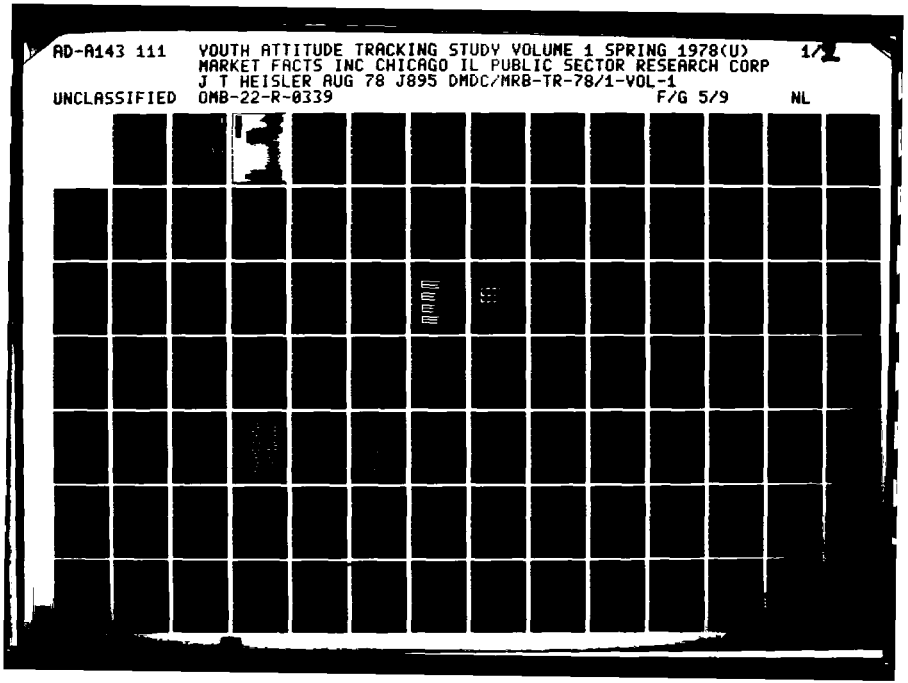
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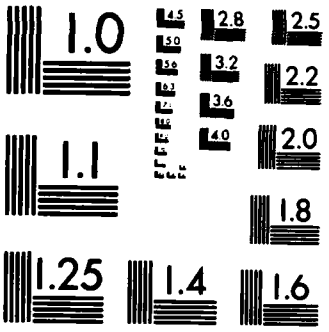

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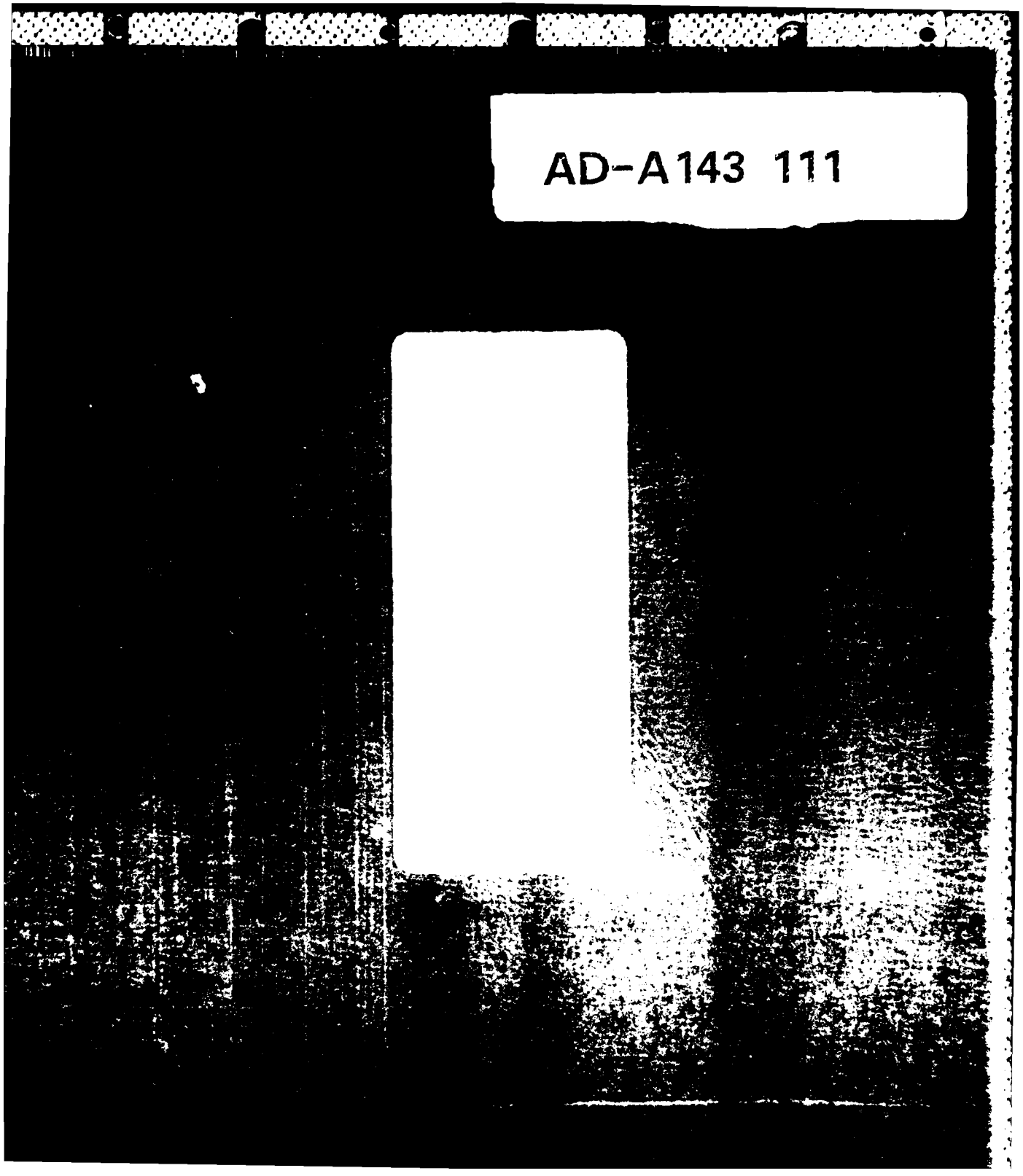

Youth Attitude Tracking Study

Spring 1978

A Report Prepared For:

The Department of Defense

Prepared By:

The Public Sector Research Group
of

Market Facts, Inc.
1750 K Street, N.W.
Washington, D.C. 20006

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19 ABSTRACT (Continue on reverse if necessary and identify by block number)

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.

The 1978 YATS surveys interviewed 1066 males in the Spring and 5199 in the Fall. The Spring study indicated that the downward trend in propensity to enlist had leveled off and that the most important job attributes of the Services continued to be those identified in 1977. With the completion of the Fall 1978 wave of the tracking study, three years of attitudinal and behavioral data were accumulated. Propensity dropped significantly during the three year period with improvements in the youth job market possibly contributing to the downward trend. The predominant motivating factor for joining the service was determined to be in order to improve one's chance for later success in the civilian job market. The level of awareness of starting pay and enlistment bonuses was identified as a possible recruiting and advertising opportunity. This is the Spring Study.

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INTRODUCTION

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

Background and Objectives

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

General attitudes concerning military service can change over time partially because the potential market of 17 to 21 year old youths changes every year as new youths enter and older ones leave this age bracket. The outcome of recruiting efforts can be influenced by 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 sixth of a six part survey (Fall 1975, Spring 1976, Fall 1976, Spring 1977, Fall 1977 and Spring 1978), with an examination of some changes between Spring 1977 and Spring 1978.

In order to compete effectively in the youth labor market, the Department of Defe[illegible]s a continuing need to obtain current attitudinal information concer[illegible] 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 five 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 (Squardrons) (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Each service then can track the study variables over time within actionable geographic areas defined by recruiting boundaries of each service.

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

Study Design

In the present wave, interviewing was conducted on a monthly basis, with similar number of interviews being conducted nearly every day over the survey time period which was January 1st to June 15th. This change in the mode of data collection was intended to test the sensitivity of this study to time and the occurence of important environmental events which may effect attitudes.

While the time frame for data collection was extended over 5½ months rather than five weeks, the study design was identical to that of previous waves. The survey involved 16-21 year old males who did not have prior or current military involvement and who are not beyond their second year of college. In total, 4,006 interviews were completed.

The survey employed telephone interviewing. Respondents were selected by random digit dialing. Approximately 150 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 four most recent waves (Fall 1976, Spring 1977, Fall 1977 and Spring 1978), 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 continential U.S.

Detailed tabulations referred to in this report are given in five volumes. Volumes 1 and 2, which constitute most of the analyses, reported in this study, contain both Spring 1977 and Spring 1978 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

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 achievablity in the military

Questionnaire Change

The study design permits the inclusion of new elements from time to time. The current survey has one new feature: a question concerning awareness of recruiting advertising for <u>any</u> active duty service.

Several questions were taken out of the Spring 1978 questionnaire: a question concerning expectations about working part time to meet the expenses of post-high school education, a question about recommending a service to a friend, a question assessing expected responses to interesting advertisments, and a question concerning propensity to join the military as a function of several contingencies: combat likely, combat unlikely, working with women doing a similar job.

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 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 are 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 in the Fall 1977 wave was changed. The Spring 1978 wave incorporates this altered format. 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 are not currently attending school. The services have expressed particular interest in this sub-group of male youth.

There are several questions which involve scalar data. Results are presented as averages. In previous reports there was a lack of consistency among these scales. That is, for some scales a higher average was equivalent to a high value on the measure. On other scales a low average was equivalent to a high value on the measure. In the present report, this inconsistency is removed. In all cases, a higher average is equivalent to a high value on the measure. As a result, the scale values for Qu. 6a (Relative Importance of Job Attributes) and Qu. 15a (Frequency of Magazine Readership) have been reversed from previous reports. This change does not effect comparability with previous reports. Rather, it will facilitate reading the report.

The modification in the time frame (5½ months versus 5 weeks) for data collection raises two questions with respect to the analysis of the data. The first is whether data collected over 5½ months (Spring 1978 wave) can be collapsed and compared to data collected over five weeks (previous waves). The second question is whether collecting data over a broader span of time affects the reported Spring 1978 levels of the variables measured. To answer this question the propensity data (the major criterion variable) were submitted to a chi-square analysis. The analysis revealed no significant month-to-month differences in the propensity data for any of the active duty services. Also observations of the monthly levels of other criterion variables revealed fairly stable patterns across the 5½ months.

As a result, the Spring 1978 data have been collapsed and are treated as data collected over one point in time. Moreover, there is no evidence that the broader time frame for data collection has affected the levels of the variables measured. In fact, the test of this data collection mode yielded somewhat more reliable data, thus permitting and compensating for a somewhat smaller sample size.

EXECUTIVE SUMMARY

Introduction

This report is a discussion of the Spring 1978 wave (i.e., Wave VI) of the tracking study of youth attitudes toward serving in the Armed Forces. A total of 4006 randomly selected males between 16 and 21 years of age were interviewed by telephone. Approximatley 150 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 2½ year historical perspective from which the following conclusion is drawn.

It appears that the downward trend in propensity to enlist has levelled off. What follows is a discussion of this finding.

In previous reports of this study an attempt was made to explain the observed changes in propensity. The reported level of full time employment seemed to explain, in part, the downward trend in propensity observed in the first four waves of the study. That is, improvements in the civilian job market may make a military career less attractive to a young man for whom the military is the best opportunity for advancement in a poor economy.

In the present survey the reported level of full time employment increased. This finding is consistent with the decrease in perceived difficulty in finding a full time job. At the same time, however, levels of propensity are similar to those recorded in both the Spring 1977 and Fall 1977

waves. Hence, it appears that the apparent improvement in the civilian job market has not negatively affected propensity for military service. As first suggested in the Fall 1977 survey, there may be other unidentified factors contributing to the underlying dynamics of propensity that are beyond the scope of the youth attitude tracking study as presently constituted in terms of explanatory variables being tracked.

National Trends In Propensity

Overall propensity for military service in general did not change from Spring 1977 (29.6%) to Spring 1978 (31.1%). Positive propensity for the individual active duty services remained unchanged from Spring 1977, as well. Voluntary mentions of military enlistment which have always paralleled propensity changes, also did not change. In previous waves a noticeable seasonality effect also was observed. That is, fewer people in the Spring waves than in the Fall expressed an intention to pursue a military career. The Spring 1978 propensity data, however, do not differ from the Fall 1977 propensity data. Hence, the Fall-to-Spring downward trend with respect to enlistment intentions is not evident in the Spring 1978 wave.

The overall rank order of the active duty services based on expressed propensity levels has not changed from Fall 1975. With respect to the three Spring waves, the order is as follows:

	Spring '76	Spring '77	Spring '78	Spring '77-Spring '78 Difference*
. Air Force	17.5 %	15.7 %	17.0 %	+ 1.3
. Navy	16.4 %	15.2 %	15.2 %	-
. Army	13.1 %	11.8 %	12.4 %	+ .6
. Marine Corps	11.8 %	10.7 %	11.4 %	+ .7

*The differences shown are not statistically significant.

Many of the variables that discriminate between positive and negative propensity to serve in the military changed from Spring 1977. Recalled incidence of recent (past 5 - 6 months) recruiter contact remained steady. Recalled recruiter contact with specific services increased for the Army and Navy, but remained unchanged for the Air Force and Marine Corps.

The proportion of respondents who report talking to friends about enlistment increased, while talking to parents and teachers/counselors declined.

The reported incidence of taking the Armed Forces' aptitude test declined from Spring to Spring.

Spring-to-Spring shifts occurred with respect to perceived life goal achievement. During the past year the military gained ground relative to civilian life with regard to four life goal perceptions: adventure and excitement, doing challenging work, recognition and status, and personal freedom. With respect to all other life goal perceptions the military maintained its perceived position relative to civilian life: job security, learning as much as you can, helping other people, developing your potential, working for a better society, having the respect of friends, being able to make own decisions on the job and making a lot of money.

The most important job attributes continue to be: gives you an opportunity to better your life, teaches you a valuable trade or skill, and provides good benefits for you and your family. The least important job 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. During the past year the perceived relative importance attached to virtually all of these attributes increased. The exceptions were: pays well to start, helps you get a college education, and allows you to see many countries. The relative importance attached to these three attributes remained unchanged.

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.

The South continues to be the area where propensity for the active duty services is particularly high. The weakest markets with respect to propensity tend to be in the East, Midwest and far West. Specifically, South Carolina/Georgia and New Orleans are particularly strong markets for recruitment, as measured by propensity. Chicago, Northern California, Wisconsin, and Washington/Oregon are particularly weak markets.

Perceptions of the Services

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

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

Enlisted Starting Pay

Approximately 47% 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 $413 which is close to the true value of $397. However, the averages range from a low of $353 to a high of $495 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 (52.6%) 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, higher quality group, however; only about one-in-five men said they would be more likely to enlist.

Perceived Attitudes of Influencers

Positive propensity men reported that their parents are generally in favor of their joining the service, particularly for the job training they will receive. Negative propensity men claimed 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 established in this series of surveys. These perceptions have been consistent over time.

Advertising Awareness

Overall, 85.5% of the respondents were aware of advertising for any of the active duty services. Awareness of advertising for specific services was:

- Army 66%
- Marine Corps 60%
- Navy 58%
- Air Force 55%

Among these same individuals, more than one-half were able to recall specific content of the advertising. Since Spring 1977, when the present

advertising questions were added, advertising recall has increased significantly for all of the services, although not significantly for the Navy. Among respondents who did recall advertising content, they most often recalled copy points about scenes of equipment, teaching/learning a trade, and travel (especially for the Navy). Respondents also frequently recalled Marine slogans.

Educational Benefits (Veterans' Educational Assistance Program)

As in the previous surveys, 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 sixth wave of tracking youth attitudes enabled us to again test six important hypotheses with respect to propensity. This analysis was first conducted in Fall 1977. The hypotheses pertain to the set of data collected from the original 13 tracking areas during the last three 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 13 original tracking areas equal with respect to propensity?
3. Are the six waves of surveys equal with respect to propensity?
4. Have the services exhibited different patterns with respect to propensity over the six waves?
5. Have the services exhibited different patterns with respect to propensity across the 13 original tracking areas?
6. Have the 13 original tracking areas exhibited different patterns over the six waves?

An analysis of variance was conducted to test these hypotheses. This analysis revealed findings similar to those in the Full [illegible] analysis. That is, 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 covered in broader hypothesis #4. While the individual services do 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 occurring with respect to propensity to join the services at the tracking area level (Hypotheses #5 - #8).

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 services 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. An understanding of the ways in which these young men differ demographically, attitudinally, and behaviorally from the total sample is essential to developing recruiting strategies aimed particularly at this target group. With this purpose in mind, these young men can be described in contrast to the overall averages for the total sample, as...

- Less likely to be unemployed and looking for work
- Less likely to express positive propensity to join the military
- More likely to have had recent recruiter contact
- Average with respect to feeling more favorable about enlisting after talking to recruiters, except below average with respect to the Army
- Average with respect to importance attached to job attributes, except below average with respect to helps you get a college education
- More likely to perceive that civilian life better enables the achievement of certain life goals

SECTION I

NATIONAL TRENDS

SPRING 1977 vs. SPRING 1978

SECTION I

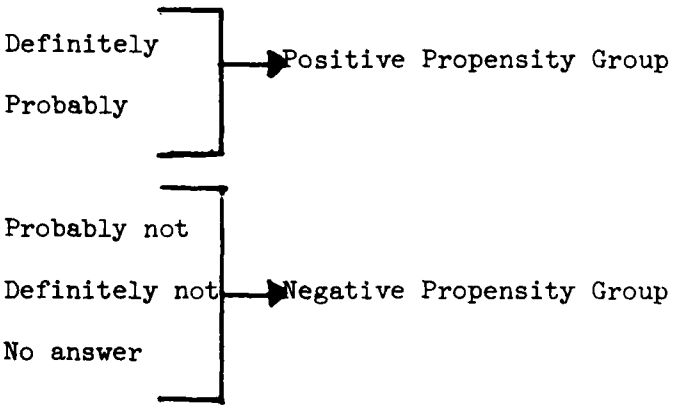
National Trends - Spring 1977 to Spring 1978

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 Spring 1977 to Spring 1978. However, Spring 1976 (Wave II) data also are shown in order to provide a complete two year presentation of the findings. Given this full two year Spring-to-Spring time frame, 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 Spring 1976 wave of this investigation. The balance are thirteen (13) tracking areas which in the Spring 1976 wave were aggregated into one group and labeled as "balanceof the country". These thirteen (13) new tracking areas were first defined in the Spring 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 Changes in Propensity: Spring 1977 to Spring 1978

The percentage of youth who reported positive propensity for any service (measure of propensity for military service in general) was 31.1%. This is comparable to the Spring 1977 figure (29.6%). With respect to positive propensity for specific services, all four services remained unchanged from Spring 1977. While propensity figures for the Air Force, Army and Marine Corps appear to be up, these increases are not statistically significant. The findings are graphed in Figure 1.1.

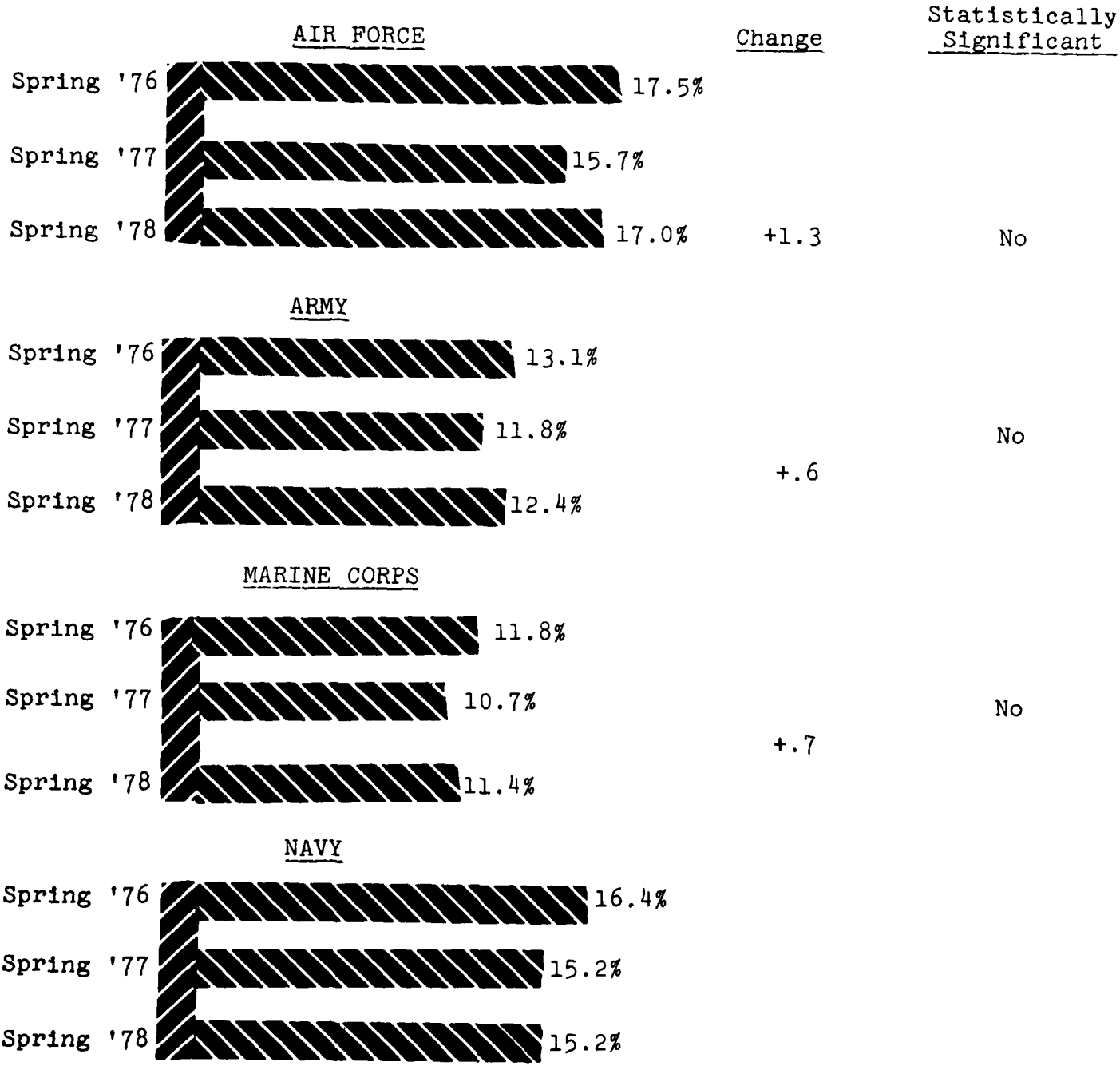
Comparison of the three Spring waves suggests that propensity may be leveling off. That is, positive propensity figures recorded in the present wave appear to be returning to the propensity levels recorded two years ago in the Spring 1976 wave.

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, illustrated in Figure 1.2, did not change from Spring 1977 (4.5% and 4.4%).

In all six waves, this index has paralleled fluctuations in positive propensity toward each of the four services. Like the propensity figures, the pro-military index figures appear to be leveling-off.

FIGURE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES



Source: Question 5a

FIGURE 1.2

VOLUNTARY MENTIONS OF MILITARY SERVICE

AMONG PLANS FOR THE NEXT FEW YEARS

	Change	Statistically Significant
Spring '76		
Spring '77	-.1	No
Spring '78		

Source: Question 31

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

The downward trend in propensity observed in the previous waves of the study is no longer evident. Moreover, in previous waves a noticeable seasonality effect also was observed. That is, fewer people in the Spring than in the Fall expressed an intention to pursue a military career. The propensity data from the Spring 1978 wave, however, do not differ from the Fall 1977 propensity figures. Should this previous seasonal pattern be valid, it might be reasonable to expect a propensity increase in the Fall 1978 wave.

Since Fall 1975, positive propensity for each of the services has declined, on the average, 4.3 % points. As a percentage of Fall 1975 propensity figures, the Army has had the largest loss (-33 %) followed by the Marine Corps (-23 %), the Navy (-22 %) and the Air Force (-17 %) over the past three years. Reference to Table 1.1 indicates that the lowest levels of propensity were recorded in the Spring 1977 wave. Since that time, propensity figures have not changed.

With respect to changes in propensity for each service observed across time, all four services have shown similar patterns of change. This is confirmed by an analysis of variance of the propensity data, which is discussed in Section II.

TABLE 1.1

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

	Fall '75*	Spring '76*	Fall '76*	Spring '77	Fall '77	Spring '78
	%	%	%	%	%	%
Air Force	20.4	17.5	17.9	15.7	15.7	17.0
Army	18.4	13.1	14.5	11.8	12.7	12.4
Marine Corps	14.9	11.8	12.4	10.7	11.0	11.4
Navy	19.6	16.4	16.5	15.2	15.5	15.2
Unaided Mention of Plans to Enter Military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5	4.4
Base **	(3176)	(3001)	(5475)	(5520)	(5284)	(3979)

* Propensity rates for the first three waves have been adjusted upwards 4.7% points for comparability with Spring '77, Fall '77, and Spring '78 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.)

** The bases shown in this and all previous reports represent weighted bases. As such, the figures shown are somewhat less than the actual number of interviews conducted. In the Spring 1978 wave, 4006 males were interviewed. When the data are weighted, however, this base is reduced to 3979.

1.3 Changes in Variables Related to Propensity

There are a number of variables that have discriminated between positive and negative propensity groups in this series of studies. These variables and their Spring 1977 to Spring 1978 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 was stable from Spring 1977 to Spring 1978. However, recalled recruiter contact with any service over a longer period of time increased significantly. Among youth who reported having contact, the recalled incidence of specific contact with recruiters from the Army and Navy increased, while Air Force and Marine Corps remained unchanged.

2. The incidence of talking to parents and teachers/counselors about enlistment declined. Talking to friends with military experience, however, increased. Talking to girl friends/wives did not change.

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

4. As of Spring 1978, 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, helping other people, developing your potential and working for a better society.

During the past year the military gained ground relative to civilian life with regard to four life goal perceptions: adventure and excitement, doing challenging work, recognition and status, and personal freedom. The military maintained its perceived position relative to civilian life on the remaining life goal attributes. In general, the absolute levels of eight of the twelve life goal perceptions favor military 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.

TABLE 1.2

CHANGES IN VARIABLES RELATED TO PROPENSITY

	Spring '76 %	Spring '77 %	Spring '78 %	Spring '77-'78 Change %	Statistically Significant
Recruiter Contact (Qu. 8a & 9a)					
Past 5-6 months - any service	24.3	25.9	27.1	+1.2	no
Ever - any service	47.6	49.1	52.4	+3.3	yes
Recruiter Contact with (Qu. 9b)					
Air Force	14.8	14.8	14.1	- .7	no
Army	23.1	23.1	26.4	+3.3	yes
Marine Corps	14.2	14.5	14.9	+ .4	no
Navy	15.8	14.4	17.4	+3.0	yes
Talked about Enlistment with (Qu. 8c)					
Friends with military experience	38.8	38.6	42.0	+3.4	yes
Parents	35.7	34.3	32.1	-2.2	yes
Teachers/Counselors	12.5	12.8	11.0	-1.8	yes
Girl Friend/Wife	17.2	17.9	17.2	- .7	no
Aptitude Test in High School by Armed Forces (Qu. 8c)	17.4	18.3	14.8	-3.5	yes
Base	(3001)	(5520)	(3979)		

TABLE 1.2
(continued)

Life Goal Achievement Civilian Advantage Over Military (Qu. 11) (Averages) *	Spring '77	Spring '78	Spring 77-78 Change	Statistically Significant
	%	%	%	
Adventure and excitement	2.43	2.35	-.08	yes
Job security	2.50	2.53	+.03	no
Doing challenging work	2.79	2.72	-.07	yes
Recognition and status	2.87	2.78	-.09	yes
Learning as much as you can	2.92	2.89	-.03	no
Helping other people	2.96	2.93	-.03	no
Developing your potential	2.99	2.95	-.04	no
Working for a better society	3.03	2.99	-.04	no
Having the respect of friends	3.06	3.03	-.03	no
Being able to make own decisions on the job	3.84	3.86	+.02	no
Making a lot of money	3.91	3.95	+.04	no
Personal freedom	4.09	4.00	-.09	yes
Base	(5520)	(3979)		

*Scale Value:

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

Therefore, a smaller value favors the military.

TABLE 1.2
(continued)

	Spring '77 %	Spring '78 %	Spring '77-'78 Change %	Statistically Significant
Relative Importance of Job Attributes (Qu. 6a) (Averages)*				
Gives opportunity to better your life	2.97	3.13	+.16	yes
Teaches you a valuable trade or skill	3.04	3.11	+.07	yes
Provides good benefits for you/family	3.04	3.11	+.07	yes
Gives you the job you want	2.99	3.09	+.10	yes
Gives you a challenging job	2.83	2.90	+.07	yes
Is a career you can be proud of	2.82	2.90	+.08	yes
Pays well to start	2.89	2.85	-.04	no
Helps you get a college education	2.83	2.81	-.02	no
Trains you for leadership	2.67	2.73	+.06	yes
Has other men would like to work with	2.45	2.52	+.07	yes
Allows you to see many countries	2.39	2.37	-.02	no
Base	(5520)	(3979)		

* Scale Value:

+ 4 = Extremely important

+ 3 = Very important

+ 2 = Fairly important

+ 1 = Not important at all

Therefore, larger values indicate greater perceived importance.

TABLE 1.2
(continued)

Attainability of Job Attributes in the Military (Qu. 6b) (% Saying "Yes")	Spring '77 %	Spring '78 %	Spring '77-'78 Change %	Statistically Significant
Allows you to see many countries	89.9	92.5	+2.6	yes
Teaches you a valuable trade or skill	90.7	92.0	+1.3	yes
Gives you a challenging job	84.9	88.2	+3.3	yes
Trains you for leadership	85.4	87.5	+2.1	yes
Is a career you can be proud of	85.0	86.1	+1.1	no
Gives opportunity to better your life	81.0	85.3	+4.3	yes
Helps you to get a college education	84.6	84.7	+ .1	no
Provides good benefits for you/ family	80.3	80.8	+ .5	no
Has other men would like to work with	73.5	77.7	+3.5	yes
Gives you the job you want	70.7	70.6	-0.1	no
Pays well to start	63.4	59.0	-4.4	yes
Perceived Attitudes of Parents Toward Joining the Military (Qu. 12a)				
Father in favor	30.6	28.2	-2.4	yes
Mother in favor	22.0	18.0	-4.0	yes
Base	(5520)	(3979)		

5. The relative importances attached to several of the job attributes increased significantly from Spring to Spring. The most important job attributes continue, however, to be these: gives you an opportunity to better your life, teaches you a valuable trade or skill, provides good benefits for you and your family, and gives you the job you want. 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 eight of the eleven attributes shifted upward significantly. The three attributes that did not change are: pays well to start, helps you get a college education and allows you to see many countries.

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 92 percent of all respondents who felt that the military allows you to see many different countries of the world to 59 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 increased, for the most part, from Spring to Spring. There were significant increases with respect to six of the eleven attributes: allows you to see many countries, teaches you a valuable trade or skill, gives opportunity to better your life, and has other men you would like to work with, one attribute--pays well to start--decreased significantly.

7. The percentage of respondents who perceive their parents to be in favor of their joining the military decreased significantly from Spring to Spring.

1.4 Key Demographics

Tables 1.3-1.5 profile the key demographics of the Spring 1977 and Spring 1978 samples. Spring 1976 data also are shown in order to provide the longest time perspective. The following conclusions can be drawn from these tables:

1. Both the Spring 1977 and Spring 1978 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 Spring samples are identical with respect to their employment levels. However, the percentage of respondents employed full-time increased from Spring to Spring, while the percentage of those employed part-time decreased during this period of time. During the same period, the percentage of those not employed and looking for a job declined.

3. The percentage of respondents currently attending school decreased from Spring to Spring. The levels of reported high school, vocational school and college attendance, however, remained unchanged. Moreover, the percentage of young men who have graduated from high school did not change from Spring 1977

TABLE 1.3

AGE AND RACE

	Spring '76 %	Spring '77 %	Spring '78 %
Age			
16	18.4	18.5	18.5
17	18.6	18.5	18.5
18	17.5	17.5	17.6
19	16.7	16.6	16.5
20	14.8	14.8	14.8
21	14.1	14.1	14.1
Race			
White	85.2	85.2	85.7
Non-White	13.4	13.9	14.3
Refused	1.4	.9	-
Base	(3009)	(5520)	(3979)

TABLE 1.4

EMPLOYMENT STATUS

	Spring '76 %	Spring '77 %	Spring '78 %	Spring '77-78 Change %	Statistically Significant
Employed (Qu. 3f, 3g)	56.9	60.2	62.4	+2.2	no
Full-time	29.3	32.0	36.5	+4.5	yes
Part-time	27.7	28.0	25.9	-2.1	yes
Not Employed (Qu. 3h)	43.1	39.7	37.6	-2.1	no
Looking for a job	28.5	27.2	25.1	-2.1	yes
Not looking	14.1	12.2	12.5	+0.3	no
Not specified	.5	.2	.2	-	no
Base	(3001)	(5520)	(3979)		

TABLE 1.5
SCHOOLING STATUS

Attending School(Qu. 3c)	64.0	60.0	57.5	-2.5	yes
In high school	46.9	44.3	44.0	- .3	no
In vocational school	1.9	1.2	1.8	+ .6	no
In college	14.7	12.7	11.7	-1.0	no
Not specified	.5	1.8	.2	-1.6	yes
Not Attending School (Qu. 3d)	36.0	40.0	42.5	+2.5	yes
High school graduate	27.1	29.9	31.7	+1.8	no
Not high school graduate	8.9	10.0	10.8	+ .8	no
Quality Index (Mean)	6.43	6.29	6.38	+ .09	yes
Base	(3001)	(5520)	(3979)		

to Spring 1978, nor did the percentage of young men who reported that they are not currently attending school and have not graduated from high school.

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)		(Number of Math Courses in High School		(Science Courses in High School)	
	Value		Value		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 increased significantly from Spring 1977 to Spring 1978.

Data collected over six waves suggest that the downward trend in propensity has levelled off. At the same time, the reported level of full-time employment increased.

In early reports, it was suggested that this demographic variable could explain the observed downward shifts in propensity. The rationale was 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 Fall 1977 survey, reported full-time employment did not change, while propensity declined. It was suggested that this demographic variable may well be only a partial determinant of propensity. The data derived from the present survey confirm this interpretation. As first suggested in the Fall 1977 survey, there may be other unidentified factors contributing to the underlying dynamics of propensity that are beyond the scope of the youth attitude tracking study as presently constituted in terms of explanatory variables being tracked.

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).

Beginning in the Fall 1977 wave an attempt was made to better understand the tracking area differences in the data. Two sets of tracking area data --propensity and perceived adequacy of recruiter information-- were submitted to a factorial analysis of variance. The completion of the Spring 1978 survey provides additional time-series data to again conduct this form of analysis. The two sets of data tested in the present survey were enlistment propensity measures and reported contact (ever) with recruiters. The first was chosen because it is the principal measure in the study. The second set was chosen because recruiter contact is a critical step in the enlistment decision-making process and, therefore, the measure of reported recruiter contact 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 six waves of interviewing), the individual services, and the 13 original tracking areas. The dependent variables, for purposes of this analysis, are enlistment propensity and reported recruiter contact. The basic analytical question is whether observed variations in these two dependent measures can be attributed to differences across time, services, tracking areas or some combinations of these three explanatory variables.

With respect to enlistment propensity, six important hypotheses were tested. These were:

1. Are the services equal with respect to propensity?
2. Are the 13 tracking areas equal with respect to propensity?
3. Are the six waves of surveys equal with respect to propensity?
4. Have the services exhibited different patterns with respect to propensity over the six waves?
5. Have the services exhibited different patterns with respect to propensity across the 13 tracking areas?
6. Have the 13 tracking areas exhibited different patterns over the six waves?

This 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 is consistent with the same analysis conducted, for the first time, in the Fall 1977 survey. The interpretation of this analysis reported in the Fall 1977 survey is reprinted below.

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 three 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 actionable recruiting standpoint, to single these out.

A similar analysis of variance was undertaken with respect to reported long-term recruiter contact. That is, the same six hypotheses tested with respect to propensity were also tested using recruiter contact as the dependent variable. This analysis revealed results which are illustrated below (See Appendix IV for Explanation).

Independent Variable	Statistically Significant
Service	Highly significant
Time	Marginally significant
Tracking areas	n
Service X Time interaction	n
Service X Tracking Area interaction	Marginally significant
Time X Tracking Area interaction	n

The marginal significance of both the wave-to-wave differences and service-by-tracking area interaction suggests the following. Reported recruiter contact, irrespective of service or tracking area, has shifted over time. In addition, the Services show some unique strengths and weaknesses across tracking area with respect to reported recruiter contact. However, the level of significance in both cases is so marginal that it would be misleading, from an actionable recruiting standpoint, to single these findings out.

What follows is a discussion of performance differences by tracking areas. 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 should enter into any attempt to forecast accessions using these propensity data.

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 six waves of this study. Once again, the Air Force is highest (17.0%), followed closely by the Navy (15.2%). The Army (12.4%)is third and the Marine Corps (11.4%) fourth.

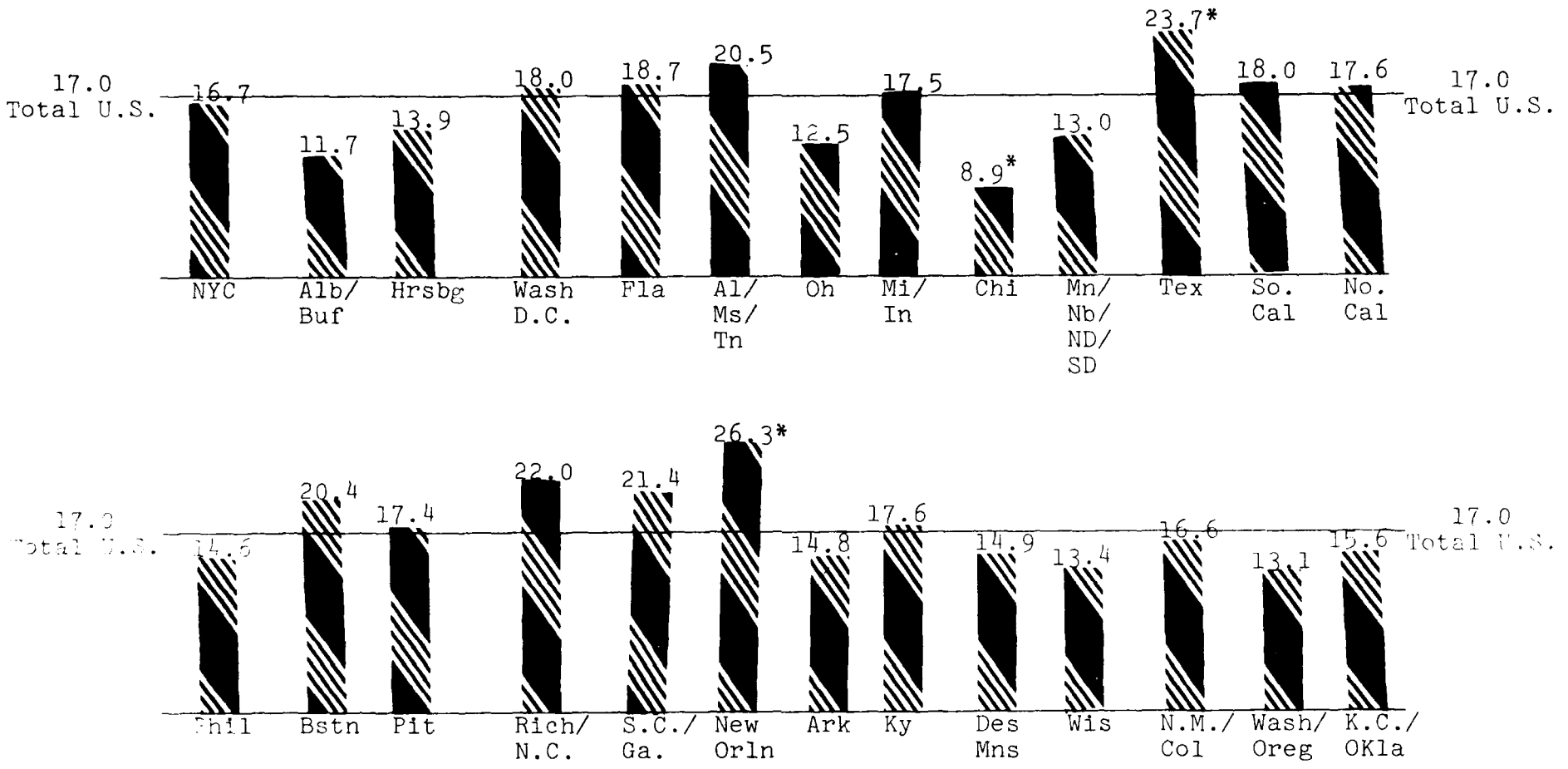
The propensity to serve in the Reserves is 17.7% and for the National Guard the figure is 16.5%. The level of positive propensity for both of these services has not changed from Spring 1977. Respondents who expressed positive propensity to serve in the Reserve Components also were asked which branches of the Reserves and National Guard they would choose. The data are presented in the tabulations: Volume 2, Pages 55-56 and 59-60 and Volume 5, Pages 29and 31.

FIGURE 2.1.

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

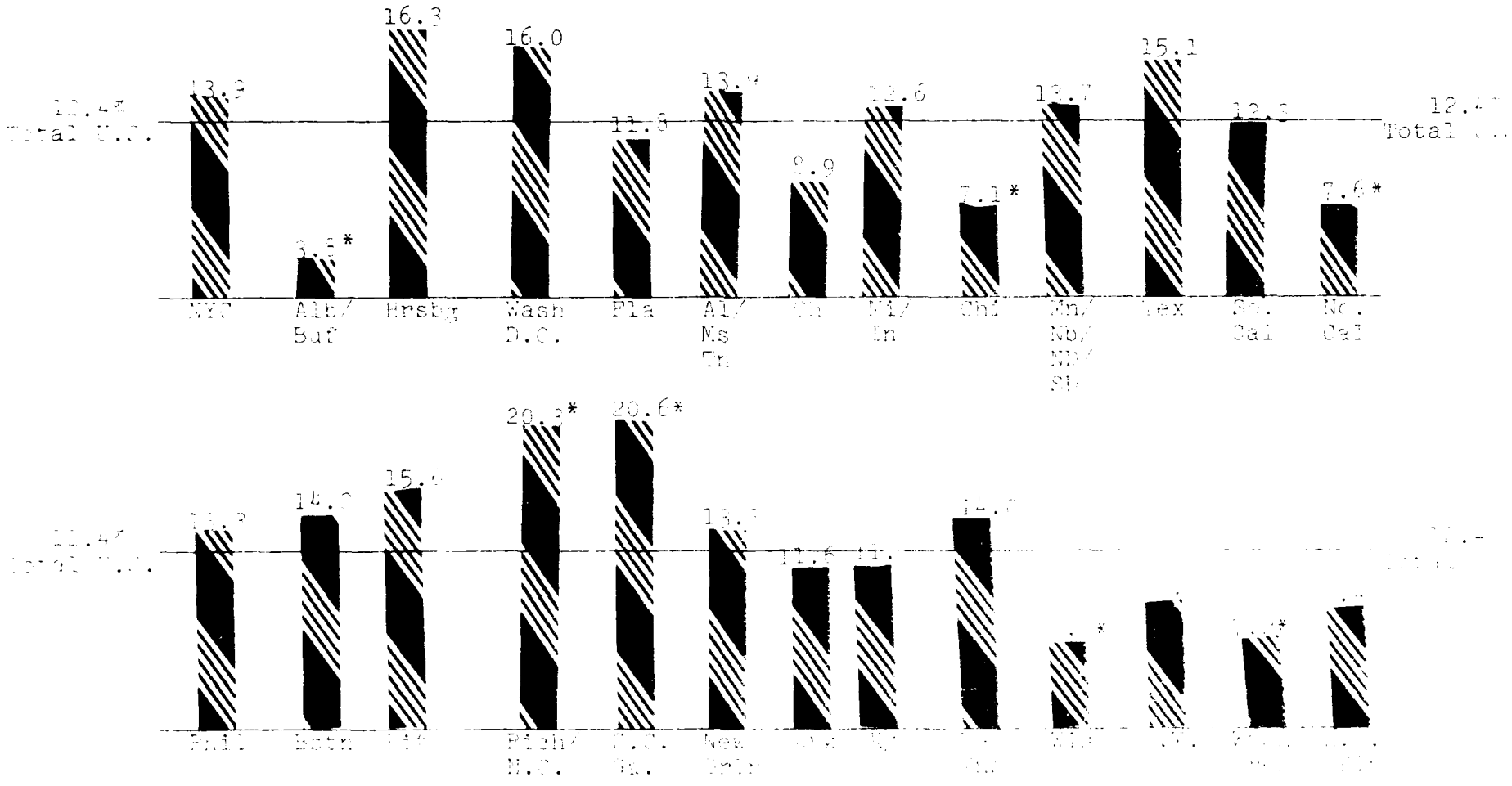
* Differs significantly from the total U.S.

FIGURE 2.2.

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)



* 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)

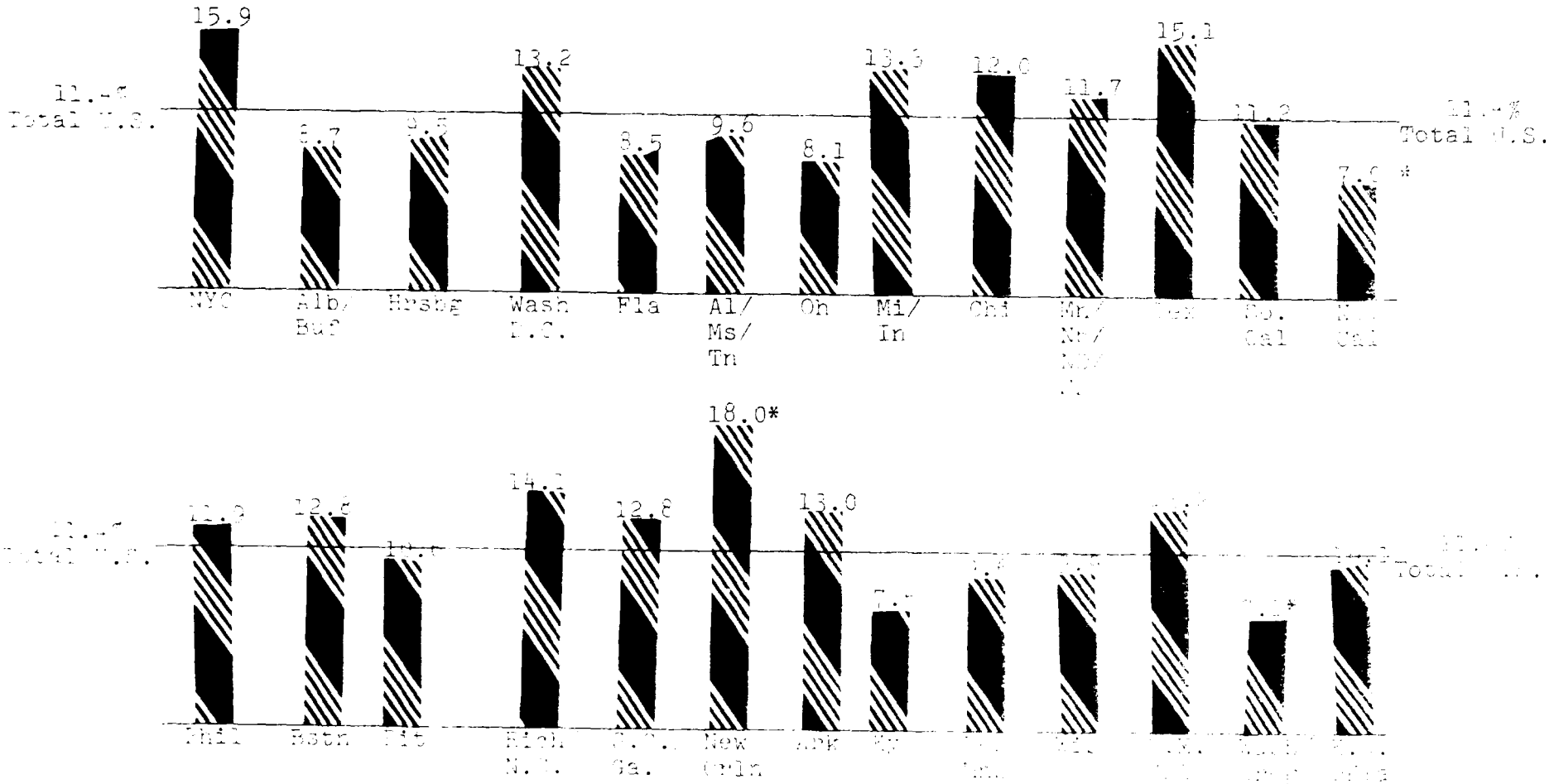
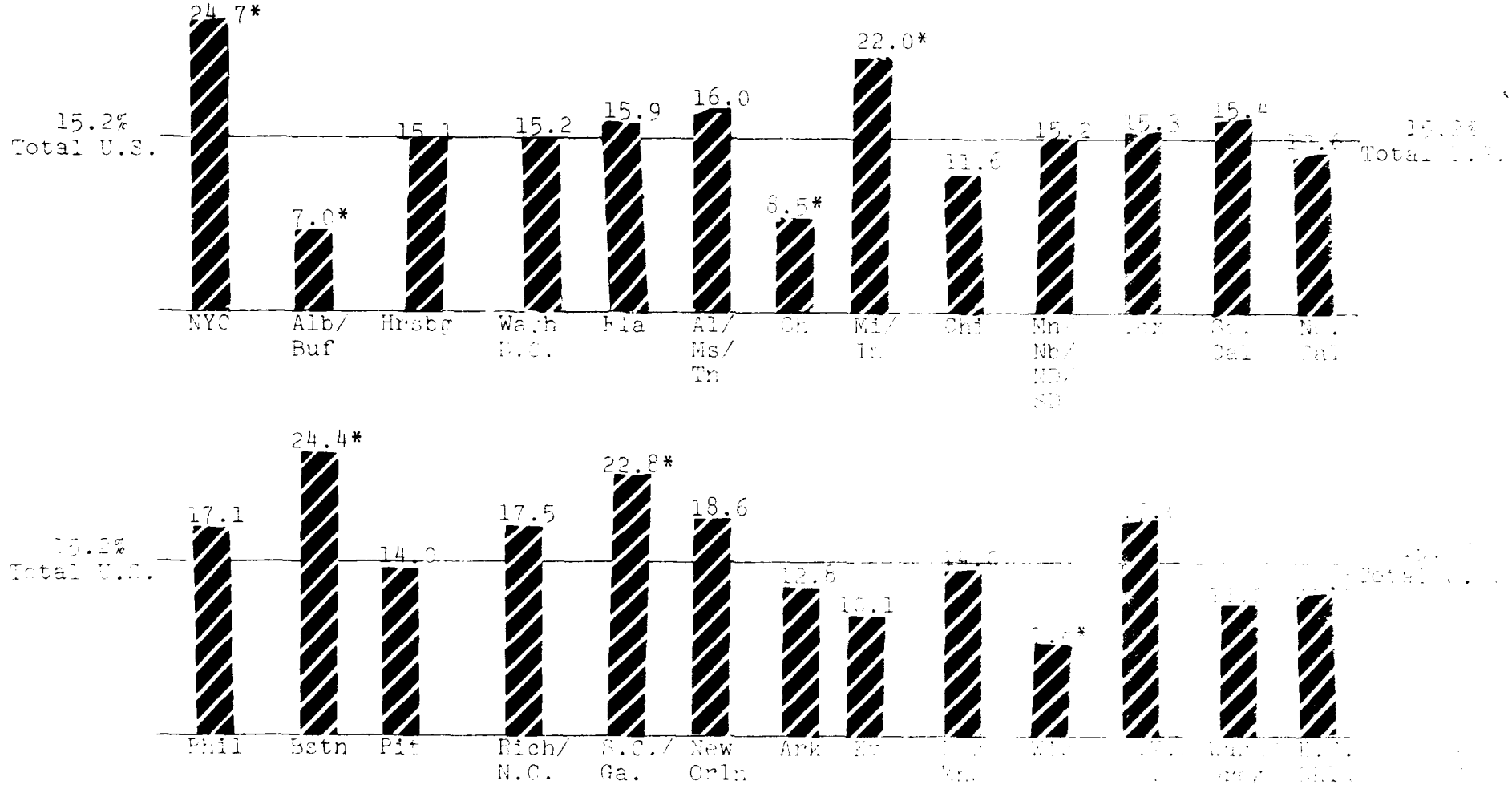


FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

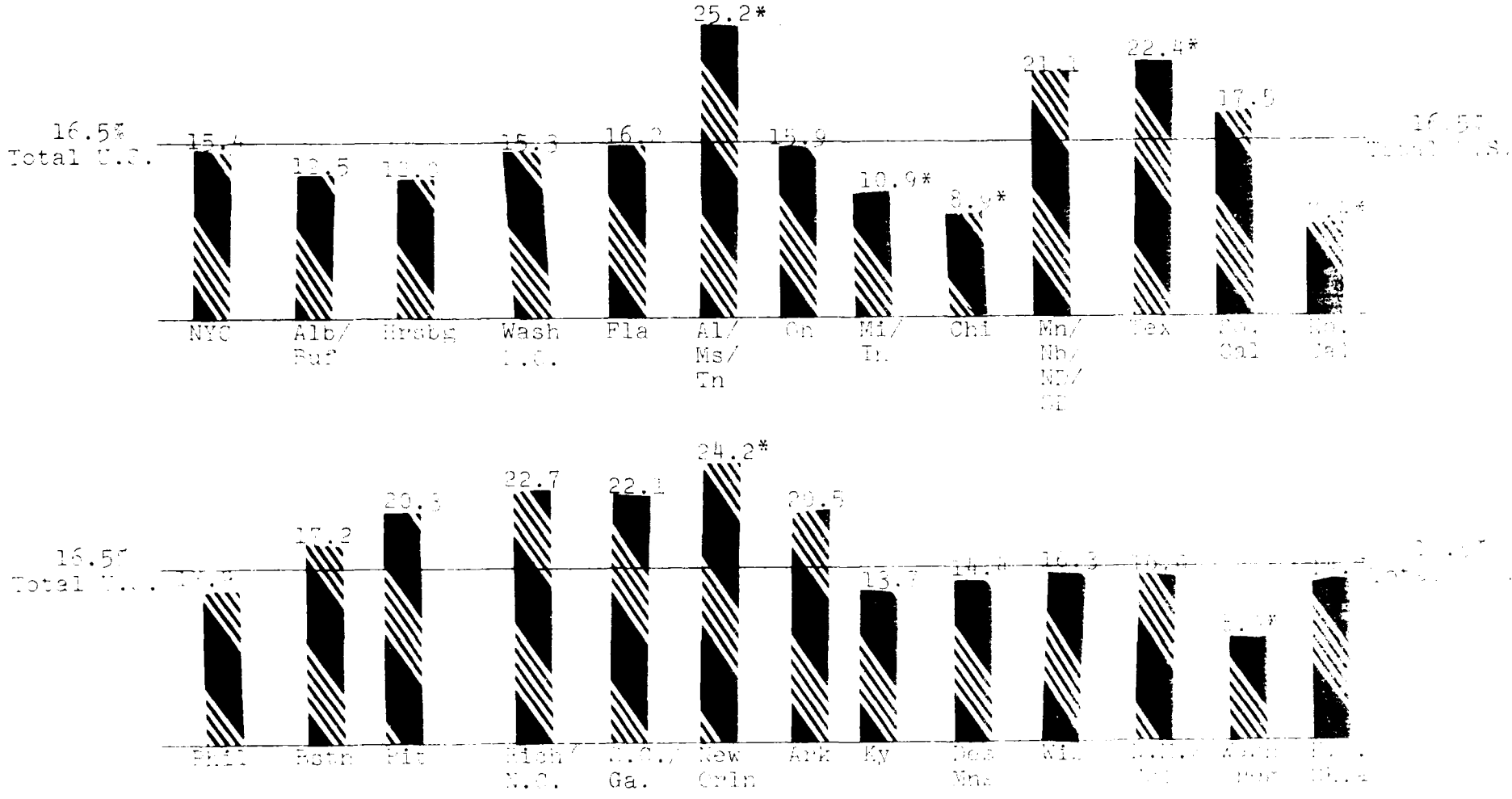
* Differs significantly from the total U.S.

FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

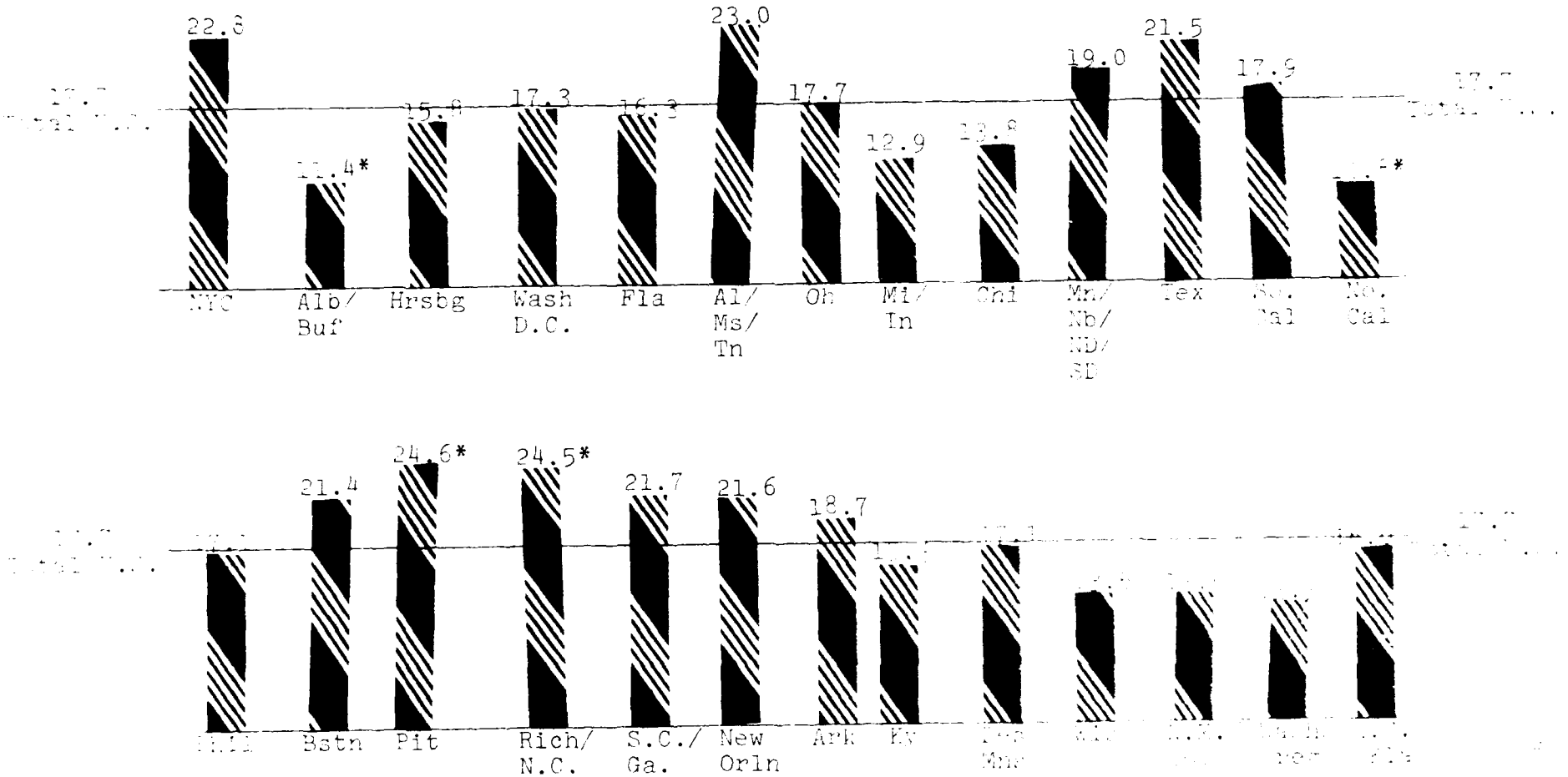
* Differs significantly from the total U.S.

FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES

(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

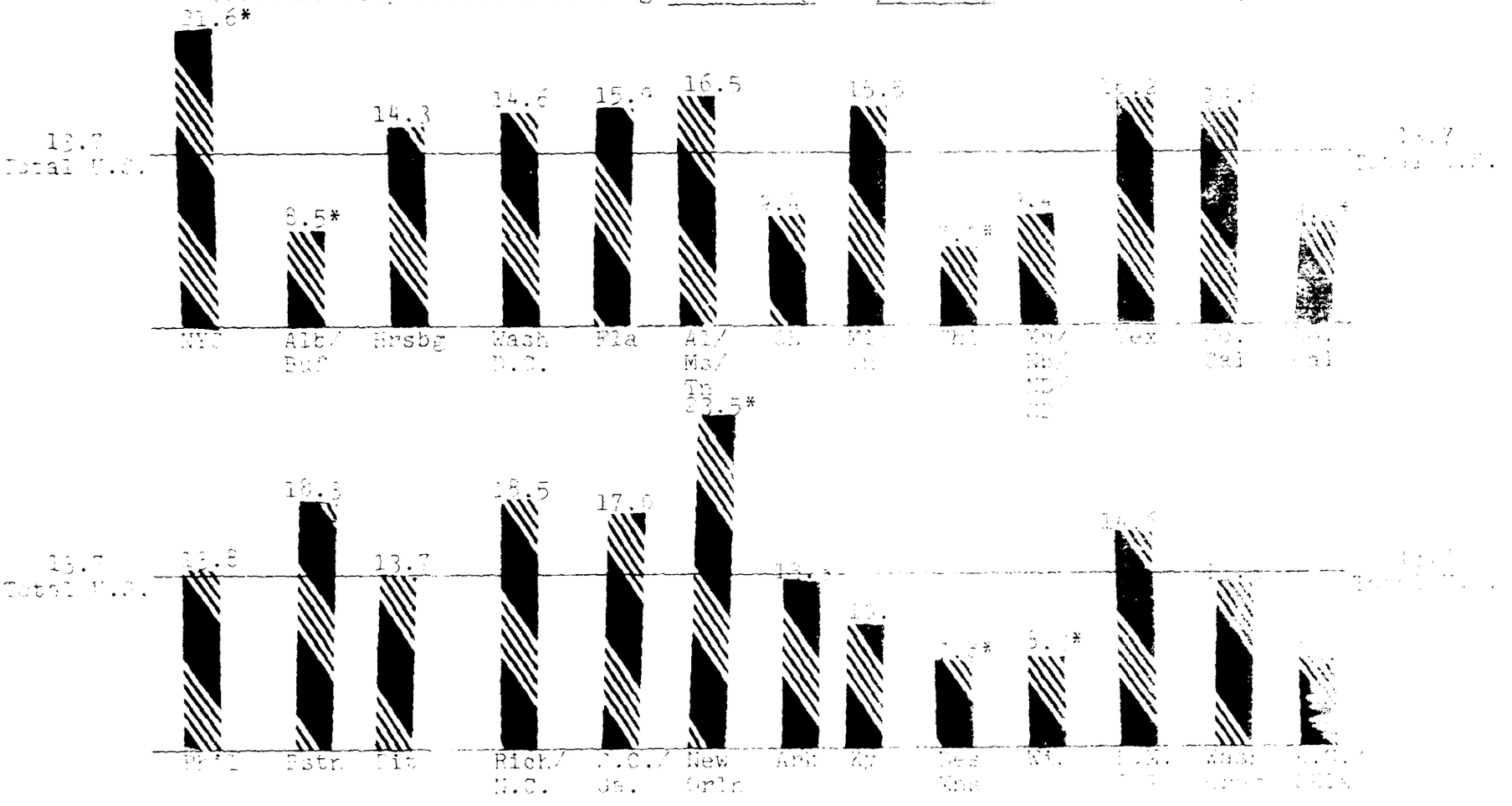
* Differs significantly from the total U.S.

FIGURE 4.7

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.

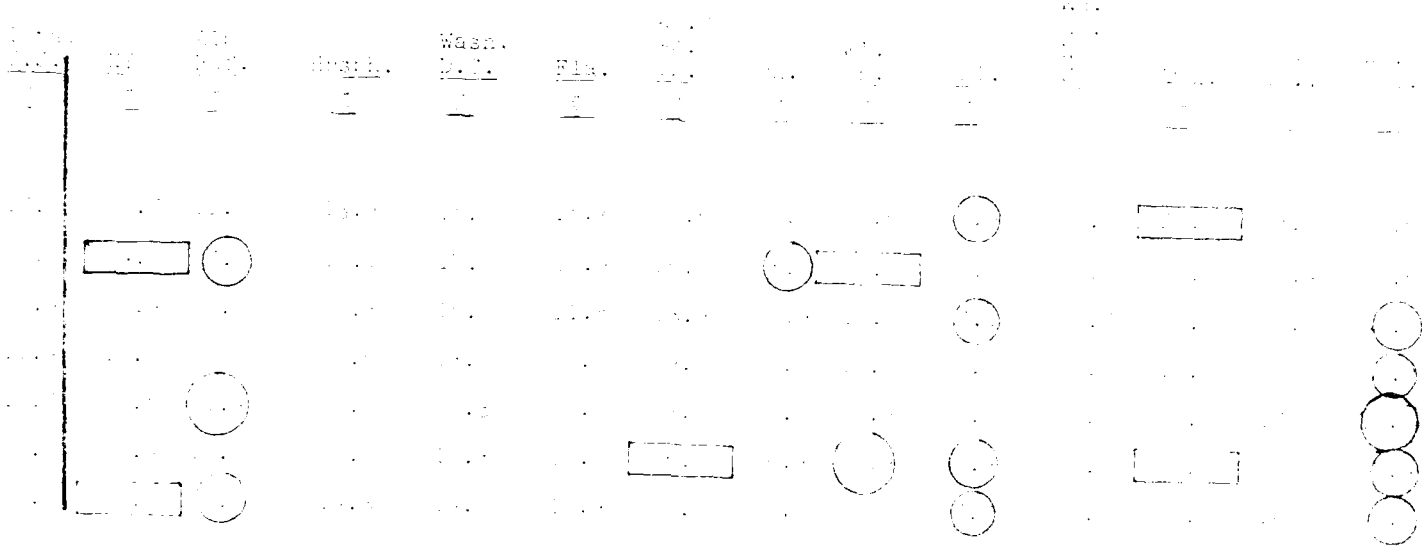
[illegible] within each [illegible] the [illegible] following [illegible]

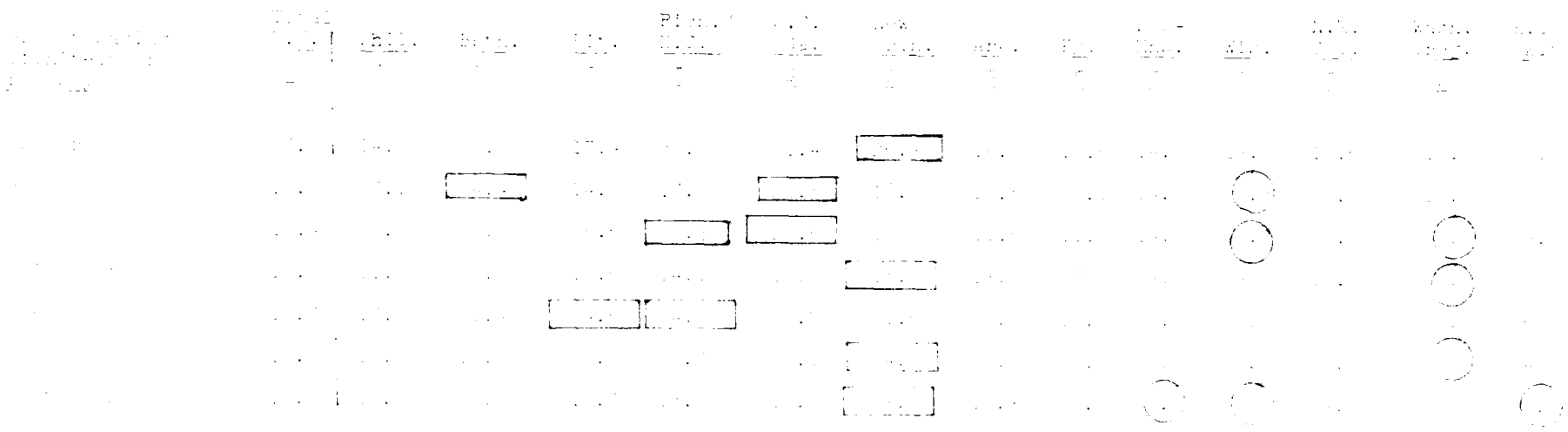
1. The propensity to serve [illegible] average of [illegible] in [illegible] tracking areas: [illegible] above the national average.

2. Seven tracking areas deviate from the Navy's national average [illegible] Wisconsin [illegible] which fall below the national average and New York City [illegible], [illegible] Indiana [illegible], [illegible] and South Carolina-Georgia [illegible] which are significantly above the U.S. average.

3. The propensity to serve in the Army is below the U.S. average of [illegible] in these tracking areas: Albany Buffalo [illegible], Chicago [illegible], Northern California, (7.6%) Wisconsin [illegible] and Washington [illegible] North Carolina [illegible] and South Carolina/Georgia [illegible], are above this U.S. average.

4. The overall propensity to serve in the Marine Corps is [illegible]. Three tracking areas deviate from this average. Northern California (7.0%) and Washington [illegible] are below the national average. New Orleans [illegible] this U.S. average.


Wash.



2.3 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 noise to the propensity measure. A discussion of these two factors follows.

2.2.1 Expected Time of Entry for Military Service

Prior to the [illegible] survey, positive propensity respondents were asked to indicate when they expected to enter (1) the active duty services, or (2) the Reserve components. In the Spring 1978 survey, positive propensity respondents were asked to indicate when they expected to join the military service.

The percentage of positive propensity youth who indicated they will enter either the active duty services or Reserve components within the near future (within two years) is 31.1%. This is higher than the Spring 1977 figure (28.1%), but the difference is not statistically different.

All of the tracking areas are on par with the national average 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 Chicago. All tracking areas are above average.

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. %	NYC %	Alb./ Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Ne./ ND/ SD %	Tex. %	So. Cal. %	No. Cal. %
Within 2 years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	(...1)	8.7	5.5	(17.4)	[illegible]	[illegible]	[illegible]
3 or more years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Don't Know/No Answer	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.3	(1..)	10.5	[illegible]	[illegible]	[illegible]

Base: Those with positive propensity

Source: Question [illegible]

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 Wanting Join Time Span	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.O.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mnn.	Min.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Within [illegible] years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
More than 2 years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Don't know/ no answer	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Base: Those with positive propensity

[illegible] Question 5

2.2.2 Officer Versus Enlisted Entry Expectations

Table 2.3 shows the data for officer versus enlisted entry expectations. As the table indicates, 71.9% of positive propensity youth expect to enter the military as enlisted men. This is slightly higher than the Spring 1977 figure of 68.9%. This difference is not statistically significant, however. The percent of those with positive propensity who expect to enter the service as officers has increased significantly from 25.5% to 28.1%. The balance of respondents (1.0%, not shown in the Table) do not know whether they would enter as enlisted men or as officers.

There are virtually no differences across tracking areas with respect to the percentage of positive propensity youth who expect to enter the military as enlisted men. Alabama/Mississippi/Tennessee and Des Moines, which are above the national average, are the two exceptions. With respect to expectations to become military officers, Chicago and Des Moines are below the national level.

TABLE 7.4 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./ Ne./ ND/ SD	Tex.	So. Ca.	No. Cal.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mean Index Value	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	(1.06)	(0.94)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

TABLE [illegible] RESPONDENT QUALITY INDEX

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

	Total U.S.	Phil.	Bstn.	Pit.	Rich./N.C.	S.C./Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wis.	N.M./Col.	Wash. Oreg.	K.C./Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mean Index Value	[illegible]	6.87	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6.59	[illegible]

[illegible]

[illegible] = [illegible]

[illegible] = [illegible]

[illegible]

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 disinclined toward enlistment (see Table 3.2, page).

Table 2.6 shows that the 26 tracking areas differ somewhat with respect to reported high school education programs. Respondents in New York City, Harrisburg, Washington, D.C., Philadelphia, and Boston are more likely than their contemporaries in other areas of the country to have had a college preparatory program in high school. Respondents in Alabama/ Mississippi/Tennessee, Arkansas, Wisconsin, and Washington/Oregon 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 (44.1%) is unchanged from Spring 1977 (44.2%). However, the percentage of youth who report having had a vocational program is up significantly from Spring 1977 (38.5% to 43.4%).

A more detailed documentation of academic achievement, including quality index values, is available in Vol. 2, pages 353 to 354 of the supplementary document to this report.

TABLE 2.5 NUMBER OF MATH [illegible]

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

[illegible]	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ Ik.	Chi.	Mn./ Mt./ ND/ SD	T.A.	So. Dak.	Ne. [illegible]
[illegible]	%	%	%	%	%	%	%	%	%	%	%	%	%	%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

Student Question [illegible]

TABLE 2. NUMBER [illegible]

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

[illegible]	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C., Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	[illegible] %	[illegible] %	Wash. Oreg. %	K.C./ Okla. %
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

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

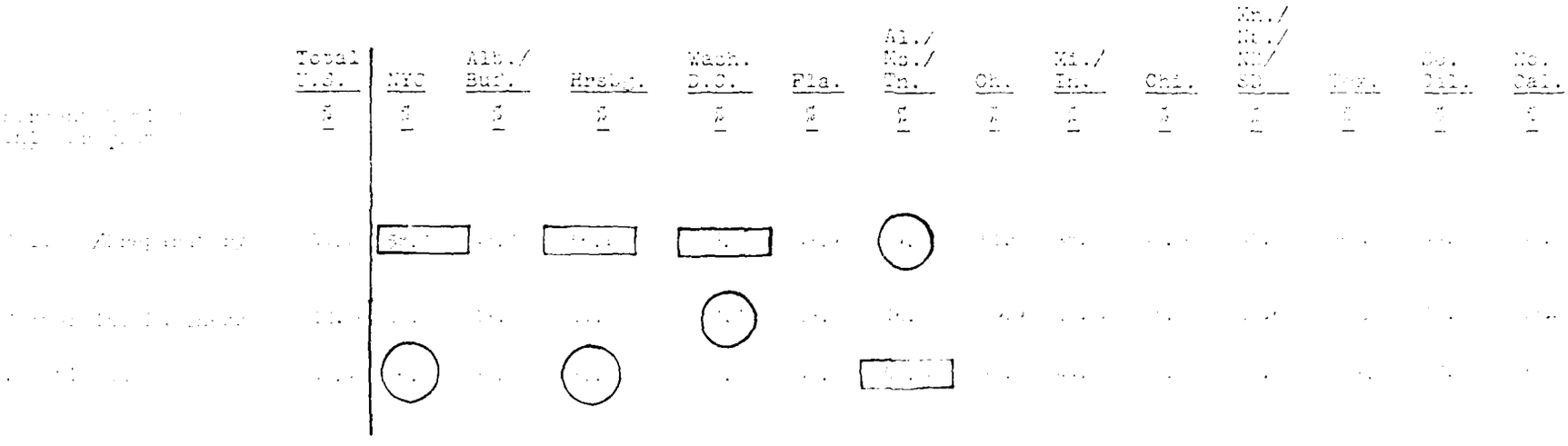


TABLE [illegible] HIGH [illegible]

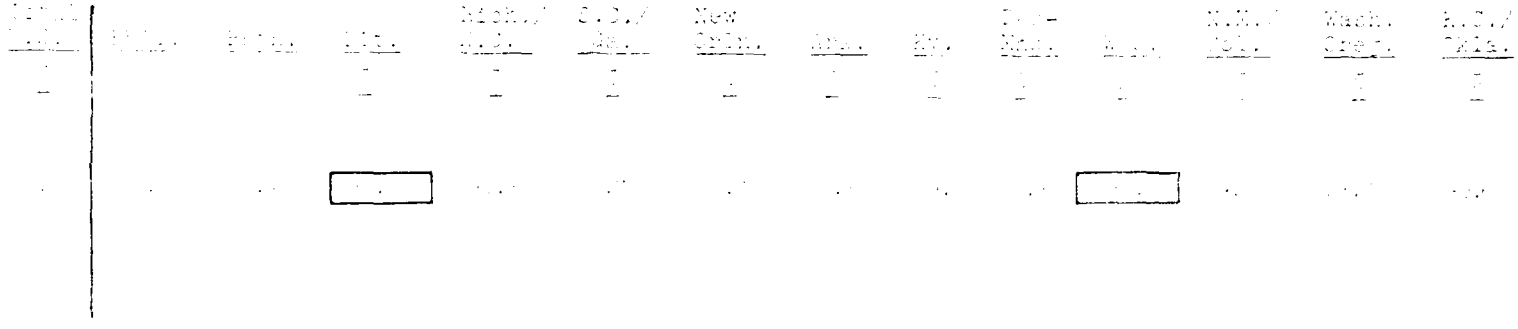
Circles and boxed entries are those where Total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate.

[illegible]	Total U.S.	Phil.	Bstn.	Pit.	Rich./N.C.	S.C./Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wi.	N.M./Col.	Wash./Oreg.	K.C./Okla.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

2.4 Parallel searches (cont.)

Table 2.7 shows the level of [illegible] (past 5 to 6 months) for the [illegible] tracking areas. Initially, [illegible] contact with a military [illegible] Florida and Southern California that [illegible] and Wisconsin are significantly above the [illegible] in Section 1, there is no significant [illegible] measure.

Circled and boxed entries are those where Total U.S. Sales Report the range of two Standard Errors of the Smoking Area Estimate.



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".

Table 2.5 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 Spring 1978. At worst, only one-in-five respondents feel that the various services did not provide enough information. In the present wave, the Air Force does slightly better than the other three services in providing information. The Army is the only service that shows a significant year-to-year change on this measure. That is, a significantly greater percentage (21.7% versus 16.5%) of respondents in Spring 1978 felt that the Army did not provide enough information.

TABLE 2. [illegible] REPORTING INADEQUATE INFORMATION FROM MILITARY RECORDS

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

[illegible]	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.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TABLE 2.[illegible] PERCENT RECEIVING [illegible]

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.	[illegible]	[illegible]	[illegible]	Rich./ N.C.	S.C./ Ga.	New Orl.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Wash. Oreg.	K.C./ Okla.
[illegible]	%	%	%	%	%	%	%	%	%	%	%	%	%	%
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

2.6 Other Activities Concerning Enlistment

The study has examined in all six 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 presented in Table 2-3 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. Across the six waves of the study there have been no changes observed in these behaviors. On a Spring-to-Spring basis, however, there have been four changes. The percentage of youth who report talking with friends increased from 37.6% to 42.0% the percentage of those who report talking with parents decreased from 34.3% to 32.1%, the percentage of those who report talking with teachers/counselors decreased from 12.8% to 11.0%, and the percentage of those who report having taken an aptitude test sponsored by the military decreased from 18.3% to 14.8%.

- Talked with friends in or out of service 42.0%
- Talked with one or both parents 32.1%
- Talked with wife/girlfriend 17.2%
- Taken aptitude test in high school given by Armed Services 14.8%
- Asked for information by mail 11.2%
- Talked with teacher or guidance counselor 11.0%
- Physically or mentally tested at military examining station 4.5%
- Made toll-free call to get information 4.3%

There are some differences across tracking areas with respect to seeking information about the military. Chicago and Des Moines respondents were somewhat less likely than youth in other areas of the country to seek information about enlistment. On the other hand, Richmond/North Carolina 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	42.0	44.0	39.0	45.0	49.8	44.2	42.7	39.1	38.3	34.7	44.8	45.3	38.2	37.8
Talked with teacher or guidance counselor	11.0	8.1	12.5	14.7	10.2	9.6	9.2	9.6	10.5	9.8	14.3	7.8	15.3	5.8
Talked with wife/ girlfriend	17.2	18.6	14.7	14.7	18.1	16.4	18.7	14.4	17.0	12.3	16.0	19.4	19.7	12.5
Talked with one or both parents	32.0	31.3	36.0	34.6	[46.7]	30.0	29.5	27.6	28.6	(23.7)	33.0	34.9	33.0	25.4
Taken aptitude test in high school given by armed services	14.8	(8.5)	14.1	14.1	13.7	15.3	17.8	13.2	15.0	11.4	16.7	20.1	12.6	15.1
Made toll-free call to get information	3.3	3.2	7.0	4.6	2.4	2.7	5.1	2.3	2.9	3.3	1.5	3.0	4.3	(.8)
Asked for information by mail	11.8	14.7	14.9	15.6	14.6	8.4	(5.3)	11.4	13.6	(5.7)	14.5	10.6	7.9	11.1
Physically or mentally tested at military examining station	3.5	2.4	2.8	4.0	7.7	1.7	(1.0)	2.4	2.3	(.9)	5.9	3.7	2.7	3.4

Base: All Respondents

Source: Question 8c

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	42.0	43.0	47.5	41.2	[56.7]	48.7	44.0	39.1	36.6	37.9	41.1	34.6	40.6	36.7
Talked with teacher or guidance counselor	11.0	8.8	14.1	17.2	9.8	12.6	14.3	10.8	7.6	8.9	8.9	10.9	11.2	12.6
Talked with wife/ girlfriend	17.2	13.1	23.4	16.1	[24.5]	22.2	21.6	17.4	14.8	13.7	17.2	14.7	16.4	16.8
Talked with one or both parents	32.0	33.2	[40.2]	36.1	39.9	34.1	37.6	(19.8)	28.8	25.9	31.3	31.3	34.5	25.6
Taken aptitude test in high school given by armed services	14.8	13.5	15.9	17.1	16.9	16.2	18.1	17.7	12.6	(9.3)	(9.9)	14.2	17.3	15.7
Made toll-free call to get information	3.6	3.1	4.5	2.0	[8.5]	2.9	5.9	1.8	2.7	1.6	2.9	1.3	2.8	1.5
Asked for information by mail	11.8	12.6	13.7	15.9	[19.0]	12.5	16.1	(6.7)	9.2	(6.8)	11.1	12.0	12.6	9.9
Physically or mentally tested at military examining station	3.5	5.4	5.9	3.9	2.9	4.8	3.9	3.1	4.3	(1.0)	2.3	5.3	4.5	3.5

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 46.6% for the nation as a whole. This figure falls in the middle of the corresponding figures for all preceeding waves: 41.6% (Fall 1975), 46.4% (Spring 1976), 43.9% (Fall 1976), 49.6% (Spring 1977) and 50.1% (Fall 1977). The proportion of respondents not able to make an estimate is particularly low in Philadelphia.

The average estimate of starting pay for the total U.S. sample is $415.89, very close to the actual figure of $397. Only three tracking areas deviate from the national average. Michigan/Indiana, and Chicago are below the U.S. average. Texas is above the U.S. average.

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.	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)	46.6	41.1	43.4	46.7	43.7	51.6	48.8	46.4	46.5	42.2	45.9	45.1	53.4	47.8
Pay in dollars (Mean)	415.89	406.27	390.81	398.09	409.82	415.76	405.67	380.61	375.47	348.42	407.73	501.55	431.57	440.99

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)	[illegible]	(35.0)	47.1	43.0	46.0	49.0	51.6	49.7	47.5	50.3	50.3	44.0	[illegible]	[illegible]
Pay in Dollars (Mean)	[illegible]	[illegible]	369.58	389.86	434.97	[illegible]	[illegible]	[illegible]	348.04	389.16	419.51	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

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, 29.8% 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 68.8% felt that it was somewhat difficult or not difficult at all. These figures are a significant departure from the Spring 1977 figures. That is, they represent a more optimistic out-look among youth with respect to the job market. Several tracking areas depart in one direction or the other from the national averages. Those areas in which more respondents felt that a job was very difficult/almost impossible to get were in eastern urban regions, e.g., Ohio and Pittsburgh. Respondents in Minnesota/Nebraska/North Dakota/South Dakota, Des Moines and Washington/Oregon felt that getting a full time job was only somewhat difficult or not difficult at all. That is, these tracking areas were above the national averages.

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	29.4	43.9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[38.4]	29.4	[illegible]	[illegible]	[illegible]	39.4	26.[illegible]
Somewhat difficult/ not difficult at all	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	(59.4)	[illegible]	66.9	[75.5]	[illegible]	60.2	[illegible]
Don't know/ no answer	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Source: Question 3

AD-A143 111 YOUTH ATTITUDE TRACKING STUDY VOLUME 1 SPRING 1978(U) 2/2
MARKET FACTS INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
J T HEISLER AUG 78 J895 DMDC/MRB-TR-78/1-VOL-1
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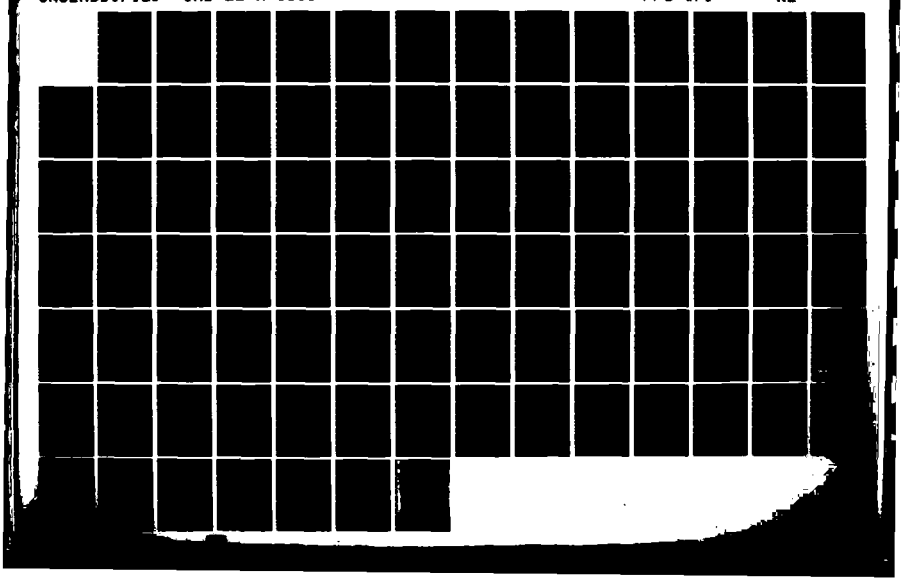
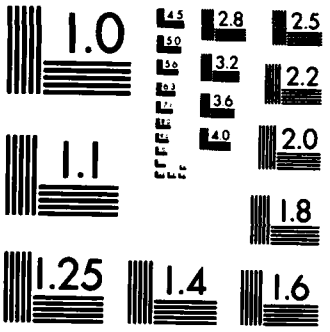




SECTION III

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 and those who will not. It is important to have an understanding of what is related to one man's willingness to consider the military as a career option and another man's willingness to exclude the service from his career options. Such an understanding should help the services to maximize the effectiveness of their recruiting.

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

The following variables are included in this analysis:

Demographic Variables

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

Importance of Job Attributes (Qu. 6a)

Achievablity 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, 9e)

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

Advertising Recall (Qu. 7a, 7b, 7c, 7d, 7e)

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 40.7% for the Air Force to high of 49.4% 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. As first noted in the Fall 1977 report, this group of young men, who are not strongly committed for or against a military career, may provide a large, potential market for recruitment programs.

4. The distribution of responses within the propensity measure has not changed across the six waves.

TABLE 3.1

DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

	Air Force	Navy	Army	Marine Corps
	%	%	%	%
Response				
Definitely	1.7	1.7	1.5	1.3
Probably	15.3	13.5	10.9	10.1
Probably Not	41.6	40.0	40.8	38.7
Definitely Not	40.7	44.2	46.3	49.4
Don't know/No answer	.7	.6	.5	.5
Base	(674)	(606)	(492)	(452)

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 chi square analyses. All the comparisons appearing in Table 3.2 are statistically significant at the 95% confidence level.

The differences between the positive and negative propensity groups have been consistent across the six waves of the study. These differences can be characterized as follows:

1. Positive propensity individuals are younger.
2. Considerably more positive propensity individuals are unemployed and looking for work.
3. Blacks comprise over twice as great a proportion of the positive propensity group as of the negative propensity group. Other non-Whites are also more highly represented.
4. High school students make up a higher proportion of the positive group than of the negative group, but college students are more than 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

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

---

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

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

TABLE 3.2

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

Variable	Positive Propensity	Negative Propensity
Average age*	17.76	18.58
Not employed/looking for work	34.8%	20.8%
Blacks	14.0%	5.7%
Other non-white	8.6%	4.8%
Students	64.0%	54.5%
10th grade	15.2%	6.3%
11th grade	26.5%	13.7%
1-2 years of college	5.4%	14.4%
High school graduate, not in school	21.3%	36.3%
Education of father*	2.78	3.23
Quality index*	5.88	6.60
Base	(1237)	(2739)

* Mean scale values shown

\+ The two propensity groups differ significantly on all variables.

The demographic profile of the individual services has also been examined and the characteristics of men with a positive propensity for each service appear in Table 3.3. Profiles for the negative propensity groups have been omitted since they resemble the profile of the overall negative group shown in Table 3.2. Statistical tests have been conducted which compare each service's positive propensity group to the corresponding negative propensity group for each variable. Entries in Table 3.3 were all found to be significantly different from the characteristics of the negative 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 upon pools of youths with fairly similar demographic profiles, and that these youths differ in a fairly constant fashion from negative propensity youths.

TABLE 3.3

DEMOGRAPHIC PROFILES OF
POSITIVE PROPENSITY GROUPS +

INDIVIDUAL SERVICES

	Air Force	Army	Marines	Navy	National Guard	Reserves
	%	%	%	%	%	%
Average age*	17.70	17.71	17.73	17.77	18.07	17.96
Not employed: looking for work	36.6	38.6	38.5	34.8	30.8	32.0
Blacks	15.2	17.2	16.4	13.0	14.7	15.8
Other non-white	8.6	8.9	10.5	9.4	8.7	7.2
Students	66.9	62.6	61.6	63.6	57.0	64.0
10th grade	16.2	17.1	17.5	15.2	13.1	13.2
11th grade	27.3	27.8	25.9	28.9	22.9	24.9
1-2 years of college	5.9	3.2	5.9	7.8	5.2	7.5
High school graduate not in school	19.4	18.3	20.1	21.6	27.1	23.0
Education of father*	2.83	2.42	2.48	2.67	2.62	2.72
Quality index*	6.00	5.49	5.68	5.91	5.87	5.94
Base	(674)	(492)	(452)	(606)	(656)	(703)

* Mean scale values shown

\+ The positive propensity group for each service differs significantly from its corresponding negative propensity group on all variables.

3.3 Importance of Job Attributes

Part of Section I examined the relative importance of job attributes as perceived by all respondents. 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 than 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 varied substantially 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 +
	%	%	%
Gives opportunity to better your life	[illegible]	[illegible]	.18
Teaches you a valuable trade or skill	[illegible]	[illegible]	.17
Provides good benefits for you/ family	[illegible]	[illegible]	.12
Gives you the job you want	[illegible]	[illegible]	.11
Is a career you can be proud of	[illegible]	[illegible]	.35
Gives you a challenging job	[illegible]	[illegible]	.17
Pays well to start	[illegible]	[illegible]	.12
Helps you get a college education	[illegible]	[illegible]	.15
Trains you for leadership	[illegible]	[illegible]	.20
Has other men would like to work with	[illegible]	[illegible]	.17
Allows you to see many countries	[illegible]	[illegible]	.27
Base	(1237)	(2739)	

*Scale Value:

+4 = Extremely important

+3 = Very important

+2 = Fairly important

+1 = Not important at all

Therefore, larger values indicate greater 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.

Positive Propensity Respondents

	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 Men you would like to work with
Relatively Less Important	Challenging job Opportunity for travel	Helps you get a college education Pays well to start Trains for leadership

---

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

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

"Teaches you a valuable trade of 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.

The same job attribute analysis appears below for negative propensity respondents. Only two of the 11 attributes were perceived to be both relatively important and relatively easy to attain in the military -- "teaches you a valuable trade or skill," and "challenging job."

Negative Propensity Respondents*

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

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

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 "Opportunity to better your life" to be relatively important. However, only the positive propensity respondents perceived this attribute to be relatively easy to attain in the military. Both groups attached relatively

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 than their negative propensity counterparts 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	52.6	22.8	yes
Talked with friends already in the service or who have been in the service	58.6	34.5	yes
Talked with teacher or guidance counselor	19.4	7.2	yes
Talked with wife or girlfriend	29.8	11.5	yes
Actions Taken			
Asked for information by mail	19.7	8.3	yes
Made toll-free call to get information	5.4	2.3	yes
Physically or mentally tested at a military examining station	4.8	2.8	yes
Taken aptitude test in high school given by Armed Services	17.2	13.8	yes
Recruiter Contact (Ever)	55.6	51.0	yes
Recruiter Contact (Past 5-6 Months)	31.5	25.1	yes
Recruiter Contact Initiated by Respondent*			
Air Force	52.3	28.0	yes
Army	42.6	20.6	yes
Marine Corps	34.3	23.1	yes
Navy	42.4	24.5	yes
Base	(1237)	(2739)	

* Base equals respondents having contact with specific services.

TABLE 3.6
(continued)

Recruiter Information Considered Adequate*	Positive Propensity %	Negative Propensity %	Significant
Air Force	85.7	81.6	no
Army	81.3	77.9	no
Marine Corps	79.5	79.6	no
Navy	79.2	81.8	no
Felt More Favorable About Joining After Talking to (service) Recruiter*			
Air Force	53.7	26.7	yes
Army	40.0	19.6	yes
Marine Corps	38.5	21.3	yes
Navy	42.1	26.5	yes
Influential Sources in Favor of Enlistment			
Father	43.8	21.2	yes
Mother	28.2	13.3	yes
Initiator of Parential Discussion **			
Respondent	69.9	68.0	no
Parents	29.1	28.4	no
Both Respondent & Parents	1.0	3.6	no
Advertising Recall (% Recall Seeing/Hearing)			
Air Force	58.3	53.2	no
Army	62.2	68.2	yes
Marine Corps	59.9	60.0	no
Navy	62.7	56.3	no
All Services (Net)	86.0	85.1	no

* Base equals respondents having contact with specific service

** Base equals respondents who have discussed enlistment with parents

a greater percentage of positive propensity men than negative propensity men reported having had recruiter contact during the past 6 months. While this difference is not as large as it has been in past waves, it is statistically significant. When contact with a recruiter has occurred, 34 to 52 percent of positive propensity respondents indicated that the contact was self-initiated. Among negative propensity respondents, the comparable figures are only 20 to 28 percent. While there are no differences between propensity groups in terms of the perceived adequacy of recruiter information, there are large differences with respect to the degree to which recruiter information may have 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 the military in general and for each of the active duty services in particular. The Army was the one exception, Negative propensity youth were somewhat more likely to recall advertising for this service.

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 5.7

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

	Propensity for Individual Service		
	Positive	Negative	Difference
	%	%	%
Air Force	22.1	12.5	+9.6
Army	32.9	25.6	+7.3
Marine Corps	20.1	14.2	+5.9
Navy	26.2	15.9	+10.3

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

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 definitely or probably will enter any of the four major active services. Table 3.8 demonstrates the extent to which this occurs in the Spring 1978 sample.

From Table 3.8 it is clear that a large number of men who have a positive propensity for each of the active services were also positive towards one or more other services. This is the case most often for individuals with positive propensity toward the Army and Marine Corps.

This finding reinforces conclusions drawn by the analysis of demographic variables that the various active services, for the most part, draw upon the same or a similar pool of young men. It is also consistent with the notion that many individuals initially decide upon the military and then choose among 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
	%	%	%	%
Also Show Positive Propensity for These Services:				
Air Force	100.0	47.2	51.7	50.5
Army	34.3	100.0	48.9	35.3
Marine Corps	34.6	44.9	100.0	38.0
Navy	45.3	43.4	51.1	100.0
National Guard	39.2	50.3	47.9	43.3
Reserves	44.6	54.2	51.5	48.2
Average Number of Active Duty Services	2.14	2.36	2.52	2.24
Base	(674)	(492)	(452)	(606)

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 the 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
- 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 Spring 1978 survey, 31.7% of the sample fall into this demographic classification. Tables 3.9 and 3.10 profile this group in terms of key demographic, attitudinal and behavorial 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 tend to be below average with respect to their 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. Consistent with their lower propensity to join, this segment of male youth is below the U,S. average with respect to asking for recruiting information by mail.

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	12.8%	25.1%	yes
Blacks	7.5%	8.3%	no
Other non-white	5.1%	6.0%	no
A's and B's in high school	20.8%	28.3%	yes
Quality Index*	6.31	6.38	no
Education of father **	2.68	3.09	yes
Base	(1260)	(3979)	

* 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	10.4	17.0	yes
Army	7.2	12.4	yes
Marine Corps	7.3	11.4	yes
Navy	10.4	15.2	yes
Information Sources			
Talked with one or both parents	23.3	32.1	yes
Talked with friends already in the service or who have been in the service	41.1	42.0	no
Talked with teacher or guidance counselor	5.7	11.0	yes
Talked with wife or girlfriend	18.2	17.2	no
Action Taken			
Asked for information by mail	9.0	11.8	yes
Made toll-free call to get information	3.2	3.3	no
Physically or mentally tested at a military examining station	3.7	3.5	no
Taken aptitude test in high school given by Armed Services	13.1	14.8	no
Base	(1260)	(3979)	

+ 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)	59.0	52.4	yes
Recruiter Contact (Past 5-6 mos)	23.6	27.1	yes
Recruiter Contact Initiated by Respondent*			
Air Force	35.3	36.6	no
Army	19.6	26.8	yes
Marine Corps	20.7	26.5	yes
Navy	26.6	30.8	no
Recruiter Information Considered Adequate*			
Air Force	77.6	83.1	no
Army	77.5	78.8	no
Marine Corps	80.5	79.5	no
Navy	83.4	80.9	no
Felt More Favorable About Joining After Talking To Recruiter			
Air Force	32.1	36.3	no
Army	18.0	25.3	yes
Marine Corps	23.6	26.5	no
Navy	30.0	32.0	no

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

* Base equals respondents having contact with specific service

TABLE 3.10
(continued)

	High School Graduates %	Total Sample %	Statistically Significant +
Influential Sources in Favor of Enlistment			
Father	27.9	28.[illegible]	no
Mother	16.[illegible]	18.0	no
Initiator of Parental Discussion			
Respondent	70.3	69.0	no
Parents	27.4	28.8	no
Both Respondent & Parents	2.3	2.3	no
Advertising Recall (% Recall Seeing/Hearing)			
Air Force	49.6	54.8	yes
Army	67.3	66.2	no
Marine Corps	61.2	59.9	no
Navy	55.4	58.1	no
All Services (Net)	84.1	85.4	no
Base	(1260)	(3979)	

+ 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 +
Relative Importance of Job Attributes (Averages) *			
Gives opportunity to better your life	3.11	3.13	no
Teaches you a valuable trade or skill	3.15	3.11	no
Provides good benefits for you/family	3.16	3.11	no
Gives you the job you want	3.12	3.09	no
Gives you a challenging job	2.19	2.19	no
Is a career you can be proud of	2.87	2.90	no
Pays well to start	2.88	2.85	no
Helps you get a college education	2.68	2.81	yes
Trains you for leadership	2.68	2.71	no
Has other men would like to work with	2.51	2.52	no
Allows you to see many countries	2.37	2.37	no
Base	(1260)	(3979)	

* Scale Value:

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

Therefore, larger values indicate greater perceived importance.

+ 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 +
Life Goal Achievement Civilian Advantage Over Military (Averages)*			
Adventure and excitement	2.42	2.35	no
Job Security	2.57	2.53	no
Doing challenging work	2.86	2.72	yes
Recognition and status	2.89	2.78	yes
Learning as much as you can	2.94	2.89	no
Helping other people	3.03	2.93	yes
Developing your potential	3.07	2.95	no
Working for a better society	3.09	2.99	yes
Having the respect of friends	3.16	3.03	yes
Being able to make own decisions on the job	3.94	3.86	yes
Making a lot of money	4.08	3.95	yes
Personal freedom	4.14	4.00	yes
Base	(1260)	(3979)	

*Scale Value:

+5 = Much more likely in civilian

+4 = Somewhat more likely in civilian

+3 = Either civilian or military

+2 = Somewhat more likely in military

+1 = Much more likely in military

Therefore, a smaller value favors the military.

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

4. High school graduates who are not in school reported an above average incidence of recruiter contact. With respect to reported recruiter contact during the past six months, however, this group is below the national average. Reported self-initiated recruiter contact is below average for this group with respect to the Army and Marine Crops, but average with respect to the Air Force and Navy.

5. High school graduates who are not in school are on par with the U,S. averages with respect to the perceived adequacy of recruiter information. This group also is on par with the national averages as far as feeling more favorable about enlisting after talking to recruiters. The one exception was the Army. High school graduates are below average with respect to feeling more favorable about enlisting after talking to Army 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 for the Army, Marine Corps and Navy, and below average with respect to the Air Force.

8. High school graduates who are not attending school differ significantly from the national average with respect to the perceived achievement of certain life goals. That is, they view civilian life as better enabling the achievement of the following life goals than does the total sample: doing challenging work, recognition and status, helping other people, working for a better society, having the respect of friends, being able to make own decisions on the job, making a lot of money and personal freedom.

9. High school graduates who are not attending school are on par with the U.S. average with respect to the perceived relative importance of job attributes. The one exception is, helps you get a college education.

SECTION IV

AWARENESS AND KNOWLEDGE OF MILITARY INFORMATION PROGRAMS

SECTION IV

Awareness and Knowledge of Military Information Programs

Over time, 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 60-80% of the respondents. While first mention awareness of each service did not change significantly from Spring 1977, combined awareness of each service did increase significantly. This increase is based on the considerably larger proportion (80.2% versus 54.5% in Spring 1977) of respondents who named more than two services.

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	34.8	21.2	19.6	75.6
Air Force	24.8	20.6	23.5	68.9
Navy	20.6	32.2	23.4	76.2
Marine Corps	13.7	16.0	28.7	58.4
Coast Guard	1.9	2.2	11.0	15.1
None/No Answer	4.3	3.5	19.8	27.6

Base: All Respondents

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	(45.9)	20.3	18.0	25.7	17.3	25.7	21.2	25.2
Army	20.5	37.8	(50.9)	32.5	25.6	36.0	18.4	37.8
Marine Corps	10.3	14.3	11.8	14.0	(32.3)	11.2	10.2	14.3
Navy	18.3	21.2	12.8	21.8	19.0	20.9	(44.0)	16.5

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 everything they remembered about advertising for a specific service. Respondents' answers have been coded into a set of categories and the results are shown in Table 4.3 for each service. In order to assess any changes over time in this measure, both the Spring 1977 and Spring 1978 data are presented. The following conclusions can be drawn:

1. Overall, 85.5 % of the young men interviewed recalled seeing or hearing advertising for any of the active duty services. (See tabulations: Volume 2, page 171).

2. Advertising recall for the Air Force has increased significantly from Spring to Spring, increasing by 5½ percentage points. At the same time, the percentage of respondents who were not able to recall specific advertising content declined significantly. More than 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 scenes of men with equipment, information about learning a trade and scenes of equipment without men. Other frequently recalled content were talk of travel and the variety of jobs offered.

The recall of these copy points increased significantly from Spring to Spring: Men with equipment, equipment without men, travel, jobs and praised service.

3. Advertising recall for the Army increased significantly (+10.2% points) from Spring to Spring. This was the largest year-to-year increase in advertising awareness among the four services. Of the four services, the Army's advertising received the highest recall. At the same time, a larger proportion of young men in Spring 1978 than in Spring 1977 were able to recall specific advertising content. More than one-half of the Spring 1978 survey respondents who reported that they recalled seeing or hearing advertising for the Army 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, scenes of men with equipment, travel opportunities, education benefits, and messages urging enlistment.

Coupled with the Spring-to-Spring increase in overall Army advertising recall were significant increases in the recall of specific copy: teaching/learning a trade, men with equipment, travel, educational benefits, men in training, praised service, men in uniform, slogans, equipment without men, adventure and fun/recreation,

4. Advertising recall for the Navy increased +[illegible] points from Spring to Spring. This increase, however, is not significant. The percentage of young men who were not able to recall specific advertising copy did decline significantly.

Travel, scenes of equipment without men, equipment with men, adventure, and messages urging enlistment were advertising content remembered most often. Travel content was linked most often with the Navy.

The recall of these copy points increased significantly from Spring to Spring: travel, equipment without men, men with equipment, adventure, praised service. During the same period, recall of these copy points declined: job opportunities and good pay.

5. Advertising recall for the Marine Corps increased significantly (+7.8% points) from Spring to Spring. 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, 82 percent remembered that the "Marines were looking for a few good men". (See tabulations: Volume 2, page 162).

TABLE 4.3

RECALL OF ADVERTISING FOR THE AIR FORCE

	Spring '77 %	Spring '78 %	Change	Statistically Significant
Have Seen/Heard Advertising	49.2	54.8	+5.6	yes
Men with equipment	4.4	9.3	+4.9	yes
Teaching/learning a trade	5.8	7.6	+1.8	no
Equipment without men	1.9	6.2	+4.3	yes
Travel/see the country/world	2.5	4.5	+2.0	yes
Variety of jobs	2.1	4.1	+2.0	yes
Want you to join/enlist	3.7	3.8	+ .1	no
Opportunities	4.8	3.4	-1.4	no
Educational benefits	3.3	3.4	+ .1	no
Praised service	.5	3.4	+2.9	yes
Good pay/good starting pay	1.5	2.3	+ .8	no
Slogans (e.g., Fly with the Air Force)	.8	1.5	+ .7	no
Adventure	.7	1.2	+ .5	no
Men in uniform	.6	1.1	+ .5	no
Men in training	.8	.6	- .2	no
Fun/recreation	.5	.4	- .1	no
Men with flag	-	-	-	-
Men with guns	-	-	-	-
Other benefits (e.g., health)	1.9	1.9	-	-
Other miscellaneous mentions	4.7	4.0	- .7	no
Don't recall content	29.5	24.5	-5.0	yes
Have Not Seen/Heard Advertising	50.7	45.2	-5.5	yes
Base*	(1871)	(1287)		

*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 '77 %	Spring '78 %	Change	Statistically Significant
Have Seen/Heard Advertising	56.0	66.2	+10.2	yes
Teaching/learning a trade	6.1	9.0	+2.9	yes
Men with equipment	1.4	8.8	+7.4	yes
Travel/see the country/world	3.6	7.7	+4.1	yes
Educational benefits	4.3	6.9	+2.6	yes
Want you to join/enlist	6.1	5.9	- .2	no
Men in training	2.5	5.7	+3.2	yes
Opportunities	5.9	5.3	- .6	no
Praised service	.5	4.3	+3.8	yes
Men in uniform	1.2	3.7	+2.5	yes
Good pay/good starting pay	2.6	3.1	+ .5	no
Slogans (i.e., Join the people who've joined the Army)	1.7	3.1	+1.4	yes
Variety of jobs	3.3	3.0	- .3	no
Equipment without men	.6	1.9	+1.3	yes
Adventure	.3	1.7	+1.4	yes
Fun/recreation	.3	1.4	+1.1	yes
Men with guns	.1	.7	+ .6	no
Men with flag	-	.1	+ .1	no
Other benefits (e.g., health)	2.1	2.8	+ .7	no
Other miscellaneous mentions	7.7	5.7	-2.0	yes
Don't recall content	30.7	24.2	-6.5	yes
Have Not Seen/Heard Advertising	44.0	33.8	-10.2	yes
Base*	(1838)	(1390)		

*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 '77 %	Spring '78 %	Change	Statistically Significant
Have Seen/Heard Advertising	55.3	58.1	+2.8	no
Travel/see the country/world	13.3	16.6	+3.3	yes
Equipment without men	2.8	9.6	+6.8	yes
Men with equipment	3.8	8.5	+4.7	yes
Adventure	2.2	7.1	+4.9	yes
Want you to join/enlist	6.0	4.8	-1.2	no
Teaching/learning a trade	5.5	3.9	-1.6	no
Opportunities	5.0	2.7	-2.3	yes
Praised service	.3	2.5	+2.2	yes
Variety of jobs	1.6	2.1	+ .5	no
Educational benefits	3.2	1.6	-1.6	no
Men in uniform	1.3	1.4	+ .1	no
Fun/recreation	1.0	.7	- .3	no
Good pay/good starting pay	1.7	.6	-1.1	yes
Men in training	.7	.4	- .3	no
Slogans (e.g., Navy makes boys into men)	.5	.1	- .4	no
Men with flag	-	.1	+ .1	no
Men with guns	-	.1	+ .1	no
Other benefits (e.g., health)	.9	.8	- .1	no
Other miscellaneous mentions	7.7	2.6	-5.1	yes
Don't recall content	26.4	22.4	-4.0	yes
Have Not Seen/Heard Advertising	44.7	41.9	-2.8	no
Base*	(1811)	(1293)		

*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 '77 %	Spring '78 %	Change	Statistically Significant
Have Seen/Heard Advertising	52.1	59.9	+7.8	yes
Slogans (e.g., The few, the proud, the Marines)	9.3	18.0	+8.7	yes
Men in training	2.7	6.4	+3.7	yes
Men in uniform	2.6	5.8	+3.2	yes
Men with equipment	1.6	5.4	+3.8	yes
Teaching/learning a trade	3.0	5.2	+2.2	yes
Travel/see the country/world	1.6	4.8	+3.2	yes
Praised service	.7	4.3	+3.6	yes
Want you to join/enlist	3.3	4.3	+1.0	no
Opportunities	3.1	2.4	- .7	no
Variety of jobs	1.4	2.4	+1.0	no
Educational benefits	1.8	1.7	- .1	no
Adventure	.4	1.5	+1.1	yes
Equipment without men	.6	1.4	+ .3	no
Good pay/good starting pay	.8	1.3	+ .5	no
Men with guns	.2	1.2	+1.0	yes
Men with flag	.1	.4	+ .3	no
Fun/recreation	.5	.3	- .2	no
Other benefits (e.g., health)	1.2	1.0	- .2	no
Other miscellaneous mentions	6.0	3.0	-3.0	yes
Don't recall content	29.3	21.8	-7.5	yes
Have Not Seen/Heard Advertising	48.1	40.1	-8.0	yes
Base*	(1811)	(1291)		

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

Significant Spring-to-Spring increases in advertising content recall include: slogans, men in training, men in uniform, men with equipment, teaching/learning a trade, travel, praised service, adventure and men with guns.

Respondents who recalled advertising by a specific service also were asked how meaningful the advertising was to them. Ratings were made on a four-digit 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 Spring.

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	54.7	2.48	386
Army	44.6	2.25	579
Marine Corps	40.6	2.18	477
Navy	51.5	2.37	446

*Scale Value:

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

Source: Questions 7b and 7d

4.3 Media Habits

Since the first wave, 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 questions dealing with magazine readership and television programming preferences. The Spring 1978 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 publications.

As shown in Table 4.5, virtually all of the respondents reported reading Sunday newspapers. Sports Illustrated, T.V. Guide, Sport, Time and Reader's Digest follow in order. All of these publications are read with some degree of frequency. In total, 15 of these publications are read by at least one-half of the respondents. Sunday newspapers and Sports Illustrated lead the list of favorites by a large margin.

Table 4.6 indicates respondents' preferences with respect to type of television programs. Comedies are the overwhelming favorite program followed by sports. Dramas and movies are next, with respondents indicating fairly equal preference for these two types of programs.

These media data are comparable to data collected in the Fall 1977 wave, when this set of questions was first asked.

TABLE 4.5

MAGAZINE READERSHIP

Magazine	Read	Rate As First/Second Favorite	Frequency of Reading*
	%	%	%
Sunday Newspaper	89.7	30.6	3.18
Sports Illustrated	83.6	19.6	2.69
T.V. Guide	78.1	10.8	2.62
Sport	76.3	8.8	2.51
Time	75.2	9.0	2.29
Readers Digest	72.2	5.4	2.20
Newsweek	69.2	5.3	2.18
Popular Mechanics	67.5	5.5	2.14
Popular Science	66.4	3.6	2.00
Mechanics Illustrated	62.2	3.1	2.04
Outdoor Life	60.6	5.2	2.02
Hot Rod	58.5	9.9	1.99
Field & Stream	58.0	5.5	1.89
Sports Afield	55.4	3.2	1.96
People	55.1	4.9	1.91
Cycle	44.0	6.0	1.78
Popular Hot Rodding	37.6	3.3	1.66
Car Craft	35.9	2.7	1.62
Parade	28.0	1.8	1.46
Senior Scholastic	20.0	.2	1.29
National Future Farmer	18.6	1.7	1.30
Family Weekly	18.0	.6	1.29
Ebony	14.9	2.3	1.26

Base: All Respondents

*Scale Value:

+4 = Very Often
+3 = Fairly Often
+2 = Once in a while
+1 = Never

Source: Questions 15a and 15b

TABLE 4.6

TELEVISION PROGRAM PREFERENCE

Program Type	Percent Naming As First Choice
	%
Comedies (e.g., All in the Family, M*A*S*H*, Welcome Back Kotter)	47.5
Sports	22.8
Dramas (e.g., Starsky & Hutch Little House on the Prairie, the Waltons)	16.1
Movies	13.6

Base: All Respondents

Source: Question 16

4.4 Starting Pay

Insofar as today's military represents an alternative to other career opportunities, perceived starting pay may be an important factor in deciding whether or not to join the service. Accordingly, respondents have been asked in each wave of the survey to estimate the starting monthly pay for an enlisted man in the military. Table 4.7 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 initially answering "don't know". Within each of these two clusters of respondents, 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, 53.3% of the sample was able to estimate starting pay. This is comparable to the Spring 1977 figure -- 51.4%. The average estimate was $416. This is very close to the actual current figure -- $397. However, as in past waves there was a great degree of variation in the estimates. As many as 13% of the total sample and 9.8% of positive propensity men estimated monthly starting pay to be more than $475, while almost 8% of the total sample and almost 10% of the positive propensity men estimated starting pay to be under $275 a month.

Respondents who initially claimed to have no idea of the level of starting pay gave a somewhat higher average estimate of pay ($442) than others, when asked a second time.

TABLE 4.7

ESTIMATE OF STARTING PAY
BY POSITIVE AND NEGATIVE PROPENSITY GROUPS

	Could Estimate		
	Positive Propensity	Negative Propensity	Difference (Positive minus Negative)
Any Service	$396	$424	-$28
Air Force	$410	$418	-$ 8
Army	$370	$422	-$52
Marine Corps	$394	$419	-$25
Navy	$392	$420	-$28
Total Sample	$416		

	Could Not Estimate		
	Positive Propensity	Negative Propensity	Difference (Positive minus Negative)
Any Service	$414	$455	-$41
Air Force	$420	$448	-$28
Army	$427	$444	-$17
Marine Corps	$379	$452	-$73
Navy	$425	$446	-$21
Total Sample	$442		

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 tends to support this reasoning. This analysis indicates that the father's education (an indicator of socio-economic background) acts as a discriminating variable with respect to estimated starting pay. As Table 4.8 shows, the average estimate of starting pay of respondents whose fathers have less than a high school education is $17 (among young men who could estimate) and $55 (among young men who initially could not estimate) less than those whose fathers have at least some college education.

Race also appears to a discriminating variable with respect to this measure. As Table 4.8 shows, the average estimate of starting pay of Black and other Non-White respondents is $12 (among young men who could estimate) and $55 (among young men who initially could not estimate) more than white respondents. In previous waves, race appeared to be a less discriminating variable.

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

TABLE 4.8
ESTIMATE OF STARTING PAY
BY SOCIO-ECONOMIC BACKGROUND

Education of Father	Could Estimate	Could Not Estimate
Less than high school	$410	$403
High School	$411	$453
More than high school	$427	$458
Race		
Black and other non-white	$417	$450
White	$405	$395

propensity individuals have tended to underestimate the true level of starting pay in the military, it has been continually suggested that correcting misperceptions about starting pay might have a positive impact on recruitment.

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 4.9.

Among men with positive propensity for joining the service, more than one-half (52.6%) 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. Twenty percent of these young men said that they would be more likely to enlist if the starting pay were increased by $50 a month. Respondents in the Spring 1978 survey indicate significantly greater response to the pay increase than their contemporaries in the Spring 1977 survey. The percentage of "undecided" respondents, (positive and negative propensity men alike), is significantly lower in the Spring 1978 survey. It appears that these respondents account for the significant increase in the percentage of both positive and negative respondents who said that a $50 a month pay raise would have no impact on their intentions to enlist. All in all, communication of pay and pay increases may offer recruiting opportunities among both positive and negative propensity men, however, such efforts would appear to have the greatest impact on the positive propensity group.

TABLE 4.9

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

	Positive Propensity	Negative Propensity
	%	%
More likely	52.6	19.9
Not more likely	42.0	77.4
Don't know/No answer	5.4	2.7

Base: All Respondents

Source: Question 10c

4.5. Knowledge of Educational Benefit Programs

The Spring 1978 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 4.10 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 fairly comparable to Spring 1977 findings, at which time this question was first posed to survey respondents. The level of knowledge regarding the current educational benefit program has not changed during the past 12 months.

TABLE 4.10

KNOWLEDGE OF CURRENT EDUCATION BENEFIT PROGRAMS

Benefit Alternatives	Positive Propensity %	Negative Propensity %
Eligible for up to 36 months of tuition assistance	30.3	36.7
Government adds $2.00 for every $1.00 saved*	41.5	33.7
Eligible for up to 18 months of tuition assistance	20.3	20.6
Don't know/No answer	7.9	9.0

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

Base: All Respondents

Source: Question 14

APPENDICES

APPENDIX I

STATISTICAL RELIABILITY

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

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

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

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

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

At the 95% level of confidence

Sample Size	Magnitude of Expected or Observed Percent				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	6.4	8.7	9.8	10.6	10.8
150	5.4	7.2	8.2	8.8	9.0
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

** (applies to the 600 row)

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

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

STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES*

At the 95% level of confidence

of Each Sample	Average of the Two Observed Percents				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
100	9.2	12.2	14.0	14.9	15.2
200	7.6	10.2	11.6	12.4	12.7
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

** (applies to the 600 row)

* 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 (Squardrons) and Marine Corps Recruiting Stations to three each or less per Tracking area, 2) to see that the TA's have a high commonality among services, i.e., a high percentage of the counties' Military Available being common to all four services, and 3) to represent regionally meaningful clusters of recruiting districts for the Services.

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

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

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

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

SUMMARY STATISTICS FOR TRACKING AREAS

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

APPENDIX III

WEIGHTING OF RESPONDENTS

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

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

The problem with that weighting method was that for some cells with few respondents (such as blacks in certain age categories in certain tracking areas) the denominator of the weighting fraction was quite variable. This led to weights that varied considerably from cell to cell, an undesirable property since it leads to some loss of statistical precision in the data.

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

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

APPENDIX IV

F RATIOS FOR ANALYSIS OF VARIANCE

	Propensity Data	Recruiter Contact Data
Variable	F Ratio	F Ratio
Service (S)	113.35	269.78
Time (T)	72.71	8.53
Tracking Areas (TA)	25.69	1.69
S x T	.82	1.60
S x TA	2.53	2.59
T x TA	4.84	.73

NAVY TIMES
December 11, 1978

Youths Mention Army First In Survey, Navy Most Often

WASHINGTON — When a Chicago-based marketing firm asked 4000 young men which service they thought of first, they most often said the Army.

But by the time they had completed a telephone interview for Market Facts, Inc., they mentioned the Navy most often. That fits with how often the youths remembered military recruiting advertisements, but not with which service they were most willing to serve in.

The youths are most willing to serve in the Air Force, according to Market Facts' sixth semiannual *Youth Attitudes Tracking Survey*. The spring 1978 survey shows that a long-term decline in the willingness of young men to serve in the military appears to be bottoming out and may even be turning around.

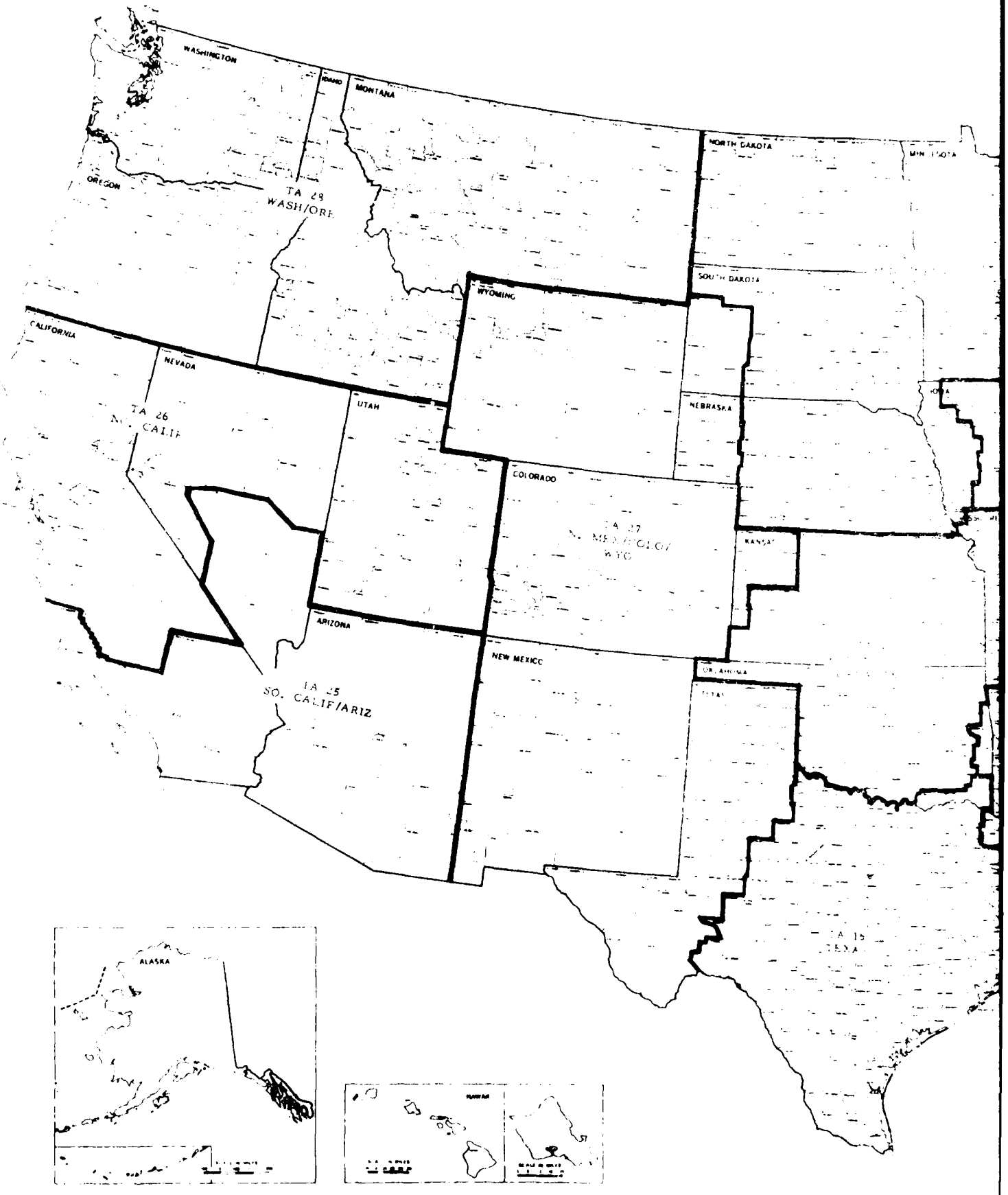
Compared with a similar survey in the spring of 1977, the '78 edition showed that young men are more aware of the advertising of all the services. This year, 66.2 percent of those surveyed said they remembered Army advertising; 59.9 percent said they remembered Marine Corps ads; 58.1 percent said they remembered Navy promotions and 54.8 percent remembered seeing Air Force advertisements.

On the other hand, the Air Force got the highest ratings when the 16-to-21-year-old men were asked which service's advertising was most meaningful to them. The Navy followed somewhat closely, with the Army and Marine Corps lagging.

The youths most often encountered advertising in their Sunday newspapers, on television and in a variety of magazines.

Almost nine out of 10 youths read their Sunday newspapers at least "fairly often." About 83 percent read *Sports Illustrated* once in a while, 83.6 read the *T.V. Guide* once in a while, and 78.1 read *Sport* once in a while. The largest group said their first choice in TV shows is a comedy.

The survey also found that people who are willing to serve usually underestimate the actual military starting pay, while those who aren't willing to serve usually overestimate starting pay. Market Facts said the reason for this is that those who are unwilling to serve usually come from households in which their fathers make more money than the average.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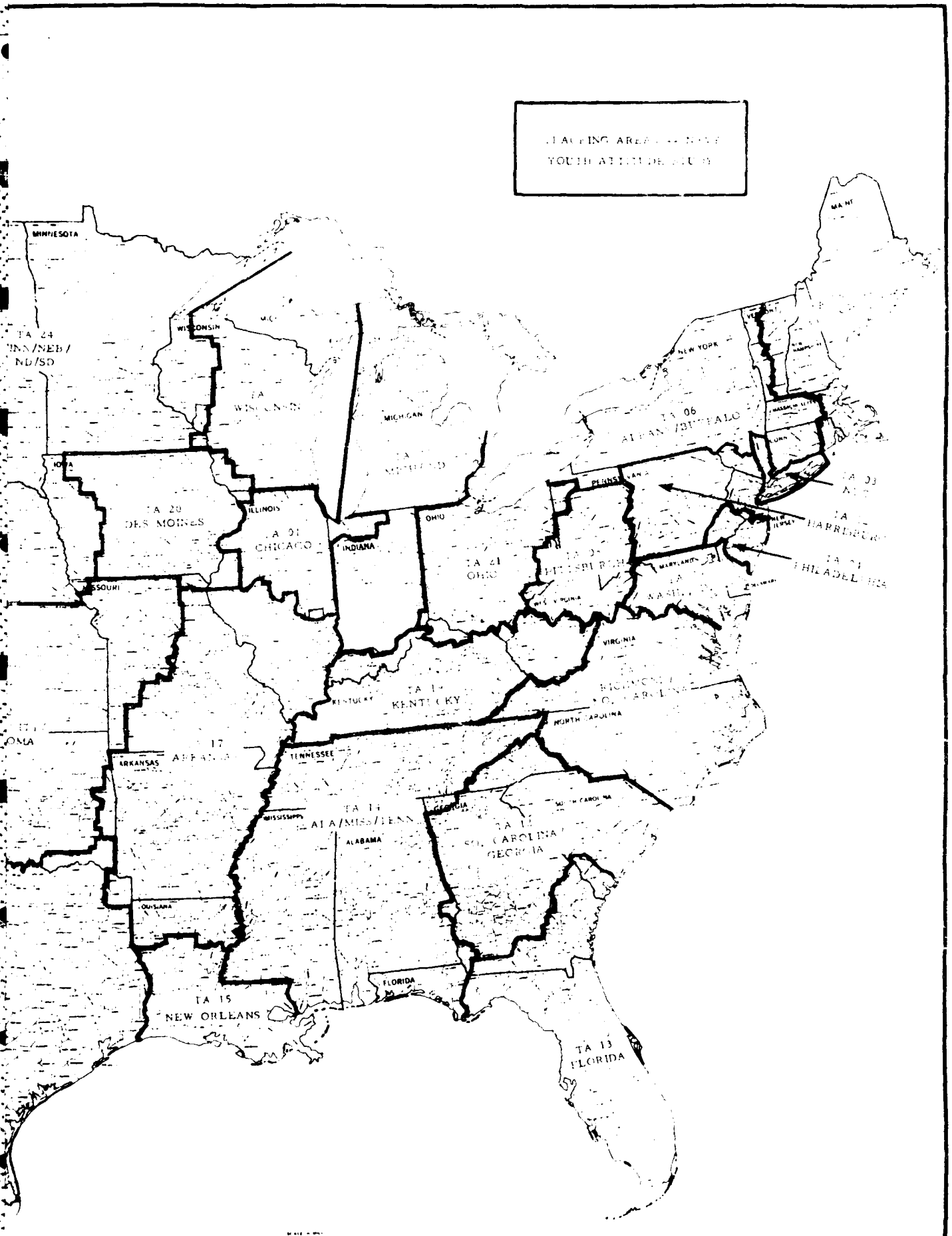
MONTANA
NORTH DAKOTA
OREGON
TA 28
WASH/ORE
SOUTH DAKOTA
WYOMING
CALIFORNIA
NEVADA
UTAH
NEBRASKA
TA 26
COLORADO
KANSAS
ARIZONA
NEW MEXICO
TA 25
SO. CALIF/ARIZ
ALASKA
HAWAII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INDIANA
OHIO
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MARYLAND
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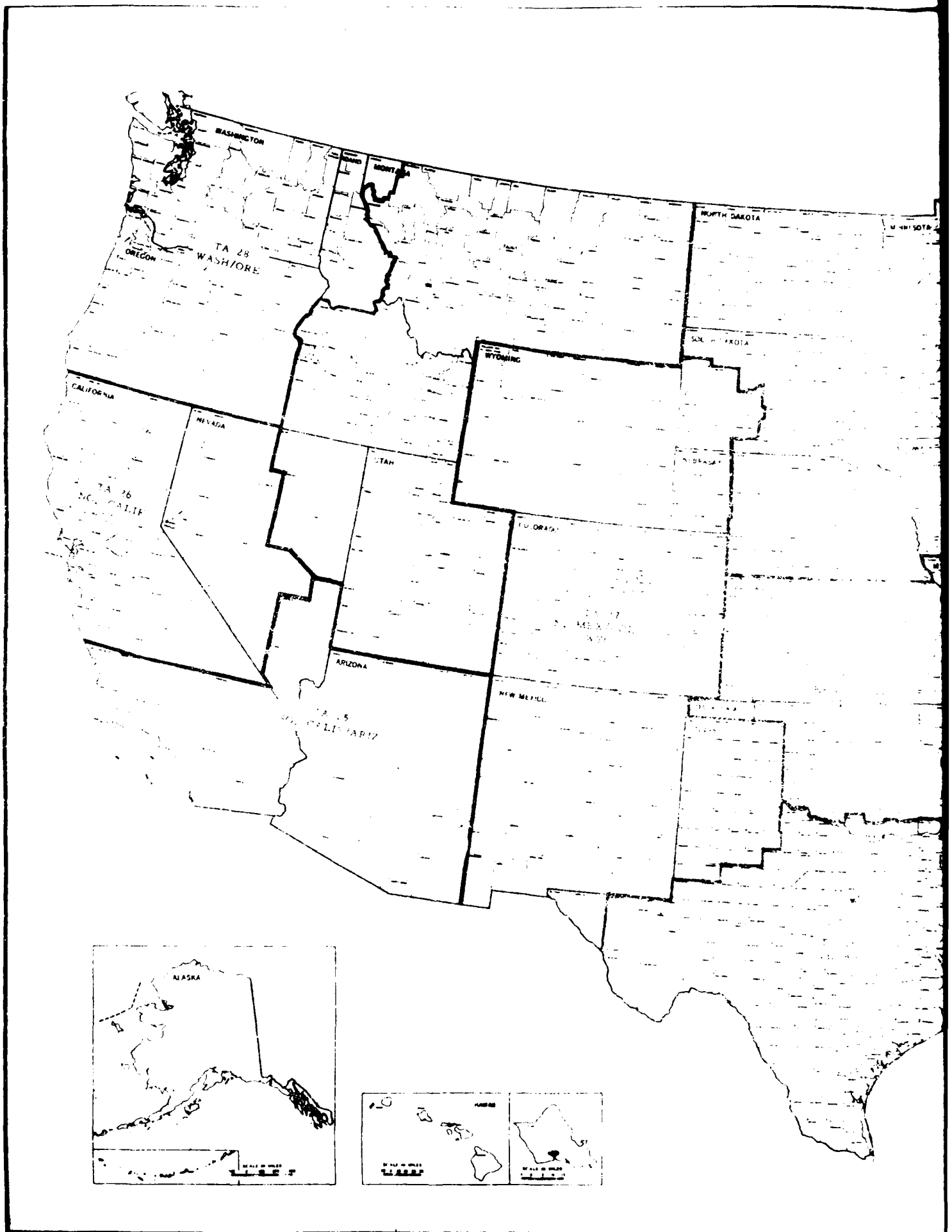
KENTUCKY
TENNESSEE
NORTH CAROLINA
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
TA 20
DES MOINES
TA 21
CHICAGO
TA 06
TA 15
NEW ORLEANS
TA 13
FLORIDA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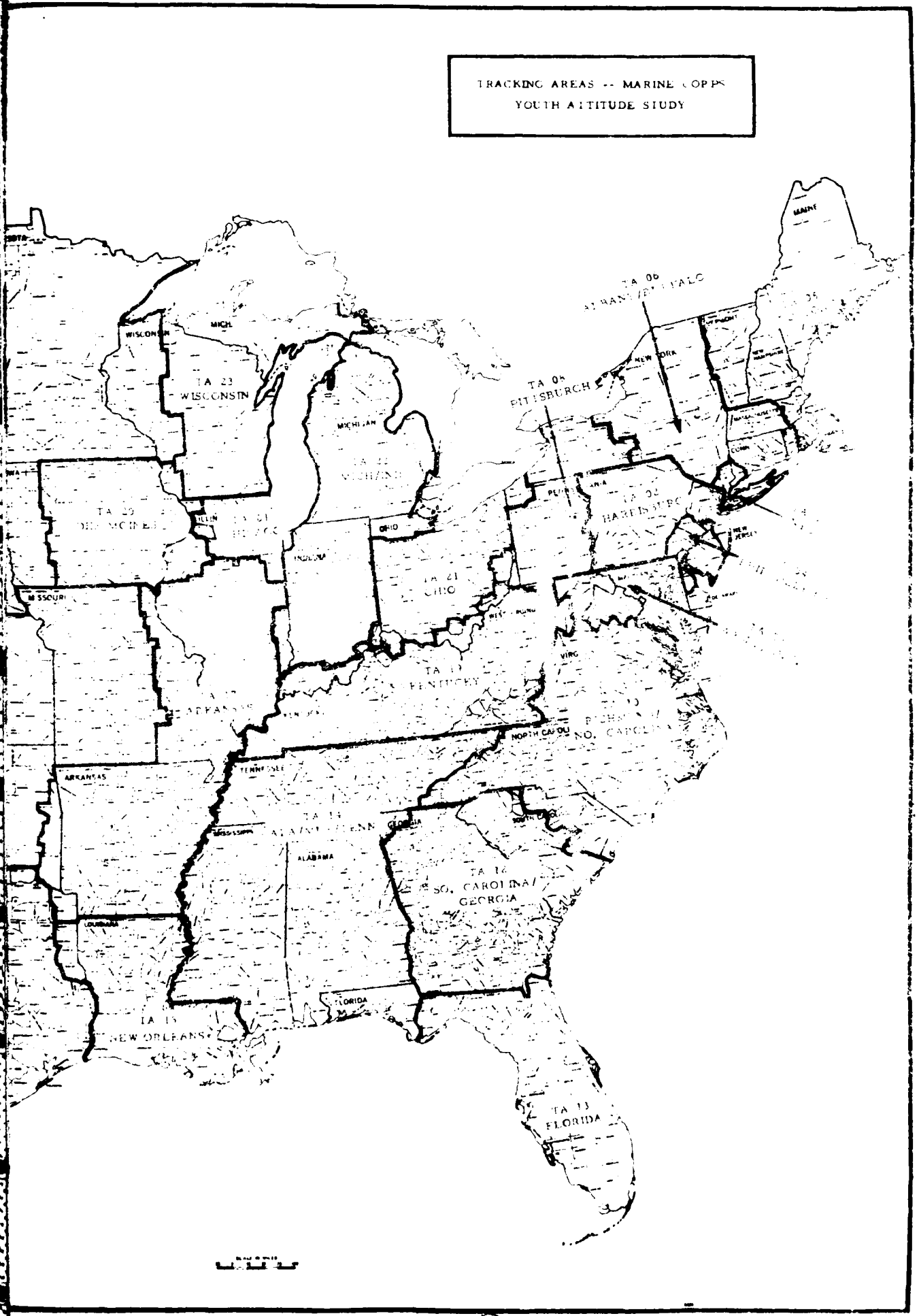
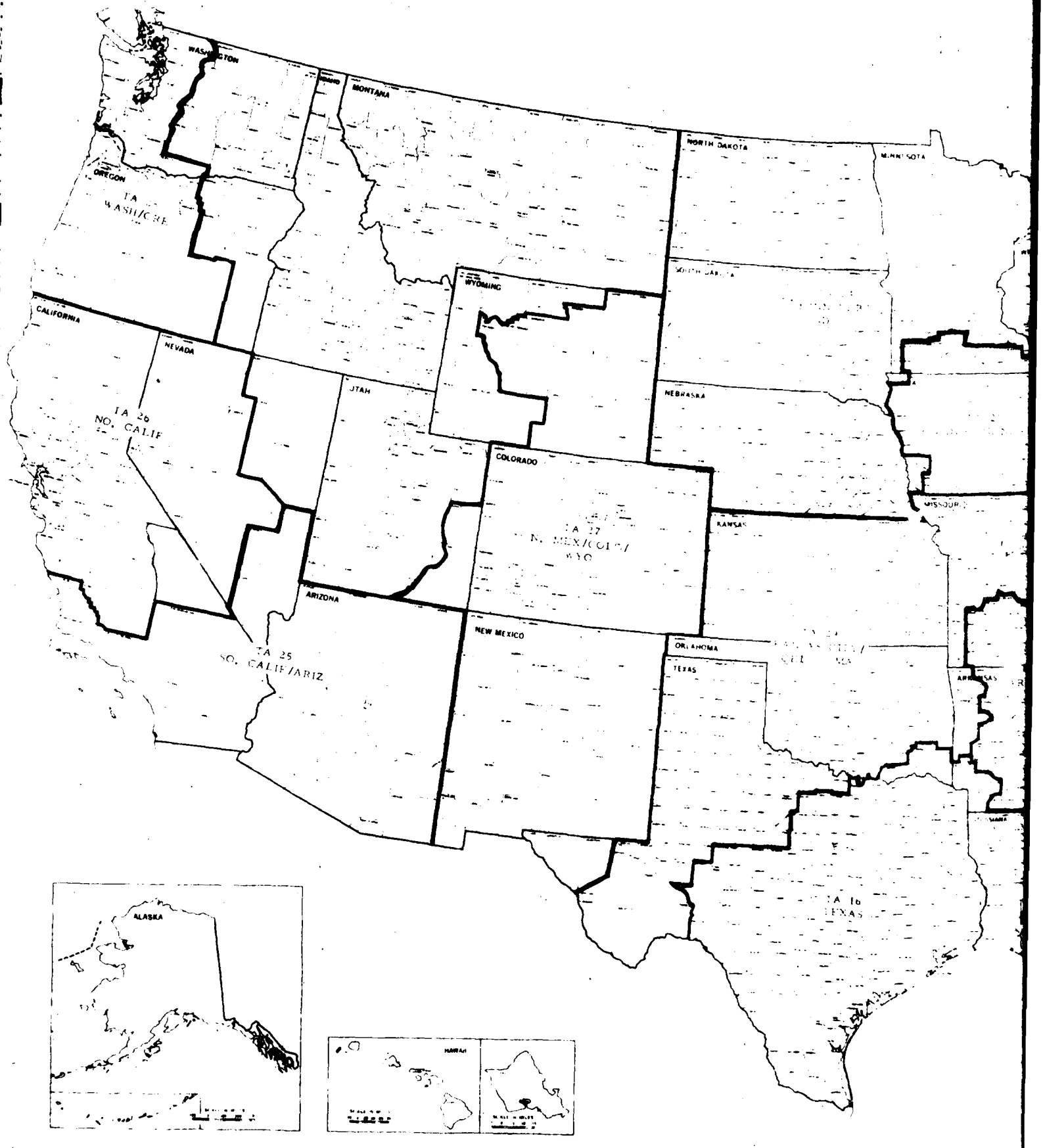
NEVADA
UTAH
ARIZONA
NEW MEXICO
ALASKA


TRACKING AREAS -- MARINE CORPS
YOUTH ATTITUDE STUDY
TA 23
WISCONSIN
TA 21
OHIO
TA 13
FLORIDA
TA 15
NEW ORLEANS
WISCONSIN
MICHIGAN
OHIO
KENTUCKY
ARKANSAS
TENNESSEE
ALABAMA
FLORIDA
MAINE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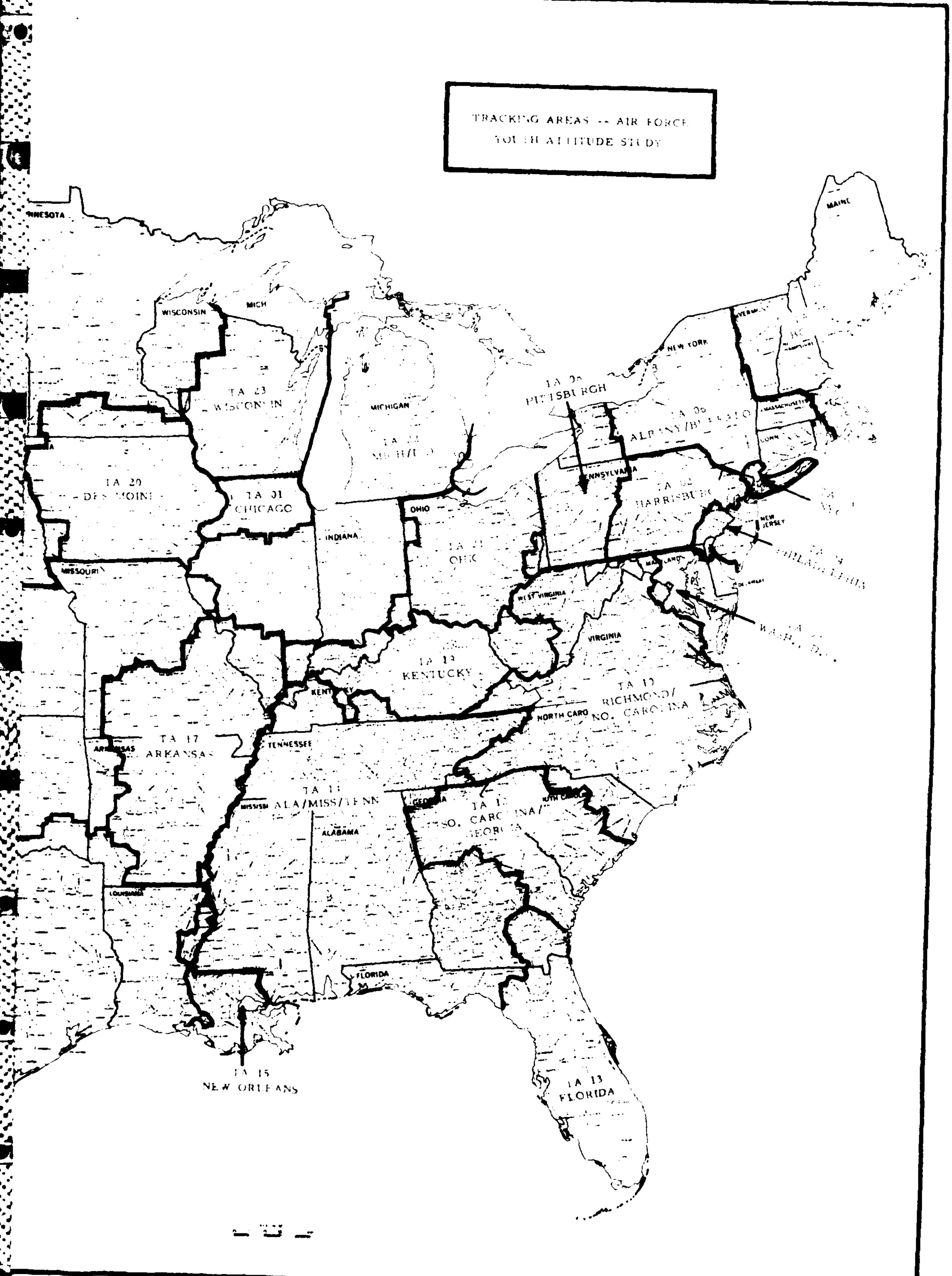
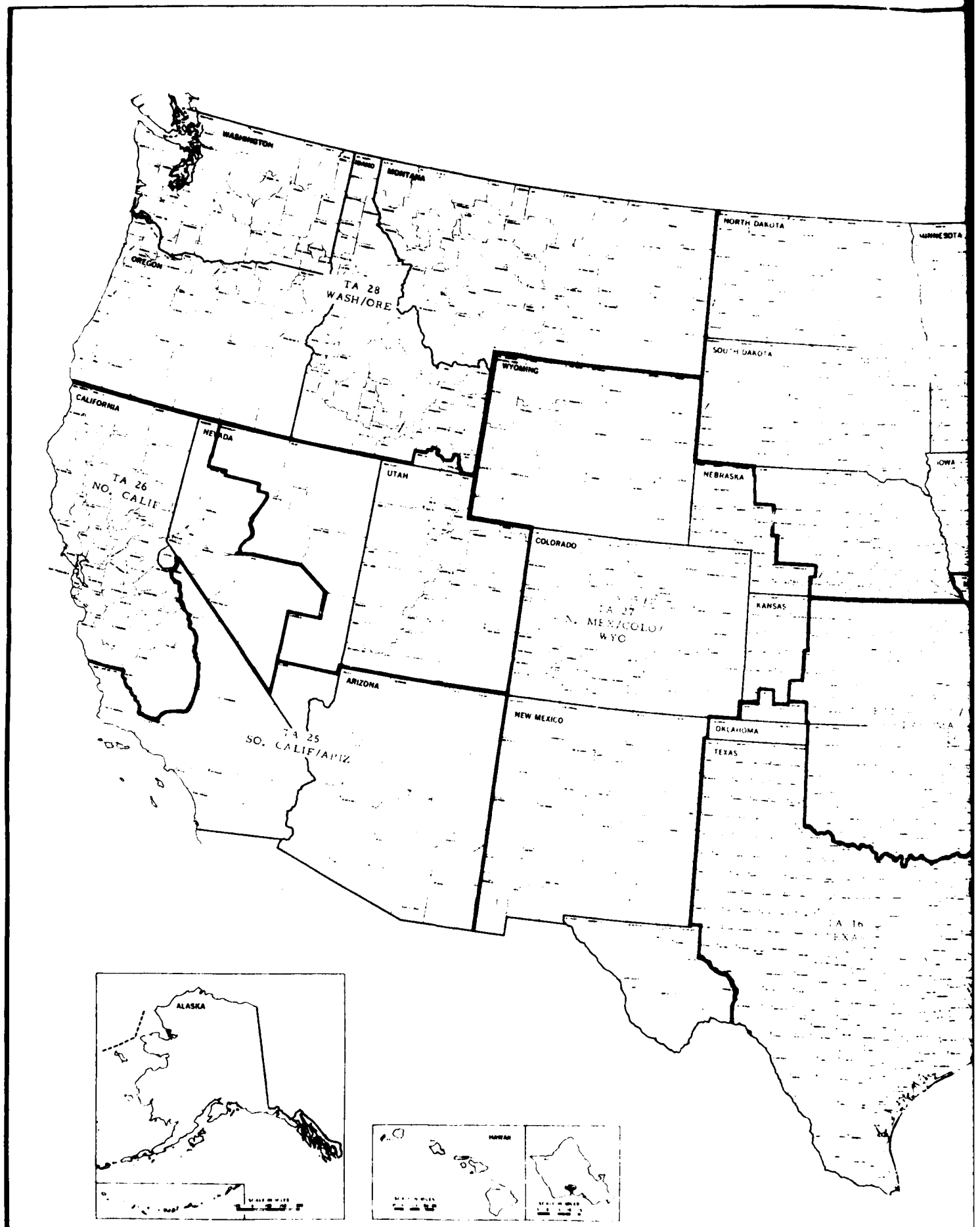
OKLAHOMA
TEXAS
TA 25
SO. CALIF/ARIZ
ALASKA
HAWAII

1


TRACKING AREAS -- AIR FORCE
YOUTH ATTITUDE STUDY
TA 01
CHICAGO
TA 17
ARKANSAS
TA 15
NEW ORLEANS
TA 13
FLORIDA
KENTUCKY
PITTSBURGH
TA 10
RICHMOND/
NO. CAROLINA
WISCONSIN
MICHIGAN
NEW YORK
MAINE
OHIO
INDIANA
MISSOURI
TENNESSEE
ALABAMA
FLORIDA
WEST VIRGINIA
VIRGINIA
NEW JERSEY
MASSACHUSETTS
LOUISIANA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SOUTH DAKOTA
WYOMING
CALIFORNIA
NEVADA
UTAH
NEBRASKA
TA 26
NO. CALIF
COLORADO
KANSAS
TA 27
N. MEX/COLO/
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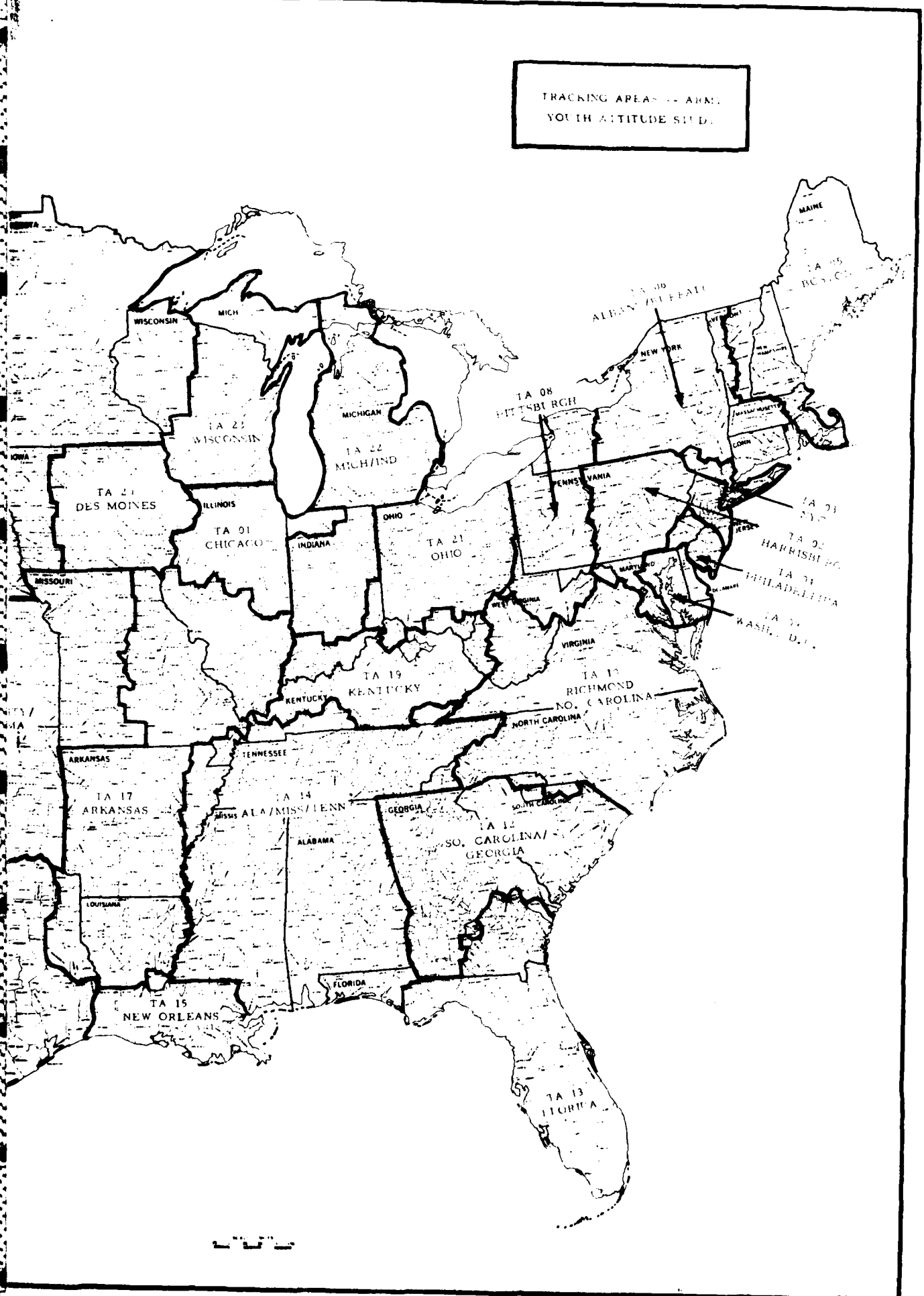
NEW MEXICO
OKLAHOMA
TEXAS
TA 25
SO. CALIF/ARIZ
ALASKA
HAWAII


TRACKING AREAS -- ARMY
YOUTH ATTITUDE STUDY
MAINE
WISCONSIN
MICH
MICHIGAN
TA 22
MICH/IND
TA 23
WISCONSIN
TA 08
PITTSBURGH
NEW YORK
TA 21
DES MOINES
ILLINOIS
TA 01
CHICAGO
INDIANA
OHIO
TA 21
OHIO
PENNSYLVANIA
MISSOURI
TA 19
KENTUCKY
KENTUCKY
VIRGINIA
NORTH CAROLINA
ARKANSAS
TA 17
ARKANSAS
TENNESSEE
ALABAMA
GEORGIA
SOUTH CAROLINA
LOUISIANA
TA 15
NEW ORLEANS
FLORIDA

APPENDIX V

THE QUESTIONNAIRE

Market Facts, Inc., 100 South Wacker Dr., Chicago, Illinois 60606 OMB #22-R-0339 Job No. J607

MILITARY SERVICE STUDY
- Screening Questions -

Card 7
Dup 1-10
(11 open)

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

Time Screener Began: _____ AM/PM (I.D. #) 15 [ ][ ][ ][ ][ ][ ] 21

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.) (22 open)

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

2a. How many? (CIRCLE NUMBER)

1 2 3 4 5 or more _____ (WRITE IN NUMBER) (23)

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 Ever Have		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	(24-28)
2.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(29-33)
3.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(34-38)
4.	☐1	☐2	☐3	☐4	☐5	☐6	☐1	☐2	☐1	☐2	☐1	☐2	☐1	☐2	(39-43)

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 → ☐ (44)

(45-78 oper.)
80-1

Time Screener Ended _____ AM/PM

Interviewer Name _____

MILITARY SERVICE STUDY
(Qualified Respondent)

Card 2

Date 1 [ ][ ][ ][ ][ ][ ] 6 (Month Day Year) [1] 7 Respondent Number 8 [ ][ ][ ] 10

Version Number [ ] 11 Interviewer Number 12 [ ][ ][ ] 14

Time Interviewer Began _____ AM/PM Interview Time 15 [ ][ ][ ] 17

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 chosen by chance. Any information you give us is completely confidential. There is an outside chance you may be called by my employer just to check that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.) (18-24 open)

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

Under 16. . [ ]1 - (TERMINATE) 19 . . . . . [ ]5
16 . . . . . [ ]2 20 . . . . . [ ]6
17 . . . . . [ ]3 21 . . . . . [ ]7 (25)
18 . . . . . [ ]4 22 +. . . . . [ ]8 (TERMINATE)

3b. Are you attending school now?

Yes 1 → (ASK QU. 3c AND THEN SKIP TO QU. 3f)
No 2 → (SKIP TO QU. 3d) (26)

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

10th Grade (High School) . . . . . 1 (27) 1st year of 4-year college (Freshme . . 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
4th year of college or more 1 (28)

ATE

3d. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3f) No 2 → (29)

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

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

3f. Are you currently employed?

Yes 1 → (31) No 2 →

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

Full time 1
Part time 2 (32)

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

Yes 1 No 2 (33)

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

Going to school [ ]1 ng [ ]2 Joining the service [ ]3 Doing nothing [ ]4 (34)

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

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

3J. Branch of Service (35)		3K. Type of Service: Active Duty	Reserves	National Guard	Don't Know Type	
Air Force 1	→	1	2	3	4	(36)
Army 2	→	1	2	3	4	(37)
Coast Guard 3	→	1	2	-	3	(38)
Marine Corps 4	→	1	2	-	3	(39)
Navy 5	→	1	2	-	3	(40)
Don't Know Branch 6	→	1	2	3	4	(41)

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

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

	31. Full Time		3m. Part Time	
Almost impossible	1	(42)	1	(43)
Very difficult	2		2	
Somewhat difficult	3		3	
Not difficult at all	4		4	
Don't know	5		5	

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

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

	First Mention (44)	Second Mention (45)	All Other Mentions (46)
Air Force	1	1	1
Army	2	2	2
Coast Guard	3	3	3
Marine Corps	4	4	4
Navy	5	5	5
None	6	6	6

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

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

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

5b. When do you think you will join the military service? (READ ALTERNATIVES)

Within 6 months	1	(60)
Between 6 months and one year	2	
More than 1 year but less than 2 years	3	
2 years or more	4	
(DO NOT READ) Don't know	5	

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

Enlisted man	1	(61)
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	(62)
( )	Trains you for leadership	1	2	3	4	5	(63)
( )	Teaches you a valuable trade or skill	1	2	3	4	5	(64)
( )	Helps you get a college education	1	2	3	4	5	(65)
( )	Allows you to see many different countries of the world	1	2	3	4	5	(66)
( )	Provides good benefits for you and your family	1	2	3	4	5	(67)
( )	Is a career you can be proud of	1	2	3	4	5	(68)
( )	Has other men you would like to work with	1	2	3	4	5	(69)
( )	Gives you the job you want	1	2	3	4	5	(70)
( )	Gives you a job which is challenging	1	2	3	4	5	(71)
( )	Pays well to start	1	2	3	4	5	(72)

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

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

START HERE		Qu. 6b True of Any Service				Qu. 6c Most True Of:						
		Yes	No	Don't Know		Air Force	Army	Coast Guard	Marine Corps	Navy	Don't Know	
( )	Gives you an opportunity to better your life	1	2	3	(73)	1	2	3	4	5	6	(74)
( )	Trains you for leadership	1	2	3	(75)	1	2	3	4	5	6	(76)
( )	Teaches you a valuable trade or skill	1	2	3	(77)	1	2	3	4	5	6	(78)
												79 OF 80 Dup 1-10 Cd 3
( )	Helps you get a college education	1	2	3	(11)	1	2	3	4	5	6	(12)
( )	Allows you to see many different countries of the world	1	2	3	(13)	1	2	3	4	5	6	(14)
( )	Provides good benefits for you and your family	1	2	3	(15)	1	2	3	4	5	6	(16)
( )	Is a career you can be proud of	1	2	3	(17)	1	2	3	4	5	6	(18)
( )	Has other men you would like to work with	1	2	3	(19)	1	2	3	4	5	6	(20)
( )	Gives you the job you want	1	2	3	(21)	1	2	3	4	5	6	(22)
( )	Gives you a job which is challenging	1	2	3	(23)	1	2	3	4	5	6	(24)
( )	Pays well to start	1	2	3	(25)	1	2	3	4	5	6	(26)

7a. 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? (27-28 open)

RECORD ANSWER ON SEPARATE SHEET FOR OPEN ENDS UNDER VERSION 2 - #2.

7b. 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
Somewhat meaningful to you. 2
Not very meaningful to you. 3
Not at all meaningful to you 4 (29)

7c. What do you remember about the advertising for the Active Coast Guard? (PROBE) What did the advertising say? What did it show? (30-31 open)

RECORD ANSWER ON SEPARATE SHEET FOR OPEN ENDS UNDER VERSION 2 - #3.

7d. 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
Somewhat meaningful to you. 2
Not very meaningful to you. 3
Not at all meaningful to you 4 (32)

(33 open)

IF RESPONDENT IS AWARE OF ADVERTISING FOR ACTIVE AIR FORCE (QU. 7a) OR ACTIVE COAST GUARD (QU. 7c) RECORD "YES" IN QU. 7e AND SKIP TO QU. 8a.

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

Yes 1
No. 2 (34)

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 → 8b. No 2 (SKIP TO QU. 8c) (35)

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	(36)
( )	Have you talked face-to-face with a recruiter somewhere other than at a recruiting station	1	2	(37)
( )	Have you heard a recruiter give a talk at your high school	1	2	(38)
( )	Have you talked to a local recruiter by telephone	1	2	(39)
( )	Have you received recruiting literature in the mail	1	2	(40)

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	(41)
( )	Have you talked with a teacher or guidance counselor at school about possible enlistment	1	2	(42)
( )	Have you talked with your girl friend or wife about possible enlistment	1	2	(43)
( )	Have you talked with one or both parents about possible enlistment	1	2	(44)
( )	Have you taken an aptitude or career guidance test in high school given by the armed services	1	2	(45)
( )	Have you made a toll-free call for information about the military	1	2	(46)
( )	Have you asked for information about the military by mail	1	2	(47)
( )	Have you been physically or mentally tested at a military examination station	1	2	(48)

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

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

Yes 1 → No 2 (SKIP TO QU. 10a) (49)

9b. You say you have been in contact with a military recruiter. What branch or branches of the service did they represent? (RECORD BELOW. PROBE.) Any other military recruiter? (PROBE UNTIL UNPRODUCTIVE.)

	Air Force	Army	Marine Corps	Navy	Coast Guard	Don't Know
Recruiters represented	1 →	2 →	3 →	4	5	6 → (SKIP TO QU. 10a) (50)
9c. (IF "AIR FORCE," "ARMY," OR "MARINE CORPS," ASK:) Did the (NAME SERVICE) recruiter represent the (READ ALTERNATIVE ANSWERS - EXCEPT FOR "DON'T KNOW")?	(51)	(56)	(61)			
	Active Air Force. . 1	Active Army . . 1	Active Marines 1			
	Air Nat. Guard. . 2	Army Nat. Guard. . 2	Marine Reserve 2			
	Air Force Reserve. 3	Army Reserve. 3	Don't Know 3			
	Don't Know 4	Don't Know 4				

(ASK QU. 9d-g 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.)

9d. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(52)	(57)	(62)	(66)	(70)	
Recruiter contacted first	1	1	1	1	1	
Respondent contacted first	2	2	2	2	2	
9e. How complete was the information you got from the (NAME SERVICE) recruiter? Did he give you . . .	(53)	(58)	(63)	(67)	(71)	
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	
9f. Was your attitude toward joining (NAME SERVICE/SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?	(54)	(59)	(64)	(68)	(72)	
More favorable	1 (Ask Qu. 9g)	1	1	1	1	
Didn't change	2 (Go to next branch or Qu. 10a)	2	2	2	2	
Less favorable	3 (Ask Qu. 9g)	3	3	3	3	
9g. Was that . . . (READ ALTERNATIVES)	(55)	(60)	(65)	(69)	(73)	
Much more favorable	1	1	1	1	1	
Slightly more favorable	2	2	2	2	2	
Slightly less favorable	3	3	3	3	3	
Much less favorable	4	4	4	4	4	

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 74 [ ][ ][ ][ ] 77

(78 open) 79 0 1 2 80 Dup 1-10 Cd 4

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.

$ _____ Refused to guess . X 11 [ ][ ][ ][ ] 14

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 (15) → Would that be. . .

Not more likely . . . . 2 } → (GO TO QU. 11)
Don't know . . . . . 3 }

Much more likely 1 (16)
Somewhat more likely . . 2
Or, just a little more likely . . 3

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	(17)
Developing your potential	1	2	3	4	5	(18)
Job security, i.e., a steady job	1	2	3	4	5	(19)
Making a lot of money	1	2	3	4	5	(20)
Working for a better society	1	2	3	4	5	(21)
Having the respect of friends	1	2	3	4	5	(22)
Doing challenging work	1	2	3	4	5	(23)
Adventure and excitement	1	2	3	4	5	(24)
Learning as much as you can	1	2	3	4	5	(25)
Helping other people	1	2	3	4	5	(26)
Being able to make your own decisions on the job	1	2	3	4	5	(27)
Recognition and status	1	2	3	4	5	(28)

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.)

	12a. Father	12b. Mother	
DON'T HAVE	1 (29)	1 (32)	
IN FAVOR → 12b.	2	2	12b.
Very much	1 (30)		1 (33)
Slightly	2		2
AGAINST → 12c.	3	3	12c.
Slightly	1 (31)		1 (34)
Very much	2		2
NEUTRAL	4	4	
DON'T KNOW	5	5	

12d. (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 (35)	Mother (37)
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	(36)	(38)
Separation/being apart	1	1
Danger/fear of injury or death	2	2
Loss of status of military vs. civilian status career (e.g., "You can do better than being a soldier")	3	3
Civilian education (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 (39)

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

(40)

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

( ) 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	(41) _____
Hot Rod	1	2	3	4	(42) _____
National Future Farmer	1	2	3	4	(43) _____
Parade	1	2	3	4	(44) _____
Popular Science	1	2	3	4	(45) _____
Sport	1	2	3	4	(46) _____
Reader's Digest	1	2	3	4	(47) _____
Cycle	1	2	3	4	(48) _____
TV Guide	1	2	3	4	(49) _____
Car Craft	1	2	3	4	(50) _____
Mechanics Illustrated	1	2	3	4	(51) _____
Outdoor Life	1	2	3	4	(52) _____
Popular Mechanics	1	2	3	4	(53) _____
People	1	2	3	4	(54) _____
Popular Hot Rodding	1	2	3	4	(55) _____
Sports Afield	1	2	3	4	(56) _____
Ebony	1	2	3	4	(57) _____
Senior Scholastic	1	2	3	4	(58) _____
Family Weekly	1	2	3	4	(59) _____
Time	1	2	3	4	(60) _____
Newsweek	1	2	3	4	(61) _____
Sports Illustrated	1	2	3	4	(62) _____
Sunday Newspaper	1	2	3	4	(63) _____

64 [ ][ ] 65

66 [ ][ ] 67

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 UNDER 15b.)

16. Which of the following types of television programs do you enjoy most? (RECORD BY PLACING AN "X" UNDER 1st CHOICE) What would be your second choice? (RECORD BY PLACING AN "X" UNDER 2nd CHOICE) What type of television program would be your third choice? (RECORD BY PLACING AN "X" UNDER 3rd CHOICE)

	1st Choice	2nd Choice	3rd Choice
Comedies (such as All in the Family, M*A*S*H*, Welcome Back Kotter)	☐1 (68)	☐1 (69)	☐1 (70)
Sports	☐2	☐2	☐2
Movies	☐3	☐3	☐3
Dramas (such as Starsky & Hutch, Little House on the Prairie, The Waltons)	☐4	☐4	☐4

CLASSIFICATION SECTION

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

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

Married 1 Single 2 Separated/Divorced/Widowed 3 (71)

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

Did not complete high school 1	Finished college (four years) 6	(72)
Finished high school or equivalent . . . 2	Attended graduate or professional	
Adult education program 3	school 7	
Business or trade school 4	Obtained a graduate or professional	
Some college. 5	degree 8	

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

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

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

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

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

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

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

Yes 1 No 2 (76)

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

Cuban 1	Other Spanish . . . 4	Oriental. . . 7	(77
Mexican-American . . 2	American Indian. . 5	White 8	
Puerto Rican. 3	Black. 6	Refused . . . 9	(78 open)
			79 0 M 80

- RECORD THE FOLLOWING INFORMATION ON THE OPEN END ANSWER SHEET -

24. Name of Respondent _____

Address _____

City/State _____ Zip Code _____

Telephone Number _____/_____

25. Next, I would like to know your Social Security Number. Because of a recently enacted law, I must tell you that the authority to request this information is given in 10 USC 134. Providing this information is voluntary on your part and there are no consequences if you choose not to do so. This information is necessary to enable us to re-contact you in the future regarding your decisions.

What is your Social Security Number?

(RECORD ON OPEN END ANSWER SHEET)

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.

Time Ended: _____ AM/PM

OMB #22-R-0399
Job No. J607

(Paper & Pencil) Respondent Name _____

Cd 6
Dup 1-10

(11 ope

OPEN-END ANSWER SHEET

VERSION 1 - SERVICE 1

#1. Will you please tell me everything you remember about the advertising for the ACTIVE ARMY that you have seen or heard recently.

_____ 12
_____
_____ 13

Have not seen advertising ... ➔ (Hit Code 1, and then Send Button)
Have seen advertising, and remember [illegible] ➔ (Hit Code 2, and then Send Button)

VERSION 2 - SERVICE 2

#2. Will you please tell me everything you remember about the advertising for the ACTIVE AIR FORCE that you have seen or heard recently.

_____ 14
_____
_____ 15

Have not seen advertising ... ➔ (Hit Code 1, and then Send Button)
Have seen advertising, and remember [illegible] ➔ (Hit Code 2, and then Send Button)

#3. What do you remember about the advertising for the ACTIVE COAST GUARD?

_____ 16
_____
_____ 17

Have not seen advertising ... ➔ (Hit Code 1, and then Send Button)
Have seen advertising, and remember [illegible] ➔ (Hit Code 2, and then Send Button)

VERSION 3 - SERVICE 3

#4. Will you please tell me everything you remember about the advertising for the ACTIVE MARINE CORPS that you have seen or heard recently.

_____ 18
_____
_____ 19

Have not seen advertising ... ➔ (Hit Code 1, and then Send Button)
Have seen advertising, and remember [illegible] ➔ (Hit Code 2, and then Send Button)

#5. What do you remember about the advertising for the ACTIVE NAVY?

_____ 20
_____
_____ 21

Have not seen advertising ... ➔ (Hit Code 1, and then Send Button)
Have seen advertising, and remember [illegible] ➔ (Hit Code 2, and then Send Button)

Name of Respondent _____

Address _____

City State _____ Zip Code _____

Telephone Number _____ 22 [ ][ ][ ][ ][ ][ ] 26

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

What is your Social Security Number?

___ ___ / ___ ___ / ___ ___ ___ ___

None 0 Refused X

27 [ ][ ][ ] [ ][ ] [ ][ ][ ][ ] 35

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 THE I.D. NUMBER FROM YOUR GATE RECORD FORM.

(TV) (State) (County)
36 [ ][ ] [ ][ ] [ ][ ][ ] 42

(43-79 [illegible])
79 0 [illegible]