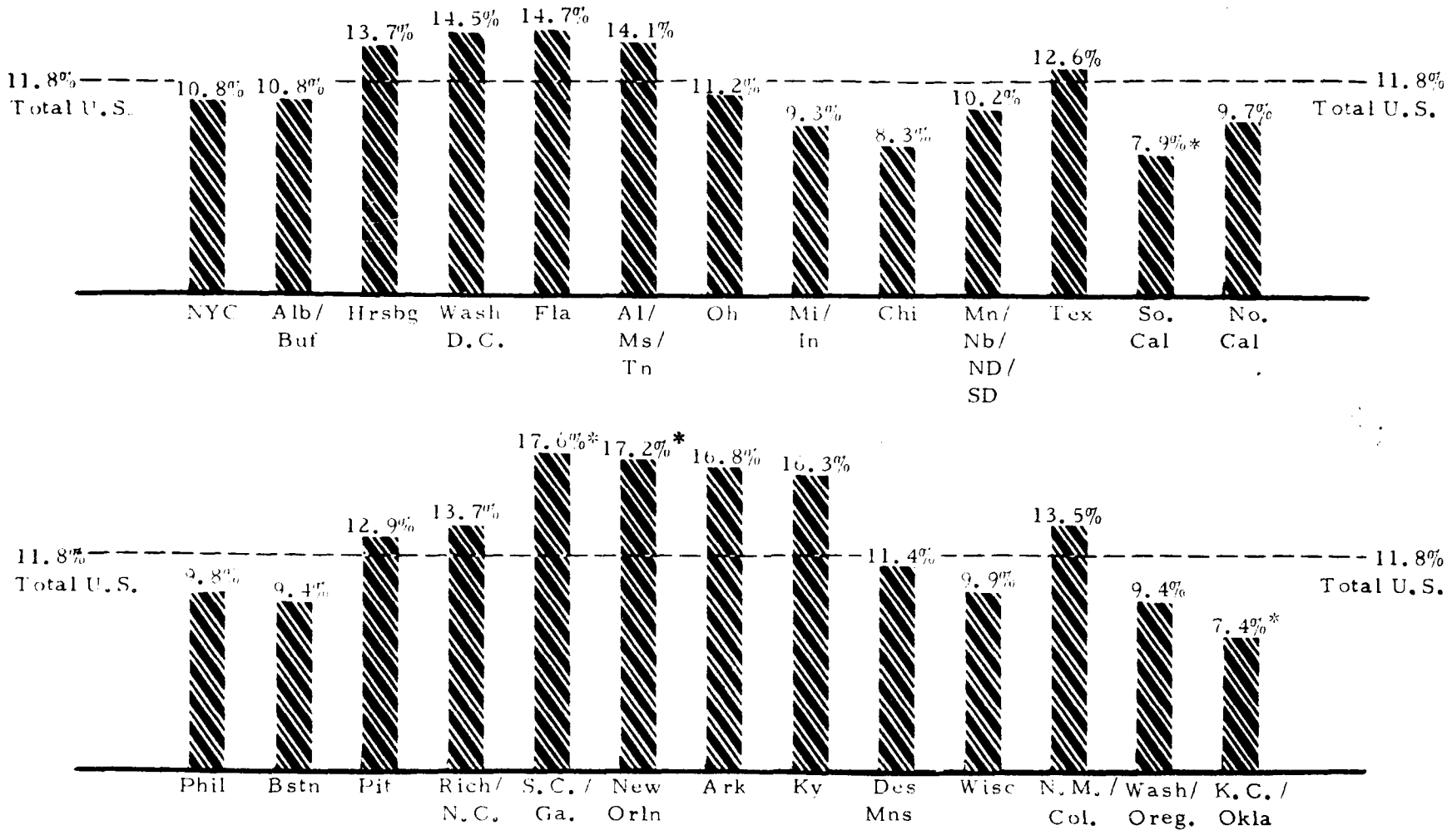
* Differs significantly from the total U. S.

FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)



Source: Qu. 5a.

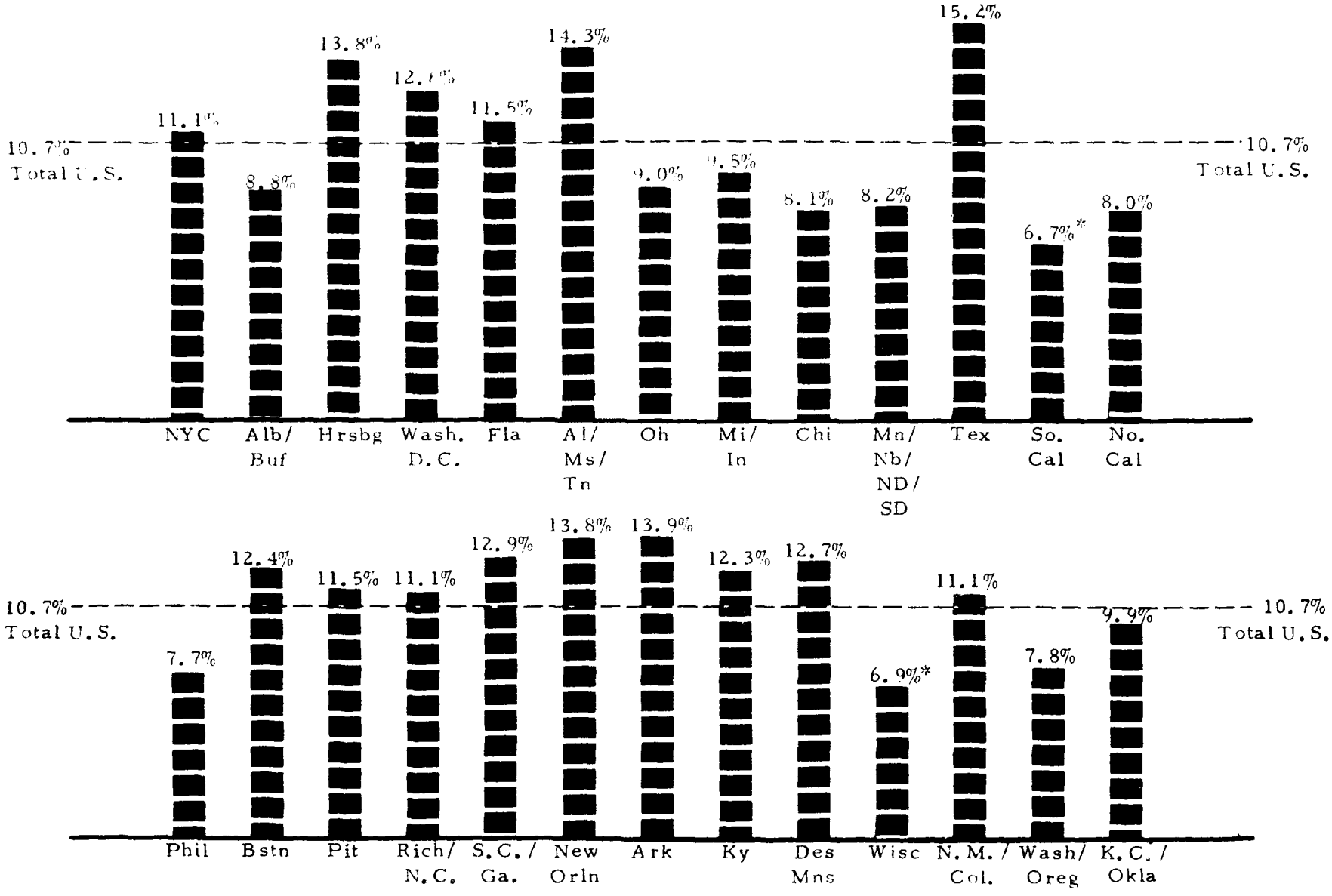
* Differs significantly from the total U. S.

FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MARINE CORPS

(Percent respondents endorsing definitely or probably consider serving)



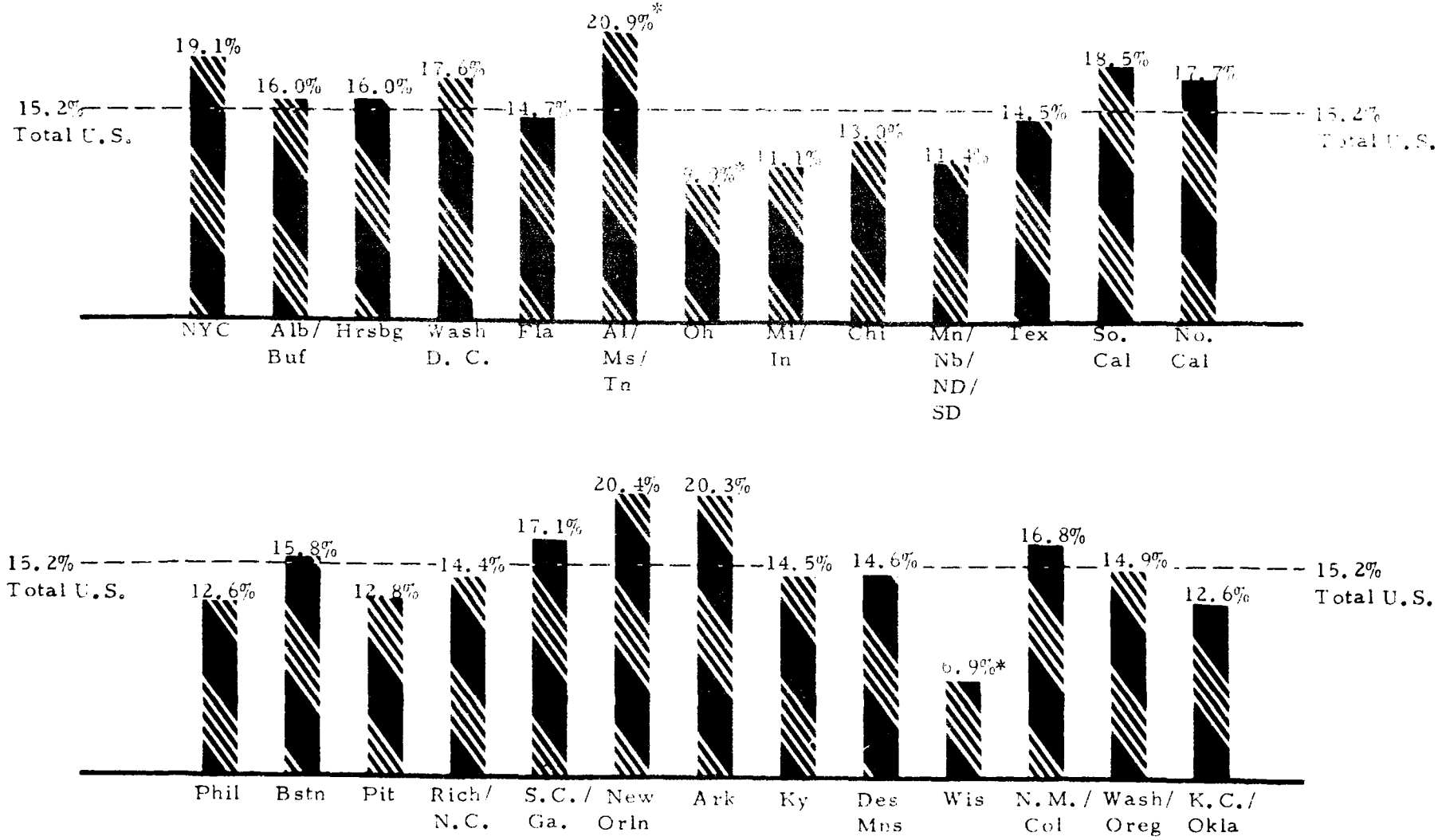
Source: Qu. 5a. * Differs significantly from the total U.S.

FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Percent respondents endorsing definitely or probably consider serving)



Source: Qu. 5a

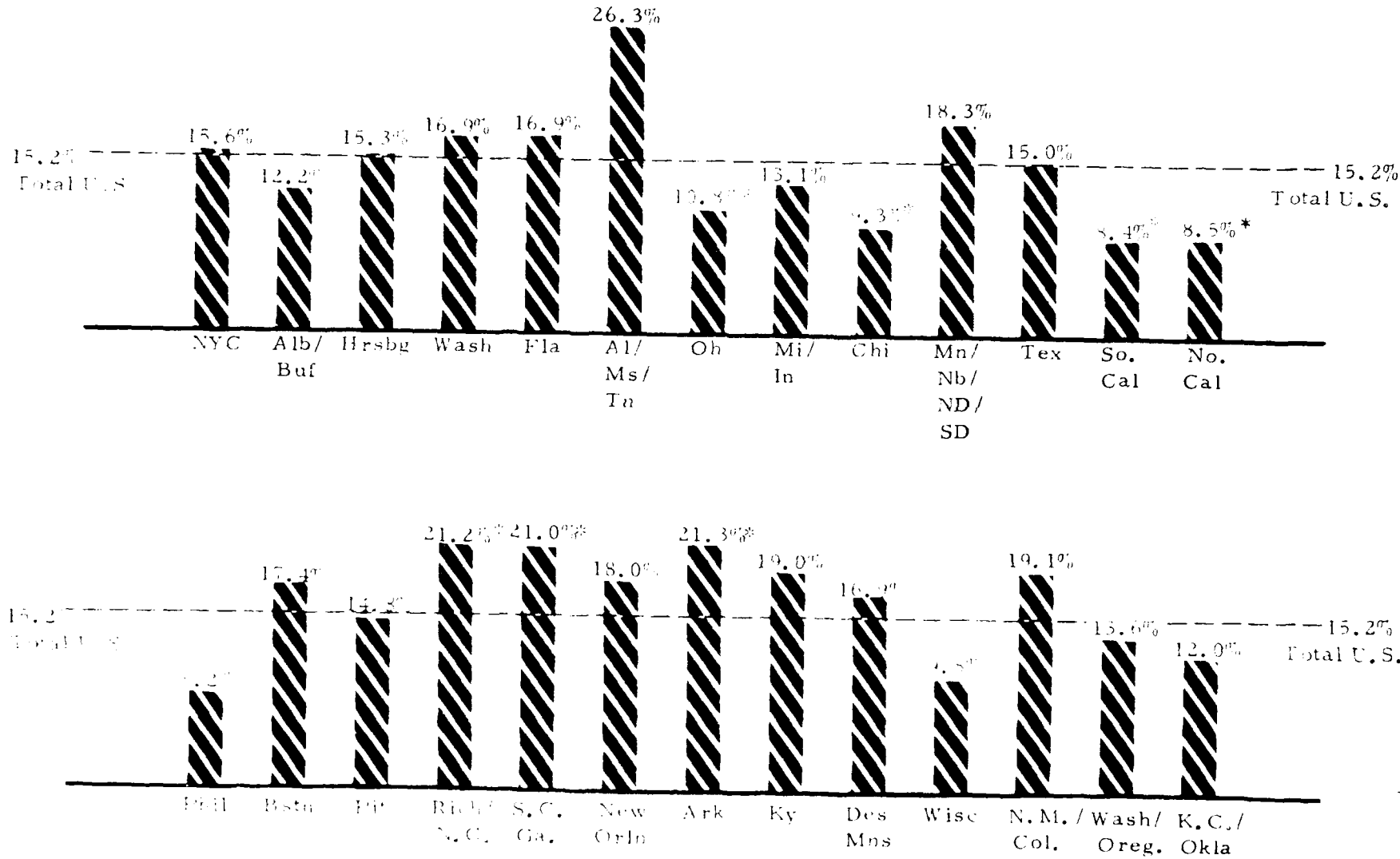
* Differs significantly from the total U. S.

FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Qn. 5a.

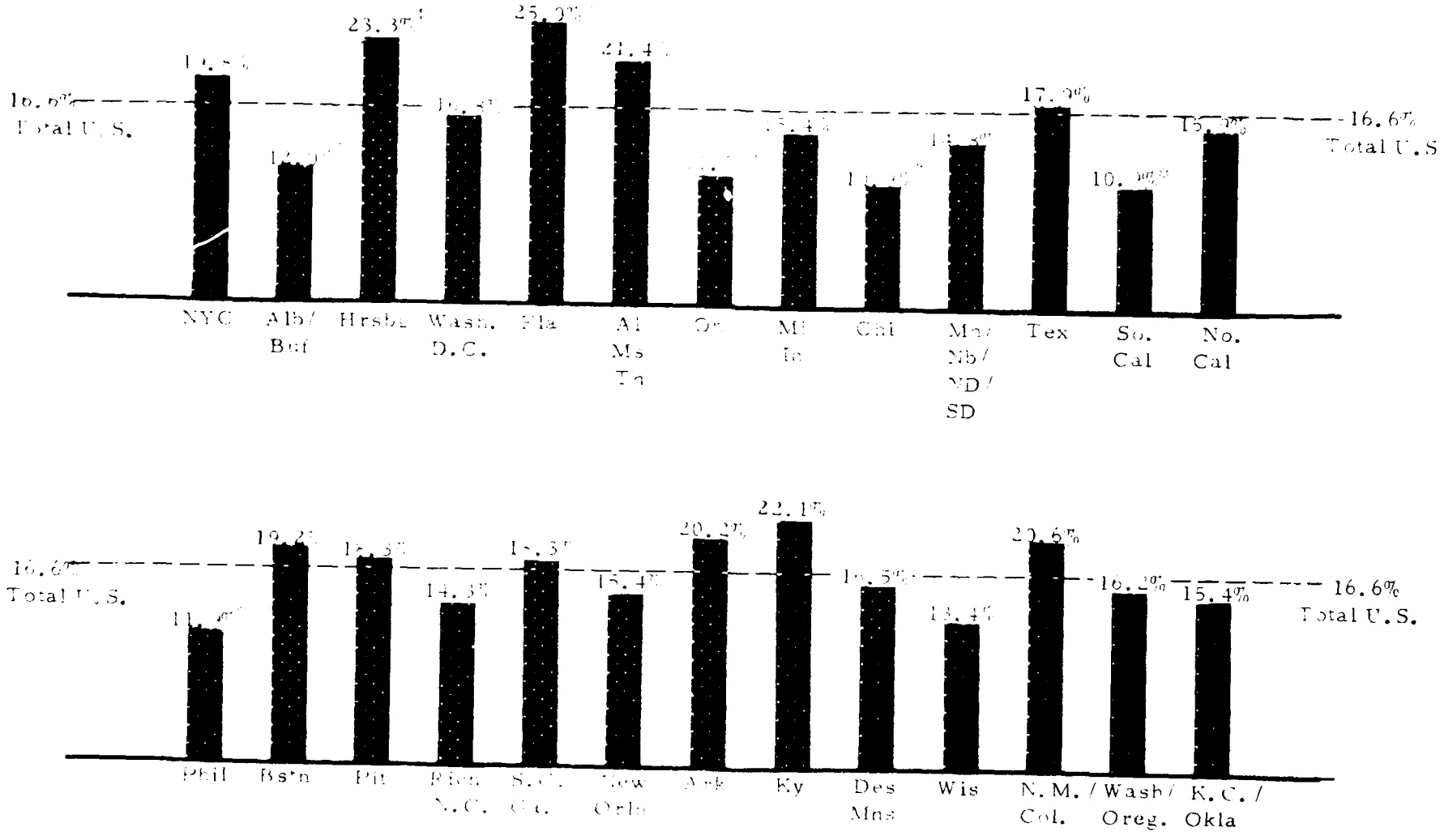
*Differs significantly from the Total U.S.

FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES

(Percent respondents endorsing definitely or probably consider serving)



Source: Qu. 5a

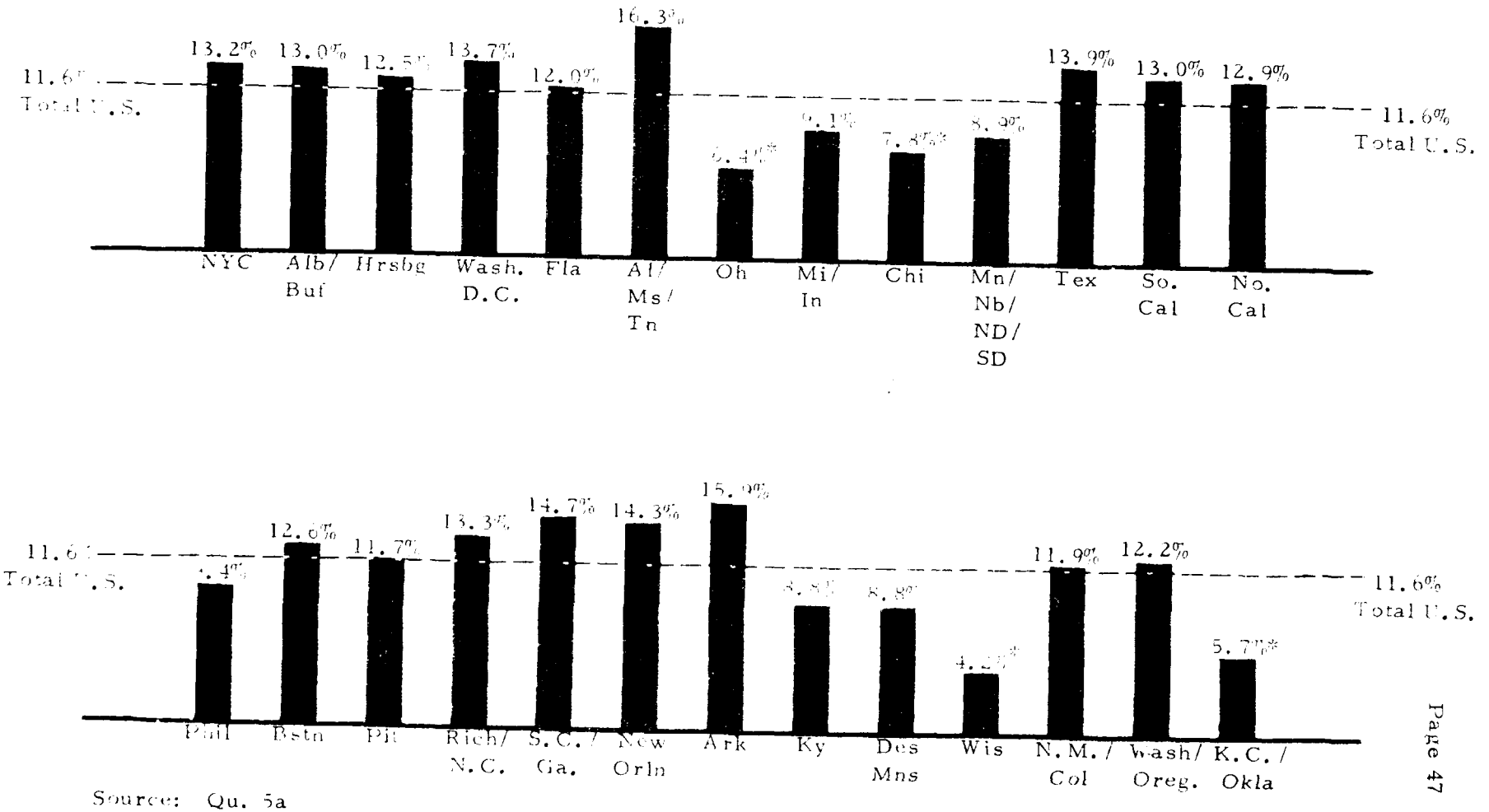
*Differs significantly from the total U.S.

FIGURE 2.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

COAST GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Qu. 5a

*Differs significantly from the total U. S.

Table 2.1 summarizes the propensity data for each of the services 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 15.7% in these tracking areas: Michigan/Indiana (11.5%), Chicago (9.2%), Minnesota/Nebraska/North Dakota/South Dakota (11.7%), Philadelphia (9.0%), and Wisconsin (11.2%). Only one tracking area -- New Mexico/Colorado (22.4%) is above the national average.

2. The Army has equal strength across all but four tracking areas. Southern California (7.9%) and Kansas City/Oklahoma (7.4%) are below the national average of 11.8%. South Carolina/Georgia (17.6%) and New Orleans (17.2%) are above this U.S. average.

3. The overall propensity to serve in the Marine Corps is 10.7%. Two tracking areas deviate from this average. These are Southern California (6.7%) and Wisconsin (6.9%).

TABLE 2.1 POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

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

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in total U.S.

Percent Saying Definitely or Probably	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	[illegible]/ Nb/ ND, SD	Tx.	So. Ca.	No. Ca.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Air Force	1[illegible].7	26.[illegible]	14.[illegible]	14.8	21.[illegible]	1[illegible]	19.3	14.1	11.[illegible]	[illegible].2	11.[illegible]	1[illegible]	16.[illegible]	1[illegible]
		+11.[illegible]			+8.4									
Army	11.5	10.8	10.8	[illegible].7	14.[illegible]	14.7	14.1	11.[illegible]	[illegible]	5.3	[illegible]	12.[illegible]	[illegible]	[illegible].7
										-[illegible].7			-6.2	
Marine Corps	1[illegible].7	11.1	8.8	1[illegible]	12.6	11.[illegible]	14.[illegible]	9.0	[illegible]	[illegible].1	[illegible]	1[illegible].2	[illegible]	8.[illegible]
		+4.[illegible]												
Navy	1[illegible].2	1[illegible].1	16.0	16.0	17.[illegible]	14.	2[illegible]	[illegible]	11.1	1[illegible]	11.[illegible]	14.	1[illegible]	[illegible]7.[illegible]
		+11.[illegible]												
National Guard	1[illegible].2	1[illegible]	12.[illegible]	1[illegible]	1[illegible]	1[illegible]	[illegible]	19.8	1[illegible].1	[illegible]	1[illegible]	[illegible]	[illegible]	[illegible]
		+1[illegible]						-[illegible]						
Reserves	1[illegible]	14.8	12.0	[illegible].3	1[illegible].8	[illegible]	21.4	11.[illegible]	1[illegible].4	1[illegible]	14.[illegible]	1[illegible]	[illegible]	1[illegible]
		+1[illegible].7												
Coast Guard	11.[illegible]	1[illegible].2	1[illegible]	12.[illegible]	1[illegible].7	1[illegible]	[illegible]	[illegible].4	[illegible].1	7.8	8.[illegible]	1[illegible]	1[illegible]	12.[illegible]
		+[illegible].2												

Base: All Respondents

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

Source: Qu. 5a

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	15.7	(9.0)	12.1	15.1	19.2	17.3	19.4	19.5	16.4	16.8	(11.2)	[22.4]	17.1	13.0
Army	11.8	9.8	9.4	12.9	15.7	[17.6]	[17.2]	16.8	16.3	11.4	8.9	13.5	9.4	(7.4)
Marine Corps	10.7	7.7	12.4	11.5	11.1	12.9	13.8	13.9	12.3	12.7	(6.9)	11.1	7.8	9.9
Navy	15.2	12.6	15.8	12.8	14.4	17.1	20.4	20.3	14.5	14.6	(6.9)	16.8	14.9	12.6
National Guard	15.2	(8.2)	17.4	14.8	[21.2]	[21.0]	18.0	[21.3]	19.0	16.9	9.8	19.1	13.6	12.0
Reserves	16.6	(11.9)	19.2	18.3	14.3	18.3	15.4	20.2	22.1	16.5	13.4	20.6	16.2	15.4
Coast Guard	11.6	9.4	12.6	11.7	13.3	14.7	14.	15.9	8.6	8.8	(4.2)	11.9	12.2	(5.7)

Base: All respondents

Response alternatives: Definitely consider
Probably
Probably not
Definitely not

Source: Qu. 5a

4. Three tracking areas deviate from the Navy's national average of 15.2%. These are Ohio (9.9%) and Wisconsin (6.9%) which fall below the national average and Alabama/Mississippi/Tennessee (20.9%) which is significantly above the U.S. average.

5. The National Guard with a total U.S. average of 15.2% is significantly below average in Ohio (10.8%), Chicago (9.3%), Southern California (8.4%), Northern California (8.5%), and Philadelphia (8.2%). Richmond/North Carolina (21.2%), South Carolina/Georgia (21.0%), and Arkansas (21.3%) are all above the U.S. average.

6. The propensity to serve in the Reserves is 16.6%. Albany/Buffalo (12.0%), Ohio (11.5%), Chicago (10.9%), Southern California (10.9%), and Philadelphia (11.9%) are below average. Two tracking areas are above the U.S. average. These are Harrisburg (23.3%) and Florida (25.0%).

7. The propensity to serve in the Coast Guard is relatively low in Ohio (6.4%), Chicago (7.8%), Wisconsin (4.2%), and Kansas City/Oklahoma (5.7%).

An analysis of propensity changes by tracking area between Spring 1976 and Spring 1977 reveals a number of shifts that differ significantly from the corresponding Spring to Spring national changes in propensity. Six of these shifts have occured in metropolitan New York City where all but the Army have appeared to experience significant increases in propensity during the last year. These shifts may be explained, in part, by the fact that beginning with the Fall 1976 wave a new sampling procedure was used in the New York City tracking area. Spring to Spring shifts in propensity within this tracking area may be a function of these demographic changes. With respect to other tracking areas, the Air Force gained ground in Washington, D.C., while the Army lost ground in Chicago and Southern California. The National Guard experienced a significant drop in propensity in the Ohio tracking area. (Note: The gain or decline shown in the second line of each row in Table 2.1 is the net difference after subtracting the national Spring to Spring shift from the tracking area Spring to Spring shift, illustrated on page 38.)

These data indicate that several tracking areas are relatively weak with respect to propensity to join any of the military services. These areas are Ohio, Chicago, Southern California, Philadelphia, and Wisconsin. On the other hand, the military tends to have particular appeal in southern tracking areas. These observed differences among tracking areas as well as differences within tracking areas from Spring to Spring can be the result of such factors as demographics, economics, and military recruiting efforts. Variables that are believed to influence propensity are examined in detail in Sections IV and V.

2.2 Two Factors Mediating Between Expressed Propensity and Enlistment

Two important mediating factors between expressed propensity to serve in the military and actual enlistment are expected time of entry and whether the young man will enter as an enlisted man or as an officer. Both factors add further meaning to the propensity measure. A discussion of these two factors follows.

2.2.1 Expected Time of Entry Into Military Service

There appears to be a downward trend with respect to when a positive propensity man expects to enter the active duty services. Near-term enlistment intent has dropped from a high of 36% in Fall 1975 to around 30% in both Spring 1976 and Fall 1976 to the present level of 28%. The percentages of positive propensity men who say they will enter the service within the near future (within two years), or within the more distant future (more than two years), or who say they do not know when they will enlist have not changed from Spring to Spring. If near-term enlistment intent is broken down into its components (i.e., within six months, between six months and one year, more than one year but less than two years), however, a significant shift in enlistment intent appears. Positive propensity for men who say they will join the service within six months changes from 8.5% in Spring 1976 to 5.9% in Spring 1977. The two Spring samples do not differ with respect to respondent age. As a result, this change in expected time of entry should be interpreted as indicative of an attitudinal change. Hence, propensity to enlist in the active duty services is "softened" somewhat by a postponement in the intended time of entry.

TABLE 2.2 WHEN EXPECT TO JOIN MILITARY SERVICE

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

	Total U.S.	NYC	Alb. / Buf.	Hrsbg.	Wash. D.C.	Fla.	Al. / Ms. / Tn.	Oh.	Mi. / In.	Chi.	Mn/ Nb/ ND/ SD	Tx.	So. Ca.	No. Ca.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ACTIVE DUTY														
Percent Naming This Time Span														
Within 2 years	28.1	24.0	30.7	38.0	26.1	35.0	(20.1)	31.4	24.2	26.1	27.6	28.0	33.1	30.5
More than 2 years	49.7	45.8	49.1	42.7	47.7	47.8	53.4	47.7	54.1	51.4	51.2	49.7	(36.6)	53.5
Don't know/no answer	22.3	30.3	[14.2]	19.2	26.2	17.3	26.6	21.0	21.7	22.4	21.2	22.3	30.2	16.0
NATIONAL GUARD/ RESERVES														
Percent Naming This Time Span														
Within 2 years	19.9	25.3	16.2	25.8	18.7	19.2	20.3	14.3	12.6	22.9	25.9	23.0	20.8	14.4
More than 2 years	34.7	33.8	26.2	31.1	24.2	30.3	39.0	33.0	33.7	30.0	38.2	34.2	(20.5)	32.7
Don't know/no answer	45.4	40.8	[57.7]	43.2	52.1	50.2	34.8	52.8	53.6	47.2	35.9	42.7	49.8	52.9

Base: Those with positive propensity.

Source: Qu. 5b

TABLE 2.2 WHEN EXPECT TO JOIN MILITARY SERVICE

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

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
ACTIVE DUTY	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Percent Naming This Time Span														
Within 2 years	28.1	40.6	28.9	25.2	24.0	23.1	32.2	30.5	20.8	(17.5)	22.6	22.5	25.4	25.3
More than 2 years	49.7	39.1	57.6	50.4	57.0	50.6	49.4	40.6	50.2	[62.1]	53.3	58.9	54.2	57.1
Don't know/no answer	22.3	20.8	(13.6)	24.0	19.0	26.3	18.8	22.9	29.0	20.4	24.0	18.6	20.3	17.6
NATIONAL GUARD/ RESERVE														
Percent Naming This Time Span														
Within 2 years	19.9	18.1	21.1	20.7	(11.2)	15.9	19.9	22.8	(12.4)	12.7	21.2	22.3	14.8	19.5
More than 2 years	34.7	31.2	50.0	26.8	43.7	35.9	27.9	42.2	35.0	46.7	39.5	37.9	42.0	37.6
Don't know/no answer	45.4	50.7	(29.0)	52.5	45.1	50.2	52.2	35.0	52.6	40.6	39.2	39.8	43.2	42.0

Base: Those with positive propensity

Source: Qu. 5b

Respondents with positive propensity for the National Guard/Reserves also were asked when they expected to join these services. Compared to the Spring 1976 wave, near-term enlistment drops significantly (to 19.9% from 26.3%). This decline is offset by an increase in positive propensity respondents who say that they do not know when they will enlist (to 45.4% from 35.4%). Compared to the previous Fall 1976 wave, however, respondents are more certain about when they will join the Reserve Components. Both near-term and long-term enlistment intent increase significantly from Fall 1976 to Spring 1977.

As Table 2.2 shows, there are several significant differences in the data across tracking areas. Alabama/Mississippi/Tennessee and Des Moines are below the U.S. average with respect to enlisting in the active duty services within two years. Southern California is below average with respect to long-term enlistment, while Des Moines is above average. Both Boston and Albany/Buffalo fall below the U.S. average with respect to being uncertain about time of entry into the service.

Both Richmond/North Carolina and Kentucky have a below-average percent of positive propensity youth who expect to join the Reserve Components within two years. The proportion of positive youth in Southern California who intend to join the National Guard/Reserves in two or more years is significantly below the U.S. average. Uncertainty about enlistment intent is below average in Boston and above average in Albany/Buffalo.

As stated in past reports of this study, any attempts to forecast rates of accession must consider several factors. These are regional differences that occur for both positive and negative propensity, expected time of entry, and mental and physical disqualification rates.

2.2.2 Officer Versus Enlisted Entry Expectations

Table 2.3 shows the data for officer versus enlisted entry expectations. As the table indicates, 68.9% of positive propensity youth expect to enter the military as enlisted men. This is a decline from the Spring 1976 figure of 73.7%. The percent of those with positive propensity who expect to enter the service as officers, however, remains unchanged. The balance of respondents (5.7%, not shown in the Table) do not know whether they would enter as enlisted men or as officers. On a total U.S. basis, the data do not show any shift from the previous Fall 1976 wave.

New York City and Pittsburg have the lowest percentage of positive propensity youth who expect to enter the military as enlisted men. Just the opposite is true of Ohio and Des Moines. With respect to expectations to become military officers, Michigan/Indiana and Des Moines are below the national level, while New York City is above this average.

TABLE [illegible] EXPECTATION OF ENTERING SERVICE AS AN ENLISTED MAN OR AN OFFICER

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

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 197[illegible] to Spring 197[illegible] changes than in the Total U.S.

Percent Would Enter As:	Total U.S.	NYC	Alb. Bug.	Hrsbg.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	Mn/Nb/ND/SD	Tx.	So. Ca.	No. Ca.
	—	—	—	%	%	%	%	%	%	%	%	%	%	%
Enlisted Man	[illegible]	[illegible]	[illegible]	[illegible] +1[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	62.2	[illegible]	71.7	[illegible]	[illegible]
Officer	[illegible]	[illegible]	[illegible]	[illegible] -14.	[illegible]	[illegible]	[illegible]	17.7	17.1	[illegible]	[illegible]	[illegible]	27.2	[illegible]

Base: [illegible] with positive propensity

Source: Q. [illegible]

TABLE [illegible] EXPECTATION OF ENTERING SERVICE AS AN ENLISTED MAN OR AN OFFICER

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	—	—	—	—	—	—	—	—	—	—	—	—	—
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

Harrisburg showed the only significant Spring to Spring shift in these data. The change in percentage of positive propensity young men who intend to enter the service as enlisted men exceeded the corresponding national change by 6.5 percentage points. At the same time, the percentage intending to enter as officers had a net drop of 14.3 percentage points.

2.3 Academic Achievement and Derived Quality Index

A young recruit's success in the military is contingent, in part, on his mental abilities. As in past waves of this study, the relative mental quality of positive propensity respondents is determined by asking him to report several areas of academic information -- 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. A quality index number is computed for each respondent based on his responses to these questions. High school education program (i.e., college preparatory, commercial business, and vocational) is not used in developing this index, since it is difficult to assign scaler values to this factor. The index ranges from a low score of 1 to a high score of 10. Table 2.4 explains the derivation of the quality index.

Table 2.4

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

The quality index data are reported in Table 2.5. The national quality index value is 6.29, down significantly from Spring 1976 (6.41) and from Fall 1976 (6.36). Levels of quality index show a regional pattern. Quality index values are below average in several southern tracking areas: Florida, Alabama/Mississippi/Tennessee, Richmond/North Carolina, New Orleans, and Kentucky. On the other hand, quality index values are above the U.S. average in these eastern tracking areas: New York City, Albany/Buffalo, Washington, D.C., and Boston. The quality index value in Southern California increased significantly from Spring to Spring. New York City declined significantly on this measure during this time period. This decline is believed to be a reflection in the change in sampling procedure in this tracking area.

As Table 2.4 shows, the number of math courses taken and passed is an important component of the quality index. Table 2.6 shows that east coast tracking areas are superior to other areas in terms of the number of math courses reported taken and passed. Just the opposite is true of southern tracking areas.

While the high school curriculum does not figure directly into the derivation of the quality index, it contributes to an understanding of the propensity measure. For example, young men enrolled in college preparatory courses are probably less likely than the average high school student to be inclined to pursue a military career, since students who have actually attended college are known to be disinclined toward enlistment (see Table 5.2, page 139).

Table 2.7 shows that the 26 tracking areas differ widely with respect to high school education programs. Respondents in the east coast tracking areas and in Southern California are more likely than their counterparts in other areas of the country to have had a college preparatory program in high school. Respondents in the midwest and in at least one southern tracking area are more likely to have had a vocational program.

A more detailed documentation of academic achievement, including quality index values, is available in Vol. 2, pages 153 to 158 of the supplementary documents to this report.

TABLE 2.5 RESPONDENT QUALITY INDEX

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

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in total U.S.

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ La.	Oh.	Mi./ In.	Cl.	Mn./ ND/ SD	Tx.	So. Ca.	No. Ca.
Mean index value	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6.48	[illegible]
													+.51	

Base: All respondents

Minimum value: 1

Maximum value: 10

Source: Volume I, page 157

TABLE 2.5 RESPONDENT QUALITY INDEX

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

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
Mean index value	6.29	6.45	6.89	6.13	(5.95)	6.18	(5.85)	6.20	(5.41)	6.16	6.41	6.28	6.45	6.08

Base: All respondents

Minimum value = 1

Maximum value = 10

Source: *Volume I, page 157*

TABLE 2.6 NUMBER OF MATH COURSES PASSED

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

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in the total U. S.

Percent Naming This Number of Courses	Total U. S. %	NYC %	Buf. %	Hrsbg. %	Wash. D. C. %	Fla. %	Al. / Ms. / In. %	Oh. %	Mi. / In. %	Chi. %	Mn/ Nb/ ND/ SD %	Tx. %	So. Ca. %	No. Ca. %
Three or more	32.4	39.1 -21.2	39.4	39.1	41.3	26.3	20.9	35.9	30.4	33.5	29.4	29.8	32.4 + 9.5	28.1
Less than three	50.7	49.0 +13.8	41.1	40.1	44.8	48.7	55.5	46.8	51.6	56.9	58.7	59.3	55.4	56.3
None/no answer	16.8	12.0	18.8	20.7 + 9.6	13.9	25.0 + 8.7	23.5	17.4	18.0	9.6	11.9	10.9	12.3 -11.0	15.6

Base: All respondents

Source: Qu. 21

TABLE 2.6 NUMBER OF MATH COURSES PASSED

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

Percent Naming This Number of Courses	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Three or more	32.4	44.2	50.7	31.6	28.6	30.6	23.9	29.3	24.5	25.2	31.1	32.9	34.2	31.6
Less than three	50.7	36.9	39.1	47.0	47.7	52.4	54.2	53.3	55.6	55.4	56.3	53.6	51.1	50.9
None/no answer	16.8	18.9	10.3	21.5	23.7	17.0	22.0	17.3	19.9	19.5	12.5	13.5	14.6	17.6

Base: All respondents

Source: Qu. 21

TABLE 2.7 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.

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in the total U.S.

Percent Naming This Program	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mo/ Nb/ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
College Preparatory	44.2	54.6	47.1	53.8	58.3	47.5	35.5	50.7	35.5	43.0	34.9	39.5	51.1	46.0
Commercial/Business	14.6	20.2	18.8	14.6	12.9	16.0	13.8	7.6	16.2	15.7	14.2	13.0	10.6	13.8
Vocational	38.5	20.9	33.5	30.3	24.6	34.1	46.6	40.3	46.7	35.0	49.6	47.0	33.6	36.4

Base: All Respondents

Source: Question 20

TABLE 2.7 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. %	Wisc. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
College Preparatory	44.2	54.7	53.8	42.2	42.9	45.7	51.7	38.4	42.7	33.8	34.3	38.5	39.1	38.3
Commercial/Business	14.6	13.8	15.3	18.3	14.6	11.9	20.4	14.2	15.7	16.8	12.7	15.7	13.3	13.7
Vocational	38.5	28.4	30.5	38.3	39.0	41.0	25.8	45.4	37.9	46.8	48.6	41.8	46.1	44.6

Base: All Respondents

Source: Question 20

2.4 Recalled Recruiter Contact

Table 2.8 shows the level of recalled recent recruiter contact (past 5 to 6 months) for the total national sample and for each of the 26 tracking areas. Nationally, 25.9% of the sample report having had contact with a military recruiter within the past five to six months. New York City and Boston fall below this national average. Des Moines, Wisconsin and Kansas City/Oklahoma are significantly above the average. There are no significant Spring to Spring changes in this measure relative to national changes.

TABLE 2.5 [illegible]

[illegible]

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	—	—	—	—	—	—	—	—	—	—	—	—	—
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

Base: All respondents

Source: [illegible]

TABLE 2.8 HAD RECENT RECEPTER CONTACT

2.5 Adequacy of Information Received From the Recruiter

Table 2.9 shows the percent of respondents who felt that they received inadequate information from the various services. As in the past, adequacy of information is defined in quantitative terms. Specifically, each respondent who reported having had recruiter contact was asked whether he felt that the information provided was . . . . .

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

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

On a national basis, all four active duty services do reasonably well. At worst, only one-in-six respondents felt that the contacting services did not provide enough information. The Air Force does slightly better than the other three services in this regard.

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

1. The Air Force does consistently well in every tracking area and especially well in the Alabama/Mississippi/Tennessee tracking area. On a Spring to Spring basis,

the level of dissatisfaction with the amount of information received from recruiters increased significantly in Albany/Buffalo.

2. Respondents in Boston were the most pleased with the information received from Army recruiters. Respondents in Richmond/North Carolina were the least pleased.

3. The Marine Corps' information program is especially good in Washington, D. C., Florida, Richmond/North Carolina and Kentucky. The level of dissatisfaction, however, rose significantly in Albany/Buffalo, Minnesota/Nebraska/North Dakota/South Dakota, and Southern California from Sept. to Oct.

4. There is a high level of satisfaction with the Navy's information program in virtually every tracking area, especially in Texas and Pittsburg. The Navy received its exceptionally poor mark in South Carolina/Georgia.

TABLE 2.9 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

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

[illegible] change than in the total U.S.

[illegible]	Total U.S.	[illegible]	Mo. [illegible]	[illegible]	[illegible]	[illegible]	Al. Ms. [illegible]	[illegible]	Ma. [illegible]	[illegible]	[illegible]	[illegible]	So. [illegible]	No. [illegible]
From Air Force	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.	[illegible]	[illegible]	[illegible]	17.4	[illegible]
From Army	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	13.1	11.	[illegible]	11.2	[illegible]	26.4
From Marine Corps	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	14.4	[illegible]	[illegible]	[illegible]	[illegible]
From Navy	[illegible]	[illegible]	[illegible]	21.1	[illegible]	[illegible]	11.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible] Most of it
Very little

[illegible]

TABLE 2.9 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

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

Percent Getting Very Little Information	Total U.S. %	Phil. %	Balto. %	Pit. %	Rich. / N.C. %	S.C. / Ga. %	New Orln. %	Arc. %	Ky. %	Des-Mns. %	Wis. %	N.M. / Col. %	Wash. / Oreg. %	K.C. / Okla. %
From Air Force	13.8	12.0	10.0	9.2	13.8	19.8	14.9	11.5	21.6	10.2	12.6	12.7	12.3	16.6
From Army	16.4	23.1	(5.7)	13.2	[30.7]	16.2	22.7	[illegible]	14.9	14.0	16.0	8.8	17.[illegible]	16.5
From Marine Corps	17.2	18.3	16.1	24.5	(3.0)	22.5	14.3	25.7	(3.2)	29.6	14.5	18.[illegible]	35.5	23.3
From Navy	16.3	16.9	21.5	(7.7)	12.2	[37.[illegible]]	15.[illegible]	26.5	10.9	15.0	17.3	23.4	9.9	10.4

Base: Respondents having recruiter contact

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

Source: Qu. 9e

2.6 Other Activities Concerning Enlistment

The study has examined in all four 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 2.10 in terms of the percent of youth who say that they have undertaken a particular activity.

Enlistment-oriented activities are presented below in descending order of mention for the total U.S. sample. There have been no major shifts in these behaviors since the first wave of the study.

- Talked with friends in or out of service 38.6%
- Talked with one or both parents 34.3%
- Taken aptitude test in high school given by Armed Services 18.3%
- Talked with wife/girlfriend 17.9%
- Talked with teacher or guidance counselor 12.8%
- Asked for information by mail 12.6%
- Physically or mentally tested at military examining station 4.5%
- Made toll-free call to get information 3.4%

TABLE 2.10 OTHER ACTIVITIES CONCERNING ENLISTMENT

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

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in the total U.S.

Percent Answering Yes	Total U.S. %	NYC %	Alb./Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./Ms./In. %	Oh. %	Mt./Ia. %	Chi. %	Ma/Nb/ND/SD %	Tx. %	So. Ca. %	No. Ca. %
Talked with friends in or out of service	36.6	32.9 +14.7	35.9	42.3	44.9	49.2 -11.2	39.4	48.4	39.8	32.1	32.5	41.3	40.8	36.1
Talked with teacher or guidance counselor	12.8	14.8 + 9.0	19.1 + 7.0	15.6	12.4	16.4 + 9.2	10.2	16.6	10.9	15.6	12.1	9.2	14.9	10.7
Talked with wife/girl friend	17.9	17.0 + 8.2	17.7	16.7	20.1	23.3	15.7	22.1	23.2 + 7.9	14.3	17.6	21.1	15.8	18.6
Talked with one or both parents	34.3	37.0 +22.3	37.8	36.8	41.6	42.4	27.3 -13.6	36.5	35.8	32.0	31.7	32.2	39.0	38.3
Taken aptitude test in high school given by armed services	18.3	11.7	18.6	19.0	11.1	18.4	25.1	20.8	14.8	14.4	20.7	22.3	19.6	15.2
Made toll-free call to get information	3.4	5.9 + 4.9	3.4	2.0	4.9	4.1	1.9	2.6	1.0	3.0	4.4	3.4	5.7	2.7
Physically or mentally tested at military examining station	4.5	1.9 - 8.5	7.0	3.2	6.4	7.5 + 3.7	2.8	6.9	3.2	3.9	3.9	5.4	5.5	3.9
Asked for information by mail	12.5	15.3	11.0	18.6	17.3	18.5	9.2	15.6	10.8	9.2	15.7	15.9	11.0	10.5

Base: All respondents

Source: Qu. 8c

TABLE 2.10 OTHER ACTIVITIES CONCERNING ENLISTMENT

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

Percent Answering Yes	Total U.S. %	Phil. %	Bstn. %	Pitt. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ft. %	Des-Mos. %	S.Ant. %	N.M./ Colo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked with friends in or out of service	38.6	(34.0)	34.0	35.8	44.6	43.0	36.9	35.1	43.3	35.5	33.8	34.2	32.8	40.1
Talked with teacher or guidance counselor	12.8	13.4	17.4	15.3	14.2	10.3	9.4	15.9	13.4	9.0	10.5	9.1	11.5	9.0
Talked with wife/girl friend	17.9	16.0	15.4	14.4	20.9	22.0	13.9	14.7	20.6	(9.0)	(11.7)	17.4	12.2	14.8
Talked with one or both parents	34.3	29.7	32.9	32.4	29.8	34.2	(27.2)	38.6	32.9	28.0	30.3	32.5	28.9	32.3
Taken aptitude test in high school given by armed services	18.3	15.2	15.4	17.4	17.1	22.8	24.1	23.2	[27.4]	(9.8)	16.8	15.1	17.4	19.9
Made toll-free call to get information	3.4	3.3	1.8	3.4	2.3	4.6	2.1	3.6	3.7	1.7	(1.3)	(1.0)	2.9	4.0
Physically or mentally tested at military examining station	4.5	3.6	4.9	4.6	3.5	8.2	3.3	3.2	4.2	4.3	3.4	5.5	4.5	3.6
Asked for information by mail	12.2	14.2	10.5	10.2	9.8	9.6	8.1	14.5	13.0	8.2	11.2	13.0	9.2	10.8

Base: All respondents

Source: Qu. 8c

There are some differences across tracking areas with respect to seeking information about the military. New York respondents were somewhat less likely than youth in other areas of the country to seek information about enlistment. On the other hand, Florida youth were somewhat more likely to have sought information.

On a Spring to Spring basis, New York City increased in virtually every area. This may reflect the change in the sampling procedure in this tracking area. Albany/Buffalo increased in one area: talked with teacher or guidance counselor. Florida increased significantly in three areas: talked with friends in or out of service, talked with teacher or guidance counselor, and physically or mentally tested at military examining station. Alabama/Mississippi/Tennessee dropped significantly in one area: talked with one or both parents. Michigan/Indiana experienced a significant Spring-to-Spring increase with respect to talked with wife/girlfriend.

2.7 Knowledge of Monthly Enlisted Starting Pay

Respondents in each wave of the study have been asked to provide unaided their best estimates of monthly enlisted starting pay before taxes. For tabulation purposes, the estimates of starting pay are coded by $50 intervals.

Estimates of monthly starting pay are presented in Table 2.11 in terms of the percentage of respondents who were not able to make an estimate and the mean monthly dollar value of starting pay for those respondents who made an estimate.

The percentage of respondents who could not make an estimate is 49.6% for the nation as a whole. This figure is significantly higher than the corresponding figures for the three preceding waves: 41.6% (Fall 1975), 46.4% (Spring 1976), and 43.9% (Fall 1976). The proportion of respondents not able to make an estimate is particularly low in Ohio.

The average estimate of starting pay for the total U.S. sample is $381, very close to the actual figure of $374. Twelve of the 26 tracking

areas ranged from $12 to $53 above the U.S. average and nine of the areas ranged from $7 to $56 below the U.S. average. The latter tracking areas represent geographical areas in which marketing communications could be implemented to alter perceptions of monthly enlisted starting pay. Only five tracking areas are on par with the U.S. average. These are Chicago, Washington, D.C., Richmond/North Carolina, Arkansas, and Kentucky.

The relationship between starting pay and propensity to serve is examined in more detail in Section IV.

TABLE 2.11 ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

Circled and boxes 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./ In.	Oh.	Mi./ Ia.	Cnt.	Mn/ NE/ ND/ SD	Tx.	So. Ca.	No. Ca.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know/no answer (Percent)	47.6	51.4	44.7	44.8	44.2	47.8	48.4	(54.4)	50.1	54.3	47.1	54.5	5.15	50.8
Pay in dollars (Mean)	$81.0	(324.8)	(354.8)	(353.6)	327.8	(304.5)	[345.1]	[400.4]	(344.6)	383.4	[416.5]	[420.4]	[419.8]	[434.2]

Base: All respondents

Source: Qu. 10a

TABLE 2.11   ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

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

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Atl.	Ky.	Des Mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
	—	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know/no answer (Percent)	[illegible]	[illegible]	47.3	47.5	[illegible]	48.7	56.1	55.2	[illegible]	47.3	51.4	47.0	45.1	[illegible]
Pay in dollars (Mean)	[illegible]	[illegible]	[illegible]	374.1	380.7	[illegible]	[illegible]	[illegible]	384.0	[illegible]	[illegible]	410.1	[illegible]	402.0

Base: All respondents

Source: Qu. 19a

2.8 Perceived Difficulty of Obtaining A Full 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, and people's impressions of the job market may have a greater role in career choice than the actual labor situation. In the survey respondents regularly have been asked how difficult they felt it was to get a full time job.

Table 2.12 summarizes young men's perceptions of the market for full time jobs. Nationwide, 39.3% of the sample felt that for a person their age getting a full time job in their area was very difficult or almost impossible, and 57.7% felt that it was somewhat difficult or not difficult at all. Many tracking areas depart in one direction or the other from the national averages. Generally, those areas in which more respondents felt that a job was very difficult/almost impossible to get are located in eastern or midwestern urban regions, e.g., New York City, Albany/Buffalo, Harrisburg, Ohio. In Des Moines, Wisconsin, Washington/Oregon, and Kansas City/Oklahoma, more individuals felt that getting a full time job was only somewhat difficult or not difficult at all.

TABLE 2.12 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.

Entries with plus or minus signs denote magnitude of net change for tracking areas that have statistically significantly greater Spring 1976 to Spring 1977 change than in the total U.S.

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Te.	Oh.	Mi./ In.	Chi.	Mn/ Nb/ ND/ SD	Tex.	So. Cal.	No. Cal.
Almost impossible/ very difficult	39.9	54.8	49.7	51.5	42.1	38.6	34.9	47.2	34.6 -9.3	39.1	28.1 -8.5	26.3	43.0	34.5 -9.6
Somewhat difficult/ Not difficult at all	57.7	42.1 -14.4	48.7	47.5	48.9 -12.2	58.8	62.9	49.7	62.9 +10.9	56.5	69.0	71.8	53.1	57.5 -12.7
Don't know/ No Answer	3.1	3.2 +1.2	1.6 -3.5	1.0 -3.5	9.0 +6.4	2.7	2.1	3.0	2.4	4.4	2.8	1.9	3.3	8.0

Base: All Respondents

Source: Qu. 3j

TABLE 2.17 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.	Balt.	Pitt.	[illegible]/N.C.	S.C./Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wisc.	N.M./Col.	Wash./Oreg.	K.C./Okla.
Almost impossible/ Very difficult	39.2	56.1	42.4	45.0	39.9	36.0	35.4	37.5	34.1	25.5	34.5	38.2	26.4	25.0
Somewhat difficult/ Not difficult at all	57.7	38.8	44.[illegible]	51.7	57.1	61.3	62.1	56.7	63.0	73.0	64.3	59.2	71.4	72.3
Don't know/No answer	3.1	5.1	[illegible].4	3.2	3.0	2.7	2.5	5.8	3.0	1.5	1.2	2.6	2.1	2.8

Base: All Respondents

AD-A143 108 YOUTH ATTITUDE TRACKING STUDY VOLUME 1 SPRING 1977(U) 2/3
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER AUG 77 M380 DMDC/MRB-TR-77/1-VOL-1
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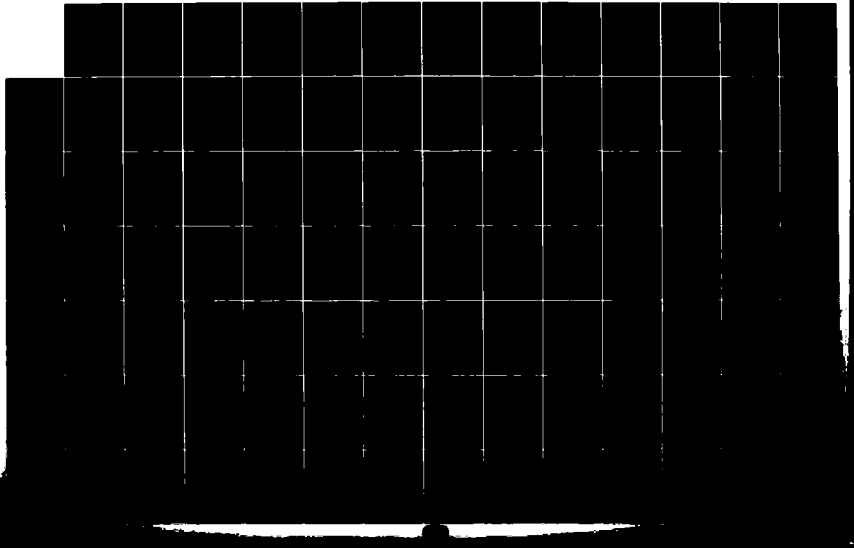
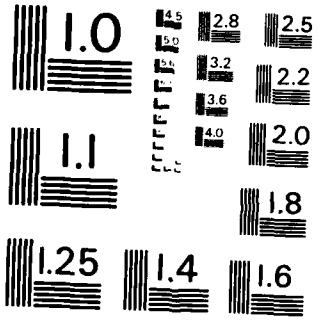




SECTION II

TRENDS BY TRADING AREA

SECTION III

Trends By Tracking Area

This section examines Spring to Spring changes within tracking areas with respect to two key areas of interest: positive propensity and recalled recent recruiter contact. In Section II shifts in these two factors were viewed relative to national changes. In this section, these changes are examined exclusive of the corresponding national changes.

3.1 Changes in Propensity

From Spring 1976 to Spring 1977 there have been very few significant changes in propensity within tracking areas. Tables 3.1 to 3.4 present the Spring 1976 and Spring 1977 propensity figures for each of the original 13 tracking areas with respect to each service.

The following observations can be made from Tables 3.1 to 3.4.

1. Positive propensity for the Air Force increased significantly from Spring 1976 to Spring 1977 in New York City and declined significantly in Texas. The increase in New York City may reflect the difference in sampling between the two waves. This difference was discussed in Section II.

2. The proportion of young men who indicated that they would be likely to join the Army dropped significantly in Chicago and Southern California.

3. Positive propensity for the Marine Corps remained unchanged in each of the original 13 tracking areas from Spring 1976 to Spring 1977.

4. Positive propensity for the Navy increased significantly in New York City. As in the case of the Air Force, this may reflect the change in the sampling procedure in this tracking area. During the same time period, the Navy lost ground in Ohio.

TABLE 3.1

CHANGE IN POSITIVE PROPENSITY
FOR THE AIR FORCE
BY TRACKING AREA

	Spring '76 %	Spring '77 %	Change	Statistically Significant
New York City	10.3	20.3	+10.7	Yes
Albany/Buffalo	16.7	14.3	- 2.4	No
Harrisburg	16.4	14.8	- 1.6	No
Washington, D.C.	14.7	21.3	+ 6.6	No
Florida	18.8	19.9	+ 1.1	No
Alabama/Mississippi	22.0	19.3	- 2.7	No
Ohio	17.8	14.1	- 3.7	No
Michigan/Indiana	15.4	11.5	- 3.9	No
Chicago	12.4	9.2	- 3.2	No
Minnesota/Nebraska/ North Dakota/ South Dakota	14.1	11.7	- 2.4	No
Texas	22.9	14.3	- 8.6	Yes
Southern California	20.3	16.5	- 3.8	No
Northern California	16.9	16.6	- .3	No

TABLE 3.2

CHANGE IN POSITIVE PROPENSITY
FOR THE ARMY
BY TRACKING AREA

	Spring '76 %	Spring '77 %	Change	Statistically Significant
New York City	8.2	10.8	+2.6	No
Albany/Buffalo	10.1	10.8	+ .6	No
Harrisburg	14.0	13.7	- .3	No
Washington, D.C.	14.3	14.5	+ .2	No
Florida	15.7	14.7	-1.0	No
Alabama/Mississippi	21.5	14.1	-7.4	No
Ohio	11.9	11.2	- .7	No
Michigan/Indiana	12.8	9.3	-3.5	No
Chicago	16.3	8.3	-8.0	Yes
Minnesota/Nebraska/ North Dakota/ South Dakota	13.2	10.2	-3.0	No
Texas	17.1	12.6	-4.5	No
Southern California	15.4	7.9	-7.5	Yes
Northern California	10.7	9.7	-1.0	No

TABLE 3.3

CHANGE IN POSITIVE PROPENSITY
FOR THE MARINE CORPS
BY TRACKING AREA

	Spring '76 %	Spring '77 %	Change	Statistically Significant
New York City	7.3	11.1	+3.8	No
Albany/Buffalo	9.7	8.8	- .9	No
Harrisburg	10.7	13.8	+3.1	No
Washington, D.C.	12.1	12.6	+ .5	No
Florida	14.5	11.5	-3.0	No
Alabama/Mississippi	13.4	14.3	+ .9	No
Ohio	11.9	9.0	-2.9	No
Michigan/Indiana	14.1	9.5	-4.6	No
Chicago	9.4	8.1	-1.3	No
Minnesota/Nebraska/ North Dakota/ South Dakota	9.6	8.2	-1.4	No
Texas	18.8	15.2	-3.6	No
Southern California	12.5	6.7	-5.8	No
Northern California	10.1	8.0	-2.1	No

TABLE 3.4

CHANGE IN POSITIVE PROPENSITY
FOR THE NAVY
BY TRACKING AREA

	Spring '76 %	Spring '77 %	Change	Statistically Significant
New York City	9.1	19.1	+10.0	Yes
Albany/Buffalo	11.8	16.0	4.2	No
Harrisburg	19.5	16.0	- 3.5	No
Washington, D.C.	15.4	17.6	2.2	No
Florida	19.0	14.7	- 4.3	No
Alabama/Mississippi	18.9	20.9	+ 2.0	No
Ohio	18.4	9.9	- 8.5	Yes
Michigan/Indiana	18.0	11.1	- 6.9	No
Chicago	12.9	13.0	+ .1	No
Minnesota/Nebraska/ North Dakota/ South Dakota	11.7	11.4	- .3	No
Texas	22.1	14.5	- 7.6	No
Southern California	17.8	18.5	+ .7	No
Northern California	14.0	17.7	+ 3.7	No

3.2 Recent Recruiter Contact

As Table 3.5 indicates, the proportion of young men who recall having had recruiter contact within the past five to six months did not change within any of the 13 tracking areas from Spring 1976 to Spring 1977.

TABLE 3.5

CHANGE IN RECENT RECRUITER CONTACT
BY TRACKING AREA

	Spring '76 %	Spring '77 %	Change	Statistically Significant
New York City	13.4	20.1	+6.7	No
Albany/Buffalo	22.5	27.8	+5.3	No
Harrisburg	22.5	22.7	+ .2	No
Washington, D.C.	24.5	27.3	+2.8	No
Florida	23.0	22.2	- .8	No
Alabama/Mississippi	27.2	22.7	-4.5	No
Ohio	21.6	23.1	+1.5	No
Michigan/Indiana	28.8	26.9	-1.9	No
Chicago	27.7	29.6	+1.9	No
Minnesota/Nebraska/ North Dakota/ South Dakota	27.6	27.8	+ .1	No
Texas	20.6	25.4	+4.8	No
Southern California	23.5	24.6	+1.1	No
Northern California	22.6	25.7	+3.1	No

Source: Qu. 8a

SECTION IV

JOB ATTRIBUTES, LIFE GOALS, ADVERTISING RECALL, PAY AND INFLUENCERS

SECTION IV

In the study various factors are assessed which may affect a young man's decision to join the military. While all the variables are measured in terms of respondents' perceptions, some tend to be basically psychological, i.e. an individual's life goals, and the importance of various job attributes in deciding upon a career. Others are products of military information programs, namely, knowledge of starting pay in the military, and awareness of advertising for the various services. A third set of factors consists of important persons who may influence the decision to enter the military.

4.1 The Importance of Job Attributes

Starting in Spring 1976 respondents have been asked to rate the importance of 11 different job attributes. The following 5-point rating scale has been used each year:

1 = Extremely important

2 = Very important

3 = Fairly important

4 = Not important at all

5 Don't know/No answer

Table 4.1 presents the average ratings of the job attributes separately for individuals with positive and negative propensity for all four active duty services combined. Both groups rate all the attributes as at least somewhat important. Consistent with the findings of past years the most important attributes include:

-- Teaches you a valuable trade or skill

-- Provides good benefits for you and your family

-- Gives you an opportunity to better your life

-- Gives you the job you want

The job attributes rated least important have also been consistent over the past three surveys:

-- Trains you for leadership

-- Has other men you would like to work with

-- Allows you to see many different countries of the world

While the differences between the individual ratings of attributes are often small and should be interpreted cautiously, the relative rank of the attributes has been notably stable. Most young men seem to value more highly career-related benefits (learning a trade, providing for family, opportunity to better life) than the personal or social aspects of a job (leadership, comradery, travel).

TABLE 4.1

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

	Positive Propensity		Negative Propensity	
	Average Importance	Rank	Average Importance	Rank
Attribute:				
Teaches you a valuable trade or skill	1.79	1	2.11	1
Provides good benefits for you and your family	1.88	2	2.08	7
Gives you an opportunity to better your life	1.90	3	2.20	8
Gives you the job you want	1.93	4	2.20	10
Is a career you can be proud of	1.97	5	2.41	6
Pays well to start	2.07	6	2.27	11
Gives you a job which is challenging	2.11	7	2.32	5
Helps you get a college education while you serve	2.16	8	2.35	4
Trains you for leadership	2.23	9	2.55	3
Has other men you would like to work with	2.56	10	2.81	9
Allows you to see many different countries of the world	2.57	11	2.90	2

* A smaller value means greater perceived importance.

Source: Question 6a.

Positive propensity and negative propensity individuals are largely in agreement about which job attributes are more important. However, some differences between the two groups are noticeable. The positive propensity group felt that every attribute was more important on the average than did the negative propensity group. For the third consecutive wave, positive propensity individuals rated learning a trade slightly higher than benefits for self or family, whereas, on each survey, the negative propensity group has reversed this order. Taking pride in one's career has also been rated as more important by positive propensity respondents than by negative propensity persons on all three surveys. Those with a negative propensity for entering the military have consistently valued good starting pay more highly.

4.2 Rating of Military on Job Attributes

Does the military provide an opportunity for attaining these valued career objectives? Following the importance ratings, respondents were asked whether these job attributes characterized any military service.

The young men in the sample generally felt that every job attribute could be found in the military. The data range from 95 percent of the respondents in the positive propensity group who felt that the military teaches you a valuable trade or skill to 58 percent of the negative propensity respondents who believed that the military pays well to start. With respect to rank ordering of the attributes, positive propensity respondents differ from negative propensity respondents on two attributes: "Is a career you

can be proud of " (ranked higher by positive propensity respondents) "Helps you get a college education while you serve" (ranked lower by positive propensity respondents).

Not suprisingly, a greater proportion of positive propensity than negative propensity men felt that the attributes were attainable in the Armed Services. The data are presented in Table 4.2.

For an attribute to help attract prospects to enlist, it must be both important and perceived as attainable in the military. Hence, an attribute's rank in importance and rank in attainability, considered together, may be particularly informative. A comparison for the positive propensity group of an attribute's rank in Table 4.1 with its rank in Table 4.2 is illustrated below. Only two of the 11 attributes ranked in the top half in importance are also among the top half in perceived attainability.

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

TABLE 4.2

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

	Positive Propensity		Negative Propensity	
	%	Rank	%	Rank
Attribute:				
Teaches you a valuable trade or skill	94.9	1	89.0	1
Is a career you can be proud of	93.1	2.5	81.4	6
Allows you to see many different countries of the world	93.1	2.5	88.0	2
Gives you a job which is challenging	91.8	4	82.0	5
Trains you for leadership	90.4	5	83.3	3
Gives you an opportunity to better your life	89.7	6	77.4	8
Helps you get a college education while you serve	88.1	7	83.2	4
Provides good benefits for you and your family	86.7	8	77.7	7
Gives you the job you want	82.4	9	65.6	10
Has other men you would like to work with	81.9	10	69.7	9
Pays well to start	76.3	11	58.0	11

Source: Question 6b.

"Teaches you a valuable trade or skill" was ranked highest in importance and attainability. Clearly this dimension is a strong point in the military recruiting effort. However, three important attributes -- "Gives you the job you want," "Opportunity to better your life," "Good benefits for you and your family" -- were viewed as relatively hard to attain in the military. These areas represent recruiting opportunities.

This pattern in the evaluation of job attributes among positive propensity youth has now appeared in the surveys of Spring and Fall 1976 and Spring 1977.

The same job attribute analysis appears below for negative propensity respondents. Only one of the 11 attributes is ranked high on both importance and perceived attainability in the military -- "Teaches you a valuable trade or skill."

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

The pattern in the evaluation of job attributes among negative propensity respondents is comparable to that of their positive propensity counterparts, but with several exceptions. Both propensity groups perceive "Pays well to start" to be relatively hard to attain in the military. However, the negative propensity respondents attach more importance to pay than do positive propensity youth. Both groups attach relatively lower value to "Helps you get a college education", but differ in their perceptions of its attainability in the military. Finally, in sharp contrast to positive propensity respondents, negative propensity youth ranked "Is a career you can be proud of" both low in importance and perceived attainability.

4.3 Ratings of Specific Services

Respondents also rated each job attribute in terms of the specific service which most characterized it. This evaluation shows the image each service has for young American men.

From the display in Table 4.3 it is apparent that particular job attributes are not exclusively associated with individual services. In no case did 50 percent of the respondents associate an attribute with one service.

While the associations tend not to be strong, the following patterns emerge:

1. The Air Force is characterized by more attributes in the eyes of respondents than other services. It is particularly associated with "Teaches you a valuable trade or skill," "Gives you a job which is challenging," "Gives you an opportunity to better your life," and "Is a career you can be proud of." The Air Force does not receive markedly low associations on any attribute.

2. The Army is not associated with any of the attributes to any great degree. "Helps you get a college education while you serve" is the attribute most often identified with the Army.

TABLE 4.3

PERCENT INDICATING FOR WHICH SERVICES EACH ATTRIBUTE IS MOST TRUE

Attribute	Air Force %	Army %	Marine Corps %	Navy %	Coast Guard %	None/ Don't Know %
Gives you an opportunity to better your life	25.8	16.0	12.7	15.6	3.3	26.6
Trains you for leadership	14.9	20.9	30.6	10.9	2.1	20.6
Teaches you a valuable trade or skill	30.8	22.9	9.8	17.3	2.8	16.4
Helps you get a college education while you serve	25.2	25.9	8.3	15.8	2.5	22.3
Allows you to see many different countries of the world	17.4	14.2	6.7	46.0	1.9	13.8
Provides good benefits for you and your family	22.9	22.4	9.4	15.5	3.1	26.7
Is a career you can be proud of	26.3	15.6	19.7	15.7	3.9	18.6
Has other men you would like to work with	20.1	17.0	11.8	16.1	3.7	31.3
Gives you a job you want	24.1	17.4	7.3	14.4	2.3	34.7
Gives you a job which is challenging	27.4	15.6	18.6	15.6	3.2	19.6
Pays well to start	21.0	13.9	8.6	11.2	2.4	42.9

Base: All Respondents

Source: Question etc.

3. The Marine Corps is strongly associated with "Trains you for leadership." Other attributes with moderate associations with the Marine Corps are "Is a career you can be proud of" and "Gives you a job which is challenging." On the remaining eight attributes, however, the Marine Corps is mentioned less frequently than any other major service.

4. The Navy is associated with "Allows you to see many different countries" by more respondents than any other major service. It is the most frequent association found in Table 4.3.

These patterns of association were detected, for the most part, in the previous surveys.

4.4 Achievability of Life Goals

Life goals are a broader concept than job attributes. Whether life goals or values are consistent with the military profession presumably will affect a young man's decision to enlist. In addition, these values may determine the advice he gives to friends, or seeks from others.

As in past waves, respondents were provided with a list of 12 life goals and asked to rate whether each was more likely to be achieved in the military or in a civilian job. Ratings were made on the following 5-point scale:

Scale Value

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

Table 4.4 presents the average ratings for the positive and negative propensity groups. Results are generally in line with findings from past waves.

TABLE 4.4

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

Life Goal:	Positive Propensity		Negative Propensity	
	Mean Score*	Rank	Mean Score*	Rank
Adventure and excitement	2.06	1	2.59	1
Job security	2.23	2	2.62	2
Doing challenging work	2.32	3	3.00	3
Learning as much as you can	2.40	4	3.14	6
Developing your potential	2.45	5	3.22	8
Recognition and status	2.49	6	3.03	4
Working for a better society	2.63	7	3.20	7
Helping other people	2.66	8	3.10	5
Having the respect of friends	2.67	9	3.23	9
Making a lot of money	3.47	10	4.09	11
Being able to make your own decisions on the job	3.57	11	3.96	10
Personal freedom	3.81	12	4.21	12

Source: Question 11

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

1. Both positive and negative propensity men see a military career as enabling:

   - Adventure and excitement
   - Job security

   whereas a civilian career better allows a person to achieve:

   - Personal freedom
   - Being able to make your own decisions on the job
   - Making a lot of money

2. As might be expected, the positive propensity group gives the military better marks on all 12 life goals than does the negative propensity group.

3. The greatest difference between the positive and negative propensity groups appears on "Developing your potential" where the positive group sees this goal as much more achievable in the military. The smallest differences between the groups are on "Job security," "Being able to make your own decisions" and "Personal freedom." Both groups see the military as providing more security, and both groups see civilian jobs as fostering more freedom and individual decision-making.

4.5 Top-of-Mind Awareness of Services

One measure of [illegible] is "top-of-mind" awareness, or the [illegible] has with a given concept. In Spring 1977 [illegible] awareness was introduced primarily [illegible] assessment of advertising effectiveness. [illegible] which branch of service they think of [illegible] military" are mentioned.

[illegible] is mentioned first by the greatest [illegible] Air Force, Navy and Marine [illegible] are combined, the Army [illegible] of respondents, while the Marine [illegible] Air Force, trends in awareness [illegible]

TABLE 4.5

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	36.0	20.0	13.6	69.6
Air Force	24.1	20.6	16.8	61.5
Navy	20.2	31.1	17.1	68.4
Marine Corps	13.6	16.8	17.7	48.1
Coast Guard	1.6	2.4	6.1	10.1
None/No Answer	4.5	9.2	44.6	58.3

Source: Qu. 4a, 4b

Table 4.6 presents the relationship between "top-of-mind" awareness (first association) of each service and propensity. There is a clear association between these two measures. Men with a positive propensity for a given service tend to initially associate the concept "Armed Services" or "military" with that service. The circled values in Table 4.6 highlight this association. Hence, the "top-of-mind" awareness measure appears to be a good advertising related tracking indicator of positive propensity for specific services.

TABLE 4.6

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

First Association	Air Force		Army		Marine Corps		Navy	
	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %
Air Force	(49.5)	19.4	16.6	25.4	18.9	24.9	22.8	24.6
Army	20.8	39.0	(50.9)	33.9	24.7	37.6	22.0	38.7
Marine Corps	10.6	14.3	14.2	13.6	(35.4)	10.9	12.1	14.0
Navy	15.1	20.9	14.2	20.8	17.4	20.2	(38.6)	16.4

Base: All Respondents

Source: Qu. 4a & 5a

4.6 Advertising Content Recall

In past waves respondents' ability to identify various advertising copy points was assessed. Findings from these earlier studies indicate that correct recognition of copy points was relatively low.

The Spring 1977 survey did not present advertising copy for recognition; rather, respondents were asked to report everything they remembered about advertising for a specific service. While this question format is a more difficult task for individuals, it reduces guessing. The answers were coded into a set of categories and the results are shown in Table 4.7. Several conclusions can be drawn:

1. Approximately one-half of the respondents reported that they had seen or heard advertising for the services. The Army (56%) and Navy (55.4%) advertising received highest recall. However, only about one-half of these same individuals were able to recall any specific advertising content.

2. Young men who could recall something about service advertising most often remembered information about learning a trade and job opportunities. These copy

TABLE 4.7

RECALL OF ADVERTISING FOR INDIVIDUAL SERVICES

	Air Force	Army	Marine Corps	Navy
	%	%	%	%
Have Seen/Heard Advertising; Recall Content	49.3	56.0	52.1	55.4
Teaching/learning a trade	(5.8)	(6.1)	2.9	(5.4)
Opportunities	(4.8)	(5.9)	3.1	(5.0)
Variety of jobs	2.1	3.3	1.4	1.6
Men with equipment	(4.4)	1.4	1.6	3.6
Equipment without men	1.9	.6	.6	2.6
Men in training	.8	2.5	2.7	.7
Men in uniform	.6	1.2	2.[illegible]	1.3
Men with guns	-	.1	.2	-
Men with flag	-	-	.1	-
Want you to join/enlist	3.7	(6.1)	3.3	(6.0)
Educational benefits	3.3	4.3	1.3	3.2
Travel/see the country/world	2.6	3.6	1.[illegible]	(13.3)
Good pay/good starting pay	1.5	2.6	.8	1.7
Slogans	.8	3.3	(9.3)	.5
Adventure	.7	.3	.4	2.2
Fun/recreation	.4	.3	.5	1.9
Praised service	.4	.5	.7	.9
Other benefits (e.g., health)	1.9	2.1	1.2	.9
Other miscellaneous mentions	4.7	6.2	6.0	7.6
Don't recall content	29.4	30.8	29.1	26.3
Have Not Seen/Heard Advertising	50.7	44.0	47.9	44.6
Base*	(1871)	(1838)	(1811)	(1811)

* The reduced bases reflect the fact that each respondent was asked the advertising question for only three of six services.

The circled entries reflect those items mentioned more frequently for each service. No statistical significance is implied.

points were commonly mentioned across services. Mention of these copy points, however, was slightly lower for the Marine Corps than it was for the other services.

3. Advertising messages primarily urging enlistment were also recalled, especially in advertisements by the Army and Navy.

4. Recall of advertising of a specific sort was clearly linked with services in two instances. Travel content was recalled relatively often for Navy advertisements, and Marine Corps slogans were particularly memorable. Of those recalling a Marine slogan, 83 percent remembered that the "Marines were looking for a few good men." Neither of the two other slogans recalled approached this level of recall (See tabulations: Volume II, page 86).

5. Fewer than five percent of respondents recalled advertising by any of the active services about pay.

When an individual did recall advertising by a specific service, he was asked how meaningful the advertising was to him. Ratings were made on a four-point scale and the results appear in Table 4.8.

TABLE 4.8

PERSONAL REACTIONS TO ADVERTISING

ABOUT SPECIFIC ACTIVE SERVICES

Service	Percent Who Believe Advertising to Be "Very"/"Somewhat" Meaningful	Average Rating*	Sample Base
Air Force	51.9%	2.53	363
Army	45.5%	2.61	461
Marine Corps	45.8%	2.64	399
Navy	48.6%	2.53	510

* Scale Value:

+1 = Advertising Very Meaningful

+2 = Advertising Somewhat Meaningful

+3 = Advertising Not Very Meaningful

+4 = Advertising Not At All Meaningful

Source: Qu. 7e

Advertising by all services was rated on the average between "Somewhat meaningful" and "Not very meaningful." There are no differences among the services on this measure.

4.7 Starting Pay

In the past three waves of the survey, the respondents have been asked to estimate the starting monthly pay for an enlisted man in the military. The level of military starting pay estimated by the Spring 1977 sample is presented in Table 4.9.

Over time, perceptions of starting pay have gradually increased in magnitude. The average estimate in Fall 1976 was $374, the actual level of starting pay at that time. In Spring 1977 the average estimate is $381.

Important to understanding how young men perceive military starting pay is the fact that 49.6% have no answer or indicated that they did not know in response to this question. Only 34% of the sample were able to guess within $100 in either direction of the actual level of pay. While the same may be true of other professions, it appears that the clear majority of young men between 16 and 21 are poorly informed about starting pay in the military. These data are presented in the tabulations: Volume II, pages 126 to 127.

A phenomenon noticed in previous waves reappears in Table 4.9. The positive propensity group gives lower estimates of starting pay than does the negative propensity group. In preceding reports it has been suggested that positive propensity individuals tend to have lower salary expectations because they are drawn from more modest socio-economic backgrounds than negative propensity individuals.

TABLE 4.9

ESTIMATE OF STARTING PAY
BY POSITIVE AND NEGATIVE PROPENSITY GROUPS

	Positive Propensity	Negative Propensity	Difference (Positive minus Negative)
Any Service	$366	$387	-$21
Air Force	$368	$384	-$16
Army	$367	$383	-$16
Marine Corps	$370	$382	-$12
Navy	$374	$382	-$ 8
Total Sample	$381		

Source: Question 10a

An analysis to support this reasoning appears in Table 4.10. Using father's education as an index of socio-economic background, a clear relationship appears between father's educational attainment and a respondent's estimate of starting pay. When their fathers have had at least some education beyond high school, the respondents make an estimate $23 higher on the average than those whose fathers have less than a high school education. In addition, white respondents made an estimate $20 higher on the average than non-white respondents. This too probably reflects the socio-economic differences between these two groups rather than any real racial difference.

Among job attributes investigated in this series of surveys, good starting pay has consistently received rankings of moderate importance by both positive and negative propensity respondents. However, it is viewed as the attribute which is least achievable in the military. Since positive propensity individuals have tended to underestimate the true level of starting pay in the military, it has been suggested that correcting misperceptions about starting pay might have a positive impact on recruitment.

TABLE 4.10

ESTIMATE OF STARTING PAY
BY SOCIO-ECONOMIC BACKGROUND

Education of Father

Less Than High School	$ [illegible]
High School	$ [illegible]
More Than High School	$ [illegible]

Race

Black or Other Non-White	$ [illegible]
White	$ [illegible]

TABLE 4.11

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

	Positive Propensity	Negative Propensity
	%	%
More likely	52.3	[illegible]
Not more likely	36.3	[illegible]
Don't Know/No Answer	11.3	[illegible]

Source: Question 10b

Starting in Fall 1976, an item was introduced to gauge the effect of a $50 increase in starting pay on likelihood of enlisting. Approximately one-half of positive propensity men, 52.4 percent, indicated that they would be more likely to enlist with such an added inducement (see Table 4.11). Among negative propensity men, 17.7 percent said that they would be more likely to enlist if starting pay were increased. These figures are similar to findings of Fall 1976 and suggest that accurate information about pay and pay increases has recruiting potential for a large number of those who are negatively disposed toward enlistment.

4.8 Influencers

The Fall 1976 survey assessed for the first time each young man's perceptions of the attitudes of parents, friends, and spouse toward his joining the military. Parents of positive propensity individuals were perceived to be in favor of the military almost twice as often as parents of negative propensity respondents.

The current wave repeated questions about parent's attitudes. Table 4.12 presents how respondents perceive the attitudes of their fathers and mothers toward enlistment. A pattern of findings similar to the Fall 1976 survey appears:

1. More fathers and mothers of positive propensity individuals are perceived to be favorable to their joining the service than parents of negative propensity individuals.

2. Fewer mothers than fathers of young men in either propensity group are perceived as favorable toward enlistment, but more mothers of high propensity prospects are favorably disposed.

TABLE 4.12

PERCEIVED ATTITUDES OF INFLUENCERS TOW
JOINING THE MILITARY
RELATED TO POSITIVE AND NEGATIVE PROPENSITY
ALL FOUR ACTIVE DUTY SERVICES COMBIN

	Positive Propensity
	%
Father	
In favor	45.0
Against	8.3
Neutral	38.0
Don't Know	3.2
Mother	
In favor	34.8
Against	20.8
Neutral	39.4
Don't Know	3.5

Source: Qu. 12a

When asked why their parents favor or oppose their joining the military, respondents cite somewhat different reasons for paternal opposition than maternal opposition. However, fathers and mothers are perceived to have fairly similar reasons for favoring enlistment. These reasons are categorized and reported in Table 4.13.

1. Parents are perceived to favor enlistment for reasons dealing with job training and maturity.

2. Mothers' perceived opposition to military service most often relates to danger and separation. Fathers' perceived reasons opposing enlistment are rather evenly distributed among a desire for their sons to get a civilian education, the father's negative experiences with the military, danger, family separation and loss of status.

People often believe that others around them have similar attitudes. Hence one cannot be sure that these young men are completely accurate when they report parental attitudes. Nonetheless, the differences in perceived attitudes between parents of positive and negative propensity youths suggest that parents are a very important source of influence on the decision to enlist. This finding may be useful in formulating more effective recruitment strategies.

TABLE 4.13

COMMENTS ABOUT ENLISTMENT IN THE MILITARY ATTRIBUTED TO INFLUENCERS

ALL FOUR ACTIVE DUTY SERVICES COMBINED

	Positive Propensity	Negative Propensity
Father	%	%
Favorable Comments		
Job Training	24.1	13.6
Maturity	15.3	12.5
Exciting Job	13.2	7.2
Benefits	12.8	9.5
Patriotism	9.1	7.9
Unfavorable Comments		
Civilian Education	2.9	8.8
Father's Negative Experience	2.0	5.9
Danger	2.0	5.1
Separation	1.8	5.5
Loss of Status	1.3	7.7
Mother		
Favorable Comments		
Job Training	21.2	9.4
Maturity	13.0	8.3
Exciting Job	10.0	4.5
Benefits	8.4	6.0
Patriotism	3.6	3.2
Unfavorable Comments		
Separation	12.3	16.4
Danger	8.3	16.4
Civilian Education	4.6	9.4
Loss of Status	1.9	7.4
Father's Negative Experience	1.0	2.5

Source: Qu. 12b

SECTION V

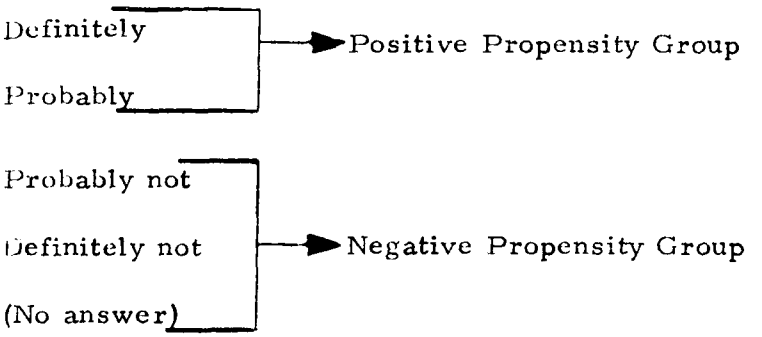
ANALYSIS OF PROPENSITY

SECTION V

Analysis of Propensity

Previous sections have traced national trends in propensity to serve, trends within tracking areas and differences between tracking areas, and some factors related to choice of a military career. In this section the propensity measure receives close examination and its relationships to demographic, attitudinal and behavioral variables are presented.

Propensity was assessed by Question 5a in the Spring 1977 survey in the same manner as previous waves. Respondents were asked to indicate how likely it was that they would serve in each of the specific services. The following alternatives were read to each person:



Those who answered "definitely or probably" with respect to one of the four major active services are classified as positive propensity. Others, including those who failed to answer, are classified as negative propensity.

As such, its specific relationship to enlistment is not certain, but it is undoubtedly correlated with future enlistment. It may be useful to follow-up individuals of different propensity groups to determine ultimate accession rates and factors which affect high and low propensity men. However, psychologists have found that the best predictor of an individual's future act typically is a statement about what he expects to do in a situation. The measure of propensity is a measure of this type.

The purpose of this section is to provide a finer-grained analysis of propensity. First the measure itself is examined. Then those factors are identified which discriminate between positive and negative propensity groups for the military service in general and for the individual services. Demographic variables, attitudinal variables, and behavioral/environmental variables are examined as follows:

Demographic variables

- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 23)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 18)
- Quality Index (See Section II)

Attitudinal Variables

- Importance of Job Attributes (Qu. 6a)
- Achievability of Life Goals in the Military (Qu. 11)

Environmental/Behavioral Variables

- Recruiter Contact (Qu. 8a, 9a)
- Persons Spoken To/Actions Taken (Qu. 8c)
- Influencers (Qu. 12a)
- Discussion with Parents (Qu. 13a)

5.1 Probability of Serving

Propensity consists of young men's ratings of their probability of entering any of the four major services. While most analyses in this report examine positive versus negative propensity, scrutiny of the distribution of responses within the measure leads to some interesting observations. Table 5.1 presents the propensity measure broken down into each of its response alternatives.

Several conclusions can be drawn:

1. Very few young men indicate that they are definitely going to enter the military service. The great majority of respondents in the positive propensity group rate themselves as probable entrants rather than definite entrants.

2. The largest single category, by a small margin, consists in those who say that they will definitely not enter a given military service. This ranges from a low of 40.7 percent for the Air Force to high of 48.4 percent for the Marine Corps.

3. Albout 50 percent of respondents label themselves as probably likely or probably not likely to join a military service. The combination of these middle ground respondents constitutes the majority for each service, with the exception of the Marine Corps. This group of young men, who are not strongly committed for or against a military career, appear to provide a large, fertile market for recruitement programs.

TABLE 5.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY AND CHANGE FROM SPRING 1976

Response	Air Force %	Army %	Marine Corps %	Navy %
Definitely	1.5	1.1	1.0	1.5
Probably	14.2	10.7	9.8	13.7
Probably Not	39.4	39.2	37.1	38.8
Definitely Not	40.7	45.3	48.4	42.3
Don't Know/No Answer	4.2	3.6	3.7	3.7

5.2 Demographic Variables

Demographic differences between the positive and negative propensity groups are presented in Table 5.2. The statistical reliability of these differences were assessed by computing F ratios. All the comparisons appearing in the Table 5.2 are statistically significant.

The difference between the positive and negative propensity groups can be characterized as follows:

1. Positive propensity individuals are younger.

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

3. Blacks comprise over twice as great a proportion of the positive propensity group as of the negative propensity group. Other non-Whites are also more highly represented.

4. High school students make up a higher proportion of the positive group than of the negative group, but college students are almost three times as likely to have a negative propensity for military service. High school graduates who are no longer in school are also more likely to be found in the negative propensity group.

TABLE 5.2

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
PROFILES ON DEMOGRAPHIC VARIABLES

Variable	Positive Propensity	Negative Propensity	Significant
Average Age	17.75	18.59	yes
Not employed/looking for work	36.5%	23.1%	yes
Blacks	14.1%	6.2%	yes
Other Non-White	7.5%	4.2%	yes
Students	68.7%	56.1%	yes
10th Grade	17.6%	7.7%	yes
11th Grade	26.2%	13.5%	yes
1-2 years of college	5.7%	15.8%	yes
High School graduate, not in school	19.2%	34.7%	yes
Education of Father*	2.65	3.19	yes
Quality Index*	5.82	6.51	yes

*Mean scale values shown

5. The quality index, detailed in Section II, indicates that positive propensity individuals have weaker academic preparation. Positive men appear to come from lower socio-economic backgrounds, at least as indexed by father's education.*

---

*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

The demographic profile of the individual services has also been examined and the characteristics of men with a positive propensity for each service appear in Table 5.3. Profiles for the negative propensity groups have been omitted since they resemble the profile of the overall negative group shown in Table 5.2. Statistical tests have been conducted which compare each service's positive propensity group to the corresponding negative propensity group for each variable. Entries in Table 5.3 were all found to be significantly different from the characteristics of the negative group.

The direction of the differences between positive and negative groups within each service are identically the same as the pattern of differences shown in Table 5.2 for the overall military analysis. The educational profile (college, father's education, quality index) of the Air Force group is somewhat higher than the other active services, and this facet of the Army group tends to be lower, but otherwise demographics are similar across the active services. Thus it appears that all services drew upon pools of youths with fairly similar demographic profiles, and that these youths differ in a fairly constant fashion from negative propensity youths.

Relative to the active services, the demographics of those with positive propensity for the Reserve components differ in that these individuals tend to be older, more likely to be white, more likely to be out of school and employed and have a higher quality index.

TABLE 5.3

DEMOGRAPHIC PROFILES OF
POSITIVE PROPENSITY GROUPS -
INDIVIDUAL SERVICES

	Air Force	Army	Marines	Navy	National Guard	Reserves
Age*	17.77	17.79	17.69	17.76	18.04	17.88
Blacks	14.9%	20.8%	16.1%	14.6%	15.1%	12.8%
Other Non-White	8.0%	7.3%	9.1%	8.3%	4.0%	7.7%
Not Employed: Looking for work	37.1%	41.3%	36.4%	31.3%	35.6%	34.2%
Students	70.8%	69.3%	68.3%	68.8%	61.7%	69.7%
10th grade	17.9%	16.9%	20.1%	17.0%	15.1%	15.4%
11th grade	25.3%	26.2%	26.9%	26.4%	21.3%	21.2%
1-2 Years of College	7.1%	4.7%	4.4%	5.8%	7.0%	8.6%
High School Graduate Not In School	20.2%	19.3%	18.2%	18.8%	24.1%	21.4%
Education of Father*	2.71	2.32	2.45	2.73	2.60	2.75
Quality Index*	5.97	5.59	5.72	5.78	.85	6.01

* Mean scale values shown

5.3 Importance of Job Attributes

Part of Section IV examined the relative importanc attributes as perceived by 16-21 year old males. At this is focused upon the different perceptions of positive and n sity men. Table 5.4 provides this comparison.

The positive propensity group rates each job attrib average, as more important than does the negative propen The greatest difference on any attribute appears for "Is a be proud of." Compared to the negative propensity group, sity men feel this attribute is particularly important.

TABLE 5.4

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

Job Attributes	Positive Propensity	Negative Propensity	Difference+
Is a career you can be proud of	1.97	2.41	.44
Trains you for leadership	2.23	2.55	.32
Gives you an opportunity to better your life	1.90	2.20	.30
Allows you to see many different countries of the world	2.57	2.90	.33
Has other men you would like to work with	2.56	2.81	.25
Gives you a job which is challenging	2.11	2.32	.21
Gives you the job you want	1.93	2.20	.27
Teaches you a valuable trade or skill	1.79	2.11	.32
Provides good benefits for you and your family	1.88	2.08	.20
Pays well to start	2.07	2.27	.20
Helps you get a college education while you serve	2.16	2.35	.19

* The scale used for this analysis is:

+1 = Extremely Important
+2 = Very Important
+3 = Fairly Important
+4 = Not Important At All
+5 = No Answer

Therefore, smaller values indicate more perceived importance.

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

The difference between the propensity groups for each of the service appears in Table 5.5. Entries in this table are differences in importance ratings between the positive and negative propensity groups. To assist the reader, differences of +.30 or greater have been circled. Generally, the results for individual services are similar to those for overall propensity found in Table 5.4. Some variation among services is apparent, however. For example, the propensity groups for the Army, Marine Corps and Navy have more disparate values than those of the other services with respect to "Allows you to see many different countries of the world."

TABLE 5.5

IMPORTANCE OF JOB ATTRIBUTES

DIFFERENCES IN IMPORTANCE VALUES

BETWEEN POSITIVE AND NEGATIVE PROPENSITY GROUPS*

Job Attributes	Air Force	Army	Marine Corps	Navy	National Guard	Reserves
Is a career you can be proud of	.44	.35	.41	.36	.33	.37
Trains you for leadership	.26	.34	.35	.31	.23	.30
Gives you an opportunity to better your life	.25	.32	.26	.26	.22	.26
Allows you to see many different countries of the world	.26	.36	.31	.41	.20	.24
Has other men you would like to work with	.24	.27	.24	.22	.33	.27
Gives you a job which is challenging	.20	.22	.22	.19	.18	.21
Gives you a job you want	.28	.22	.19	.24	.17	.25
Teaches you a valuable trade or skill	.33	.31	.24	.24	.23	.27
Provides good benefits for you and your family	.18	.21	.20	.19	.21	.21
Pays well to start	.17	.23	.18	.18	.15	.13
Helps you get a college education while you serve	.26	.25	.16	.25	.17	.23

* The entries in the table are differences in mean ratings between the positive and negative propensity groups for each service. Refer to Volume II, pages 33 to 43 for the complete data.

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

5.4 Achievability of Life Goals

Positive and negative propensity groups should be distinguishable with respect to whether they feel that life goals can be better achieved in military or civilian life. Table 5.6 presents the findings for this issue. A low average rating indicates that the goal is perceived to be more achievable in the military; a rating above 3.00 indicates that the goal is more achievable in a civilian career.

For every goal the positive propensity group views military life as better enabling achievement than the negative propensity group. The difference between the two propensity groups is particularly great in the cases of "Developing your potential," "Learning as much as you can," and "Doing challenging work." However, even positive propensity men do not view a military career as a means to "Making a lot of money," and achieving "Personal freedom." Negative propensity men view all life goals as more attainable in civilian life except "Doing challenging work," "Adventure and excitement," and "Job security."

TABLE 5.6

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

Life Goal	Positive Propensity	Negative Propensity	Difference Favoring Military
Developing your potential	2.45	3.22	.77
Doing challenging work	2.32	3.00	.68
Learning as much as you can	2.40	3.14	.74
Adventure and excitement	2.06	2.59	.53
Making a lot of money	3.47	4.09	.62
Working for a better society	2.63	3.20	.57
Having the respect of friends	2.67	3.23	.56
Recognition and status	2.49	3.03	.54
Being able to make your own decisions on the job	3.57	3.96	.39
Personal freedom	3.81	4.21	.40
Helping other people	2.66	3.10	.44
Job security	2.23	2.62	.39

*The scale used was:

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

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

The achievability of life goals is tabulated for individuals with positive propensity towards each service in Table 5.7. The data represent the difference in the ratings of each goal between the positive and negative propensity groups for each service. Differences of .60 or greater have been circled to assist the reader. No statistical significance is implied by this notation. The profiles for the active services once again are fairly similar.

The National Guard and Reserves provide somewhat different patterns. For achieving every goal except "Adventure and Excitement" the difference between positive and negative propensity groups for the National Guard is less than for the Active Services. This means simply, that individuals with a positive propensity toward the National Guard view military life in a fashion more similar to negative propensity individuals. This pattern of smaller differences between positive and negative propensity men appears in weaker form with the Reserves. In other words, achievability of life goals does not discriminate between propensity groups for the Reserve components as well as it does for the corresponding active service propensity groups.

TABLE 5.7

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

	Air Force	Army	Marine Corps	Navy	National Guard	Reserves
Developing your potential	.65	.73	.60	.66	.50	.56
Learning as much as you can	.62	.71	.54	.66	.45	.49
Doing challenging work	.61	.67	.56	.57	.44	.49
Recognition and status	.46	.57	.43	.45	.44	.44
Making a lot of money	.57	.63	.59	.56	.48	.49
Working for a better society	.55	.56	.52	.48	.39	.47
Having the respect of friends	.52	.52	.48	.49	.41	.49
Adventure and excitement	.42	.47	.46	.47	.48	.52
Personal freedom	.35	.46	.48	.31	.33	.31
Helping other people	.37	.44	.36	.38	.23	.39
Being able to make your own decisions on the job	.43	.48	.31	.37	.25	.30
Job security	.39	.34	.26	.34	.20	.33

* Entries in this table are differences between corresponding positive and negative propensity groups in ratings of achievability of life goals in the military. In this table a positive value means the positive propensity group felt the goal was relatively more achievable in the military than the negative propensity group. All values are significantly greater than zero.

5.5 Information Sources, Actions Taken, Recruiter Contact, Influencers

From a recruiting standpoint, this section details a particularly important set of variables. Some factors which distinguish positive and negative propensity men are potentially controllable by the military, e.g. recruiter contact. Other factors, such as information sources, might constitute elements in the process of making a decision to enlist. Table 5.8 compares the two propensity groups in terms of the people with whom enlistment was discussed and enlistment-related action initiated.

Some respondents from both propensity groups have discussed enlistment with various people, but talking about a military career with parents, friends with military experience, or others is far more common among those with positive propensity. They are also more likely to have sought information either by mail or by calling a toll-free information number. More young men with a positive propensity have been tested by the Armed Services either in high school or in a military examining station.

In summary, positive propensity individuals are far more likely to have discussed a military career or to have engaged in various enlistment-related actions. All these differences are statistically significant and most are large in absolute magnitude, i.e., positive propensity men are often twice as likely to have talked to someone or have engaged in the given action.

TABLE 5.8

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

Information Sources	Positive Propensity %	Negative Propensity %	Significant
Talked with one or both parents	56.4	24.8	yes
Talked with friends already in the service or who have been in the service	57.3	30.7	yes
Talked with teacher or guidance counselor	23.1	8.3	yes
Talked with wife or girlfriend	29.7	13.1	yes
Actions Taken			
Asked for information by mail	20.7	9.1	yes
Made toll-free call to get information	7.5	1.7	yes
Physically or mentally tested at a military examining station	7.4	3.4	yes
Taken aptitude test in high school given by Armed Services	22.5	16.6	yes
Recruiter Contact (ever)	51.8	48.1	yes
Recruiter Contact (past 5-6 months)	32.6	22.9	yes
Recruiter Contact Initiated by Recruiter	50.2	70.1	yes
Recruiter Information Considered Adequate	83.3	82.9	no

TABLE 5.8

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

	Positive Propensity %	Negative Propensity %	Significant
Influential Sources In Favor of Enlistment			
Father	45.9	24.1	yes
Mother	34.8	16.4	yes
Parental Discussion			
Father	9.4	4.8	yes
Mother	10.6	3.8	yes
Both Father and Mother	35.8	15.9	yes

Source: Qu. 13a

The relationship of recruiter contact to propensity has been examined and the findings also appear in Table 5.8. While more positive propensity respondents have at some time had contact with a recruiter, the difference between the two propensity groups is small, though statistically significant. Recruiter contact during the past 6 months shows clearer differences between positive and negative propensity groups, with 9.8 percent more positive propensity men having such contact. When contact with a recruiter has occurred, a clear majority, 70.1 percent, of negative propensity respondents indicate that the contact was initiated by the recruiter. On the other hand, 49.8 percent (100%-50.2%) of positive propensity respondents indicate that their contact with a recruiter was self-initiated. No differences appear in terms of the perceived adequacy of recruiter information.

Table 5.9 relates propensity towards each service to contact with a recruiter from that service. For each of the services, the propensity groups differ in contact with a recruiter. These differences are statistically significant.

TABLE 5.9

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

	Propensity for Individual Services		
	Positive %	Negative %	Difference
Air Force	25.2	12.8	+12.4
Army	29.6	22.2	+7.4
Marine Corps	19.1	14.1	+5.0
Navy	22.0	13.1	+8.9

Base: All respondents

* Contact (in the last five to six months) was not asked for individual services.

5.6 Enlistment Decision Process

In this report an individual is defined as having a positive propensity for military service if he has indicated that he definitely or probably will enter any of the four major active services. Table 5.10 demonstrates the extent to which this occurs in the Spring 1977 sample.

From Table 5.10 it is clear that a large number of men who have a positive propensity for each of the active services are also positive towards one or more other services. This is the case most often for individuals with positive propensity toward the Army and Marine Corps. Even those with a positive propensity toward the National Guard or Reserves often show a positive disposition towards the active services.

This finding reinforces conclusions drawn by the analysis of demographic variables that the various active services, for the most part, draw upon the same or a similar pool of young men. It is also consistent with the notion that many individuals initially decide upon a military career and then choose between the different services.

TABLE 5.10

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	[illegible]
	%	%	%	%	
Air Force	100.0	46.2	47.7	[illegible]	
Army	[illegible]	100.0	[illegible]	[illegible]	
Marine Corps	32.[illegible]	[illegible]	100.0	[illegible]	
Navy	47.[illegible]	[illegible]	[illegible]	100.0	
National Guard	[illegible]	41.7	[illegible]	[illegible]	
Reserves	40.7	[illegible]	[illegible]	[illegible]	
Average Number of Services	2.[illegible]	3.34	[illegible]	[illegible]	
(Base)	(86[illegible])	([illegible])	([illegible])	([illegible])	

Source: Q[illegible]

5.7 Active Duty Versus National Guard/Reserves

Throughout Section V differences between services have been examined. In this subsection men with positive propensity for the National Guard and Reserves are compared with men having a positive propensity for the active services. From Table 5.10 it is apparent that many individuals who have a positive propensity for the National Guard or Reserves are also favorably disposed towards the active services, but of all the inter-service comparisons mutual propensity is greatest between the Reserves and the National Guard.

The demographic profile for the National Guard/Reserves is compared with the profile for the active services in Table 5.11. A pattern of small differences is apparent: those with a positive propensity for the National Guard/Reserves tend to be older, less often high school students but more often college students, more frequently out of school, and less likely to be looking for work. Persons with these characteristics presumably anticipate that the part time demands of the National Guard/Reserves would better fit their life situation. By comparison, men with a positive propensity for the active services are somewhat more likely to be looking for work or facing high school graduation. Such transitional periods are more compatible with entering into full time military commitment.

TABLE 5.11

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

	Active Services	Reserve Componer
Age	17.75	17.88
Blacks	14.1%	12.8%
Other Non-White	7.5%	7.7%
Not Employed: Looking for work	30.5%	34.2%
Students	68.7%	66.7%
10th Grade	17.6%	15.4%
11th Grade	26.2%	24.2%
1-2 years of College	5.7%	5.6
High School Graduate Not In School	19.2%	21.4%
Education of Father*	2.65	2.7[illegible]
Quality Index*	5.82	6.01

* Averages of mean scale values shown.

Table 5.12 compares how positive propensity men for the active services and National Guard/Reserves view the achievability of life goals in military life compared to civilian life. Except for "recognition and status", which both positive propensity groups rate equally, there is a tendency for men with a positive propensity for the active services to rate life goals as slightly more achievable in the military than men with a positive propensity for reserve components. The differences are always very small in magnitude, however.

TABLE 5.12

ACHIEVABILITY OF LIFE GOALS
RATINGS BY INDIVIDUALS WITH POSITIVE PROPENSITY
FOR THE ACTIVE SERVICES AND RESERVE COMPONENTS*

	Active Services	Reserve Components
Learning as much as you can	2.40	2.52
Developing your potential	2.45	2.55
Doing challenging work	2.32	2.41
Working for a better society	2.63	2.68
Being able to make your own decisions on the job	3.57	3.62
Job security	2.23	2.28
Making a lot of money	3.47	3.51
Adventure and excitement	2.06	2.10
Helping other people	2.66	2.71
Personal freedom	3.81	3.83
Having the respect of friends	2.67	2.68
Recognition and status	2.49	2.49

Scale:
+1 = Much more likely in the military
+2 = Somewhat more likely in the military
+3 = Either civilian or military
+4 = Somewhat more likely in civilian
+5 = Much more likely in civilian

* Differences have been averaged to give equal weight to each service.

5.8 Summary Comments on Active Services

From this analysis of positive and negative propensity groups a profile has emerged which characterizes the likely candidates for active duty military service. Findings from previous waves provide confirmation that the high propensity young man in contrast to his low propensity peers can be characterized as:

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, Beliefs, Values

- Feeling that important job attributes can be found in the military
- Believing that the military is relatively more likely to enable achievement of life goals
- Underestimating military starting pay
- Relatively more motivated to enlist should pay be increased $50 a month

Environmental/Behavioral Variables

- Having had recent contact with a recruiter
- Having sought information on a military career by mail or by phone

- Having taken an Armed Services test at a recruiting station or in high school
- Having discussed entering the military with parents or friends
- Feeling that his parents are more favorable to his entering the military

SECTION VI

KNOWLEDGE AND PREFERENCES CONCERNING EDUCATION BENEFIT PROGRAMS

SECTION VI

6.1 Knowledge and Preferences Concerning Educational Benefit Programs

The design of the tracking study allows the acquisition of additional information by adding new questions. Often this may be done only for a single wave, but if the information is found to be particularly useful, the issue can be monitored on an ongoing basis. Such new items are best inserted late in the questionnaire so that they cannot confound wave-to-wave comparisons of selected survey measures.

In Spring 1976 a set of questions about knowledge of the GI Bill was introduced on a one-time basis. It was found that young men had a general understanding of the educational benefits available in the Armed Services, but that the specifics of the GI Bill were poorly understood. Positive and negative propensity individuals did not differ significantly on overall knowledge.

The present survey included four new questions about educational benefits. Question 14 assessed knowledge of the current educational benefit program in which *the government contributes $2.00 to an educational savings account* for every $1.00 which an individual contributes. Respondents were required to identify this program from among three possible alternatives. Each alternative received 20-40 percent of the choices (Table 6.1). This suggests

TABLE 6.1

KNOWLEDGE OF CURRENT EDUCATION BENEFIT PROGRAMS

Benefit Alternatives	Positive Propensity	Negative Propensity
Eligible for up to 36 months of tuition assistance	28.7	30.2
Government adds $2.00 for every $1.00 saved*	39.9	31.2
Eligible for up to 18 months of tuition assistance	20.7	20.6
Don't know/No answer	10.8	18.0

Base: All Respondents

* Correct alternative. The difference between the positive and negative propensity groups is statistically significant.

Source: Qu. 14

that considerable guessing occurred. The positive propensity group selected the correct program (i.e., government adds $2.00 for every $1.00 saved) more often than the incorrect alternatives, and significantly more often than the negative propensity group. Hence, it appears that, while knowledge of the specifics of the current educational benefit is not very great, positive propensity men are somewhat more informed than negative propensity men.

Variations in the level of the individual's contribution to this program were examined in the succeeding question. The findings in Table 6.2 show that the majority of respondents indicated that they would participate if savings of $25, $50 (correct minimum alternative) or $75 (correct maximum alternative) per month were required, but that an optional $25 level was preferred by the greatest number. At each level of individual saving for the program, positive propensity men reported a greater expected participation than negative propensity men.

In summary, it appears that there is little knowledge about the current educational benefits plan. Positive propensity men are somewhat more familiar with it than negative propensity men. Likewise, they report greater expected participation irrespective of the level of required savings. For all men the lowest level of required savings was the most popular.

TABLE 6.2

EXPECTED PARTICIPATION IN ALTERNATIVE EDUCATIONAL PROGRAMS

Alternative Programs	Percent Indicating That They Would Participate: Positive Propensity	Negative Propensity
If you had to save $25 a month	79.2	73.0
If you had to save $50 a month	72.1	66.2
If you had to save $75 a month	62.3	56.3

Base: All Respondents

Correct alternatives. The difference between the positive and negative propensity groups is statistically significant for all alternatives.

Source: Qu. 15a, b, c

APPENDICES

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.

APPENDIX I

STATISTICAL RELIABILITY

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% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	6.0	8.7	9.8	10.6	10.8
200	4.2	6.2	6.9	7.5	7.6
400	3.0	4.3	4.9	5.2	5.4
500	2.6	3.9	4.4	4.7	4.8
1000	1.9	2.7	3.1	3.3	3.4
2000	1.3	2.0	2.2	2.4	2.4
2500	1.2	1.7	2.0	2.1	2.1
5000	0.8	1.2	1.4	1.5	1.5

Use to be used for comparing observations from different respondents.

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

STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES*

At the 95% level of confidence

Size of Each Sample	Average of the Two Observed Percents				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	8.4	12.2	14.0	14.9	15.2
200	6.4	8.7	9.8	10.6	10.8
400	4.5	6.2	6.9	7.5	7.6
500	4.0	5.5	6.2	6.6	6.8
1000	2.8	3.9	4.4	4.7	4.8
2000	2.0	2.8	3.1	3.3	3.4
2500	1.8	2.4	2.8	2.9	3.0
5000	1.3	1.8	2.0	2.1	2.1

* For measuring accuracy of percents within a s

e required between the observed percents to be statistically different

APPENDIX II

TRACKING AREA CONCEPT

The "Tracking Area" concept is an integral part of the
jectives. It is designed to allow each Service to relate the fi
one or several recruiting districts. Each Service has a diffe
ber of recruiting districts with some local discretion as to ac
and recruitment allocations. A Tracking Area represents th
ality among Services. Data collection and analysis based on
Areas allows comparison, evaluation, and goal setting within
Service on a local basis.

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

For purposes of this research, 26 TA's were defined w
count for every county in the Continental United States. This
provides for national conclusions to be drawn from the survey
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 in the current 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.

For purposes of comparison the Spring, 1976 wave of the study was retabulated using the same technique. All results for Spring, 1976 in this report are based on the new weighting technique, and will therefore differ slightly from results as originally reported.

APPENDIX IV

ADJUSTMENT IN PROPENSITY

The Youth Attitude Tracking Study contains two questionnaire items on military enlistment propensity. One item covers voluntary mentions of military service as something a young man might do in the next few years (Q. 3i). The second item is a forced rating of likelihood of joining the military service (Q. 5a).

The two propensity measures have been highly correlated in past tracking surveys. As one propensity measure increased, the other measure also increased. Conversly, as one measure decreased, the other also decreased. With knowledge of the statistical relationship between the two measures and given the value of one of the propensity measures, one can estimate the value of the second propensity measure. This procedure was followed in estimating, given voluntary propensity, what the forced propensity rating value would have been for each military service if the "top-of-mind" awareness question had not been asked. The adjustment serves to remove from the forced propensity measure any distortion introduced by placing a new "top-of-mind" awareness question in this questionnaire between the voluntary and forced propensity measures.

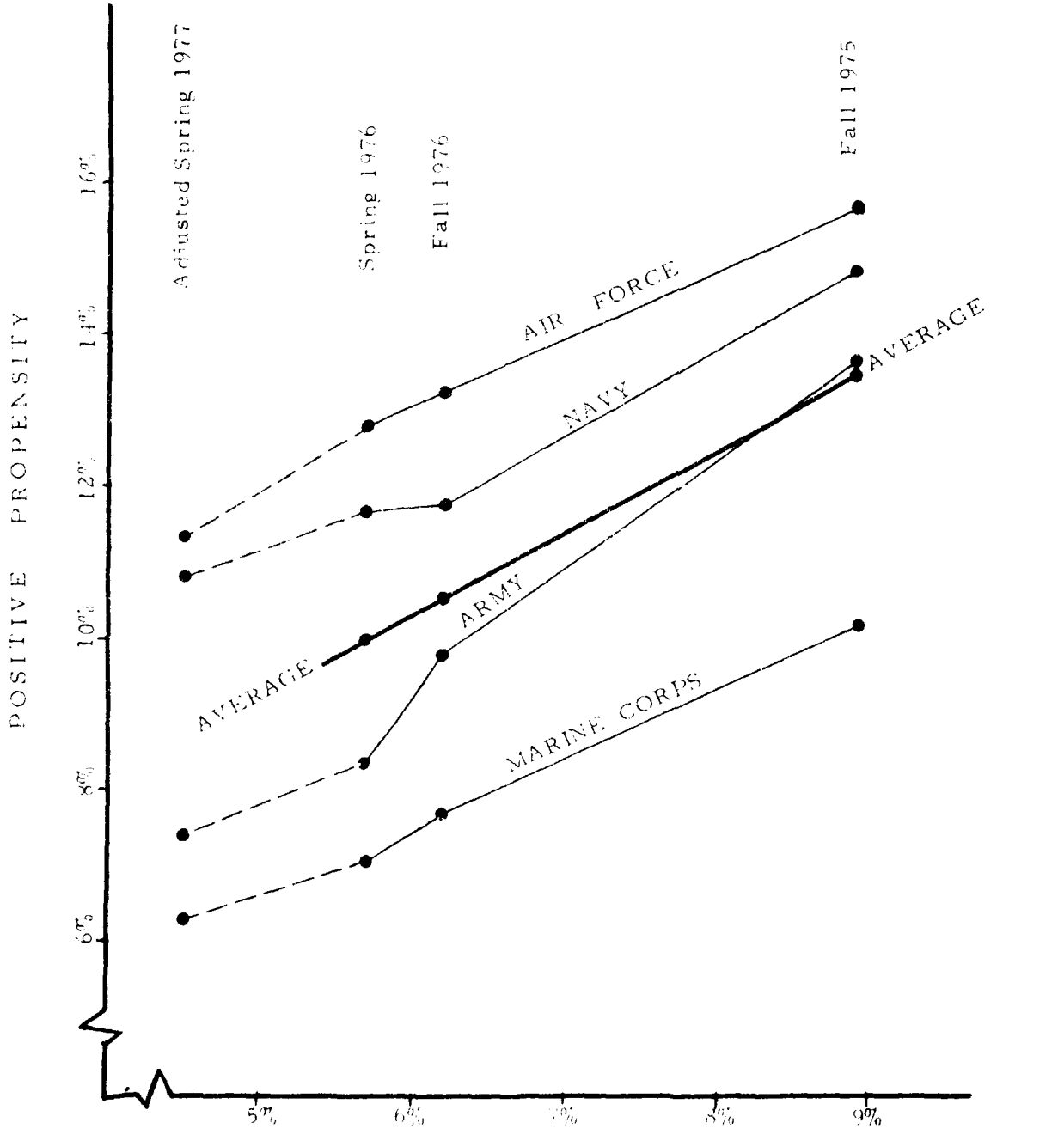
The propensity adjustment was computed by regressing average enlistment propensity for the four active services on unaided mention of the military as a career choice for Fall 1975, Spring 1976 and Fall 1976. The relationship between average propensity and unaided mention of the military was linear. This regression line had a slope which was virtually identical to the slope of the regression of unaided mention with each of the services. Figure 1 illustrates the relationship between propensity and unaided mention of the military as a career. This slope had a value of 1.125. Using Fall 1976 to Spring 1977 reference points, unaided mention of the military as a career dropped from 6.2% to 4.5%, a drop of 1.7 percentage points. If 1.7 is multiplied by the regression slope of 1.125 the result is 1.91. This represents the drop in average propensity we would have expected if the "top-of-mind" question had not been asked.

The expected average propensity for Spring 1977 is derived by subtracting 1.91 from 10.6 (the average propensity for Fall 1976). The result is 8.7. This 8.7 is what the average propensity for Spring 1977 would have been without the "top-of-mind" question. The observed average propensity is 13.4. The difference between the expected and observed figures is 4.7. This 4.7 is the correction factor.

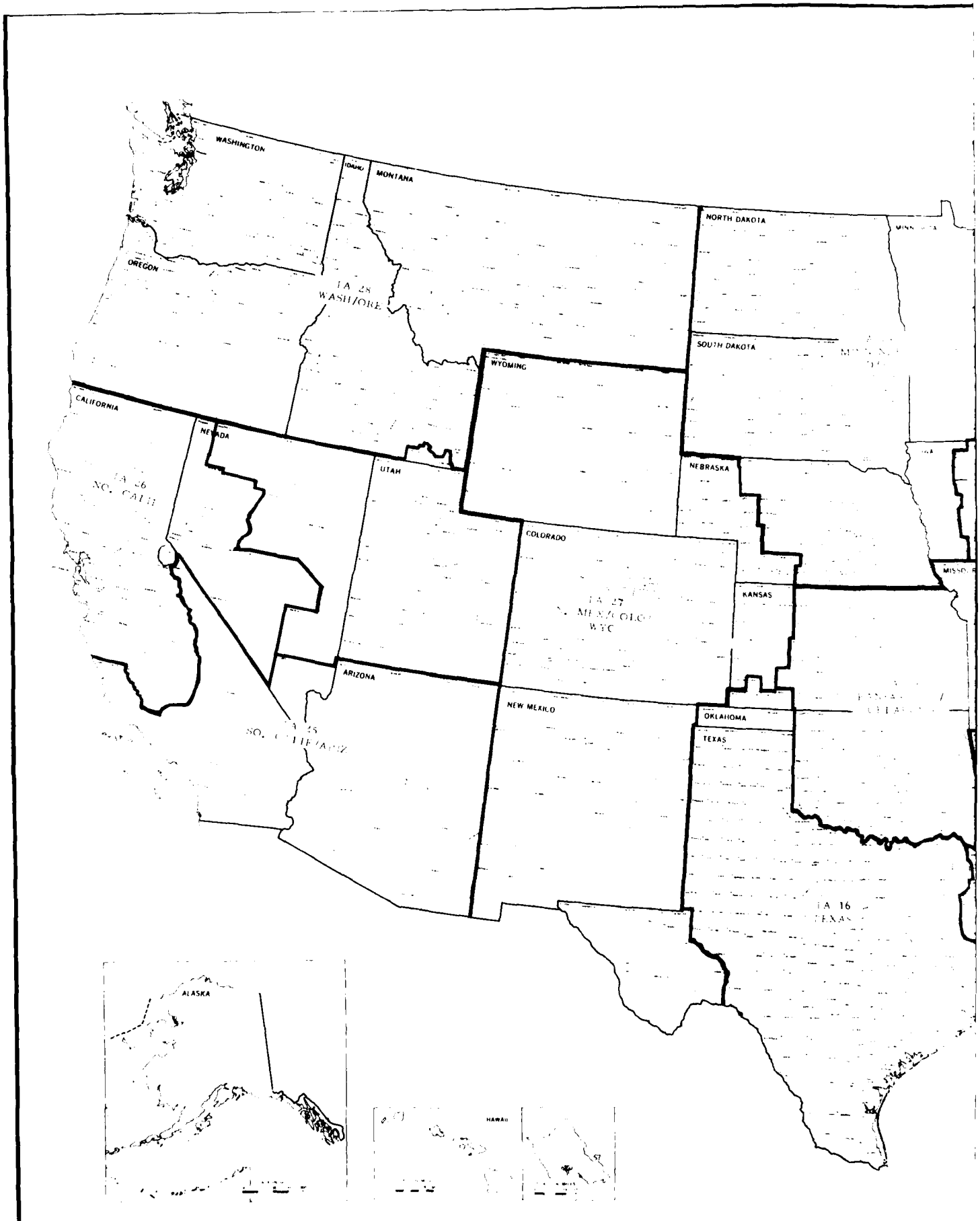
FIGURE 1

RELATIONSHIP BETWEEN PROPENSITY AND
UNAIDED MENTION OF THE MILITARY AS A CAREER

$$\frac{\triangle \text{ Propensity}}{\triangle \text{ Voluntary Mentions}} = \frac{3.6}{3.2} = 1.125$$



UNAIDED MENTION OF THE MILITARY
AS A CAREER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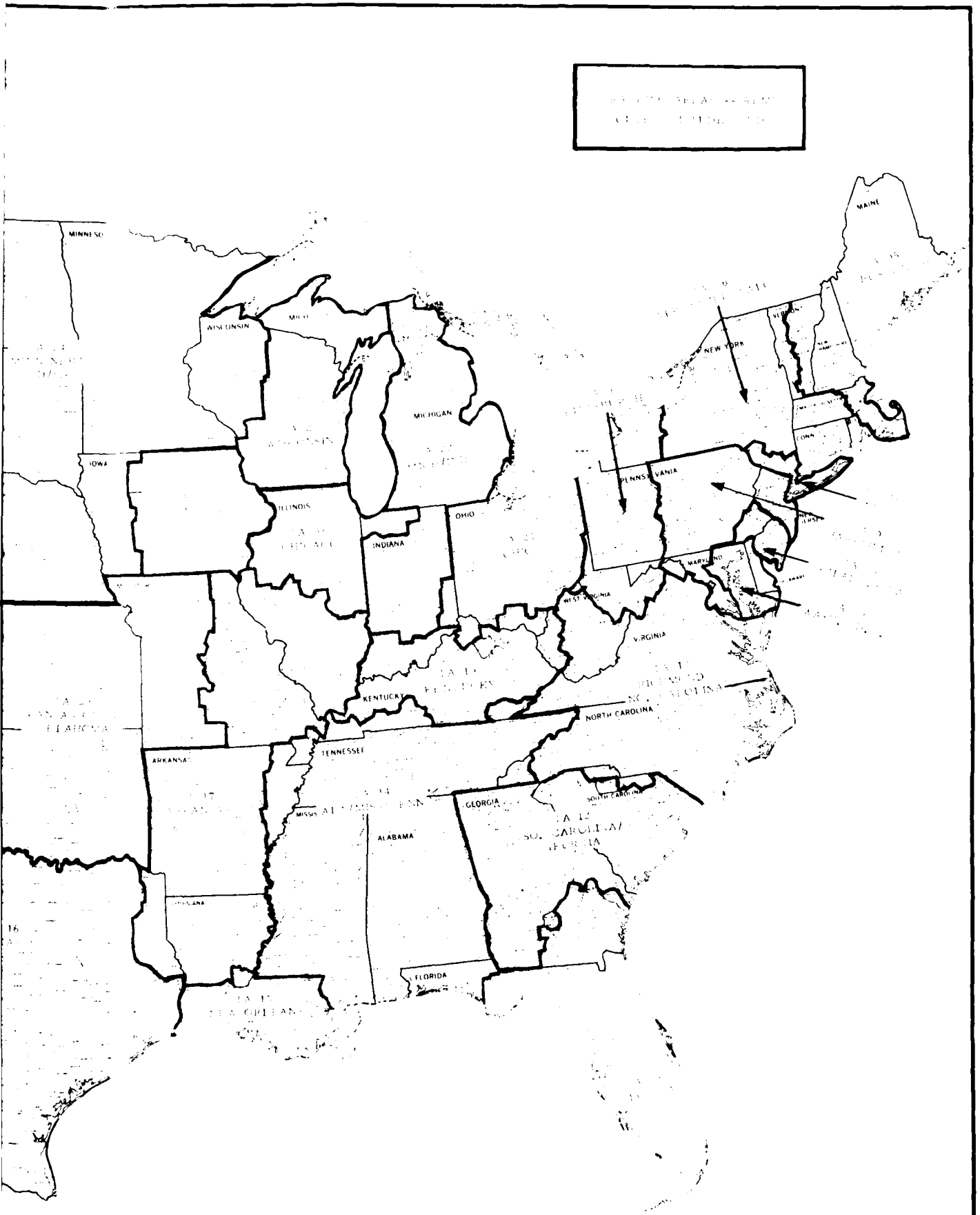
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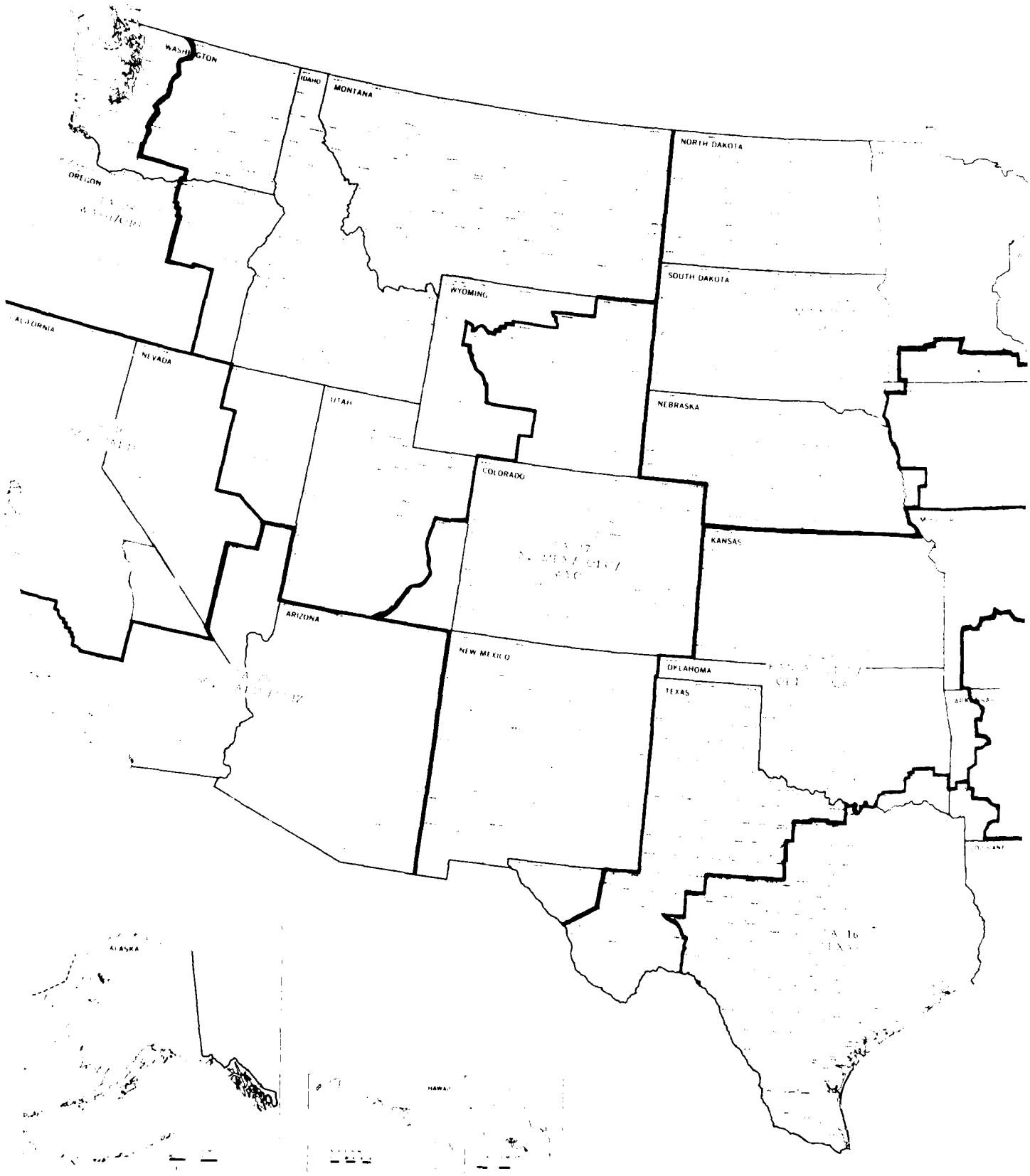
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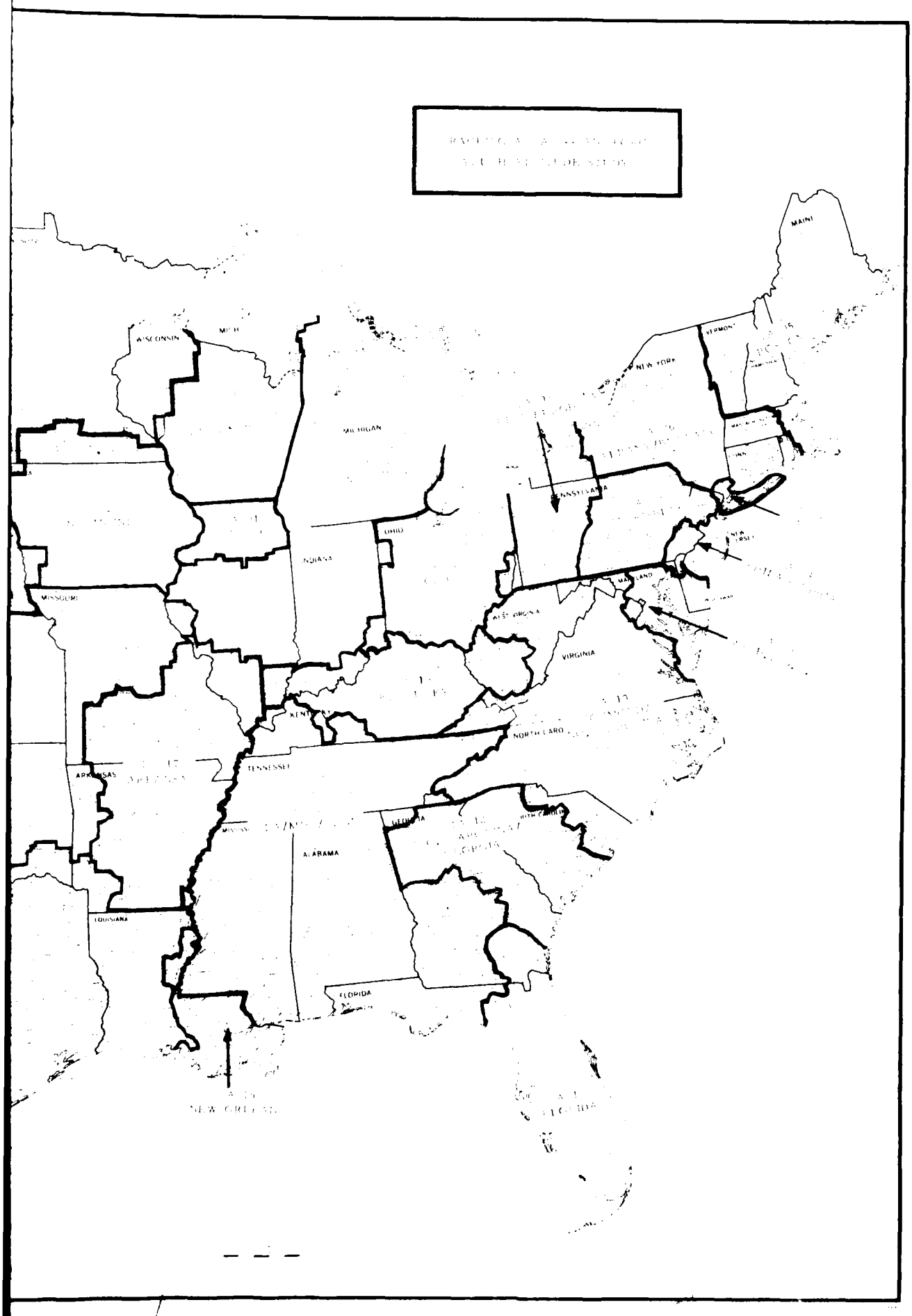
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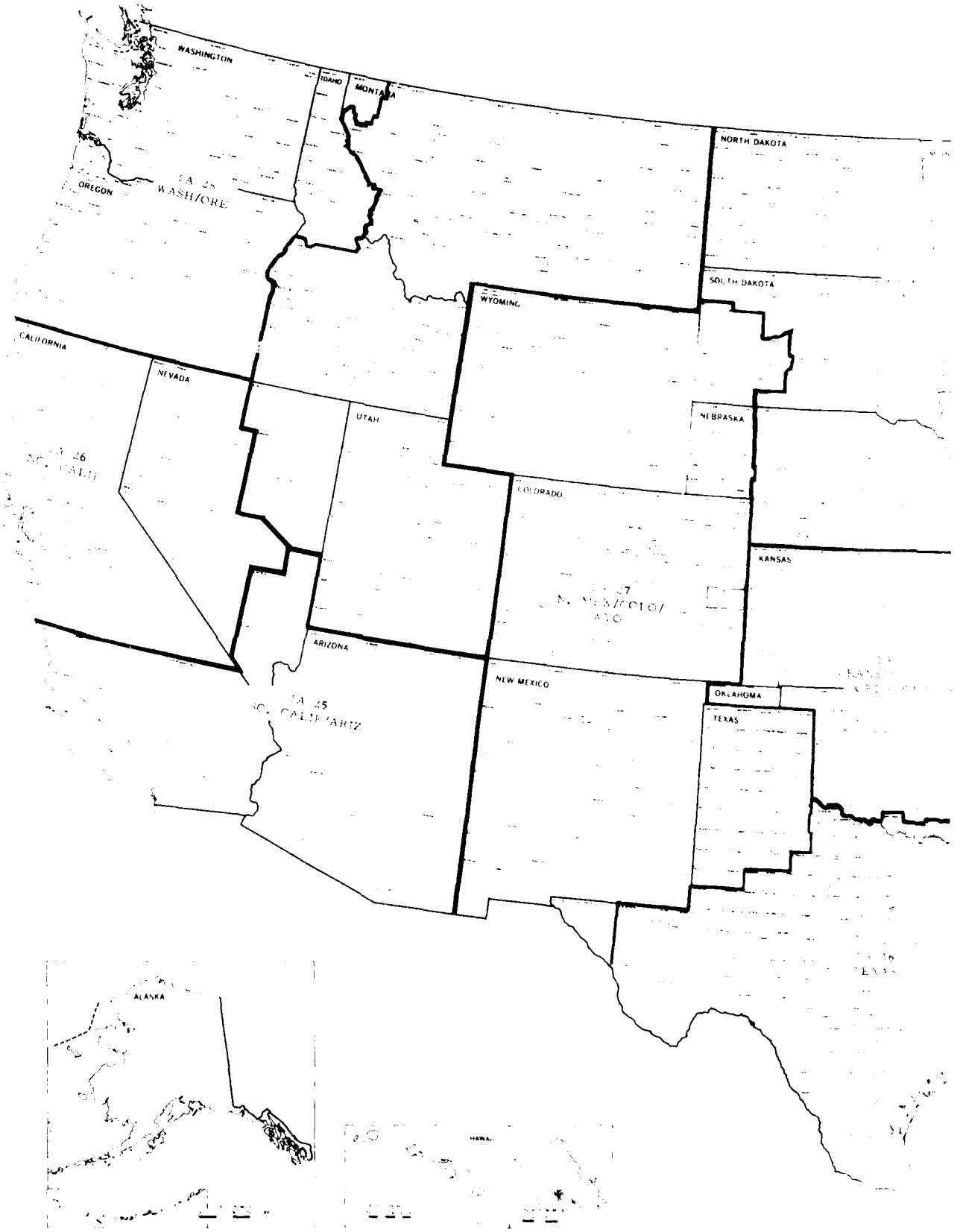
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AD-A143 108 YOUTH ATTITUDE TRACKING STUDY VOLUME I SPRING 1977(U) 2/3
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T MEISLER AUG 77 N390 DMDC/MRB-TR-77/1-VOL-1
UNCLASSIFIED OMB-22-R-0330 F/G 5/9 NL

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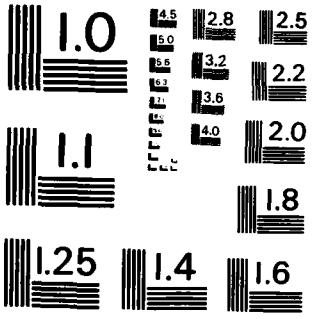

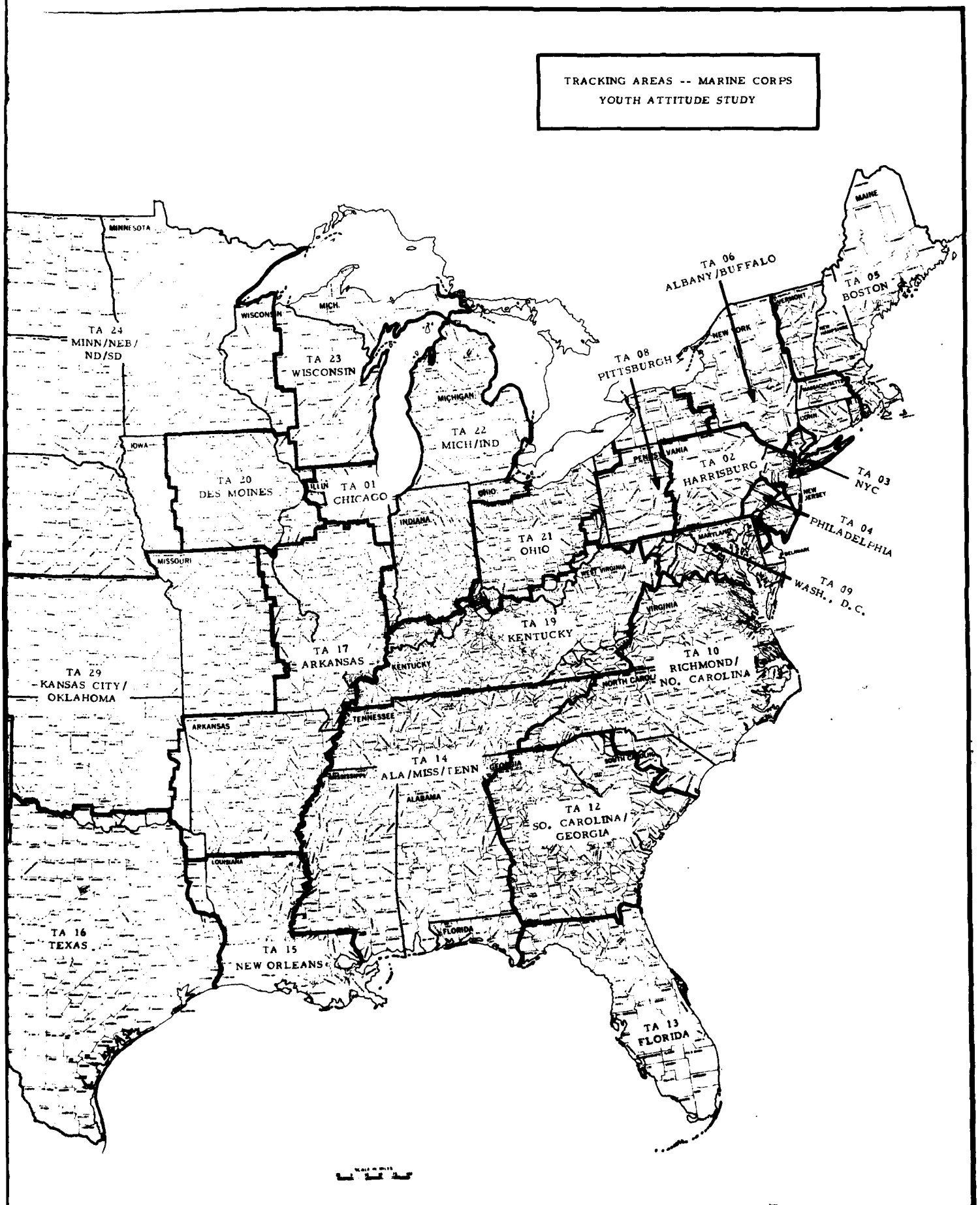
TRACKING AREAS -- MARINE CORPS
YOUTH ATTITUDE STUDY
TA 24
MINN/NEB/
ND/SD
TA 23
WISCONSIN
TA 22
MICH/IND
TA 20
DES MOINES
TA 01
CHICAGO
TA 21
OHIO
TA 06
ALBANY/BUFFALO
TA 05
BOSTON
TA 08
PITTSBURGH
TA 02
HARRISBURG
TA 03
NYC
TA 04
PHILADELPHIA
TA 09
WASH., D.C.
TA 19
KENTUCKY
TA 10
RICHMOND/
NO. CAROLINA
TA 17
ARKANSAS
TA 29
KANSAS CITY/
OKLAHOMA
TA 14
ALA/MISS/TENN
TA 12
SO. CAROLINA/
GEORGIA
TA 16
TEXAS
TA 15
NEW ORLEANS
TA 13
FLORIDA
MINNESOTA
WISCONSIN
MICH.
MICHIGAN
IOWA
ILLIN
OHIO
INDIANA
MISSOURI
KENTUCKY
WEST VIRGINIA
VIRGINIA
NORTH CAROLINA
TENNESSEE
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
SOUTH CAROLINA
LOUISIANA
FLORIDA
MAINE
VERMONT
NEW HAMPSHIRE
NEW YORK
MASSACHUSETTS
CONN.
PENNSYLVANIA
NEW JERSEY
MARYLAND
DELAWARE


WASHINGTON
IDAHO
MONTANA
NORTH DAKOTA
MINNESOTA
OREGON
TA 28
WASH/ORE
SOUTH DAKOTA
TA 24
MINN/NEB/
ND/SD
WYOMING
CALIFORNIA
NEVADA
IOWA
TA 26
NO. CALIF
UTAH
NEBRASKA
COLORADO
TA 27
N. MEX/COLO/
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ARIZONA
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TEXAS
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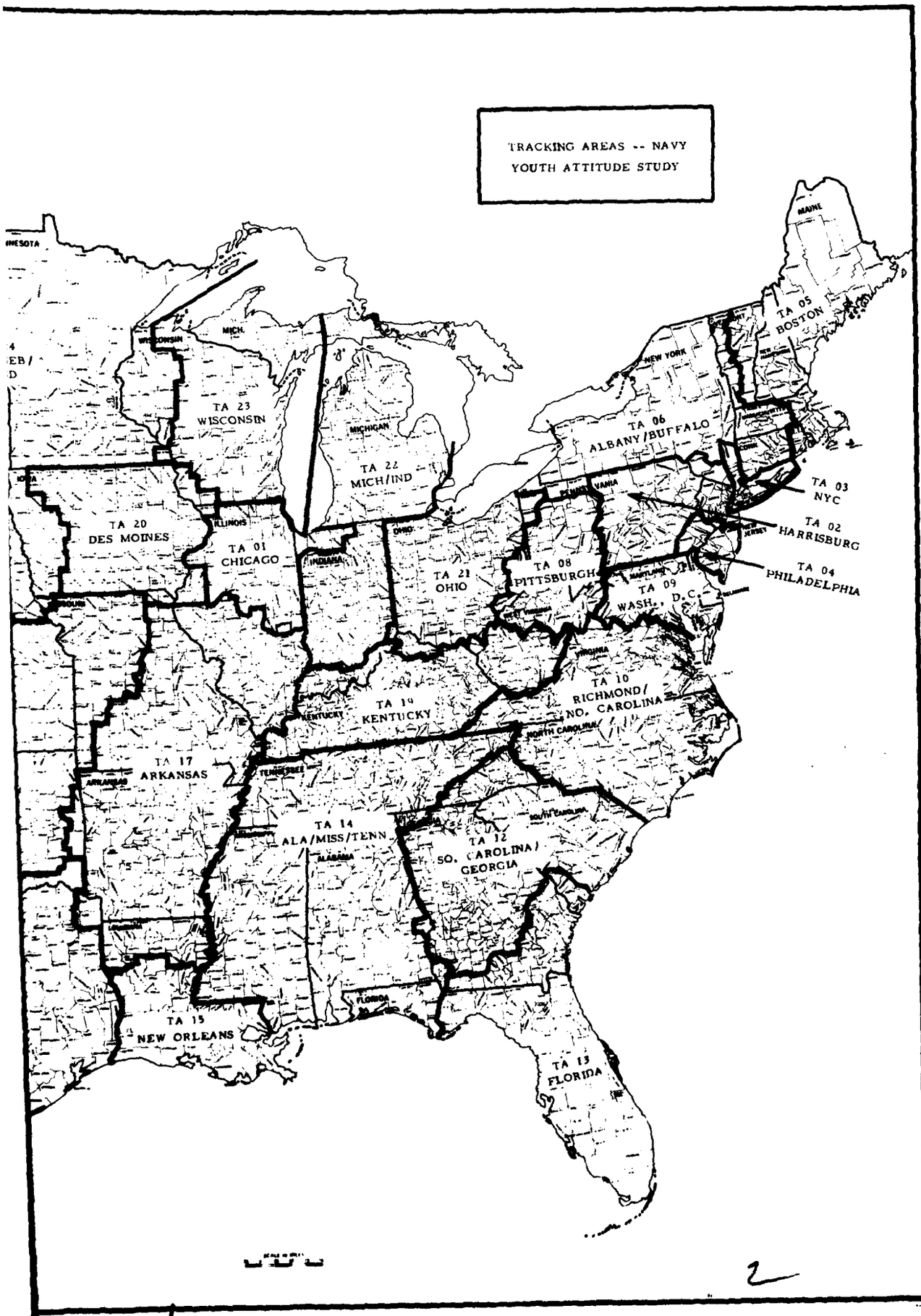
TRACKING AREAS -- NAVY
YOUTH ATTITUDE STUDY
TA 23
WISCONSIN
TA 22
MICH/IND
TA 06
ALBANY/BUFFALO
TA 05
BOSTON
TA 03
NYC
TA 02
HARRISBURG
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PHILADELPHIA
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DES MOINES
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WASH., D.C.
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NO. CAROLINA
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ALA/MISS/TENN
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SO. CAROLINA/
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OHIO
KENTUCKY
TENNESSEE
ARKANSAS
ALABAMA
FLORIDA
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
MARYLAND
NEW JERSEY

Market Facts, Inc., 100 S. Wacker Drive, Chicago, Illinois 60606 OMB #22-R-0339 Job No. H390-2

Qu. # _____ (1-4) 5

MILITARY SERVICE STUDY
- Screening Questions -

Market Facts Repr. _____ 6 [ ] [ ] [ ] 8

Field Station _____ Date _____ [ ] [ ] [ ] [ ] 13

Time Int. Began _____ AM/PM Time Ended _____ AM/PM

(I.D. #) 14 [ ] [ ] [ ] [ ] [ ] [ ] 20

(INTRODUCTION USED: A [1] B [2]) (21)

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

Yes → (CONTINUE)

No [2] → (TERMINATE AND RECORD ON CALL RECORD SHEET AS "NQRC")

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

2 3 4 5 or more _____ (WRITE IN NUMBER) (22)

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

	Qu. 2b - Ages						Qu. 3a Currently a Jr. or Sr. in College or in Grad. School		In Military Service, National Guard or Reserves: Qu. 3b Now		Qu. 3c Has Been		Qu. 3d Will Be		
	16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No	
(1)	[1]	[2]	[3]	[4]	[5]	[6]	[1]	[2]	[1]	[2]	[1]	[2]	[1]	[2]	(23-27)
(2)	[1]	[2]	[3]	[4]	[5]	[6]	[1]	[2]	[1]	[2]	[1]	[2]	[1]	[2]	(28-32)
(3)	[1]	[2]	[3]	[4]	[5]	[6]	[1]	[2]	[1]	[2]	[1]	[2]	[1]	[2]	(33-37)
(4)	[1]	[2]	[3]	[4]	[5]	[6]	[1]	[2]	[1]	[2]	[1]	[2]	[1]	[2]	(38-42)

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

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

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

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

NOTE: QUALIFYING MALES ARE THOSE WHO ANSWERED "NO" TO QU. 3a, 3b, 3c AND 3d. LIST THE AGES OF THE QUALIFYING MEN BELOW (STARTING WITH THE OLDEST) AND GO TO YOUR "RESPONDENT SELECTION SHEET" TO DETERMINE WHO TO INTERVIEW. THEN, "X" ONE OF THE BOXES BELOW TO INDICATE WHETHER OR NOT AN INCENTIVE IS OFFERED (THIS IS NOTED ON YOUR TELEPHONE LISTING SHEETS).

$1.00 incentive [1] → $2.00 incentive [2] → No incentive [3] → GO TO MAIN INTERVIEW

READ THE FOLLOWING: Since the rest of this interview asks for the opinions of young men, may I please talk to (NAME SELECTED RESPONDENT)? You may tell him we will send him (NAME AMOUNT OF INCENTIVE) to thank him for helping us.

TELEPHONE NUMBER

_____ _____ _____

Ages and First Names of Qualifying Males

(Oldest) 1. _____ _____

(Next Oldest) 2. _____ _____

(Next Oldest) 3. _____ _____

(Next Oldest) 4. _____ _____

MAKE UP TO FIVE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED. IF UNABLE TO CONTACT, RECORD NAME, ADDRESS & TELEPHONE NUMBER ON SHEET PROVIDED.

1st App't: Date _____ Time _____ Result: _____

2nd App't: Date _____ Time _____ Result: _____

3rd App't: Date _____ Time _____ Result: _____

4th App't: Date _____ Time _____ Result: _____

5th App't: Date _____ Time _____ Result: _____

KEEP TRACK OF TERMINATES.

CHECK HERE IF NO ONE IN HOUSEHOLD QUALIFIES OR IF NO INTERVIEW IS CONDUCTED → [ ] (43)

(44-78 open)
80-1

MILITARY SERVICE STUDY
(Qualified Respondent)

Market Facts' Repr. _____ Cd. #2 (Dup. 1-4)

Field Station _____

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

CHECK INTRODUCTION USED ON SCREENING PAGE. USE CORRESPONDING "MAIN INTERVIEW INTRODUCTION."

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

16 . . .	1	19 . . .	4	(5)
17 . . .	2	20 . . .	5	
18 . . .	3	21 . . .	6	

3b. Are you attending school now?

Yes 1 → (ASK QU. 3c AND THEN SKIP TO QU. 3f) (6)
No 2 → (SKIP TO QU. 3d)

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

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

3d. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3f) No 2 → (8)

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

Less than 1 year of High School . .	0	2 years of High School. . . .	(9)
1 year of High School	1	3 years of High School. . .	

3f. Are you currently employed?

Yes 1 → (10)

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

Full time 1 (11)
Part time 2

No 2 →

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

Yes 1 No 2 (12)

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

Non-military

Going to school [ ] Working [ ] Doing nothing [ ]

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

Branch of Service	Type of Service: Active Duty	Reserves	National Guard	Don't Know Type	
Air Force	1	2	3	4	(13)
Army	5	6	7	8	
Coast Guard	9	0	---	R	
Marine Corps	1	2	---	3	(14)
Navy	4	5	---	6	
Don't know branch	7	8	9	0	

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

3k. How about getting a part time job -- would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD BELOW.)

	3j. Full Time		3k. Part Time	
Almost impossible	1	(15)	1	(16)
Very difficult	2		2	
Somewhat difficult	3		3	
Not difficult at all	4		4	
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.)

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

	First Mention (17)	Second Mention (18)	All Other Mentions (19)
Air Force	1	1	1
Army	2	2	2
Coast Guard	3	3	3
Marine Corps	4	4	4
Navy	5	5	5
None	0	0	0

5a. Now I'm going to read you a list of several things which young men your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be ... (READ STATEMENT)? Would you say "Definitely," "Probably," "Probably Not," or "Definitely Not?"

	Definitely	Probably	Probably Not	Definitely Not	Don't Know/ Not Sure	
Working as a laborer on construction jobs	1	2	3	4	5	(20)
Working at a desk in a business office	1	2	3	4	5	(21)
Serving in the military	1	2	3	4	5	(22)
Working as a salesman	1	2	3	4	5	(23)
Serving in the National Guard	1	2	3	4	5	(24)
(Is that the Air National Guard [1] or the Army National Guard [2]? Don't Know [3])						(25)
Serving in the Reserves	1	2	3	4	5	(26)
(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)						(27)
Serving in the Air Force (active duty)	1	2	3	4	5	(28)
Serving in the Army (active duty)	1	2	3	4	5	(29)
Serving in the Coast Guard (active duty)	1	2	3	4	5	(30)
Serving in the Marine Corps (active duty)	1	2	3	4	5	(31)
Serving in the Navy (active duty)	1	2	3	4	5	(32)

(ASK QU. 5b-5c IF "DEFINITELY" OR "PROBABLY" TO ANY OF THE 5 SERVICES OR NATIONAL GUARD/RESERVES, OR TO MILITARY SERVICE IN GENERAL (BOXED ITEMS). OTHERWISE, SKIP TO QU. 6. ASK QU. 5b SEPARATELY FOR "ACTIVE DUTY" AND FOR NATIONAL GUARD/RESERVES.)

5b. When do you think you will join (military service/National Guard/Reserves)? (RECORD BELOW.)

	Active Duty		Guards/Reserves	
Within 6 months	1	(33)	1	(34)
Between 6 months and one year	2		2	
More than 1 year but less than 2 years	3		3	
2 years or more	4		4	
Don't know	5		5	

5c. Do you expect you would enter the service as an enlisted man or as an officer?

Enlisted man	1
Officer	2

(35)

6a. I'd like to read several statements. After I read each statement, please tell me how important you feel it would be if you were considering joining the service. Here's the first one. (READ STATEMENT) Do you consider that Extremely Important, Very Important, Fairly Important, or Not Important At All? (REPEAT FOR EACH STATEMENT)

START HERE		Extremely Imp.	Very Imp.	Fairly Imp.	Not Important At All	Don't Know	
( )	Gives you an opportunity to better your life	1	2	3	4	5	(36)
( )	Trains you for leadership	1	2	3	4	5	(37)
( )	Teaches you a valuable trade or skill	1	2	3	4	5	(38)
( )	Helps you get a college education while you serve	1	2	3	4	5	(39)
( )	Allows you to see many different countries of the world	1	2	3	4	5	(40)
( )	Provides good benefits for you and your family	1	2	3	4	5	(41)
( )	Is a career you can be proud of	1	2	3	4	5	(42)
( )	Has other men you would like to work with	1	2	3	4	5	(43)
( )	Gives you the job you want	1	2	3	4	5	(44)
( )	Gives you a job which is challenging	1	2	3	4	5	(45)
( )	Pays well to start	1	2	3	4	5	(46)

6b. I'm going to read the statements again. The first one is ... (READ). Do you think this is true of any of the services, or not?

6c. (IF "YES" TO QU. 6b ASK:) Which one service is this most true of? (SINGLE RESPONSE ONLY)

START HERE		Qu. 6b: True of Any Service: Yes	No	Don't Know		Qu. 6c: Most True Of: Air Force	Army	Coast Guard	Marine Corps	Navy	Don't Know	
( )	Gives you an opportunity to better your life	1	2	3	(47)	1	2	3	4	5	6	(58)
( )	Trains you for leadership	1	2	3	(48)	1	2	3	4	5	6	(59)
( )	Teaches you a valuable trade or skill	1	2	3	(49)	1	2	3	4	5	6	(60)
( )	Helps you get a college education while you serve	1	2	3	(50)	1	2	3	4	5	6	(61)
( )	Allows you to see many different countries of the world	1	2	3	(51)	1	2	3	4	5	6	(62)
( )	Provides good benefits for you and your family	1	2	3	(52)	1	2	3	4	5	6	(63)
( )	Is a career you can be proud of	1	2	3	(53)	1	2	3	4	5	6	(64)
( )	Has other men you would like to work with	1	2	3	(54)	1	2	3	4	5	6	(65)
( )	Gives you the job you want	1	2	3	(55)	1	2	3	4	5	6	(66)
( )	Gives you a job which is challenging	1	2	3	(56)	1	2	3	4	5	6	(67)
( )	Pays well to start	1	2	3	(57)	1	2	3	4	5	6	(68)

7a. If you were advising a friend who was thinking of entering a Service, which Service would you recommend? (DO NOT READ ALTERNATIVE ANSWERS.)

Air Force 1		Marine Corps . .4	(69)
Army 2		Navy 5	
Coast Guard . . .3		None 0	

7b. Will you please tell me everything you remember about the advertising for the Army Reserve or Army National Guard that you have seen or heard recently. (PROBE:) What did the advertising say? What did it show? What was the main idea the advertising was trying to get across?

70 [1]

71 [ ]

[ ]

72

Have not seen advertising . . . . . 0] SKIP TO
Have seen advertising, can't remember content . . X] QU. 7d

7c. How do you feel about the advertising for the Army Reserve or Army National Guard? Would you say it was, personally.... (READ ANSWER ALTERNATIVES.)

Very meaningful to you 1	(73)
Somewhat meaningful to you 2	
Not very meaningful to you 3	
Not at all meaningful to you 4	

7d. What do you remember about the advertising for the Active Army? (PROBE:) What did the advertising say? What did it show? What was the main idea the advertising was trying to get across?

74 [ ]

[ ]

75

Have not seen advertising . . . . . 0] SKIP TO
Have seen advertising, can't remember content . . X] QU. 8a

7e. 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	(76)
Somewhat meaningful to you 2	
Not very meaningful to you 3	
Not at all meaningful to you 4	

(77-79 open)
80-2
Cd. 3
Dup. 1-4
(5-22 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) (23)

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

START HERE		In the Last Six Months Yes	No	
( )	Have you gone to a recruiting station and talked to a recruiter	1	2	(24)
( )	Have you talked face-to-face with a recruiter somewhere other than at a recruiting station	1	2	(25)
( )	Have you heard a recruiter give a talk at your high school	1	2	(26)
( )	Have you talked to a local recruiter by telephone	1	2	(27)
( )	Have you received recruiting literature in the mail	1	2	(28)

8c. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X'd" IT 4)

		Yes	No	
( )	Have you discussed the possibility of enlistment with friends already in the service or who have been in the service	1	2	(29)
( )	Have you talked with a teacher or guidance counselor at school about possible enlistment	1	2	(30)
( )	Have you talked with your girl friend or wife about possible enlistment	1	2	(31)
( )	Have you talked with one or both parents about possible enlistment	1	2	(32)
( )	Have you taken an aptitude or career guidance test in high school given by the armed services	1	2	(33)
( )	Have you made a toll-free call for information about the military	1	2	(34)
( )	Have you asked for information about the military by mail	1	2	(35)
( )	Have you been physically or mentally tested at a military examination station	1	2	(36)

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 (SKIP TO QU. 10) (37)

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	Coast Guard	Don't Know
Recruiters represented	1 →	2 →	3 →	4	5	6 → (SKIP TO QU. 10) (38)
9c. (IF "AIR FORCE," "ARMY," OR "MARINE CORPS," ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?	(39)	(43)	(47)			
	Active Air Force. . ☐1	Active Army . . ☐1	Active Marines ☐1			
	Air Nat. Guard. . ☐2	Army Nat. Guard. . ☐2	Marine Reserve ☐2			
	Air Force Reserve. ☐3	Army Reserve. ☐3	Don't Know ☐3			
	Don't Know ☐4	Don't Know ☐4				

(ASK QU. 9d-f FOR EACH "ACTIVE" RECRUITER CONTACT OR "DON'T KNOW" FOR THE AIR FORCE, ARMY, AND MARINE CORPS, AND FOR EACH NAVY OR COAST GUARD CONTACT. ASK ALL QUESTIONS FOR A SERVICE BEFORE GOING ON TO THE NEXT.)

	Air Force	Army	Marine Corps	Navy	Coast Guard
9d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(40)	(44)	(48)	(51)	(54)
Recruiter contacted first 1	1	1	1	1	1
Respondent contacted first 2	2	2	2	2	2
9e. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you	(41)	(45)	(49)	(52)	(55)
All the information you wanted. 1	1	1	1	1	1
Most of it 2	2	2	2	2	2
Or, Very little 3	3	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?	(42)	(46)	(50)	(53)	(56)
More Favorable					
(Was that ....)					
Much more favorable. 1	1	1	1	1	1
or, Slightly more favorable 2	2	2	2	2	2
Didn't Change 3	3	3	3	3	3
Less Favorable					
(Was that ....)					
Slightly less favorable 4	4	4	4	4	4
or, Much less favorable 5	5	5	5	5	5

10a. As far as you know, what is the starting MONTHLY pay for an ENLISTED MAN in the military -- before taxes are deducted? (ROUND TO THE NEAREST DOLLAR.)

(WRITE IN) $_____ Don't Know ☐X (57) ☐☐☐☐ (60)

10b. If the starting pay were increased by $50 a month, would you be more likely, or not, to consider joining one of the active military services?

More Likely . . . . . 1 → Would it be .... (61)
- Much more likely 2
- Somewhat more likely. . . . 3
- Just a little more likely. . . 4

Not more likely . . . 6
Don't know. 7

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

	Military		Either Military or Civilian	Civilian		
	Much More Likely	Somewhat More Likely		Somewhat More Likely	Much More Likely	
Personal freedom	1	2	3	4	5	(67)
Developing your potential	1	2	3	4	5	(68)
Job security, i.e., a steady job	1	2	3	4	5	(69)
Making a lot of money	1	2	3	4	5	(70)
Working for a better society	1	2	3	4	5	(69)
Having the respect of friends	1	2	3	4	5	(67)
Doing challenging work	1	2	3	4	5	(70)
Adventure and excitement	1	2	3	4	5	(69)
Learning as much as you can	1	2	3	4	5	(70)
Helping other people	1	2	3	4	5	(71)
Being able to make your own decisions on the job	1	2	3	4	5	(72)
Recognition and status	1	2	3	4	5	(73)

Just a few more questions. How would your parents feel if you told them you were thinking about joining any of the military services? (74-80)

12a. Would your father be in favor of your joining the service, against it, or neutral?
(IF "IN FAVOR," ASK:) Would he be very much in favor of it or slightly in favor of it?
(IF "AGAINST," ASK): Would he be slightly against it or very much against it?

(REPEAT QUESTION FOR "MOTHER.") (RECORD BELOW.)

	Father (5)	Mother (6)
DON'T HAVE	0	0
IN FAVOR		
Very much	1	1
Slightly	2	2
AGAINST		
Slightly	3	3
Very much	4	4
NEUTRAL	5	5
DON'T KNOW	6	6

12b. (ASK FOR EACH PERSON IN QU. 12a WHO WAS "IN FAVOR" OR "AGAINST") You said your (NAME PERSON) would be (IN FAVOR OF/AGAINST) your joining one of the military services. Why do you think (he/she) would feel that way? (DON'T READ ALTERNATIVE ANSWERS.)

	Father	Mother
FAVORABLE COMMENTS	(7)	(9)
Patriotism	1	1
Growing up/maturity	2	2
Benefits are good	3	3
Exciting job/career	4	4
Job training/learning a career	5	5
Other than the above	6	6
UNFAVORABLE COMMENTS	(8)	(10)
Separation/being apart	1	1
Danger/fear of injury or death	2	2
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier")	3	3
Civilian education	4	4
Negative military experience by father	5	5
Other than the above	6	6

(ASK QU. 13a & 13b IF "YES" TO "TALKED WITH ONE OR BOTH PARENTS" -- QU. 8c, PAGE 6.

13a. You told me you had discussed the possibility of joining the military with one or both of your parents. Which parent did you discuss it with -- your father, your mother, or both?

Father 1 Mother 2 Both 3 (11)

13b. In your discussions, who is usually the one to bring up the possivility of joining the military -- you or your parent(s)?

Respondent 1 Parents 2 Both/not sure 3 (12)

14. You probably know that veterans of the military service can receive financial support for schooling. Please tell me which of the following three statements best describes the educational assistance program available to those currently entering the service. (READ STATEMENTS. START WITH "X'd" ITEM.)

START HERE

( ) Those who complete their tour of Service are eligible for up to 36 months of tuition assistance 1 (13)

( ) For those willing to place a portion of their pay in an educational savings account, the government will add $2.00 for every $1.00 they save during their three year tour 2

( ) Those who complete their tour of Service are eligible for up to 18 months of tuition assistance. 3

Don't know 4

15a. There is a current educational benefits program that involves setting aside a portion of your monthly paycheck, and after three years the government will add $2.00 of educational assistance for every $1.00 saved. Given that the current starting monthly pay is about $375, and assuming you joined the military, do you think you would participate in this educational savings program if you had to save $25.00 a month? 14 [2]

Yes 1 No 2 Not sure 3 (15)

15b. What if you had to save $50.00 a month?

Yes 1 No 2 Not sure 3 (16)

15c. Do you think you would participate if you had to save $75.00 a month?

Yes 1 No 2 Not sure 3 (17)

16. (REFER TO "RESERVE TERM DESCRIPTIONS" AND "PAIR SHEETS" FOR THIS QUESTION.) So far we have been talking about the military in general. Now, I'd like to ask you one question about the Reserves. In the Reserves....(READ PARAGRAPH INDICATED BY THE FIRST TWO-DIGIT NUMBER OPPOSITE THE PAIR TO BE USED). Also....(READ PARAGRAPH INDICATED BY THE SECOND TWO-DIGIT NUMBER OPPOSITE THE PAIR TO BE USED).

I want to read you two brief descriptions of possible Reserve situations. Please tell me in <u>which</u> situation you'd be <u>more</u> likely to join. (READ PAIR.)

(IN BOXES BELOW RECORD: (1) RESPONDENT'S ANSWER; (2) FIRST TWO-DIGIT NUMBER; (3) SECOND TWO-DIGIT NUMBER; (4) FOUR-DIGIT NUMBER.)

18 [ ] [ ][ ] [ ][ ] [ ][ ][ ][ ] 26

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.

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

Married 1 Single 2 Separated/Divorced/Widowed 3 (27)

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

		(28)
Did not complete high school 1	Finished college (four years) 6	
Finished high school or equivalent . . 2	Attended graduate or professional school. 7	
Adult education program 3		
Business or trade school 4	Obtained a graduate or professional degree. 8	
Some college 5		

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

		(29)
A's and B's 1	(DON'T READ)	
B's and C's 2	Does not apply 5	
C's and D's 3	Don't remember 6	
D's and below 4		

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

College preparatory 1 Commercial or business training 2 Vocational 3 (30)

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

		(31)
Elementary Alegebra 1	Intermediate Algebra 3	
Plane Geometry. 2	Trigonometry 4	

(DON'T READ) None of these 5

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

Yes 1 No 2 (32)

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	Other Spanish . . . 4	Oriental . . . 7	(33)
Mexican-American . . 2	American Indian . . 5	White. 8	
Puerto Rican 3	Black. 6	Refused . . . R	

24. Name of Respondent _____

Address _____

City/State _____ Zip Code _____

Telephone number ____/_____ 34 [ ][ ][ ][ ][ ][ ] 38

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?

___/___/___ 39 [ ][ ][ ] [ ][ ] [ ][ ][ ][ ] 47

None. . . . 0
Refused . . . X

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

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

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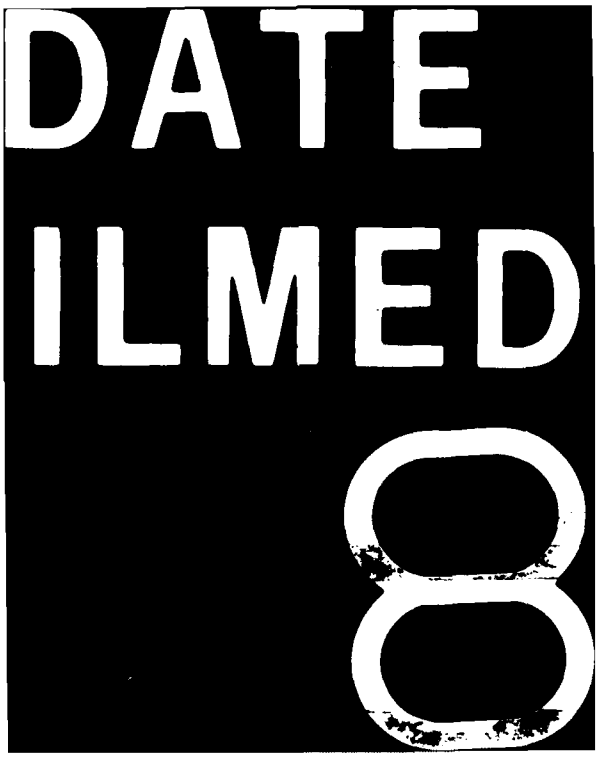
(55-79 open)
80-4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