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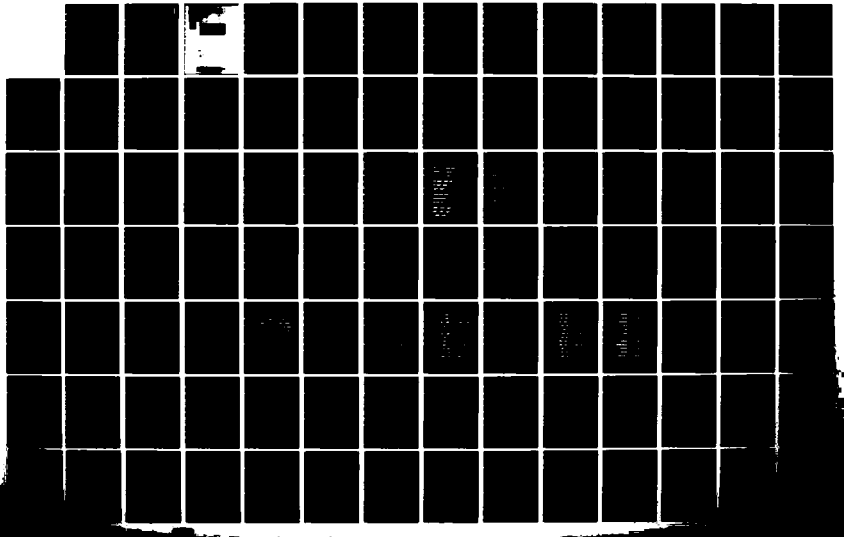

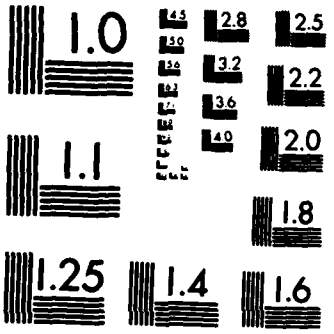

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Fall 1977

YOUTH ATTITUDE

TRACKING STUDY

Fall 1977

A Report Prepared for:

The Department of Defense

Prepared by:

The Public Sector Research Group

of

Market Facts, Inc.
100 South Wacker Drive
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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 Fall 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 1977 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 include 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 analyses of the fifth of a five part survey (Fall 1975, Spring 1976, Fall 1976, Spring 1977 and Fall 1977), with an examination of some changes between Fall 1976 and Fall 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 four 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 (Squadrons) (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.

Beginning in January 1978, interviewing will be conducted on a monthly basis, with similar numbers of interviews being conducted nearly every day of the year. This change in the mode of data collection will increase the sensitivity of this study to time and the occurence of important environmental events which may effect attitudes. As such, it will provide the services with an on-going information system, accessible at any time.

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, 5,280 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 three most recent waves (Fall 1976, Spring 1977, and Fall 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

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

Detailed tabulations referred to in this report are given in five volumes. Volumes 1 and 2, which constitute most of the analyses, reported in this study, contain both Fall 1976 and Fall 1977 data for those questions which were the same in both waves.

Volume 1: By Individual Tracking Area

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

Volume 3: By Schooling Status and Grades in High School

Volume 4: By Age, Race, and Quality Groups

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

The interviewing for this wave took place between October 18, 1977 and November 27, 1977.

Contents of the Interview

The interview focused on the following areas of information:

(1) Respondent demographics

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

(2) Propensity to enlist in the military

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

(4) Assessment of advertising recall and meaningfulness

(5) Magazine readership and TV program preferences

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

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

(8) Nature and outcome of recruiter contact

(9) Knowledge of current military starting pay

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

(11) Knowledge about educational benefits

(12) Life goals and their achievability in the military

Questionnaire Change

The study design permits the inclusion of new elements from time to time. The current survey has several new features: a question concerning expectations about working part time to finance an education, questions

about magazine readership and television program type preferences, a question assessing expected responses to interesting advertisements, and questions concerning propensity to join the military as a function of several contingencies: combat likely, combat unlikely, working with women doing a similar job.

Two questions were changed in the Fall 1977 questionnaire. Positive propensity respondents were asked when they thought they would join the military service, irrespective of whether they intended to join the active duty services or Reserve components. Respondents who could not give an estimate of monthly starting pay were asked to make a guess.

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

The use of stratified sampling in this study necessitates that respondents be weighted unequally. Accordingly, it is not correct to assess standard errors by methods which would be appropriate with unweighted data. When the correct procedures are applied, standard errors average 10 greater than those obtained by applying the procedures ordinarily used with unweighted

data. Hence critical t values for statistical significance were adjusted upwards by 10 percent in tests of significance on the national sample (see Appendix I).

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.

In response to requests from the services, the reporting format for the Fall 1977 wave was changed. Specifically, this report focuses more on trend analyses of key data elements. Moreover, the report has been shortened by eliminating unnecessary repetition in discussing issues such as job attributes and life goals. Finally, the report profiles the enlistment-related behavioral and attitudinal characteristics of high school graduates who <u>are not currently</u> attending school. The services have expressed particular interest in this sub-group.

EXECUTIVE SUMMARY

Introduction

This report is a discussion of the Fall 1977 wave (i.e., Wave V) of the tracking study of youth attitudes toward serving in the armed forces. A total of 5284 randomly selected males between 16 and 21 years of age were interviewed by telephone. Approximately 200 interviews were conducted in each of 26 tracking areas across the continental United States.

Major Conclusion of the Study

This wave of the study provides a 24 month historical perspective from which the following conclusion is drawn.

It appears that the negative trend in propensity to enlist has begun to slow.

In past reports, it was suggested that two variables -- full-time employment and high school graduate/not attending school -- could reasonably explain the observed downward shifts in propensity. It was reasoned that improvements in the civilian job market may make a military career less attractive to a young man for whom the military may have been the best opportunity for advancement in a poor economy. In the present survey reported incidences of full-time employment and high school graduate/not attending school are unchanged, and the downward trend in propensity appears to be slowing.

These two demographic variables, therefore, may well be only partial determinants of propensity. It appears that there are other unidentified factors contributing to the decline in propensity that are beyond the range of variables in this series of studies to date.

National Trends In Propensity

Propensity to join the armed forces declined somewhat from Fall 1976 to Fall 1977. While the declines for all the services except the Navy are statistically significant,the magnitudes of the declines are less than those observed in the comparable Fall 1975 to Fall 1976 period. Voluntary mentions of military enlistment have always paralleled propensity changes. Voluntary mentions declined by a statistically significant amount from Fall to Fall. Like the propensity figures the decrease in these voluntary mentions from Fall 1976 to Fall 1977 is less than the decrease observed in the Fall 1975 to Fall 1976 period. Hence, the downward trend with respect to enlistment intentions appears to be slowing somewhat.

The overall rank order of the active duty services based on expressed propensity levels has not changed from Fall 1975. The order is as follows:

	Fall '75	Fall '76	Fall '77	Fall'76-Fall'77 Difference	Percentage Decline
. Air Force	20.4%	17.9%	15.7%	-2.2*	12.3%
. Navy	19.6%	16.5%	15.5%	-1.0	6,1%
. Army	18.4%	14.5%	12.7%	-1.8*	12.4%
. Marine Corps	14.9%	12.4%	11.0%	-1.4*	11.3%

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*The differences shown are statistically significant

Many of the variables that discriminate between positive and negative propensity to serve in the military did not change from Fall 1976. Recalled incidence of any recruiter contact, both recent and long-term, remained steady, as did the incidence of taking the Armed Services aptitude test and characteristics of employment and education (the proportion of non-high school graduates not attending school, however, did increase).

On the other hand, recalled incidence of recruiter contact with specific services declined for all services except the Army. The degree to which respondents reported talking to influential sources about enlistment also declined. Talking to teachers/counselors, however, did not change.

Fall-to-Fall shifts occurred with respect to life goal achievement. The military experienced setbacks with regard to perceived job security, recognition and status, helping other people, developing potential and working for a better society; but maintained its position relative to civilian life with respect to the perception of all other life goals: adventure and excitement, doing challenging work, learning as much as one can, respect of friends, ability to make own decisions, making a lot of money and personal freedom. In general, the Fall 1977 levels of those life goal perceptions that have shifted appear to be moving in the direction favoring civilian life.

During the past year the relative importance attached to various job attributes remained virtually unchanged. The most important job

attributes continue to be: teaches you a valuable trade or skill, provides good benefits for you and your family, gives you the job you want and gives you an opportunity to better your life. The least important attributes continue to be: allows you to see many different countries of the world,has other men you would like to work with and trains you for leadership.

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 (Fall, 1975 and Spring, 1976), the markets where propensity was low for the military were the major metropolitan areas such as New York City and Chicago. This is also true in the present wave. Both areas tend to be below average with respect to propensity to serve in the active duty services. Southern California and Philadelphia are below the nation with respect to propensity to serve in the Army. Ohio, Minnesota/ Nebraska/North Dakota/South Dakota,and Wisconsin are below the nation with respect to propensity to join the Marine Corps. Wisconsin falls below the national averages for all of the active services except the Army.

Propensity for the Reserve components is especially low in New York City, Chicago, Michigan/Indiana and Philadelphia.

Perceptions of the Services

A military enlistment is perceived most often as allowing a young man to have adverture and excitement and job security. On the other hand, it is perceived as not permiting young men to enjoy personal freedom, make their own job-oriented decisions, or earn a lot of money.

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

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 (50.1%) 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 $401 which is close to the true value of $397. However, the averages range from a low of $352 to a high of $453 across tracking areas.

Positive propensity men value good starting pay but did not think they can achieve this in the military. Respondents who initially claimed to have no idea of the level of starting pay gave somewhat higher estimates of pay than others, when asked a second time. As in past surveys, those with negative propensity (in both the group that initially gave estimates and those that were asked a second time to give an estimate) 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 (53.9%) 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 generally 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. These perceptions have been fairly consistent over time.

Advertising Awareness

Over one-half of the respondents were aware of advertising for specific services. About one-half of these same individuals could not

recall any content of the advertising. In this respect all four services were comparable. However, since Spring 1977 (when the present advertising questions were added), advertising recall has increased significantly for all four services.

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 continues to be 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.

An Analysis of Three Key Explanatory Variables of Propensity

The completion of the fifth wave of tracking youth attitudes enabled us to test six important hypotheses with respect to propensity. The

hypotheses pertain to the total set of data collected during the last two years and focus on three important variables: services, tracking areas, and time. These hypotheses were:

1. Are the services equal with respect to propensity?
2. Are the 26 tracking areas equal with respect to propensity?
3. Are the five waves of surveys equal with respect to propensity?
4. Have the services exhibited different patterns with respect to propensity over the five waves?
5. Have the services exhibited different patterns with respect to propensity across the 26 tracking areas?
6. Have the 26 tracking areas exhibited different patterns over the five waves?

An analysis of variance was conducted to test these hypotheses. This analysis revealed that enlistment propensity differs significantly as follows: (1) among services, (2) across tracking areas, and (3) from wave-to-wave (Hypotheses #1-3). However, time-related changes in propensity are not unique to any of the services, but are general in nature (Hypothesis #4). While the individual services show some unique strengths and weaknesses across tracking areas, and while there are some unique time-related changes within tracking areas, there is no well-defined picture of what is occuring with respect to propensity to join the services at the tracking area level (Hypotheses #5 - #6).

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 aptitude test
- Having discussed entering the military with parents or friends
- Feeling relatives support his joining the service
- Having positive propensity for more than one service

Differences between positive and negative propensity groups with respect to demographics, perceived importance of job attributes and life goal perceptions appear to be general and not service specific. Thus it appears that all service may draw upon pools of positive propensity young men with fairly similar demographic profiles and similar perceptions of job attributes and life goals, and that these young men differ in a consistent fashion from negative propensity men.

High School Graduates Who Are Not Attending School

Individuals who have graduated high school and are not currently attending school represent a particularly attractive market to the services. These young men can be described in contrast to the overall average, as . . .

- Less likely to be unemployed and looking for work.
- Below average with respect to propensity to join the military.
- Above average, however, with respect to having been tested for military service.
- Above average with respect to incidence of recruiter contact.

- Average with respect to perceived adequacy of recruiter information.
- Below average, however, with respect to feeling more favorable about enlisting after talking to recruiters.
- Average with respect to perceived attitudes of influencers and parental discussions about enlistment.
- Average with respect to service advertising recall.
- Average with respect to importance attached to job attributes and achievability of life goals.

SECTION I

NATIONAL TRENDS

FALL 1976 VS. FALL 1977

SECTION I

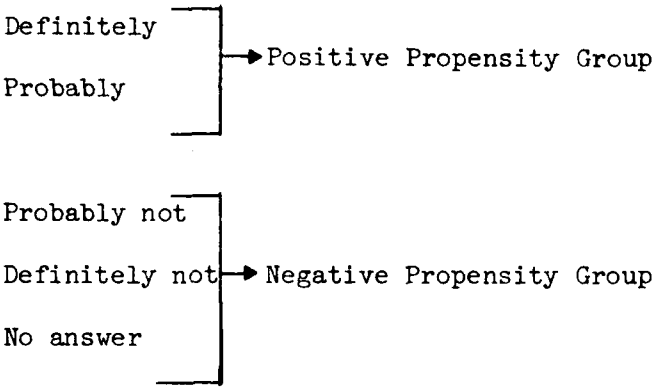
National Trends - Fall 1976 to Fall 1977

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 changes in propensity and then those variables that are related to enlistment propensity. The primary time frame for analysis is Fall 1976 to Fall 1977. However, Fall 1975 (Wave I) data also are shown in order to provide a complete historical presentation of the findings. Given this full two year Fall-to-Fall time frame, seasonal effects are eliminated and observed changes can be viewed as indicative of underlying trends.

The data reported in this section represent weighted total U.S. data obtained from twenty-six (26) tracking areas. Thirteen (13) of these are the same as those used in the Fall 1975 wave of this investigation. The balance are thirteen (13) tracking areas which in the Fall 1975 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

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



1.2 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 introduced into the study in the Spring 1977 survey. 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, the "top-of-mind" awareness question was asked early in the interview (Qu. 4a)

following a question of near-term occupational plans (Qu. 3i) and just prior to asking propensity toward the individual services (Qu. 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 was made to the earlier propensity rates (i.e., they were increased by 4.7% points). This adjustment was based on the statistical relationship between spontaneously mentioned plans for a military career (Qu. 3i) and propensity (Qu. 5a). The details of this adjustment were explained in detail in Appendix IV of the Spring 1977 survey report.

In order to empirically assess the effect of the "top-of-mind" awareness question, a split-sample procedure was used in the Fall 1977 survey with respect to this question. Specifically, 274 respondents were not asked the "top-of-mind" awareness question. The 95% confidence interval of the effect of the awareness question on measured propensity across the four active duty services included the 4.7% point correction factor, derived in the Spring 1977 survey. Hence, this empirical test supports continued use of that correction factor.

1.3 Changes in Propensity: Fall 1976 to Fall 1977

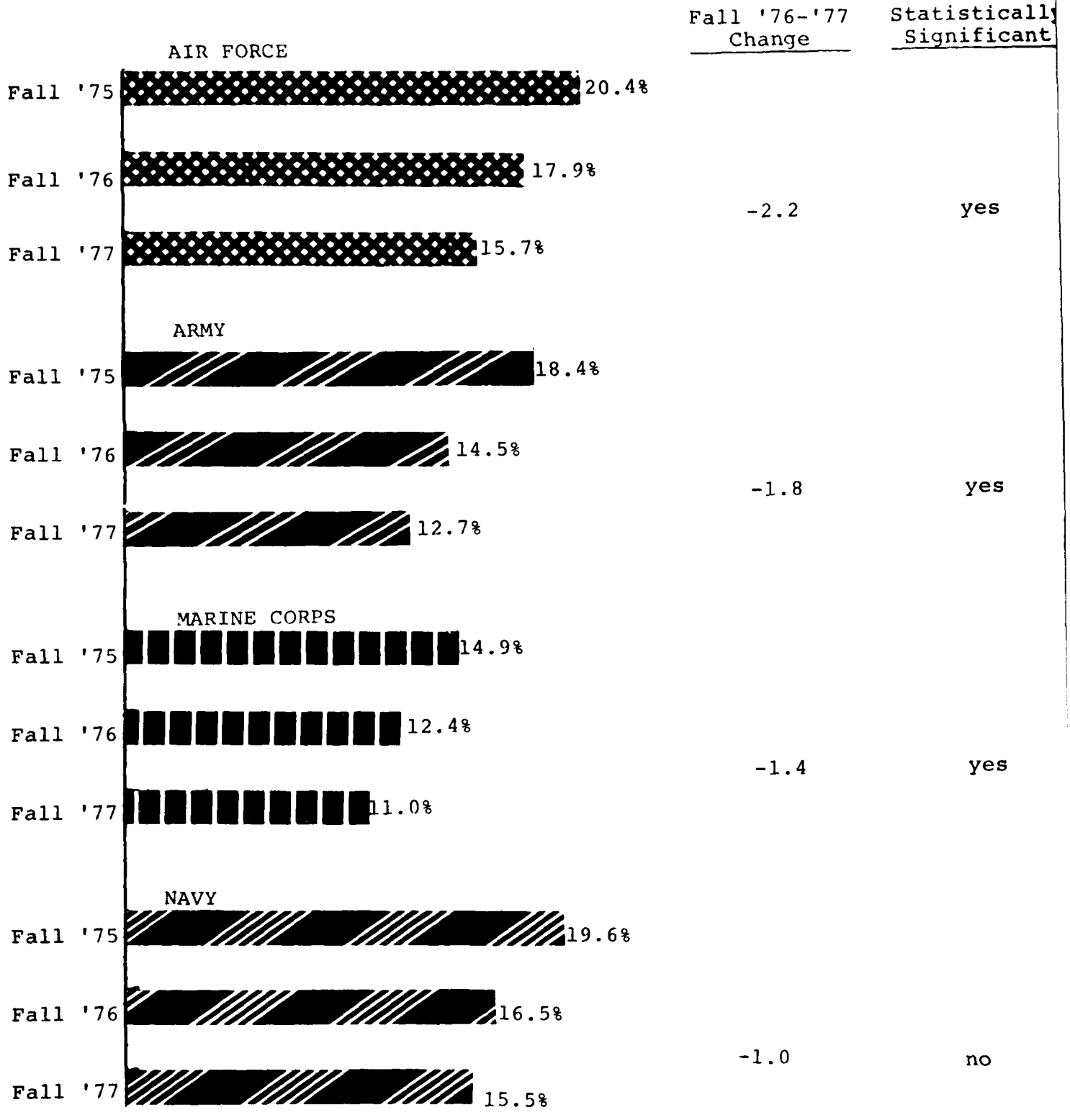
Positive propensity for all four services declined from Fall 1976. From a statistical standpoint, the declines for the Air Force, Army and Marine Corps are significant. The findings are graphed in Figure 1.1. The Air Force had the largest drop in positive propensity (-2.2% points which represents a 12.3% Fall-to-Fall decline) followed by Army (-1.8% points which represents a 12.4% Fall-to-Fall decline). The Marine Corps had a decline of 1.4% points, a 11.3% Fall-to-Fall loss. Propensity for the Navy decreased 1.0% point (a 6.1% Fall-to-Fall change). This decrease, however, is not statistically significant.

Since Fall 1975, positive propensity for each of the services has declined, on the average, 4.6% points. As a percentage of Fall 1975 propensity figures, the Army has had the largest loss (-31%) followed by the Marine Corps (-26%), the Air Force (-23%) and the Navy (-21%) over the past two years. The declines in propensity from Fall 1976 to Fall 1977, however, are less than those observed in the comparable Fall 1975 to Fall 1976 period. Hence, the negative decline in propensity appears to be slowing. With respect to changes in propensity for each service observed across time, all four services have shown similar patterns of decline. This is confirmed by an analysis of variance of the propensity data, which is discussed in Section II.

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. The index,

FIGURE 1.1

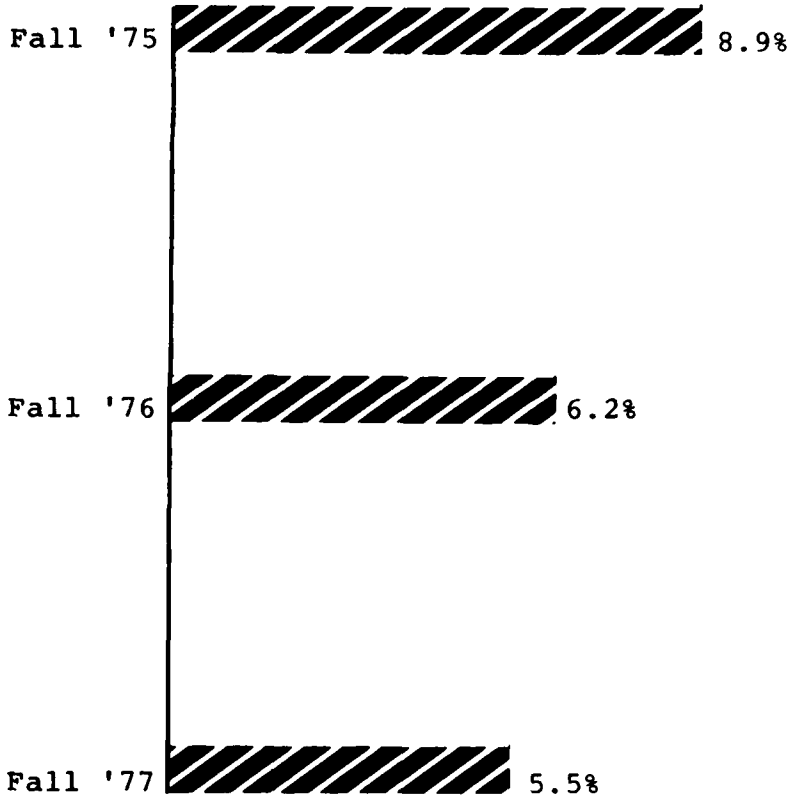
POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES



Source: Question 5a.

FIGURE 1.2

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



	Fall 1976-Fall 1977 Change	Statistically Significant
Fall '75		
Fall '76		
	-.7	no
Fall '77		

Source: Question 3i.

illustrated in Figure 1.2, appears to have declined from Fall 1976 (6.2% to 5.5%). This conclusion is not certain, however, since the decline is not statistically significant. In all five waves, this index has paralleled fluctuations in positive propensity toward each of the four services. Like the propensity figures, the decrease in this index from Fall 1976 to Fall 1977 is less than the decrease observed in the Fall 1975 to 1976 period.

Table 1.1 reviews the positive propensity figures for the four services recorded in each of the five 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 five waves with respect to intention to join the service. However, this trend appears to be slowing down in terms of the magnitude and percent of decline. 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.

TABLE 1.1

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

	Fall '75*	Spring '76*	Fall '76*	Spring '77	Fall '77
	%	%	%	%	%
Air Force	20.4	17.5	17.9	15.7	15.7
Army	18.4	13.1	14.5	11.8	12.7
Marine Corps	14.9	11.8	12.4	10.7	11.0
Navy	19.6	16.4	16.5	15.2	15.5
Unaided Mention of Plans To Enter Military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5
Base (All Respondents)	(3176)	(3001)	(5475)	(5520)	(5284)

* Propensity rates for the first three waves have been adjusted upwards 4.7% points for comparability with Spring '77 and Fall'77 on the basis of the relationship between the pro-military index and propensity (see Appendix IV of the Spring 1977 report 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 Fall 1976 to Fall 1977 changes are presented in Table 1.2. The following conclusions can be drawn:

1. Recalled recruiter contact with any service (within the past six months and longer) was stable from Fall 1976 to Fall 1977. Among youth who reported having contact, however, the recalled incidence of specific contact with recruiters from the Air Force, Marine Corps and Navy, however, did decline.
2. The incidence of talking to influential people about enlistment declined. Talking to teachers/counselers, however, did not change.
3. The incidence of taking a military-sponsored aptitude test in high school did not change significantly from Fall to Fall.
4. As of Fall 1977,respondents viewed military life as better enabling achievement of the following life goals: adventure and excitement, job security, doing challenging work, recognition and status, learning as much as one can and helping other people.

TABLE 1.2

CHANGES IN VARIABLES RELATED TO PROPENSITY

	Fall '75 %	Fall '76 %	Fall '77 %	Fall '76-'77 Change %	Statistically Significant
Recruiter Contact (Qu. 8a & 9a)					
Past 5-6 months - any service	24.7	24.9	26.0	+1.1	No
Ever - any service	49.2	49.9	50.0	+.1	No
Recruiter Contact with (Qu. 9b)					
Air Force	14.4	15.5	13.5	-2.0	Yes
Army	25.3	24.3	23.5	-.8	No
Marine Corps	14.7	14.9	13.0	-1.9	Yes
Navy	17.1	17.5	15.4	-2.1	Yes
Talked About Enlistment With (Qu. 8c)					
Friends with military experience	39.7	40.9	37.4	-3.5	Yes
Parents	37.4	36.9	32.5	-4.4	Yes
Teachers/Counselors	12.0	11.6	12.0	+.4	No
Girl Friend/Wife	19.5	18.8	16.0	-2.8	Yes
Aptitude Test in High School By Armed Forces (Qu. 8c)	19.8	18.1	18.3	+.2	No
Base	(3176)	(5475)	(5284)		

TABLE 1.2
(continued)

	Fall '75 %	Fall '76 %	Fall '77 %	Fall '76-'77 Change %	Statistically Significant
Life Goal Achievement Civilian Advantage Over Military (Qu. 11) (Averages)					
Adventure and Excitement	2.54	2.34	2.39	+.05	No
Job Security	2.53	2.37	2.56	+.19	Yes
Doing Challenging Work	2.78	2.79	2.80	+.01	No
Recognition and Status	2.85	2.77	2.86	+.09	Yes
Learning As Much As One Can	3.00	2.92	2.94	+.02	No
Helping Other People	3.02	2.87	2.95	+.08	Yes
Developing Potential	3.00	2.93	3.02	+.09	Yes
Working for a Better Society	3.06	2.95	3.03	+.08	Yes
Respect of Friends	3.15	3.02	3.06	+.04	No
Ability to Make Own Decisions	3.85	3.89	3.88	-.01	No
Making a Lot of Money	3.83	3.92	3.94	+.02	No
Personal Freedom	4.04	4.12	4.14	+.02	No
Base	(3176)	(5475)	(5284)		

Scale Value:

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

TABLE 1.2
(continued)

	Fall '76 %	Fall '77 %	Fall '76-'77 Change %	Statistically Significant
Relative Importance of Job Attributes (Qu. 6a) (Averages)* +				
Teaches you a valuable trade or skill	2.05	2.07	+.02	No
Provides good benefits for you and your family	2.05	2.07	+.02	No
Gives you the job you want	2.15	2.16	+.01	No
Gives you an opportunity to better your life	2.20	2.20	-	No
Pays well to start	2.31	2.23	-.08	Yes
Gives you a job which is challenging	2.31	2.29	-.02	No
Is a career you can be proud of	2.35	2.33	-.02	No
Helps you get a college education while you serve	2.32	2.42	+.10	Yes
Trains you for leadership	2.53	2.55	+.02	No
Has other men you would like to work with	2.74	2.76	+.02	No
Allows you to see many different countries of the world	2.88	2.82	-.06	Yes
Base	(5475)	(5284)		

* A smaller value means greater perceived importance

\+ These data were not measured in a comparable form in Fall 1975. Hence, Fall 1975 data are not shown.

TABLE 1.2+
(continued)

	Fall '76	Fall '77	Fall '76-'77 Change	Statistically Significant
	%	%	%	
Attainability of Job Attributes In the Military (Qu. 6b) (% Saying "Yes") +				
Allows you to see many different countries of the world	90.0	90.3	+.3	No
Teaches you a valuable trade or skill	89.9	88.1	-1.8	Yes
Helps you get a college education (while you serve)	83.5	82.8	-.7	No
Is a career you can be proud of	84.3	82.4	-1.9	Yes
Gives you a job which is challenging	84.1	82.1	-2.0	Yes
Trains you for leadership	84.3	81.9	-2.4	Yes
Gives you an opportunity to better your life	80.9	79.7	-1.2	No
Provides good benefits for you and your family	79.6	79.7	+.1	No
Has other men you would like to work with	73.6	73.2	-.4	No
Gives you the job you want	71.2	70.0	-1.2	No
Pays well to start	62.6	62.8	+.2	No
Perceived Attitudes of Parents Toward Joining the Military (Qu. 12a)+				
Father in favor	30.9	30.1	-.8	No
Mother in favor	21.7	22.4	+.7	No
Base	(5475)	(5284)		

+ These data were not measured in a comparable form in Fall 1975. Hence, Fall 1975 data are not shown.

During the past year the military lost ground relative to civilian life with regard to five life goal perceptions: job security, recognition and status, helping other people developing potential and working for a better society. The military maintained its perceived position relative to civilian life on the remaining life goal attributes. In general, the Fall 1977 levels of those life goal perceptions that have shifted appear to be returning upward to Fall 1975 levels which are in the direction favoring civilian life.

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. Hence, this set of questions has been an important measure in this study.

5. The relative importances attached to various job attributes remained virtually unchanged. The most important job attributes continue to be these: teaches you a valuable trade or skill, provides good benefits for you and your family, gives you the job you want and gives you an opportunity to better your life. At the same time, the least important job attributes continue to be these: allows you to see many different countries of the world, has other men you would like to work with and trains you for leadership.

   The stated importance of three attributes did shift significantly. Pays well to start and allows you to see many different countries increased in terms of their stated importance. Helps you get a college education while you serve decreased in terms of its stated importance.

6. As in the past, the young men in the sample generally felt that every job attribute can be found in the military. The data range from 90 percent of all respondents who felt that the military allows you to see many different countries of the world to 63 percent of the respondents who believed that the military pays well to start.

   The proportion of young men who believed that these job

attributes can be attained in the military remained, for the most part, unchanged from Fall to Fall. There were significant declines, however, with respect to four attributes: teaches you a valuable trade or skill, is a career you can be proud of, gives you a job which is challenging and trains you for leadership.

7. The percentage of respondents who perceive their parents to be in favor of their joining the military did not change from Fall to Fall.

1.5 Key Demographics

Tables 1.3-1.5 profile the key demographics of the Fall 1976 and Fall 1977 samples. Fall 1975 data also are shown in order to provide a complete historical perspective. The following conclusions can be drawn from these tables:

1. Both the Fall 1976 and Fall 1977 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.

2. Both Fall samples are identical with respect to their employment status and with respect to those not employed and either looking or not looking for a job.

3. The percentage of respondents currently attending school remained unchanged from Fall to Fall. This is true of reported high school, vocational school and college attendance. Moreover, the percentage of young men who have graduated from high school did not change from Fall 1976 to Fall 1977. However, the percentage of young men who reported that they are not currently attending school and have not graduated from high school increased during the past year.

TABLE 1.3
AGE AND RACE

	Fall '75 %	Fall '76 %	Fall '77 %
Age			
16	18.5	18.5	18.6
17	18.4	18.5	18.5
18	18.0	17.5	17.5
19	16.6	16.7	16.6
20	15.3	14.8	14.8
21	13.3	14.0	14.0
Race			
White	86.3	85.3	85.3
Non-White	12.8	13.4	13.4
Refused	.9	1.3	1.3
Base (All Respondents)	(3176)	(5475)	(5284)

TABLE 1.4
EMPLOYMENT STATUS

	Fall '75	Fall '76	Fall '77	Fall '76-'77 Change	Statistically Significant
	%	%	%	%	
Employed (Qu. 3f, 3g)	57.0	61.0	62.1	+1.1	No
Full-time	31.3	35.2	35.9	+.7	No
Part-time	25.7	25.7	26.1	+.4	No
Not Employed (Qu. 3h)	42.9	38.9	37.9	-1.0	No
Looking for a job	26.0	21.5	20.9	-.6	No
Not looking	16.9	16.9	16.6	-.3	No
Not specified	-	.5	.4	-.1	No
Base (All Respondents)	(3176)	(5475)	(5284)		

TABLE 1.5
SCHOOLING STATUS

Attending School (Qu. 3c)	58.4	56.9	56.7	-.2	No
In high school	40.3	39.2	40.7	+1.5	No
In vocational school	2.8	1.6	2.0	.4	No
In college	14.9	14.9	13.5	-1.4	No
Not specified	.5	1.2	.5	-.7	No
Not Attending School (Qu. 3d)	41.6	43.1	43.3	+.2	No
High school graduate	31.6	34.2	32.7	-1.5	No
Not high school graduate	10.0	8.8	10.5	+1.7	Yes
Quality Index (Mean)	6.43	6.36	6.38	+.02	No
Base (All Respondents)	(3176)	(5475)	(5284)		

4. 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 taken and passed in high school, and the science courses covering electricity and/or electronics taken and successfully passed in high school. The index ranges from a low score of 1 to a high score of 10. Table 1.6 explains the derivation of the quality index.

TABLE 1.6

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

Respondent quality remained unchanged from Fall 1976 to Fall 1977.

In past reports, it was suggested that two variables -- full-time employment and high school graduate/not attending school -- could reasonably explain the observed downward 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 the best opportunity for advancement in a poor economy. In the present survey full-time employment and high school graduate/not attending school are unchanged, and the downward trend in propensity appears to be slowing. The two demographic variables, therefore, may well be only partial determinants of propensity. As a result, it appears that there are other unidentified factors contributing to the decline in propensity that are beyond the scope of this study.

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. In previous reports the data have been examined from two perspectives. The first perspective looked at whether data from individual tracking areas differ specifically from national levels. The second focused on year-to-year changes within the original 13 tracking areas relative to corresponding year-to-year national changes. This second perspective was an attempt to determine whether observed changes within these individual tracking areas were unique to the tracking areas or merely a reflection of a national occurence.

In noting tracking area differences from national levels as well as year-to-year changes within tracking areas, we must be aware of the large

number of statistical tests being conducted. While some year-to-year changes have been observed within tracking areas across various measures, the incidence of these has been close to the level of chance (i.e., 5% of the tests are significant at the 95% confidence level).

In an attempt to better understand the tracking area differences in the data, two sets of tracking area data were submitted to a factorial analysis of variance. The completion of the Fall 1977 survey provides sufficient time-series data to make this form of analysis possible. The two sets of data were enlistment propensity measures and the perceived adequacy of recruiter information. The first was chosen because it is the principal measure in the study. The second set was chosen because the information provided by recruiters is controllable by the services and, therefore, the measure of perceived adequacy represents important feedback to the services.

As a statistical method, factorial analysis of variance enables us to critically analyze the independent and interactive effects of two or more explanatory variables on a dependent variable. There are three principal explanatory variables in this study. They are time (conceptualized in terms of five waves of interviewing), the individual services, and the 26 tracking areas. The dependent variables, for purposes of this analysis, are enlistment propensity and perceived adequacy of recruiter information. The basic analytical question is whether observed variations in these two dependent measures can be attributed to differences over time, services, tracking areas or some combinations of these three explanatory variables.

With respect to enlistment propensity, six [illegible] hypotheses were tested. These were:

1. Are the services equal with respect to propensity?
2. Are the 26 tracking areas equal with respect to propensity?
3. Are the five waves of surveys equal with respect to propensity?
4. Have the services exhibited different patterns with respect to propensity over the five waves?
5. Have the services exhibited different patterns with respect to propensity across the 26 tracking areas?
6. Have the 26 tracking areas exhibited different patterns over the five waves?

The analysis of enlistment propensity data revealed results which are illustrated below (See Appendix IV for F ratios).

Independent Variable	Statistically Significant
Service	Highly significant
Time	Highly significant
Tracking Areas	Highly significant
Service X Time interaction	No
Service X Tracking Area interaction	Marginally significant
Time X Tracking Area interaction	Marginally significant

The analysis reveals that differences in enlistment propensity differ significantly as follows: (1) among services, (2) from wave-to-wave, and (3) across tracking areas (Hypotheses #1-#3). The active duty services differ significantly with respect to propensity irrespective of time or tracking area. For example, average propensity levels for the Air Force and the Navy have been consistently higher than those for the Army and Marine Corps. Propensity to enlist, irrespective of service or tracking area, has shifted significantly over time. The largest shift in average propensity to join the military was from Fall 1975 to Spring 1976. The next largest shift was from Fall 1976 to Spring 1977. Finally, during the two-year period in which this study has been conducted the southern tracking areas consistently have had higher average propensity levels than other areas. On the other hand,propensity has been below average throughout much of the northeastern and midwestern areas of the country.

The lack of statistical significance with respect to the interaction of the individual services and time indicates that the time-related changes in the measure are not unique to any of the services but are general in nature (Hypothesis #4). The marginal significance of both the service-by-tracking area and time-by-tracking area interactions suggests the following (Hypotheses #5-#6). While the individual services show some unique strengths and weaknesses across tracking areas, and while there are some unique time-related changes within tracking areas, the level of significance in both cases is so marginal that it would be misleading, from an action standpoint, to single these out.

The analysis of variance of the propensity data has implications for reporting the data. The following discussions of variations in enlistment propensity appear to be valid:

- Differences across services
- Differences across time (viewed in terms of time-related changes in the national levels).
- Differences among tracking areas (viewed in terms of those that are above or below the U.S. average)

Hence, year-to-year changes within tracking areas, reported in previous surveys, have been deleted.

A similar analysis of variance was undertaken with respect to perceived adequacy of recruiter information. That is, the same six hypotheses tested with respect to propensity were tested. This analysis

revealed that this measure differs significantly (1) among services and (2) from wave to wave. There are no significant differences in this measure across tracking areas nor are there any significant interactions among services, time and tracking areas with respect to this measure (see Appendix IV for F ratios).

Tables 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 identification 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.

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 five waves of this study. Once again, the Air Force is highest (15.7%), followed closely by the Navy (15.5%). The Army (12.7%) is third and the Marine Corps (11.0%) fourth.

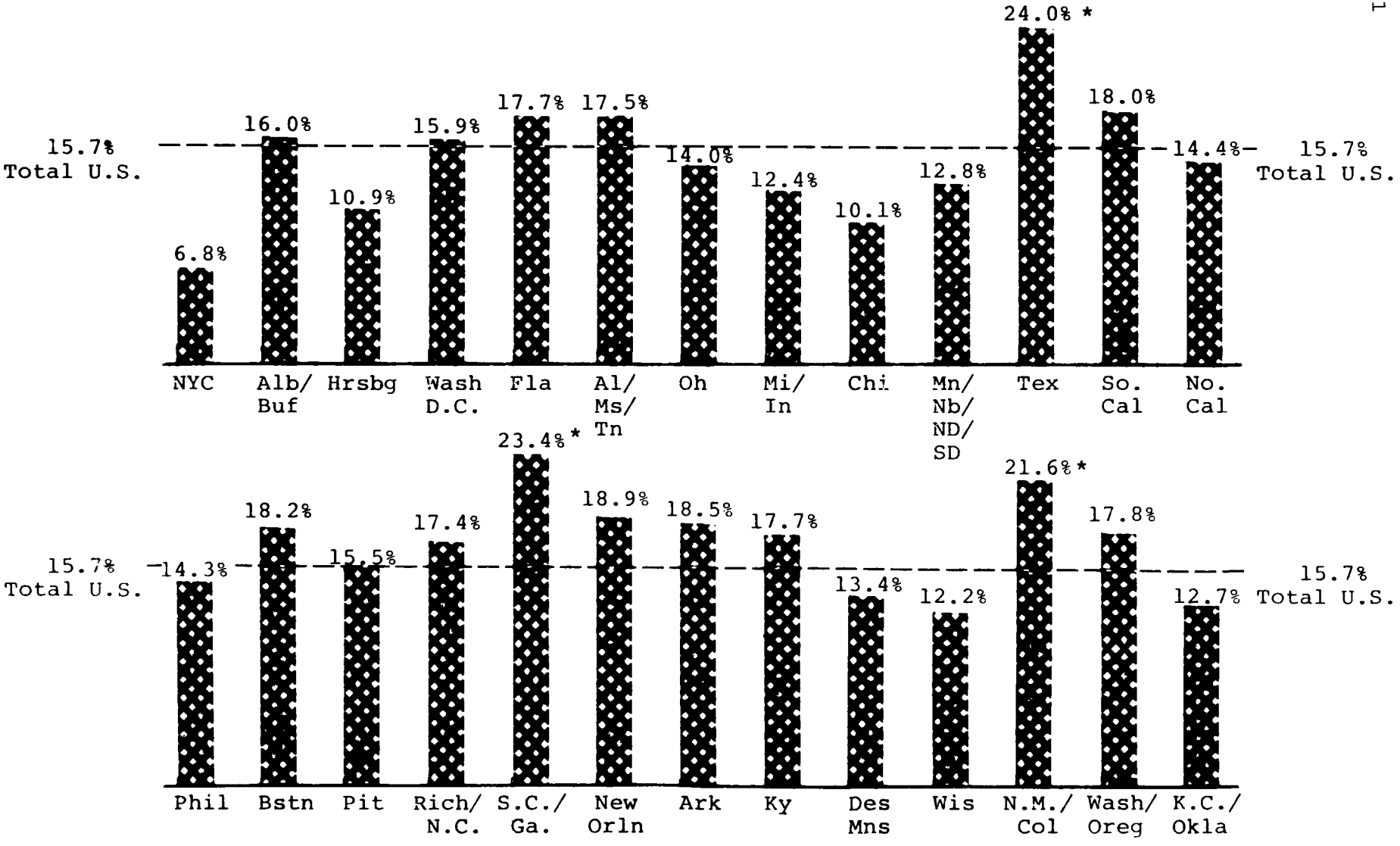
The propensity to serve in the Reserves is 15.7% and for the National Guard the figure is 16.1%. Respondents who expressed positive propensity to serve in the Reserve Components also were asked which branches of the Reserves and National Guard they would choose. The data are presented in the tabulations: Volume 2, Pages 24 and 26; and Volume 5, Pages 24 and 26.

FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

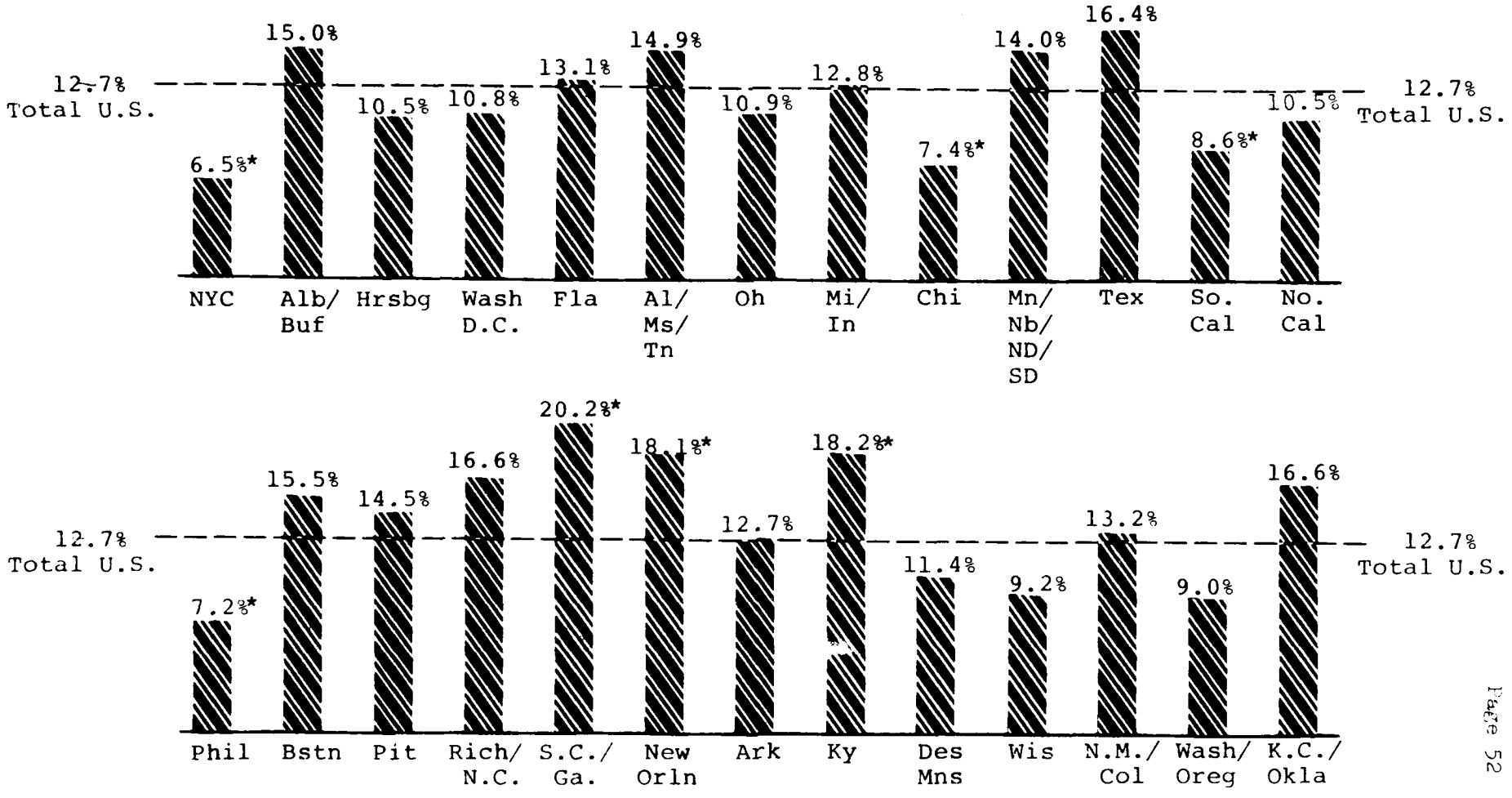
* Differs significantly from the total U.S.

FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

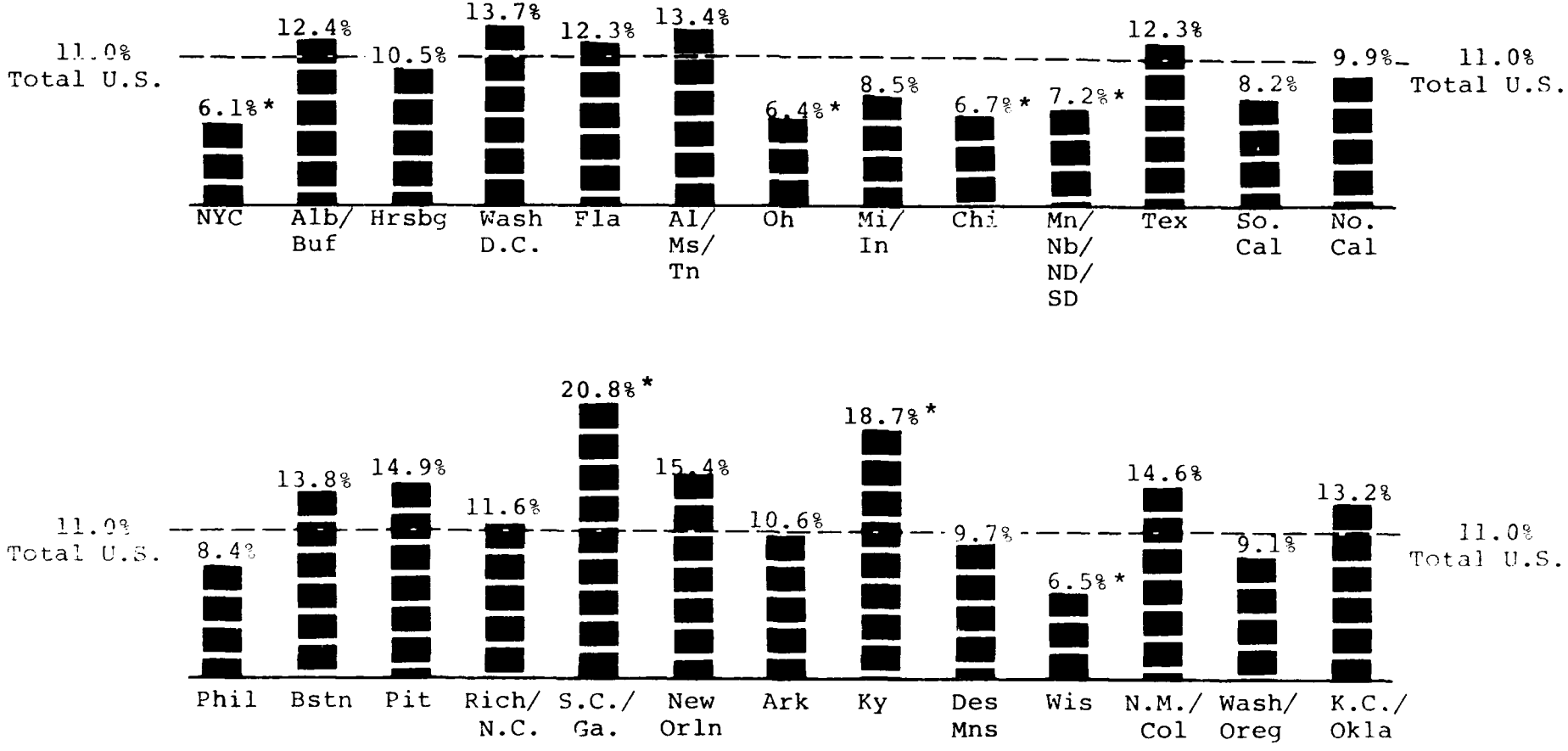
* Differs significantly from the total U.S.

FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

MARINE CORPS

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

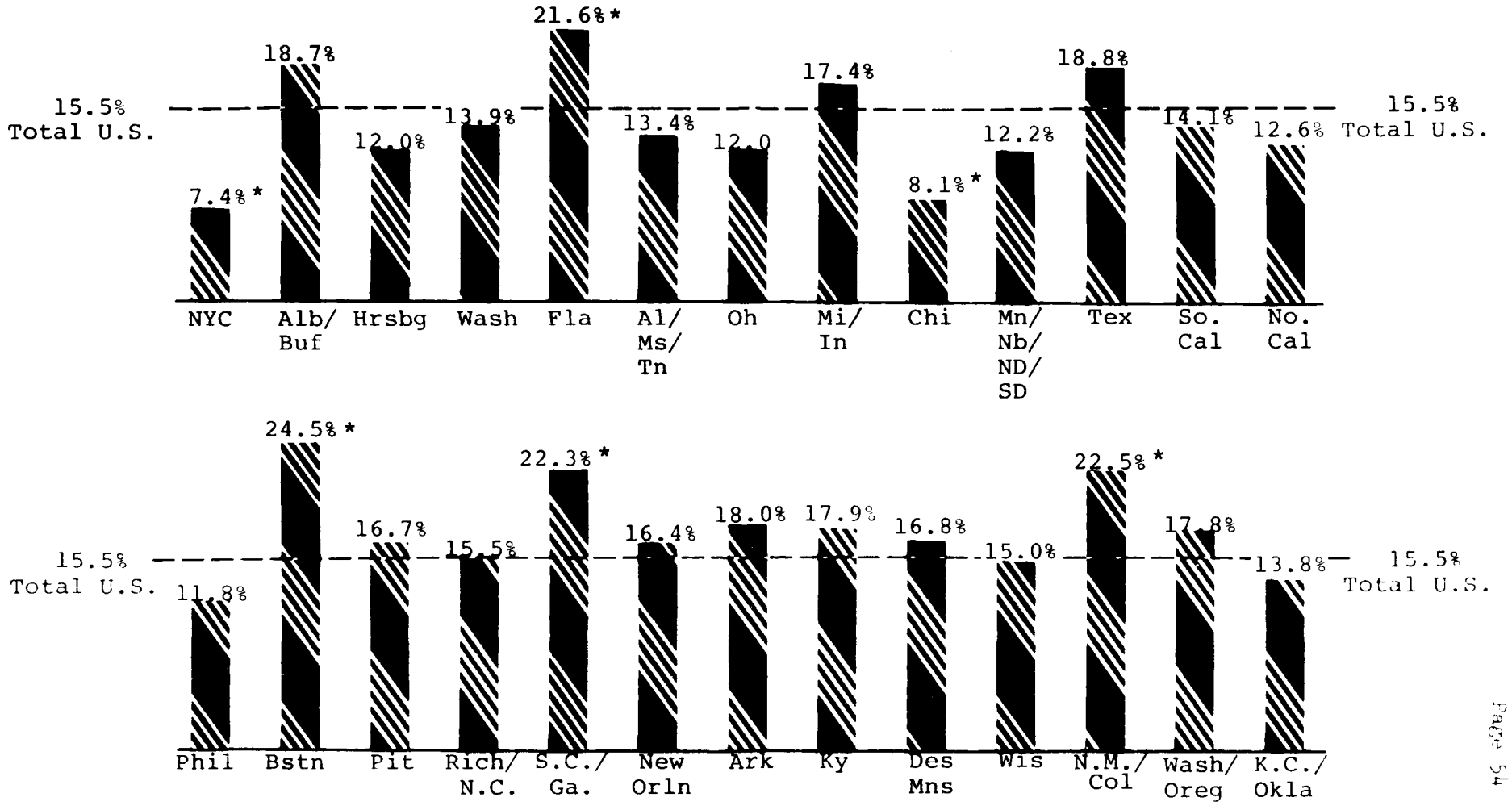
* Differs significantly from the total U.S.

FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Precent respondents endorsing definitely or probably consider serving)



Source: Question 5a

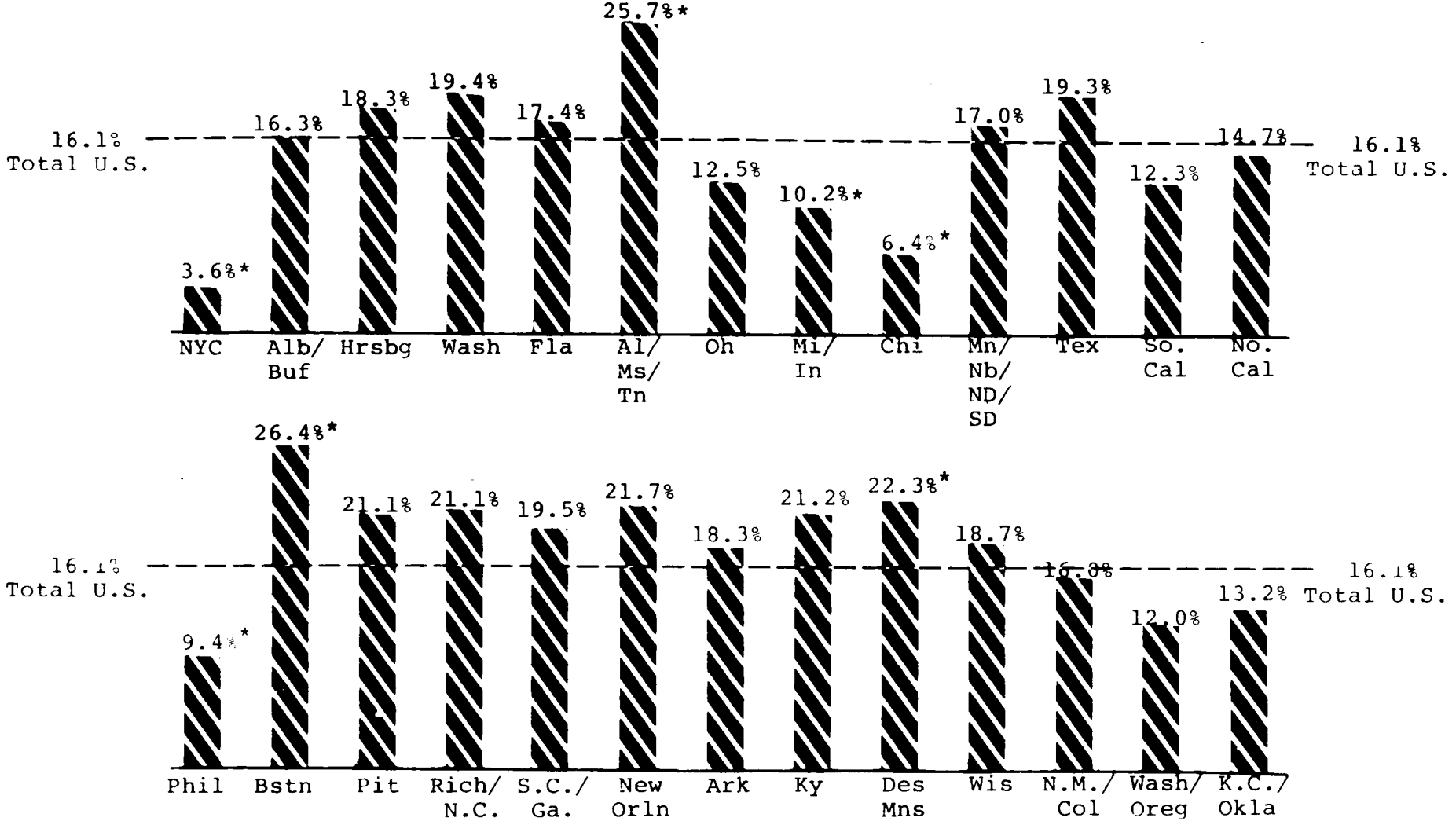
* Differs significantly from the total U.S.

FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

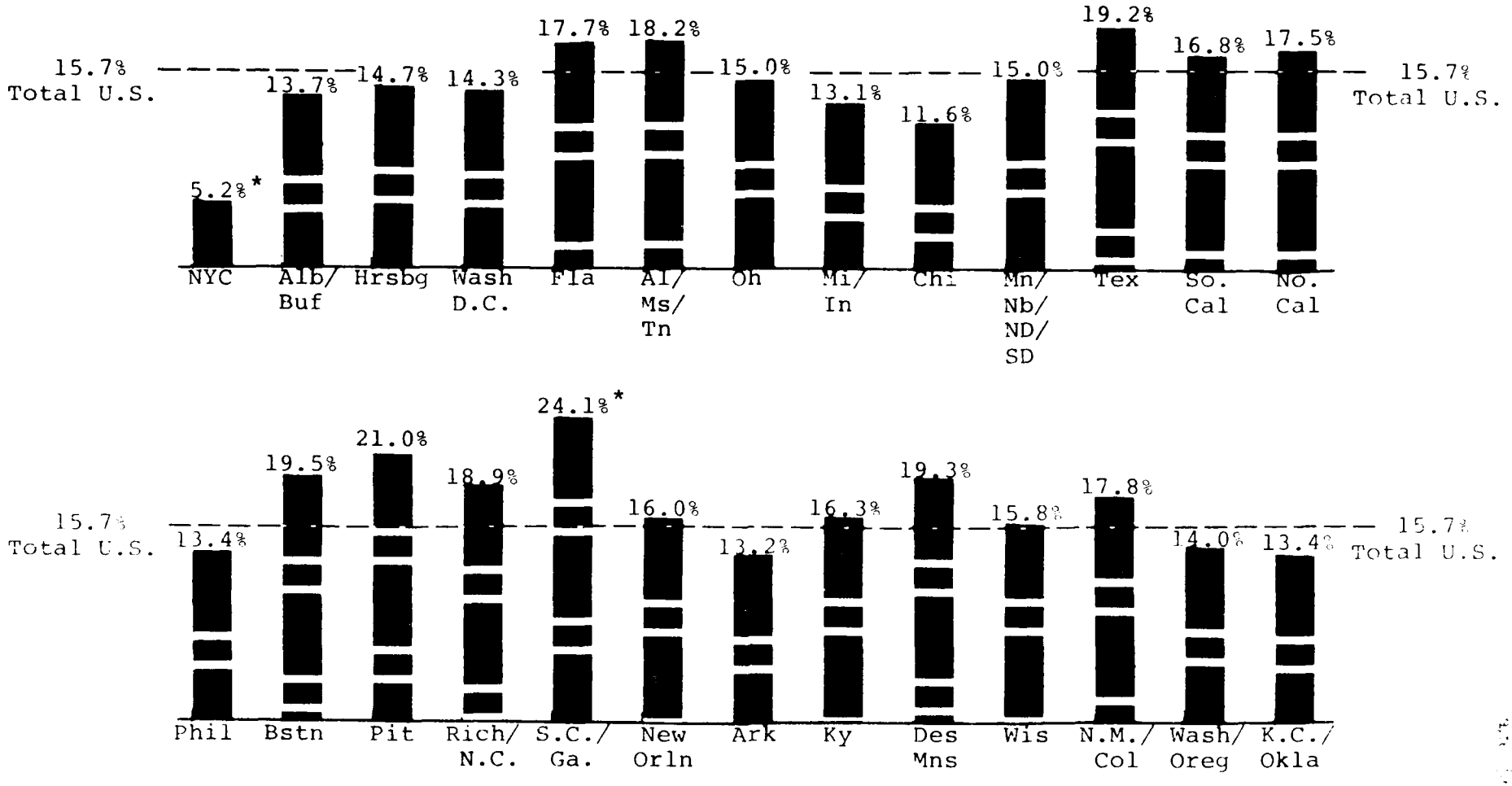
* Differs significantly from the total U.S.

FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

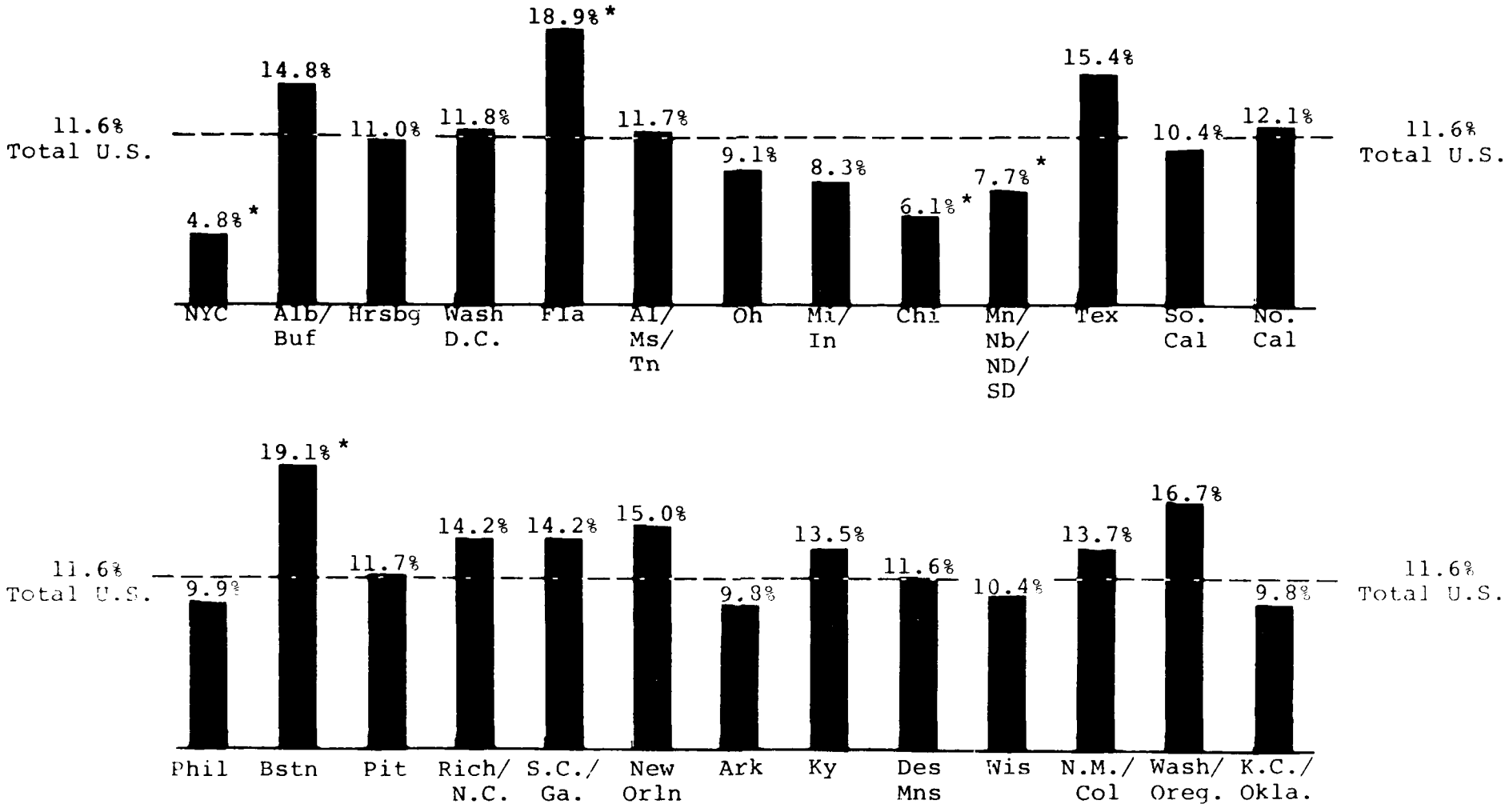
* Differs significantly from the total U.S.

FIGURE 2.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

COAST GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 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 one tracking area: New York City (6.8%). Three tracking areas -- Texas (24.0%), South Carolina/Georgia (23.4%), and New Mexico/Colorado (21.6%) are above the national average.

2. The propensity to serve in the Army is below the U.S. average of 12.7 percent in these tracking areas: New York City (6.5%), Chicago (7.4%), Southern California (8.6%) and Philadelphia (7.2%). South Carolina/Georgia (20.2%), New Orleans (18.1%), and Kentucky (18.2%) are above this U.S. average.

3. The overall propensity to serve in the Marine Corps is 11.0 percent. Seven tracking areas deviate from this average. New York City (6.1%), Ohio (6.4%), Chicago (6.7%), Minnesota/Nebraska/North Dakota/South Dakota (7.2%), and Wisconsin (6.5%) are below the national average. South Carolina/Georgia (20.8%) and Kentucky (18.7%) are above this U.S. average.

4. Six tracking areas deviate from the Navy's national average of 15.5 percent. These are New York City (7.4%) and Chicago (8.1%) which fall below the national average and Florida (21.6%), Boston (24.5%), South Carolina/Georgia (22.3%), and New Mexico/Colorado (22.5%) which are significantly above the U.S. average.

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	14.3	18.2	15.5	17.4	23.4	18.9	18.5	17.7	13.4	12.2	21.6	17.8	12.7
Army	12.7	7.2	15.5	14.5	16.6	20.2	18.1	12.7	18.2	11.4	9.2	13.2	9.0	16.6
Marine Corps	11.0	8.4	13.8	14.9	11.6	20.8	15.4	10.6	18.7	9.7	6.5	14.6	9.1	13.2
Navy	15.5	11.8	24.5	16.7	15.5	22.3	16.4	18.0	17.9	16.8	15.0	22.5	17.8	13.8
National Guard	16.1	9.4	26.4	21.1	21.1	19.5	21.7	18.3	21.2	22.3	18.7	16.0	12.0	13.2
Reserves	15.7	13.4	19.5	21.0	18.9	24.1	16.0	13.2	16.3	19.3	15.8	17.8	14.0	13.4
Coast Guard	11.6	9.9	19.1	11.7	14.2	14.2	15.0	9.8	13.5	11.6	10.4	13.7	16.7	9.8

Base: All Respondents

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

Source: Question 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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Air Force	15.7	6.8	16.0	10.9	15.9	17.7	17.5	14.0	12.4	10.1	12.8	24.0	18.0	14.4
Army	12.7	6.5	15.0	10.5	10.8	13.1	14.9	10.9	12.8	7.4	14.0	16.4	8.6	10.5
Marine Corps	11.0	6.1	12.4	10.5	13.7	12.3	13.4	6.4	8.5	6.7	7.2	12.3	8.2	9.9
Navy	15.5	7.4	18.7	12.0	13.9	21.6	13.4	12.0	17.4	8.1	12.2	18.8	14.1	12.6
National Guard	16.1	3.6	16.3	18.3	19.4	17.4	25.7	12.5	10.2	6.4	17.0	19.3	12.3	14.7
Reserves	15.7	5.2	13.7	14.7	14.3	17.7	18.2	15.0	13.1	11.6	15.0	19.2	16.8	17.5
Coast Guard	11.6	4.8	14.8	11.0	11.8	18.9	11.7	9.1	8.3	6.1	7.7	15.4	10.4	12.1

Base: All respondents

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

Source: Question 5a

5. The National Guard with a total U.S. average of 16.1 percent is significantly below average in New York City (3.6%), Michigan/Indiana (10.2%), Chicago (6.4%), and Philadelphia (9.4%). Alabama/Mississippi/Tennessee (25.7%), Boston (26.4%), and Des Moines (22.3%) are all above the U.S. average.

6. The propensity to serve in the Reserves is 15.7 percent. New York City (5.2%), is below average. South Carolina/Georgia (24.1%) is above the U.S. average.

7. The propensity to serve in the Coast Guard is relatively low in New York City (4.8%), Chicago (6.1%), and Minnesota/Nebraska/North Dakota/South Dakota (7.7%). The propensity to serve in the Coast Guard is relatively high in Florida (18.9%) and Boston (19.1%).

These data indicate that two tracking areas are relatively weak with respect to propensity to join any of the military services. These areas are New York City and Chicago. On the other hand, the military tends to have particular appeal in southern tracking areas, as well as in Boston and New Mexico/Colorado. These observed differences among tracking areas, discussed at the beginning of this section, 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 Section III.

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

In past surveys, positive propensity respondents were asked to indicate when they expected to enter (1) the active duty services and (2) the Reserve components. In the Fall 1977 survey, positive propensity respondents were asked only to indicate when they expected to join the military service.

The percentage of positive propensity men who said they will enter either the active duty services or Reserve components within the near future (within two years) is 31.9%. Three tracking areas are above the U.S. average with respect to enlisting in the military within the next two years. These are New York City, Florida, and Washington/ Oregon. On the other hand, Harrisburg, Texas, Pittsburg, Richmond/North Carolina, and New Orleans fall below the U.S. average.

Ohio, Chicago, and New Mexico/Colorado have an above-average percent of positive propensity youth who expressed long-term expectations, (i.e., two or more years) with respect to joining the military. The proportion of positive propensity youth who do not know when they will enlist is below average in Washington, D.C., Ohio,Chicago, Minnesota/Nebraska/North Dakota/ South Dakota, New Mexico/Colorado, and Washington/Oregon and above average in Texas and Southern California

TABLE 2.2 WHEN EXPECT TO JOIN MILITARY SERVICE

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

Percent Naming This Time Span	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Within 2 years	31.9	[52.0]	30.5	(23.3)	40.7	[45.4]	36.1	31.1	32.8	27.8	35.4	(21.3)	31.5	31.1
More than 2 years	49.7	(34.0)	45.8	55.4	47.3	(39.4)	44.7	[60.3]	47.8	[63.8]	55.2	50.3	43.6	48.0
Don't know/no answer	18.5	13.9	23.7	21.4	(12.0)	15.2	19.2	(8.7)	19.5	(8.5)	(9.4)	[28.4]	[25.0]	21.0

Base: Those with positive propensity

Source: Question 5a

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.

Percent Naming This Time Span	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. %
Within 2 years	31.9	33.2	36.2	(25.0)	(24.2)	38.5	(24.5)	31.3	25.8	29.7	34.9	29.3	[41.2]	28.0
More than 2 years	49.7	50.6	49.6	52.2	53.1	46.1	51.7	45.9	52.6	56.0	48.7	[58.6]	49.3	53.0
Don't know/no answer	18.5	16.2	14.2	22.7	22.8	15.4	23.8	22.8	21.6	14.2	16.4	(12.1)	(9.5)	19.0

Base: Those with positive propensity

Source: Question 5a

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, 72.5% of positive propensity youth expect to enter the military as enlisted men. This is slightly higher than the Fall 1976 figure of 70.8%. This difference is not statistically significant, however. The percent of those with positive propensity who expect to enter the service as officers remains unchanged. The balance of respondents (3.5%, not shown in the Table) do not know whether they would enter as enlisted men or as officers.

Texas, New Mexico/Colorado, and Washington/Oregon have the lowest percentage of positive propensity youth who expect to enter the military as enlisted men. Just the opposite is true of Michigan/Indiana. With respect to expectations to become military officers, Michigan/Indiana is below the national level, while Alabama/Mississippi/Tennessee, New Mexico/Colorado, Texas and Washington/Oregon are above this average.

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

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

Percent Would Enter As:	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Enlisted man	72.5	68.9	76.5	72.3	68.4	75.9	68.2	74.2	[80.0]	77.9	78.1	(61.1)	65.8	76.0
)fficer	24.0	27.4	20.2	22.5	28.0	20.6	[31.8]	21.3	(12.5)	17.4	21.2	[30.5]	28.3	22.9

Base: Those with positive propensity

Source: Question 5a

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

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

Percent Would Enter As:	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Enlisted man	72.5	75.5	67.9	77.0	76.7	78.7	71.5	72.6	78.0	74.9	71.4	(65.3)	(62.6)	73.4
Officer	24.0	23.2	28.8	21.6	19.4	21.3	28.5	22.3	18.5	25.1	22.2	[31.9]	[35.6]	24.9

Base: Those with positive propensity

Source: Question 5a

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 respondents is determined by asking them 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 scalar values to this factor. The index ranges from a low score of 1 to a high score of 10. The derivation of the quality index was explained earlier in Table 1.6.

The quality index data are reported in Table 2.4. The national quality index value is 6.38 which is comparable to the Fall 1976 figure (6.36). The current level appears to be a reversal of a downward trend observed in the quality index across the previous waves. The quality index has ranged from a high of 6.43 (Fall 1975) to a low of 6.29 (Spring 1977). Levels of quality index show a regional pattern. Quality index values are below average in several southern areas: Florida, Alabama/Mississippi/Tennessee, Richmond/North Carolina, and Kentucky. On the other hand, quality index values **are** above the U.S. average in these eastern tracking areas: New York City, Boston, and Pittsburgh.

TABLE 2.4 RESPONDENT QUALITY INDEX

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

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
Mean index value	6.38	6.85	6.58	6.63	6.34	5.98	5.96	6.45	6.30	6.53	6.52	6.33	6.31	6.52

Base: All respondents

Minimum value = 1

Maximum value = 10

Source: Volume I, page 204

TABLE 2.4 RESPONDENT QUALITY INDEX

	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	6.38	6.50	6.75	6.66	6.02	6.31	6.22	6.32	5.91	6.39	6.43	6.34	6.34	6.41

Base: All respondents

Minimum value = 1

Maximum value = 10

Source: Volume I, page 204

As Table 1.6 showed, the number of math courses taken and passed is an important component of the quality index. Table 2.5 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. This finding is consistent with previous surveys.

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 3.2, page 99).

Table 2.6 shows that the 26 tracking areas differ widely with respect to high school education programs. Respondents in New York City, Boston and New Orleans are more likely than their counterparts in other areas of the country to have had a college preparatory program in high school. Respondents in several southern and in at least two midwest tracking areas are more likely to have had a vocational program. On a national basis, the percentage of youth who report having had a college preparatory program in high school (42.3%) is down significantly from Fall 1976 (48.0%).

A more detailed documentation of academic achievement, including quality index values, is available in Vol. 2, pages 20[illegible] to 20[illegible] of the supplementary document to this report.

TABLE 2.5 NUMBER OF MATH COURSES PASSED

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

Percent Naming This Number of Courses	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Three or more	33.5	49.5	41.9	44.0	35.5	30.8	20.9	37.5	28.9	36.6	35.4	24.6	24.6	34.5
Less than three	50.6	32.6	43.5	41.5	45.7	43.6	60.5	41.6	55.5	53.7	51.8	63.4	57.8	51.9
None/no answer	16.0	17.9	14.5	14.4	18.8	25.6	18.6	20.9	15.6	9.8	12.9	12.0	17.7	13.5

Base: All Respondents

Source: Question 21a

TABLE 2.5 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	33.5	39.8	[47.1]	37.0	28.3	34.1	34.9	(26.2)	(21.0)	38.0	33.1	34.8	33.4	30.8
Less than three	50.6	(42.8)	(40.7)	49.0	49.7	48.6	49.5	59.4	[60.8]	(43.0)	56.3	52.2	54.9	53.2
None/no answer	16.0	17.4	12.3	13.9	[22.0]	17.3	15.7	14.4	18.1	19.0	(10.5)	12.9	11.7	16.0

Base: All respondents

Source: Question 21a

TABLE 2.6 HIGH SCHOOL EDUCATION PROGRAM

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

Percent Naming This Program	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
College Preparatory	42.3	66.4	45.0	49.1	45.7	49.3	36.5	44.0	37.3	32.7	37.9	36.5	44.2	40.1
Commercial/Business	15.7	16.9	16.8	13.9	19.3	12.1	14.6	17.2	20.8	22.6	14.8	11.4	12.4	18.0
Vocational	38.7	16.0	35.1	31.7	32.7	36.0	46.4	34.2	41.3	39.1	42.5	48.3	32.4	39.7

Base: All Respondents

Source: Question 23

TABLE 2.6 HIGH SCHOOL EDUCATION PROGRAM

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

Percent Naming This Program	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Oreg. %
College Preparatory	42.3	46.2	55.6	43.5	41.6	37.4	54.1	34.3	39.3	30.1	31.7	37.6	38.1	41.2
Commercial/Business	15.7	21.7	12.5	18.9	10.4	10.9	11.2	19.8	13.1	17.4	13.4	12.0	14.6	15.1
Vocational	38.7	31.5	30.0	35.4	46.2	47.4	32.0	41.7	42.6	46.9	53.2	45.0	45.9	41.8

Base: All Respondents

Source: Question 23

2.4 Recalled Recruiter Contact

Table 2.7 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, 26.0% of the sample report having had contact with a military recruiter within the past five to six months. New York City falls below this national average. Minnesota/Nebraska/North Dakota/South Dakota and Wisconsin are significantly above the average. As discussed in Section I, there is no significant Fall-to-Fall national change in this measure.

TABLE 2.7 HAD RECENT RECRUITER CONTACT

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

Percent Had Recruiter Contact	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Past 5 to 6 months	26.0	(18.8)	28.0	26.6	24.2	22.5	24.1	24.0	25.2	26.3	[33.7]	21.1	27.4	24.2

Base: All respondents

Source: Question 8a

TABLE 2.7 HAD RECENT RECRUITER CONTACT

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

Percent Had Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Past 5 to 6 Months	26.0	22.4	26.8	24.9	24.9	30.4	29.7	30.8	23.5	28.5	37.2	30.6	26.5	29.1

Base: All Respondents

Source: Question 8a.

2.5 Adequacy of Information Received From the Recruiter

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".

The analysis of variance discussed earlier revealed that this measure, over the two-year period of this study, differs significantly (1) from wave to wave and (2) among services. Differences in this measure across tracking areas and differences with respect to the interactions of services, tracking areas and time all were found to be not statistically significant. The lack of statistical significance with respect to tracking areas indicates the following. In each wave of this study, including the present wave, the measure of information adequacy has shown great diversity across the 26 tracking areas. However, there appears to be no consistent pattern. The lack of statistical significance with respect to the (1) service-by-tracking area, (2) service-by-time, and (3) tracking are-by-time interactions suggests first that the individual services, on the average, show no unique strengths or weaknesses across tracking areas. In addition, time-related changes in the measure are not unique to any of the services but are general in nature. Finally, there are no unique time-related changes within tracking areas. Hence, only year-to-year changes and differences among services are discussed.

Table 2.8 shows the percent of respondents who reported that they received inadequate information from the various services. On a national basis, all four active duty services do reasonably well in Fall 1977. At worst, only one-in-six respondents felt that the contacting services did not provide enough information. In the present wave, the Air Force does slightly better than the other three services in providing information on a Fall 1976 to Fall 1977 basis. The services as a group did not change on this measure.

TABLE 2.8 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

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

Percent Getting Very Little Information	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
From Air Force	14.2	(9.4)	(6.4)	(7.2)	[25.8]	(8.8)	(7.7)	(6.8)	19.7	(-)	17.6	(5.2)	[33.5]	(8.3)
From Army	17.3	15.0	12.8	[24.4]	[27.7]	17.1	(10.6)	14.2	[24.3]	(8.8)	(12.1)	15.1	21.5	21.3
From Marine Corps	16.5	(4.9)	[28.2]	(9.7)	(5.0)	15.7	19.4	[31.2]	(6.3)	(-)	[33.9]	(2.9)	(7.5)	19.9
From Navy	17.5	17.6	17.8	(5.2)	20.2	(9.5)	[26.0]	(2.1)	22.2	[26.3]	12.7	23.0	(4.1)	16.8

Base: Respondents having recruiter contact

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

Source: Question 9e

TABLE 2.8 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Percent Getting Very Little Information														
From Air Force	14.2	14.5	10.4	11.7	14.2	4.0	26.1	36.1	16.4	10.8	15.1	40.3	10.8	16.8
From Army	17.3	18.2	21.9	12.5	21.3	14.9	25.3	18.0	7.0	10.9	14.5	32.0	21.4	7.9
From Marine Corps	16.5	29.9	12.2	16.2	11.4	11.8	22.3	22.1	12.8	14.5	26.2	36.4	8.3	18.9
From Navy	17.5	20.0	20.3	18.0	7.6	8.7	23.1	16.8	23.8	10.9	28.0	24.3	17.8	36.4

Base: Respondents having recruiter contact

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

Source: Question 9e.

2.6 Other Activities Concerning Enlistment

The study has examined in all five 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 2.9 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	37.4%
. Talked with one or both parents	32.5%
. Taken aptitude test in high school given by Armed Services	18.3%
. Talked with wife/girlfriend	16.0%
. Talked with teacher or guidance counselor	12.0%
. Asked for information by mail	12.0%
. Physically or mentally tested at military examining station	4.9%
. Made toll-free call to get information	3.3%

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

TABLE 2.9 OTHER ACTIVITIES CONCERNING ENLISTMENT

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

Percent Answering Yes	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Talked with friends in or out of service	37.4	25.6	40.4	34.9	37.9	44.9	42.6	35.4	31.9	28.4	42.1	34.7	38.0	37.5
Talked with teacher or guidance counselor	12.0	6.2	17.4	9.5	12.3	12.5	16.1	13.8	8.6	9.1	13.6	12.7	12.0	10.1
Talked with wife/girl friend	16.0	6.7	17.3	18.3	17.1	15.9	20.3	13.8	12.8	11.9	17.6	17.4	18.1	18.2
Talked with one or both parents	32.5	23.7	40.6	36.0	39.9	43.0	33.7	32.2	26.1	22.2	35.6	31.7	31.9	34.6
Taken aptitude test in high school given by armed services	18.3	7.3	13.9	17.7	14.1	19.2	22.2	18.2	17.9	8.8	16.3	24.6	13.4	27.8
Made toll-free call to get information	3.3	2.2	3.0	3.6	6.3	3.1	2.3	4.1	2.4	1.0	3.2	4.7	4.3	2.7
Physically or mentally tested at military examining station	4.9	3.6	6.2	3.7	6.1	7.3	4.8	2.1	3.4	5.8	1.6	4.5	6.1	7.1
Asked for information by mail	12.0	8.2	12.7	11.1	15.9	14.5	14.9	12.4	13.6	10.3	9.5	10.6	10.1	13.0

Base: All respondents

Source: Question 5a

TABLE 2.9 OTHER ACTIVITIES CONCERNING ENLISTMENT

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

Percent Answering Yes	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des. Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Talked with friends in or out of service	37.4	39.0	40.1	[44.3]	40.6	41.3	39.8	37.2	38.0	36.0	[45.0]	35.1	40.9	34.5
Talked with teacher or guidance counselor	12.0	8.5	15.5	15.9	14.7	15.0	12.8	9.7	(7.7)	12.2	16.6	10.0	11.1	9.3
Talked with wife/ girlfriend	16.0	12.0	16.2	13.8	19.9	[25.2]	23.0	13.0	17.8	14.6	18.1	(10.2)	18.3	14.7
Talked with one or both parents	32.5	32.3	35.6	37.9	33.2	35.5	29.7	(26.0)	27.3	31.2	35.5	32.2	35.0	33.3
Taken aptitude test in high school given by armed services	18.3	(6.4)	17.4	[26.2]	22.0	[29.7]	20.6	17.8	23.6	20.0	22.7	16.3	[25.0]	15.6
Made toll-free call to get information	3.3	2.5	6.0	3.2	2.4	5.2	5.2	3.1	(7.2)	2.7	2.8	(.3)	3.4	3.7
Physically or mentally tested at military examining station	4.9	6.5	7.7	4.5	(2.6)	8.6	5.3	6.1	3.9	3.8	3.7	4.9	5.5	5.7
Asked for information by mail	12.0	11.2	13.9	14.3	(8.0)	15.6	12.3	8.5	11.6	11.2	[18.2]	9.9	12.7	12.2

Base: All Respondents

Source: Question 8c.

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

The percentage of respondents who could not make an estimate is 50.1% for the nation as a whole. This figure is significantly higher than the corresponding figures for three preceeding waves: 41.6% (Fall 1975), 46.4% (Spring 1976), and 43.9% (Fall 1976). It is comparable, however, to the Spring 1977 figure (49.6%). The proportion of respondents not able to make an estimate is particularly low in Southern California and particularly high in New York City and Washington, D.C.

The average estimate of starting pay for the total U.S. sample is $401, very close to the actual figure of $397. Thirteen of the 26 tracking areas ranged from $14 to $52 above the U.S. average and 12 of the areas ranged from $15 to $49 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

TABLE 2.10 ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know/no answer (Percent)	50.1	60.9	48.2	46.8	58.6	52.4	46.7	55.8	44.6	51.5	48.1	54.3	41.2	49.2
Pay in dollars (Mean)	401.1	374.7	352.0	372.8	415.3	358.9	426.2	361.6	385.3	366.6	424.7	429.9	433.7	452.9

Base: All respondents

Source: Question 10a

TABLE 2.10 ESTIMATED MONTHLY STARTING PAY FOR ENLISTED MAN

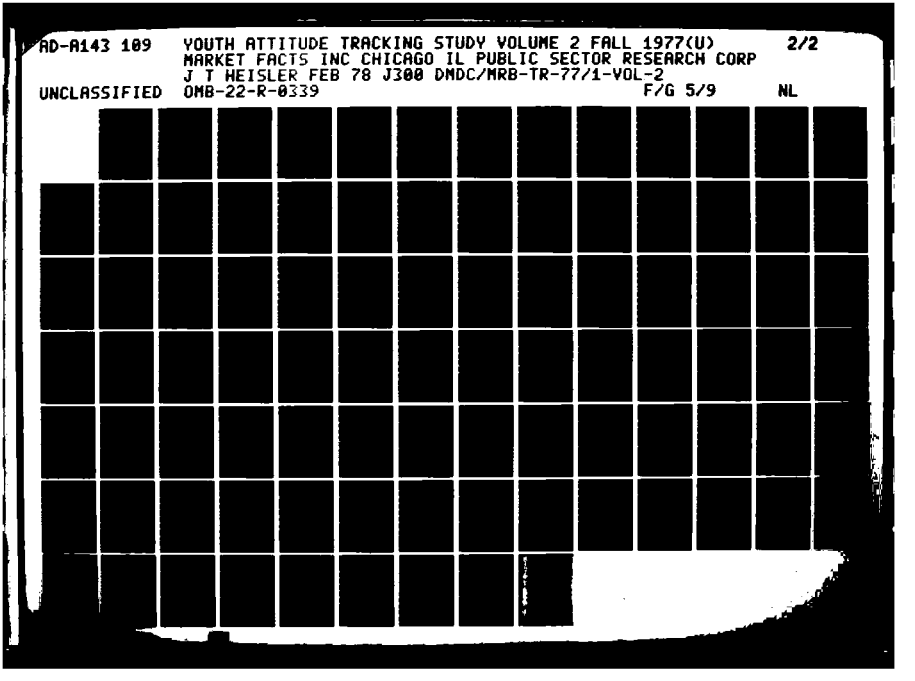
Circled and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the tracking Area Estimate.

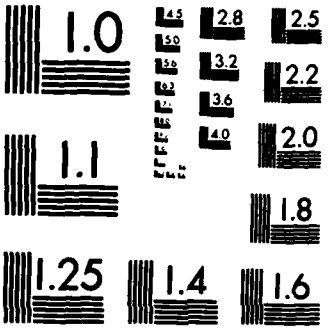
	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
Don't know/no answer (Percent)	50.1	51.8	48.9	48.7	52.8	55.3	56.6	50.5	47.6	48.5	48.3	49.7	45.1	48.4
Pay in Dollars (Mean)	401.1	(384.5)	(367.8)	(376.1)	[419.2]	(369.0)	[453.4]	398.0	[417.0]	[417.2]	(386.5)	[433.7]	[440.0]	[446.1]

Base: All Respondents

Source: Question 10A

AD-A143 109 YOUTH ATTITUDE TRACKING STUDY VOLUME 2 FALL 1977(U) 2/2
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER FEB 78 J300 DMDC/MRB-TR-77/1-VOL-2
UNCLASSIFIED OMB-22-R-0339 F/G 5/9 NL





Arkansas is on par with the U.S. average.

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

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 2.11 summarizes young men's perceptions of the market for full time jobs. Nationwide, 38.2% 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 59.7% felt that it was somewhat difficult or not difficult at all. These figures are consistent with Fall 1976 figures. A number of 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 urban regions, e.g., New York City, Philadelphia, Washington, D.C. In South Carolina/Georgia, Arkansas, Des Moines, Kansas City/Oklahoma, Minnesota/Nebraska/North Dakota/South Dakota, and Texas, more individuals felt that getting a full time job was only somewhat difficult or not difficult at all.

TABLE 2.11 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

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

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
Almost impossible/ very difficult	38.2	65.3	40.5	45.3	48.8	42.8	39.0	34.1	35.7	38.1	27.6	28.7	42.6	35.8
Somewhat difficult/ Not difficult at all	59.7	30.4	57.6	54.2	43.8	54.2	60.4	61.2	63.3	58.1	71.4	70.3	55.0	64.2
Don't Know/ No Answer	2.1	4.3	1.9	.5	7.4	3.0	.6	4.7	1.1	3.8	1.0	1.1	2.5	-

Base: All Respondents

Source: Question 3L

TABLE 2.11 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

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

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wisc.	N.M./ Col.	Wash./ Oreg.	K.C./ Okla.
Almost impossible/ Very difficult	38.2	56.0	39.1	42.3	33.2	25.8	34.0	30.7	43.9	25.4	33.3	32.3	33.0	29.0
Somewhat difficult/ Not difficult at all	59.7	41.6	60.1	56.0	64.0	73.2	63.6	68.6	55.2	74.0	63.7	64.9	65.6	67.7
Don't know/No answer	2.1	2.4	.8	1.7	2.8	1.0	2.3	.8	.8	.7	3.0	2.7	1.4	3.3

Base: All Respondents

Source: Questions 3L

SECTION III

ANALYSIS OF TARGET MARKETS

SECTION III

Analysis of Target Markets

Through the use of the propensity measure, we are in effect segmenting the pool of "military available" young men into those men who are likely to be more receptive to the military's recruiting efforts (i.e., target market) and those who will not. It is important to have an understanding of what causes one man to consider the military as a career and another man to exclude the service from his career options. Such an understanding should help the services to maximize the effectiveness of their recruiting.

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

The following variables are included in this analysis:

Demographic Variables

- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 26)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 21)
- Quality Index (See Section I)
- Intention to self-support post-high school education (Qu. 3j)

Importance of Job Attributes (Qu. 6a)

Achievability of Life Goals in the Military (Qu. 11)

Information Sources Actions Taken

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

Influencers (Qu. 12a, 12b,13)

Advertising Recall (Qu. 7b, 7d)

Following this first analysis, this section examines demographic, attitudinal and behavioral characteristics of young men who have graduated from high school and are not currently attending school. This demographic group represents a desirable target market to the services.

3.1 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 3.1 presents the propensity measure broken down into each of its response alternatives.

Several conclusions can be drawn:

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

2. The largest single category consists of those who said that they will definitely not enter a given military service. This ranges from a low of 43.4% for the Air Force to high of 49.7% for the Marine Corps.

3. About one-half of the respondents labeled 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, may provide a large, fertile market for recruitment programs.

TABLE 3.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

Response	Air Force %	Army %	Marine Corps %	Navy %
Definitely	1.6	1.4	1.3	1.7
Probably	14.0	11.3	9.7	13.7
Probably Not	36.3	36.6	35.3	35.8
Definitely Not	43.4	46.4	49.7	44.8
Don't know/No answer	4.7	4.3	4.1	4.0

3.2 Demographic Variables

Demographic differences between the positive and negative propensity groups are presented in Table 3.2. The statistical reliability of these differences was assessed by computing univariate F ratios. All the comparisons appearing in the Table 3.2 are statistically significant at the 95% confidence level.

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 of the negative group, but college students are about 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. This demographic group is examined in greater detail at the end of this section.

5. The quality index, detailed in Section I, indicates that positive propensity individuals have weaker academic preparation. Positive men appear to come from lower

TABLE 3.2

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

Variable	Positive Propensity	Negative Propensity
Average age*	17.82	18.56
Not employed/looking for work	30.4%	16.4%
Blacks	14.2%	6.0%
Other non-white	7.0%	3.9%
Students	62.3%	53.7%
10th grade	9.2%	3.3%
11th grade	24.9%	13.1%
1-2 years of college	5.8%	17.0%
High school graduate, not in school	24.8%	36.5%
Education of father*	2.61	3.24
Quality index*	5.90	6.59
Would work part-time to support post-high school education	82.8%	76.2%

* Mean scale values shown

socio-economic backgrounds, at least as indexed by father's education.*

6. More positive propensity young men would work part-time to support any post-high school education. This seems consistent with their lower socio-economic backgrounds.

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* 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 propensit for each service appear in Table 3.3. Profiles for the negative propei groups have been omitted since they resemble the profile of the overal negative group shown in Table 3.2. Statistical tests have been conduc which compare each service's positive propensity group to the corresp negative propensity group for each variable. Entries in Table 3.3 wei found to be significantly different from the characteristics of the ne group.

The differences between positive and negative groups within each service are essentially the same as the differences between the overall positive and negative groups. A statistical analysis of the demographic profiles for each service reveals that these profiles are identical to one another. Thus it appears that all services draw upor pools of youths with fairly similar demographic profiles, and that these youths differ in a fairly constant fashion from negative propens youths.

TABLE 3.3

DEMOGRAPHIC PROFILES OF
POSITIVE PROPENSITY GROUPS -
INDIVIDUAL SERVICES

	Air Force	Army	Marines	Navy	National Guard	Reserves
	%	%	%	%	%	%
Average age*	17.79	17.87	17.82	17.88	18.08	17.99
Not employed: looking for work	29.4	36.4	30.7	29.9	29.7	30.6
Blacks	17.1	18.2	15.4	14.3	16.5	15.7
Other non-white	6.5	7.2	8.0	5.9	6.1	6.4
Students	63.2	60.3	61.5	61.7	55.6	61.4
10th grade	9.3	10.3	10.7	7.6	7.3	7.1
11th grade	25.7	22.7	24.9	25.7	21.2	22.8
1-2 years of college	5.2	5.2	5.5	5.8	6.1	6.5
High school graduate not in school	25.8	24.2	24.7	26.7	30.1	26.6
Education of father*	2.68	2.28	2.35	2.58	2.60	2.71
Quality index*	6.06	5.78	5.69	5.86	5.92	6.07
Would work part-time to support post-high school education	83.4	81.9	80.9	83.3	83.3	83.8

* Mean scale values shown

3.3 Importance of Job Attributes

Part of Section I examined the relative importance of job attributes as perceived by 16-21 year old males. At this point, attention is focused upon the different perceptions of positive and negative propensity men. Table 3.4 provides this comparison.

The positive propensity group rated each job attribute, on the average, as more important that did the negative propensity group. The greatest difference on any attribute appears for "Is a career you can be proud of". Compared to the negative propensity group, positive propensity men felt this attribute is particularly important. The pattern of these data have not altered noticeably since the Fall 1976 survey.

These data were analyzed for each of the services. Generally, the results for individual services are similar to those for overall propensity found in Table 3.4. A statistical analysis of the data reveals that differences between positive and negative propensity groups are general and not service specific. That is, all of the services draw upon youths with similar perceptions of job attributes.

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 perceived relative importance and perceived attainability, considered together, may be a particularly informative comparison. Such a comparison is illustrated below, first for positive propensity respondents and secondly for negative propensity individuals.

TABLE 3.4

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

	Positive Propensity	Negative Propensity	Difference +
	%	%	%
Is a career you can be proud of	1.98	2.48	.50
Gives you an opportunity to better your life	1.96	2.29	.33
Trains you for leadership	2.31	2.64	.33
Allows you to see many different countries of the world	2.59	2.92	.33
Teaches you a valuable trade or skill	1.85	2.16	.31
Gives you a job which is challenging	2.07	2.38	.31
Provides good benefits for you and your family	1.87	2.16	.29
Has other men you would like to work with	2.57	2.84	.27
Gives you the job you want	1.97	2.23	.26
Pays well to start	2.10	2.29	.19
Helps you get a college education	2.30	2.46	.16

* Scale Value:

+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.

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

Only three attributes perceived by positive propensity individuals to be relatively important are also among those perceived to be relatively easy to attain in the military.

"Teaches you a valuable trade or skill" was considered by positive propensity youth to be important and attainable in the military. Clearly this dimension is a strong point in the military recruiting effort. However, two important attributes -- "Gives you the job you want" and "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 is similar to the past two surveys (Spring, 1977 and Fall, 1976). Two exceptions appear with respect to the relative attainability

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* Based on a rank ordering of percentages of respondents who feel the attribute can be achieved in the military (Qu. 6b).

of job attributes. "Opportunity to better your life" is now perceived to be relatively easy to attain, while the opposite shift appears for "Trains for leadership".

The same job attribute analysis appears below for negative propensity respondents. Only one of the 11 attributes was perceived to be both relatively important and relatively easy to attain 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 Pays well to start Opportunity to better your lift
Relatively Less Important	Challenging job Helps you get a college education Opportunity to travel Trains for leadership	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 differs from that of their positive propensity counterparts in several ways. Both propensity groups perceived "Pays well to start" to be relatively hard to attain in the military. However, the negative propensity respondents attached more

importance to pay than did positive propensity youth. Both groups attached relatively lower value to "Helps you get a college education" and "Trains for leadership" but differ in their perceptions of their attainability in the military. Moreover, both groups attached relatively higher value to "Opportunity to better your life", but differ in their perceptions of its attainability in the military. Finally, in sharp contrast to positive propensity respondents, negative propensity youth perceived "Is a career you can be proud of" to be both low in importance and perceived attainability.

3.4 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 3.5 presents the findings for this issue. An average rating less than 3.00 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 viewed military life as better enabling achievement than did 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 did not view a military career as a means to "Making a lot of money," "Being able to make your own decisions on the job" and achieving "Personal freedom." Negative propensity men viewed all life goals as more attainable in civilian life except "Doing challenging work," "Adventure and excitement," and "Job security." These findings are fairly consistent with past surveys.

These data also were analyzed for each of the services. The results for individual services are similar to those for overall propensity found in Table 3.5. Like the job attribute data, differences between positive and negative propensity groups were found to be general and not service specific.

TABLE 3.5

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

	Positive Propensity	Negative Propensity	Difference
	%	%	%
Developing your potential	2.44	3.28	.84
Learning as much as you can	2.39	3.17	.78
Doing challenging work	2.30	3.00	.70
Adventure and excitement	1.93	2.59	.66
Making a lot of money	3.49	4.14	.65
Recognition and status	2.44	3.04	.60
Having the respect of friends	2.65	3.23	.58
Working for a better society	2.63	3.20	.57
Being able to make your own decisions on the job	3.55	4.03	.48
Job security, i.e., a steady job	2.24	2.70	.46
Personal freedom	3.82	4.27	.45
Helping other people	2.64	3.07	.43

* Scale Value:

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

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

3.5 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, also might constitute elements in the process of making a decision to enlist. Table 3.6 compares the two propensity groups in terms of the people with whom enlistment was discussed, enlistment-related action initiated and recall of military recruiting advertising.

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.

The relationship of recruiter contact to propensity has been examined and the findings also appear in Table 3.6. More positive propensity respondents have at some time had contact with a recruiter. Moreover,

TABLE 3.6

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

INFORMATION SOURCES, ACTION TAKEN, RECRUITER CONTACT, ADVERTISING RECALL

Information Sources	Positive Propensity %	Negative Propensity %	Significant
Talked with one or both parents	53.7	23.2	yes
Talked with friends already in the service or who have been in the service	53.9	30.0	yes
Talked with teacher or guidance counselor	22.0	7.6	yes
Talked with wife or girlfriend	28.4	10.8	yes
Actions Taken			
Asked for information by mail	20.8	8.3	yes
Made toll-free call to get information	6.7	1.9	yes
Physically or mentally tested at at a military examining station	7.5	3.8	yes
Taken aptitude test in high school given by Armed Services	23.7	16.3	yes
Recruiter Contact (Ever)	56.8	47.4	yes
Recruiter Contact (Past 5-6 Months)	34.7	22.3	yes
Recruiter Contact Initiated by Recruiter	59.8	73.6	yes
Recruiter Information Considered Adequate	90.3	86.9	no
Felt more favorable about joining after talking to (service) recruiter			
Air Force	43.9	25.1	yes
Army	42.2	19.2	yes
Marine Corps	38.3	19.9	yes
Navy	45.4	26.1	yes

TABLE 3.6
(continued)

	Positive Propensity %	Negative Propensity %	Significant
Influential Sources in Favor of Enlistment			
Father	45.1	23.7	yes
Mother	36.3	16.3	yes
Initiator of Parental Discussion			
Father	15.1	19.0	yes
Mother	7.8	9.1	yes
Respondent	72.2	62.5	yes
Advertising Recall (% Recall Seeing/ Hearing			
Air Force	62.2	57.7	no
Army	65.1	63.8	no
Marine Corps	60.6	64.2	no
Navy	62.3	61.8	no

recruiter contact during the past 6 months shows clear differences between positive and negative propensity groups, with 12.4% more positive propensity men having such contact. When contact with a recruiter has occurred, a clear majority, 73.6%, of negative propensity respondents indicated that the contact was initiated by the recruiter. On the other hand, 40.2% (100% -59.8%) of positive propensity respondents indicated that their contact with a recruiter was self-initiated. A small, but statistically significant, difference between propensity groups appears in terms of the perceived adequacy of recruiter information. There are large differences, however, with respect to the degree to which recruiter information favorably altered attitudes toward joining.

More positive propensity men reported that they perceive their parents to support the idea of their serving in the military. Fewer mothers than fathers in either propensity group were perceived as favorable toward enlistment, but more mothers of high propensity prospects were perceived to be favorably disposed than those of negative propensity youth. Regardless of propensity, it is usually the respondent rather than his parents who initiates discussion about joining the military.

Positive propensity respondents were as likely as their negative propensity counterparts to recall seeing or hearing advertising for each of the active duty services.

Table 3.7 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 3.7

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

	Propensity for Individual Services		
	Positive	Negative	Difference
	%	%	%
Air Force	20.4	12.2	+8.2
Army	33.6	22.2	+11.4
Marine Corps	22.6	11.8	+10.8
Navy	25.3	13.5	+11.8

Base: All Respondents

3.6 Enlistment Decision Process

In this report an individual is defined as having a positive propensity for military service if he has indicated that he definitel probably will enter any of the four major active services. Table 3.8 demonstrates the extent to which this occurs in the Fall 1977 sample.

From Table 3.8 it is clear that a large number of men who ha positive propensity for each of the active services were also positiv towards one or more other services. This is the case most often for dividuals with positive propensity toward the Army and Marine Corps. those with a positive propensity toward the National Guard or Reserve often showed 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 sistent with the notion that many individuals initially decide upon a military career and then choose between the different services.

TABLE 3.8

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

	Air Force %	Army %	Marine Corps %	Navy %	National Guard %	Reserves %
Also Show Positive Propensity For These Services:						
Air Force	100.0	45.2	53.0	50.2	37.6	39.4
Army	36.7	100.0	49.8	40.7	39.5	39.5
Marine Corps	37.1	42.9	100.0	38.9	32.0	32.5
Navy	49.4	49.5	54.9	100.0	40.6	42.9
National Guard	38.5	49.8	46.8	42.1	100.0	54.6
Reserves	39.4	48.6	46.4	43.4	53.2	100.0
Average Number of All Services	3.01	3.36	3.51	3.15	3.03	3.09
Average Number of Active Duty Services	2.23	2.38	2.58	2.30	1.50	1.54
Base	(829)	(673)	(579)	(817)	(848)	(828)

Source: Question 5a.

3.7 Summary Comments on Target Market for Active Services

From this analysis of positive and negative propensity groups a profile has emerged which characterizes the likely candidates for active duty military services. 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

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

3.8 High School Graduates Not in School

Individuals who have graduated high school and are not currently attending school represent a particularly attractive market to the services. In the Fall 1977 survey, 32.7% of the sample fall into this demographic classification. Tables 3.9 and 3.10 profile this group in terms of key demographic, attitudinal and behavioral variables vis-a-vis the total sample. The following conclusions can be drawn:

1. High school graduates who are not in school are below the total national population of 16 to 21 year old male youth with respect to not employed and looking for work and, in general, tend to be above average with respect to their quality index but below average with respect to high school grades and father's education.

2. High school graduates who are not in school tend to be below the U.S. average with respect to propensity to join the military.

3. With respect to enlistment-related information sources and actions taken, high school graduates who are not in school tend to be below average with respect to talking to parents and teachers/counselors about enlistment. On the other hand, this group is above average with respect to talking with wives/girlfriends. Despite their lower propensity to join, this segment of male youth is above the U.S. average with respect to having been tested for military service.

4. High school graduates who are not in school reported an above average incidence of recruiter contact. Reported recruiter-initiated contact is above average for this group with respect to the Army and below average with respect to the Air Force.

5. High school graduates who are not in school are generally on par with the U.S. averages with respect to the perceived adequacy of recruiter information. This group, however, was below average as far as feeling more favorable about enlisting after talking to recruiters.

6. This sub-sample of male youth are on par with national averages with respect to perceived attitudes of influencers and parental discussions about enlistment.

7. With respect to service advertising recall, high school graduates who are not in school are on par with national averages.

8. High school graduates who are not attending school are on par with the U.S. averages with respect to the relative importance of job attributes and the achievability of life goals.

TABLE 3.9

DEMOGRAPHIC PROFILE OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

Variable	High School Graduates	Total Sample	Statistically Significant +
Not employed/looking for work	12.4%	20.9%	yes
Blacks	8.6%	8.6%	no
Other non-white	4.3%	4.9%	no
A's and B's in high school	24.2%	29.3%	yes
Quality Index*	6.48	6.38	yes
Education of father**	2.69	3.05	yes
Base	(1728)	(5284)	

* Mean scale values shown

** 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

+ Total U.S. falls beyond the range of two Standard Errors of the high school graduate estimate.

TABLE 3.10

ATTITUDINAL/BEHAVIORAL PROFILE OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

(Propensity to serve in the military, information sources, action taken, recruiter contact, advertising recall)

Positive Propensity	High School Graduates %	Total Sample %	Statistically Significant
Air Force	12.4	15.7	yes
Army	9.4	12.7	yes
Marine Corps	8.3	11.0	yes
Navy	12.6	15.5	yes
Information Sources			
Talked with one or both parents	28.8	32.5	yes
Talked with friends already in the service or who have been in the service	38.8	37.4	no
Talked with teacher or guidance counselor	9.5	12.0	yes
Talked with wife or girlfriend	19.2	16.0	yes
Actions Taken			
Asked for information by mail	11.1	12.0	no
Made toll-free call to get information	3.6	3.3	no
Physically or mentally tested at a military examining station	7.2	4.9	yes
Taken aptitude test in high school given by Armed Services	22.9	18.3	yes

+ Total U.S. falls beyond the range of two Standard Errors of the high school graduate estimate.

TABLE 3.10
(continued)

	High School Graduates	Total Sample	Statistically+ Significant
	%	%	
Recruiter contact (Ever)	60.3	50.0	yes
Recruiter contact (Past 5-6 Months)	27.1	26.0	no
Recruiter contact initiated by recruiter			
Air Force	55.7	59.8	yes
Army	71.1	68.3	yes
Marine Corps	70.5	69.8	no
Navy	62.4	62.5	no
Recruiter information considered adequate			
Air Force	86.2	85.4	no
Army	82.1	82.2	no
Marine Corps	83.1	82.9	no
Navy	83.1	80.7	yes
Felt more favorable about joining after talking to recruiter			
Air Force	24.8	30.9	yes
Army	20.1	26.9	yes
Marine Corps	22.1	26.0	yes
Navy	28.0	32.8	yes
Influential sources in favor of enlistment			
Father	28.1	30.1	no
Mother	20.5	22.4	no

+ Total U.S. falls beyond the range of two Standard Errors of the high school graduate estimate.

TABLE 3.10
(continued)

	High School Graduates	Total Sample	Statistically+ Significant
	%	%	
Initiator of Parental Discussion			
Father	16.7	16.9	no
Mother	8.7	8.6	no
Respondent	65.3	67.3	no
Advertising Recall (% Recall Seeing/Hearing)			
Air Force	56.9	59.2	no
Army	65.1	64.4	no
Marine Corps	63.8	63.1	no
Navy	62.1	62.1	no

+ Total U.S. falls beyond the range of two Standard Errors of the high school graduate estimate.

SECTION IV

AWARENESS AND KNOWLEDGE OF MILITARY INFORMATION PROGRAMS

SECTION IV

Awareness and Knowledge of Military Information Programs

Historically, this study has examined various factors which may affect a young man's decision to join the military. Some of these factors tend to be basically psychological, i.e., an individual's life goals, and the importance of various job attributes in deciding upon a career. A second set of factors consists of important persons who may influence the decision to enter the military. Both of these sets of factors have been discussed in previous sections of the report.

A third set of factors are the products of military information programs: awareness of advertising for the various services and knowledge of starting pay in the military. These are discussed in the following section.

4.1 Top-of-Mind Awareness of Specific Services

One measure of advertising effectiveness is "top-of-mind" awareness, or the initial associations an individual has with a given concept. Starting in the Spring 1977 wave a measure of "top-of-mind" awareness was introduced primarily to establish a baseline for future assessment of advertising effectiveness. Respondents were asked to indicate which branch of service they thought of first, when the "Armed Services" or "military" are mentioned.

Results are presented in Table 4.1. The Army was mentioned first by the greatest number of respondents, followed by the Air Force, Navy and Marine Corps. Combining first, second and other mentions, the Army, Air Force and Navy were each named by approximately 60-70% of the respondents, while the Marine Corps was named by 46.5%. Awareness of each service did not change significantly from Spring 1977.

Table 4.2 presents the relationship between "top-of-mind" awareness (first association) of each service and propensity to join that service. There appears to be a definite association between these two measures. As in the Spring 1977 wave, men with a positive propensity for a given service tended to initially associate the concept "Armed Services" or "military" with that service. This is particularly true with respect to respondents who expressed positive propensity for the Army. The circled values in Table 4.2 highlight this association. No statistical significance is implied by this notation. As was suggested in the Spring 1977 report of this study, the "top-of-mind" awareness measure appears to be a good advertising-related tracking indicator of positive propensity for specific services.

TABLE 4.1

BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

Service Mentioned	Percent of Respondents Who Mentioned Specific Services			
	First Mention	Second Mention	All Other Mentions	All Mentions Combined
	%	%	%	%
Army	34.9	20.9	13.6	69.4
Air Force	24.0	19.2	17.0	60.2
Navy	21.5	32.1	15.8	69.4
Marine Corps	13.3	15.9	17.3	46.5
Coast Guard	1.9	2.3	6.1	10.3
None/No Answer	4.3	9.6	45.6	59.5

Source: Questions 4a and 4b

TABLE 4.2

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	43.6	20.2	12.3	26.0	15.3	25.3	20.4	25.0
Army	24.5	37.3	55.4	32.0	29.9	35.7	25.7	36.9
Marine Corps	11.6	13.4	11.6	13.4	34.4	10.4	11.8	13.4
Navy	16.8	22.6	16.5	22.3	17.3	22.2	38.1	18.3

Base: All Respondents

Source: Questions 4a and 5a

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

4.2 Advertising Content Recall

Starting in Spring 1977 respondents were asked to report eve thing they remembered about advertising for a specific service. Resp answers have been coded into a set of categories and the results are in Table 5.3 for each service. In order to assess any changes over t in this measure, both the Spring 1977 and Fall 1977 data are presente The following conclusions can be drawn:

1. Advertising recall for the Air Force has increased significantly from Spring to Fall, increasing by 10 percentage points. The percentage of respondents who were not able to recall specific advertising content, however, did not change. Approximately one-half of the young men who reported that they remember seeing or hearing advertising for the Air Force were able to recall what they had seen or heard.

   Young men who could recall something about the Air Force's advertising most often remembered information about learning a trade and job opportunities. Other frequently recalled content were scenes of men with equipment and talk of educational benefits.

The recall of these copy points increased significantly from from Spring to Fall: teaching/learning a trade, variety of jobs, equipment without men, educational benefits, travel, good pay, slogans, and service praise.

2. Advertising recall for the Army increased significantly (+8.4% points) from Spring to Fall. Of the four services, the Army's advertising received the highest recall. At the same time, a larger proportion of young men in the Fall than in the Spring were able to recall specific advertising content. More than one-half of the Fall 1977 survey respondents were able to recall what they had seen or heard.

   Young men who could recall content of the Army advertising most often remembered information about learning a trade, job opportunities, education benefits, travel opportunities and messages urging enlistment.

   Coupled with the increase in overall Army advertising recall were significant increases in the recall of specific copy: teaching/learning a trade, variety of jobs, men with equipment, men in uniform, educational benefits, travel, good pay, adventure and service praise.

3. Advertising recall for the Navy increased significantly (+6.7% points) from Spring to Fall. The percentage of young men who were not able to recall specific advertising copy did not change.

Travel, adventure and messages urging enlistment were advertising content remembered most often. Travel content was linked most often with the Navy.

Few significant changes in recall of specific copy content were noted.

4. Of the four services, the Marine Corps registered the largest increase in Spring-to-Fall changes (+11% points) in advertising awareness. At the same time, a larger percentage of respondents were able to recall specific advertising copy.

   The most memorable advertising content were Marine Corps slogans. Of those recalling a Marine Corps slogan, 83 percent remembered that the "Marines were looking for a few good men". (See tabulations: Volume 2, page 79).

   Significant Spring-to-Fall increases in advertising content recall include: teaching/learning a trade, variety of jobs, men in training, men in uniform, educational benefits, travel, slogans and service praise.

TABLE 4.3

RECALL OF ADVERTISING FOR THE AIR FORCE

	Spring 1977 %	Fall 1977 %	Change	Statistically Significant
Have Seen/Heard Advertising; Recall Content	49.3	59.2	+9.9	yes
Teaching/learning a trade	5.8	8.4	+2.6	yes
Opportunities	4.8	6.1	+1.3	no
Men with equipment	4.4	5.5	+1.1	no
Variety of jobs	2.1	5.2	+3.1	yes
Educational benefits	3.3	4.9	+1.6	yes
Travel/see the country/world	2.5	4.5	+2.1	yes
Want you to join/enlist	3.7	4.2	+.5	no
Equipment without men	1.9	3.5	+1.6	yes
Good pay/good starting pay	1.5	2.6	+1.1	yes
Slogans (e.g., Fly with the Air Force)	.8	2.6	+1.8	yes
Praised service	.4	1.5	+1.1	yes
Men in training	.8	1.5	+.7	no
Adventure	.7	1.4	+.7	no
Men in uniform	.6	1.2	+.6	no
Fun/recreation	.4	.6	+.2	no
Men with flag	-	.1	+.1	no
Men with guns	-	-	-	-
Other benefits (e.g., health)	1.9	1.7	-.2	no
Other miscellaneous mentions	4.7	3.2	-1.5	yes
Don't recall content	29.4	28.7	-.7	no
Have Not Seen/Heard Advertising	50.7	40.8	-9.9	yes
Base*	(1871)	(1737)		

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

TABLE 4.3

(continued)

RECALL OF ADVERTISING FOR THE ARMY

	Spring 1977	Fall 1977	Change	Statistically Significant
	%	%		
Have Seen/Heard Advertising; Recall Content	56.0	64.4	+8.4	yes
Teaching/learning a trade	6.1	8.1	+2.0	yes
Educational benefits	4.3	7.3	+3.0	yes
Variety of jobs	3.3	6.7	+3.4	yes
Travel/see the country/world	3.6	6.6	+3.0	yes
Opportunities	5.9	6.5	+.6	no
Want you to join/enlist	6.1	5.4	-.7	no
Good pay/good starting pay	2.6	4.0	+1.4	yes
Slogans (e.g., Join the people who've joined the Army)	3.3	3.9	+.6	no
Men with equipment	1.4	3.9	+2.5	yes
Men in training	2.5	3.2	+.7	no
Men in uniform	1.2	2.7	+1.5	yes
Praised service	.5	1.6	+1.1	yes
Adventure	.3	1.5	+1.2	yes
Equipment without men	.6	.9	+.3	no
Fun/recreation	.3	.3	-	-
Men with guns	.1	.1	-	-
Men with flag	-	.1	+.1	-
Other benefits (e.g., health)	2.1	3.3	+1.2	yes
Other miscellaneous mentions	6.2	5.3	-.9	no
Don't recall content	30.8	26.2	-4.6	yes
Have Not Seen/Heard Advertising	44.0	35.6	-8.4	yes
Base*	(1838)	(1955)		

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

TABLE 4.3

(continued)

RECALL OF ADVERTISING FOR THE NAVY

	Spring 1977 %	Fall 1977 %	Change	Statistically Significant
Have Seen/Heard Advertising; Recall Content	55.4	62.1	+6.7	yes
Travel/see the country/world	13.3	14.7	+1.4	no
Want you to join/enlist	6.0	5.8	-.2	no
Adventure	2.2	5.7	+3.5	yes
Equipment without men	2.8	3.8	+1.0	no
Variety of jobs	1.6	3.7	+2.1	yes
Teaching/learning a trade	5.4	3.6	-1.8	yes
Opportunities	5.0	3.6	-1.4	no
Men with equipment	3.8	3.4	-.4	no
Educational benefits	3.2	3.3	+.1	no
Men in uniform	1.3	1.9	+.6	no
Praised service	.3	1.6	+1.3	yes
Men in training	.7	1.4	+.7	no
Fun/recreation	1.0	1.3	+.3	no
Good pay/good starting pay	1.7	1.0	-.7	no
Slogans (e.g., Navy makes boys into men)	.5	.4	-.1	no
Men with flag	-	-	-	-
Men with guns	-	-	-	-
Other benefits (e.g., health)	.9	1.0	+.1	no
Other miscellaneous mentions	7.6	2.9	-4.7	yes
Don't recall content	26.3	25.7	-.6	no
Have Not Seen/Heard Advertising	44.6	37.9	-6.7	yes
Base*	(1811)	(1592)		

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

TABLE 4.3

(continued)

RECALL OF ADVERTISING FOR THE MARINE CORPS

	Spring 1977 %	Fall 1977 %	Change	Statistically Significant
Have Seen/Heard Advertising; Recall Content	52.1	63.1	+11.0	yes
Slogans (e.g., The few, the proud, the Marines)	9.3	16.7	+7.4	yes
Teaching/learning a trade	2.9	5.0	+2.1	yes
Men in uniform	2.6	4.6	+2.0	yes
Educational benefits	1.8	4.2	+2.4	yes
Opportunities	3.1	4.1	+1.0	no
Variety of jobs	1.4	3.9	+2.5	yes
Men in training	2.7	3.7	+1.0	yes
Want you to join/enlist	3.3	3.6	+.3	no
Travel/see the country/world	1.6	3.5	+1.9	yes
Praised service	.7	2.8	+2.1	yes
Men with equipment	1.6	2.0	+.4	no
Good pay/good starting pay	.8	1.4	+.6	no
Adventure	.4	.9	+.5	no
Fun/recreation	.5	.6	+.1	no
Equipment without men	.6	.4	-.2	no
Men with guns	.2	.3	+.1	no
Men with flag	.1	.1	-	-
Other benefits (e.g., health)	1.2	1.3	+.1	no
Other miscellaneous mentions	6.0	3.9	-2.1	yes
Don't recall content	29.1	25.6	-3.5	yes
Have Not Seen/Heard Advertising	47.9	36.9	-11.0	yes
Base*	(1811)	(1592)		

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

Respondents who recalled advertising by a specific service also were asked how meaningful the advertising was to them. Ratings were made on a four-point scale and the results appear in Table 4.4.

According to Table 4.4, the advertising by all four services was rated on the average between "Somewhat meaningful" and "Not very meaningful". There were no significant differences among the services on this measure nor changes in the data from Spring to Fall.

TABLE 4.4

PERSONAL REACTIONS TO ADVERTISING ABOUT SPECIFIC ACTIVE SERVICES

Service	Percent Who Believe Advertising to Be "Very"/"Somewhat" Meaningful	Average Rating*	Sample Base
Air Force	54.9%	2.56	526
Army	44.2%	2.73	745
Marine Corps	42.7%	2.75	593
Navy	49.7%	2.61	574

* Scale Value:

+1 = Advertising Very Meaningful

+2 = Advertising Somewhat Meaningful

+3 = Advertising Not Very Meaningful

+4 = Advertising Not At All Meaningful

Source: Question 7c

4.3 Likely Response to Advertisements

An inherent part of the services' print advertising programs has been to encourage readers to actively seek additional information about the services (e.g., call toll free number, mail in coupon, etc.). As a means of assessing what actions young men are likely to take with respect to an advertisement that interests them, respondents were asked in the Fall 1977 survey to rank order four possible responses to an advertisement.

The results shown in Table 4.5 indicate that respondents are more likely to clip out an ad and save it and least likely to go to the advertiser (e.g., recruiter) for more information.

TABLE 4.5

LIKELY RESPONSE TO ADVERTISEMENTS

Action Likely to Take	Percent Naming As First Choice
	%
Clip out the ad and save it for future reference	37.4
Call toll free number	23.5
Mail in a coupon attached to the ad	22.1
Clip out the ad and go to the location to get more information	12.6

Base: All Respondents

Source: Question 17

4.4 Media Habits

Historically, this study has attempted to provide guidance in the development of advertising strategies. In an attempt to provide further input to the creation of advertising strategies, respondents were asked a series of new questions dealing with magazine readership and television programming preferences. The results are discussed below.

Respondents were read a list of 22 magazines plus Sunday newspaper and asked to indicate how often they read each and which were their two favorite.

As shown in Table 4.6, Sunday newspapers are read by virtually all of the respondents. Sports Illustrated, Sport and TV Guide follow in order. All four of these periodicals are read with some degree of frequency. In total, 15 of these periodical information sources are read by at least one-half of the young men. Sunday newspapers and Sports Illustrated lead the list of favorites by a large margin.

Table 4.7 indicates respondents' preferences with respect to type of television programs. Comedies are the favorite programs followed by sports. Movies and dramas are next, with respondents indicating equal preference for these two types of programs.

TABLE 4.6

MAGAZINE READERSHIP

Magazine	Read	Rate As First/Second Favorite	Frequency of Reading*
	%	%	
Sunday newspaper	88.2	29.7	1.87
Sports Illustrated	78.4	18.7	2.39
Sport	72.2	8.7	2.59
TV Guide	72.2	9.0	2.52
Time	68.7	8.7	2.81
Reader's Digest	67.9	4.8	2.88
Newsweek	63.3	5.8	2.92
Popular Mechanics	61.0	5.5	2.96
Popular Science	59.0	3.1	3.12
Mechanics Illustrated	57.6	3.2	3.03
Outdoor Life	55.5	5.1	3.07
Field & Stream	52.2	5.0	3.20
Hot Rod	51.7	8.6	3.11
People	50.1	3.6	3.19
Sports Afield	49.4	3.5	3.13
Cycle	39.6	5.1	3.31
Car Craft	33.5	2.3	3.43
Popular Hot Rodding	32.1	4.0	3.43
Parade	25.1	2.0	3.59
Senior Scholastic	17.3	.3	3.75
Family Weekly	16.9	.5	3.73
National Future Farmer	14.9	1.2	3.76
Ebony	13.2	1.9	3.77

Base: All Respondents

*Scale Value:

+1 = Very often

+2 = Fairly often

+3 = Once in a while

+4 = Never

Source: Questions 15a and 15b

TABLE 4.7

TELEVISION PROGRAM PREFERENCE

Program Type	Percent Naming As First Choice
	%
Comedies (e.g., All in the Family, M*A*S*H*, Welcome Back Kotter)	45.4
Sports	24.5
Movies	15.1
Dramas (e.g., Starsky & Hutch, Little House on the Prairie, the Waltons)	13.9

Base: All Respondents

Source: Question 16

4.5 Starting Pay

Insofar as today's military represents an alternative to career opportunities, perceived starting pay may be an important in deciding whether or not to join the service. Accordingly, respondents have been asked in each wave of the survey to estimate the starting pay for an enlisted man in the military. Table 4.8 presents the results in terms of averages, first for those who were able to make an estimate and then for those who were asked again to make an estimate after answering "don't know". Within each of these two clusters of results are presented, first for those with positive versus negative propensity for the military in general, and then for the respective positive and negative propensity groups for each of the major services.

Overall, 49.9% of the sample was able to estimate starting pay. This is significantly lower than the Fall 1977 figure -- 56.1%. The estimate was $401. This is very close to the actual current figure. However, as in past waves there was a great degree of variation in estimates. As many as 11% of the total sample and 9.8% of positive men estimated monthly starting pay to be more than $475, while almost both the total sample and positive propensity men estimated starting pay to be under $274 a month.

Respondents who initially claimed to have no idea of the starting pay gave a somewhat higher average estimate of pay ($420) than others, when asked a second time.

TABLE 4.8

ESTIMATE OF STARTING PAY
BY POSITIVE AND NEGATIVE PROPENSITY GROUPS

	Could Estimate		
	Positive Propensity	Negative Propensity	Difference (Positive minus Negative)
Any Service	$389	$407	-$18
Air Force	$392	$403	-$11
Army	$383	$404	-$21
Marine Corps	$391	$403	-$12
Navy	$398	$402	-$4
Total Sample	$401		

	Could Not Estimate		
	Positive Propensity	Negative Propensity	Difference (Positive minus Negative)
Any Service	$417	$425	-$8
Air Force	$427	$422	+$5
Army	$408	$426	-$18
Marine Corps	$422	$423	-$1
Navy	$408	$426	-$18
Total Sample	$422		

Source: Questions 10a and 10b

For every service, those with negative propensity gave higher estimates of starting pay on average than did those with positive propensity. This finding is consistent with findings reported in past waves of this study. 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.

A demographic analysis of the data to support this reasoning appears in Table 4.9. This analysis indicates that the father's education (an indicator of socio-economic background) is the most discriminating variable with respect to estimated starting pay. As Table 4.9 shows, the average estimate of starting pay of respondents whose fathers have less than a high school education is $42 (among young men who could estimate) and $60 (among young men who initially could <u>not</u> estimate) less than those whose fathers have at least some college education. Race appears to be a less discriminating variable with respect to this measure.

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 4.9

ESTIMATE OF STARTING PAY
BY SOCIO-ECONOMIC BACKGROUND

Education of Father	Could Estimate	Could Not Estimate
Less Than High School	$384	$397
High School	$395	$413
More Than High School	$426	$457
Race		
Black and Other Non-White	$388	$416
White	$403	$423

With the above in mind, respondents were asked what effect a $50 a month pay raise would have on their likelihood of enlisting. The results are shown in Table 4.10.

Among men with positive propensity for joining the service, more than one-half (53.9%) said that they would be more likely to enlist given a $50 a month pay increase. Among men who do not intend to enlist the idea of a $50 a month pay raise has some impact. Seventeen (17.3) percent of these young men said that they would be more likely to enlist if the starting pay were increased by $50 a month. These figures are similar to findings reported in the Fall 1976 survey. All in all, communication of pay and pay increases may offer recruiting opportunities among both positive and negative propensity men.

TABLE 4.10

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

	Positive Propensity	Negative Propensity
	%	%
More likely	53.9	17.3
Not more likely	39.9	77.3
Don't Know/No Answer	6.3	5.4

Base: All Respondents

Source: Question 10c

4.6 Knowledge of Educational Benefit Programs

The Fall 1977 survey assessed respondents' 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 asked to identify this program from among three possible alternatives.

As Table 4.11 shows, each alternative received 20-40 percent of the choices, indicating the possibility of considerable guessing. Nevertheless, the positive propensity group of young men 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. All in all, it appears that, despite poor knowledge about the current education benefit program, positive propensity men are somewhat more informed than negative propensity men. These findings are comparable to Spring 1977 findings, at which time this question was first posed to survey respondents. Hence, the level of knowledge regarding the current educational benefit program has not changed during the past six months.

TABLE 4.11

KNOWLEDGE OF CURRENT EDUCATION BENEFIT PROGRAMS

Benefit Alternatives	Positive Propensity %	Negative Propensity %
Eligible for up to 36 months of tuition assistance	25.7	31.3
Government adds $2.00 for every $1.00 saved*	39.3	27.2
Eligible for up to 18 months of tuition assistance	22.0	21.3
Don't know/No answer	13.0	20.2

Base: All Respondents

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

Source: Question 14

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

**

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

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

STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES*

At the 95% level of confidence

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

**

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

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

APPENDIX II

TRACKING AREA CONCEPT

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

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

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

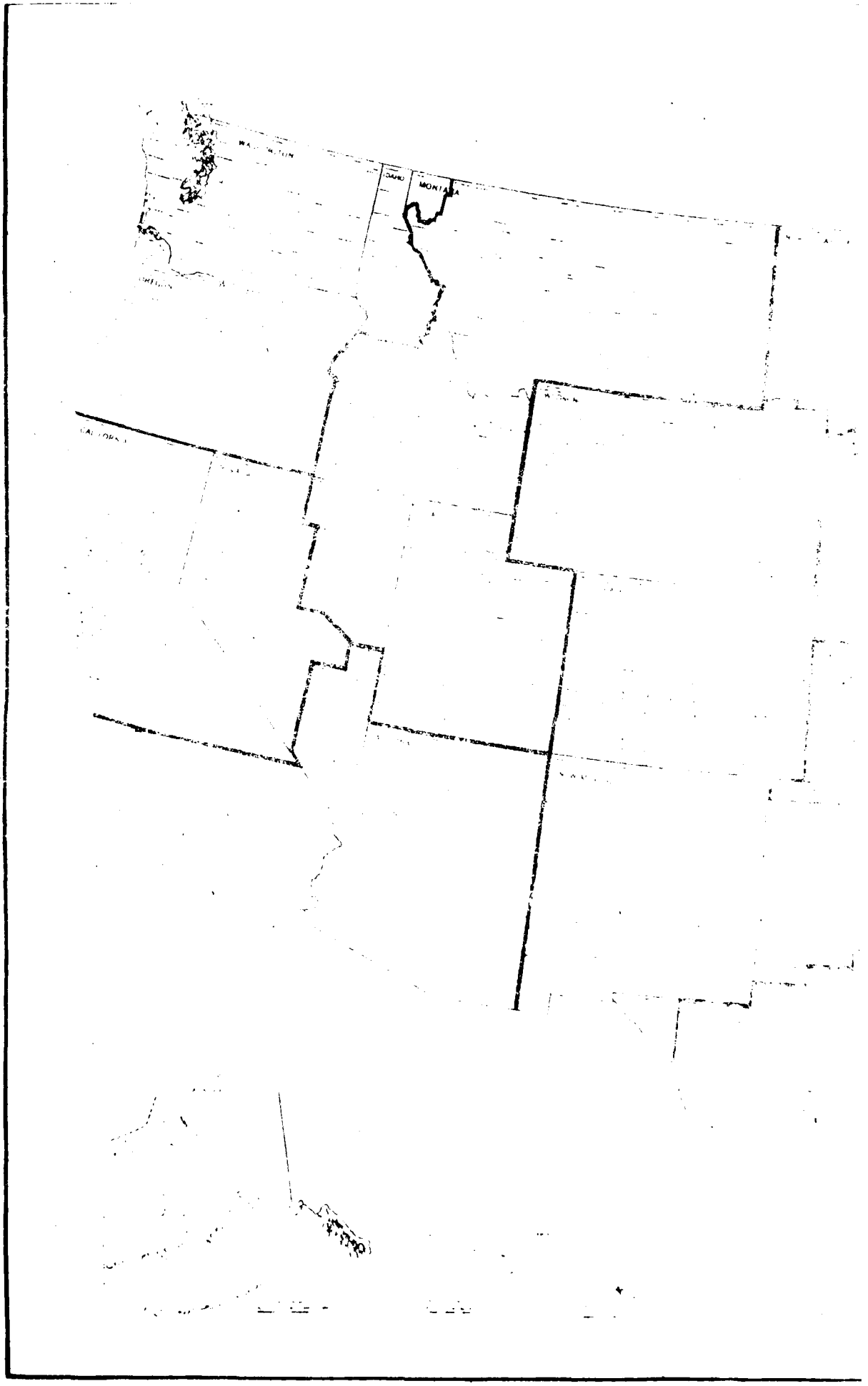
Since each Tracking Area is to contain undivided Recruiting Districts for each Service, some counties occur in more than one TA. For all 26 areas the cumulative overlap is 13 percent.

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

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

SUMMARY STATISTICS FOR TRACKING AREAS

	Proposed Tracking Area	MA% of Total U.S.	% MA Accounted for by Counties: Common to 4 Services	% MA Accounted for by Counties: Remainder	% Tracking Area MA Falling Outside DRC: A	N	AF	MC	No. of DRC's: A	N	AF	MC
22	Michigan/Indiana	7.41	82	18	15	15	8	5	3	2	3	2
14	Alabama/Mississippi/ Tennessee	6.76	94	6	8	8	1	18	3	3	2	2
03	New York City	6.31	77	23	19	21	10	15	2	1	1	2
10	Richmond/North Carolina	6.12	62	38	12	33	14	27	4	2	2	2
25	Southern California/ Arizona	5.95	100	*	0	0	0	0	3	2	2	3
21	Ohio	5.94	76	24	6	7	14	14	3	2	2	2
06	Albany/Buffalo	5.89	59	41	22	8	17	24	4	2	2	2
16	Texas	5.79	95	5	3	0	0	2	4	3	2	3
01	Chicago	5.09	79	21	0	20	24	19	2	1	1	1
02	Harrisburg	4.79	62	38	7	7	36	11	2	2	1	2
24	Minnesota/North Dakota/ South Dakota/Nebraska	4.72	69	31	8	7	24	10	4	2	2	2
26	Northern California	4.67	86	14	14	0	13	17	2	1	2	2
29	Kansas City/Oklahoma	4.37	52	48	26	30	5	25	3	2	2	2
08	Pittsburgh	4.16	42	58	10	43	25	12	2	1	1	2
12	South Carolina/Georgia	3.87	57	43	36	10	36	32	2	2	1	1
04	Philadelphia	3.54	71	29	29	26	0	18	1	1	1	1
13	Florida	3.39	75	25	6	11	14	15	2	2	1	1
05	Boston	3.28	83	17	20	4	13	12	2	1	1	2
28	Washington/Oregon	3.23	70	30	1	28	29	12	3	2	1	2
27	New Mexico/Colorado/ Wyoming	3.17	56	44	19	2	43	8	2	2	1	3
09	Washington, D.C.	3.11	63	37	17	6	18	8	2	1	1	1
19	Kentucky	2.90	54	46	34	21	29	7	1	1	1	2
17	Arkansas	2.84	70	30	18	0	0	22	2	2	1	2
23	Wisconsin	2.28	89	11	7	4	4	6	1	1	1	1
20	Des Moines	1.86	57	43	42	34	15	29	1	1	1	1
15	New Orleans	1.98	62	38	29	20	45	0	1	1	1	1
	Total (Cum.)	113.42	(72)	(28)	(14)	(14)	(15)	(14)	(61)	(43)	(37)	(47)
	U.S. (Excluding HI, AK, PR, VI)	10,190,300										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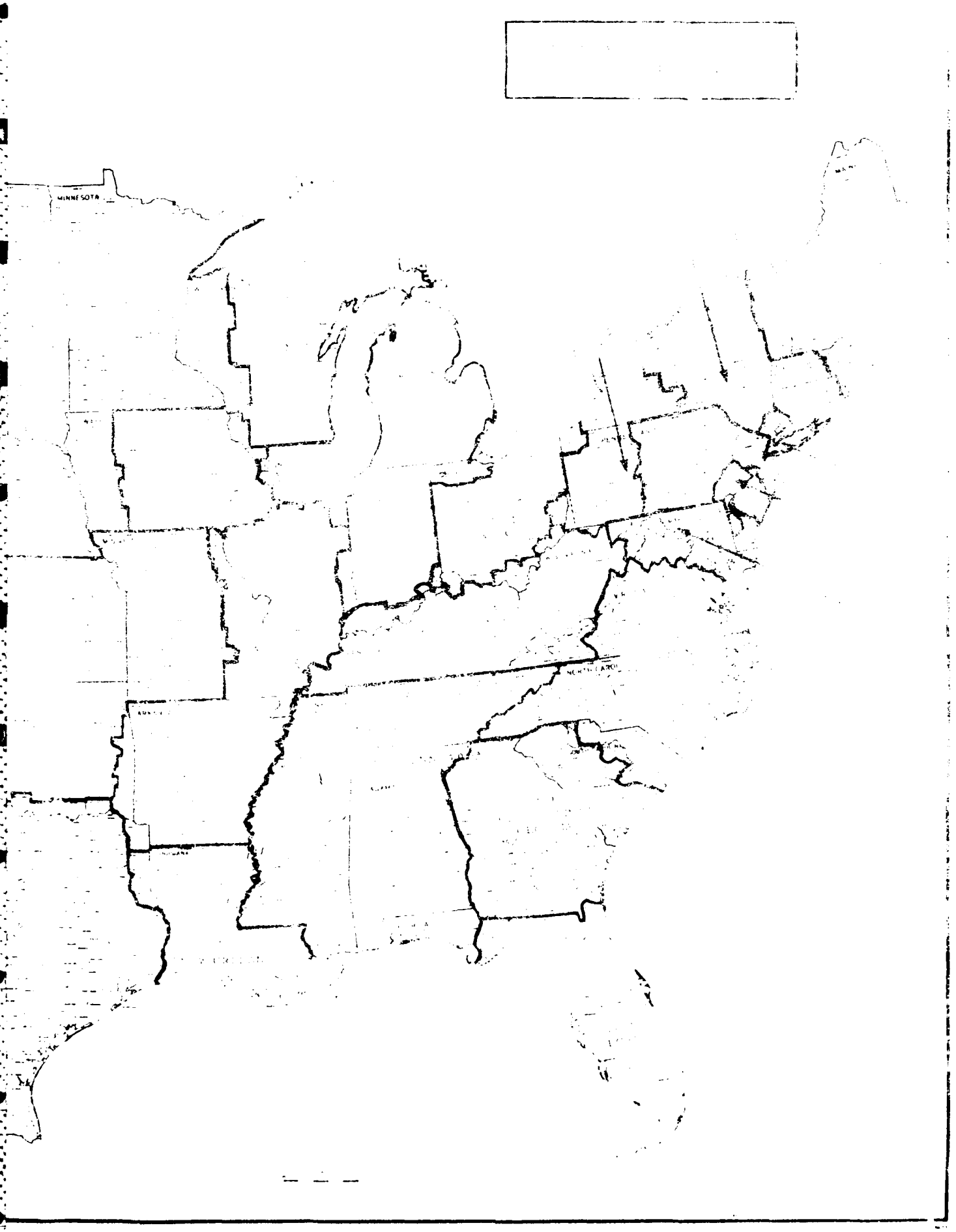
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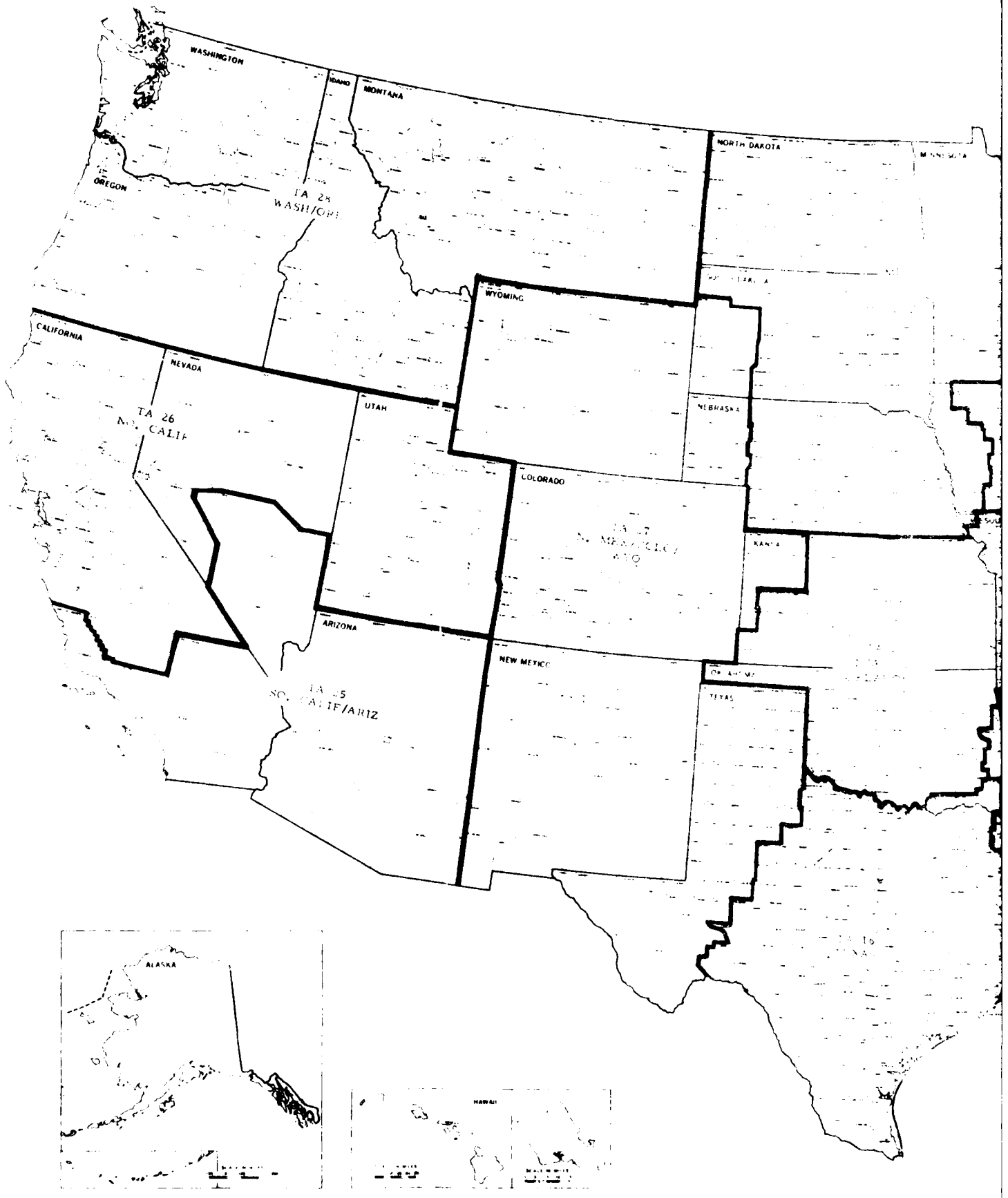
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UTAH
NEBRASKA
COLORADO
KANSA
ARIZONA
NEW MEXICO
TEXAS
TA 25
SO. CALIF/ARIZ
ALASKA
HAWAII


MINNESOTA
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MICHIGAN
IOWA
ILLINOIS
INDIANA
OHIO
PENNSYLVANIA
MISSOURI
WEST VIRGINIA
VIRGINIA
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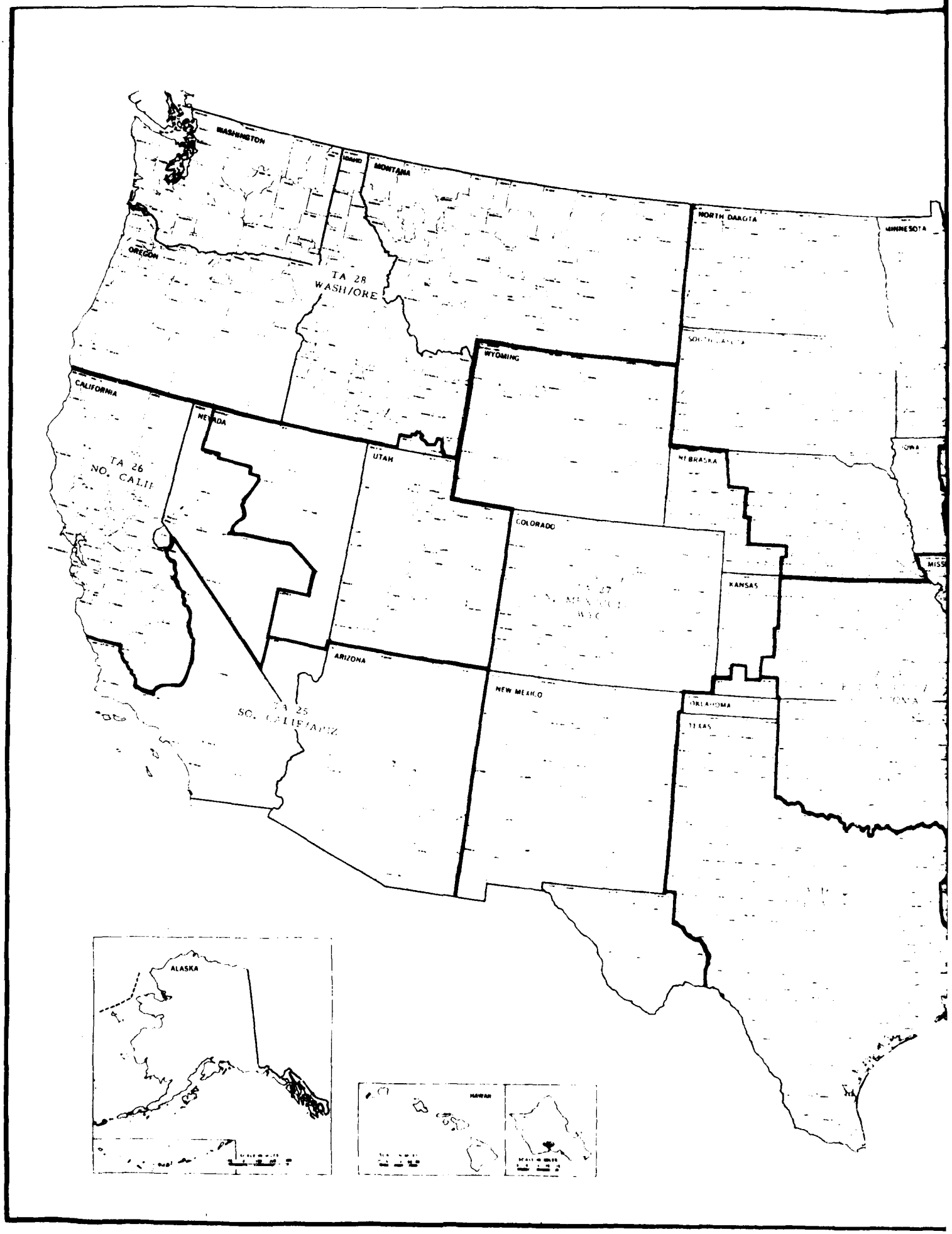
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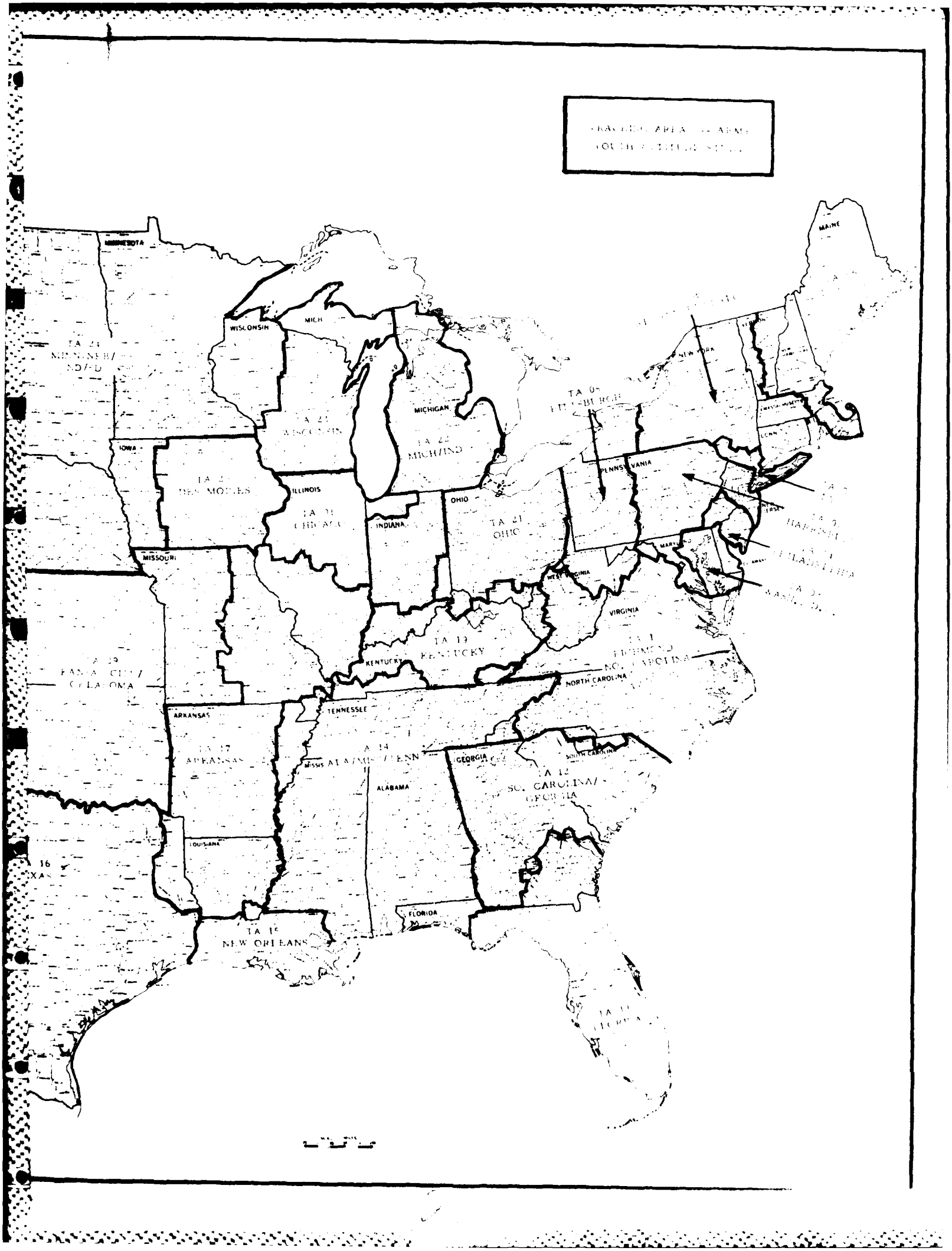
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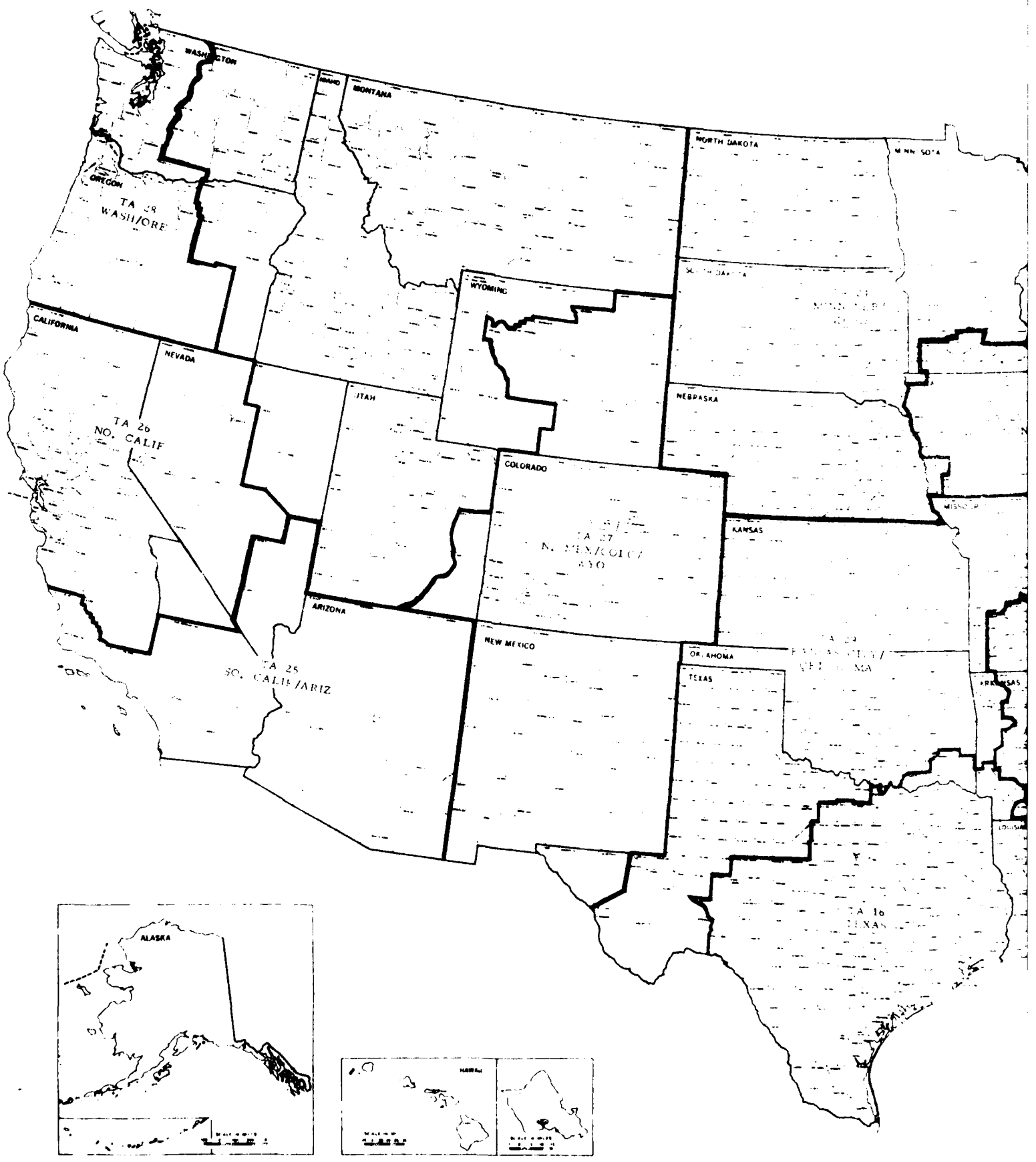
GEORGIA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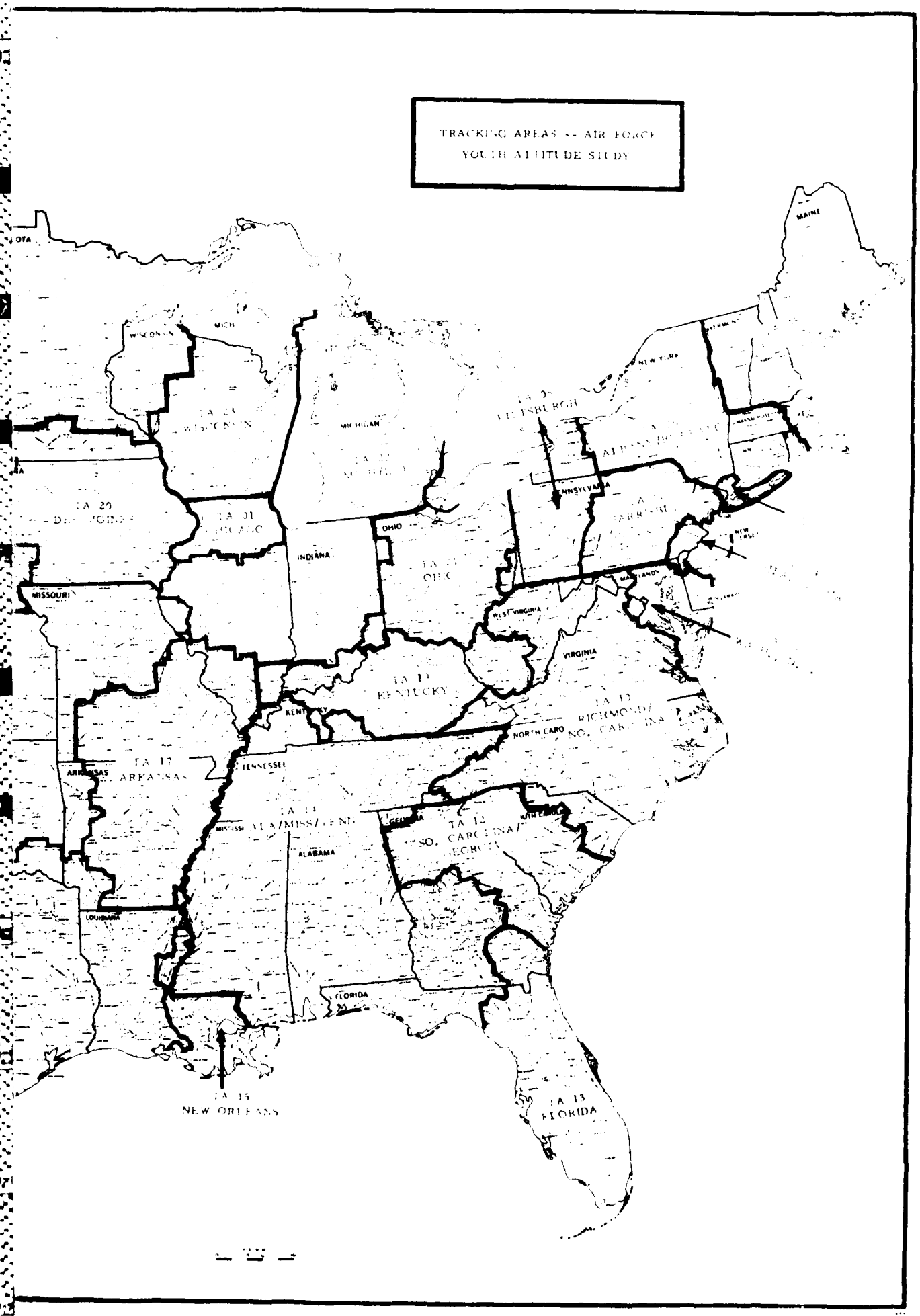
TRACKING AREAS -- AIR FORCE
YOUTH ATTITUDE STUDY
MAINE
MICHIGAN
OHIO
INDIANA
MISSOURI
KENTUCKY
TENNESSEE
ALABAMA
FLORIDA
VIRGINIA
TA 15
NEW ORLEANS
TA 13
FLORIDA

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

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

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

APPENDIX IV

F RATIOS FOR ANALYSIS OF VARIANCE

Variable	Propensity Data F Ratio	Information Adequacy Data F Ratio
Service (S)	110.74	5.03
Time (T)	99.12	5.57
Tracking Areas (TA)	26.99	.91
S x T	.6	1.26
S x TA	1.82	1.12
T x TA	4.95	1.92

APPENDIX V

THE QUESTIONNAIRE

Market Facts, Inc., 100 S. Wacker Drive, Chicago, Illinois 60606 OMB #22-R-0339 Job No. J300-1

Qu. No. _____ (1-4)

515

MILITARY SERVICE STUDY
- Screening Questions -

Market Facts Repr. _____ 6 8

Field Station _____ Date _____ 9 13

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

(I.D. #) 14 20

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

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

Yes 1 → No 2 (TERMINATE AND RECORD ON CALL RECORD SHEET) (21 open)

2a. How many? (CIRCLE NUMBER)

1 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 Junior or Senior in College or in Grad. School		In Military Service, National Guard or Reserves					
									Qu. 3b Now		Qu. 3c Has Been		Qu. 3d Will Be	
	16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No
1.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2 (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.

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.

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 → ☐1 (43) (44-78 open)

80-1

MILITARY SERVICE STUDY
(Qualified Respondent)

Market Facts' Repr. ______________________________ Col. [illegible]
Dup. 1-4

Field Station ______________________________

Time Interview Began ____________ AM/PM Time Ended ____________ AM/PM

Hello. I'm ___ of Market Facts, an opinion research company. We are conducting a survey to find out young men's attitudes toward future occupations and would like to have your opinion. Your household has been [illegible] chance. Any information you give [illegible] is completely confidential. There is an outside chance you may be called by [illegible] just to [illegible] that I did speak with you. Do you have some time to be interviewed [illegible] survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

1. [illegible] of all, just to be sure I am interviewing the right person, what is your age please?

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

(5)

2b. Are you attending school now?

Yes 1 ➔ (ASK QU. 2c AND THEN SKIP TO QU. 3f)
No 2 ➔ (SKIP TO QU. [illegible]) (6)

2c. 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 (Freshmen) . .6
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 TERMINATE

(7)

3d. Are you a high school graduate?

Yes 1 ➔ (SKIP TO QU. 3f) No 2 (8)

3e. How many years of high school have you completed?

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

(9)

3f. Are you currently employed?

Yes 1 (10) / No 2

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

Full-time 1 (11)
Part-time [illegible]

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

Yes 1 No 2 (12)

4. Now let's talk about your plans for the next [illegible] 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 [illegible] Working [illegible] Doing nothing [illegible]

Military (RECORD [illegible], [illegible] "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	Active Duty	Reserves	National Guard	Don't Know Type	
Air Force	1	2	3	4	(13)
Army	[illegible]	[illegible]	7	8	
Coast Guard	[illegible]	[illegible]	---	1	
Marine Corps	1	2	---	[illegible]	(14)
Navy	4	[illegible]	---	[illegible]	
Don't know branch [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	

5a. If you continue your education past high school, would you expect to work part-time to earn your expenses?

Yes 1 No 2 (SKIP TO QU. [illegible]) (1[illegible])

5b. (IF "YES" TO [illegible]) About how much would you expect to earn per year?

$ ____________

1[illegible] [| | |] 1[illegible]

3L. How [illegible] in your area? Would you say it is almost impossible, [illegible] (RECORD BELOW.)

3m. How about getting a part-time job [illegible]? Would you say it is almost impossible, very difficult, [illegible] difficult [illegible] (RECORD BELOW.)

	Full Time	Part Time
[illegible]	1 (22)	1 (23)
Very difficult	[illegible]	2
[illegible] difficult	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

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 (2[illegible])	Second Mention (24)	All Other Mentions (25)
Air Force	1	1	1
Army	2	2	2
Coast Guard	3	3	[illegible]
Marine Corps	4	4	4
Navy	5	5	[illegible]
None	[illegible]	0	[illegible]

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	
	Working at a desk in a business office	1	2	3	4	[illegible]
	Serving in the military	1	2	[illegible]	4	
START	Working as a salesman	1	2	3	4	
( )	Serving in the National Guard	1	2	[illegible]	4	
	(Is that the Air Nat. Guard 1 or the Army Nat. Guard 2? Don't Know 3)					
( )	Serving in the Reserves	1	2	3	4	[illegible]
	(Is that the Air Force Reserve 1, Army Reserve 2, Coast Guard Reserve 3, Marine Corps Reserve 4, or Navy Reserve [illegible], Don't Know [illegible])					
( )	Serving in the Air Force (Active Duty)	1	2	3	4	[illegible]
( )	Serving in the Army (Active Duty)	1	2		4	
( )	Serving in the Coast Guard (Active Duty)	1	2	3	4	[illegible]
( )	Serving in the Marine Corps (Active Duty)	1	2	3	4	[illegible]
( )	Serving in the Navy	1	2	[illegible]	4	

(ASK QU. 5b-c IF "DEFINITELY" OR "PROBABLY" TO ANY OF THE SERVICES OR NATIONAL [illegible] RESERVES, OR TO MILITARY SERVICE IN GENERAL (BOXED ITEMS). OTHERWISE, SKIP TO [illegible])

5b. When do you think you will [illegible] Armed Services?

Within [illegible] months	1
Between [illegible] months and one year	[illegible]
More than 1 year but less than 2 years	[illegible]
2 years or more	4
Don't know	[illegible]

5c. Do you expect [illegible] the service as an enlisted [illegible] or as an officer?

Enlisted man	1
Officer	2

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	(43)
( )	Trains you for leadership	1	2	3	4	5	(44)
( )	Teaches you a valuable trade or skill	1	2	3	4	5	(45)
( )	Helps you get a college education	1	2	3	4	5	(46)
( )	Allows you to see many different countries of the world	1	2	3	4	5	(47)
( )	Provides good benefits for you and your family	1	2	3	4	5	(48)
( )	Is a career you can be proud of	1	2	3	4	5	(49)
( )	Has other men you would like to work with	1	2	3	4	5	(50)
( )	Gives you the job you want	1	2	3	4	5	(51)
( )	Gives you a job which is challenging	1	2	3	4	5	(52)
( )	Pays well to start	1	2	3	4	5	(53)

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 Q6b, ASK:) Which one service is this most true of? (SINGLE RESPONSE ONLY.)

START HERE		Q6b: True of Any Service? Yes	No	Don't Know		Q6c: 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	(62)	1	2	3	4	5	6	(63)
( )	Trains you for leadership	1	2	3	(63)	1	2	3	4	5	6	(64)
( )	Teaches you a valuable trade or skill	1	2	3	(64)	1	2	3	4	5	6	(65)
( )	Helps you get a college education	1	2	3	(65)	1	2	3	4	5	6	(66)
( )	Allows you to see many different countries of the world	1	2	3	(66)	1	2	3	4	5	6	(67)
( )	Provides good benefits for you and your family	1	2	3	(67)	1	2	3	4	5	6	(68)
( )	Is a career you can be proud of	1	2	3	(68)	1	2	3	4	5	6	(69)
( )	Has other men you would like to work with	1	2	3	(69)	1	2	3	4	5	6	(70)
( )	Gives you the job you want	1	2	3	(70)	1	2	3	4	5	6	(71)
( )	Gives you a job which is challenging	1	2	3	(71)	1	2	3	4	5	6	(72)
( )	Pays well to start	1	2	3	(72)	1	2	3	4	5	6	(73)

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	(74)
Army. 2	Navy 5	75-2
Coast Guard 3	None 0	(76-79 opn)
		80-2

Cd. 3
Dup. 1-4

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

_____ 5
_____
_____
_____ 6

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 Active Air Force? Would you say it was, personally.... (READ ALTERNATIVE ANSWERS.)

Very meaningful to you 1 (7)
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 Coast Guard? (PROBE) What did the advertising say? What did it show?

_____ 8
_____
_____
_____ 9

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 Coast Guard? Would you say it was, personally.... (READ ANSWER ALTERNATIVES.)

Very meaningful to you 1 (10)
Somewhat meaningful to you. 2
Not very meaningful to you 3
Not at all meaningful to you . . . . . 4 (11-16 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) (17)

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	(18)
( )	Have you talked face-to-face with a recruiter somewhere other than at a recruiting station	1	2	(19)
( )	Have you heard a recruiter give a talk at your high school	1	2	(20)
( )	Have you talked to a local recruiter by telephone	1	2	(21)
( )	Have you received recruiting literature in the mail	1	2	(22)

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

		Yes	No	
( )	Have you discussed the possibility of enlistment with friends already in the service or who have been in the service	1	2	(23)
( )	Have you talked with a teacher or guidance counselor at school about possible enlistment	1	2	(24)
( )	Have you talked with your girl friend or wife about possible enlistment	1	2	(25)
( )	Have you talked with one or both parents about possible enlistment	1	2	(26)
( )	Have you taken an aptitude or career guidance test in high school given by the armed services	1	2	(27)
( )	Have you made a toll-free call for information about the military	1	2	(28)
( )	Have you asked for information about the military by mail	1	2	(29)
( )	Have you been physically or mentally tested at a military examination station	1	2	(30)

[illegible] several more questions about military recruiters. (IF "NO" TO QU. 8a ASK Q. 9, [illegible]; OTHERWISE SKIP TO Q. 9b.)

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

Yes . . . 1 — No . . . 2 (SKIP TO QU. 10)

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 [illegible] UNPRODUCTIVE.)

	Air Force	Army	Marine Corps	Navy	Coast Guard	Don't Know
Recruiters represented	1	2	3	4	[illegible]	[illegible] (SKIP TO QU. 10)

9c. (IF "AIR FORCE," "ARMY," OR "MARINE CORPS," ASK.) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS EXCEPT FOR "DON'T KNOW")?

Air Force ([illegible])	Army ([illegible])	Marine Corps (41)
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 [illegible] 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?	(34)	([illegible])	(42)	(45)	(48)
Recruiter contacted first	1	1	1	1	1
Respondent contacted first	2	2	2	2	2
[illegible] How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you	([illegible])	([illegible])	([illegible])	([illegible])	([illegible])
All the information you wanted	1	1	1	1	1
Most of it	2	2	2	2	2
Or, Very little	3	3	3	3	3
9[illegible]. Was your attitude toward joining (NAME SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?	([illegible])	([illegible])	(44)	(47)	([illegible])
More Favorable					
(Was that . . . .)					
Much more favorable	1	1	1	1	1
or, Slightly more favorable	2	2	2	2	2
Didn't Change	3	3	3	3	3
Less Favorable					
(Was that . . . .)					
Slightly less favorable	4	4	4	4	4
or, Much less favorable	5	5	5	5	5

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 [illegible]

10b. (IF "DK" TO QU. 10a, ASK.) Would you please give me your best guess as to the starting monthly pay for an enlisted man in the military.

$ ________________ [illegible] . . . X [illegible]

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

More likely . . . . . 1 → Would it be . . . .
Much more likely . . . . . [illegible]
Somewhat more likely . . . . . [illegible]
A little more likely 4

Not more likely . . . . . [illegible]
Don't know . . . . . . [illegible]

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	(60)
Developing your potential	1	2	3	4	5	(61)
Job security, i.e., a steady job	1	2	3	4	5	(62)
Making a lot of money	1	2	3	4	5	(63)
Working for a better society	1	2	3	4	5	(64)
Having the respect of friends	1	2	3	4	5	(65)
Doing challenging work	1	2	3	4	5	(66)
Adventure and excitement	1	2	3	4	5	(67)
Learning as much as you can	1	2	3	4	5	(68)
Helping other people	1	2	3	4	5	(69)
Being able to make your own decisions on the job	1	2	3	4	5	(70)
Recognition and status	1	2	3	4	5	(71)

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

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 (72)	Mother (73)
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 (74)	Mother (76)
FAVORABLE COMMENTS		
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	(75)	(77)
Separation/being apart	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 (Going to school/continuing education)	4	4
Negative military experience by father	5	5
Other than the above	6	6

13. (ASK IF "YES" TO "TALKED WITH ONE OR BOTH PARENTS" -- QU. 8c, PAGE 6.)
In your discussions with your parents about the possibility of your joining the military, who is usually the one to bring up the subject -- you or your mother or father?

Respondent 1 Mother 2 Father 3 Not sure 4 (78)

(79 open)

Cd. 4
Dup. 1-4

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 (5)
( ) For those willing to place a portion of their pay in an educational savings account, the government will add $2 for every $1 they save during their 3 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. Now, I would like to mention the names of some magazines. As I name each one, please tell me how frequently you read it -- Very Often, Fairly Often, Once in a While, or Never. Let's start with "Field & Stream." How frequently do you read it: Very Often, Fairly Often, Once in a While, or Never? (REPEAT FOR EACH MAGAZINE LISTED.)

	15a. Very Often	Fairly Often	Once in a While	Never		15b. First and Second Favorites	
Field & Stream	1	2	3	4	(6)	_____	(29)
Hot Rod	1	2	3	4	(7)	_____	(30)
National Future Farmer	1	2	3	4	(8)	_____	(31)
Parade	1	2	3	4	(9)	_____	(32)
Popular Science	1	2	3	4	(10)	_____	(33)
Sport	1	2	3	4	(11)	_____	(34)
Reader's Digest	1	2	3	4	(12)	_____	(35)
Cycle	1	2	3	4	(13)	_____	(36)
TV Guide	1	2	3	4	(14)	_____	(37)
Car Craft	1	2	3	4	(15)	_____	(38)
Mechanics Illustrated	1	2	3	4	(16)	_____	(39)
Outdoor Life	1	2	3	4	(17)	_____	(40)
Popular Mechanics	1	2	3	4	(18)	_____	(41)
People	1	2	3	4	(19)	_____	(42)
Popular Hot Rodding	1	2	3	4	(20)	_____	(43)
Sports Afield	1	2	3	4	(21)	_____	(44)
Ebony	1	2	3	4	(22)	_____	(45)
Senior Scholastic	1	2	3	4	(23)	_____	(46)
Family Weekly	1	2	3	4	(24)	_____	(47)
Time	1	2	3	4	(25)	_____	(48)
Newsweek	1	2	3	4	(26)	_____	(49)
Sports Illustrated	1	2	3	4	(27)	_____	(50)
Sunday Newspaper	1	2	3	4	(28)	_____	(51)

15b. (IF 2 OR MORE MAGAZINES READ "VERY OFTEN," SAY:) You say you read (NAME MAGAZINES READ "VERY OFTEN") very often. Which of these do you consider your favorite? Which is your next favorite? (WRITE A "1" ON THE LINE AFTER FIRST CHOICE. WRITE A "2" ON THE LINE AFTER SECOND CHOICE.) (RECORD ABOVE.)

16. Which of the following types of television programs do you enjoy most? What would be your second choice? (ASK FOR THIRD AND FOURTH CHOICES. WRITE A "1" ON THE LINE AFTER FIRST CHOICE, A "2" AFTER SECOND CHOICE, ETC.)

Comedies (such as All in the Family, M A S H, Welcome Back Kotter) . . . . . _____ (52)
Sports . . . . . _____ (53)
Movies . . . . . _____ (54)
Dramas (such as Starsky & Hutch, Little House on the Prairie, The Waltons) . . . . . _____ (55)

17. When something you read in an advertisement interests you, which of the following are you most likely to do? (READ ALL STATEMENTS, STARTING AT THE "X". WRITE A "1" ON THE LINE AFTER FIRST CHOICE. DETERMINE 2ND, 3RD, & 4TH CHOICES. WRITE "2", "3" OR "4" ON THE CORRECT LINES.)

START HERE

( ) Call toll free number . . . . . _____ (56)
( ) Mail in a coupon attached to the ad . . . . . _____ (57)
( ) Clip out the ad and go to the location to get more information . . . . . _____ (58)
( ) Clip out the ad and save it for future reference . . . . . _____ (59)

18. One more question about military service. If you knew you almost certainly would be required to serve in a position which could expose you to combat, how likely would you be to serve in the military? (59) [1]

Definitely would . . . 1 Probably would not . . 3 Don't know/ (61)
Probably would . . . 2 Definitely would not . . 4 not sure 5

19. If you knew that your job in the service would involve working with women doing work like yours, how likely would you be to serve in the military?

Definitely would . . . 1 Probably would not . . 3 Don't know/ (62)
Probably would . . . 2 Definitely would not . . 4 not sure 5

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.

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

Married 1 Single 2 Separated/Divorced/Widowed 3 (63)

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

Did not complete high school 1
Finished high school or equivalent . . . 2
Adult education program 3
Business or trade school 4
Some college 5
Finished college (four years) 6
Attended graduate or professional school 7
Obtained a graduate or professional degree 8 (64)

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

A's and B's 1
B's and C's 2
C's and D's 3
D's and below 4
(DON'T READ)
Does not apply 5
Don't remember 6 (65)

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

College preparatory 1 Commercial or business training 2 Vocational 3 (66)

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

Elementary Algebra . . . 1
Plane Geometry 2
Intermediate Algebra . . 3
Trigonometry 4 (67)

(DON'T READ) None of these 5

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

Yes 1 No 2 (68)

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

Cuban 1
Mexican-American . . 2
Puerto Rican 3
Other Spanish . . . 4
American Indian . . 5
Black 6
Oriental . . . 7
White 8
Refused . . . R (69)

27. Name of Respondent _____

Address _____

City/State _____ Zip Code _____

Telephone Number _____/_____ 70[| | | | | |]74

28. 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. (75-79 open) 80-4 Cd. 5 Dup. 1-4

What is your Social Security Number?

_____ / _____ / _____

None 0 Refused X

5[| | | | | | | | |]13

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.

14[| | | | | |]20 (20-79 open) 80-5

FILMED
8