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YOUTH ATTITUDE TRACKING STUDY FALL 1981(U)
INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
APR 82 6474 DMDC/MRB-TR-81/1 OMB-22-R-0339

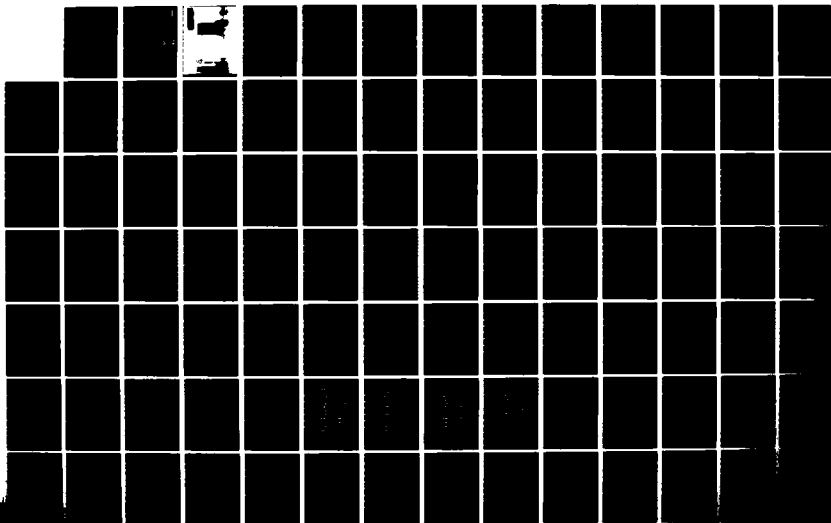
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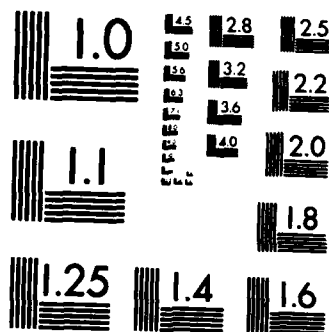
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Rpt. No. 6474
OMB No. 22-R-0339

DOCUMENT IDENTIFICATION

DMDC/MRB/TR-81/1

Apr '82

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In each wave of this study, a number of behavioral and demographic variables have discriminated between individuals who express positive propensity and those who express negative propensity. These variables have helped to partially

YOUTH ATTITUDE

TRACKING STUDY

Fall, 1981

A Report Prepared for:
The Department of Defense

Prepared by:

The Public Sector Research Group
of
Market Facts, Inc.
1611 North Kent Street
Arlington, Virginia 22209

April, 1982

Job No. 6474
OMB #22-R-0339

REPORT DOCUMENTATION PAGE

1a. REPORT SECURITY CLASSIFICATION Unclassified			1b. RESTRICTIVE MARKINGS		
2a. SECURITY CLASSIFICATION AUTHORITY			3. DISTRIBUTION/AVAILABILITY OF REPORT Approved for public release; distribution is unlimited.		
2b. DECLASSIFICATION/DOWNGRADING SCHEDULE					
4. PERFORMING ORGANIZATION REPORT NUMBER(S) 6474			5. MONITORING ORGANIZATION REPORT NUMBER(S) DMDC/MRB/TR-81/ 1		
6a. NAME OF PERFORMING ORGANIZATION Market Facts, Inc.		6b. OFFICE SYMBOL (If applicable)		7a. NAME OF MONITORING ORGANIZATION Defense Manpower Data Center (DMDC)	
6c. ADDRESS (City, State, and ZIP Code) 1611 North Kent Street Arlington, Virginia 22209			7b. ADDRESS (City, State, and ZIP Code) 1600 Wilson Blvd., Suite 400 Arlington, Virginia 22209		
8a. NAME OF FUNDING/SPONSORING ORGANIZATION Office of Secretary of Defense		8b. OFFICE SYMBOL (If applicable) OSD/MIL/MPFM/AP		9. PROCUREMENT INSTRUMENT IDENTIFICATION NUMBER 22-R-0339	
8c. ADDRESS (City, State, and ZIP Code) Pentagon, 2B269 Washington, D.C. 20301			10. SOURCE OF FUNDING NUMBERS		
			PROGRAM ELEMENT NO.	PROJECT NO.	TASK NO.
					WORK UNIT ACCESSION NO.
11. TITLE (Include Security Classification) Youth Attitude Tracking Study Fall 1981					
12. PERSONAL AUTHOR(S) Principal Investigator: Dr. Syd Groeneman					
13a. TYPE OF REPORT Technical Report		13b. TIME COVERED FROM _____ TO _____		14. DATE OF REPORT (Year, Month, Day) April 1982	
15. PAGE COUNT 337					
16. SUPPLEMENTARY NOTATION Data tapes and documentation available at DMDC.					
17. COSATI CODES			18. SUBJECT TERMS (Continue on reverse if necessary and identify by block number)		
FIELD	GROUP	SUB-GROUP	Military/Manpower/Active Force/Recruiting/Market/Research/Non-prior service and Prior service/Male		
05	09				
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					
20. DISTRIBUTION/AVAILABILITY OF ABSTRACT <input checked="" type="checkbox"/> UNCLASSIFIED/UNLIMITED <input type="checkbox"/> SAME AS RPT <input type="checkbox"/> DTIC USERS			21. ABSTRACT SECURITY CLASSIFICATION Unclassified		
22a. NAME OF RESPONSIBLE INDIVIDUAL Lisa Squadrini			22b. TELEPHONE (Include Area Code) (703) 696-5830		22c. OFFICE SYMBOL DMDC

Unclassified

SECURITY CLASSIFICATION OF THIS PAGE

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.

In YATS 1981 5201 males and 5213 females were surveyed. There was no significant change in overall positive propensity for either males or females. The percent of youth interviewed in 1981 who estimated the starting pay was smaller than in 1980 and the starting pay was severely underestimated. Messages stressing "opportunities" and teaching or learning a trade dominated both male and female recall of advertising content.

Unclassified



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RESERVE AFFAIRS
AND LOGISTICS
(Military Personnel
and Force Management)

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE

WASHINGTON D.C. 20301

4 MAY 1982

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Fall 1981 Youth Attitude Tracking Study

This report is the twelfth of a continuing research series. The series is funded as an element of the Joint Market Research Program (JMRP). We work with the Services through the Joint Market Analysis and Research Committee (JMARC) to assure that these studies are responsive to common recruiting and policy needs.

The report has been cleared for public release by the Office of the Assistant Secretary of Defense (Public Affairs)(DFOSIR).

The point of contact for questions, comments or requests concerning this study is J. J. Miller at Defense Manpower Data Center, Autovon 221-0530, Commercial 202-325-0530.

G. Thomas Sicilia

G. Thomas Sicilia
Director, Accession Policy

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Introduction

This report documents the twelfth wave (Fall 1981) of the Youth Attitude Tracking Study. The study, initiated in the Fall of 1975, is a cross-sectional tracking of 16 to 21 year-olds' attitudes, perceptions, and behavior with respect to future service in the military. The study explores such topics as enlistment propensity, reasons for not considering active duty service, contact with military recruiters and other potential influencers, generally desired job characteristics, recall of recruitment advertising, awareness of starting salary and subjective effects of proposed financial incentives, and attitudes toward draft registration.

The attitudinal and behavioral data discussed in this report are based on 5,201 randomly selected males and 5,213 females between the ages of 16 and 21 with no current or prior military service and not beyond the second year of college. This wave represents the second time that 16 to 21 year-old females have been included, and thus the first opportunity to chart year-to-year changes for the female samples. As in each earlier wave, the data were collected in a 30-minute telephone interview.

The sample was stratified in terms of 26 geographical areas encompassing the continental U.S. Each of these "tracking areas" was constructed to correspond approximately to one or more recruiting districts of the services. Since the exact district boundaries of each service are somewhat different and because the tracking areas represent only approximations, tracking area data must be interpreted cautiously. Close to 200 interviews were conducted in each tracking area.

This executive summary is divided into three parts:

- A summary of the male sample analysis
- A summary of the female sample analysis
- A comparative summary of the male and female findings

Major Conclusions from the Male Sample

Overall positive propensity was virtually unchanged in Fall 1981, compared to where it stood one year earlier. No statistically significant change occurred. Positive propensity respondents are those who said that they are either "definitely likely" or "probably likely" to serve in any of the four active duty services in the next few years. The latest figures represent a leveling off of recent increases begun after the Fall of 1979. Overall positive propensity, however, is currently at its highest Fall reading since 1975.

There were several additional key results from the 1981 analysis. One major finding relates to awareness of starting pay in the military. Consistent with a finding first observed in 1980, about half the youth interviewed in 1981 either had no idea of starting pay or were unwilling to hazard a guess. The percentage of youth who estimated starting pay in 1981 was smaller than it had been in 1980. A second key result pertains to the services' recruitment advertising. Themes stressing benefits such as "opportunities" and skills training dominated recall of advertising messages. Finally, on the issue of draft registration, attitudes of the latest sample of target market males showed a continuation of the trend in the direction of greater support for registration.

National Trends in Propensity

Thirty and one-half percent of the Fall 1981 respondents expressed positive propensity for at least one of the four active duty services. As mentioned above, the half-point annual increase is not significant. Propensity data for each service and overall is summarized below for the seven fall surveys. None of the specific service propensities changed significantly either. The rank ordering among the services has remained constant across the entire twelve waves of the

study. Top-of-the-mind, i.e., unaided, mentions of plans to enter military service, which is directly related to propensity empirically, was similarly unchanged (5.7% in 1980; 5.9% in 1981).

National Trends in Positive Propensity

	Fall '75	Fall '76	Fall '77	Fall '78	Fall '79	Fall '80	Fall '81	Fall '80- Fall '81 Differences*	Percent Change Fall '75- Fall '81**
	%	%	%	%	%	%	%	%	%
Air Force	20.4	17.9	15.7	15.6	15.3	18.6	18.5	-0.1	-9%
Navy	19.6	16.5	15.5	14.4	13.4	13.1	14.0	+0.9	-29%
Army	18.4	14.5	12.7	11.8	11.8	13.0	13.2	+0.2	-28%
Marine Corps	14.9	12.4	11.0	10.0	10.0	10.8	11.0	+0.2	-26%
Any Active Duty Service	31.2	26.4	29.9	28.2	27.6	30.0	30.5	+0.5	-2%

* None of the differences shown are statistically significant.

** Represents the Fall '75 - Fall '81 difference as a percentage of the Fall '75 figure.

Not shown in the above data are the propensity figures for the Coast Guard, the Reserves and the National Guard. Only the National Guard change (a decline from 19.2 in 1980 to 16.3 in 1981) was statistically significant.

Considerable current and previous evidence cautions against "reading too much into" the absolute levels of the enlistment propensity measure. For example:

- Among young men classified as having positive propensity for any active duty service, only about 18% (5.4% of the entire male sample) said they were "definitely" likely to serve in the military during the next several years; the large majority of the positive propensity group (82%) were only "probably" likely to enlist;
- A similar, follow-up question asking positive propensity respondents about their likelihood of serving in an active branch of the military found that approximately two-thirds are only "somewhat" or "slightly" likely to serve;
- When asked when they would enlist, only 37% said they expected to join the service within two years.

This suggests that a sizable proportion of positive propensity youth appear to have tentative and/or distant plans for active duty military service. These points are consistent with the lower levels observed of "top-of-the-mind" mentions of military service. It also fits the conclusions of follow-up research: while there is indeed a direct link between propensity and actual accession in one of the services, the relationship is far from perfect. As one would expect, far fewer than all positive propensity individuals eventually join. For all these reasons, the propensity measure is better understood in relative terms, comparing readings at two or more points -- or between the services -- rather than as conveying any intrinsic meaning. (In all cases, moreover, only statistically significant comparisons are reported in the text in this summary and in the main report. The reader should similarly exercise great care that inferences using numbers taken from the tables are also statistically justifiable.)

In each wave of this study, a number of behavioral and demographic variables have discriminated between individuals who express positive propensity and those who express negative propensity. These variables have helped to partially explain the observed changes in the propensity measure. In the Fall 1981 wave, the levels of the following key variables changed significantly from Fall 1980:

Increased Significantly

- Reported unemployed and looking for a job
- Reported recruiter contact with Army
- Average Quality Index score

Decreased Significantly

- Reported employment
- Reported enlistment-related discussions with all non-recruiter influencers (parents, friends, girlfriend or wife, teachers or guidance counselors)
- Reported having taken the military aptitude test in high school

The main conclusion to be drawn is that deteriorated employment conditions should foster a more favorable recruiting environment for the services.

Among the reasons for not expecting to serve during the next several years in an active duty branch of the military, negative propensity youth rated lack of personal freedom and low pay as the most important. Separation from friends and family was also a prime consideration for the lack of interest in the services, as was having current plans for a civilian job described as hard to change. Thus, it appears that freedom to do as one chooses, and having the means to make those choices, are the most central barriers to enlistment. Personnel policies and recruiting communications which address these issues would be required in order to "convert" these youth toward considering military service.

Differences by Tracking Areas

Continuing the pattern of previous surveys, the Southeastern states remain the highest propensity region of the country for male enlistees. South Carolina/Georgia still exhibits the greatest positive propensity, and neighboring Richmond/North Carolina is next highest. The lowest positive propensity regions are again the two urban tracking areas in the Northeast: New York City and Philadelphia. There has been little change over time in the high and low propensity sections of the country.

Attitudes and Perceptions with Respect to Job Characteristics

Military service must be perceived as encompassing valued job characteristics at least as much as civilian work if the services are to compete effectively with other sectors of the economy for personnel. This study has tracked the relative value young men attach to various job characteristics and their perceptions of whether these job attributes can be more readily achieved in military service or in a civilian job. The Fall 1981 results are summarized below.

Among the job attributes valued the most by positive propensity men,

these are viewed as
more achievable in
the military:

- Job security
- Teaches a valuable trade/skill
- Developing your potential
- Opportunity for advancement

these are viewed as
more achievable in
a civilian job:

- Enjoy your job
- Good income
- Employer treats you well

Among the job attributes valued the most by negative propensity men,

these are viewed as
more achievable in
the military:

- Job security
- Teaches a valuable trade/skill

these are viewed as
more achievable in
a civilian job:

- Enjoy your job
- Good income
- Developing your potential
- Employer treats you well
- Opportunity for advancement

Over time, these attitudes and perceptions have remained fairly constant, though in the past year negative propensity males have come to regard "teaches a valuable trade/skill" as one of the more desired job characteristics. This might reflect perceptions of an increasingly competitive job market and the consequent greater need to obtain practical vocational training. The current recruitment advertising emphasis on skills development thus appears to be well grounded. New advertising highlighting income benefits and job satisfaction might also be successful strategies to pursue.

Active Duty Positive Propensity Male Target Market Profile

The demographic, attitudinal, and behavioral profile of the positive propensity male has not markedly changed since the first wave of this study. He can be described in contrast to his negative propensity peers, as:

- Younger
- More likely to be non-white
- More likely to be Hispanic
- More likely to be unemployed and looking for work
- Less educated
- Having lower educational aspirations
- Having a less educated father
- Having lower values on the Quality Index (a measure of educational ability)
- Believing that the military is relatively more likely to enable him to achieve certain job characteristics
- More likely to have had recruiter contact
- More likely to have felt more favorable about enlisting after talking to a service recruiter, and more likely to have felt more favorable after talking to a non-service influencer
- More likely to have seen or heard recruitment advertising
- More likely to have sought information about the military by mail or by phone
- More likely to have been tested at a military examining station

- More likely to have discussed entering the military with parents, friends, teachers or guidance counselors, and girlfriend or spouse
- More likely to have taken an aptitude or career guidance test in high school given by the Armed Services.

The findings from this series of studies suggest that the four active duty services are drawing from similar pools of military available males rather than from distinct segments of this population. For the most part, differences between propensity groups with respect to demographics, perceptions, and attitudes are general rather than service specific. There are, however, small but consistent contrasts between youth who are positive toward the Army or Marine Corps, on the one hand, and those with positive propensity for the Air Force or Navy. Young men in the latter group (Air Force or Navy) are somewhat less likely to be non-white, are from higher socio-economic backgrounds, and tend to score higher on most measures of educational achievement and aspiration.

In general, though, the services are appealing to the same individuals. This is reflected in the fact that the typical positive propensity male in each wave of this study expressed positive propensity for two or more services. This implies that most young men who are thinking about possible military service are as yet undecided about which branch to join.

Advertising Awareness - Males

Since the Spring 1977 wave, this study has tracked awareness of service advertising. During this time, reported awareness has increased significantly. Because of procedural changes in administration of the latest survey, the Fall 1981 data on advertising awareness are not comparable with previous waves. All that can be said about over-time changes is

that no evidence indicates a marked drop in awareness in 1981. Two themes dominated content recall in the latest survey: messages about teaching or learning a trade and "opportunities." This was true for each of the service's campaigns and the Joint campaign. As in the past, slogans also continued to be important in Marine Corps communications. In general, slogan identification with the correct service source improved in 1981. Top-of-the-mind awareness of the Marine Corps and Coast Guard was also greater in the latest survey.

Percent Aware of Advertising by Source*

Advertising Source	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79	Fall '79	Spring '80	Fall '80	Fall** '81
	%	%	%	%	%	%	%	%	%
Army	56.0	64.4	66.3	70.4	74.0	78.1	80.8	77.3	79.8
Navy	55.3	62.0	58.1	63.9	71.5	73.6	70.3	70.4	77.6
Marine Corps	52.1	63.0	59.8	65.1	66.0	69.6	70.6	70.4	75.9
Air Force	49.2	59.1	54.8	60.3	62.2	65.0	66.6	65.5	78.6
Joint Services	--	--	--	53.1	66.2	62.0	68.5	67.6	82.8

* The percentages represent the proportions able to recall anything about the service's advertising.

** The Fall 1981 percentages are not directly comparable to those from earlier surveys because of changes in questionnaire sequencing and methodology: In 1981, only respondents who said they recall hearing or seeing some advertising about a specific service were asked what they saw or heard; in prior surveys, all respondents were asked the question. The percentages in 1981 are thus calculated on a different base. The question was also phrased differently.

Knowledge of Financial Benefits

Awareness of starting pay for a service enlistee continues to be low, in the aggregate, in 1981. Slightly less than half of all respondents could make an estimate of starting pay. Among those who did respond with a dollar amount, about one-fifth guessed some number below \$375, about 55% responded with some amount between \$375 and \$574, and the remaining quarter estimated starting pay at \$575 or more. Among those who gave a substantive reply to the question, the average estimate was slightly higher in 1981, compared to 1980. Given the relatively high valuation placed on material rewards in the society, correcting widespread misperceptions of and lack of information about military pay might be the single most useful communications strategy for attracting new recruits. Inadequate public awareness of financial compensation represents a serious weakness in the military's recruiting program.

An additional objective of this part of the interview was to assess the potential effects of offering various cash bonuses in return for enlistment commitments of specified lengths. Each successively greater incentive level presented produced a reported increase in enlistment likelihood. The effects were progressive: the greater the bonus, the higher the proportion of young men answering that they would be much more likely to join than without the incentive. The positive effects observed in this study were clearly evident for negative as well as positive propensity males, though they were not quite as sharp for the negative group. Assuming

that responses to the hypothetical bonuses are at least rough predictors of future behavior, the data suggest that some variety of cash bonus program might be a promising strategy for attracting new recruits.

Attitudes Toward Draft Registration

Draft registration attitudes have grown steadily more positive in the last several years. The latest results continue this trend which has been observed since Market Facts began charting them in the Spring 1979 wave. Significant Fall-to-Fall changes were detectable in both items asked about in the Fall 1981 survey:

- The perceived need for draft registration in order to provide a strong national defense (65.6% in agreement in 1980; 72.6%, in 1981)
- Personal feelings about having to register for the draft (46.0% in favor of the requirement in 1980; 50.8%, in 1981)

Target market young men were more positive and less negative about each of the issues than was the case one year earlier. It now appears that the enhanced support for registration is not wholly a short-term reaction to dramatic but temporary political events (as was hypothesized as a possible explanation for the increase last year). Instead, 16 to 21 year-old males seem increasingly acceptant of the need for advance preparedness and their own role in meeting this goal. The latest level of support for registration, in fact, may be underestimated, since much of the interviewing for the recent wave occurred during a period when the President himself was widely reported to be wavering over whether or not to extend the registration requirement.

Major Conclusions from the Female Sample

The sample design and most of the interview questions were the same for females as for males. Since the Fall 1981 wave represents the second female survey in the series, this year's analysis is the first opportunity to compare year-to-year changes in key variables. The present summary will describe current levels and over-time contrasts for the Fall 1981 sample of young women.

As in last year's study, many of the patterns observed in analyzing the female sample were the same as uncovered in the male analysis. The absolute levels on many variables were different, however. The concluding section of the summary will highlight the main contrasts by sex.

The main findings from the female analysis are as follows:

- The study detected no significant change in overall propensity for females.
- Only one of the four specific service propensities (Army) was significantly higher than in 1980; none decreased by a significant amount.
- Messages stressing "opportunities" and teaching or learning a trade dominated female recall of advertising content.
- Knowledge of starting pay for an enlisted person was exceptionally poor (severely underestimated).

National Trends in Propensity

Overall propensity for females was 14.3% in the latest survey; this is virtually unchanged from one year earlier. Specific service propensities are presented below. As the data show, the only significant change was an increase of 1.1 percentage points for the Army. The Air Force remains the most popular service; the Marine Corps, the least popular.

National Trends in Positive Propensity

	Fall '80	Fall '81	Fall '80-'81 Differences	Percent Change Fall '80-Fall '81**
	%	%	%	
Air Force	8.7	8.8	+0.1	+1%
Army	5.3	6.4	+1.1*	+21%
Marine Corps	4.6	4.4	-0.2	-4%
Navy	5.9	6.3	+0.4	+7%
Propensity for any active duty service	13.3	14.3	+1.0	+8%

* The difference shown is statistically significant at the .95 level of confidence.

** Represents the Fall 1980 - Fall 1981 difference as a percentage of the Fall 1980 figure.

Not included in the data are the annual levels and changes in the Coast Guard and Reserve Components' propensities and in unaided mentions of intentions to enlist. Unaided mentions of intentions to enlist were 1.3% in Fall 1980 and 1.8% in 1981, -- a non-significant increase. Coast Guard, Reserves and National Guard propensities among females all remained virtually unchanged compared to the Fall 1980 wave.

In interpreting the propensity data, the same caveats pertain as detailed in the male summary: the figures should be understood primarily as indicators of relative changes over time and relative differences between services -- not as carrying any "absolute" meaning. (As is the standard practice in reporting findings from this study, only statistically significant changes are presented.)

Among the best predictors of propensity, enlistment-related conversations with potential influencers declined significantly in 1981 for each information source -- parents, friends, boyfriend or husband, and teacher or counselor. Quality Index scores, on the average, were slightly higher. Both recruiter contact and employment status were not significantly different from the first female survey, taken in the Fall 1980.

All in all, the outlook for recruiting young women into the Air Force, Marine Corps, and Navy appears from these results to be about the same as one year earlier; prospects for the Army, in contrast, may have improved somewhat compared to 1980.

Differences by Tracking Area

In terms of positive propensity, the tracking area scoring highest for females was Richmond/North Carolina. Other high propensity areas in the latest survey were South Carolina/Georgia and Texas. The West Coast states and the northern East Coast tracking areas had much lower than average propensity scores, as did Des Moines and Kansas City/Oklahoma. In general, regions in the Southeastern region of the country scored higher than average on positive propensity. Since areas of high and low propensity have changed considerably from the previous survey (as has been the pattern throughout the study with the males), tracking areas results should not be over-interpreted.

Attitudes and Perceptions with Respect to Job Characteristics

As in the male survey, a list of valued job characteristics was included in the female interviews to ascertain (1) their perceived importance and (2) respondent perceptions of relative likelihood of attainability in civilian work versus military service.

Among the job attributes valued most highly by positive propensity females,

these are viewed as more
achievable in the military:

- Good income
- Job security
- Teaches a valuable trade/skill
- Developing your potential
- Provides men and women equal pay/opportunity

these are viewed as more
achievable in a civilian
job:

- Enjoy your job
- Employer treats you well

Among the job attributes valued most highly by negative propensity females,

these are viewed as more
achievable in the military:

- Job security
- Opportunity for advancement
- Developing your potential
- Teaches a valuable trade/skill

these are viewed as more
achievable in a civilian
job:

- Enjoy your job
- Employer treats you well
- Good income

Active Duty Positive Propensity Target Market Profile

Young women with positive propensity for an active duty service can be described in contrast to their negative propensity counterparts as:

- Younger
- More likely to be black or "other non-white"
- More likely to be unemployed
- Less educated
- Having a less educated father
- Having lower values on the Quality Index
- Believing that the military is relatively more likely than civilian employment to enable them to achieve most desired job characteristics
- More likely to be interested in a career as a medical technician, computer technician, air traffic controller, security guard, and draftsman
- More likely to have talked with parents, friend, a boyfriend/husband, and a teacher or counselor about military service
- More likely to have received recruiting literature in the mail
- More likely to have solicited information about the military by phone or by mail
- More likely to have taken a career guidance test for the military, to have taken the Armed Services aptitude test in high school, and to have been tested at a military examining station
- More likely to have had contact with a service recruiter
- More likely to have felt more favorable about enlisting after talking to a recruiter, and more likely to have felt more favorable after speaking with non-service influencers.

Advertising Awareness

The increasing need for qualified personnel in non-combat positions has heightened the military's interest in targeting their recruitment advertising appeals to young women as well as men. This objective requires that female awareness of the services' communications programs be tracked on a regular basis. While Fall 1981 was the second survey in the study which included females, because of question wording and sequencing changes noted elsewhere, Fall-to-Fall changes of copy recall cannot be made in this report. Nevertheless, several points can be made about female perceptions of recruitment advertising:

- Top-of-mind awareness increased since 1980 for the Marine Corps and Coast Guard (though the Coast Guard still lags far behind the other four services)
- "Opportunities" and "teaching or learning a trade" were by far the two most frequently recalled themes of the advertising communicated
- More young women recognized the correct source of service advertising slogans than in 1980.

The proportions who could recall anything about the service's advertisements are reproduced below. Reliable estimates of annual changes in awareness will be possible in next year's analysis.

Percent Aware of Advertising by Source*

<u>Advertising Source</u>	<u>Fall '80 %</u>	<u>Fall '81** %</u>
Air Force	60.1	73.4
Army	73.5	76.9
Marine Corps	61.5	72.1
Navy	61.6	73.6
Joint Services	58.0	81.2

* The percentages represent the proportion able to recall anything about the service's advertising.

** The Fall '81 percentages are not directly comparable to the 1980 percentages because of changes in questionnaire sequencing and methodology: in 1981, only respondents who said they recall seeing or hearing some advertising about a particular service were asked what it was they saw or heard; in prior surveys all respondents were asked the question; thus, the percentages in 1981 are calculated on a different base. The question was also phrased differently.

Knowledge of Financial Benefits

Like the male sample, females were asked about:

- Their knowledge of starting pay for an enlistee in the services
- Their reported change in likelihood of enlistment after being informed of actual starting pay
- The subjective effects of a series of cash bonus incentives for enlistment commitments.

Awareness of starting pay was extremely poor. Most female respondents could not guess the monthly salary for a new recruit. Those who did answer the question tended, on the average, to underestimate the actual amount. Fewer females were able to estimate starting pay in 1981, compared to 1980.

The observed low awareness of starting pay should be regarded as an important finding for policy-makers, since nearly one-eighth of the Fall 1981 respondents said after being informed of the true amount that they would be "somewhat" or "much" more likely to join. As noted in the male summary, the anticipated productive effect of improving perceptions of starting pay is consistent with other evidence from the survey emphasizing the value of material rewards for attracting new recruits.

The data also imply that reliance on cash bonus programs is another potentially fruitful recruiting strategy bearing consideration. Between about one-eighth and one-third of the women questioned answered that cash bonuses of between \$5,000-\$10,000, would make them "much more likely" to join for 3-4 years than they are now. The observed "yield" from each hypothetical incentive was higher for positive propensity women. Providing cash bonuses for enlisting and publicizing present starting pay are supported in the analysis as potentially useful recruiting strategies, assuming that reports of "more likely" are at least somewhat meaningful in terms of behavior.

Draft Registration Attitudes

Fall 1981 respondents were asked a pair of questions about draft registration; namely, how they felt about:

- The need to require male registration to ensure a strong national defense
- How they personally would feel about registering if the law were changed to require it for females

Nearly three-fifths agreed that male registration is necessary to provide a strong defense for the country. Agreement with the need to register males increased significantly since the Fall 1980 survey. On the issue of female registration, attitudes of target market young women were generally negative: a majority were against it; only 28.6% were in favor of requiring females to register for a possible draft. Fall 1981 opinion on this issue, however, does represent a statistically significant increment in support compared to the previous year. Nevertheless, the data indicate that any present attempt to extend draft registration to young women would be met with widespread disapproval.

Male - Female Contrasts

Last year's summary reported that the findings of the female survey paralleled the results from the male survey in terms of the factors which differentiate positive from negative propensity respondents. The same pattern is observable in the Fall 1981 analysis. This section presents the exceptions, points out in what respects target market men and women differ sharply in absolute levels on key variables, and compares the two groups on the new items not contained in the Fall 1980 survey.

Females are much less inclined than males to be considering serving in the Armed Forces; positive propensity for females is just under half of what it is for males. Nevertheless, the social-psychological and demographic profile of positive propensity females is very similar to the males who are considering the military. Compared to the positive propensity males, however, positive propensity females are somewhat older, on the average, more likely to be non-white, and lower in socio-economic status.

Attitudinally, positive propensity women rate equal opportunity higher than positive propensity males. They also value having money for education and having an opportunity to mature more than do the positive propensity men. Moreover, unlike males, positive propensity females see a good income as equally obtainable in the military as in civilian employment. While good income is just as desirable an attribute for positive propensity men, they, in contrast to the females, view it as more achievable outside the military. The two groups differ noticeably in this respect, as they did last year. Given their respective goals and perceptions, positive propensity females apparently see greater relative

advantages in military versus civilian work than their male counter-parts. Relative achievability of good income in the two sectors appears to be an enduring and important difference.

Positive propensity males are also more likely than their females counterparts to view civilian work as better enabling them to enjoy their job, work with the kind of people they would like, be well treated by their employer, and have a good family life. Thus, in general, military service is perceived as holding relatively greater advantages for positively inclined women than men. Recruiting positive propensity males, in contrast, faces greater competition from alternative civilian employment possibilities. Most of the same contrasts are observable between negative propensity men and women. In general, although military service appeals most to both men and women who are least employable in the civilian sector, the women probably have fewer options available to them -- which operates to boost the attractiveness to them of enlistment.

Behaviorally, females considering military service are less likely than similarly inclined males to have had recruiter contact, though the differences are not as great as last year. Moreover, females are also less likely to have sought most other, non-recruiter sources of information and advice about opportunities in the Armed Services. The same is true for comparisons between negative propensity males and females, though here the contrasts are sharper.

Negative propensity females are less likely than negative propensity males to be students or to have had 1-2 years of college. On the average, their fathers completed slightly less education also. Their high school curriculum is/was less apt to be college preparatory or vocational, but more likely to be commercial/business than the males'. They

are more likely to have received A's and B's and to have taken business math than males. On the other hand, males are more likely to have taken computer science, calculus, and physics in high school than their female counterparts. On the average, negative propensity females score lower on the Quality Index than negative propensity males. As for their reasons for not expecting to enlist, negative propensity women rated separation from friends and family, and danger/fear of injury, as greater inhibiting factors than did the males.

Comparing all males and females, the Army and Navy services were relatively more salient for the females and the Air Force and Marines relatively less familiar in the terms of "top-of-the-mind" awareness. Differences in perceptions among the services for the males were not as great. Males were somewhat more likely than females to say they remembered seeing or hearing service advertising. The pattern of advertising copy recall from the recruitment campaigns was quite similar.

Awareness of starting pay for an enlistee was poorer among young women than among young men. The reported effect upon enlistment likelihood of knowing actual starting pay was greater for males than females. So were the hypothetical cash bonus incentives. Both publicizing current pay and offering new cash bonuses, however, hold hopeful prospects for attracting female as well as male recruits--though perhaps not quite as many of the former as the latter.

Attitudes toward draft registration also evoked several contrasts between males and females. On the need for male registration to ensure a strong national defense, majorities of both young men and young women agreed with it; males,

however, manifested stronger agreement than females, and their agreement with the statement was greater regardless of propensity. An even sharper contrast emerged on the question of one's personal feelings about having to register: here, despite some disagreement, young men were inclined to favor registration, while young women would be clearly opposed to having mandatory registration applied to them in the future. Again, whether they expressed positive or negative propensity for military service, males favored having to register for the draft more than females did.

INTRODUCTION

INTRODUCTION

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

Background and Objectives

There are a number of factors that are related to a young person's decision to enlist in a military service. Factors such as national unemployment and regional cultural environment can have a strong bearing upon enlistment. Specific international events and the current climate of opinion about this country's military position in the world can also affect the enlistment decision. Other factors related to enlistment behavior include the youth's general attitudes concerning military service and his or her 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. A young person's attitudes and awareness also reflect the impact of various other influencers such as peers, parents and family, teachers, coaches, counselors, and ex-service personnel.

General attitudes concerning military service can change over time because the potential market of 16 to 21 year old youth changes every year as new individuals enter and older ones leave this age bracket. More importantly, real and perceived service benefits can change, as can available resources for recruiting. The outcome of recruiting efforts can be influenced by altering military service attributes

such as salaries, bonuses, training options, length of service, educational benefits and so on. The military services can also directly influence propensity to serve through increasing awareness of these attributes and by altering beliefs and expectations through promotion, advertising and recruiter efforts. Indirectly, improved awareness and attitudes can also be achieved by increasing the awareness and enhancing pro-enlistment attitudes of the influencers of potential prospects.

In order to achieve effective strength, the services must attract qualified new recruits in sufficient numbers. There is thus both a quantitative and qualitative dimension to meeting their personnel objectives. To successfully compete in the youth labor market, the Department of Defense has a continuing need to obtain current information concerning enlistment intentions of the nation's youth. The principal purpose of this survey, therefore, is to provide the Department and the services with valid, timely, and usable data concerning the youth labor market on a continuing tracking basis. Rather than using a longitudinal panel design, different samples of male and female youth are interviewed each wave. Through the Spring of 1980, males only were tracked on a semi-annual basis. Beginning with the Fall 1980 survey, the sample size was doubled to include an equal complement of females. Subsequent surveys are being conducted annually with samples of both sexes. This survey deals with propensity to serve in the military, effectiveness of advertising and recruiting efforts, impact of influencers, importance and achievability of certain job attributes, knowledge and perceived effects of various enlistment incentives, attitudes toward draft registration, and demographic characteristics of target market youth.

The information gathered in each of the 12 waves of this study has three fundamental objectives. The first objective has been to gather information that has common utility for all the military services.

The second has been to collect information within specific subnational geographic areas roughly corresponding to recruiting regions of the services. The continental United States has thus been divided into 26 "tracking areas" and separately sampled so that special analyses can be performed on each of them. These tracking areas were originally constructed to approximate geographic recruiting units of the services*: Recruiting Detachments or Squadrons (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Since the correspondence between tracking areas and recruiting units is inexact and variable, however, no certain inferences can be drawn in all cases regarding the quality of recruiting efforts in any particular recruiting unit.

The third objective of the study has been to provide observations over time so that changes in attitudes and behavior can be detected and appraised, and recruiting strategies modified accordingly.

Sample Design

As in each of the previous waves, the survey sample included 16 to 21 year-olds who do not have prior or current military involvement and who have not completed more than two years of college. In the Fall 1981 wave, a total of 10,414 interviews were conducted -- 5,201 with males and 5,213 with females.

*Since the exact geographic boundaries of each service are somewhat different, each tracking area represents an approximation to any service's respective recruiting unit or aggregate composites of recruiting districts rather than the precisely identical coterminous area. Each tracking area constitutes a compromise among the four services' different recruiting district boundaries (see also Appendix II).

The survey employed telephone interviewing. Respondents were selected on the basis of randomly-generated telephone numbers. Approximately 200 interviews with members of each sex were completed in each of the 26 tracking areas. These geographic areas account for 100% of the "military available" population in the continental U.S. Thus, the study provides statistically valid samples for each tracking area and allows computation of total U.S. estimates for both male and female youth.

The 26 tracking areas are labeled as follows:*

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

*These geographic regions do not necessarily correspond exactly to municipal or state boundaries with the same name, e.g., New York City tracking area is not identical with the five boroughs of the city of New York.

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

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

Detailed tabulations referred to in this report are provided in six supplementary volumes for males, and a separate six volumes for females:

Volume 1: By Individual Tracking Areas

- Volume 1A: New York City - Northern California Tracking Areas
- Volume 1B: Philadelphia - Kansas City/Oklahoma Tracking Areas

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

Volume 3: By Schooling Status and Grades in High School

Volume 4: By Age, Race and Quality Index Groups

Volume 5: By Enlistment Propensity Toward Reserves, Toward the National Guard, and by Pro-Military Index.

The interviewing for this wave took place between October 12 and December 16, 1981.

Content of the Interview; Changes from the Previous Survey

The interview focused on the following areas of information:

- (1) Respondent demographics
 - Age
 - Sex
 - Racial/ethnic affiliation
 - Employment
- (2) High school educational achievement
- (3) Propensity to enlist in the military and reasons against enlisting
- (4) Nature and outcome of recruiter contact

- (5) Information-seeking activities about enlistment involving self, recruiters, and other influencers
- (6) Conversations with certain influencers about serving in the military and their perceived effect
- (7) Assessment of the importance of job characteristics and their perceived attainability in the military
- (8) Assessment of advertising recall and slogan identification
- (9) Attitudes toward draft registration
- (10) Knowledge of starting pay and the effect of financial incentives on propensity

The study design permits the inclusion of new elements and the deletion or modification of others from time to time, as the information needs of the Department of Defense and the services change. The current survey has several such changes relative to the Fall 1980 interviews.

Four job characteristics were deleted from the lists of qualities describing civilian jobs and differences between military and civilian jobs: "gives you the job you want," "retirement income," "is a career you can be proud of," and "provides medical and dental benefits." Four new characteristics were added to both lists: "opportunity to mature," "opportunity to work with the kinds of people you would like," "doing something for your country," and "offers excitement and adventure."

Four questions on draft registration were deleted: (1) whether or not registration functions as a stimulant to enlistment; (2) whether or not male respondents had to register for the draft; (3) whether males who registered

requested information about enlistment programs; and (again for males only) (4) their attitudes toward a possible mandatory mental and physical examination as part of the registration procedure.

In the present survey, questions pertaining to the respondent's knowledge of enlistment cash bonuses and post-service education benefits were dropped. They were replaced by a series of questions about the effects on enlistment propensity of various cash bonuses. Similar items had been included in earlier waves. Also the question about the effect of knowing the actual starting salary was revised to reflect the recent pay increase.

Two new items were added at the end of the job propensity list of things which "young men/women might do in the next few years": "going to college" and "going to vocational school." Also new in the 1981 wave is a series of specific reasons why some individuals might not want to enlist in the military. All negative propensity respondents were asked to indicate how important each reason is in explaining their lack of interest in enlisting. This series replaces the question measuring the intensity of negative propensity and the subsequent single open-ended question to elaborate on one's professed negative propensity to enlist in the military.

In the section on advertising recall and slogan recognition, the slogans "Join the people who've joined the blank " and "This is the blank " have been omitted; "Be all you can be" has been added. In addition, the recall question was reformatted and rephrased as follows:

Other than trying to get you to enlist in the military, what was the main idea the advertising for the [NAME OF SERVICE] was trying to get across? ... (PROBE:) What did it say or show?

The specific service selected was randomly chosen from those about which the respondent indicated having recently heard advertising. Previously the recall question had been asked about one of the six randomly chosen active duty services (including the Joint Campaign) as the first question in the section, regardless of whether or not the respondent had earlier mentioned having heard or seen any advertising from the named service.

Another change from last year's survey was made in the questions about different forms of information-seeking activities related to military service and conversations respondents may have had about enlistment with potential influencers. In previous waves these questions had only inquired as to whether or not such conversations or information gathering activities within the past six months had taken place. The present survey follows each "yes" response with a question about the effect of the conversation or received information; viz, "did this make you more favorable or less favorable toward joining the military?" In other words, the 1981 interview asks for the perceived outcome of each influencer.

An additional change occurs in the series of questions about recruiter contact. Specifically, the follow-up question pertaining to the intensity of attitude change, after contact, was deleted. (How much more/less favorable was the respondent toward joining the military?)

Finally, two demographic questions were also deleted in the latest survey -- marital status and plans to marry in the next 12 months.

As in the Fall 1980 survey, the interview schedules for males and females were the same in most respects. However, some of the questions were sex-specific (e.g., "Have you talked with your wife or girlfriend about possible enlistment?"). These obviously had to be re-worded to make them suitable for the females; e.g., "Have you talked with your husband or boyfriend about possible enlistment?"

Females (but not males) were asked about their level of interest in six kinds of non-combat, support roles commonly filled in the military: computer technician, secretary, air traffic controller, draftsman, security guard, and medical technician. On the issue of draft registration, females were asked their attitude toward possibly having to register sometime in the future. In the series about propensity for various sorts of work-related activities in the next few years, females were asked about their likelihood of "working as a waitress in a restaurant" (rather than "working as a laborer on a construction job").

In all other respects the male and female questionnaires were identical.

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 results which are unlikely to be due to chance or sample idiosyncrasies. Specifically, when the report indicates that a finding is statistically significant, this means that there is less than a five percent likelihood that such a result would occur solely due to chance.

Unless otherwise clearly indicated, only statistically significant findings are reported in this volume. There are very few instances when findings which are not significant are noted. These exceptions are explicitly labeled as not significant.

The use of stratified sampling in this study necessitates that respondents be weighted unequally. Accordingly, it is incorrect 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% in tests of significance on the national sample (see Appendix I).

Finally, the primary focus of the analysis is Fall-to-Fall changes in key measures. Nevertheless, the reader should review the previous eleven reports in order to understand the pattern of the data over the full 6 1/2 year period in which this study has been conducted.

Sections I-VI constitute the male study report; sections VII-XII detail the results from the sample of females. Highlights contrasting male and female results are contained in an Executive Summary, followed by separate, additional Executive Summaries for males and females, respectively. (The terms "Section" and "Chapter" are used synonymously in this report.)

SECTION I

SECTION I

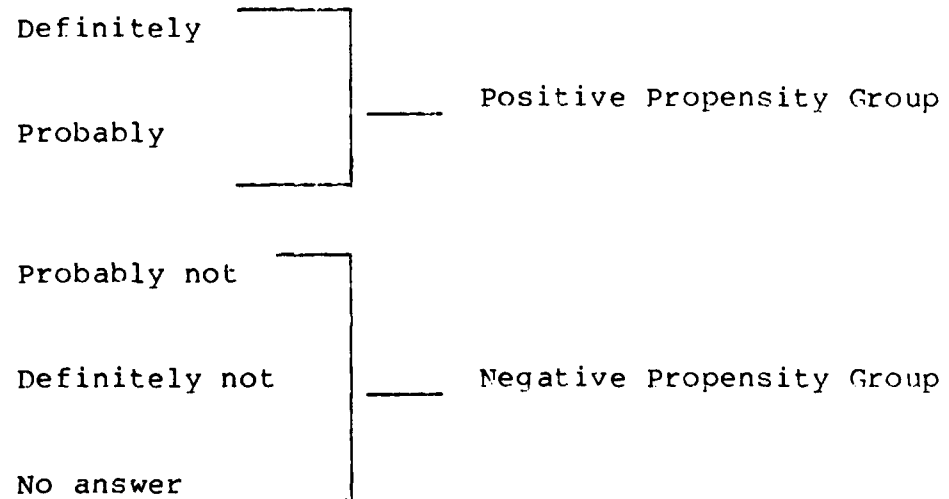
National Overview - Fall 1980 to Fall 1981

The criterion measure in this study is the rated likelihood of serving on active duty in each military service. This measure is referred to as enlistment propensity and is categorized as either being positive or negative. Section I is an examination of changes in propensity and the variables that are related to enlistment propensity. The principal time frame for the analysis is Fall 1980 to Fall 1981. Key national data from the previous eleven waves also are shown in order to examine the pattern of these data over time.

The figures reported in this section are based on total U.S. data obtained from twenty-six (26) tracking areas, first during Fall 1980 and again in Fall 1981. The data have been weighted. The rationale for weighting the data as well as the procedure used are described in Appendix III. The sampling is described in more detail in Appendix II.

1.1 Definition of Propensity

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



Throughout this series of reports, reference is made to positive and negative propensity respondents; the sample of respondents is specifically segmented into these two groups. Those in the positive propensity group are individuals who indicated positive propensity for one or more of the four active duty services. The negative propensity group is comprised of people who indicated negative propensity for all four active duty services. Much of the analysis centers on comparing these two subgroups. Occasionally in this report, however, the analysis will segment the sample into males (or females) with positive and negative propensity for individual services; for example, positive propensity for the Air Force, for the Reserves, etc.

1.2 Changes in Propensity: Fall 1980 to Fall 1981

Overall, 30.5% of the male respondents interviewed in the Fall 1981 wave showed positive propensity for at least one of the four active duty services. The figure was 30.0% in the Fall 1980 survey. This wave-to-wave difference is not statistically significant. Neither were the year-to-year changes in propensity for any of the four individual active duty services very sharp. In other words, although the specific service positive propensities were slightly higher than a year before (except for the Air Force which declined by a not statistically significant fraction), 1981 propensities for the Army, Air Force, Navy, and Marine Corps were not significantly different from 1980 (see Table 1.1).

This absence of change appears somewhat of a departure from the general pattern observed throughout much of the study; namely a negative correlation between civilian employment and enlistment propensity (which is further discussed elsewhere in the report). Yet, when the low levels of service benefit awareness are taken into account (discussed in Section V), the observed lack of change in propensity seems less inconsistent, despite higher unemployment nationally than one year earlier.

Similarly, there was no significant change in unaided mentions to enter military service, i.e., the Pro-Military Index, which changed only two-tenths of a percentage point (from 5.7% in 1980 to 5.9% in 1981). The Pro-Military Index is based on asking respondents what they think they might be doing during the next few years. In previous waves of the study, fluctuations in the index have paralleled changes in reported positive propensity. Hence, the correspondence between these two attitudinal measures of enlistment intentions appears to be continuing. (The positive propensity data for each service and the Pro-Military Index data in each of the 12 waves of this study are reported in Table 1.1. and accompanying Graph 1.1.)

TABLE 1.1

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

MALES

	Fall '75	Spring '76	Fall '76	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79	Fall '79	Spring '80	Fall '80	Fall '81	Fall '80 Fall '81 Change +
	%	%	%	%	%	%	%	%	%	%	%	%	%
Air Force	20.4	17.5	17.9	15.7	15.7	17.0	15.6	14.0	15.3	18.3	18.6	18.5	-0.1
Army	18.4	13.1	14.5	11.8	12.7	12.4	11.8	11.1	11.8	14.5	13.0	13.2	+0.2
Marine Corps	14.9	11.8	12.4	10.7	11.0	11.4	10.0	9.5	10.0	12.1	10.8	11.0	+0.2
Navy	19.6	16.4	16.5	15.2	15.5	15.2	14.4	13.5	13.4	15.8	13.1	14.0	+0.9
Propensity for any active duty service	31.2	24.8	26.4	29.6	29.9	31.1	28.2	27.0	27.6	32.8	30.0	30.5	+0.5
Unaided mention of plans to enter military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5	4.4	4.7	4.2	5.0	5.8	5.7	5.9	+0.2

Base: * (3176) (3001) (5475) (5520) (5284) (3979) (5199) (5203) (5187) (5217) (5108) (5201)

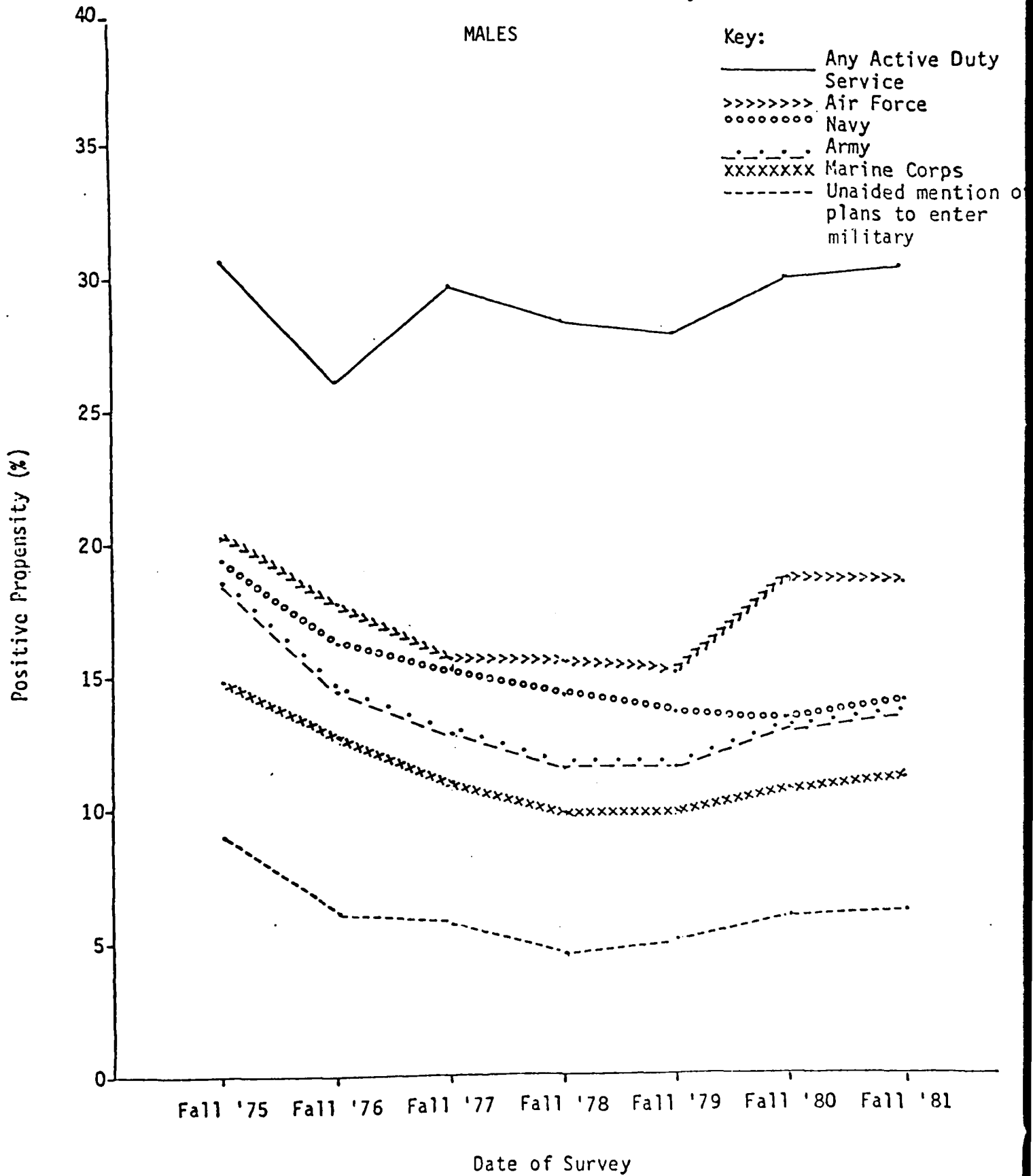
Source: Questions 3i and 5a

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

+None of the changes in this column are statistically significant.

Graph 1.1

Positive Propensity to Serve in Active Duty Services and Unaided
Mention of Plans to Enter Military



The overall propensity of 30.5% -- i.e., positive propensity for any active duty service, shown in row five of the table -- reveals a leveling off of interest in serving compared to the recent peak period (Spring 1980). Nevertheless, overall propensity remains at a higher than average level for the complete time series covering six years and 12 surveys; it remains at a significantly higher level than the Fall 1978 - Fall 1979 period. The new high point reached in the Spring of 1980 seems, in retrospect, to have initiated an extended period of elevated propensity to serve in the active military. The recent stability of the Pro-Military Index at relatively high levels (5.8, 5.7, 5.9) only reinforces this conclusion.

Compared to the recent peak propensity figures in the Spring of 1980, among the individual services' propensities, only the Navy's was significantly lower in 1981. This and the smaller declines in Army and Marine Corps propensity, however, were enough to make the overall Fall 1981 propensity significantly lower (though barely so) than when at its recent peak 1 1/2 years earlier.

1.3 Reasons for Not Expecting to Serve in the Active Duty Military

The group of young men who express negative propensity toward military service may still offer some recruiting potential. Attracting members of this group is obviously more difficult and requires, among other things, an understanding of the attitudes underlying their negative service inclinations: what are the perceived obstacles to enlisting?

During the previous two waves of the study, the approach had been to ask negative propensity youth directly, using an open-ended question, exactly why they would be unlikely to enlist in an active branch of the military. The two predominant reasons mentioned were "Don't want to serve in the military" (reason unspecified) and "Have plans for civilian job." Each reason garnered between one-quarter and one-third of all male replies.

The latest survey used a different approach toward ascertaining the perceived barriers to military service of negative propensity young men and women. Instead of posing the open-ended question ("Why would you be unlikely to serve..."), the interviewer read a list of nine specific "problems" one might have with enlisting, one at a time, and asked the respondent to indicate "how much of a problem it is for you." The results -- the importance of each "problem" -- are displayed in Table 1.2.

Of the nine reasons for not expecting to serve in the next few years, two were of paramount importance -- lack of personal freedom and low pay. More than three-fifths of all negative propensity males cited these as at least "somewhat important" problems for them; well over one-quarter reported that these are "very important" problems preventing them from

TABLE 1.2
REASONS FOR NOT ENLISTING IN MILITARY*
MALES

Reason for Being Unlikely To Serve in Active Military	IMPORTANCE OF REASON			
	Very Important Problem %	Somewhat Important Problem %	Not a Problem %	Don't Know/ Not Sure %
Lack of personal freedom	29.8	35.8	33.6	0.9
Low pay	27.6	33.5	37.0	1.9
Current plans for civilian job hard to change	25.7	28.9	41.6	3.8
Separation from friends and family	23.1	33.7	42.6	0.6
Danger or fear of injury	14.9	25.4	58.8	0.9
Disagree with military's defense policy or philosophy	14.8	24.6	57.1	3.5
Negative military experiences of family member or friend	9.2	19.0	69.8	2.0
Disapproval of parents	8.2	18.0	71.6	2.2
Disapproval of friends	5.1	16.6	76.6	1.7

Base: All negative propensity respondents

Source: Question 5e

*In previous surveys this was asked as a pre-coded open-ended question.

considering serving. (Section V documents that target market youth are either unaware of or tend to underestimate military pay.) Nearly as prominent among the reasons for not intending to enlist were having "current plans for a civilian job [which are] hard to change," and "separation from friends and family." Each of these reasons were regarded as at least somewhat important by over half of the negative propensity youth; roughly one-quarter deemed these "problems" very important. A third pair of reasons were rated at least "somewhat important" by approximately two-fifths of the negative propensity males -- "danger or fear of injury" and "disagree[ment] with military's defense policy or philosophy." The remaining three reasons listed in Table 1.2 were considered relatively less important -- disapproval or negative experiences of family or friends.

Freedom to do as one chooses and having the means to make those choices (problems with "low pay") appear to be the most central barriers to military service among those not inclined to enlist in the active military. "Separation" and having hard-to-change plans for a civilian job are clearly part of this freedom dimension as well. Interestingly, fear of personal harm ranked only fifth highest on the list. Political or philosophical disagreements with the military also affect a sizable plurality of negative propensity youth. Such objections have by no means vanished with the end of the Vietnam war and its vocal opposition. Finally, peer and family sentiment and negative military experiences -- the effects of plausibly important influencers -- are relatively less important as inhibiting factors for negative propensity males. Nevertheless, peer and/or family feelings and experiences are still regarded as at least somewhat important problems by not insubstantial minorities (between about 22-28%).

While some of these expressed drawbacks are clearly inherent in military service (e.g., complete freedom to do as one wishes), others (knowledge of pay, and possibly even separation) are not entirely beyond the scope of recruiting programs to address. This issue of knowledge and awareness of military pay is more fully addressed in later chapters.

1.4 Changes in Variables Related to Propensity

The dynamics of propensity can be understood, in part, by observing the year-to-year levels of certain variables that have discriminated between positive and negative propensity groups throughout the 12 waves of the tracking study. These variables are:

- Contact with service recruiters
- Talked about enlistment with influential others
- Took Armed Forces aptitude test in school (ASVAB)

These variables and their Fall 1980 to Fall 1981 changes are presented in Table 1.3. The reader should note that the relationship of these data to actual recruiter activities is indirect at best. All inferences about recruiter productivity must be tempered by an awareness that markets may differ across time and/or tracking areas in terms of their respective size, responsiveness, etc., and other variables unrelated to recruiter effort. The following conclusions emerge from the data:

1. The incidence of reported recruiter contact increased slightly, but the increments of recalled contact during the past six months or "ever" failed to reach statistical significance. The only significant change in contact with specific service recruiters was for the Army; 2.7% more of the 1981 sample compared to the Fall 1980 sample reported having, at some point in the past, been contacted by an Army recruiter. (Figures presented in Table 1.3 for the individual services refer to recruiter contact "ever.")
2. Figures 1.1 - 1.6 show the incidence of recruiter contact for all 12 waves of the tracking study -- for any service ever and during the previous six months only; and for

TABLE 1.3
CHANGES IN VARIABLES RELATED TO PROPENSITY

MALES

	Fall '80 %	Fall '81 %	Fall '80-'81 Change %	Statistically Significant
<u>Recruiter Contact (Ou. 8a & 9a)</u>				
Past 6 months - any service	26.0	26.7	+0.7	No
Ever - any service	49.0	50.9	+1.9	No
<u>Recruiter Contact With (Ou. 9b)</u>				
Air Force	12.6	13.6	+1.0	No
Army	23.1	25.8	+2.7	Yes - higher
Marine Corps	13.6	14.3	+0.7	No
Navy	14.9	13.4	-1.5	No
<u>Information Sources (Ou. 8c)</u>				
Talked with friends now or formerly in service	35.4	33.1	-2.3	Yes - lower
Talked with other friends	*	28.9	---	---
Talked with one or both parents	35.3	32.8	-2.5	Yes - lower
Talked with girlfriend or wife	18.2	15.4	-2.8	Yes - lower
Talked with teacher or guidance counselor	13.3	9.5	-3.8	Yes - lower
<u>Took Aptitude Test in High School</u>				
Given by Armed Services (Ou. 8c)	15.6	13.8	-1.8	Yes - lower

Base: (5108) (5186)

*This question was not asked in the Fall 1980 survey.

FIGURE 1.1
RECRUITER CONTACT - PAST 6 MONTHS

MALES			
	<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall '75	24.7	+2.0	No
Spring '76	24.3		
Fall '76	24.9		
Spring '77	25.9		
Fall '77	26.0		
Spring '78	27.1		
Fall '78	27.3		
Spring '79	25.4		
Fall '79	23.8		
Spring '80	26.9		
Fall '80	26.0		
Fall '81	26.7		

Base: All respondents
Source: Question 8a

FIGURE 1.2
RECRUITER CONTACT - EVER - ANY SERVICE

MALES			
	<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall '75	49.2	+0.3	No
Spring '76	47.6		
Fall '76	49.9		
Spring '77	49.1		
Fall '77	50.0		
Spring '78	52.5		
Fall '78	52.3		
Spring '79	48.9		
Fall '79	47.9		
Spring '80	50.9		
Fall '80	49.0		
Fall '81	50.9		

Base: All respondents
Source: Question 9a

FIGURE 1.3

RECRUITER CONTACT - AIR FORCE

MALES

	<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall '75	14.4	-0.8	No
Spring '76	14.8		
Fall '76	15.5		
Spring '77	14.8		
Fall '77	13.5		
Spring '78	14.2		
Fall '78	14.3		
Spring '79	12.8		
Fall '79	12.0		
Spring '80	13.5		
Fall '80	12.6		
Fall '81	13.6		

Base: All respondents

Source: Question 9b

FIGURE 1.4

RECRUITER CONTACT - ARMY

MALES

	<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall '75	25.3	+0.5	No
Spring '76	23.1		
Fall '76	24.3		
Spring '77	23.1		
Fall '77	23.5		
Spring '78	26.4		
Fall '78	23.9		
Spring '79	23.3		
Fall '79	24.0		
Spring '80	25.1		
Fall '80	23.1		
Fall '81	25.8		

Base: All respondents

Source: Question 9b

FIGURE 1.5
RECRUITER CONTACT - MARINE CORPS

		MALES		
		<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall	'75	14.7		
Spring	'76	14.2		
Fall	'76	14.9		
Spring	'77	14.5		
Fall	'77	13.0		
Spring	'78	14.9		
Fall	'78	13.7		
Spring	'79	12.9		
Fall	'79	12.3		
Spring	'80	13.6		
Fall	'80	13.6		
Fall	'81	14.3	-0.4	No

Base: All respondents
Source: Question 9b

FIGURE 1.6
RECRUITER CONTACT - NAVY

		MALES		
		<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall	'75	17.1	-3.7	Yes - lower
Spring	'76	15.8		
Fall	'76	17.5		
Spring	'77	14.4		
Fall	'77	15.4		
Spring	'78	17.4		
Fall	'78	15.2		
Spring	'79	15.2		
Fall	'79	14.8		
Spring	'80	15.2		
Fall	'80	14.9		
Fall	'81	13.4		

Base: All respondents
Source: Question 9b

each specific service ever. Figure 1.1 shows lower contact in the earlier waves of the survey (prior to 1977), recent recruiter contact peaking in 1978, and contact falling off slightly since 1977 -- although stabilizing at somewhat higher levels than prior to 1977. The changes in Figures 1.1 and 1.2 are generally quite minor and exhibit no consistent long-term trend. As for the specific services, the Army shows no consistent long-range pattern. Recalled Marine Corps, Air Force and Navy recruiter contact all appear to have declined gradually (and unevenly) over the six-year period, though Marine Corps contacts may be rebounding slightly since 1979.

3. Reported conversations with potentially influential others -- parents, friends, teachers, etc -- about enlisting declined significantly in all categories where year-to-year comparisons were possible. Whether this is the beginning of a trend or not must be left for later surveys to determine. The Fall-to-Fall changes are especially interesting because of their consistency and because the previous report showed consistent annual (1979-80) changes in the opposite direction.
4. The proportion of males who took the Armed Forces aptitude test declined in the latest survey by nearly two percent (Figure 1.7). Over the entire series of surveys, the number of males reporting having taken the high school version of the ASVAB (ASVAB 5) has declined considerably. (Note: While ASVAB 5 is the test given in the high schools, additional youth may be taking the production tests, i.e., the non-high school version of the ASVAB.)
5. Among 1981 survey respondents, 8.1% of the 10th and 11th graders took the ASVAB in the previous six months, while 17.6% of the high school seniors took the test during the specified period (not shown in table).

FIGURE 1.7

TOOK APTITUDE TEST IN HIGH SCHOOL GIVEN BY ARMED FORCES*

MALES

	<u>%</u>	<u>Fall '75 - Fall '81 Change</u>	<u>Statistically Significant</u>
Fall '75	19.8	-6.0	Yes - lower
Spring '76	17.4		
Fall '76	18.1		
Spring '77	18.3		
Fall '77	18.3		
Spring '78	14.8		
Fall '78	16.4		
Spring '79	15.9		
Fall '79	14.2		
Spring '80	13.7		
Fall '80	15.6		
Fall '81	13.8		

Base: All respondents

Question: 8c

*ASVAB 5 given in the high schools

1.5 Key Demographics

The demographics of the Fall 1980 and Fall 1981 samples are shown in Tables 1.4 and 1.5. The following paragraphs summarize the data:

1. Seemingly in line with trends for the entire nation, reported employment among all 16-21 year old males is lower in the latest survey compared to last year, mostly in full-time employment. Correspondingly, the proportion looking for a job has also increased by a statistically significant amount.
2. The two Fall samples are quite alike in terms of respondents' educational status. While slightly more male youths are currently in school than one year earlier (possibly due to poorer employment prospects), the difference is not statistically significant.
3. Table 1.6 shows the weighted age and race distributions for Fall 1980 and 1981. They are nearly identical, as they should be, given that the same census estimates were input to the weighting program as target frequencies.
4. The Quality Index is a composite measure based on self-reported grades, number of math and technical courses taken and passed in high school, and courses covering electronics and/or electricity taken and successfully passed in high school. A 10-point scale is used to compute this index, as shown in Table 1.7.

The average Quality Index score of the Fall 1981 sample was significantly higher than in the Fall 1980 wave.

The comparisons in Tables 1.4 and 1.5 indicate a slightly improved recruiting environment.

TABLE 1.4
EMPLOYMENT STATUS

	MALES						
	Fall '80			Fall '81			
	Students (High School, College) %	High School Graduate %	Non High School Graduate %	Students (High School, College) %	High School Graduate %	Non High School Graduate %	
<u>Employed (Qu. 3f, 3g)</u>	48.5	85.0	65.8	46.8	83.3	62.0	Total % 60.0
Full-time	7.9	77.3	54.7	7.9	74.1	53.4	33.6
Part-time	40.5	7.4	10.4	38.8	9.1	8.4	26.4
Not specified	0.1	0.2	0.2	0.1	0.1	0.2	0.0
<u>Not Employed (Qu. 3f, 3h)</u>	51.5	15.0	34.2	53.3	16.7	38.0	40.0
Looking for a job	24.1	12.6	29.7	27.3	13.7	33.1	23.5
Not looking	26.5	2.3	4.3	25.3	2.8	4.3	16.1
Not specified	0.9	0.1	0.1	0.6	0.2	0.5	0.4

TABLE 1.5

MALES			
	Fall '80 %	Fall '81 %	Fall '80-'81 Change %
Attending School (Qu. 3a, 3b)			
In high school	57.1	58.3	+1.2
In vocational school	37.6	38.2	+0.6
In college	2.3	2.3	--
	17.1	17.8	+0.7
Not Attending School (Qu. 3a, 3c)	42.9	41.7	-1.2
High school graduate	33.2	32.3	-0.9
Not high school graduate	9.6	9.3	-0.3
Quality Index (Mean)	6.39	6.58	+0.19
Base:	(5108)	(5186)	Yes - higher

Source: Combination of Questions 19, 21 and 22.

TABLE 1.6
AGE AND RACE*
MALES

	Fall '80	Fall '81
	<u>%</u>	<u>%</u>
<u>Age</u>		
16	17.0	17.0
17	17.3	17.3
18	17.0	17.0
19	16.2	16.2
20	16.5	16.5
21	16.0	16.0
<u>Race</u>		
White	85.0	85.1
Non-White	14.4	14.7
Refused	0.6	0.3
Base:	(5108)	(5201)

*Source: Questions 2 and 23

The numbers in the table represent weighted percentages.

TABLE 1.7
COMPONENTS OF QUALITY INDEX*
MALES

<u>High School Grades</u>		<u>Number of Math Courses in High School</u>		<u>Science Courses in High School</u>	
	<u>Value</u>		<u>Value</u>		<u>Value</u>
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		

*Index scores theoretically range from 1-10. For analyses breaking down respondents' scores into high, medium, and low:

High = 8-10
Medium = 5-7
Low = 1-4

SECTION II

SECTION II

Performance Differences by Tracking Areas

Interviewing for this study was conducted in 26 geographically defined regions referred to as "tracking areas." The tracking area approach localizes the information derived from the study. This section is a discussion of key results by the 26 tracking areas. The data are examined in terms of whether data from individual tracking areas differ significantly from national levels. Tracking areas that deviate from the U.S. averages are highlighted.

Tables 2.1 to 2.8 summarize the key tracking area data. Interpretation of these tables is facilitated by the following system of notation:

- Percentages that are significantly different from the U.S. average are ...
 - CIRCLED if the entry is lower than the U.S. average
 - BOXED if the entry is higher than the U.S. average

What follows is a discussion of the following data:

- enlistment propensity
- respondent academic achievement (Quality Index measure)
- recruiter contact
- service-related information seeking activities
- job opportunity perceptions

2.1 Positive Propensity by Tracking Area

The key measure in this study is propensity to serve in one or more of the active duty services. As in past reports, the reader is cautioned against making any absolute interpretations of the propensity data. Accordingly, the propensity data should be interpreted in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Any attempt to forecast actual new contracts based on these data must take into account factors such as military/civilian pay rates, unemployment, number of recruiters, amount of advertising and other recruiting resources, and mental and physical qualification rates. Although the study includes a question on expected time of entry, a telephone survey obviously cannot assess physical or mental qualification. In addition, the correlation between positive propensity and enlistments might differ from period to period or from area to area. Thus, interpretation of differences across tracking areas can be justified only in a relative sense.

Figures 2.1 - 2.7 graphically present the propensity data for active duty services as well as the National Guard, Reserves and Coast Guard for each of the 26 tracking areas. The propensity data for the four active duty services were discussed in Section I. Propensity for the National Guard showed a significant Fall-to-Fall decrease (19.2% vs. 16.3%). Propensity for the Reserves (18.5%) and the Coast Guard (11.2%), however, were not significantly different from one year before.

Respondents who indicated a positive propensity to serve in the Reserve components were also asked which branches of the Reserves and National Guard they would select. The propensity figures are as follows:

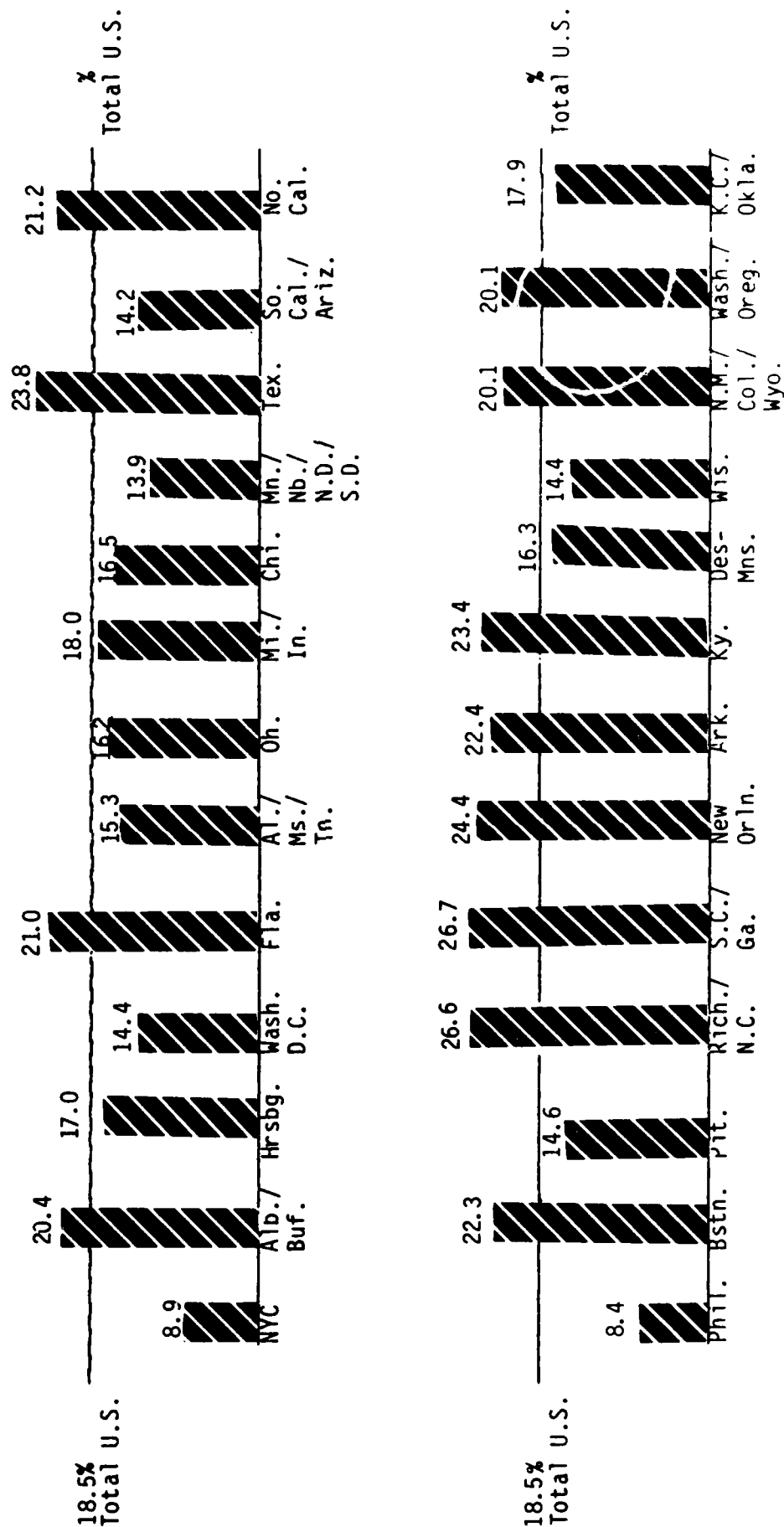
FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

AIR FORCE

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

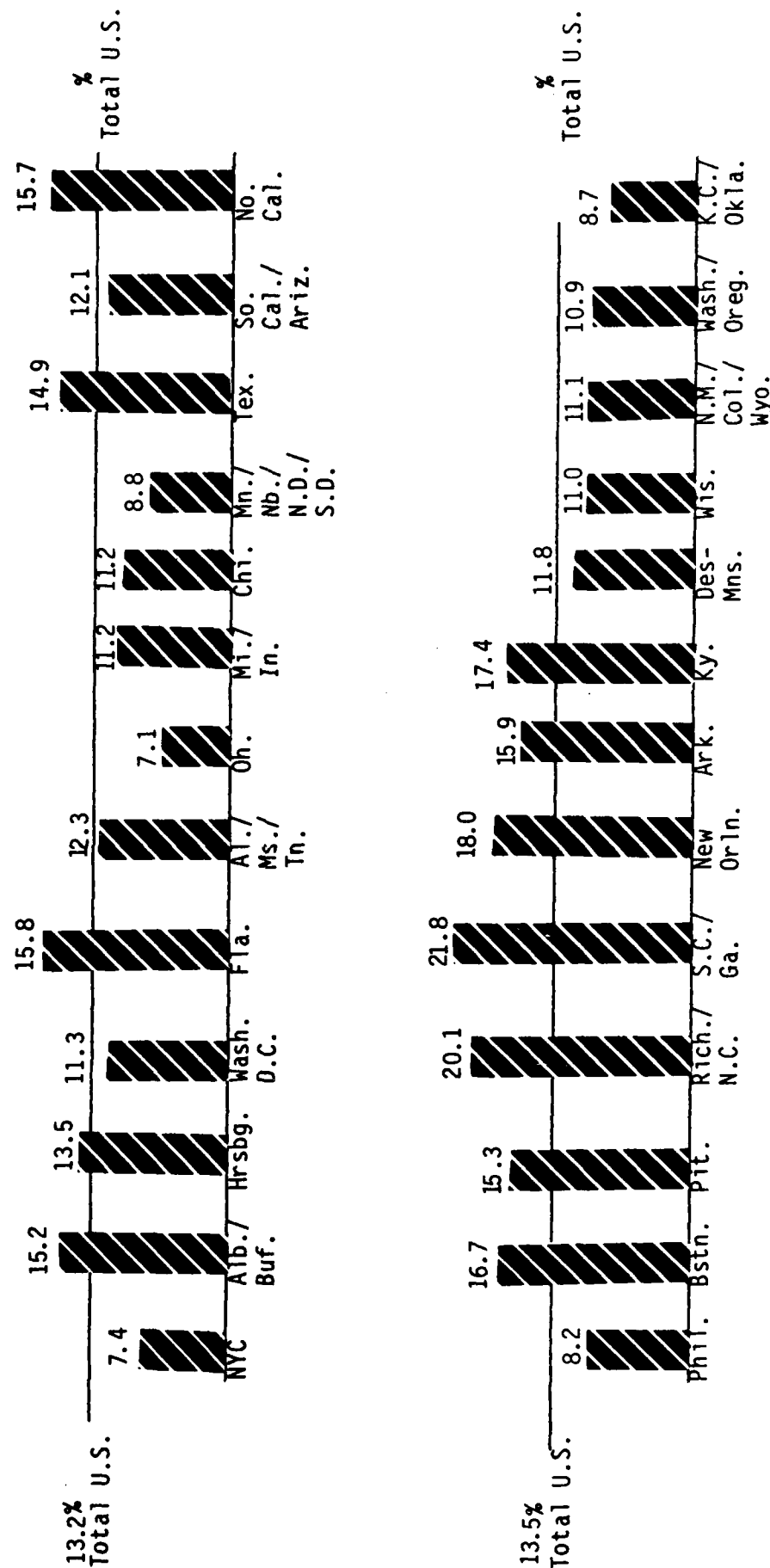
FIGURE 2.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

ARMY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

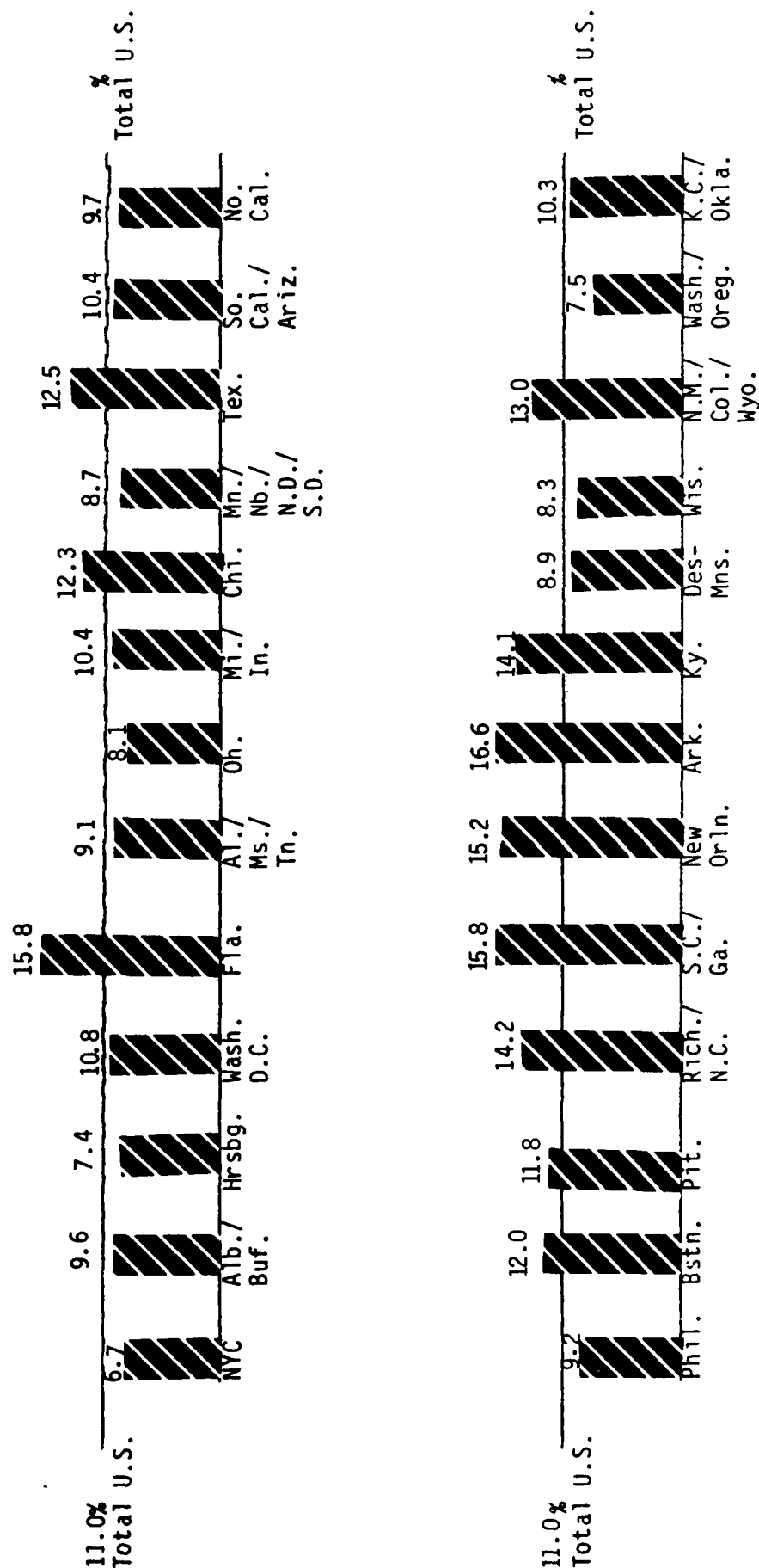
FIGURE 2.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

MARINE CORPS

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

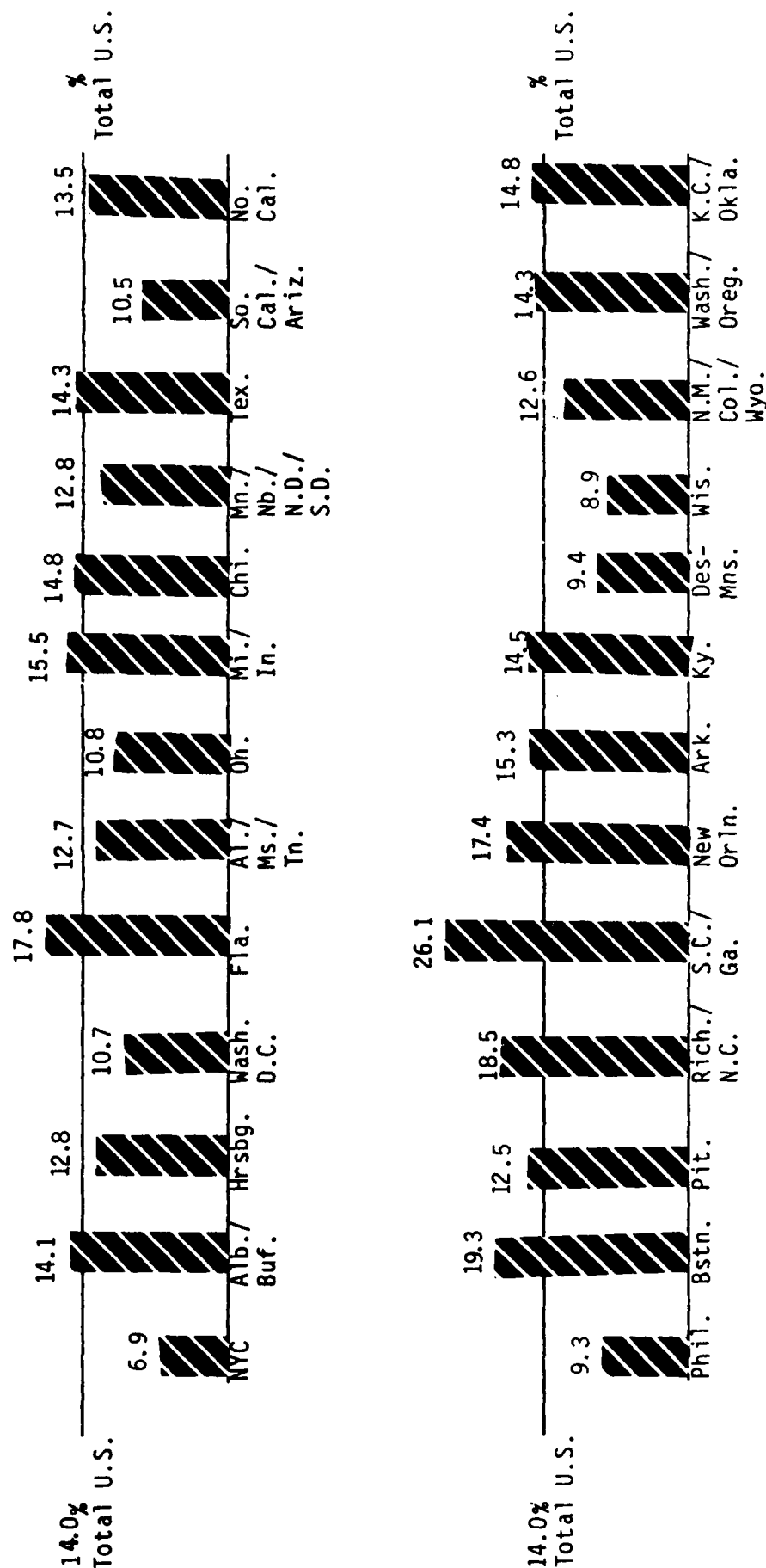
FIGURE 2.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

NAVY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

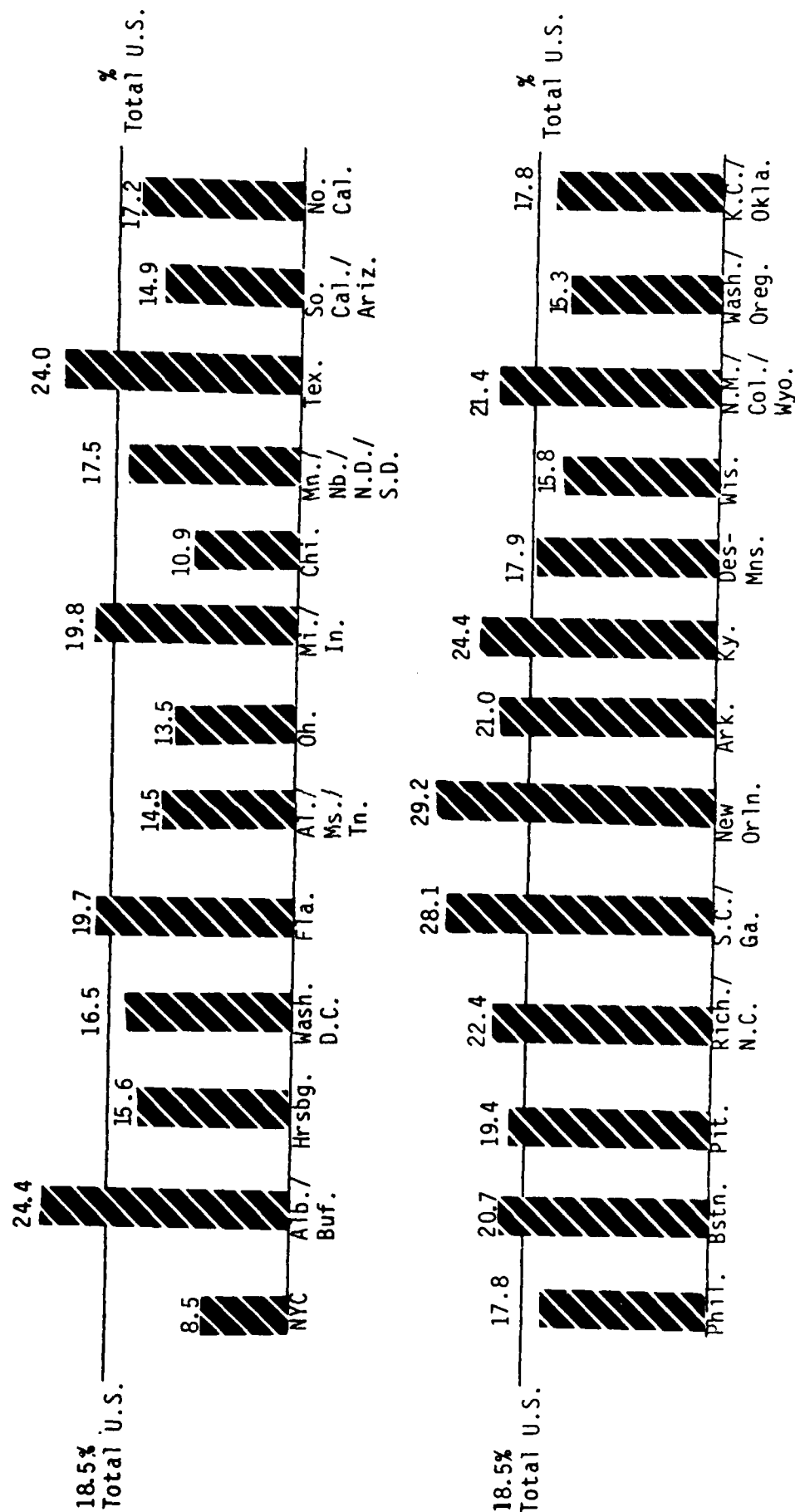
FIGURE 2.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

RESERVES

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

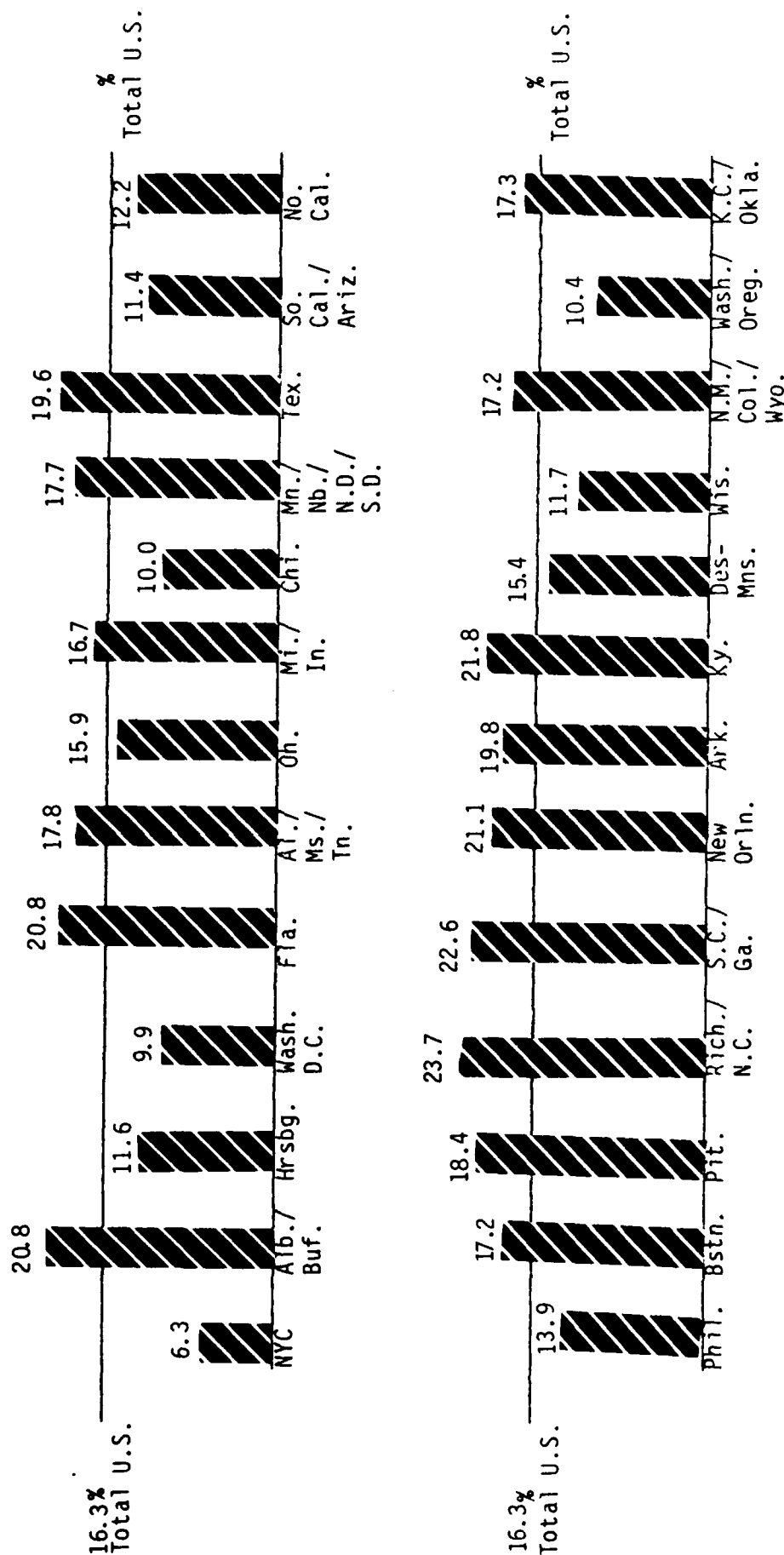
FIGURE 2.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

NATIONAL GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

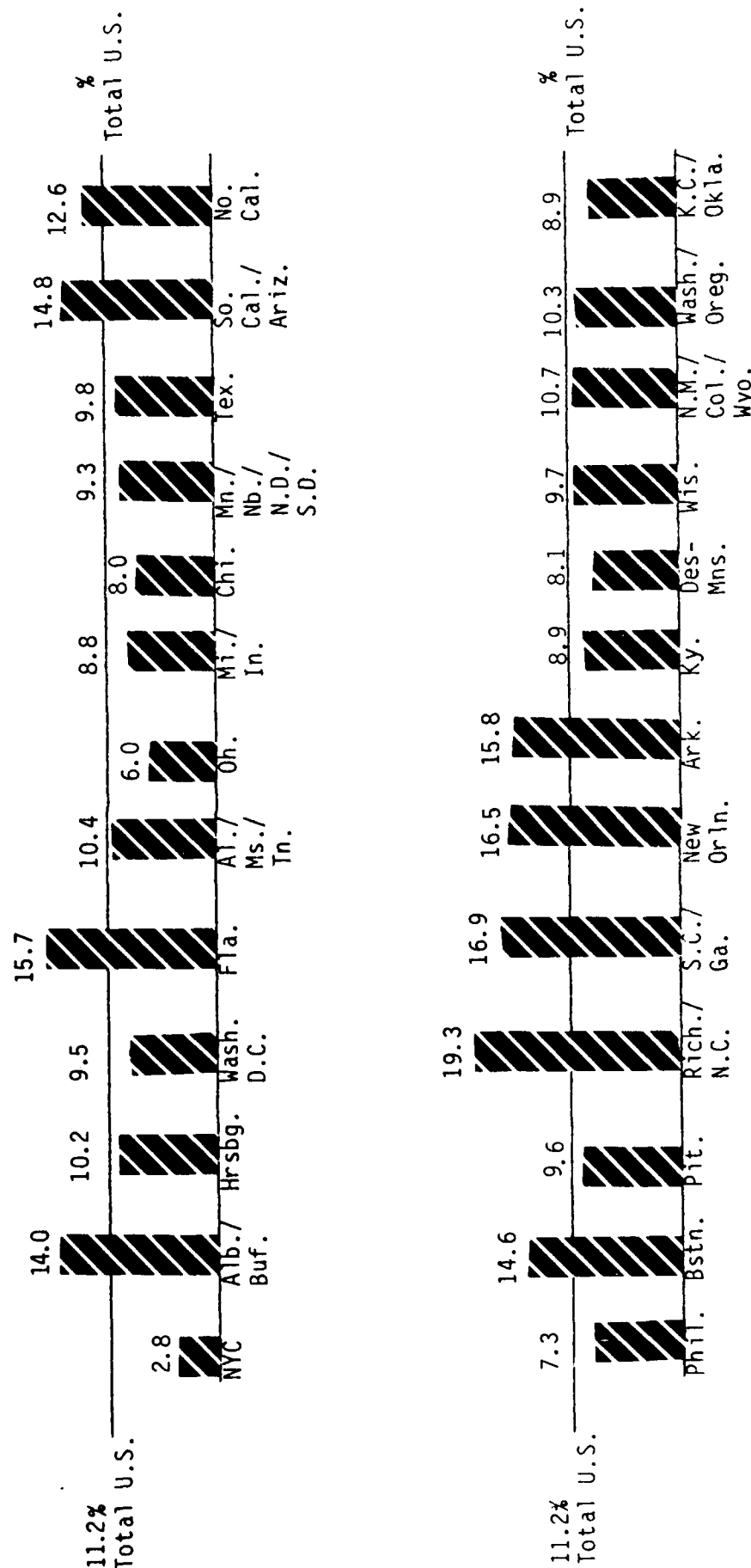
FIGURE 2.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Males

COAST GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

<u>Reserves</u>	<u>Fall '80</u>	<u>Fall '81</u>
Air Force	6.6%	5.6%
Army	5.5%	5.4%
Coast Guard	2.6%	2.0%
Navy	2.5%	2.5%
Marine Corps	2.0%	2.1%
<u>National Guard</u>		
Army National Guard	9.7%	7.9%
Air National Guard	7.7%	6.8%

The only change large enough to reach statistical significance was the decline in propensity for the Army National Guard. All other National Guard and Reserve propensity comparisons show small but not significant declines in 1981.

Table 2.1 summarizes the propensity data for each of the services and overall within each of the 26 tracking areas. Relative to national averages, the following tracking areas show significant deviations:

1. The propensity to serve in the Air Force deviates from the U.S. average of 18.5% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● New York City area (8.9%)	● South Carolina/Georgia (26.7%)
● Philadelphia area (8.4%)	● Richmond/North Carolina (26.6%)

2. The propensity to serve in the Navy deviates from the U.S. average of 14.0% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● New York City area (6.9%)	● South Carolina/Georgia (26.1%)
● Wisconsin (8.9%)	

TABLE 2.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors in the tracking area estimate

Percent Saying Definitely or Probably	Total U.S. %	Al./													
		NYC %	Alb./ Buf. %	Hrsbq. %	Wash. D.C. %	Fla. %	Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %	
Air Force	18.5	(8.9)	20.4	17.0	14.4	21.0	15.3	16.2	18.0	16.5	13.9	23.8	14.2	21.2	
Navy	14.0	(6.9)	14.1	12.8	10.7	17.8	12.7	10.8	15.5	14.8	12.8	14.3	10.5	13.5	
Army	13.2	(7.4)	15.2	13.5	11.3	15.8	12.3	(7.1)	11.2	11.2	8.8	14.9	12.1	15.7	
Marine Corps	11.0	(6.7)	9.6	7.4	10.8	15.8	9.1	8.1	10.4	12.3	8.7	12.5	10.4	9.7	
Reserves	18.5	(8.5)	24.4	15.6	16.5	19.7	14.5	13.5	19.8	(10.9)	17.5	24.0	14.9	17.2	
National Guard	16.3	(6.3)	20.8	11.6	(9.9)	20.8	17.8	15.9	16.7	(10.0)	17.7	19.6	11.4	12.2	
Coast Guard	11.2	(2.8)	14.0	10.2	9.5	15.7	10.4	(6.0)	8.8	8.0	9.3	9.8	14.8	12.6	
Any Active Duty Service*	30.5	(17.8)	32.8	31.3	24.1	38.3	26.2	(23.3)	30.6	27.3	24.6	35.9	(22.9)	31.2	

Base: All male respondents

Source: Question 5a

*Air Force, Navy, Army, or Marine Corps

TABLE 2.1
POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

MALES

Circled and boxed entries are those where total U.S. falls beyond range of two standard errors of the tracking area estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich. N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- Mns. %	Wis. %	N.M./ Col. Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Air Force	18.5	(8.4)	22.3	14.6	26.6	26.7	24.4	22.4	23.4	16.3	14.4	20.1	20.1	17.9
Navy	14.0	9.3	19.3	12.5	18.5	26.1	17.4	15.3	14.5	9.4	(8.9)	12.6	14.3	14.8
Army	13.2	(8.2)	16.7	15.3	20.1	21.8	18.0	15.9	17.4	11.8	11.0	11.1	10.9	8.7
Marine Corps	11.0	9.2	12.0	11.8	14.2	15.8	15.2	16.6	14.1	8.9	8.3	13.0	7.5	10.3
Reserves	18.5	17.8	20.7	19.4	22.4	28.1	29.2	21.0	24.4	17.9	15.8	21.4	15.3	17.8
National Guard	16.3	13.9	17.2	18.4	23.7	22.6	21.1	19.8	21.8	15.4	11.7	17.2	(10.4)	17.3
Coast Guard	11.2	7.3	14.6	9.6	19.3	16.9	16.5	15.8	8.9	8.1	9.7	10.7	10.3	8.9
Any Active Duty Service*	30.5	(19.2)	37.0	30.6	40.7	45.3	39.2	36.6	36.8	26.6	25.1	31.5	30.7	27.6

Base: All male respondents

Source: Question 5a

*Air Force, Navy, Army or Marine Corps

3. The propensity to serve in the Army deviates from the U.S. average of 13.2% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● Ohio (7.1%)	● South Carolina/Georgia (21.8%)
● New York City area (7.4%)	● Richmond/North Carolina (20.1%)
● Philadelphia area (8.2%)	

4. The propensity to serve in the Marine Corps deviates from the U.S. average of 11.0% as follows in these areas.

<u>Below Average</u>	<u>Above Average</u>
● New York City area (6.7%)	None

5. The propensity to serve in the Reserves deviates from the U.S. average of 18.5% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● New York City area (8.5%)	● New Orleans (29.2%)
● Chicago (10.9%)	● South Carolina/Georgia (28.1%)

6. The propensity to serve in the National Guard deviates from the U.S. average of 16.3% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● New York City area (6.3%)	● Richmond/North Carolina (23.7%)
● Washington, D.C. (9.9%)	
● Chicago (10.0%)	
● Washington/Oregon (10.4%)	

7. The propensity to serve in the Coast Guard deviates from the U.S. average of 11.2% as follows in these areas:

<u>Below Average</u>	<u>Above Average</u>
● New York City area (2.8%)	● Richmond/North Carolina (18.3%)
● Ohio (6.0%)	

Propensity for each of the services within each of the tracking areas tends to fluctuate widely from wave-to-wave. This instability of the data reflects the relatively small sample sizes (approximately 200) for each tracking area. Hence, wave-to-wave changes in propensity can be a misleading indicator of the relative geographical strengths and weaknesses of each service. A more stable indicator is the general pattern of these data over time. Accordingly, the military has consistently registered above-average appeal in the southern tracking areas. The South Carolina/Georgia tracking area has been a particularly strong market. This is again the case in the present survey. The Richmond/North Carolina area also displayed unusual strength in 1981, as did New Orleans. On the other hand, the weakest markets have been in the industrial Northern areas of the country. The New York City area as well as the Philadelphia area, to a somewhat lesser extent, have consistently registered below-average levels of propensity for all of the services. This year Ohio was also well below average. This general pattern was again evident in the Fall 1981 data.

2.2 Anticipated Likelihood, Timing and Status of Enlistment

Three additional follow-up questions were asked of respondents indicating a positive propensity to enlist. The questions dealt with their likelihood of enlisting, when they thought they would enlist, and whether they would enter the service as an enlisted man or officer.

Approximately one-third of the 1,558 males with a positive propensity said that they would be either "extremely likely" or "very likely" to enlist, while approximately two-thirds reported that they are either "somewhat" or "slightly" likely to enlist. This is virtually identical to last year's positive propensity sample. Across the tracking areas, enlistment intentions were strongest in New York City, Southern California/Arizona, Washington, D.C., Alabama/Mississippi/Tennessee, and Florida; intensity was lowest in Philadelphia, Richmond/North Carolina, Minnesota/Nebraska/Dakotas, Texas, Wisconsin, and Michigan/Indiana (table not shown). This mixed ordering points out that there is no clear correlation between tracking area propensity and intensity, or between sections of the country and intensity.

As cautioned in last year's report, since a majority of positive propensity youth seem less than solid in their stated enlistment intentions, these results should alert the reader as to the tenuousness of the propensity measure, used alone, as a predictor of future behavior.

With respect to the timing of enlistment, Table 2.2 reveals that two out of five positive propensity men said they would enlist within two years and 50.3% said it would be at least two years before they would enlist. Thus, about half the positive propensity males were, in effect, making

TABLE 2.2

WHEN EXPECT TO JOIN MILITARY SERVICE

MALES

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. %	Alb./			Wash.		Al./		Mi./		Chi.		Mn./		So.		No.	
		NYC %	Buf. %	Fla. %	Hrsbg. %	D.C. %	Ms. %	In. %	Oh. %	In. %	%	%	Nb./ %	N.D./ %	Cal./ %	Ariz. %	Cal. %	Cal. %
Within 2 years	40.0	42.0	47.6	37.1	38.1	36.8	43.3	44.9	37.5	46.4	37.7	31.2	54.7	39.8				
Two years or more	50.3	40.2	48.8	58.0	48.1	49.0	54.6	46.9	47.9	38.1	55.8	57.0	41.1	45.8				
Don't know/no answer	9.7	17.8	3.5	5.0	13.8	14.3	2.1	8.2	14.6	15.4	6.6	11.8	4.2	14.4				

Base: Those respondents with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

TABLE 2.2

WHEN EXPECT TO JOIN MILITARY SERVICE

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimate

Percent Naming This Time Span	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Within 2 years	40.0	27.0	40.8	36.6	31.4	46.4	31.9	42.4	50.0	36.2	38.5	28.4	47.2	37.7
More than 2 years	50.3	65.0	52.6	51.0	57.5	40.9	50.6	57.6	42.8	53.5	55.1	62.4	34.6	55.3
Don't know/no answer	9.7	7.9	6.5	12.4	11.1	12.7	17.5	----	7.2	10.3	6.3	9.2	18.2	7.0

Base: Those respondents with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

relatively long-range projections of anticipated behavior -- another reason to avoid basing market forecasts solely on responses to one question about propensity. There was no clear regional pattern of early versus later enlistment intentions.

Expected time of entry varied according to school grade or status, however. Whereas only 24% of the positive propensity high school sophomores and juniors said they expected to join the service within two years, 50% of the seniors gave this reply. Among positive propensity males not in high school, 28% of those in college, 49% of the high school graduates not in college, and 56% of the group that never graduated from high school said that they expected to join the military within two years.

In terms of proportions designating "enlisted man" or "officer" as their expected status of entry into the service, 63.7% believed that they would be entering as enlisted men, while 28.9% thought they would be joining the military as officers (table not included). Non-students were more likely than students (either high school or college) to be anticipating entry as enlisted men. The individual tracking area percentages did not diverge noticeably from the national average, except for the Texas area, whose positively inclined males were more interested than others in entering the service as officers; apart from the distinctiveness of Texas, no obvious patterns could be discerned.

2.3 Academic Achievement and Derived Quality Index

The purpose of military recruiting efforts is to attract capable or trainable enlistees. With the increasing use of technologically sophisticated weaponry and other modern equipment, some observers contend that the services are not attracting or retaining sufficient numbers of recruits with the necessary skills and abilities. Naturally, this objective is partly dependent on the educational abilities of enlistees.

In order to gauge the quality of those youth considering joining the service, this study has been asking respondents about several pertinent areas of their academic achievement: high school grades, high school education program, and the number of mathematics and technical science courses successfully passed in high school.

A Quality Index number is computed for each respondent based on his responses to the questions about grades received, the number of math and technical/science courses passed, and whether he had taken a course in high school covering electricity. The index ranges from a low score of 1 to a high score of 10. (The index is explained in detail in Section I.) The index is, admittedly, a very rough measure of mental quality. In addition, the index varies by school grade/ status as follows:

<u>Students</u>	<u>Average Quality Index Score</u>
10th/11th grade	6.3
12th grade	6.8
College	7.6
<u>Non-students</u>	
High school graduates	6.5
Non-graduates	4.6

These differences must be taken into account when interpreting analysis using Quality Index Scores.

Table 2.3 summarizes the Quality Index data. For the nation as a whole the average quality score for males was 6.58 -- .19 higher than in the 1980 survey. This increase in educational achievement is a salutary finding from the perspective of enhancing the pool of better qualified potential enlistees, but as previous analyses have shown, it is also the case that susceptibility to military recruiting declines across a group as one appeals to individuals with progressively higher educational quality scores. Three tracking areas fell significantly below the national average -- New Orleans, Alabama/Mississippi/Tennessee, and Richmond/North Carolina -- whereas four areas exceeded it -- New York City, Boston, Wisconsin, and Harrisburg. As in the past, tracking areas with mean scores significantly above the national average were generally located in the industrial Northeast, and those with significantly lower scores were Southern tracking areas. Since the Southern areas tend to be the strongest recruiting districts in terms of propensity, this pattern is obviously discouraging from the perspective of attracting educationally able recruits.

TABLE 2.3

RESPONDENT QUALITY INDEX

MALES

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. <u>%</u>	NYC <u>%</u>	Alb./ Buf. <u>%</u>	Hrsbg. <u>%</u>	Wash. D.C. <u>%</u>	Fla. <u>%</u>	Al./ Ms./ In. <u>%</u>	Oh. <u>%</u>	Mi./ In. <u>%</u>	Chi. <u>%</u>	Mn./ Nb./ N.D./ S.D. <u>%</u>	Tex. <u>%</u>	So. Cal./ Ariz. <u>%</u>	No. Cal. <u>%</u>
Mean index value	6.58	7.10	6.65	6.87	6.82	6.44	6.02	6.60	6.54	6.49	6.79	6.71	6.46	6.62

Base: All respondents

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

Scale Value: Minimum value = 1
Maximum value = 10

TABLE 2.3

RESPONDENT QUALITY INDEX

MALES

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. Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Mean index value	6.78	<u>7.06</u>	6.45	<u>6.04</u>	6.63	<u>5.92</u>	6.59	6.39	6.64	<u>6.93</u>	6.60	6.73	6.52

Base: All respondents

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

Scale Value: Minimum value = 1
Maximum value = 10

2.4 Type of Recent Recruiter Contact

Contact with service recruiters can be very direct and personal, such as meeting at a recruiting station, or more indirect and anonymous, such as through mail literature. This series of studies has tracked recruiter contact since the first wave of the study (Fall 1975). Recruiter contact is discussed first at the national level (see also Section 3.5).

The Fall 1980 and Fall 1981 national levels of each type of recruiter contact are summarized in Table 2.4. The bases for these figures are those individuals who reported having had recruiter contact within the previous six months (except for "received recruiting literature in the mail," which was asked of all respondents). Those reporting any type of contact within the previous six months totalled 26.7% of the males interviewed -- about the same proportion as in the 1980 survey.

The figures indicate significant increases in three different forms of recruiter contact and only one decrease -- having received recruiting literature in the mail. It can reasonably be assumed that the approximately 6% increase in high school talks and face-to-face discussions not at recruiting stations were mostly recruiter initiated. The higher incidence of contacts at recruiting stations, on the other hand, probably represents increased prospect initiated contacting.

Table 2.5 presents these data for each of the 26 tracking areas. Telephone was least common in the Florida tracking area. None of the other regions differed significantly from the average for the nation. Literature received through the mail was highest in Ohio, and in the Minnesota/Nebraska/Dakotas location; mail contact was lowest in Philadelphia. Personal presentations by recruiters at high

TABLE 2.4
NATIONAL CHANGE IN TYPES OF RECRUITER CONTACT
MALES

	<u>Fall 1980 %</u>	<u>Fall 1981 %</u>	<u>Statistically Significant Change</u>
Talked to recruiter by telephone	54.8	58.8	No
Received recruiting literature in the mail	49.6	44.0	Yes - lower
Heard recruiter talk at high school	43.6	48.9	Yes - higher
Talked face-to-face (not at station)	41.8	48.0	Yes - higher
Went to a recruiting station	28.1	32.2	Yes - higher
Was physically or mentally tested at a military exam- ining station	4.6	15.1	Indeterminate: bases different in 1980 and 1981.

Base: Respondents reporting recruiter contact within previous six months; base for "received recruiting literature in mail" is all respondents

Source: Questions 8b, 8c

TABLE 2.5

TYPE OF RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimate

Percent Had This Type of Recruiter Contact	Total U.S. %	NYC %	Alb./ Buf. %	Hrsbq. %	Wash. D.C. %	Fla. %	Al./ Ms./ In. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked to recruiter by telephone	58.8	52.9	64.2	53.5	53.1	(40.8)	60.3	68.7	70.0	65.3	46.8	52.4	50.3
Perceived recruiting literature in the mail	44.0	40.5	47.5	42.7	43.4	36.8	39.0	[55.8]	46.6	[52.3]	48.0	39.8	37.9
Heard recruiter talk at high school	48.9	50.1	45.2	45.4	36.0	52.0	44.8	54.7	39.9	38.4	[64.2]	47.2	52.8
Talked face-to-face (not at station)	49.0	42.4	55.5	48.4	38.0	42.3	54.1	43.6	40.6	37.8	42.0	43.1	51.2
Went to a recruiting station	32.2	40.8	36.5	33.5	37.8	40.8	36.0	28.5	38.6	(20.0)	23.9	32.4	(19.0)

Base: All respondents reporting contact in past six months; the recruiting literature question asked of all respondents

Source: Questions 8h and 8c

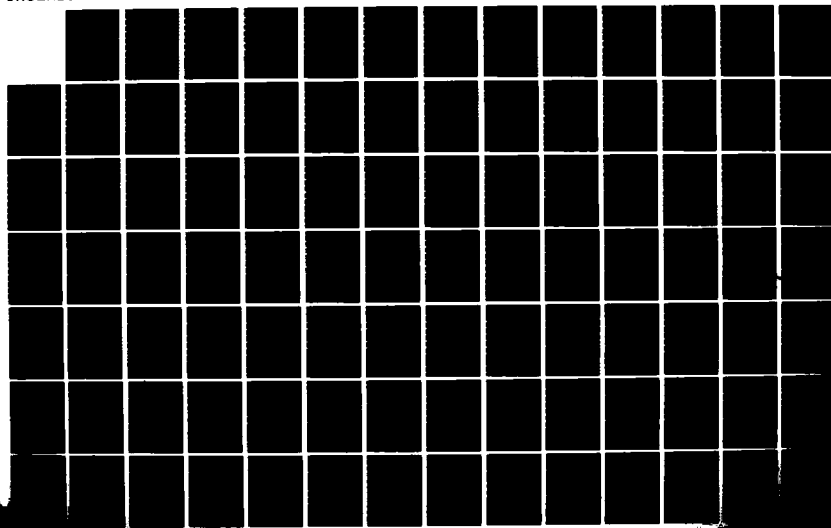
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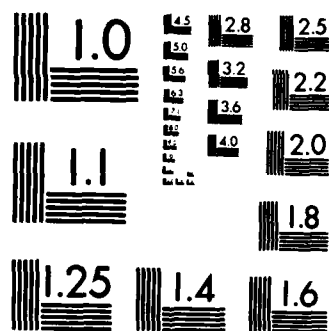
YOUTH ATTITUDE TRACKING STUDY FALL 1981(U) MARKET FACTS 2/4
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MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

TABLE 2.5

TYPE OF RECENT RECRUITER CONTACT

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimate

Percent Had This Type of Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- Mns. %	Wis. %	N.M./ Col./ Wyo. %	Wash./ Oreg. %	K.C./ Okla. %
Talked to recruiter by telephone	58.8	66.5	63.1	67.5	50.6	49.1	62.5	52.3	65.1	68.9	64.2	64.9	59.9	56.0
Received recruiting literature in the mail	44.0	31.3	40.2	41.7	41.9	43.8	46.7	49.9	47.0	45.8	50.7	47.8	41.9	41.9
Heard recruiter talk at high school	48.9	36.9	40.3	45.9	69.9	67.1	53.2	52.2	61.8	41.2	39.8	46.7	36.2	60.6
Talked face-to-face (not at station)	48.0	43.8	45.5	45.8	53.1	53.1	62.8	64.8	49.3	52.1	35.4	50.0	57.4	56.3
Went to a recruiting station	32.2	32.2	37.1	26.7	31.0	38.2	21.1	34.3	34.8	40.7	19.5	33.4	34.6	37.7

Base: All respondents reporting contact in past six months; the recruiting literature question asked of all respondents

Source: Questions 8b and 8c

schools were particularly prevalent in the Richmond/North Carolina and South Carolina/Georgia areas; it was also significantly above the national norm in Texas. It was lower than average only in Chicago. Face-to-face contacts outside recruiting stations were most common in Arkansas and New Orleans. Finally, personal contact at recruiting stations showed four significant differences -- lower than average incidence in Northern California, Wisconsin, Philadelphia, and Chicago. No tracking area scored significantly above the national rate in more than one category; only Chicago displayed lower than average rates of recruiter contact in more than one category. Thus local rates of contact are not generalized.

2.5 Perceived Adequacy of Information Received from the Recruiter

Perceived 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, or
- Very little

Inadequate information was defined by a response of "very little." Nationally all four services do reasonably well.* As demonstrated below, none of the Fall-to-Fall changes are statistically significant. The following figures represent the proportions receiving inadequate information from service recruiters:

	<u>Fall 1980 %</u>	<u>Fall 1981 %</u>	<u>Statistically Significant Change</u>
Army	19.2	19.3	No
Navy	18.2	18.8	No
Marine Corps	23.5	21.3	No
Air Force	14.2	18.1	No

As the figures above indicate, the services have grown closer together on this measure than they were one year earlier. The 1981 differences among the four in "adequacy of information" were modest.

* It is doubtful whether this measure -- reported adequacy of information received by the recruiter -- should be used as a valid indication of recruiter performance, at least within tracking areas. This is so because, in some cases, recruiters will "screen out" very early in the interview certain prospects who show obvious signs of not being qualified for services. These individuals are given little encouragement, which they no doubt perceive as "inadequate information."

Tracking area data are not presented because of small respondent bases. Conclusions about inter-area differences would be misleading because of high sampling error ranges.

2.6 Other Activities Concerning Enlistment

An individual who is interested or potentially interested in joining the military can obtain information and advice from a number of other sources besides a recruiter. Target market males were asked whether or not they had spoken to selected sources within the past six months about future military service. In addition, they were questioned about whether or not in the past six months they had taken a military aptitude test, solicited information by mail, made a toll-free information call, talked with a teacher or guidance counselor, talked with friends, or talked with other sources. Table 2.6 summarizes the responses about these activities designed to obtain information and counsel about military service.

Discussions with parents and friends were the most common forms of communication about possible military enlistment. Approximately one-third of all youth reported conversations with parents in the past six months; about the same proportion held conversations with friends with military experience, and just over one-quarter talked with other friends. Section III details how discussions with most influencers tend to (all except those with one's wife or girlfriend) have positive (pro-enlistment) effects. Recruiter efforts to encourage such discussions would thus appear to be a useful strategy.

Reflecting their respective propensity figures, youth in certain regions exhibited consistently higher or lower than average rates of information-seeking. The Chicago, Philadelphia, and New York City areas scored significantly lower than average in three or more categories, while the South Carolina/Georgia and Albany/Buffalo areas exhibited particularly high rates of information-seeking activity.

TABLE 2.6

OTHER ACTIVITIES CONCERNING ENLISTMENT

MALES

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. N.D. S.D. %	Tex. %	So. Cal. Ariz. %	No. Cal. %
Talked with friends now or formerly in the service	33.1	(14.3)	[40.7]	29.9	29.4	[42.0]	29.7	35.6	39.2	(25.7)	33.3	29.7	30.1	31.1
Talked with other friends	28.9	(16.6)	[36.4]	32.6	26.8	34.5	26.9	33.6	31.9	(20.9)	24.8	27.4	31.0	26.0
Talked with one or both parents	32.8	(22.5)	[43.8]	31.3	(24.2)	[41.4]	28.9	35.2	34.1	26.3	31.2	30.6	31.3	31.5
Talked with girlfriend or wife	15.4	(6.1)	19.8	16.0	13.1	13.7	15.6	16.9	14.8	(10.4)	(10.1)	10.8	13.4	11.8
Took aptitude test in high school given by Armed Services	13.8	(7.6)	[20.1]	13.1	10.4	18.1	15.1	19.0	11.7	(6.8)	8.7	15.2	9.4	16.0
Asked for information by mail	10.9	8.2	15.2	11.5	9.3	12.3	9.0	14.8	11.2	10.1	10.5	8.2	9.1	8.8
Talked with teacher or guidance counselor	9.5	7.8	11.5	10.4	6.8	10.7	7.8	8.5	9.9	7.4	7.9	10.0	8.6	8.1
Made toll-free call to get information	3.5	3.9	3.0	3.7	2.2	6.9	4.4	3.7	4.6	3.5	2.9	3.5	2.4	3.1

Base: All respondents

Source: Question 8c

TABLE 2.6

OTHER ACTIVITIES CONCERNING ENLISTMENT

MALES

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. / Wyo. %	Wash. / Oreg. %	K.C. / Okla. %
Talked with friends now or formerly in the service	33.1	(26.2)	35.5	36.2	37.4	[43.1]	35.0	32.8	38.5	39.6	29.4	35.7	31.1	33.1
Talked with other friends	28.9	(22.4)	28.5	25.0	35.1	33.5	28.8	26.5	30.2	27.1	27.8	31.5	33.3	(23.1)
Talked with one or both parents	32.8	27.2	[40.7]	31.2	34.5	[42.7]	30.0	31.9	35.0	28.5	29.4	39.6	32.1	32.4
Talked with girlfriend or wife	15.4	12.9	16.6	18.9	20.9	[23.8]	20.0	17.7	19.0	15.1	19.5	17.6	14.8	18.4
Took aptitude test in high school given by Armed Services	13.8	(4.9)	[20.6]	14.7	14.5	[21.5]	12.9	18.2	17.2	10.5	(8.4)	14.6	9.9	14.6
Asked for information by mail	10.9	11.0	14.5	11.1	11.5	13.8	12.9	11.8	12.8	11.8	10.3	10.6	8.0	7.0
Talked with teacher or guidance counselor	9.5	9.0	[14.9]	9.3	7.1	[16.7]	7.9	11.8	11.0	11.4	(4.3)	12.1	8.0	7.1
Made toll-free call to get information	3.5	2.7	3.5	4.1	3.4	4.0	4.4	4.6	1.9	5.4	2.0	3.3	(1.4)	---

Base: All respondents

Source: Question 8c

2.7 Perceived Difficulty of Finding a Job

Previous reports have suggested that labor market factors can have a direct effect on recruiting efforts. When unemployment is high, it appears that a greater number of young males consider enlisting in the service. By contrast, when "times are good," the military alternative grows less attractive. Since it is not so much the actual difficulty of finding work that affects career choices so much as perceptions of finding civilian employment (though actual conditions obviously affect perceptions), this study has tracked respondents' beliefs about getting full-time and part-time jobs in their respective area of the country.

As Table 2.7 (upper half) shows, 43.4% answered that it would be "almost impossible" or "very difficult" to find a full-time job. This figure represents an increase of four points over the last wave. The indicator has risen consistently during the three previous surveys and no doubt reflects increasingly pessimistic expectations for the economy to generate work.

Expectations for finding full-time work were lowest in the Michigan/Indiana, Pittsburgh, Kentucky, Des Moines, Alabama/Mississippi/Tennessee, Wisconsin, Arkansas, and Washington/Oregon regions, and significantly above the nation's average level in Texas, South Carolina/Georgia, Minnesota/Nebraska/Dakotas, New Orleans and Albany/Buffalo tracking areas. Anticipated full-time employment prospects in Texas were especially hopeful.

The correlation between positive propensity and perceptions of finding a job is not clear-cut at the aggregate level (i.e., by tracking area) as evidenced by, for example, South Carolina/Georgia's and New Orleans' better than average expectations of finding employment, on the one hand, and

TABLE 2.7

PERCEIVED DIFFICULTY OF OBTAINING WORK

MALES

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. %	Hrsbgs. %	Wash. D.C. %	Al./ Ms./ In. %	Fla. %	Ms./ In. %	Oh. %	Mi./ In. %	Chi. %	S.D. %	Nb./ N.D. %	Mn./ Nb./ N.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
<u>Full-time Job</u>																	
Almost impossible/ very difficult	43.4	42.3	36.5	43.9	39.7	45.6	53.4	45.7	63.2	49.4	32.6	21.7	38.4	38.6			
Somewhat difficult/ not difficult at all	54.0	51.1	61.6	54.5	57.3	53.4	45.9	49.8	35.9	47.0	65.7	75.1	56.7	59.7			
Don't know	2.6	6.6	1.9	1.7	3.0	1.0	0.8	4.4	0.9	3.6	1.7	3.2	5.0	1.7			
<u>Part-time Job</u>																	
Almost impossible/ very difficult	20.9	26.6	16.0	22.1	15.3	18.4	32.3	22.7	27.4	23.2	16.2	10.3	22.0	21.6			
Somewhat difficult/ not difficult at all	75.9	70.1	78.2	74.6	80.4	78.9	65.6	72.6	70.6	75.4	80.5	85.6	72.5	77.2			
Don't know	3.2	3.3	5.7	3.3	4.3	2.8	2.1	4.7	2.0	1.3	3.3	4.0	5.5	1.2			

Base: All respondents

Source: Questions 31 and 3m

TABLE 2.7
PERCEIVED DIFFICULTY OF OBTAINING WORK

MALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimate

Full-time Job	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des-Mns. %	Wis. %	N.M./ Col. / Wyo. %	Wash. / Oreg. %	K.C. / Okla. %
Almost impossible/ very difficult	43.4	37.3	45.6	57.1	37.7	32.3	32.7	52.3	55.5	54.3	53.0	40.1	51.7	36.0
Somewhat difficult/ not difficult at all	54.0	55.3	52.3	39.8	60.7	62.2	65.1	47.2	42.1	44.7	44.0	59.3	48.0	63.7
Don't know	2.6	7.4	2.1	3.2	1.6	5.5	2.1	0.5	2.4	1.1	3.1	0.6	0.3	0.4
Part-time Job														
Almost impossible/ very difficult	20.9	25.6	23.3	19.3	23.1	15.4	16.0	19.7	19.7	18.0	19.8	21.8	21.9	13.2
Somewhat difficult/ not difficult at all	75.9	69.1	75.0	76.4	73.9	81.4	81.8	78.4	78.9	78.8	79.2	74.9	76.9	82.3
Don't know	3.2	5.4	1.8	4.2	3.0	3.2	2.1	1.8	1.4	3.2	1.0	3.3	1.1	4.5

Base: All respondents

Source: Questions 31 and 3m

their respective high propensity scores, on the other. The reader should understand that this does not necessarily imply that individuals' expectations and propensities fail to correspond.

As for perceptions of obtaining part-time employment, the figures in the lower half of Table 2.7 display a much lower amount of pessimism nationwide than for finding a full-time job. About half as many -- 20.9% -- thought that it would be "almost impossible" or "very difficult" to find a part-time job. Perceptions of the difficulty of finding part-time employment are at about the same level as in 1980. There was less inter-regional variation in expectations about finding a part-time job than a full-time job. There is only a rough correspondence by tracking area between perceptions of finding full-time employment and part-time employment.

SECTION III

SECTION III

Analysis of Target Markets

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

Through the use of the propensity measure we are, in effect, segmenting the pool of "military available" young men into those who are likely to be more receptive to the military's recruiting efforts than others. 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 exclusion of the service from his career options. Such an understanding should help the services 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; 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. 2)
- Employment Status (Qu. 3f, 3a, 3h)

- Race (Qu. 23)
- Educational Status (Qu. 3a, 3b, 3c, 3d, 3e)
- Educational Goals and Achievement (Qu. 19, 20, 21, 22)
- Education of Father (Qu.18)

Importance of Job Characteristics (Qu. 10a)

Achievability of Job Characteristics (Qu. 10b)

Information Sources/Actions Taken

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

Advertising Recall (Qu. 6b, 6c)

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

3.1 Probability of Serving

The criterion measure in this study is propensity. As discussed in Section I, propensity is the rated likelihood of enlisting and is measured on a four-point scale. Respondents who say they "definitely" or "probably" will enlist in a particular service are classified as having positive propensity for that service. Those who say they "probably will not" or "definitely will not" enlist are classified as having negative propensity for a particular service. By aggregating all of the respondents who express positive propensity for any one or more of the four active duty services, the sample is dichotomized in terms of positive propensity and negative propensity individuals. This segmentation is the primary focus of this section.

The strength of respondents' enlistment intentions can be gauged by looking at the distribution of responses within the measure. In Table 3.1 the propensity measure is broken down into each of its response alternatives. The following conclusions emerge from the table:

1. Across all four services, the vast majority of positive propensity responses for all males fall into the category of probably will enter military service. Hence, among the majority of positive propensity respondents, the intention to enlist is, at best, tentative. This pattern of positive propensity responses has been consistent across services and across the 12 waves of this study.
2. The tentative nature of positive propensity is further underscored by the fact that only about one-in-six positive propensity men indicate that they are "extremely" or "very likely" to enter the service.

TABLE 3.1
DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY
ALL MALES

<u>Response</u>	<u>Air Force</u> <u>%</u>	<u>Army</u> <u>%</u>	<u>Marine Corps</u> <u>%</u>	<u>Navy</u> <u>%</u>	<u>Any Active Duty Service</u> <u>%</u>
Definitely	2.4	1.9	1.4	1.2	5.4
Probably	16.1	11.3	9.6	12.8	25.1
Probably not	34.7	35.4	34.8	35.2	30.1
Definitely not	44.7	49.2	51.9	48.5	38.0
Don't know/not sure	2.1	2.2	2.3	2.3	1.5

HIGH SCHOOL SENIORS ONLY

<u>Response</u>	<u>Air Force</u> <u>%</u>	<u>Army</u> <u>%</u>	<u>Marine Corps</u> <u>%</u>	<u>Navy</u> <u>%</u>	<u>Any Active Duty Service</u> <u>%</u>
Definitely	3.1	1.4	1.4	1.4	(NOT
Probably	19.9	12.5	9.8	13.3	AVAILABLE)
Probably not	35.7	39.3	39.3	38.5	
Definitely not	38.5	44.0	47.0	44.3	
Don't know/not sure	2.8	2.8	2.4	2.4	

Base: All males, high school seniors

Source: Question 5a

3. In the previous waves, the largest single category of negative enlistment intentions has consisted of respondents who said that they will definitely not enlist. This is still true for all of the services. Relative to 1980, 1981 data shows small increases in "definite positives" for the Army and Marine Corps; there was a small decline in definite positives for the Navy. Most of this movement came from each respective service's "probably will serve" category (not shown in table).
4. As in previous waves, there is a large group of young men who consider themselves as either probably likely or probably not likely to enlist. This apparent uncertainty in their attitude toward military service may make this group susceptible to recruiting communications, especially the first segment.
5. The "definitely" and "probably" row percentages for the four active duty services do not add up to the respective percentages in the "any active duty service" column. This indicates that at least some male youth are considering more than one services. (This point is further illustrated in Table 3.10 and elaborated in the accompanying analysis.)

3.2 Demographic Variables

In each wave of this study, the positive and negative propensity groups have differed demographically. Table 3.2 profiles the two propensity groups in terms of 20 demographic characteristics. The positive and negative propensity groups differ significantly on all of them. The differences between the groups have been observed in each of the previous waves.

The two propensity groups differ as follows:

1. Positive propensity youth are younger than negative propensity young men. Among the group of all positive propensity males, 64.1% are 16-18 years old (16.9% are 18); the balance -- 35.9% -- are 19-21 years old. Among negative propensity males, this distribution is reversed.
2. Positive propensity men are much more apt to be unemployed and looking for work in comparison with negative propensity men.
3. Blacks and other non-white male youth make up a larger proportion of the positive propensity group than they do of the negative propensity group.
4. Positive propensity youth are more likely to be in high school than their negative propensity counterparts; 20.4% are high school seniors. On the other hand, high school graduates who are not currently in school and especially college students are more likely to be in the negative propensity group.

TABLE 3.2
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
DEMOGRAPHIC ANALYSIS+

MALES

<u>Variable</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
	<u>%</u>	<u>%</u>
Whites	78.0	88.4
Planning to attend college	64.3	71.0
Students	62.1	56.8
Planning to attend vocational school	60.3	44.6
Employed	52.6	63.3
Vocational curriculum in high school	46.1	32.3
College preparatory curriculum in high school	36.3	54.0
Not employed/looking for work	31.9	19.7
High school graduate, not in school	25.0	35.6
11th grade	22.3	12.5
A's and B's in high school	22.0	33.7
12th Grade	20.4	15.8
Commercial/business curriculum in high school	16.0	12.3
Blacks	14.9	7.0
10th grade	9.3	3.8
1-2 years of college	8.2	22.1
Other non-white	7.0	4.3
 Average age*	 17.97	 18.67
Education of father*	2.85	3.45
Quality Index*	6.10	6.79
 Base:	 (1584)	 (3539)

* Mean scale values shown.

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

Source: Questions 2,3b,3c,3h,18,19,20,21, and 23

5. Using father's education as an index of socio-economic status, it appears that positive propensity youth come from far more modest socio-economic backgrounds. Father's education is explained below.*
6. As in previous waves, positive propensity youth tend to have weaker academic backgrounds and be less scientifically-oriented, as indicated by the Quality Index, their high school curricula, and their reported high school grades. They are also less likely to be college-oriented than their negative propensity counterparts.
7. Quality Index scores for both positive and negative propensity males increased significantly compared to Fall 1980.
8. Among all respondents, 83.3% of the high school graduates not in school and 56.9% of the college students are presently employed.

Table 3.3 profiles the demographic characteristics of the positive propensity groups for each of the four active-duty services and Reserve components. Only the positive propensity profiles are shown since the negative propensity profiles resemble the overall negative propensity shown in Table 3.2.

* Education of fathers was measured on an eight-point scale as follows:

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

Note: Such a method of scaling socio-economic status background and similar variables is conventional practice when the variable values are reasonably continuous.

TABLE 3.3
DEMOGRAPHIC ANALYSIS
POSITIVE PROPENSITY GROUPS⁺

INDIVIDUAL SERVICES

MALES

Variable	Air Force %	Army %	Marine Corps %	Navy %	National Guard %	Re- serves %
Whites	77.6	72.1	73.1	78.4	77.4	77.1
Planning to attend college	69.5**	58.2	63.2	65.1	65.5	67.4
Students	64.3	58.7**	58.1**	59.1**	59.0**	61.9
Planning to attend vocational school	62.7	63.7	63.1	65.8	66.3	63.7
Employed	52.7	49.9	50.9	55.0	54.6	53.0
Vocational curriculum in high school	43.7	53.4	50.9	48.5	49.8	45.6
College preparatory curriculum in high school	38.4	30.1	31.2	35.4	34.8	38.8
Not employed/looking for work	31.4	35.9	34.3	30.2	32.2	33.0
High school graduate, not in school	25.4	23.7	24.1	26.3	29.0**	25.1
A's and B's in high school	25.0	17.1	17.5	20.6	21.7	23.1
11th grade	23.2	21.9	21.8	21.9	20.0	20.0
12th grade	21.5	18.2**	17.6**	18.2**	17.8**	20.5
Commercial/business curriculum in high school	16.1	15.3**	15.8	14.8	13.8**	13.9**
Blacks	15.7	19.9	17.3	15.3	15.8	15.5
1-2 years of college	9.3	6.2	6.8	7.5	10.0	9.8
10th grade	8.4	10.0	10.6	9.6	9.1	9.1
Other non-white	6.7**	7.9	9.5	6.3**	6.9**	7.0
Average age*	17.94	17.99	18.03	18.09	18.15	18.09
Education of father*	2.96	2.52	2.57	2.79	1.95	2.03
Quality Index*	6.31	5.77	5.93	6.08	6.13	6.25
Base:	(959)	(686)	(572)	(725)	(837)	(956)

* Mean scale values shown

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

**Difference not statistically significant from corresponding negative propensity group.

Source: Questions 2,3b,3c,3h,18,19,20,21, and 23

The following conclusions can be drawn based on a statistical analysis of the data:

1. The positive propensity group for each of the services differs significantly from its corresponding negative propensity group on most demographic variables. The pattern of data is consistent with last year's pattern.
2. The differences between the two propensity groups within each service parallel the differences between overall positive and negative propensity groups shown in Table 3.2.
3. The positive propensity profiles of each active-duty service tend to be similar. As in the previous waves, it appears that the active-duty services are drawing a similar demographic pool of young men. The Air Force, however, seems to be attracting somewhat higher caliber youth, as measured by several of the educational, socio-economic status indicators. This is true to a lesser extent for the Reserves.

3.3 Importance of Job Characteristics

The following comments are repeated from previous reports for the convenience of the reader.

As a means of better understanding respondents' work-related decision-making processes, they were asked to consider 15 job characteristics and to indicate the importance they attached to each. The job characteristics are those believed to be most salient to 16 to 21 year-old youth when considering a job. Insofar as the services must compete with industry as well as other areas of the public sector for manpower, it is essential that the "military job" encompass valued job attributes. Hence, this question provides important feedback to the services for purposes of developing effective recruiting strategies.

Altogether the target market sample was asked about 15 desired job characteristics. Most of these have been included in earlier waves of the study, but there are four new job attributes which replace four others from last year. The new job characteristics are: "opportunity to mature," "offers excitement and adventure," "doing something for your country" and "opportunity to work with the kind of people you would like."

As shown on Table 3.4, both propensity groups attach some degree of importance to all 15 attributes. On a relative basis, both groups attach the most importance to "enjoy your job," "good income," and "job security." Likewise, both groups consider such attributes as "trains you for leadership," "provides men and women equal pay opportunities," and "provides money for education" to be relatively less important.

TABLE 3.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
IMPORTANCE OF JOB CHARACTERISTICS*

MALES

<u>Job Characteristics</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
Enjoy your job	3.42	3.43	-0.01
Good income	3.36	3.33	+0.03
Job security	3.33	3.30	+0.03
Teaches valuable trade/skill	3.31	3.16	+0.15**
Developing your potential	3.28	3.27	+0.01
Employer treats you well	3.25	3.23	+0.02
Opportunity for advancement	3.23	3.22	+0.01
Opportunity for a good family life	3.16	3.08	+0.08**
Opportunity to mature	3.06	2.97	+0.09**
Opportunity to work with the kind of people you would like	3.02	3.04	-0.02
Provides money for education	2.99	2.79	+0.20**
Doing something for your country	2.96	2.50	+0.46**
Provides men and women equal pay/ opportunity	2.90	2.66	+0.24**
Trains you for leadership	2.81	2.58	+0.23**
Offers excitement and adventure	2.74	2.55	+0.19**

Base: (1585) (3539)

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, larger values indicate greater perceived importance. The two propensity groups differ significantly except where indicated.

** Statistically significant

Relative to negative propensity males, positive propensity youth rated eight of the attributes as more important; there were no attributes rated as significantly more important by the negative propensity males. The two groups differed the most on the objective "doing something for your country," with positive propensity men, as expected, attaching more importance to it. The positive propensity group also indicated valuing money for education, equal pay and opportunity for men and women, excitement and adventure, leadership training, and skills training more than did negative propensity men. Statistically significant but smaller differences between the two groups were observable on "opportunity to mature" and "opportunity for a good family life." As a good general rule, the lower ranked characteristics differentiated the subgroups more than the relatively highly valued attributes.

Just as the individual services do not appear to differ with respect to the demographic profiles of their respective propensity groups, it also appears that each service also draws upon young men with similar job attribute values. This has been a fairly consistent finding over time throughout the study. Analysis of the data reveals that differences between positive and negative propensity groups tend to be general and not service specific.

3.4 Achievability of Job Characteristics

The degree to which a job characteristic may serve as an inducement for enlistment is a function of not only how much importance a young man attaches to it, but also at least equally crucial, to his perception of its achievability in the military relative to civilian work. In each wave of this study, respondents have been asked to rate each job characteristic in terms of whether it can be more readily achieved in military or civilian life. A five-point scale is used. An average rating less than 3.00 indicates that the job characteristic is perceived to be more achievable in the military; a rating above 3.00 indicates that the characteristic is perceived to be more achievable in a civilian job.

The job characteristic perception data are summarized in Table 3.5. For each job characteristic the positive propensity group perceived the military as better enabling achievement than did the negative propensity group. This has also been consistent over the course of the study. The two propensity groups differed the most on "good income," "developing your potential," and "enjoy your job."

The absolute levels of the perception data indicate the degree to which respondents perceive the job characteristic to be achievable in either the military or in a civilian job. The positive propensity group perceived five attributes to be more achievable in a civilian job: "employer treats you well," "opportunity for a good family life," "good income," "opportunity to work with the kind of people you would like," and "enjoy your job." All the rest were considered more achievable in the military.

TABLE 3.5
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
ACHIEVABILITY OF JOB CHARACTERISTICS*

MALES

	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
<u>Job Characteristics</u>			
Doing something for your country	1.59	1.82	-0.23**
Trains you for leadership	1.88	2.32	-0.44**
Offers excitement and adventure	2.04	2.43	-0.39**
Provides money for education	2.13	2.43	-0.30**
Teaches valuable trade/skill	2.35	2.81	-0.46**
Provides men & women equal pay/ opportunity	2.39	2.62	-0.23**
Opportunity to mature	2.41	2.86	-0.45**
Job security	2.54	2.85	-0.31**
Developing your potential	2.61	3.22	-0.61**
Opportunity for advancement	2.63	3.09	-0.46**
Enjoy your job	3.26	3.84	-0.58**
Opportunity to work with the kind of people you would like	3.36	3.88	-0.52**
Good income	3.40	4.09	-0.69**
Opportunity for a good family life	3.48	3.99	-0.51**
Employer treats you well	3.50	3.81	-0.31**

Base: (1585) (3540)

Source: Question 10b

* Mean scale values shown.

Scale Value: 5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military
Therefore, a smaller value indicates relatively greater
military likelihood. The two propensity groups differ
significantly on all characteristics.

**Statistically significant

The negative propensity group considered eight of the fifteen job characteristics as more achievable in the military. These were: "doing something for your country," "trains you for leadership," "provides money for education," "offers excitement and adventure," "provides men and women equal pay/opportunity," "teaches valuable trade/skill," "job security," and "opportunity to mature."

Analysis of the perception data by positive and negative propensity groups within each active-duty service indicates that the absolute levels (ratings) as well as the differences between the two groups are similar to those for overall positive and negative propensity.

As a means of identifying job characteristics with enlistment motivation potential, the relative importance and perceived attainability of each attribute can be considered together in the form of a two-by-two matrix. The analysis involves dividing the 15 job characteristics into two groups: those perceived to be more achievable in the military and those perceived by respondents to be more achievable in a civilian job. Next, within each group, the job characteristics are rank ordered in terms of their relative importance. The top seven attributes are those considered to be relatively important and the remainder are those that can be considered to be relatively less important.

This analysis is shown below, first for positive propensity respondents (see Figure 3.1) and then for negative propensity respondents (see Figure 3.2).

FIGURE 3.1
POSITIVE PROPENSITY RESPONDENTS
MALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	<p>Job security</p> <p>Teaches valuable trade/skill</p> <p>Developing your potential</p> <p>Opportunity for advancement</p>	<p>Enjoy your job</p> <p>Good income</p> <p>Employer treats you well</p>
Relatively Less Important	<p>Opportunity to mature</p> <p>Provides money for education</p> <p>Doing something for your country</p> <p>Provides men and women equal opportunity</p> <p>Trains you for leader- ship</p> <p>Offers excitement and adventure</p>	<p>Opportunity for a good family life</p> <p>Opportunity to meet the kind of people you would like</p>

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

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

FIGURE 3.2
NEGATIVE PROPENSITY RESPONDENTS
MALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	<p>Job security</p> <p>Teaches valuable trade/skill</p>	<p>Enjoy your job</p> <p>Good income</p> <p>Developing your potential</p> <p>Employer treats you well</p> <p>Opportunity for advancement</p>
Relatively Less Important	<p>Opportunity to mature</p> <p>Provides money for education</p> <p>Provides men and women equal pay/opportunity</p> <p>Trains you for leader- ship</p> <p>Offers excitement and adventure</p> <p>Doing something for your country</p>	<p>Opportunity for a good family life</p> <p>Opportunity to meet the kind of people you would like</p>

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

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

Positive propensity males consider three of the relatively important job characteristics to be relatively more attainable in a civilian job. These attributes were: "good income," "enjoy your job," and "employer treats you well." These job attributes represent advertising and recruiting opportunities for the services. While still regarded as relatively important, "opportunity for advancement" has declined somewhat among positive propensity males compared to last year's survey -- possibly because of diminished expectations due to the condition of the domestic economy.

Negative propensity males perceived five highly valued job characteristics as relatively more attainable in a civilian job. In addition to the three mentioned by positive propensity youth, these young men also considered "developing your potential" and "opportunity for advancement" as important and more likely to be realized in the civilian job market. With respect to negative propensity men, these five job characteristics represent advertising and recruiting opportunities, especially the latter two, since certain target market segments (positive propensity males) have already been convinced that they are more achievable in the military. (As in the case of the positive propensity males, "opportunity for advancement" declined relative to 1980 for negative propensity men; "learning a valuable trade or skill" also became somewhat less important than last year.)

In general, however, the patterns of job characteristic attitudes and perceptions among both propensity groups have been quite consistent across time.

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

A young man's military enlistment may be affected by many external factors. The decision of whether or not to enlist, for example, presumably involves consideration of various items of information from different sources. The receipt of this information may involve self-initiated activities such as calling a toll-free number. In other cases, the individual may be a passive recipient of the informational advertising. An analysis of this information receipt process can provide insight into enlistment propensity.

Table 3.6 summarizes the information-oriented activities of positive and negative propensity men. Throughout this series of studies, the two propensity groups have differed significantly on most of these measures. The Fall 1981 wave is no exception. The following conclusions follow from the data in Table 3.6:

1. Positive propensity men are much more likely than negative propensity men to have discussed military service with parents, teachers or school counselors, friends, and acquaintances with military experience. The two groups, however, do not differ with respect to the one activity that they cannot directly control -- receiving direct mail recruiting literature. While the pattern is similar to the 1980 data, the incidence of service-related discussions has declined.
2. Compared to their negative propensity counterparts, positive propensity men are also much more likely to have requested service information either by mail or telephone and to have been physically and mentally tested by the services.
3. The two propensity groups do not differ with respect to their recall of Army, Marine Corps, Navy and Joint Services advertising.

TABLE 3.6

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTIONS TAKEN, ADVERTISING RECALL

MALES

	<u>Positive Propensity %</u>	<u>Negative Propensity %</u>	<u>Statistically Significant</u>
<u>Information Sources (Qu. 8c)</u>			
Talked with one or both parents	56.6	22.2	Yes-higher
Talked with friends now or formerly in service	51.9	24.7	Yes-higher
Talked with other friends	48.1	20.2	Yes-higher
Received recruiting literature in the mail	44.1	43.8	No
Talked with girlfriend or wife	27.3	10.0	Yes-higher
Talked with teacher or guidance counselor	17.4	6.0	Yes-higher
<u>Actions Taken (Qu. 8c)</u>			
Physically or mentally tested at military examining station*	21.0	10.9	Yes-higher
Asked for information by mail	19.8	6.9	Yes-higher
Took aptitude test in high school given by Armed Services	17.7	12.2	Yes-higher
Made toll-free call to get information	7.2	1.8	Yes-higher
<u>Advertising Recall: Recall Seeing/Hearing (Qu. 6b and 6c)</u>			
Army	75.3	72.4	No
Air Force	63.9	59.0	Yes-higher
Marine Corps	62.1	59.7	No
Navy	59.4	57.4	No
Joint Services Campaign	49.1	47.6	No
Coast Guard	34.7	30.0	Yes-higher
Base:	(1584)	(3540)	

*Question 8b; the bases for question 8b are 547 (positive propensity) and 811 (negative propensity).

In previous surveys, target market respondents were only asked about the occurrence of contact with various potential influencers, rather than also what the effect of such conversations or self-initiated actions might have been. The 1981 interview, for the first time, included a follow-up question to ascertain the outcome of each action or discussion -- whether or not the contact made any difference, and, if so, in what way (more favorable or less favorable toward joining the service).

Table 3.7 shows that the most positive influencers were information solicited by mail and information from the toll-free call. The former had a net favorable score (favorable influence toward joining minus unfavorable influence) of +33.8%; the telephone call had a net balance of +30.8%. Teachers and counselors also exerted a strongly favorable net effect of +28.0%. Friends with military experience, other friends, and the aptitude test also each influence more young men favorably -- toward enlisting -- than against joining. The net effects of unsolicited recruiting literature and conversation with parents were rather marginal. The effect of discussing enlistment with one's wife or girlfriend, as might be expected, was negative on balance: -23.2%.

To understand the relative effects of different influencers in the aggregate, it is necessary to observe the base upon which each respective percentage is calculated, (i.e., the number of reported contacts with each respective influencer), and to weight the effects accordingly. Since the number of respondents reporting contacts with the different influencers varies substantially (see bases reported in table), using the percentages alone as indicators of relative effects can be misleading. Modifying the observed percentages by frequency of contact with each influencer, the overall effects of influencers with favorable net effects are diluted, and the effects of those showing weaker positive net influence are magnified. It is quite possible that at

TABLE 3.7
REPORTED EFFECT OF CONTACT WITH INFLUENCERS
MALES

<u>Influencer</u>	<u>(Base)</u>	<u>% More favorable toward joining</u>	<u>% Less favorable toward joining</u>	<u>% Made no difference</u>
Information solicited by mail	(543)	44.0	10.2	45.2
Information from toll-free call	(159)	42.4	11.6	46.0
Teacher or guidance counselor	(473)	40.9	12.9	46.2
Friends now or formerly in service	(697)	35.9	18.6	45.4
Other friends	(1466)	31.5	16.4	52.1
One or both parents	(1675)	28.9	18.5	52.6
Armed Forces aptitude or career guidance test given in high school	(697)	26.2	8.9	64.8
Girlfriend or wife	(779)	17.7	40.9	41.4
Recruiting literature received in the mail	(2253)	16.1	11.0	72.9

Base: All respondents reporting contact with influencer

Source: Question 8d

least part of the observed differences in net effect among the influencers is caused by selective exposure, i.e. young men with an initial predisposition toward enlistment might more often than others approach certain persons or consult particular types of information for advice. Nevertheless, it is plausible to infer at least some of the difference to be "real."

Assuming that some of the changes represent influence exercised, it is interesting to note the differential effects of the various influencers. Teachers or guidance counselors, for example, exhibit a greater pro-enlistment effect than parents. To the extent that recruiting efforts can affect the incidence of influencer contacts, these data can provide a useful function.

Table 3.8 indicates that positive propensity youth reporting each conversation or self-initiated information-seeking action were more likely to be favorably influenced than negative propensity males. Some of the differences no doubt reflect the positive group's greater motivation. The differences are sharp in every comparison.

Perhaps most revealing is the evidence that even the negative propensity group was moved in the positive direction in some cases -- especially by teachers or counselors, information solicited through the mail, friends with military experience, and other friends. Many of these negative propensity youth, of course, may have had at least some initial amount of interest in considering enlistment. Thus, it is incorrect to infer a necessary causal relationship between contact and positive influence. Nevertheless, the data are suggestive.

TABLE 3.8
REPORTED PRO-ENLISTMENT EFFECT OF CONTACT WITH INFLUENCERS BY PROPENSITY

	MALES	
	Positive Propensity Reporting Exposure % More Favorable	Negative Propensity Reporting Exposure % More Favorable
Information solicited by mail	55.5	28.7
Information from toll-free call	55.5	16.5
Friends now or formerly in service	50.2	22.5
Teacher or guidance counselor	48.7	29.9
One or both parents	42.3	13.6
Other friends	42.2	20.4
Armed Forces aptitude or career guidance test given in high school	39.7	17.4
Recruiting literature received in the mail	31.2	9.3
Girlfriend or wife	25.7	8.2

Base: All respondents reporting contact with influencers

Source: Question 8d

The relatively strong positive effects of teachers or counselors on negative propensity youth suggests that recruiters visiting high schools might encourage more such discussions on the part of school personnel, or even attempt to reach this segment themselves.

Table 3.9 compares the two propensity groups in terms of five dimensions of recruiter contact. Across time the pattern of these measures has been consistent. The Fall 1981 data are summarized below:

1. Positive propensity males are more likely than others to report having been in contact with a service recruiter at some time in the past.
2. With respect to the type of recent recruiter contact experienced, the two groups differ on all four modes.
3. Greater proportions of positive propensity males who had had contact with a recruiter reported that the contact was self-initiated, especially for contact with Army recruiters. The differences across three of the four services are statistically significant (all but the Navy).
4. The two propensity groups do not differ with respect to the perceived adequacy of the recruiter information.
5. About twice as many positive as negative propensity men said that they felt more favorable about military service after talking to a service recruiter. Compared to contacts with other service recruiters, Air Force recruiter contacts were more likely to result in increased favorability toward joining -- among both propensity groups.
6. The proportions of positive propensity men feeling more favorable toward joining after talking with the recruiter increased compared to 1980 for the Air Force, Army and Marine Corps (not shown in table).

TABLE 3.9
RECRUITER CONTACT

MALES			
	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Statistically Significant</u>
	<u>%</u>	<u>%</u>	
<u>Recruiter Contact: (Qu. 8a & 9a)</u>			
Ever - any service	57.2	48.2	Yes-higher
Past 6 months - any service	34.9	23.2	Yes-higher
<u>Type of Recruiter Contact in Past 6 Months (Qu. 8b)</u>			
Talked to recruiter by telephone	19.6	13.8	Yes-higher
Talked face-to-face (not at station)	19.4	9.7	Yes-higher
Heard recruiter talk at high school	17.9	10.8	Yes-higher
Went to recruiting station	15.1	5.6	Yes-higher
<u>Recruiter Contact Initiated by Respondent (Qu. 9d)*</u>			
Air Force	49.6	38.2	Yes-higher
Army	41.0	21.6	Yes-higher
Marine Corps	34.5	22.4	Yes-higher
Navy	37.4	29.6	No
<u>Recruiter Information Considered Adequate (Qu. 9e)*</u>			
Navy	83.8	79.3	No
Air Force	82.9	82.4	No
Army	77.4	82.8	No
Marine Corps	76.4	80.0	No
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*</u>			
Air Force	57.5	26.5	Yes-higher
Navy	39.8	19.9	Yes-higher
Marine Corps	38.8	18.8	Yes-higher
Army	38.0	18.4	Yes-higher

Base: All positive and negative propensity respondents asked questions 8a and 9a; other bases depended on past recruiter contact, and are thus smaller.

* Base: Respondents asked question for specific service

3.6 Relationship Between Propensity and Recruiter Contact

The most direct means of informing young men about military service is through recruiter contact. The intent of information provided by the service recruiters is to make young men better informed about the all-volunteer force. In turn, this may positively or negatively influence their attitudes toward military service. Since there could very well be a link between recruiter contact and prior enlistment propensity, however, the precise causal relationship between enlistment propensity and recruiter contact cannot be determined, at least not from the current study design. Nevertheless, other research has indeed shown that recruiters can have a strong influence on new enlistment contracts.

Table 3.10 relates enlistment propensity for each service to contact with a recruiter from that service. Of all respondents who expressed positive propensity for a particular service, the proportion who also reported having had contact with a recruiter from that service ranges from 37.9% (Army) to 21.1% (Navy). In all cases, the corresponding figures among negative propensity men are significantly lower.

TABLE 3.10

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

MALES

	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Contact With Recruiter From</u>			
Army	37.9	24.2	+13.7
Marine Corps	25.5	12.8	+12.7
Air Force	23.3	11.1	+12.2
Navy	21.1	12.1	+ 9.0

*Base: The appropriate positive and negative propensity groups
for each service

Source: Question 9b

3.7 Enlistment Decision Process

Table 3.10 shows that positive propensity individuals, on the average, felt positive about two or more services. For example, over one-half (53.9%) of the young men who expressed positive propensity for the Air Force also expressed positive propensity for the Marine Corps. This suggests that many potential new recruits, while seriously considering enlisting, are "shopping around" for a particular service to join.

Last year's analysis revealed that the proportions of young men who had positive propensity for the Army, Marine Corps, and/or Navy and also expressed positive propensity for the Air Force had increased seven to nine percentage points compared to the previous two waves. This change indicated that the Air Force was providing more competition to the other three services for available manpower. The current survey reveals a reversal of this movement, as fewer men with positive propensity for one of these three services also indicate interest in the Air Force. The changes range from 13-25%. As a complementary trend, those expressing interest in the Air Force are more exclusively interested in the Air Force compared to Fall, 1980. A further finding from this analysis indicates that the Marine Corps appears to be more in competition with the Navy than last year.

These reversals could be explained in terms of changing services preferences, but a different rationale seems more plausible; namely, altered recruiting efforts. Especially in the case of diminished supplementary interest in the Air Force, it could be that positive propensity men have been turned away because of quota constraints and the consequent declining need for new recruits.

TABLE 3.11

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

MALES

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Also Show Positive Propensity for These Services:</u>				
Air Force	100.0	38.0	32.2	47.7
Army	53.2	100.0	42.0	46.9
Marine Corps	53.9	50.4	100.0	51.6
Navy	63.1	44.4	40.7	100.0
<u>Average Number of Active Duty Services</u>	2.18	2.42	2.56	2.48
Base:	(959)	(686)	(572)	(725)
Source: Question 5a				

While there is obviously a certain degree of "brand loyalty" among target market youth with respect to preferred service, the conclusion drawn from Table 3.11 is consistent with the finding that, with the exceptions noted above, the service propensity groups tend to be fairly similar with respect to demographic variables and job characteristic perceptions. It was reasoned in earlier reports that the enlistment decision involves a two-step process -- at least for a large minority. These individuals first decide upon the military and then choose among the different services. This resembles the marketing paradigm where the consumer chooses to buy the product and then chooses among alternative brands. The Fall 1981 data reveals that this model still holds for a sizable portion of the target market.

3.8 Special Target Markets: High School Graduates Not in School and High School Seniors

A modern and effective military requires people who have the maturity and educational abilities necessary to operate increasingly more sophisticated weapons and systems. Accordingly, the services are particularly interested in attracting high school graduates and those soon to be high school graduates; namely, high school seniors. Compared to high school dropouts, high school graduates often are more mature, and tend to have a lower attrition rate in training. To help the services attract high school graduates, this series of studies has in recent years examined the demographics and enlistment-oriented attitudes and behavior of high school graduates not in school. The present report also adds a separate analysis of high school seniors. The following is a discussion of the current wave's respondents who fall into these categories -- first the graduates and then the seniors.

3.8.1 High School Graduates

In the Fall 1981 wave, 32.3% of the sample were individuals who have graduated from high school and were not currently in school. Tables 3.12 to 3.17 examine this group in terms of their demographic characteristics, attitudes, and behavior vis-a-vis the total sample. The following conclusions can be drawn about this group:

1. The group of high school graduates who are not in school are below the U.S. averages for 16 to 21 year-old males with respect to the following demographic characteristics: not employed and looking for work, father's education, having taken a college preparatory curriculum in high school, reported high school grades, having taken physics in high school, and planning to attend college. At the same time, they are above average with respect to having taken a vocational high school curriculum, having taken math, and in planning to attend vocational school.
2. Their propensity to serve in each of the active duty services is below the U.S. average.
3. Despite this group's lower stated enlistment propensity, they show a mixed pattern with respect to having talked to influential others about military service. They are above average with respect to reporting that they took the ASVAB, and that they were physically or mentally tested at a military examining station. This is probably because they are older than average and consequently have had more opportunity to take the tests. Nevertheless, that these individuals failed to enlist is an important finding which recruitment managers should take note of.
4. The high school graduate group is above the U.S. average with respect to reported recruiter contact (ever). This may reflect service recruiters' interest in this subgroup. High school graduates, however, do not differ from others with respect to reported self-initiated recruiter contact. The group is less likely than others to feel more favorable about joining the military after talking to Navy recruiters.

TABLE 3.12
DEMOGRAPHIC ANALYSIS OF HIGH SCHOOL GRADUATES NOT IN SCHOOL
MALES

<u>Variable</u>	<u>High School Graduates Not in School %</u>	<u>Total Sample %</u>	<u>Statistically Significant+</u>
Whites	87.7	85.1	Yes-higher
Employed	83.3	60.0	Yes-higher
Planning to attend college	57.0	68.9	Yes-lower
Planning to attend vocational school	53.9	49.3	Yes-higher
Business math in high school	45.8	37.7	Yes-higher
Vocational curriculum in high school	45.2	36.6	Yes-higher
College preparatory curriculum in high school	38.2	48.4	Yes-lower
A's and B's in high school	23.7	30.1	Yes-lower
Physics in high school	15.9	18.2	Yes-lower
Commercial/business curriculum in high school	15.6	13.5	No
Not employed/looking for work	13.7	23.5	Yes-lower
Computer science in high school	9.8	11.3	No
Calculus in high school	8.4	9.1	No
Blacks	7.8	9.5	No
Other non-white	4.2	5.1	No
Education of father*	2.91	3.26	Yes-lower
Quality Index*	6.54	6.58	No
Base:	(1682)	(5201)	

* Mean scale values shown

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

Source: Questions 2,3b,3c,3h,18,19,20,21, and 23

TABLE 3.13

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC ATTITUDES*

MALES

<u>Relative Importance of Job Characteristics</u>	<u>High School Graduates Not in School</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
Enjoy your job	3.42	3.42	No
Job security	3.38	3.31	Yes - higher
Good income	3.37	3.34	No
Developing your potential	3.30	3.27	No
Employer treats you well	3.27	3.23	No
Opportunity for advancement	3.27	3.22	Yes - higher
Teaches valuable trade/skill	3.23	3.21	No
Opportunity for good family life	3.11	3.11	No
Opportunity to work with the kind of people you would like	3.01	3.03	No
Opportunity to mature	3.00	2.99	No
Provides money for education	2.74	2.85	Yes - lower
Equal pay and opportunity	2.73	2.74	No
Trains you for leadership	2.64	2.65	No
Offers excitement and adventure	2.59	2.61	No
Doing something for your country	2.58	2.65	Yes - lower

Base: (1682) (5201)

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, a larger value indicates greater
perceived importance.

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

TABLE 3.14

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC PERCEPTIONS*

MALES

	<u>High School Graduates Not in School</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
<u>Achievability of Job Characteristics</u>			
Good income	3.94	3.87	No
Opportunity for good family life	3.83	3.83	No
Employer treats you well	3.77	3.72	No
Opportunity to work with the kind of people you would like	3.76	3.72	No
Enjoy your job	3.69	3.66	No
Developing your potential	3.07	3.03	No
Opportunity for advancement	2.98	2.95	No
Opportunity to mature	2.74	2.72	No
Teaches valuable trade/skill	2.73	2.66	Yes - higher
Job security	2.69	2.75	No
Equal pay and opportunity	2.52	2.55	No
Offers excitement and adventure	2.35	2.31	No
Doing something for your country	1.73	1.75	No
Provides money for education	2.31	2.34	No
Trains for leadership	2.25	2.18	No
Base:	(1682)	(5201)	

Source: Question 10b

* Mean scale values shown.

Scale Value: 5 = Much more likely in civilian
 4 = Somewhat more likely in civilian
 3 = Either civilian or military
 2 = Somewhat more likely in military
 1 = Much more likely in military
 Therefore, a smaller value favors the military.

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

TABLE 3.15

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

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

MALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Positive Propensity (Qu. 5a)</u>			
Air Force	14.5	18.5	Yes - lower
Navy	11.4	14.0	Yes - lower
Army	9.7	13.2	Yes - lower
Marine Corps	8.2	11.0	Yes - lower
<u>Information Sources (Qu. 8c)</u>			
Received recruiting literature in the mail	45.4	44.0	No
Talked with friends now or formerly in service	35.6	33.1	No
Talked with one or both parents	29.9	32.8	Yes - lower
Talked with other friends	26.8	28.9	No
Talked with girlfriend or wife	17.9	15.4	Yes - higher
Talked with teacher or guidance counselor	7.1	9.5	Yes - lower
<u>Actions Taken (Qu. 8b, 8c)</u>			
Physically or mentally tested at military examining station*	19.8	15.1	Yes - higher
Took aptitude test in high school given by Armed Services	17.1	13.8	Yes - higher
Asked for information by mail	10.0	10.9	No
Made toll-free call to get information	3.7	3.5	No
Base:	(1681)	(5201)	

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

* The base for this question is 437 (high school graduates not in school) and 1375 (total sample).

TABLE 3.16

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

MALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Recruiter Contact: (Qu. 8a & 9a)</u>			
Ever - any service	58.9	50.9	Yes - higher
Past 6 months - any service	26.2	26.7	No
<u>Recruiter Contact Initiated by Respondent (Qu. 9d)*</u>			
Air Force	44.2	41.8	No
Navy	32.8	32.5	No
Marine Corps	27.6	27.3	No
Army	26.2	28.1	No
<u>Recruiter Information Considered Adequate (Qu 9e)*</u>			
Air Force	80.6	81.9	No
Army	79.1	80.7	No
Marine Corps	76.8	78.8	No
Navy	76.5	81.2	No
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*</u>			
Air Force	36.4	37.9	No
Marine Corps	23.2	26.6	No
Army	21.6	25.2	No
Navy	20.6	27.2	Yes - lower

* Base: All high school graduates not in school and total sample asked Qu. 8a and 9a; other bases dependent on past recruiter contact and are thus smaller.

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

TABLE 3.17
ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

ADVERTISING RECALL

MALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Advertising Recall: % Recall</u> <u>(aided and unaided) Seeing/</u> <u>Hearing</u>			
Army	73.4	73.6	No
Air Force	60.8	61.1	No
Marine Corps	60.0	61.0	No
Navy	56.6	58.4	No
Joint Services Campaign	47.4	49.3	No
Coast Guard	30.7	32.0	No

Base: (1682) (5200)

Source: Questions 6b and 6c

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

5. High school graduates are on par with U.S. averages with respect to recalling service advertising by each of the services.
6. Individuals in the high school graduate subgroup attach below-average importance to "provides money for education" and "doing something for your country." On the other hand, they attach above average importance to "job security" and "opportunity for advancement." With respect to "teaches a valuable trade or skill," they are also less likely to perceive that this attribute is more attainable in a military job.

The Fall 1981 profile of high school graduates who are not in school is fairly consistent with profiles developed in previous waves. In general, this subgroup tends to be on par with national averages. The deviations observed tend to suggest that this group is somewhat less favorably disposed than average toward military service.

Nevertheless, there is no evidence to suspect that high school graduates, as a group, would be entirely resistant to recruiting appeals. Faced with a shrinking pool of younger prospects in the years ahead -- those 17-18 years old -- the marginal return (productive yield) from trying to attract the older, high school graduates may very well be worth the effort.

3.8.2 High School Seniors

Having examined one of the two special target market segments, the analysis next moves to the high school seniors, who make up 17.2% of the 1981 sample. Tables 3.18 to 3.23 present the same type of key subgroup - total sample comparisons as for the high school graduates. The data in these tables suggest the following conclusions:

1. High school seniors are significantly more likely than the overall sample to have pursued a college preparatory curriculum in high school, to have taken computer science and physics, and to be planning to attend college. They are less likely than others to have followed a vocational program in high school. They also score higher on the Quality Index and have fathers with a higher average level of education. High school seniors are less likely than average to be employed.
2. High school seniors have a higher positive propensity for the Air Force than the sample as a whole, but their propensities for the three other active duty services is not significantly different from others.
3. In terms of desired job characteristics, high school seniors value money for education more than others, but they do not differ from the sample in their relative evaluations of the other characteristics. Unlike non-seniors, they view "developing your potential" as slightly more achievable in the military than in civilian work. This might be seen as an opportunity for recruiters.
4. Seniors are more likely than others to have had enlistment-related discussions with friends, parents, and teachers or counselors; they are also more likely to have taken the high school ASVAB and to have received recruiting literature in the mail -- both solicited and unsolicited literature from the services.

TABLE 3.18
DEMOGRAPHIC ANALYSIS OF HIGH SCHOOL SENIORS
MALES

<u>Variable</u>	<u>High School Seniors %</u>	<u>Total Sample %</u>	<u>Statistically Significant+</u>
Whites	82.7	85.1	No
Planning to attend college	76.7	68.9	Yes-higher
College preparatory curriculum in high school	54.1	48.4	Yes-higher
Employed	50.5	60.0	Yes-lower
Planning to attend vocational school	47.4	49.3	No
A's and B's in high school	36.8	30.1	Yes-higher
Business math in high school	35.8	37.7	No
Vocational curriculum in high school	31.2	36.6	Yes-lower
Not employed/looking for work	26.1	23.4	No
Physics in high school	21.5	18.2	Yes-higher
Computer science in high school	15.0	11.3	Yes-higher
Commercial/business curriculum in high school	13.5	13.5	No
Blacks	11.0	9.5	No
Calculus in high school	9.6	9.1	No
Other non-white	5.9	5.1	No
Education of father*	3.48	3.26	Yes-higher
Quality Index	6.82	6.58	Yes-higher
Base	(890)	(5201)	

* Mean scale values shown

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

Source: Questions 3h,3h,5a,18,19,20,21, and 23

TABLE 3.19

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL SENIORS

JOB CHARACTERISTIC ATTITUDES*

MALES

<u>Relative Importance of Job Characteristics</u>	<u>High School Seniors</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
Enjoy your job	3.45	3.42	No
Good income	3.31	3.34	No
Job security	3.27	3.31	No
Developing your potential	3.25	3.27	No
Opportunity for advancement	3.23	3.22	No
Employer treats you well	3.20	3.23	No
Teaches valuable trade/skill	3.20	3.21	No
Opportunity for good family life	3.12	3.11	No
Opportunity to mature	3.01	2.99	No
Opportunity to work with the kind of of people you would like	3.01	3.03	No
Provides money for education	2.94	2.85	Yes - higher
Equal pay and opportunity	2.73	2.74	No
Doing something for your country	2.69	2.65	No
Trains you for leadership	2.68	2.65	No
Offers excitement and adventure	2.65	2.61	No

Base: (890) (5201)

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important
3 = Very important
2 = Fairly important
1 = Not important at all
Therefore, a larger value indicates greater
perceived importance.

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

TABLE 3.20
ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL SENIORS

JOB CHARACTERISTIC PERCEPTIONS*

MALES

	<u>High School Seniors</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
<u>Achievability of Job Characteristics</u>			
Opportunity for good family life	3.90	3.83	No
Good income	3.83	3.87	No
Employer treats you well	3.73	3.72	No
Opportunity to work with the kind of of people you would like	3.71	3.72	No
Opportunity to mature	2.67	2.72	No
Enjoy your job	3.64	3.66	No
Developing your potential	2.94	3.03	Yes - lower
Opportunity for advancement	2.91	2.95	No
Job security	2.81	2.75	No
Teaches valuable trade/skill	2.63	2.66	No
Equal pay and opportunity	2.56	2.55	No
Provides money for education	2.33	2.34	No
Offers excitement and adventure	2.28	2.31	No
Trains for leadership	2.14	2.18	No
Doing something for your country	1.71	1.75	No
Base:	(890)	(5201)	

Source: Question 10b

* Mean scale values shown.

Scale Value: 5 = Much more likely in civilian
 4 = Somewhat more likely in civilian
 3 = Either civilian or military
 2 = Somewhat more likely in military
 1 = Much more likely in military
 Therefore, a smaller value favors the military.

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

TABLE 3.21

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL SENIORS

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

MALES

	<u>High School Seniors</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
	<u>%</u>	<u>%</u>	
<u>Positive Propensity (Qu. 5a)</u>			
Air Force	23.0	18.5	Yes - higher
Navy	14.8	14.0	No
Army	14.0	13.2	No
Marine Corps	11.3	11.0	No
<u>Information Sources (Qu. 8c)</u>			
Received recruiting literature in the mail	63.4	44.0	Yes - higher
Talked with one or both parents	42.4	32.8	Yes - higher
Talked with friends now or formerly in service	36.4	33.1	No
Talked with other friends	33.8	28.9	Yes - higher
Talked with girlfriend or wife	15.9	15.4	No
Talked with teacher or guidance counselor	15.4	9.5	Yes - higher
<u>Actions Taken (Qu. 8b, 8c)</u>			
Took aptitude test in high school given by Armed Services	17.6	13.8	Yes - higher
Asked for information by mail	16.1	10.9	Yes - higher
Physically or mentally tested at military examining station*	14.2	15.1	No
Made toll-free call to get information	3.3	3.5	No

Base:

(890)

(5201)

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

* The base for this question is 346 (high school seniors) and 1375 (total sample).

TABLE 3.22

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL SENIORS

RECRUITER CONTACT

MALES

	High School Seniors	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Recruiter Contact: (Qu. 8a & 9a)*</u>			
Ever - any service	51.6	50.9	No
Past 6 months - any service	38.9	26.7	Yes - higher
<u>Recruiter Contact Initiated by Respondent (Qu. 9d)*</u>			
Air Force	35.8	41.8	No
Navy	27.0	32.5	No
Army	26.6	28.1	No
Marine Corps	21.9	27.3	No
<u>Recruiter Information Considered Adequate (Qu. 9e)*</u>			
Army	83.2	80.7	No
Marine Corps	83.9	78.8	No
Navy	85.0	81.2	No
Air Force	83.2	81.9	No
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*</u>			
Air Force	37.6	37.9	No
Army	30.3	25.2	No
Navy	27.7	27.2	No
Marine Corps	26.4	26.6	No

* Base: All high school seniors (890) and total sample (5201) asked Qu. 8a and 9a; other bases dependent on past recruiter contact, and are thus much smaller.

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

TABLE 3.23
ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL SENIORS

ADVERTISING RECALL*

MALES

	<u>High School Seniors</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
	<u>%</u>	<u>%</u>	
<u>Advertising Recall</u>			
<u>Seeing/Hearing</u>			
Army	78.1	73.6	Yes - higher
Air Force	64.0	61.1	No
Marine Corps	63.7	61.0	No
Navy	61.3	58.4	No
Joint Services Campaign	50.5	49.3	No
Coast Guard	31.0	32.0	No

Base: (890) (5200)

Source: Questions 6b and 6c

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

* The percentage represent the sum of aided recall plus unaided recall.

5. Not surprisingly, seniors are more likely to have had contact during the previous six months with a service recruiter. They do not differ from non-seniors, however, on any of the dimensions of recruiter impact or evaluation presented in Table 3.22.
6. Seniors are more likely than non-seniors to report having seen or heard Army advertising.

In general, most of the distinctive attitudinal and behavioral characteristics of male high school seniors highlighted above create an attractive recruiting environment for this sought-after market segment. In addition, since they are on the verge of finishing high school and may not yet have solid plans or commitments, seniors might be especially susceptible to recruiting appeals.

SECTION IV

SECTION IV

Advertising Awareness

The services use many different forms of advertising to attract volunteer enlistments. This advertising has been presented as individual service campaigns and, in recent years, also through a jointly sponsored campaign. The tracking study is a convenient vehicle for measuring awareness and recall of this advertising because it provides the services with important feedback on its relative effectiveness. Starting in the Spring 1977 wave, respondents have been asked what they remember about the advertising for each of the active duty services, and since the Fall of 1978 wave, respondents have been asked a similar question with respect to the Joint Services advertising campaign. Since the Fall 1979 wave, respondents have also been asked to associate service slogans with the appropriate source (i.e., the four active duty services and the joint campaign). A discussion of the Fall 1981 advertising data follows.

4.1 Top-of-the-Mind Awareness of Specific Services

One indicator of advertising effectiveness is initial, unprompted associations with a given concept. This "top-of-the-mind" awareness was measured by asking respondents which branch of the service they think of first when the terms "Armed Forces" or "military" are mentioned. They were then asked if any other services come to mind.

Table 4.1 shows the proportions indicating each branch of service in their answers. The Army received the largest proportions of first mentions (37.9%), with the Air Force second (26.5%), and the Navy (15.3%) and Marine Corps (14.2%) in third and fourth place, respectively. As for mentioning the branch in any of the responses (all combined mentions), the same order pertains, but here the Navy scored much closer to the Army and Air Force -- all three in the range of 71-77%. The Marine Corps was mentioned by 63.6%, and the Coast Guard by 18.8%. This pattern is consistent with previous surveys, though "all mentions" of the Marine Corps and Coast Guard were higher than in 1980.

Table 4.2 examines the relationship between the first branch of service mentioned and propensity to join that service. The circled numbers represent the percentages of respondents with a positive propensity for each service who mention that respective branch first. In each case, at least a plurality of those with a positive propensity report that branch as their first association. A little over half of those with a positive propensity for the Army reported that service as their first association; roughly 45% of those respondents with a positive propensity for the Air Force and nearly 40% favorably inclined toward the Marine Corps reported those services as their first association and

TABLE 4.1
BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

MALES

Service Mentioned	Percent of Respondents Who Mentioned Specific Services			
	First Mention	Second Mention	All Other Mentions	All Mentions Combined
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Air Force	26.5	21.8	23.9	73.0
Army	37.9	20.5	17.0	76.4
Marine Corps	14.2	18.0	31.0	63.6
Navy	15.3	27.8	27.2	71.1
Coast Guard	2.1	3.6	12.9	18.8
None	4.0	4.3	17.6	26.0

Base: All respondents

Source: Questions 4a, 4b and 4c

TABLE 4.2

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

MALES

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	44.5	22.4	18.4	27.9	15.9	27.8	24.2	26.8
Army	26.0	40.8	52.5	35.8	28.4	39.4	27.7	39.9
Marine Corps	12.6	14.3	13.7	14.0	39.1	10.8	11.8	14.4
Navy	14.1	15.6	11.7	15.9	13.0	15.6	32.0	12.5

Base: All respondents
Source: Question 4a

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

slightly less than one-third of those positively inclined toward the Navy thought of that branch first. The pattern is again similar to these of previous waves. In terms of this type of recognition, it is not surprising that the Army dominates, since the Army is the oldest, the largest, and the most commonly referenced service.

In terms of the difference in percentage of first mentions of positive versus negative propensity youth within each service, the Marine Corps does the best: over three times as many positively inclined males specify this service first, compared with their respective negative propensity counterparts. Thus, the Marines are relatively more familiar to those favorably inclined toward serving in the Marines than is the case for the other services. Somewhat less than three times as many respondents with positive propensity toward the Navy compared to those with negative propensity specified the Navy as their first mention. Twice as many males positively inclined for the Air Force indentified the Air Force first. The comparable disparity for the Army is not as great.

4.2 Advertising Content Recall

Awareness of service advertising was first measured by asking respondents whether or not they recently heard or saw any advertising encouraging people to enlist in any of the active duty services. Responses to this question ("yes", "no") constitute this study's indicator of "unaided recall." Interviewers next prompted respondents to recall advertising about each one of the campaigns not identified in the first question. This was accomplished by referring specifically to each service's (and the Joint campaign's) advertising program not elicited by the earlier unaided recall question.

Table 4.3 summarizes respondent levels of advertising awareness for each service. The first column shows that more respondents spontaneously recalled Army advertising than any other category: fully one-half of the respondents recalled Army advertisements without prompting, while about one-third remembered recruitment advertising for the Navy, Air Force and Marine Corps. Approximately one-eighth of the respondents recalled advertising sponsored by the Coast Guard and about one-twelfth, for the Joint Services campaign, without being prompted.

As explained, any campaign that a respondent did not spontaneously mention was referred to specifically in the follow-up question ("aided recall"). Thirty-six percent more young men remembered advertising from the Joint Services campaign when this advertising was mentioned specifically; between 24% and 27% more respondents remembered advertising sponsored by each of the four individual services. Combining both aided and unaided recall, nearly three-fourths of the respondents remembered Army advertising, while approximately three out of every five percent of the youths recalled advertising for the Air Force, Marine Corps and Navy. Just

TABLE 4.3

UNAIDED AND AIDED
RECALL OF SERVICE ADVERTISING

MALES

	<u>Unaided</u>	<u>Aided</u>	<u>Either Unaided or Aided</u>
Air Force	33.9	27.2	61.1
Army	50.4	23.2	73.6
Marine Corps	33.6	27.4	61.0
Navy	34.1	24.3	58.4
Joint Services	13.3	36.0	49.3
Coast Guard	7.8	24.2	32.0

Base: All respondents

Source: Questions 6b and 6c

under one-half of the respondents recalled the Joint Services campaign, and less than one-third recalled hearing or seeing Coast Guard advertising.

From the onset of this study's tracking of advertising copy recall (1977), respondents' "open-ended" answers to the recall question have been coded into sets of categories facilitating interpretation and comparisons through time. The data for each advertising source are shown in Tables 4.4A to 4.4E.

This year's analysis must be prefaced by several important observations. First, the copy recall methodology used in the Fall 1981 wave differs from the methodology used in previous waves. In the previous waves, each respondent was asked about the awareness of one randomly chosen advertising source (e.g., the Navy) -- regardless of whether he indicated in a previous answer remembering any copy from that source. In the Fall 1981 wave, a respondent was first asked to identify all campaigns for which he recalled recruitment advertising and then requested to recall the content of one of those sources (randomly selected) which he had just identified.

Secondly, and at least as important, the wording of the content recall question was changed in 1981. Previously the question was phrased as follows:

Will you please tell me everything you remember about an advertisement for the (INSERT NAME OF SERVICE SELECTED) that you have seen or heard recently? (PROBE) What did the advertising say? What did it show?

The question asked in the latest survey was:

Other than trying to get you to enlist in the military, what was the main idea the advertising for the (INSERT NAME OF SERVICE SELECTED) was trying to get across?

(PROBE:) What did it say or show?

TABLE 4.4A
RECALL OF ADVERTISING FOR THE AIR FORCE

MALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Have Seen/Heard Advertising</u>	65.5	78.1	+12.6
Teaching/learning a trade	8.5	30.1	+21.6
Opportunities	2.9	28.3	+25.4
Don't recall content	27.4	19.9	- 7.5
Men with equipment	6.4	14.7	+ 6.8
Equipment without men	7.9	13.3	+ 5.4
Educational benefits	4.6	11.6	+ 7.0
Men in training	1.1	8.5	+ 7.4
Want you to join/enlist	6.4	8.5	+ 2.1
Variety of jobs	5.1	7.3	+ 2.2
Best service/praised service	5.8	6.8	+ 1.0
"A great way of life"	**	6.7	
Travel/see the country/world	2.8	6.4	+ 3.6
Other miscellaneous mentions	6.9	5.8	- 1.1
Adventure	1.1	5.7	+ 4.6
Good pay/good starting pay	1.8	5.6	+ 3.8
Service to/pride in country	**	3.8	
Fun/recreation	0.7	3.6	+ 2.9
Slogans (e.g., Fly with the Air Force)	1.3	3.2	+ 1.9
Men in uniform	1.5	2.7	+ 1.2
Other benefits (e.g., health)	1.4	2.0	+ 0.6
Didn't understand ad	**	0.9	
Men with flag	----	0.1	+ 0.1
Men with guns	**	0.1	
<u>Have Not Seen/Heard Advertising</u>	34.5	----	

Base:* (1003) (917)
Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure, these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

RECALL OF ADVERTISING FOR THE ARMY

MALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	%	%	%
<u>Have Seen/Heard Advertising</u>	77.3	80.0	+ 2.7
Teaching/learning a trade	12.6	29.1	+16.5
Opportunities	3.9	28.6	+24.7
Don't remember/know	26.4	18.6	- 7.8
Men with equipment	6.1	12.9	+ 6.8
Men in training	4.5	12.3	+ 7.8
Educational benefits	7.6	11.7	+ 4.1
Best service/praised service	2.3	10.0	+ 7.7
Want you to join/enlist	13.8	9.1	- 4.7
Variety of jobs	6.5	7.1	+ 0.6
Travel/see the country/world	6.5	6.9	+ 0.4
Good pay/good starting pay	3.7	6.6	+ 2.9
Equipment without men	1.5	5.8	+ 4.3
Other miscellaneous mentions	9.5	5.6	- 3.9
Adventure	3.6	5.0	+ 1.4
"Be all you can be"	**	4.6	
Fun/recreation	2.0	3.9	+ 1.9
Service to/pride in country	**	3.9	
Men in uniform	3.7	3.0	- 0.7
Slogans (e.g., Uncle Sam needs you)	5.3	2.4	- 2.9
Other benefits (e.g., health)	2.4	2.1	+ 0.3
Didn't understand ad	**	1.2	
Men with guns	0.3	0.7	+ 0.4
<u>Have Not Seen/Heard Advertising</u>	22.7		
Base:*	(1029)	(1149)	

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure, these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 4.4C
RECALL OF ADVERTISING FOR THE MARINE CORPS

MALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Have Seen/Heard Advertising</u>	<u>70.4</u>	<u>76.7</u>	<u>+ 6.3</u>
Slogans (e.g., The few. The proud. The Marines.)	15.6	23.5	+ 7.1
Don't remember/know	29.5	22.5	- 7.0
Teaching/learning a trade	7.3	21.6	+14.3
Opportunities	2.9	18.8	+15.9
Men in training	3.4	14.2	+10.8
Best service/praised service	1.7	13.6	+11.9
Men in uniform	6.6	9.2	+ 2.6
Educational benefits	3.0	7.9	+ 4.9
Want you to join/enlist	7.3	7.6	+ 0.3
Men with equipment	2.8	6.2	+ 3.4
Travel/see the country/world	1.9	5.4	+ 3.5
Service to/pride in country	**	4.8	
Equipment without men	0.9	4.6	+ 3.7
Adventure	1.4	4.3	+ 2.9
Good pay/good starting pay	1.5	4.2	+ 2.7
Other miscellaneous mentions	6.1	3.9	- 2.2
Variety of jobs	2.9	3.0	+ 0.1
Fun/recreation	1.7	2.6	+ 0.9
Other benefits (e.g., health)	0.9	2.4	+ 1.5
"Maybe you can be one of us"	**	2.0	
Men with guns	0.6	0.6	----
Men with flag	0.2	----	- 0.2
<u>Have Not Seen/Heard Advertising</u>	<u>29.6</u>		
Base:*	(1084)	(838)	

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure, these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 4.4D
RECALL OF ADVERTISING FOR THE NAVY

MALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	%	%	%
<u>Have Seen/Heard Advertising</u>	70.4	78.3	+ 7.9
Teaching/learning a trade	7.8	25.9	+18.1
Opportunities	2.5	22.2	+19.7
Don't remember/know	29.8	20.9	- 9.5
Travel/see the country/world	9.7	15.2	+ 5.5
Men with equipment	5.7	11.8	+ 6.1
Equipment without men	5.4	10.8	+ 5.4
Best service/praised service	1.4	9.7	+ 8.3
Want you to join/enlist	7.8	9.6	+ 1.8
Adventure	11.2	9.3	- 1.9
Men in training	1.2	8.5	+ 7.3
Educational benefits	2.4	7.9	+ 5.5
Not just a job - adventure	**	7.3	
Other miscellaneous mentions	6.4	6.1	- 0.3
Fun/recreation	2.0	6.0	+ 4.0
Variety of jobs	4.0	4.3	+ 0.3
Men in uniform	1.7	3.4	+ 1.7
Good pay/good starting pay	1.5	2.8	+ 1.3
Service to/pride in country	**	2.0	
Other benefits (e.g., health)	0.9	1.8	+ 0.9
Slogans (e.g., The Navy makes boys into men)	0.4	1.2	+ 0.8
Men with guns	0.2	0.1	- 0.1
Men with flag	0.2	----	- 0.2
<u>Have Not Seen/Heard Advertising</u>	29.6		
Base:*	(1019)	(687)	

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure, these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 4.4E
RECALL OF ADVERTISING FOR THE JOINT SERVICES
MALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Have Seen/Heard Advertising</u>	<u>67.6</u>	<u>83.4</u>	<u>+15.8</u>
Mention all/several services	13.7	17.8	+ 4.1
Teaching/learning a trade	13.6	29.7	+16.1
Want you to join/enlist	9.4	11.9	+ 2.5
Educational benefits	5.7	11.0	+ 5.3
Opportunities	4.3	32.6	+28.3
Men in uniform	4.1	3.2	- 0.9
Travel/see the country/world	3.8	8.9	+ 5.1
Equipment without men	3.3	6.1	+ 2.8
Adventure	3.3	4.6	+ 1.3
Men with equipment	2.8	10.0	+ 7.2
Good pay/good starting pay	2.1	3.7	+ 1.6
Men in training	2.0	8.7	+ 6.7
Slogans	1.8	2.0	+ .2
Variety of jobs	**	9.7	
Other benefits (health, etc.)	**	2.9	
Men with guns	**	0.1	
Best service/praised service	**	12.7	
Service to/pride in country	**	0.3	
A great way of life	**	0.9	
"Chance to serve/learn"	**	0.7	
"Great place to start"	**	1.1	
Other miscellaneous mentions	10.7	6.1	- 4.6
Don't remember/know	23.7	16.5	- 7.2
<u>Have Not Seen/Heard Advertising</u>	<u>32.4</u>		

Base:* (973) (670)

Source: Question 6d

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

**New category in 1981.

⁺ Because of the 1981 changes in question wording and procedure, these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 4.4F
RECALL OF ADVERTISING FOR THE COAST GUARD
MALES

	Fall '81 <hr/> %
<u>Have Seen/Heard Advertising</u>	<u>60.8</u>
Opportunities	19.1
Variety of jobs	3.1
Teaching/learning a trade	18.3
Educational benefits	5.1
Other benefits (health, etc.)	1.0
Travel/see the country/world	9.4
Adventure	5.7
Fun/recreation	1.9
Good pay/starting pay	2.2
Men with equipment	9.1
Men with guns	0.2
Men in training	5.7
Men in uniform	1.3
Equipment without men	8.8
Best service/praised service	9.3
Want you to join/enlist	9.4
All other mentions	4.9
Don't remember/know	37.9
Service to/pride in country	7.1

Base:* (346)

Source: Question 6d

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

Consequently, absolute wave-to-wave comparisons of copy cannot be made because of (1) the change in question wording, and (2) the change in administering the question (described above), which resulted in generally higher overall levels of awareness because of changes in the base. The use of statistical significance tests, accordingly, would be highly misleading. However, relative changes between 1980 and 1981 surveys can be meaningfully discussed, that is, which advertising copy points changed more or less than others during this period. The following discussion will thus concentrate on relative changes rather than absolute levels. The aforementioned departures in methodology must be kept in mind when reviewing this section.

Some new categories of advertising copy recalled appear in the Fall 1981 survey. These new categories are noted in the tables.

The following conclusions can be drawn from the data in Tables 4.4A - 4.4F:

1. Overall, three-fourths of those asked could remember something about the Air Force advertising they reported having heard or seen. As expected from the change in methodology, most categories (messages) showed an apparent increase in recall. The two largest increases were "Teaching or learning a trade" and "Opportunities." These were also the messages recalled most often, by 30.1% and 28.3%, respectively.
2. Exactly eighty percent of the respondents could recall content from Army advertising they remembered having heard or seen. The greatest increases in Fall-to-Fall Army advertising content were also "Opportunities" and "Teaching or learning a trade." More respondents recalled these two content categories than any other: over one-fourth of the respondents asked each mentioned these categories. "Men with equipment," "Men in training," various slogans and "Best service or praised service" were the only other Army copy points mentioned by at least 10%. "Want you to enlist" clearly declined in 1981 as a message noted by target market males.

3. Something about Marine Corps advertising could be recalled by 76.7% of those asked. Four categories increased substantially more than the rest: "Teaching or learning a trade," "Opportunities," "Best service or praised service," and "Men in training." The changes ranged from about 11 percent to 16 percent. The largest proportion of respondents recalled Marine Corps slogans (23.5%) and advertising content relating to "Teaching or learning a trade" (21.6%), "Opportunities" was recalled by 18.8% of the respondents, and "Men in training" and "Best service or praised service" were recalled by 14.2 percent and 13.6% of the respondents, respectively.
4. Overall recall of any Navy advertising copy in 1981 was 78.3% of those who said they did remember hearing or seeing something. "Teaching or learning a trade" (25.9%), "Opportunities" (22.2%) and "Travel/see the world" (15.2%) were recalled by more respondents than any other content categories. The first two also exhibited by far the largest annual increases.
5. The Joint Services campaign displayed the greatest apparent gain in the past year when compared with each individual service's campaign. Moreover, the Joint campaign had the highest overall absolute level of content recall (83.4%). Copy points showing the greatest increases were "Opportunities" and "Teaching or learning a trade." These two categories also were the two most commonly recalled messages in 1981 for the Joint Services campaign.
6. Coast Guard advertising was included in the Fall 1981 survey for the first time. Just over 60% of the respondents asked recalled having heard or seen something specific about advertising for the Coast Guard. The most commonly recalled copy points were "Opportunities" (19.1%) and "Teaching or learning a trade" (18.3%).

Summary of the Fall 1981 survey:

Recalled Most Often

- Teaching/learning a trade
- Opportunities
- Men with equipment
- Men in training
- Educational benefits
- Want you to join/enlist
- Travel/see the country/world
- Best service/praised service

Showed the Greatest Apparent Year-to-Year Increases in Recall

- Opportunities
- Teaching/learning a trade
- Best service/praised service
- Men in training
- Men with equipment

Showed the Greatest Apparent Year-to-Year Decreases

- Want you to join/enlist
- Men in uniform
- Variety of jobs

Figures 4.1A - 4.1E summarize the top five copy points across time for five separate military services and the joint service campaign. As shown in Tables 4.4 and Figure 4.1A - 4.1E, some of the memorable advertising messages have changed. Opportunities, and teaching or learning useful career skills, have emerged as the overriding themes remembered by target market males from the military's recruitment advertising. Simple appeals to join or enlist, on the other hand, have fallen sharply as a recruiting communications recalled by 16-21 year old males.

FIGURE 4.1A

SUMMARY OF MOST MEMORABLE COPY POINTS

AIR FORCE

MALES

Top Five Copy Points	Fall '77	%	Fall '78	%	Fall '79	%	Fall '80	%	Fall '81	%
1	Teaching/ learning a trade	8.4	Equipment without men	9.6	Men with equipment	7.7	Teaching/ learning a trade	8.5	Teaching/ learning a trade	30.1
2	Opportunities	6.1	Men with equipment	7.1	Teaching/ learning a trade	7.7	Equipment without men	7.9	Opportunities	28.3
3	Men with equipment	5.5	Want you to join/enlist	6.8	Want you to join/enlist	5.6	Men with equipment	6.4	Men with equipment	14.7
4	Variety of jobs	5.3	Best service/ praised service	4.9	Educational benefits	5.4	Want you to join/enlist	6.4	Equipment without men	13.3
5	Educational benefits	5.0	Opportunities	4.8	Opportunities	5.1	Best service/ praised service	5.8	Educational benefits	11.6
Base:	(1743)		(857)		(993)		(1003)		(917)	
Source:	Question 6a									

*Results from the Spring surveys can be found in the Fall 1980 report.
Fall 1981 percentages are not directly comparable to 1980 because of methodological changes.

FIGURE 4.1B

SUMMARY OF MOST MEMORABLE COPY POINTS

ARMY

MALES

Top Five Copy Points	Fall '77	%	Fall '78	%	Fall '79	%	Fall '80	%	Fall '81	%
1	Teaching/ learning a trade	8.1	Travel/see the country/ world	11.0	Teaching/ learning a trade	11.4	Want you to join/enlist	13.8	Teaching/ learning a trade	29.1
2	Educational benefits	7.4	Men with equipment	8.6	Want you to join/enlist	10.7	Teaching/ learning a trade	12.6	Opportunities	28.6
3	Variety of jobs	6.7	Want you to join/enlist	8.0	Travel/see the country/ world	9.1	Educational benefits	7.6	Men with equipment	12.9
4	Travel/see the country/ world	6.6	Teaching/ learning a trade	7.9	Educational benefits	7.2	Travel/see the country/ world	6.5	Men in training	12.3
5	Want you to join/enlist	5.4	Best service/ praised service	7.8	Opportunities	6.1	Variety of jobs	6.5	Educational benefit	11.7
Base:	(1960)		(880)		(1068)		(1029)		(1149)	
Source:	Question 6a									

*Results from the Spring surveys (1977-1980) can be found in the Fall 1980 report.

Fall 1981 percentages are not directly comparable to 1980 because of methodological changes.

FIGURE 4.1C

SUMMARY OF MOST MEMORABLE COPY POINTS

MARINE CORPS

MALES

Top Five Copy Points	Fall '77	%	Fall '78	%	Fall '79	%	Fall '80	%	Fall '81	%
1	Slogans	16.7	Slogans	19.9	Slogans	16.6	Slogans	15.6	Slogans	23.5
	Teaching/ learning a trade		Best service/ praised service		Men in training		Want you to join/enlist		Teaching/ learning a trade	
2		5.0		8.3		6.1		7.3		21.6
3	Men in uniform	4.6	Men in training	6.0	Teaching/ learning a trade	6.1	Teaching/ learning a trade	7.3	Opportunities	18.8
4	Educational benefits	4.3	Travel/see the country/ the world	5.9	Travel/see the country/ the world	5.7	Men in uniform	6.6	Men in training	14.2
5	Opportunities	4.1	Men in uniform	5.1	Want you to join/enlist	5.4	Men in training	3.4	Best service/ praised service	13.6
Base:	(1597)		(1729)		(994)		(1084)		(838)	
Source:	Question 6a									

*Results from the Spring surveys (1977-1980) can be found in the Fall 1980 report.
Fall 1981 percentages are not directly comparable to 1980 because of methodological changes.

FIGURE 4.10

SUMMARY OF MOST MEMORABLE COPY POINTS*

NAVY

MALES

Top Five Copy Points	Fall '77	%	Fall '78	%	Fall '79	%	Fall '80	%	Fall '81	%
1	Travel/see the country/ world	14.7	Travel/see the country/ world	14.5	Travel/see the country/ world	16.9	Adventure	11.2	Teaching/ learning a trade	25.9
2	Adventure	5.8	Adventure	10.0	Adventure	13.3	Travel/see the country/ world	9.7	Opportunities	22.2
3	Want you to join/enlist	5.8	Equipment without men	9.5	Teaching/ learning a trade	8.1	Want you to join/enlist	7.8	Travel/see the country/ world	15.2
4	Equipment without men	3.8	Want you to join/enlist	7.4	Men with equipment	7.7	Teaching/ learning a trade	7.8	Men with equipment	11.8
5	Variety of jobs	3.8	Men with equipment	6.3	Want you to join/enlist	7.6	Men with equipment	5.7	Equipment without men	10.8
Base:	(1596)		(1699)		(1052)		(1019)		(687)	
Source:	Question 6a									

*Results from the Spring surveys (1977-1980) can be found in the Fall 1980 report.
Fall 1981 percentages are not directly comparable to 1980 because of methodological changes.

FIGURE 4.1E

SUMMARY OF MOST MEMORABLE COPY POINTS*
JOINT SERVICES

Top Five Copy Points	MALES			
	Fall '80	%	Fall '81	%
1	Mention all/ several services	13.7	Oppor- tunities	32.6
2	Teaching/ learning a trade	13.6	Teaching/ learning a trade	29.7
3	Want you to join/enlist	9.4	Mention all/ several services	17.8
4	Educational benefits	5.7	Want you to join/enlist	11.9
5	Oppor- tunities	4.3	Educational benefits	11.0

Base:

(670)

Source: Question 6a

*Results from the Spring surveys (1977-1980) can be found in the fall 1980 report.

Fall 1981 percentages are not directly comparable to 1980 because of methodological changes.

FIGURE 4.1F
SUMMARY OF MOST MEMORABLE COPY POINTS
COAST GUARD

MALES

<u>Top Five Copy Points</u>	<u>Fall '81</u>	<u>%</u>
1	Opportunities	19.1
2	Teaching/ learning a trade	18.3
3	Want you to join/enlist	9.4
4	Travel/see country/ world	9.4
5	Best service/ praised service	9.3

4.3 Recognition of Service Advertising Slogans

Slogans have long been an integral part of service advertising, especially for the Marine Corps. Since slogans always have been an effective means of generating and sustaining "brand awareness," tracking the recognition of service advertising slogans is one means of assessing its effectiveness in the services' recruiting efforts. Beginning in the Fall 1979 wave, respondents were asked to associate service slogans with their correct advertising source.

In the Fall 1981 wave, as in the Fall 1980, Fall 1979 and Spring 1980 surveys, respondents were read a series of slogans currently used or used in the recent past in service advertising and asked to name the correct source of each slogan. Tables 4.5 and 4.6 summarize the data. The correct responses have been circled to facilitate interpretation. No statistical significance is implied by this notation. The following conclusions follow from these figures in the table:

1. As in past surveys, "The few. The proud, the (Marines)" was identified correctly by the largest number of respondents, in 1981 by nearly 85 percent. The only other two slogans identified correctly by more than one half of the respondents were "Be all you can be (Army)," and "Maybe you can be one of us (Marine Corps)."
2. The following slogans were least often correctly identified. "It's a great place to start (Joint Services)" and "A chance to serve, a chance to learn (Joint Services)."
3. Respondents were about as likely to associate "(Navy). It's not a job. It's an adventure," with the Army as they were to name the Navy. Similarly, nearly the same proportion of respondents identified "(Air Force). A great way of life," with the Army as with the Air Force.

4. As shown in Table 4.6, the level of correct identification increased significantly from Fall 1980 to Fall 1981 for the following slogans:

- "Maybe you can be one of us (Marine Corps)."
- "It's a great place to start (Joint Services)."
- "The few. The proud. The (Marines)."
- "(Air Force.) A great way of life."

The only slogan for which comparisons between the two waves decreased significantly was "Navy). It's not a job It's an adventure." Thus, overall, recruiting slogan identifications in 1981 were more effective (in the sense of being more often correctly identified) than in 1980.

TABLE 4.5
RECOGNITION OF SERVICE ADVERTISING SLOGAN
MALES

<u>Slogan</u>	<u>Associate Slogan with This Advertising Source</u>				
	<u>Army</u>	<u>Air Force</u>	<u>Navy</u>	<u>Marine Corps</u>	<u>Joint Advertising</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
"Be all you can be."	(56.1)	14.4	11.9	5.0	5.4
"_____. A great way of life."	27.4	(31.3)	18.8	8.1	5.8
"_____. It's not just a job. It's an adventure."	38.0	8.0	(35.1)	9.9	5.7
"The few. The proud. The _____."	4.0	2.9	3.7	(84.8)	1.2
"Maybe you can be one of us."	10.1	11.2	10.0	(51.2)	7.5
"A chance to serve, a chance to learn."	30.1	18.6	17.6	5.7	(12.3)
"It's a great place to start."	39.5	14.1	12.1	6.4	(16.8)

Base: All respondents

Source: Question 7

Circled percentages represent respondents who correctly identified the slogan.

TABLE 4.6

CORRECT ASSOCIATION OF SERVICE ADVERTISING SLOGANS
FALL 1980 vs. FALL 1981

MALES

<u>Slogan</u>	<u>Percent of Respondents Who Correctly Associate Slogan with Service</u>			<u>Statistically Significant</u>
	<u>Fall '80</u> <u>%</u>	<u>Fall '81</u> <u>%</u>	<u>Fall '80- Fall '81 Change</u> <u>%</u>	
"Be all you can be."	--	56.1	--	---
"_____. A great way of life."	29.0	31.3	+ 2.3	Yes-higher
"_____. It's not just a job. It's an adventure."	39.1	35.1	- 4.0	Yes-lower
"The few. The proud. The _____."	81.4	84.8	+ 3.4	Yes-higher
"Maybe you can be one of us."	43.6	51.2	+ 7.6	Yes-higher
"A chance to serve, a chance to learn."	12.4	12.3	- 0.1	No
"It's a great place to start."	12.8	16.8	+ 4.0	Yes-higher
Base:	(5108)	(5173)		

Source: Question 7

SECTION V

SECTION V

Knowledge of Financial Benefits

Presumably, decisions regarding enlistment include consideration of the economic aspects of military service. The high importance that both propensity groups attach to "good income" as a job attribute, ranking it second among 15 desired job characteristics (see Section III), supports this idea. With the all-volunteer military, the use of financial benefits has become an even more integral component of recruiting strategies. Educational assistance, cash bonuses, and pay have been the subject of close examination by DOD and the services. In recent years, efforts have been undertaken to augment these benefits, communicate their availability, and to test the effectiveness of different offerings. The findings to be reviewed in this section recommend that these efforts be reinforced by all recruiters. The Youth Attitude Tracking Study and other research have served as vehicles for evaluating the expected future effectiveness of these marketing efforts.

In 1981, as in several earlier waves, respondents were asked the extent to which they would be more likely to consider joining one of the active duty military services, given the availability of a particular incentive. In different years of the study, respondents had been asked to react to various modifications in such benefits as pay, cash bonuses, and educational assistance. They were also asked to estimate what the actual starting pay is for an enlistee in the military. This information has provided feedback on the relative potential effectiveness of different financial incentives.

The Fall 1981 survey focuses on:

- Knowledge of starting pay for enlisted personnel
- The perceived effect on enlistment of being informed of actual starting pay
- The perceived effect on enlistment intentions of different cash bonus plans

No questions were asked in 1981 about actual or hypothetically available educational benefits.

5.1 Knowledge of Starting Pay and Perceived Effect
of Being Informed

Respondents were asked two questions about starting pay for enlisted personnel:

- As far as you know, what is the starting monthly pay for an enlisted person in the military -- before taxes are deducted?
- The starting monthly pay for an enlisted person is approximately \$550.00. Knowing this, would you be more likely or not to consider joining one of the active duty military services?

Table 5.1 presents the distribution of answers to the first question about starting pay.

1. The most striking feature in Table 5.1 is the large proportion of young men who were reluctant to answer the question. Slightly less than half of all 1981 male respondents (47.7%) cited a substantive dollar amount in response. Among those who did hazard a guess, the median estimate was \$482 -- about \$70/month less than the actual amount.

Awareness of starting pay appears to have worsened in terms of the percentage of respondents not knowing or not answering.* Recalling the importance attached to material rewards (good income) and employment security (see Section III), correcting these widespread and marked misperceptions of and lack of information about military pay might be the single most useful communications strategy for attracting new recruits.

* As a technical point, it should be noted that although the question was asked identically by the interviewers in both years, the 1981 questionnaire contained a "Don't know" response category, while the 1980 version did not. An unknown proportion of the difference in the distribution of responses between the two years may be the result of this difference, i.e., the 1981 interviewers may have probed slightly less and marked the "Don't know" response instead.

TABLE 5.1
KNOWLEDGE OF STARTING PAY
MALES

	Fall '80	Fall '81
	<u>%</u>	<u>%</u>
<u>Give this estimate</u>		
\$74 or less	0.4	0.5
\$75 - \$174	2.5	1.3
\$175 - \$274	4.9	2.7
\$275 - \$374	8.3	4.7
\$375 - \$474	20.2	13.1
\$475 - \$574	13.0	13.1
\$575 - \$674	4.8	5.1
\$675 - \$774	2.6	1.8
\$775 or more	6.6	5.4
Don't Know/refused	36.8	52.2
No answer	-	0.1

Base: All respondents

Source: Question 15a

2. After being informed of the current starting monthly pay of enlisted personnel, nearly 15% of target market males responded that, knowing this fact, they would now be much or somewhat more likely to enlist; 5.6% of the males said they would be much more likely to enlist now that they are aware of the starting pay. (One must be cautious in extrapolating these percentages into actual new contracts, given greater awareness, since the meaningfulness of survey responses such as "somewhat more likely" in terms of actual behavior is always conjectural. This observation is particularly pertinent when it comes to respondents' reports of future action which require rather drastic or long-term commitments, such as with joining the service.)

When informed of the current amount, positive propensity young men responded more positively toward the prospect of enlisting than negative propensity males. Pro-enlistment change in service intentions after knowing starting pay was also greater for younger males, high school drop-outs, those scoring lower on the Quality Index, and blacks (see Table 5.3). The proportion answering that they would be more likely to enlist was about the same as in last year's Fall survey.

TABLE 5.2
EFFECT OF KNOWING ACTUAL STARTING MONTHLY
PAY ON LIKELIHOOD OF ENLISTING

MALES

	Fall '80 %	Fall '81 %
<u>Much or somewhat more likely to consider joining</u>	<u>15.7</u>	<u>14.9</u>
Much more likely	5.5	5.6
Somewhat more likely	10.2	9.3
<u>Just a little more likely</u>	<u>7.0</u>	<u>9.1</u>
<u>Not more likely to consider joining</u>	<u>71.0</u>	<u>69.7</u>
<u>Don't know</u>	6.3	6.3
Average*	1.47	1.48

Base: All respondents (5108) (5186)

Source: Question 15b

* Mean scale value shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Not more likely
Therefore, larger values indicate greater perceived
likelihood.

HD-A143 116

YOUTH ATTITUDE TRACKING STUDY FALL 1981(U)
INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
APR 82 6474 DMDC/MRB-TR-81/1 OMB-22-R-0339

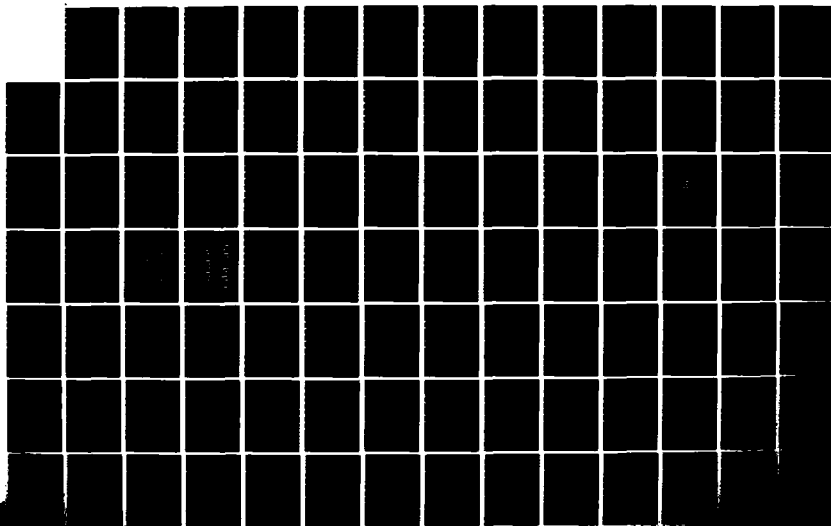
MARKET FACTS
S GROENEMAN

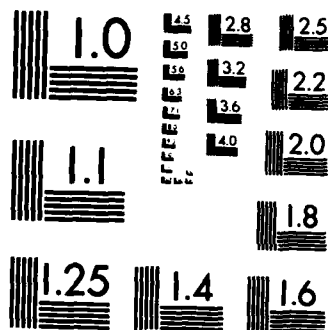
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MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

TABLE 5.3

EFFECT OF KNOWING ACTUAL STARTING MONTHLY
PAY ON LIKELIHOOD OF ENLISTING

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '81	Statistically Significant+
<u>Total U.S. Estimate **</u>	<u>1.91</u>	
<u>Variable ***</u>		
Positive propensity	2.02	Yes - higher
Negative propensity	1.24	Yes - lower
16 years old	1.82	Yes - higher
17 years old	1.60	Yes - higher
18 years old	1.49	No
19 years old	1.39	Yes - lower
20 years old	1.32	Yes - lower
21 years old	1.22	Yes - lower
10th/11th grade	1.81	Yes - higher
Senior	1.54	No
In college	1.25	Yes - lower
High school graduate, not in school	1.28	Yes - lower
Not high school graduate	1.80	Yes - higher
High Quality Index	1.30	Yes - lower
Medium Quality Index	1.54	Yes - higher
Low Quality Index	1.65	Yes - higher
White	1.42	Yes - lower
Black	1.89	Yes - higher
Other non-white	1.57	No

Source: Question 15b

* Mean scale values shown

Scale Value: 4 = Much more likely
 3 = Somewhat more likely
 2 = Just a little more likely
 1 = Not more likely
 Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate respondent groups for each variable

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

5.2 Effects of Cash Bonus Programs on Likelihood of Enlisting

The services currently offer various financial bonuses for different programs of enlistment. A cash payment is normally awarded upon successful completion of the agreed upon service obligation. Being able to predict what impact proposed alterations in these plans might have on attracting new recruits -- and what types of new enlistees the bonuses would most attract -- is a key element in any consideration of policy revision. With this objective, all 1981 target market youth were asked the following questions:

- If you could receive a cash bonus of \$3,000 to enlist for 3 years would you be more likely or not more likely to enlist?
- What about if you could receive a cash bonus of \$5,000 for 4 years? Would you be more likely or not more likely to enlist?
- What about if you could receive a cash bonus of \$7,500 to enlist for 4 years?
- What about if you could receive a cash bonus of \$10,000 to enlist for 4 years?

(Those answering the second or third questions "much more likely to enlist" were assumed to respond equally affirmatively to the remaining question(s) in the series.) In addition, those answering "more likely" to any of the programs were asked the follow-up question:

Would you be a little more likely or much more likely to enlist (given the availability of that particular program)?

Tables 5.4 and 5.5 present the results of posing these incentive plans. (The breakdown in Table 5.5 includes only positive propensity youth.) According to Table 5.4, a bonus

TABLE 5.4
EFFECT OF CASH BONUS
ON LIKELIHOOD OF ENLISTING

<u>Bonus and Term of Enlistment</u>	MALES			
	<u>Change in Enlistment Likelihood</u>			
	<u>Not more likely</u>	<u>A little more likely</u>	<u>Much more likely</u>	<u>Don't Know</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
\$3,000 to enlist for 3 years	53.6	29.2	13.7	3.5
\$5,000 to enlist for 4 years	53.1	26.4	17.4	3.0
\$7,500 to enlist for 4 years	41.8	25.4	29.7	3.0
\$10,000 to enlist for 4 years	34.4	21.2	41.7	2.6

Base: All Respondents

Source: Question 16a

TABLE 5.5
EFFECT OF CASH BONUS
ON LIKELIHOOD OF ENLISTING*

<u>Bonus and Term of Enlistment</u>	MALES			
	Change in Enlistment Likelihood			
	<u>Not more likely</u>	<u>A little more likely</u>	<u>Much more likely</u>	<u>Don't Know</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
\$3,000 to enlist for 3 years	30.3	39.4	27.6	2.7
\$5,000 to enlist for 4 years	29.6	34.8	32.8	2.8
\$7,500 to enlist for 4 years	18.1	28.7	51.0	2.2
\$10,000 to enlist for 4 years	12.3	20.9	65.2	1.6

*Base: All positive propensity respondents

Source: Question 16a

of \$3,000 to enlist for three years draws 13.7% of the male sample in the direction of enlisting. In other words, approximately 14% of the respondents said they would be much more likely to enlist than they are now. (Responses of "a little more likely" are discounted in this analysis as probably not too meaningful in terms of future behavior.) Thus, there is a change in service inclination for more than one out of eight young men.

Compared to this \$3,000 to enlist for three years, an enticement of \$5,000 to enlist for four years is about equally effective: only slightly more would be "much more likely" to enlist than under the \$3,000-for-3-years plan: 17.4% vs. 13.7%. Roughly one-in-six young men thus say they would be much more likely to enlist if offered \$5,000 for a term of four years.

Offering \$2,500 more to enlist for four years (\$7,500 total) draws an additional 12.3% into the "much more likely" category, compared to the \$5,000 incentive. Under the \$7,500 cash bonus offer, fully 29.7% of the male sample claimed a much higher probability of enlisting if offered \$7,500 for a four-year term.

The highest one-time payment -- \$10,000 to enlist for four years -- draws the highest number of target market youth: an additional 12% compared to the \$7,500 bonus now say they would be much more likely to enlist. At this most expensive incentive level, more than two-fifths of all young men (41.7%) said they would be much more likely to enlist than they are now.

Examining Table 5.5 reveals the same pattern -- only with the percentages "much more likely to enlist" about 14% greater for each bonus program. Each incentive level shows a substantial stimulative effect on the pro-enlistment inclinations of positive propensity youth -- from over one-quarter more likely at the "cheapest" level, to nearly two-thirds much more likely to enlist for the \$10,000 cash bonus. More than half of the positive propensity males responded that a \$7,500 bonus for four years would make them much more likely to enlist. It appears that young men already considering military service are more attracted by cash bonus incentive programs than males in general.

Tables 5.6 and 5.7 display subgroup differences relative to the total sample on two of the cash incentive programs. The patterns in the two tables are very similar: positive propensity youth (as already observed), younger men, those still in high school, males with intermediate scores on the Quality Index, and blacks tend to be relatively more attracted by the incentive plans than their counterparts. It is significant to observe, in contrast, that high quality market segments -- high school graduates and those scoring in the upper third on the Quality Index -- were relatively less attracted by the bonus.

All in all, providing cash bonus programs of even modest magnitude should result in a noticeable number of additional enlistments. Making high cash incentives available, according to the data, should produce still greater numbers of new recruits. This data does not demonstrate a distinct

TABLE 5.6
EFFECT OF \$3,000 CASH BONUS ON LIKELIHOOD
OF ENLISTING FOR 3 YEARS

DEMOGRAPHIC ANALYSIS*

MALES

	<u>Fall '81</u>	<u>Statistically Significant+</u>
<u>Total U.S. Estimate **</u>	1.59	
<u>Variable ***</u>		
Positive propensity	1.97	Yes - higher
Negative propensity	1.41	Yes - lower
16 years old	1.80	Yes - higher
17 years old	1.65	Yes - higher
18 years old	1.62	No
19 years old	1.52	Yes - lower
20 years old	1.45	Yes - lower
21 years old	1.46	Yes - lower
10th/11th grade	1.79	Yes - higher
Senior	1.64	No
In college	1.42	Yes - lower
High school graduate, not in school	1.48	Yes - lower
Not high school graduate	1.77	Yes - higher
High Quality Index	1.49	Yes - lower
Medium Quality Index	1.64	Yes - higher
Low Quality Index	1.61	No
White	1.57	No
Black	1.74	Yes - higher
Other non-white	1.57	No

Source: Question 16a

* Mean scale values shown

Scale Value: 3 = Much more likely
2 = A little more likely
1 = Not more likely

** Base: All respondents

*** Base: Appropriate respondent groups for each variable

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

TABLE 5.7
EFFECT OF \$5,000 CASH BONUS ON LIKELIHOOD
OF ENLISTING FOR 4 YEARS

DEMOGRAPHIC ANALYSIS*

MALES

	Fall '81	<u>Statistically Significant+</u>
<u>Total U.S. Estimate **</u>	1.63	
<u>Variable ***</u>		
Positive propensity	2.03	Yes - higher
Negative propensity	1.45	Yes - lower
16 years old	1.84	Yes - higher
17 years old	1.73	Yes - higher
18 years old	1.69	No
19 years old	1.53	Yes - lower
20 years old	1.47	Yes - lower
21 years old	1.51	Yes - lower
10th/11th grade	1.84	Yes - higher
Senior	1.72	Yes - higher
In college	1.46	Yes - lower
High school graduate, not in school	1.51	Yes - lower
Not high school graduate	1.79	Yes - higher
High Quality Index	1.53	Yes - lower
Medium Quality Index	1.69	Yes - higher
Low Quality Index	1.67	No
White	1.61	No
Black	1.83	Yes - higher
Other non-white	1.63	No

Source: Question 16a

* Mean scale values shown

Scale Value: 3 = Much more likely
2 = A little more likely
1 = Not more likely

** Base: All Respondents

*** Base: Appropriate respondent groups for each variable

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

"ceiling" beyond which additional money ceases having a positive effect, nor even a point of clearly diminishing returns (at least not up to \$10,000). It needs to be acknowledged that this conclusion is somewhat at odds with other Defense Department research, which did in fact show diminishing returns for cash incentive bonuses, i.e. very high marginal costs beyond a certain level.

The actual number of new recruits which any such plan would attract if offered, however, depends on two crucial assumptions: (1) that respondents' answers are meaningful and at least rough measures of actual behavior under the hypothetical conditions posed (which obviously cannot be tested in this study); and (2) that the incentive programs are well publicized in the services' advertising campaigns so that potential participants are made aware of the available material benefits of enlistment. The percentages reviewed do suggest a potentially high productivity from the implementation of cash bonuses for military service.

SECTION VI

SECTION VI

Perceptions and Attitudes Toward Draft Registration

Debate continues over how best to fill the country's military manpower needs. The present program of an all-volunteer force has come under criticism. Some fear that it is leading to an inegalitarian, disproportionately non middle-class and minority defense corps. Another criticism is that it has not attracted and retained enough qualified personnel, leaving the nation ill-prepared to meet future contingencies. James Fallows, among others, has argued that an all-volunteer military is ultimately corrosive of public support for national defense.

These and other considerations have fueled discussions of advance preparedness with respect to manpower. The current administration has recently come out in favor of maintaining the draft registration requirement for 18 year-old males, though not before considerable internal debate. Since registration is controversial -- at least among certain groups -- it is important to regularly monitor sentiment on the issue among those who are or may be directly affected.

Since the Spring of 1979, this study has asked questions of target market youth about their perceived need for draft registration, their attitude toward having to register, and the estimated impact of registration on their enlistment intentions. The latter question was not asked in the current survey. In addition, three questions on the topic of draft registration which were newly added in the Fall 1980 survey were also deleted in 1981: 1) whether or not the respondent had to register, 2) whether or not at the time of registration he requested information about enlistment, and 3) his attitude toward requiring a mental and physical examination as part of the registration process. The following is an analysis of the attitudes of the latest cohort of 16 to 21 year-old youth toward draft registration.

6.1 Perceived Need for Draft Registration

Table 6.1 shows a sharp increase in the percentage agreeing with the statement that "requiring 18 and 19 year old men to register for the draft is necessary to provide a strong national defense for America." The Fall-to-Fall increase was seven percentage points. Moreover, as the scale average indicates, the intensity of agreement has also increased, from 4.03 to 4.33. The differences in each case are easily statistically significant. Attitudinal change was greatest at the extremes of the scale, in the proportions "strongly agreeing" with the statement (up by 5.2%) and "strongly disagreeing" (down by 4.1%). These changes continue a consistent trend toward greater agreement with the need for draft registration to ensure a strong defense. Accord with the statement has increased by 26 percentage points since the Spring 1979 survey.

Examining the attitudes of key subgroups, Table 6.2 indicates that 21 year-olds were especially likely to agree with the statement; blacks were somewhat less likely than average to agree. The scale scores of blacks on the statement was the lowest of any of the demographic subgroups; yet, on the average, they were not in disagreement. Relative to the Fall 1980 survey, however, blacks have moved counter to the general trend of greater agreement with the need for registration.

TABLE 6.1
PERCEIVED NEED FOR DRAFT REGISTRATION+

MALES		
	Fall '80 %	Fall '81 %
<u>Agree with Statement</u>	<u>65.6</u>	<u>72.6</u>
Strongly agree	25.9	31.1
Generally agree	29.0	30.7
Agree just a little	10.7	10.8
<u>Disagree with Statement</u>	<u>34.4</u>	<u>27.4</u>
Disagree just a little	6.7	6.2
Generally disagree	12.0	9.6
Strongly disagree	15.7	11.6
Average*	4.03	4.33

Base: All respondents who agree or disagree with the statement

Source: Questions 11a-c

* Mean scale values shown

Scale Value: 6 = Strongly agree
 5 = Generally agree
 4 = Agree just a little
 3 = Disagree just a little
 2 = Generally disagree
 1 = Strongly disagree
 Therefore, larger values indicate greater perceived likelihood.

+ "Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

TABLE 6.2
PERCEIVED NEED FOR DRAFT REGISTRATION

DEMOGRAPHIC ANALYSIS*

	MALES	
	Fall '81	Statistically Significant†
<u>Total U.S. Estimate **</u>	<u>4.33</u>	
<u>Variable***</u>		
16 years old	4.29	No
17 years old	4.20	No
18 years old	4.37	No
19 years old	4.26	No
20 years old	4.37	No
21 years old	4.48	Yes - higher
10th/11th grade	4.28	No
Senior	4.23	No
In college	4.28	No
High school graduate, not in school	4.42	No
Not high school graduate	4.37	No
High Quality Index	4.30	No
Medium Quality Index	4.37	No
Low Quality Index	4.27	No
White	4.40	Yes - higher
Black	3.70	Yes - lower
Other non-white	4.22	No

Source: Questions 11a-c

* Mean scale values shown

Scale Value: 6 = Strongly agree
 5 = Generally agree
 4 = Agree just a little
 3 = Disagree just a little
 2 = Generally disagree
 1 = Strongly disagree
 Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate male respondent groups for each variable

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

6.2 Attitudes Toward Draft Registration

During the last four waves of the study, respondents have been asked how they personally feel about 18 and 19 year-olds being required to register for the draft. Table 6.3 displays the proportions in favor and opposed to the requirement. Again the annual change is positive from the perspective of support for registration -- 50.8% favoring it in the latest survey, compared to 46.0% in the Fall 1980 survey. Similarly, the percentage of young men against registration fell from 32.1% in the Fall of 1980 to 26.3% in the present survey. At least as much movement was evident at the extremes of the scale as in the moderate range. The Fall 1981 mean scale score is significantly higher than 1980.

Subgroup contrasts are displayed in Table 6.4. Blacks were, on the average, more against the draft registration requirement than non-blacks. In fact, they were the only subgroup examined who were more likely to be against it than for it. They were, however, slightly more likely to favor the requirement than the Fall 1980 black subsample. Males scoring low on the Quality Index were also less receptive to the registration requirement.

The clear tendency observed in the direction of (1) accepting the necessity of draft registration for a strong defense, and (2) favoring its use if needed to select males for military service may represent a resurgence of support for measures perceived as strengthening the military. This interpretation is consistent with the increased sentiment among the general public in the last several years for a stronger national defense, as reported in many opinion polls.

TABLE 6.3

ATTITUDE TOWARD DRAFT REGISTRATION⁺

MALES

	Fall '80 %	Fall '81 %
<u>In Favor</u>	<u>46.0</u>	<u>50.8</u>
Strongly in favor of it	18.6	21.3
Somewhat in favor of it	27.4	29.5
Neither in favor nor against it	21.9	22.9
<u>Against</u>	<u>32.1</u>	<u>26.3</u>
Somewhat against it	15.9	14.4
Strongly against it	16.2	11.9
Average*	3.16	3.34

Base: All respondents

Source: Question 11d

* Mean scale value shown

Scale Value: 5 = Strongly in favor of it
 4 = Somewhat in favor of it
 3 = Neither in favor nor against it
 2 = Somewhat against it
 1 = Strongly against it
 Therefore, larger values indicate stronger favor.

⁺All 18 and 19 year old males are now required to register for the draft. If a mandatory draft were ever to become necessary, this registration list would be used to select people for military service. How do you personally feel about the draft registration requirement?

TABLE 6.4
ATTITUDE TOWARD DRAFT REGISTRATION
DEMOGRAPHIC ANALYSIS*

	MALES	
	Fall '81	Statistically Significant*
<u>Total U.S. Estimate **</u>	<u>3.34</u>	
<u>Variable ***</u>		
16 years old	3.40	No
17 years old	3.36	No
18 years old	3.27	No
19 years old	3.24	No
20 years old	3.34	No
21 years old	3.42	No
10th/11th grade	3.39	No
Senior	3.34	No
In college	3.34	No
High school graduate, not in school	3.31	No
Not high school graduate	3.33	No
High Quality Index	3.40	No
Medium Quality Index	3.35	No
Low Quality Index	3.19	Yes - lower
White	3.40	Yes - higher
Black	2.85	Yes - lower
Other non-white	3.25	No

Source: Question 11d

* Mean scale values shown

Scale Value: 5 = Strongly in favor of it
 4 = Somewhat in favor of it
 3 = Neither in favor nor against it
 2 = Somewhat against it
 1 = Strongly against it
 Therefore, larger values indicate stronger favor.

** Base: All respondents

*** Base: Appropriate male respondent groups for each variable

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

Last year's Fall report speculated that the renewed support for draft registration, already evident in 1980, might be a short-term response to dramatic international events of the time, especially the Iranian hostage seizure and the Soviets' invasion of Afghanistan. It now appears that the enhanced sentiment toward registration observed last year is not just a temporary phenomenon. With the hostage crisis passed and news coverage of Afghanistan greatly diminished, support for registering young men as preparation in case of a possible future national emergency continues to grow. (Admittedly, the imposition of martial law in Poland might be sustaining some of the heightened pro-defense feeling.) For whatever reason, target market youth seem increasingly acceptant of the argument that advance planning can save crucial time in the event that a general mobilization is needed.

Even more surprising, the trend is maintained through a period when the President himself was reported to be undecided over whether or not draft registration should be discontinued. (President Reagan did not publically announce his endorsement of maintaining registration until January, 1982 -- well after the interviewing for 1981 had ended.) Expression of enhanced support for registration and for an actual draft itself, if deemed necessary, can only be viewed as a positive development for defense preparedness.

1981 STUDY OF FEMALES

SECTION VII

SECTION VII

National Overview - Fall 1981

As in the male survey, the criterion measure and focus of this first chapter on females is enlistment propensity. Section VII is thus an examination of changes in enlistment propensity and the variables that are related to female propensity. The definition is the same as described in Section I. The same set of measures used in the male survey is used with females. Moreover, the focus of the analysis is the same in both studies. Since Fall 1981 was the second wave to include females in the survey, this will be the first opportunity to examine and discuss year-to-year changes.

7.1 Changes in Propensity: Fall 1980 to Fall 1981

Overall, 14.3% of the female respondents interviewed in the Fall 1981 wave exhibited positive propensity for at least one of the four active duty services. This represents a one-point increase over the previous Fall's 13.3% figure. This change is not statistically significant. As shown in Table 7.1, propensities for three of the four active duty services increased in 1981 (all except the Marine Corps, which showed an insignificant decline), but only the change in Army propensity was statistically significant, having increased from 5.3% to 6.4%. In addition, while unaided mentions of plans to enter military service -- the Pro-Military Index -- were also more prevalent in 1981 than 1980 for females, the increase from 1.3% to 1.8% was similarly not significant. (See Chapter 1 for a description of the index).

Female propensity overall and toward specific services remains less than half as large as enlistment propensity among males. As observed in the male sample, the direction of the movement in 1981 was generally positive though very modest in magnitude, and except for the Army, not statistically significant.

TABLE 7.1
POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES AND
UNAIDED MENTION OF PLANS TO ENTER THE MILITARY

FEMALES

	<u>Fall '80</u>	<u>Fall '81</u>	<u>Fall '80-'81 Change</u>	<u>Statistically Significant</u>
	<u>%</u>	<u>%</u>	<u>%</u>	
Air Force	8.7	8.8	+0.1	No
Army	5.3	6.4	+1.1	Yes - higher
Marine Corps	4.6	4.4	-0.2	No
Navy	5.9	6.3	+0.4	No
Propensity for any active duty service	13.3	14.3	+1.0	No
Unaided mention of plans to enter military (Pro-Military Index)	1.3	1.8	+0.5	No
Base: *	(5251)	(5213)		

Source: Questions 3i and 5a

*Bases used in all tables in this report represent weighted bases, as in the male report.

7.2 Reasons for Not Expecting to Serve in the Active Duty Military

Understanding why negative propensity 16 to 21 year old women are not inclined to serve in the military is a first step toward developing promotional plans and recruiting efforts aimed at attracting more female enlistees. The same question format change as in the male sample applies in the female interviews: the single open-ended question inquiring why negative propensity respondents are not considering the services was dropped.

Instead, like their male counterparts, negative propensity females were read a list of nine "problems" one might have with enlisting, and they were asked to indicate "how much of a problem [each one] is for you." Table 7.2 displays the results.

Two perceived obstacles to enlistment stand out from the rest -- separation from family and friends (mentioned as at least a "somewhat important" problem by 71.3%), and lack of personal freedom (mentioned by 67.1% as either "very" or "somewhat" important). Separation was considered a "very" important problem by nearly two out of every five negative propensity young women. "Danger or fear of injury" (57.5%), "low pay" (54.7%), and having hard-to-change "current plans for a civilian job" (53.5%) were all evaluated by majorities as either very or somewhat important problems. Of relatively lower importance as barriers to enlistment were political or philosophical disagreements with the military's policies (38.4%), negative military experiences of influential others (33.5%), "disapproval of parents" (32%), and "disapproval of friends" (26.3%).

TABLE 7.2
REASONS FOR NOT ENLISTING IN THE MILITARY
FEMALES

	IMPORTANCE OF REASON			
	Very Important Problem %	Somewhat Important Problem %	Not a Problem %	Don't Know/ Not Sure %
<u>Reasons for Being Unlikely To Serve in Active Military</u>				
Separation from friends and family	38.7	32.6	28.1	0.6
Lack of personal freedom	32.1	35.0	31.3	1.6
Danger or fear of injury	26.7	30.8	41.5	1.0
Current plans for civilian job hard to change	24.9	28.6	41.9	4.6
Low pay	22.8	31.9	40.8	4.5
Disagree with military's defense policy or philosophy	13.4	25.0	55.4	6.2
Negative military experiences of family member or friend	13.1	20.4	63.8	2.7
Disapproval of parents	12.8	19.2	65.9	2.1
Disapproval of friends	7.5	18.8	71.7	2.0

Base: All negative propensity respondents

Source: Question 5e

*In previous surveys this was asked as a pre-coded open-ended question.

As in the case of their male counterparts, peer and parental influence, while by no means absent, was comparatively less crucial a factor for negative propensity young women than fears or worries about interpersonal separation, danger or injury. Reluctance to sacrifice personal or job- related freedom and material wants also played a large role as obstacles to enlistment for women. In contrast to the male sample, however, considerations of pay were substantially less of a problem for the females. This is true despite females even poorer service benefit awareness, compared to males. "Separation from friends and family" loomed larger in importance for females. With these exceptions, the pattern of reasons for not expecting to serve in the active military were fairly similar for both sexes.

7.3 Changes in Variables Related to Propensity

Repeated analyses over the course of the male tracking study have shown that certain variables consistently discriminate between positive and negative propensity respondents. Last year's initial inclusion of females demonstrated that most of the same factors distinguish positive from negative propensity young women. The present section examines key demographic and experiential correlates of propensity, summarized in Tables 7.3 to 7.6. Changes in contact with military recruiters and potentially influential family, friends, and teachers are presented in Table 7.3. The data suggest the following conclusions:

1. While none of the changes were negative in direction, there were no statistically significant differences in recruiter contact during the past year. This is true for contact within the past six months as well as for contact at any time ever. (Data shown for the individual services refer to contacts any time in the past, i.e., "ever.")
2. As was true in 1980, about one in three young women reported having had some previous contact with a military recruiter; this contact was by far more likely to have been with a representative of the Army than any other service. About one in six indicated that contact had occurred within the past six months with some specific service recruiter. This probably reflects the much higher level of Army resources put into trying to attract female recruits.
3. Congruent with the findings of the male sample, talks about enlistment during the past six months with potential influencers (family members, friends, etc.) declined. Statistically significant decreases occurred in every category.

TABLE 7.3

CHANGES IN VARIABLES RELATED TO PROPENSITY

FEMALES

	Fall '80 %	Fall '81 %	Fall '80-'81 Change %	Statistically Significant
<u>Recruiter Contact (Qu. 8a & 9a)</u>				
Past 6 months - any service	15.9	16.2	+0.3	No
Ever - any service	32.9	33.7	+0.8	No
<u>Recruiter Contact With (Qu. 9b)</u>				
Air Force	8.1	8.8	+0.7	No
Army	16.6	18.0	+1.4	No
Marine Corps	5.3	5.6	+0.3	No
Navy	8.2	8.1	-0.1	No
<u>Information Sources (Qu.8c)</u>				
Talked with friends now or formerly in service	21.0	18.8	-2.2	Yes - lower
Talked with other friends	*	16.9	--	--
Talked with one or both parents	18.7	16.6	-2.1	Yes - lower
Talked with boyfriend or husband	13.6	11.3	-2.3	Yes - lower
Talked with teacher or guidance counselor	7.8	5.4	-2.4	Yes - lower
<u>Took Aptitude Test in High School</u>				
<u>Given by Armed Services (Qu. 8c)</u>	11.4	10.8	-0.6	No

Base: (5251) (5211)

*The question was not asked in the Fall 1980 survey.

TABLE 7.4

EMPLOYMENT STATUS

FEMALES

	Fall '80				Fall '81			
	Students (High School, College) %	High School Graduate %	Non High School Graduate %	Total %	Students (High School, College) %	High School Graduate %	Non High School Graduate %	Total %
<u>Employed (Qu. 3f, 3g)</u>								
Full-time	45.8	71.4	40.9	54.7	45.0	73.1	39.1	55.1
Part-time	6.6	58.1	30.1	28.0	6.7	59.8	25.9	28.4
Not specified	38.7	13.2	10.6	26.6	38.1	13.2	13.2	26.7
	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.1
<u>Not Employed (Qu. 3f, 3h)</u>								
Looking for a job	54.6	28.6	59.1	45.2	55.0	26.9	60.9	44.8
Not looking	23.9	14.7	29.0	21.1	25.0	15.2	33.0	22.1
Not specified	29.2	13.5	29.2	23.5	29.1	11.5	26.7	22.4
	1.4	0.4	1.0	0.9	0.7	0.2	1.2	0.6

TABLE 7.5

SCHOOLING STATUS

FEMALES

	Fall '80 %	Fall '81 %	Fall '80-'81 Change %	Statistically Significant
<u>Attending School (Qu. 3a, 3b)</u>				
In high school	53.7	53.8	+0.1	No
In vocational school	34.4	34.9	+0.5	No
In college	2.7	2.3	-0.4	No
	16.6	16.7	-0.1	No
<u>Not Attending School (Qu. 3a, 3c)</u>				
High School graduate	46.3	46.2	-0.1	No
Not high school graduate	37.4	37.7	+0.3	No
	8.9	8.4	-0.5	No
<u>Quality Index (Mean)*</u>	6.42	6.50	+0.08	Yes - higher
Base:	(5252)	(5211)		

*Combination of Questions 19, 21 and 22

TABLE 7.6
AGE AND RACE*
FEMALES

	Fall <u>'80</u> <u>%</u>	Fall <u>'81</u> <u>%</u>
<u>Age</u>		
16	16.1	16.1
17	16.5	16.5
18	17.0	17.0
19	16.8	16.8
20	17.1	17.1
21	16.5	16.5
<u>Race</u>		
White	84.2	84.4
Non-white	15.4	15.2
Refused	0.5	0.3
Base:	(5251)	(5213)

Source: Questions 2 and 23

*The numbers in the table represent weighted percentages.

4. The proportion of females who took the Armed Forces aptitude test in high school was virtually unchanged.

The decline in communication about military enlistment with parents, friends, current or former service personnel and teachers is difficult to explain. If discussions with potential influencers signify interest in considering military enlistment, then such an across-the-board decline is an unfortunate finding for recruiters. Such a relationship is far from self-evident, however. The reported effects of the various forms of communication will be analyzed in Section IX. Only then can the meaning of the diminished incidence of enlistment-related conversation be properly evaluated.

7.4 Changes in Key Demographics

Tables 7.4 and 7.5 summarize the year-to-year comparisons in employment status and educational status.

1. Despite the worsened economy, about the same proportion of young women -- about 55% -- were currently employed full-time and about the same proportion were employed part-time as last year. Thus, the changed employment situation in the country appears to be affecting young women less than young men (who displayed a statistically significant decline in employment).
2. The number of young women attending school (in all three educational categories) was similarly unchanged; none of the Fall-to-Fall comparisons were statistically significant. As in 1980, just over half of the female sample (53.8% in 1981) were in school.
3. The average Quality Index score increased slightly; the increase was just large enough to reach statistical significance. (The construction and components of the index are described in Chapter I.) The observed increase in the Quality Index also parallels the finding among the males. The magnitude of the improvement in males' scores was much greater, however.

All in all, the trends presented in Tables 7.4 and 7.5 should have little impact on the ability of the services to attract new recruits.

SECTION VIII

SECTION VIII

Performance Differences By Tracking Areas

Just as for the males, the female interviews were conducted in 26 geographical areas referred to as tracking areas. The tracking area approach localizes the information. This section is a discussion of key results of the female survey by the 26 tracking areas, which are the same ones used in the male analysis. As has been the practice, the data are examined in terms of whether individual tracking areas differ significantly from national norms. Tracking areas that deviate from the U.S. average are highlighted. (The reader is again reminded that sampling error is much higher in the tracking areas because only about 200 interviews were completed with residents of each area. Percentage estimates are correspondingly less precise.)

Tables 8.1 to 8.8 summarize the key tracking area data. Interpretation of these tables employs the same notation used in the male section of the report:

- 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

What follows is a discussion of the following data:

- propensity
- expected time of enlistment
- respondent Quality Index scores
- recruiter contact
- enlistment-related discussions and other information-seeking activities
- job opportunity perceptions

8.1 Positive Propensity by Tracking Area

The key measure in this study is propensity to serve in one or more of the active duty services. The reader is again cautioned against making any absolute interpretations of the propensity data, which are better interpreted in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Since the propensity index does not include factors such as time of entry, mental and physical qualification rates, or the correlation between professed propensity and actual behavior (which may differ by area), only relative interpretations can be justified.

Figures 8.1 to 8.7 graphically present the female propensity data for active duty services as well as the National Guard, Reserves, and Coast Guard, across each of the 26 tracking areas. The propensity data for the four active duty services were discussed in Section VII. Propensity for the Reserves was 9.1%, propensity for the National Guard was 7.3% and for the Coast Guard it was 4.6%. None of these proportions differed significantly from the Fall 1980 results. Respondents who indicated a positive propensity to serve in the Reserve components also were asked which branches of the Reserves and National Guard they would select. The propensity figures are as follows:

<u>Reserves</u>	<u>Fall '80</u>	<u>Fall '81</u>
Air Force	3.1%	3.1%
Army	2.2%	2.8%
Navy	1.4%	1.2%
Marine Corps	0.5%	0.9%
Coast Guard	0.9%	0.6%
<u>National Guard</u>		
Army National Guard	2.9%	3.7%
Air National Guard	2.7%	2.3%

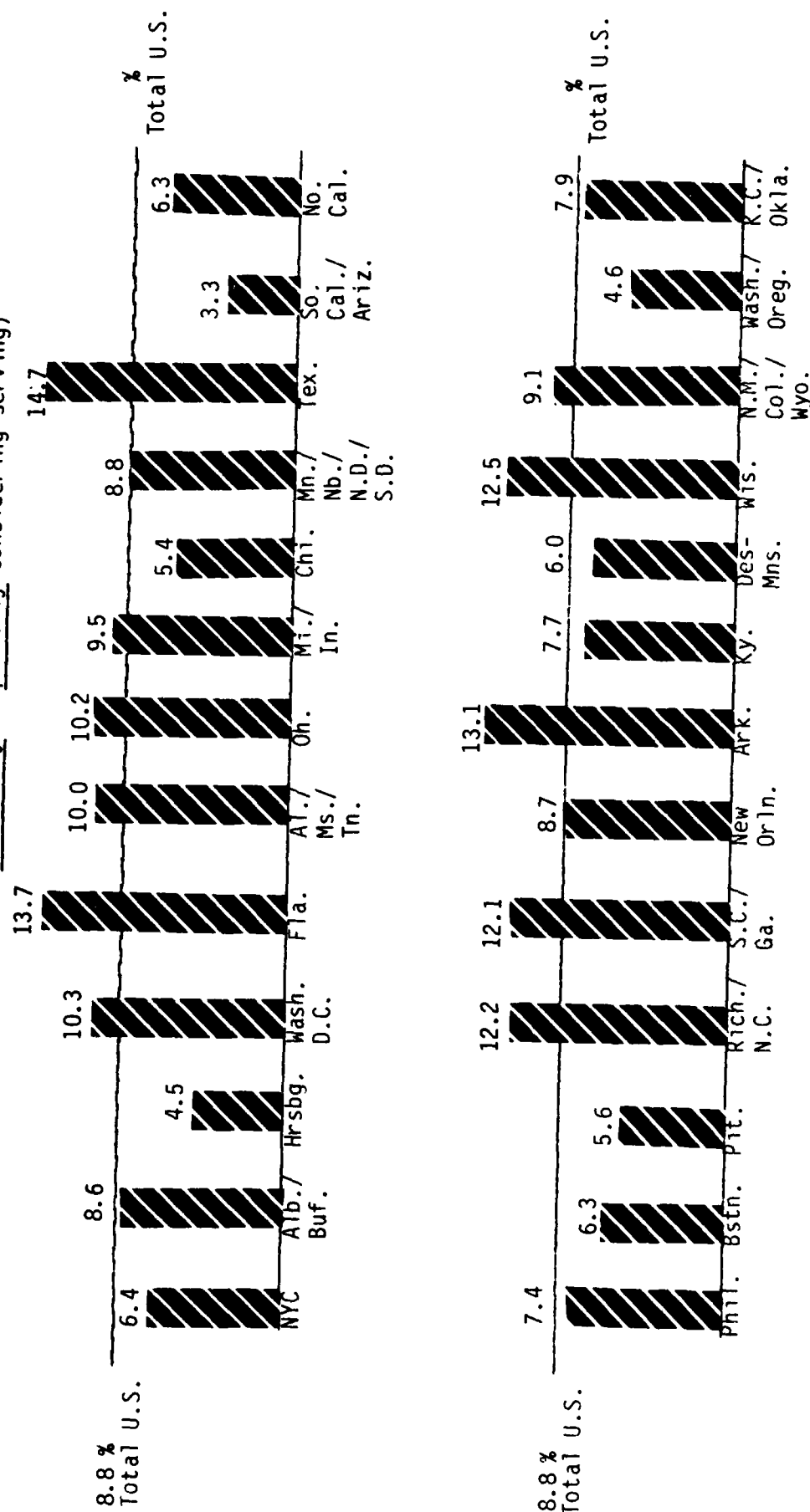
FIGURE 8.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

AIR FORCE

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

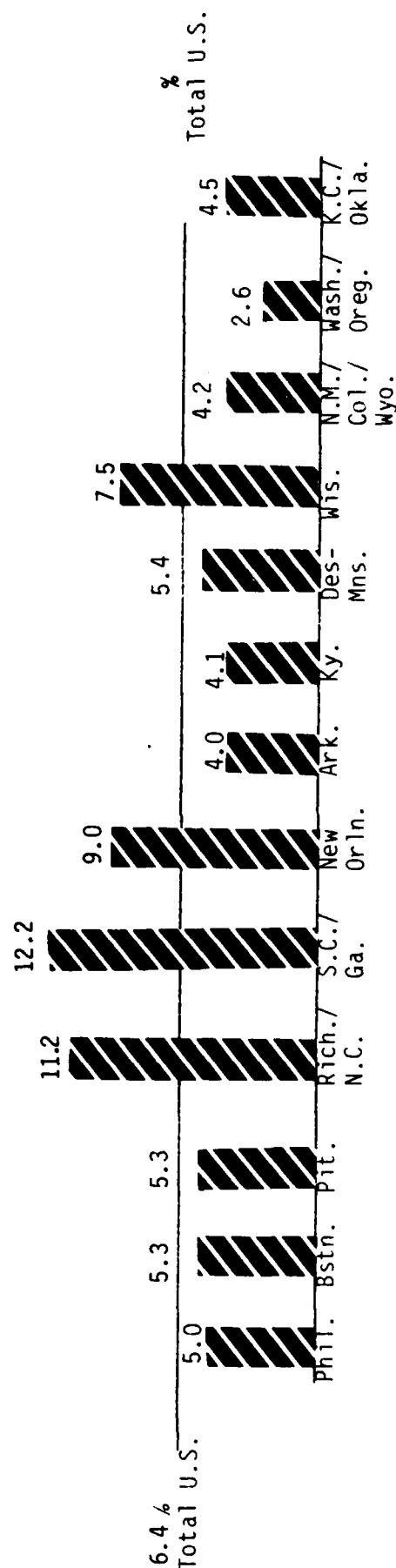
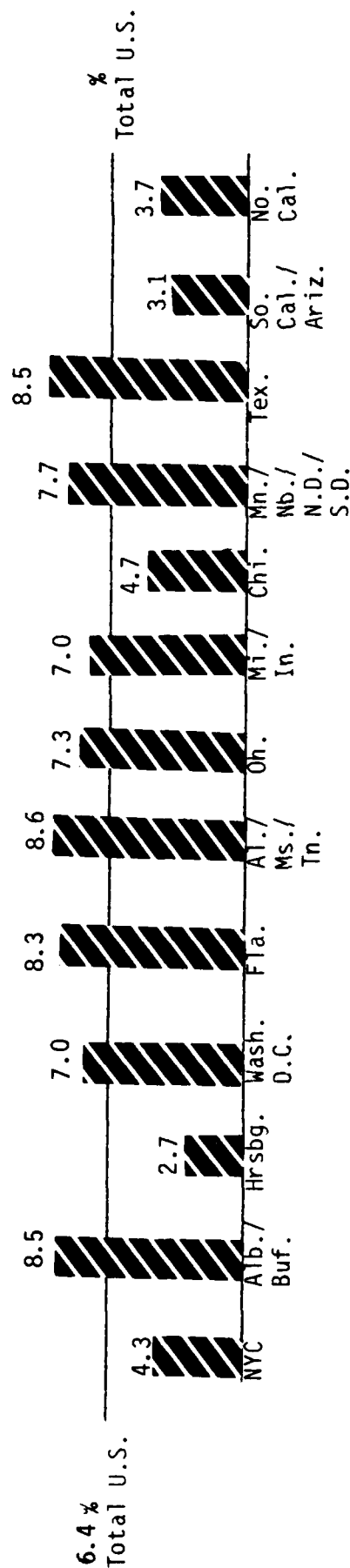
FIGURE 8.2

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

ARMY

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

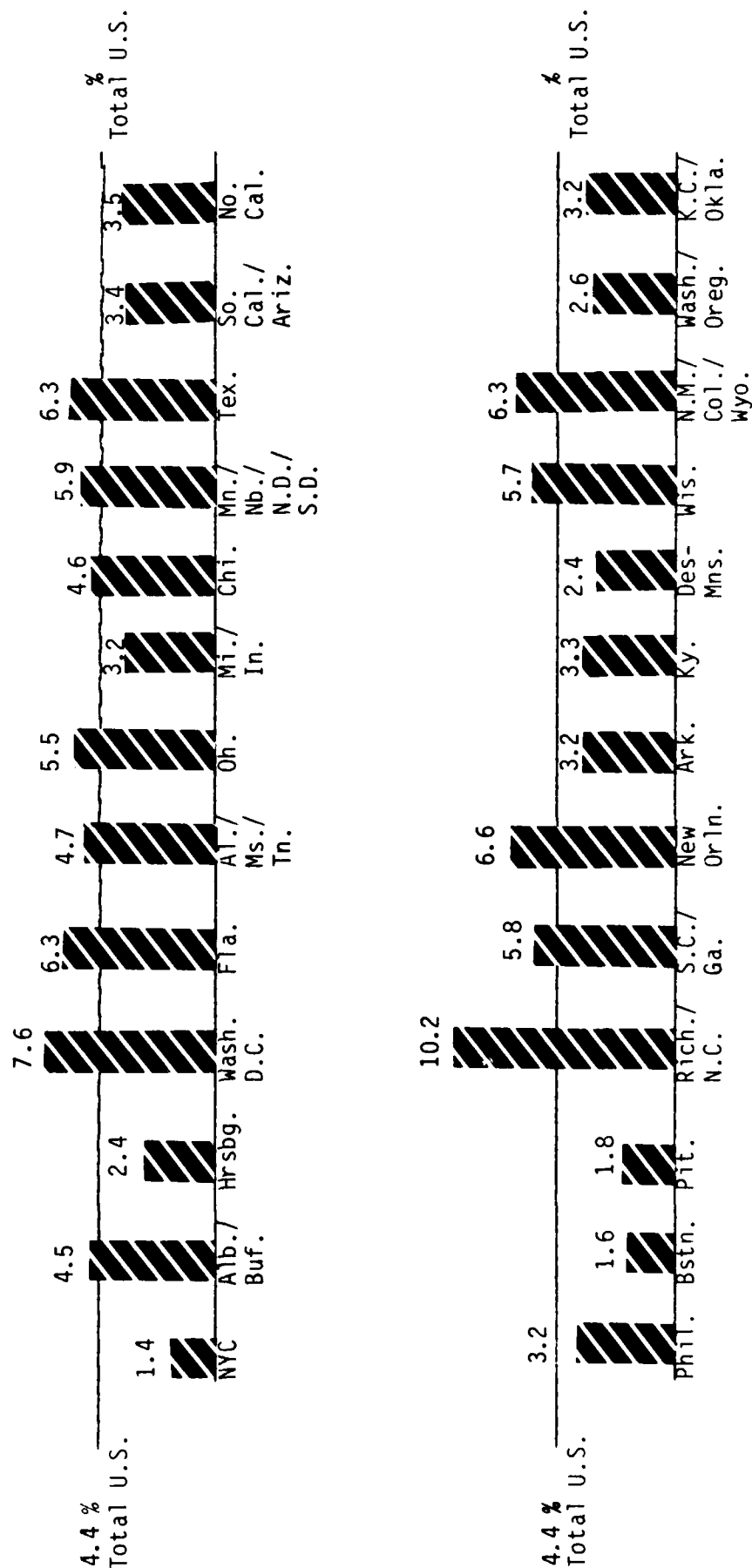
FIGURE 8.3

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

MARINE CORPS

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

FIGURE 8.4

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

NAVY

(Percent respondents endorsing definitely or probably considering serving)

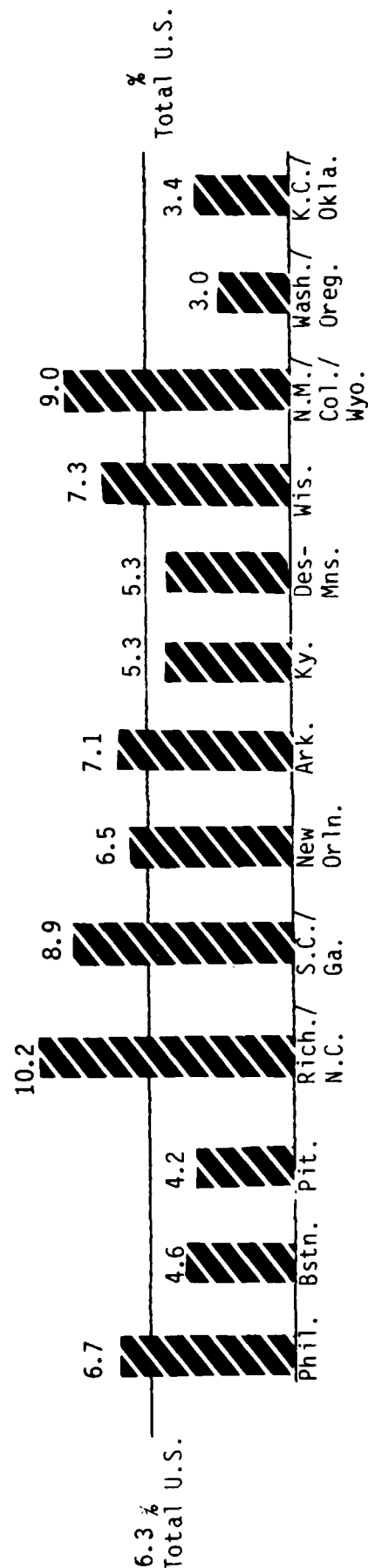
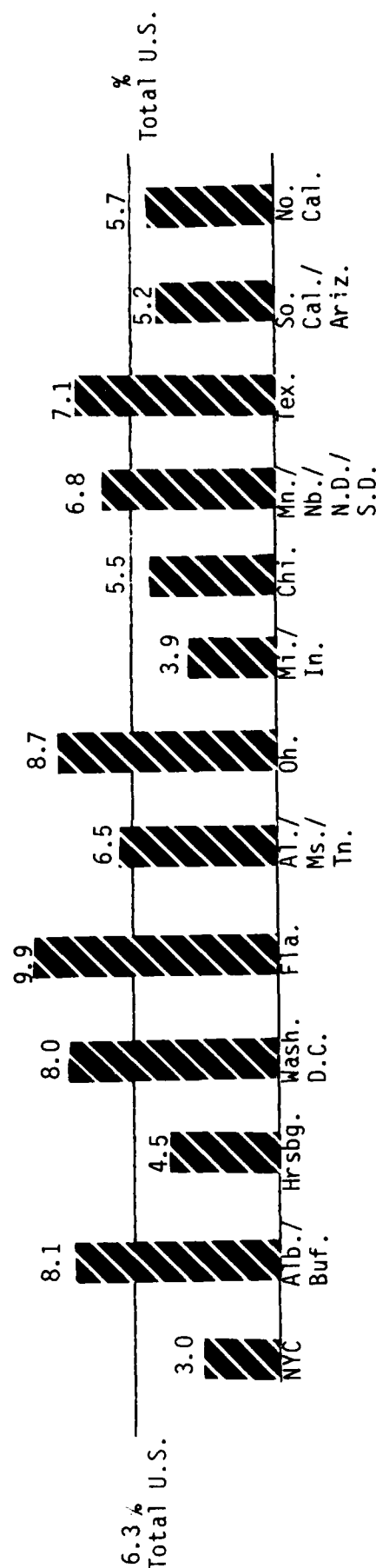


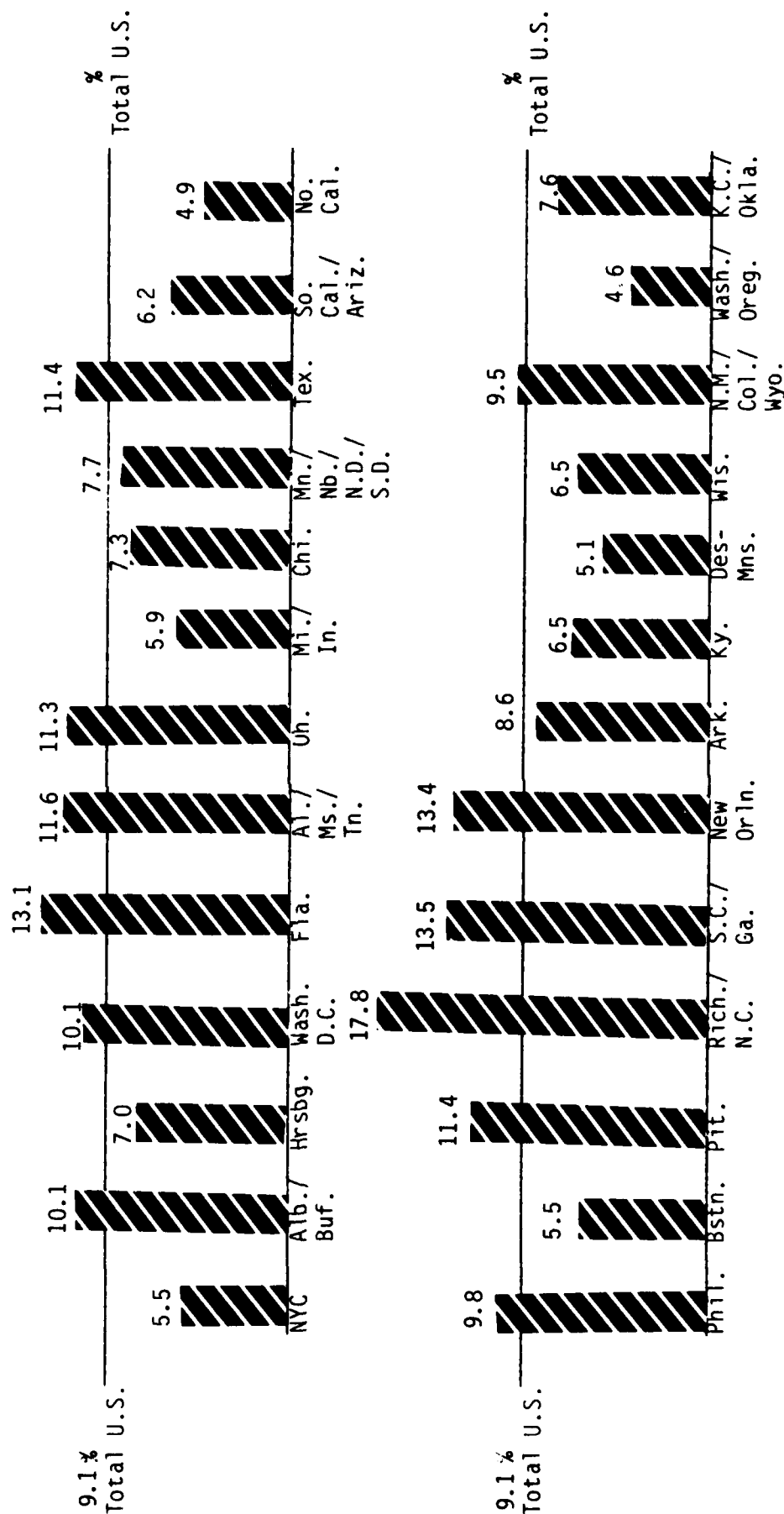
FIGURE 8.5

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

RESERVES

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

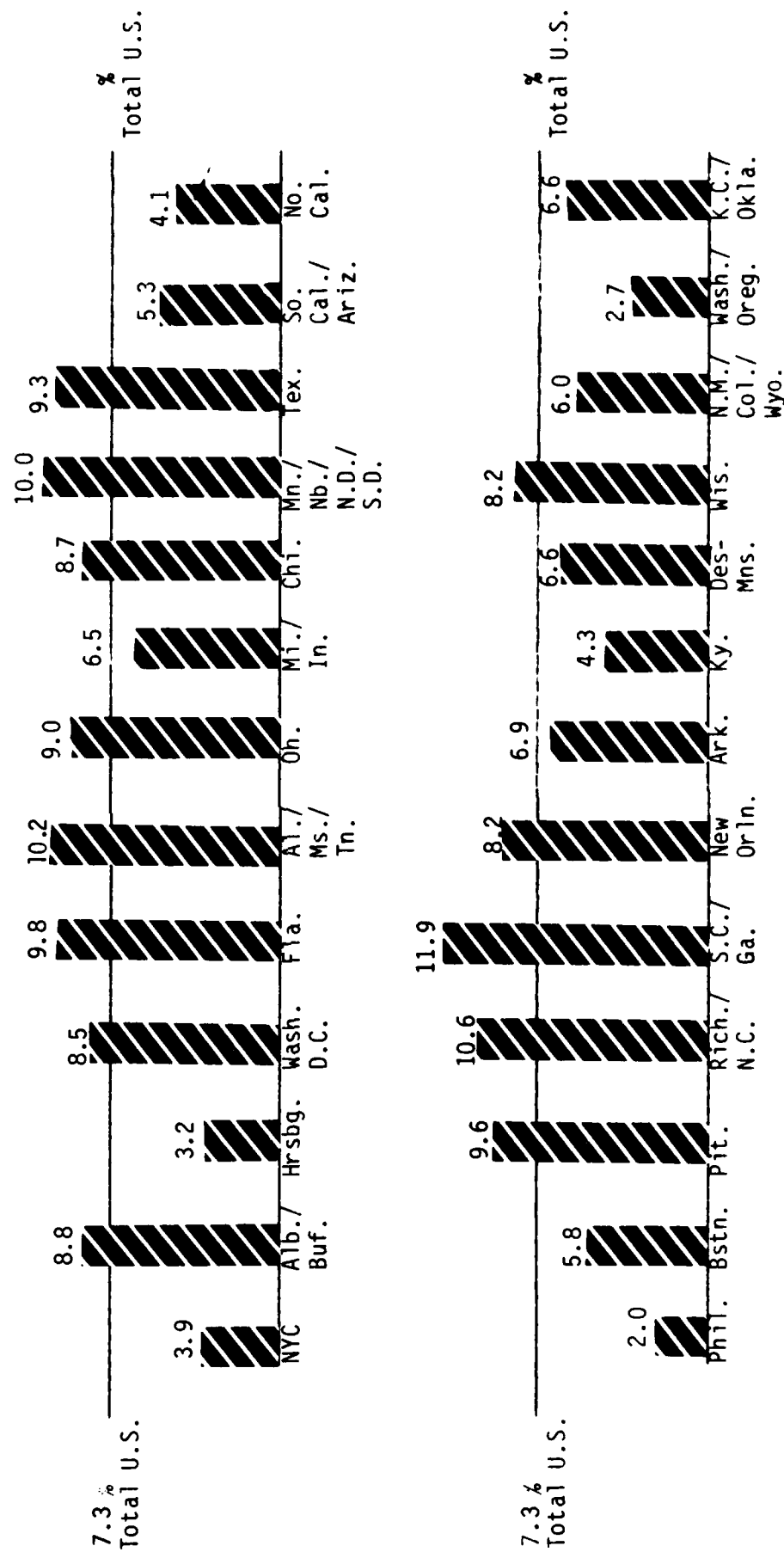
FIGURE 8.6

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

NATIONAL GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

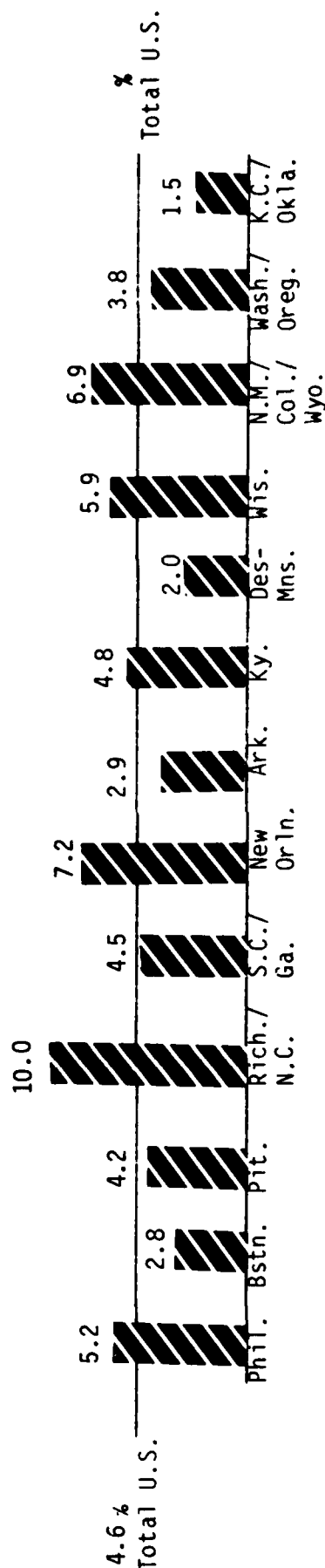
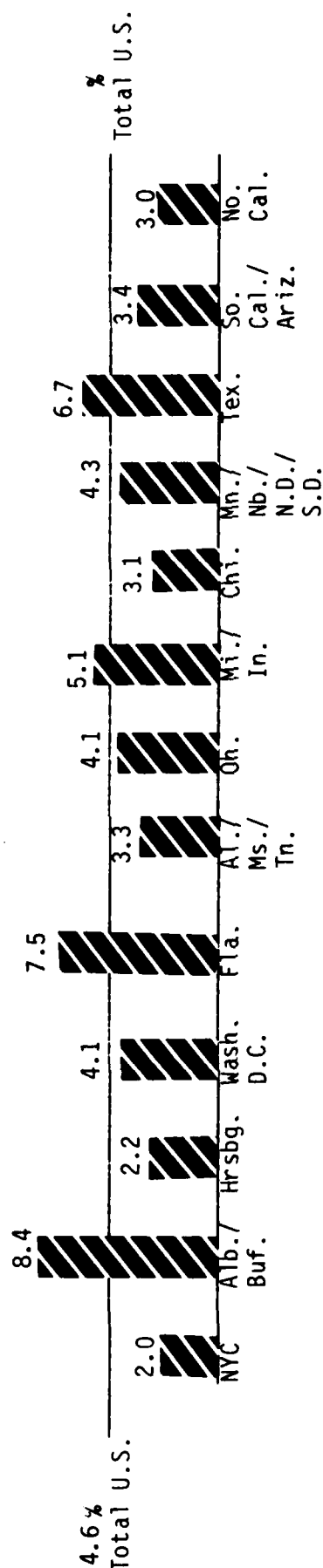
FIGURE 8.7

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

Females

COAST GUARD

(Percent respondents endorsing definitely or probably considering serving)



Source: Question 5a

* Differs significantly from the total U.S.

Except for the Army National Guard, all of the Fall-to-Fall changes fall within "sampling error," and thus are not statistically significant.

Table 8.1 summarizes the propensity data for each of the services within each of the 26 tracking areas. Relative to national averages, the following exceptions occur:

1. The propensity to serve in the Air Force deviates from the U.S. average of 8.8% as follows in these areas:

Below Average

- New York City area (6.4%)
- Southern California/
Arizona (3.3%)
- Harrisburg (4.5%)
- Washington/Oregon (4.6%)

Above Average

- Texas (14.7%)

2. The propensity to serve in the Navy deviates from the U.S. average of 6.3% as follows in these areas:

Below Average

- New York City area (3.0%)
- Washington/Oregon (3.0%)
- Kansas City/Oklahoma (3.4%)

Above Average

- None

TABLE 8.1

POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors in the tracking area estimate

Percent Saying Definitely or Probably	Total U.S. %	NYC %	Alb./ Ruf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ In. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Air Force	8.8	6.4	8.6	(4.5)	10.3	13.7	10.0	10.2	9.5	5.4	8.8	14.7	(3.3)	6.3
Navy	6.3	(3.0)	8.1	4.5	8.0	9.9	6.5	8.7	3.9	5.5	6.8	7.1	5.2	5.7
Army	6.4	4.3	8.5	(2.7)	7.0	8.3	8.6	7.3	7.0	4.7	7.7	8.5	(3.1)	3.7
Marine Corps	4.4	(1.4)	4.5	2.4	7.6	6.3	4.7	5.5	3.2	4.6	5.9	6.3	3.4	3.5
Reserves	9.1	(5.5)	10.1	7.0	10.1	13.1	11.6	11.3	5.9	7.3	7.7	11.4	6.2	(4.9)
National Guard	7.3	(3.9)	8.8	(3.2)	8.5	9.8	10.2	9.0	6.5	8.7	10.0	9.3	5.5	(4.1)
Coast Guard	4.6	(2.0)	8.4	(2.2)	4.1	7.5	3.3	4.1	5.1	3.1	4.3	6.7	3.4	3.0
Any Active Service	14.3	(9.2)	16.7	(7.3)	15.0	18.5	16.4	18.2	14.7	10.5	13.5	20.2	(9.5)	10.9

Base: All respondents

Source: Question 5a

TABLE 8.1
POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES
FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors in the tracking area estimate

Percent Saying Definitely or Probably	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich. N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des Mns. %	Wis. %	N.M./ Col. Wyo. %	Wash. Oreg. %	K.C./ Okla. %
Air Force	8.8	7.4	6.3	5.6	12.2	12.1	8.7	13.1	7.7	6.0	12.5	9.1	4.6	7.9
Navy	6.3	6.7	4.6	4.2	10.2	8.9	6.5	7.1	5.3	5.3	7.3	9.0	3.0	3.4
Army	6.4	5.0	5.3	5.37	11.2	12.2	9.0	4.0	4.1	5.4	7.5	4.2	2.6	4.5
Marine Corps	4.4	3.2	1.6	1.8	10.2	5.8	6.6	3.2	3.3	2.4	5.7	6.3	2.6	3.2
Reserves	9.1	9.8	5.5	11.4	17.8	13.5	13.4	8.6	6.5	5.1	6.5	9.5	4.6	7.6
National Guard	7.3	2.0	5.8	9.6	10.6	11.9	8.2	6.9	4.3	6.6	8.2	6.0	2.7	6.6
Coast Guard	4.6	5.2	2.8	4.2	10.0	4.5	7.2	2.9	4.8	2.0	5.9	6.9	3.8	1.5
Any Active Service	14.3	13.2	12.1	10.1	21.0	20.5	15.8	18.5	13.8	9.3	16.4	13.4	9.1	11.3

Base: All respondents

Source: Question 5a

3. The propensity to serve in the Army deviates from the U.S. average of 6.4% as follows in these areas:

Below Average

- Washington/Oregon (2.6%)
- Harrisburg (2.7%)
- Southern California/
Arizona (3.1%)

Above Average

- South Carolina/
Georgia (12.2%)

4. The propensity to serve in the Marine Corps deviates from the U.S. average of 4.4% as follows in these areas:

Below Average

- New York City area (1.4%)
- Boston (1.6%)
- Pittsburgh (1.8%)

Above Average

- Richmond/North
Carolina (10.2%)

5. The propensity to serve in the Reserves deviates from the U.S. average of 9.1% as follows in these areas:

Below Average

- Washington/Oregon (4.6%)
- Northern California (4.9%)
- Des Moines (5.1%)
- New York City area (5.5%)

Above Average

- Richmond/North
Carolina (17.8%)

6. The propensity to serve the National Guard deviates from the U.S. average of 7.3% as follows in these areas:

Below Average

- Philadelphia area (2.0%)
- Washington/Oregon (2.7%)
- Harrisburg (3.2%)
- New York City area (3.9%)
- Northern California (4.1%)

Above Average

- None

7. The propensity to serve in the Coast Guard deviates from the U.S. average of 4.6% as follows in these areas:

Below Average

- Kansas City/Oklahoma (1.5%)
- Des Moines (2.0%)
- Harrisburg (2.2%)

Above Average

- Richmond/North Carolina (10.0%)

The strongest tracking area for recruiting females is Richmond/North Carolina, which ranks significantly above the national mean in three of the services. Other locations showing particular strength are South Carolina/Georgia and Texas. Considering Florida, which scored above the national average in all categories (though not significantly), the South Atlantic and Gulf Coastal regions appear to be a fertile part of the country for recruiting target market women. The west coast states, on the other hand, tend to be generally unproductive sections at present. Harrisburg, the New York City area, Des Moines, and Kansas City/Oklahoma are also generally lower than average tracking areas for female recruitment.

8.2 Anticipated Likelihood, Timing, and Status of Entry

To gain a more thorough understanding of the military intentions of positive propensity females, respondents were asked a series of questions to gauge their intensity of interest, when they expect to join, and their expected rank at entry (enlisted or officer). As in the male analysis, the data observed in this section imply considerable caution before using the propensity measure for projections of actual enlistments.

With respect to intensity of enlistment intentions among positive propensity females, 24.0% said they were either "extremely" or "very" likely to enlist, while 76.0% responded that they were only "somewhat" or "slightly" likely to enlist in an active duty branch of the service (table not shown). Thus, as in the male analysis, again only a minority of positive propensity respondents have what might be considered a reasonably solid interest in considering military service. The percentage is only slightly higher than last year's. The positive propensity women in four of the tracking areas -- New York City, Richmond/North Carolina, Southern California/Arizona, and Northern California -- were much more tentative in their interest in enlisting than positive propensity women generally. The Richmond/North Carolina finding moderates considerable other evidence of strength in that area.

As for when they expect to join, Table 8.2 shows that just over one-third of the positive propensity females (36.1%) thought their time of entry would be within two years. (Again the percentage represents a small increase over 1980.) The other two-thirds either did not know or said it would be at least two years before they would be joining. By school grade/status, 21% of the positive propensity sophomores and juniors said that they would be joining within two

TABLE 8.2

WHEN EXPECT TO JOIN MILITARY SERVICE

FEMALES

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. In. %	Oh. %	Mi. In. %	Chi. %	Mn. Nb. N.D. S.D. %	So. Cal. Ariz. %	Tex. %	No. Cal. %
Within 2 years	36.1	28.4	41.8	51.2	31.4	41.1	26.1	42.5	42.1	33.9	20.6	34.2	39.0	27.9
Two years or more	52.2	48.7	50.9	41.1	48.8	49.0	65.2	56.2	39.7	49.9	59.6	50.2	49.3	59.3
Don't know/no answer	11.7	22.9	7.3	7.6	19.8	9.9	8.6	1.2	18.2	16.2	19.8	15.6	11.7	12.8

Base: Those respondents with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

TABLE 8.2

WHEN EXPECT TO JOIN MILITARY SERVICE

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimate

Percent joining This Time Span	Total U.S. %	Phil. %	Bstn. %	Pitt. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- Msn. %	Wis. %	Wyo. %	N.M./ Col./ Oreg. %	K.C./ Okla. %
Within 2 years	36.1	29.4	18.2	32.7	37.1	52.8	23.0	48.7	15.5	27.0	29.8	35.9	35.6	35.9
Two years or more	52.2	56.4	71.5	58.0	55.6	35.8	67.6	41.4	72.4	65.6	58.1	55.0	48.3	44.3
Don't know/no answer	11.7	14.1	10.3	9.3	7.3	11.4	9.4	9.9	12.1	7.3	12.2	9.1	16.1	19.7

Base: Those respondents with positive propensity to at least one active duty service (excluding Coast Guard)

Source: Question 5c

years, whereas 46% of the seniors, 34% of those in college, and about 40% of the non-students gave the same reply. It is therefore evident that most females indicating a positive inclination for military service are thinking about it at some point in the relatively distant future. As the table shows, positively inclined women in Kentucky and Boston were significantly less likely than others to be planning to join the military within two years.

Most young women who were considering joining (about five-eighths) said that they would probably enlist in the service; about one-quarter thought that they would be joining as officers, and the rest were not sure. Positive propensity females in college were more likely than others to be thinking about joining as officers. Positively inclined females in Pittsburgh, Kentucky, and Richmond/North Carolina were more likely to be planning enlistment, whereas those in New York City and Washington, D.C. tracking areas were less likely to be considering enlisting in the service (table not included).

8.3 Quality Index Scores

Because it is just as important that the military attract capable young women enlistees as qualified male youth, the Quality Index was also computed for the female analysis. The components of the index are the same: reported high school grades, number of mathematics or technical courses successfully completed, and whether or not the respondent passed a course in high school covering electricity or electronics. The index ranges from a low score of 1 to a high score of 10. Its exact composition is explained at the end of Section I.

Table 8.3 reports the overall (Total U.S.) Quality Index mean to be 6.50. This is only slightly higher than last year's average, and fairly close to the male mean of 6.58. Variation across the tracking areas is modest: only three locations differ significantly from the national average. Females in New York City and Texas scored above the U.S. mean, while those in the Alabama/Mississippi/Tennessee region fell below it.

For females, average Quality Index scores vary by school grade/status as follows:

<u>Students</u>	<u>Average Quality Index Score</u>
10th/11th grade	6.5
12th grade	6.9
College	7.2
<u>Non-Students</u>	
High school graduates	6.4
Non-graduates	4.9

TABLE 8.3

RESPONDENT QUALITY INDEX

FEMALES

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. %	Hrsbq. %	Wash. D.C. %	Fla. %	Al./ Ms./ In. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
6.50	<u>6.93</u>	6.48	6.46	6.69	6.46	<u>6.06</u>	6.46	6.46	6.53	6.46	<u>6.92</u>	6.27	6.65
Mean index value													

Base: All respondents

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

Scale Value: Minimum value = 1
Maximum value = 10

TABLE 8.3

RESPONDENT QUALITY INDEX

FEMALES

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. %	Pitt. %	Rich. N.C. %	S.C. Ga. %	New Orln. %	Ark. %	Ky. %	Des- Mns. %	Wis. %	Wyo. %	N.M./ Col./ Oreg. %	K.C./ Okla. %
Mean index value	6.50	6.51	6.76	6.39	6.27	6.52	6.64	6.59	6.37	6.49	6.55	6.45	6.59	6.42

Base: All respondents

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

Scale Value: Minimum value = 1
Maximum value = 10

8.4 Recruiter Contact

Table 8.4 presents national level data comparing the incidence of different types of recruiter contact with an active duty military recruiter within the last six months. Nationally in 1981, fewer than one in six females (16.2%) reported having had some type of contact. This is virtually unchanged from the last survey one year ago. Except for "receiving recruiting literature in the mail," the figures in Table 8.4 represent the percentages of females reporting at least one type of contact within the past six months. As the table shows, there was one significant increase in 1981 (face-to-face contact not at recruiting stations) and one significant decrease (having received recruiting literature in the mail).

Table 8.5 explores the issue of recruiter contact in greater detail. Females who answered that they had had recruiter contact within the last six months were asked the follow-up question about how they were in contact with the recruiter. The table presents the 1981 nationwide and individual tracking area percentages for each of five different types of contact.

Nationally in 1981, of the young women reporting recruiter contact within the previous six months, the most common kind of contact was hearing a recruiter talk at high school (53.7%). The next most frequently mentioned contacts were face-to-face discussions someplace other than at an official recruiting station (48.7%), telephone conversations (39.1%), having received unsolicited recruiting literature in the mail (28.2%), and contact at a recruiter station (19.8%). Tracking area variation was fairly low; the local percentages are presented without comment.

TABLE 8.4
NATIONAL CHANGE IN TYPES OF RECRUITER CONTACT
FEMALES

	<u>Fall 1980 %</u>	<u>Fall 1981 %</u>	<u>Statistically Significant Change</u>
Talked to recruiter by telephone	40.6	39.1	No
Received recruiting literature in the mail	34.4	28.2	Yes - lower
Heard recruiter talk at high school	49.1	53.7	No
Talked face-to-face (not at station)	42.5	48.7	Yes - higher
Went to a recruiting station	16.2	19.8	No
Was physically or mentally tested at a military exam- ining station	1.5	9.2	Indeterminate: bases different in 1980 and 1981.

Base: Respondents reporting recruiter contact within previous six months; base for "received recruiting literature in mail" is all respondents

Source: Questions 8b, 8c

TABLE 8.5

TYPE OF RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

Percent Had This Type of Recruiter Contact	Total U.S. %	NYC %	Alb. Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Al./ Ms./ In. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked to recruiter by telephone	39.1	(22.6)	39.6	25.4	52.8	32.1	33.2	35.2	(62.4)	34.6	41.3	35.4	(12.4)	46.2
Received recruiting literature in the mail	28.2	(18.4)	27.5	28.8	29.1	29.0	25.1	34.6	24.8	35.7	29.3	(38.5)	23.5	25.5
Heard recruiter talk at high school	53.7	48.0	56.0	44.3	63.1	69.6	54.8	49.6	37.6	52.8	41.9	52.1	(75.2)	58.0
Talked face-to-face (not at station)	48.7	62.7	64.9	38.7	55.0	50.5	48.9	62.4	42.6	(27.6)	44.0	45.4	37.6	(25.0)
Went to a recruiting station	19.8	26.9	31.6	15.2	25.8	26.5	18.7	17.8	21.9	10.8	18.6	21.7	17.2	9.0

Base: All respondents having recent recruiter contact in past six months; the recruiting literature question asked of all respondents

Source: Questions 8b and 8c

TABLE 8.5

TYPE OF RECENT RECRUITER CONTACT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

Percent Had This Type of Recruiter Contact	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich. N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des- Mns. %	Wis. %	N.M./ Col. %	Wash. Oreg. %	K.C./ Okla. %
Talked to recruiter by telephone	39.1	28.7	45.7	52.6	33.7	49.4	39.2	51.8	41.8	49.3	44.3	41.4	38.4	51.7
Received recruiting literature in the mail	28.2	24.8	24.0	(21.1)	(21.3)	27.1	31.3	30.9	25.9	30.7	(38.8)	33.6	(37.8)	29.8
Heard recruiter talk at high school	53.7	45.9	59.1	61.7	64.2	59.3	57.0	46.7	(74.2)	38.6	47.6	50.7	42.2	56.6
Talked face-to-face (not at station)	48.7	42.8	59.1	40.3	57.8	46.8	61.8	49.7	48.9	50.4	52.5	51.9	48.8	57.1
Went to a recruiting station	19.8	14.1	13.2	16.3	11.7	18.4	30.3	35.3	(8.7)	25.3	13.4	35.4	15.9	13.5

Base: All respondents having recent recruiter contact in past six months; the recruiting literature question asked of all respondents

Source: Questions 8b and 8c

8.5 Perceived Adequacy of Information Received from the Recruiter

As in the male analysis, perceived adequacy of information is defined in quantitative terms. Specifically, each respondent who reported having had recruiter contact was asked whether she felt that the information provided was ...

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

Inadequate information was defined by a response of "very little." Nationally all four services do quite well, but as cautioned in the male write-up, the measure should not be used alone as a valid measure of recruiter "performance." In some cases, recruiters will not encourage prospects showing obvious signs of not being qualified for the military. This may be taken by the interested prospect as "inadequate information" received in the discussion.

None of the Fall-to-Fall changes shown below are statistically significant. The following figures represent the proportions receiving inadequate information from service recruiters:

	Fall 1980 %	Fall 1981 %	Statistically Significant Change
Army	15.5	16.6	No
Navy	20.2	20.6	No
Marine Corps	20.1	20.2	No
Air Force	14.5	16.3	No

As the figures above indicate, virtually no changes have occurred on this measure compared one year earlier. The Navy and Marine Corps still garner slightly more responses of "inadequate information" than the Army or Air Force. Tracking area data are not shown because sample size is too small for meaningful comparisons.

8.6 Other Activities Concerning Enlistment

Besides recruiter contact, female youth interested in considering military service may obtain information and advice from a variety of other sources. Table 8.6 summarizes responses to the question of whether or not each of the specified sources were consulted (or the ASVAB was taken) within the last six months. (All target market females were asked these questions.)

As the first column shows, friends presently or formerly in the service, other friends, and parents were the most popular sources of information about military service. They were consulted by about one in six females. Boyfriends/husbands and the Armed Services aptitude test each provided information for about one in nine females. Teachers or guidance counselors and solicited information through the mail were less commonly used sources of information, with slightly more than one in twenty of the sample mentioning them. The toll-free telephone call was rarely mentioned; fewer than one in fifty females reported having made such a call within the last six months. Rates of mention of other enlistment-related activities were either virtually unchanged or down a small amount, compared to 1980.

Analysis by tracking area reflects the weak interest in military service manifested in the New York City region. The Minnesota/Nebraska/Dakotas area, Chicago, and the Southern California/Arizona region also tended to score below the national average in information-seeking activities related to military enlistment. Ohio, Albany/Buffalo, Texas, and Richmond/North Carolina appear to be the areas of greatest interest in obtaining non-recruiter information about the services.

TABLE 8.6

OTHER ACTIVITIES CONCERNING ENLISTMENT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

Percent Answering "Yes"	Total U.S. %	NYC %	Alb. Buf. %	Hrsbq. %	Wash. D.C. %	Fla. %	Al./ Ms./ Tn. %	Oh. %	Mi./ In. %	Chi. %	Mn./ Nb./ N.D./ S.D. %	Tex. %	So. Cal./ Ariz. %	No. Cal. %
Talked with friends now or formerly in service	18.8	(10.3)	(25.6)	16.8	21.6	18.7	17.0	(26.0)	21.2	(13.2)	15.1	23.4	(8.9)	16.2
Talked with other friends	16.9	(11.5)	18.0	16.6	20.4	14.1	13.7	23.3	19.8	14.1	16.9	16.4	12.2	13.3
Talked with one or both parents	16.6	(11.5)	22.4	14.1	15.4	15.9	15.6	23.8	16.5	13.7	17.6	19.1	13.0	13.6
Talked with boyfriend or husband	11.3	(5.5)	16.2	12.3	12.3	12.1	9.9	16.3	11.6	(6.6)	(6.4)	13.3	9.3	10.7
Took aptitude test in high school given by Armed Services	10.8	(2.4)	11.8	9.1	7.8	11.6	(18.9)	10.2	11.3	(2.4)	(6.0)	(19.4)	9.2	8.5
Asked for information by mail	6.0	4.8	8.0	4.6	10.4	8.7	5.4	8.4	6.5	4.5	3.6	7.6	3.8	(2.0)
Talked with teacher or guidance counselor	5.4	5.0	9.4	3.1	6.2	6.7	3.7	9.8	(2.3)	4.7	6.1	7.4	(2.7)	3.1
Made toll-free call to get information	1.8	(0.4)	3.1	2.5	1.9	2.7	1.2	1.0	2.6	0.9	(0.5)	2.9	0.8	1.3

Base: All respondents

Source: Question 8c

TABLE 8.6

OTHER ACTIVITIES CONCERNING ENLISTMENT

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

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. Wyo. %	Wash. Oreg. %	K.C. Okla. %
Talked with friends now or formerly in service	18.8	17.3	21.6	16.6	18.6	21.4	19.8	21.3	24.1	22.1	15.4	19.0	24.2	18.3
Talked with other friends	16.9	16.6	20.0	14.9	20.1	17.9	19.8	16.9	18.3	18.1	20.3	19.5	20.9	14.4
Talked with one or both parents	16.6	15.6	15.3	14.4	17.7	18.3	18.5	19.6	18.4	15.9	13.1	21.0	19.9	11.8
Talked with boyfriend or husband	11.3	13.4	11.1	9.6	15.1	11.0	11.9	8.6	10.3	12.8	9.5	12.9	13.2	10.6
Took aptitude test in high school given by Armed Services	10.8	7.5	10.6	8.2	15.8	13.4	<u>18.1</u>	11.0	13.4	7.3	<u>6.3</u>	10.5	10.3	9.5
Asked for information by mail	6.0	6.8	5.3	4.8	7.5	5.1	10.1	4.3	9.6	7.2	4.7	5.7	2.6	6.3
Talked with teacher or guidance counselor	5.4	4.9	9.7	4.3	3.7	6.3	8.1	6.8	4.7	6.4	4.9	5.2	5.2	5.0
Made toll-free call to get information	1.8	2.1	1.9	0.6	2.9	2.6	4.2	2.1	2.4	2.5	1.1	1.0	<u>0.5</u>	2.1

Base: All respondents

Source: Question 8c

8.7 Perceived Difficulty of Obtaining Either a Full-Time or Part-Time Job

As discussed in previous reports, labor market factors can be expected to have an effect on enlistment, particularly in a weak economy with high unemployment such as the country is currently experiencing. While employment rates vary from region to region and for persons of different ages and backgrounds, perceptions of the job market may have a greater impact on career choices than actual labor conditions. Accordingly, this study has tracked respondents' perceptions of the difficulty of getting either a full-time or part-time job in their area of the country.

As Table 8.7 presents, 43.2% of the females interviewed were quite pessimistic about the chances of getting a full-time job, while 53.5% felt that it would be either "somewhat difficult" or "not difficult at all." The figures represent an increasingly negative outlook among target market females, compared to one year earlier.

Females in certain areas currently experiencing tougher than average local economies like Michigan/Indiana, Washington/Oregon and Kentucky were more pessimistic than average about locating a full-time job. Perceptions also seem to correspond to realities in tracking areas such as Northern California, Florida, and Kansas City/Oklahoma, which have suffered relatively less severely from recent "hard times." Although subjective expectations do not fit perfectly with actual conditions in all cases, a general correspondence is definitely discernable

As for perceptions of obtaining part-time employment, the figures in Table 8.7 suggest less pessimistic expectations, with only 19.9% saying such employment would be "almost impossible" or "very difficult" to find. More than

TABLE 8.7

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

Full-time job	Total U.S. %	NYC %	Alb. Buf. %	Hrsbg. %	Wash. D.C. %	Fla. %	Ms./ In. %	Oh. %	Mi./ In. %	Chi. %	N.D./ S.D. %	Tex. %	Cal./ Ariz. %	No. Cal. %
Almost impossible/ very difficult	43.2	40.4	46.8	39.9	41.0	(31.8)	50.9	49.9	[52.0]	43.0	(32.8)	28.5	38.5	(35.3)
Somewhat difficult/ not difficult at all	53.5	55.1	50.4	57.6	57.2	[61.9]	47.6	48.1	47.7	55.3	[62.0]	[64.6]	52.5	60.5
Don't know	3.3	4.5	2.8	2.5	1.8	6.3	1.5	2.1	(0.3)	1.7	5.2	6.9	[9.0]	4.2
Part-time job														
Almost impossible/ very difficult	19.9	23.2	21.8	18.6	17.7	21.5	24.1	22.0	23.9	16.6	(11.6)	(11.9)	19.8	17.5
Somewhat difficult/ not difficult at all	77.0	71.4	74.4	78.8	81.2	73.8	75.1	75.2	74.1	81.8	[83.3]	79.4	76.0	79.0
Don't know	3.1	5.4	3.7	2.6	(1.2)	4.7	(0.8)	2.8	2.0	1.5	5.1	[8.7]	4.2	3.5

Base: All respondents

Source: Questions 31, 3m

TABLE 8.7

PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

FEMALES

Circled and boxed entries are those where total U.S. falls beyond the range of two standard errors of the tracking area estimates

Full-time job	Total U.S. %	Phil. %	Bstn. %	Pit. %	Rich./ N.C. %	S.C./ Ga. %	New Orln. %	Ark. %	Ky. %	Des. Mns. %	Wis. %	N.M./ Col. %	Wash./ Oreg. %	K.C./ Okla. %
Almost impossible/ very difficult	43.2	45.5	46.8	43.5	45.4	42.9	35.4	53.2	59.7	50.7	47.5	39.3	53.1	35.4
Somewhat difficult/ not difficult at all	53.5	51.7	52.5	54.4	51.0	54.0	63.0	44.3	40.0	46.5	51.0	56.8	44.5	62.5
Don't know	3.3	2.8	(0.7)	2.1	3.6	3.1	1.6	2.5	0.4	2.8	1.5	3.9	2.4	2.1
Part-time job														
Almost impossible/ very difficult	19.9	30.4	17.3	21.8	25.6	20.0	15.5	18.4	25.6	20.4	13.2	17.2	17.9	13.5
Somewhat difficult/ not difficult at all	77.0	67.4	81.3	76.2	73.1	77.8	82.5	79.8	74.1	75.1	75.9	78.5	80.1	83.8
Don't know	3.1	2.2	1.4	2.0	1.4	2.2	2.0	1.9	0.4	4.5	5.8	4.2	1.9	2.7

Base: All respondents

Source: Questions 31, 3m

three-quarters (77.0%) felt it would be only "somewhat" or "not at all" difficult. Inter-tracking area differences are fewer and not as sharp for part-time employment expectations, compared to perceptions of obtaining full-time work. Nevertheless, a similar pattern of differences among tracking areas was apparent.

SECTION IX

SECTION IX

Analysis of Target Markets

The analysis in this section examines the relationship between propensity and certain demographic, attitudinal, and behavioral variables. As in the male study, the purpose is to identify those factors that discriminate between the positive and negative propensity groups.

The following variables are included in this analysis:

Demographic Variables

- Age (Qu. 2)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 23)
- Educational Status (Qu. 3a, 3b, 3c, 3d, 3e)
- Educational Goals and Achievement (Qu. 19, Qu. 20, Qu. 21, and 22)
- Education of Father (Qu. 18)

Importance of Job Characteristics (Qu. 10a)

Achievability of Job Characteristics (Qu. 10b)

Information Sources/Actions Taken

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

Advertising Recall (Qu. 6b, 6c)

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

9.1 Probability of Serving

As discussed in previous sections of this report, the criterion measure in this study is propensity to serve in each of the active duty services. Respondents who indicate that they "definitely" or "probably" will enlist in a particular service are referred to as having positive propensity for that service. Likewise, negative propensity is defined as an answer of "definitely will not" or "probably will not" enlist in a particular service. Aggregating all of the respondents who express positive propensity for one or more active duty services divides the sample into positive and negative propensity women. The analysis of propensity summarized in this section is based on such a division of the sample.

Table 9.1 shows the distribution of responses within the propensity measure. For each service, the overwhelming majority of the positive propensity responses are "probably will serve." The tentative nature of positive propensity is further underscored by the fact that 79% of those who expressed positive propensity said, in a follow-up question, that they would be only "slightly" or "somewhat" likely to serve in the all-volunteer force. While the changes are not statistically significant, the percentage of "definite positives" has increased slightly for the Army, Marine Corps, and Navy, compared to 1980 (not shown in table).

By far, the largest single category of negative propensity is "definitely not." Compared to their male counterparts, therefore, negative propensity women are more certain about their attitude toward military service. Otherwise, the pattern of female positive propensity responses is similar to their male counterparts.

TABLE 9.1
DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

FEMALES

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>	<u>Any Active Duty Service</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Response</u>					
Definitely	0.9	0.7	0.5	0.6	2.0
Probably	7.8	5.7	4.0	5.8	12.3
Probably not	23.8	23.0	23.8	23.7	23.2
Definitely not	65.7	69.0	70.3	68.5	61.3
Don't know/not sure	1.8	1.6	1.5	1.5	1.2

HIGH SCHOOL SENIORS ONLY

FEMALES

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>	<u>Any Active Duty Service</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Response</u>					
Definitely	1.1	1.1	0.6	0.7	Not available
Probably	9.4	5.7	3.5	4.9	Not available
Probably not	26.0	26.8	28.0	28.6	Not available
Definitely not	61.0	64.2	66.0	64.1	Not available
Don't know/not sure	2.5	2.2	1.9	1.8	Not available

Base: All females, high school senior

Source: Question 5a

9.2 Demographic Variables

Across time, the male positive and negative propensity groups have differed in terms of their demographics. The same appears to be true for females. Table 9.2 profiles positive and negative propensity women in terms of 20 characteristics. The two groups differ on 17 of them.

Positive and negative propensity women differ as follows:

1. Positive propensity women are younger. Like men, positive propensity is inversely related to age. Approximately 18% of the positive propensity females are 18.
2. Positive propensity women are considerably more likely to be unemployed and looking for work.
3. One in four positive propensity women is non-white. By contrast, the proportion of negative propensity women who are non-white is much smaller.
4. Positive propensity women are more likely than negative propensity women to still be in high school; 19.4% of them are high school seniors. Accordingly, negative propensity women are more likely than positive propensity women to be in college or high school graduates who are not currently in school.
5. Father's education is used in this study as an index of socio-economic status. This measure was explained in Section III. The socio-economic background of positive propensity women is more modest than that of negative propensity women.
6. Positive propensity females are less likely to have received mostly A's and B's in high school, to have taken calculus, and more likely to have pursued (or be pursuing) a vocational rather than a college preparatory curriculum. Their Quality Index scores are also lower, on the average, than negative propensity females. The difference in Quality Index scores has broadened since 1980.

TABLE 9.2
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
DEMOGRAPHIC ANALYSIS+
FEMALES

<u>Variable</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
	<u>%</u>	<u>%</u>
Planning to attend college	76.4	73.6**
Whites	66.1	87.6
Students	58.0	53.2
Planning to attend vocational school	57.5	42.5
Employed	44.7	56.9
Vocational curriculum in high school	37.2	22.1
College preparatory curriculum in high school	35.6	49.9
Not employed/looking for work	35.3	19.9
A's and B's in high school	30.8	47.6
High school graduate, not in school	30.1	39.0
Blacks	24.4	8.0
Commercial/business curriculum in high school	24.4	25.9**
12th grade	19.4	16.6**
11th grade	17.1	12.9
1-2 years of college	11.8	17.6
10th grade	8.1	3.6
Other non-white	9.1	4.1
 Average age*	 18.21	 18.57
Education of father*	2.57	3.29
Quality Index*	6.03	6.59
 Base:	 (746)	 (4404)

* Mean scale values shown.

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

** Not statistically significant.

Source: Questions 2, 3b, 3c, 3h, 18, 19, 20, 21 and 23

Table 9.3 profiles the demographic characteristics of the positive propensity groups for each of the four active-duty and the Reserve Components.

A statistical analysis of these data reveals the following:

1. For each service, positive and negative propensity women differ on most demographic variables.
2. The exception are measures of present educational status, plans for further educational training, and experience taking certain technical courses in high school.
3. The differences between propensity groups within each service are similar to the differences between the aggregated propensity groups shown in Table 9.2.
4. As in the case of males, the services appear to be drawing upon a common demographic pool of women.

The demographic differences observed between positive and negative propensity females paralleled the differences between the two male propensity groups. There are some noteworthy differences, however, between the male and female positive propensity groups. These differences are as follows:

1. Positive propensity females are somewhat older than positive propensity males. This disparity has grown in the last year.
2. The proportion of non-whites who comprise the positive propensity groups for females is significantly higher than the corresponding figure for positive propensity men.

TABLE 9.3
DEMOGRAPHIC ANALYSIS
POSITIVE PROPENSITY GROUPS⁺

INDIVIDUAL SERVICES

Variable	FEMALES					
	Air		Marine		National	
	Force	Army	Corps	Navy	Guard	Reserves
	%	%	%	%	%	%
Planning to attend college	77.8**	72.7**	78.1**	77.8**	76.3**	77.6**
Whites	65.9	60.7	56.6	65.3	63.6	60.8
Planning to attend vocational school	57.3	62.1	69.0	61.9	61.9	57.4
Students	55.3**	56.6**	57.2**	55.8**	49.1	54.0**
Employed	46.3	39.8	41.6	44.3	43.2	45.7
College preparatory curriculum in high school	38.0	31.4	30.8	35.0	32.0	36.7
Vocational curriculum in high school	36.7	43.6	39.9	38.4	37.7	35.1
Not employed/looking for work	35.8	39.4	40.0	38.5	37.6	34.3
High school graduate, not in school	33.78*	29.8	29.2	33.1**	38.7**	36.2**
A's and B's in high school	29.0	28.3	26.1	28.2	33.6	34.5
Blacks	24.8	28.6	31.2	25.7	27.8	29.8
Commercial/business curriculum in high school	23.3**	22.5**	24.5**	25.7**	27.1**	24.6**
12th grade	20.4**	18.0**	15.8**	15.0**	17.1**	17.8**
11th grade	14.2**	16.6**	19.8	20.1**	13.5**	16.6**
1-2 years of college	12.2	10.1	11.9	12.7	9.4	12.4
Other non-white	8.8	10.3	11.9	8.7	8.2	9.1
10th grade	7.3	10.2	8.8	6.5**	8.3	5.9**
Average age*	18.32	18.21	18.10	18.18	18.45	18.40
Education of father*	2.67	2.33	2.35	2.54	2.42	2.55
Quality Index*	6.10	5.83	5.97	5.99	6.06	6.18
Base:	(456)	(331)	(232)	(329)	(378)	(469)

* Mean scale values shown

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

**Differences not statistically significant from corresponding negative propensity group.

Source: Questions 2, 3b, 3c, 3h, 18, 19, 20, 21 and 23

3. Females are more likely to be high school graduates (both in college and not in school) than the males.
4. Females appear to have stronger academic backgrounds (except for having taken calculus and physics); they do not manifest a marked difference on the Quality Index, however.
5. The relative educational strength of positive propensity males vs. females has grown more similar in 1981.

9.3 Importance of Job Characteristics

The rationale for investigating attitudes toward certain job characteristics was presented in Section III. The reader should consult that discussion for a review, if desired.

The importance positive and negative propensity women attach to each of 15 job characteristics is presented in Table 9.4. As shown in the table, both groups attach some non-trivial degree of importance to each attribute. The most valued characteristics to both propensity groups are "enjoy your job," "good income," "job security," and "employer treats you well" (the first three were also most desired by the sample of males). "Developing your potential" and "opportunity for advancement" are not far behind. Of lesser importance to both groups are such job characteristics as "trains you for leadership," "provides money for education," and "offers excitement and adventure."

The two propensity groups differ in their ratings on seven of the 15 attributes. The largest differences are on several of the less highly valued characteristics: "doing something for your country," "provides money for education" and "trains you for leadership." Positive propensity women rated these three items as more important than did negative propensity females.

"Excitement and adventure" and "equal pay and opportunity" also differentiated the two propensity groups, though not as sharply. The levels and pattern of the data in Table 9.4 are also similar to last year for the 11 items which were repeated.*

* New items added in 1981 are: opportunity to mature, offers excitement and adventure, doing something for your country, and opportunity to work with the kind of people you would like.

TABLE 9.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
IMPORTANCE OF JOB CHARACTERISTICS*

FEMALES

<u>Job Characteristics</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
Enjoy your job	3.48	3.49	-0.01
Good income	3.39	3.32	+0.07**
Job security	3.36	3.34	+0.02
Employer treats you well	3.33	3.36	-0.03
Developing your potential	3.32	3.31	+0.01
Provides men and women equal pay/opportunity	3.32	3.14	+0.18**
Opportunity for advancement	3.26	3.26	--
Teaches valuable trade/skill	3.30	3.22	+0.08**
Provides money for education	3.18	2.88	+0.30**
Opportunity for a good family life	3.17	3.15	+0.02
Opportunity to mature	3.17	3.12	+0.05
Opportunity to work with the kind of people you would like	3.11	3.12	-0.01
Doing something for your country	2.96	2.57	+0.39**
Trains you for leadership	2.85	2.60	+0.25**
Offers excitement and adventure	2.83	2.65	+0.18**
Base:	(746)	(4404)	

Source: Question 10a

* Mean scale values shown

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

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

** Statistically significant

A statistical analysis of the job characteristics data suggests that the differences between propensity groups tend to be general and not service specific. Hence, it appears that the services are appealing to young women with similar job characteristics values. The same conclusion applied to last year's analysis.

9.4 Achievability of Job Characteristics

For a job characteristic to be a source of enlistment motivation, a young woman must value it and perceive it as something that can be readily achieved in the military, or at least as readily as in a civilian job. The five-point scale used to measure these perceptions was discussed in Section III. The findings, shown in Table 9.5, are discussed below.

Compared to negative propensity women, positive propensity respondents perceived the military as better enabling achievement of each job characteristics ("Doing something for your country" was not statistically significant.) The two groups differed the most on five attributes: "good income," "opportunity for good family life," "opportunity to work with the kind of people you would like," and "enjoy your job."

The positive propensity groups perceived civilian life as better enabling achievement of only four job characteristics: "employer treats you well," "opportunity for good family life," "enjoy your job," and "opportunity to work with the kind of people your would like." At the same time, negative propensity females considered nine of the attributes as somewhat more achievable in the military. All in all, the military is viewed favorably by women with respect to these job characteristics.

Within each service, the differences in perceptions between positive and negative propensity respondents are comparable to those for the overall positive and negative propensity groups shown in Table 9.5. This was equally true in 1980.

TABLE 9.5

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
ACHIEVABILITY OF JOB CHARACTERISTICS*

FEMALES

<u>Job Characteristics</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
Doing something for your country	1.74	1.76	-0.02**
Trains you for leadership	2.03	2.29	-0.26
Provides money for education	2.07	2.40	-0.33
Offers excitement and adventure	2.13	2.46	-0.33
Teaches valuable trade/skill	2.32	2.66	-0.34
Provides men & women equal pay/opportunity	2.39	2.65	-0.26
Job security	2.49	2.82	-0.33
Opportunity to mature	2.55	2.85	-0.30
Opportunity for advancement	2.58	2.98	-0.40
Developing your potential	2.72	3.04	-0.32
Good income	2.96	3.64	-0.68
Enjoy your job	3.11	3.56	-0.45
Opportunity to work with the kind of people you would like	3.16	3.64	-0.48
Employer treats you well	3.26	3.52	-0.26
Opportunity for a good family life	3.27	3.80	-0.53
Base:	(745)	(4404)	

Source: Question 10b

* Mean scale values shown.

Scale Value: 5 = Much more likely in civilian
 4 = Somewhat more likely in civilian
 3 = Either civilian or military
 2 = Somewhat more likely in military
 1 = Much more likely in military
 Therefore, a smaller value indicates relatively greater
 military likelihood.

** Not statistically significant

As in the male study, job characteristics perceptions are examined vis-a-vis the values young women attach to each. This analysis is done for both positive (Figure 9.1) and negative propensity (Figure 9.2) women. The seven highest rated attributes are entered in the two upper boxes in the figures. The results are discussed below.

Positive propensity women perceived five of the seven relatively important job attributes to be relatively more achievable in the military--all except "enjoy your job" and "employer treats you well." These characteristics may represent recruiting strategy opportunities.

Negative propensity individuals perceived three of the valued job characteristics as relatively more achievable in the civilian sector: "enjoy your job," "employer treats you well," and "good income."

The sharpest difference between positive and negative propensity women is over the highly desired value of "good income," on which the groups differ by fully two-thirds of one scale point in terms of relative civilian versus military achievability. Given that most young women (as well as young men) are reluctant to hazard an estimate of military pay or have misinformation about it, providing accurate information about military pay and benefits might be one potentially effective way of attracting some individuals in the negative propensity group to considering possible enlistment.

Three key differences between men and women emerge from this analysis. The first is that positive propensity women unlike their male counterparts, perceive the military as better enabling them to realize a good income. Secondly, positive propensity females attach more value to "provides men and women equal pay and opportunities" than do men.

FIGURE 9.1

POSITIVE PROPENSITY RESPONDENTS

FEMALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	<p>Good income</p> <p>Job security</p> <p>Teaches a valuable trade/skill</p> <p>Developing your potential</p> <p>Provides men and women equal opportunity</p>	<p>Enjoy your job</p> <p>Employer treats you well</p>
Relatively Less Important	<p>Opportunity for advancement</p> <p>Provides money for education</p> <p>Opportunity to mature</p> <p>Doing something for your country</p> <p>Trains you for leadership</p> <p>Offers excitement and adventure</p>	<p>Opportunity for good family life</p> <p>Opportunity to work with the kind of people you would like</p>

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

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

FIGURE 9.2
NEGATIVE PROPENSITY RESPONDENTS
FEMALES

	More Achievable in Military*	More Achievable in Civilian Job**
Relatively Important	Job security Opportunity for advancement Developing your potential Teaches a valuable trade/skill	Enjoy your job Employer treats you well Good Income
Relatively Less Important	Provides men and women equal pay/opportunity Opportunity to mature Provides money for education Offers excitement and adventure trains you for leadership Doing something for your country	Opportunity for good family life Opportunity to work with the kind of people you would like

* Based on scores of less than 3.0 on the job characteristic
 achievability scale (See Table 9.5)

**Based on scores of 3.0 or higher on the job characteristic
 achievability scale (See Table 9.5)

Thirdly, positively inclined females, unlike their male counterparts, view learning a valuable trade or skill as more likely in a civilian job.

This latter perception suggests an especially attractive recruiting communication to aim at women: the opportunity to acquire needed career skills, and the transferability of these skills from military to civilian jobs. Aside from these differences, however, the job attribute perceptions of men and women are quite similar. This suggests that similar recruiting strategies could be used with both males and females.

9.5 Job Interest

While women are not allowed to serve in combat roles--though some have challenged this prohibition as inherently discriminatory--they can perform in many other vital but traditional male positions such as security guard and draftsmen, as well as highly technical jobs like computer technician and medical technician. A young women's interest in the military, in part, is a function of her interest in performing these types of jobs. Accordingly, an analysis of females' enlistment intentions should consider the degree of interest young women have for the types of jobs the military has to offer.

With the above in mind, women in the Fall 1981 wave, as in the previous survey, were asked to indicate their degree of interest in the following six jobs:

- Computer technician
- Secretary
- Air traffic controller
- Draftsman
- Security guard
- Medical technician

The results of this line of questioning appear in Table 9.6. As shown, three jobs elicited the most interest: medical technician, computer technician, and secretary. Except for secretarial work, positive propensity women expressed significantly greater interest in these jobs than did negative propensity women.

TABLE 9.6
JOB INTEREST*
FEMALES

<u>Job</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
Medical technician	2.39	2.06	+0.33
Computer technician	2.32	2.08	+0.24
Secretary	2.19	2.13	+0.06**
Air traffic controller	1.92	1.51	+0.41
Security guard	1.67	1.27	+0.40
Draftsman	1.59	1.36	+0.23
Base:	(697)	(4484)	

Source: Question 10c

* Mean Scale Values shown

Scale Value: 4 = Extremely interested
3 = Very interested
2 = Slightly interested
1 = Not at all interested
Therefore, larger values indicate greater interest.

+ The two propensity groups differ significantly except where indicated.

** Not statistically significant.

A demographic analysis of these data revealed an expected pattern: the more technical jobs (i.e. computer technician and medical technician) were especially appealing to those with higher mental abilities. The least skilled jobs attracted those with lower mental abilities. Across all of these jobs, black respondents voiced greater interest than did others. In general, the observed patterns of job interest were similar to the results from last year's survey.

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

With the onset of the all-volunteer force and the increasing need for technically skilled personnel, the services have initiated stepped-up recruiting efforts among target market females. Like young males, 16 to 21 year-old females may be passive recipients of service advertising or may initiate contact with the services. Such activities both reflect a young woman's degree of interest in the military as well as shape this interest.

This section examines the information-oriented activities of young women with respect to military service. The data are presented in Table 9.7 for both propensity groups. The data suggest the following conclusion:

1. Positive propensity women were much more likely than others to have discussed military service with each potential influencer. They were also somewhat more likely to have received unsolicited recruiting literature in the mail.
2. Positive propensity individuals were also much more likely than negative propensity people to have initiated requests from the services for information, to have been physically or mentally tested for military service, and to have taken the aptitude test.
3. Positive propensity women were more likely than negative propensity women to have seen or heard recruitment advertising; the differences are statistically significant for each service's advertising except the joint campaign.

The pattern of advertising recall appears different from the results obtained in the 1980 survey, when none of the differences between the positive and negative propensity females was statistically significant. In fact, negative propensity women's recall frequency was higher than for positive propensity women's percentages in 1980 for several of the comparisons (table not shown). The reasons for

TABLE 9.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
INFORMATION SOURCES, ACTIONS TAKEN, ADVERTISING RECALL

FEMALES

	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Statistically Significant</u>
	<u>%</u>	<u>%</u>	
<u>Information Sources (Qu. 8c)</u>			
Talked with one or both parents	50.1	11.0	Yes-higher
Talked with friends now or formerly in service	46.3	14.2	Yes-higher
Talked with other friends	43.5	12.3	Yes-higher
Received recruiting literature in the mail	32.6	27.5	Yes-higher
Talked with boyfriend or husband	31.7	7.9	Yes-higher
Talked with teacher or guidance counselor	14.9	3.8	Yes-higher
<u>Actions Taken (Qu. 8c)</u>			
Took aptitude test in high school given by Armed Services	18.0	9.6	Yes-higher
Asked for information by mail	17.3	4.0	Yes-higher
Physically or mentally tested at military examining station*	14.1	7.4	Yes-higher
Made toll-free call to get information	5.9	1.1	Yes-higher
<u>Advertising Recall: Recall Seeing/Hearing (Qu. 6b and 6c)</u>			
Army	76.1	68.4	Yes-higher
Air Force	63.7	51.3	Yes-higher
Marine Corps	56.4	48.9	Yes-higher
Navy	52.9	48.2	Yes-higher
Joint Service Campaign	39.9	39.5	No
Coast Guard	29.0	24.8	Yes-higher
Base:	(746)	(4404)	

* Question 8b; The basis for question 8b are 228 (positive propensity) and 594 (negative propensity)

the change is not immediately apparent. Also this is prima facie evidence that the advertising was reaching a more distinctive target this past year. Part of the change is probably a result of the methodological modifications introduced in 1981 in the advertising recall questions.

As in the male survey, all respondents who reported any form of recruiter contact or any self-initiated action aimed at obtaining information about military enlistment were asked about the perceived effect of each respective contact or action: "Did it make you more or less favorable toward joining?" The results are displayed in Table 9.8 and in Table 9.9 by propensity group.

As in the male survey, information from the toll-free call and information solicited by mail had the highest overall net favorable effect (percent more favorable minus percent less favorable) on joining the service (each about + 36% positive). Conversation with a teacher or guidance counselor showed an intermediate net positive rating of 21.8%. Other friends (without military experience), the Armed Force aptitude test, parents, friends with military experience, and unsolicited recruiting literature all exhibited a modest positive effect in the range of +6.0% to +12.5%. The effect of talking to one's boyfriend or husband had a net negative impact of -18.1%; in other words, young women were more often discouraged from enlisting after talking with their husband/boyfriends than favorably influenced. This finding also parallels the male study finding with respect to talking to one's wife or girlfriend. (When interpreting these results it is important to pay heed to the number of respondents asked about the perceived effect of each of the various influencers, since they vary considerably. In effect, weighting the net aggregate outcome by its respective base in Table 9.8 tends to magnify the influence of the more modest influencers and dilute the impact of the strongest net positive influencers.)

TABLE 9.8
REPORTED EFFECT OF CONTACT WITH INFLUENCERS
FEMALES

<u>Influencer</u>	<u>(Base)</u>	<u>More Favorable Toward Joining %</u>	<u>Less Favorable Toward Joining %</u>	<u>Made No Difference %</u>
Information from toll-free call	(90)	46.5	10.3	43.2
Information solicited by mail	(299)	45.2	9.1	45.7
Teacher or guidance counselor	(274)	37.7	15.9	46.4
Friends now or formerly in service	(970)	31.6	24.4	44.0
One or both parents	(855)	30.1	22.0	47.9
Other friends	(861)	29.5	17.0	53.5
Armed Forces aptitude or career guidance test given in high school	(552)	20.2	10.3	69.5
Boyfriend or husband	(582)	19.8	37.9	42.3
Recruiting literature received in the mail	(1445)	14.2	8.2	77.6

Base: All respondents reporting contact with influencer

Source: Question 8d

TABLE 9.9
REPORTED PRO-ENLISTMENT EFFECT OF CONTACT WITH
INFLUENCERS BY PROPENSITY

FEMALES

	<u>Positive Propensity Reporting Exposure, % More Favorable</u>	<u>Negative Propensity Reporting Exposure, % More Favorable</u>
Information from toll-free call	66.7	29.6
Teacher or guidance Counselor	65.5	18.7
Information solicited by mail	65.3	32.2
Friends now or formerly in service	48.0	22.4
One or both parents	46.0	17.8
Armed forces aptitude or career guidance test given in high school	44.6	12.8
Other friends	43.7	20.8
Recruiting literature received in mail	43.7	8.3
Boyfriend or husband	35.0	9.5

Base: All respondents reporting contact with influencers

Source: Question 8d

Table 9.9 reveals that even some negative propensity women were favorably moved in the pro-enlistment direction by the potential influencers--especially by information solicited through the mail and by information from the toll-free call. To a lesser extent, they were positively influenced by friends with military experience, other friends, teacher or guidance counselors, or parents. Smaller proportions of negative propensity females were favorably affected by the other influencers. Higher proportions of positive propensity young women were favorably affected by each respective influencer, but the ranking of relative effects is quite similar for both positive and negative propensity women.

To the extent that recruiters can augment the incidence and alter the pattern of information seeking actions and discussions of potential recruits, they may be able to enhance enlistment propensity among both initially negative and positive-leaning target market youth. The same observation made earlier, of course, applies with equal force to the female's analysis. The direction of the causal relationship can only be assumed.

Table 9.10 summarizes five aspects of recruiter contact. Relative to negative propensity females, positive propensity individuals can be described as follows:

1. They are much more likely to have been in contact with a service recruiter--within the past six months, and ever.
2. In the past six months, they are much more likely to have experienced each of the four types of recruiter contact summarized.
3. Larger proportions of positive propensity women, compared to negative propensity women, reported that they initiated contact with a recruiter. The differences were all statistically significant.

TABLE 9.10

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY
RECRUITER CONTACT

FEMALES

	<u>Positive Propensity</u> %	<u>Negative Propensity</u> %	<u>Statistically Significant</u>
<u>Recruiter Contact: (Qu. 8a & 9a)</u>			
Ever - any service	50.3	30.9	Yes-higher
Past 6 months - any service	30.3	13.7	Yes-higher
<u>Type of Recruiter Contact in Past 6 Months (Qu. 8b)</u>			
Heard recruiter talk at high school	17.7	7.0	Yes-higher
Talked face-to-face (not at station)	17.6	6.1	Yes-higher
Talked to recruiter by telephone	13.8	5.0	Yes-higher
Went to recruiting station	10.2	2.0	Yes-higher
<u>Recruiter Contact Initiated by Respondent (Qu. 9d)</u>			
Air Force	53.8	26.1	Yes-higher
Navy	57.2	24.2	Yes-higher
Marine Corps	45.2	21.6	Yes-higher
Army	45.1	21.3	Yes-higher
<u>Recruiter Information Considered Adequate (Qu. 9e)</u>			
Army	91.8	83.9	No
Air Force	76.4	87.1	No
Navy	75.8	80.0	No
Marine Corps	63.5	83.7	No
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)</u>			
Navy	50.0	13.4	Yes-higher
Air Force	39.3	31.3	No
Marine Corps	38.1	17.7	Yes-higher
Army	36.2	16.4	Yes-higher

Base: All positive and negative propensity respondents were asked questions 8a and 9a; other bases dependent on past recruiter contact, and are thus much smaller.

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YOUTH ATTITUDE TRACKING STUDY FALL 1981(U)
INC CHICAGO IL PUBLIC SECTOR RESEARCH CORP
APR 82 6474 DMDC/MRB-TR-81/1 OMB-22-R-0339

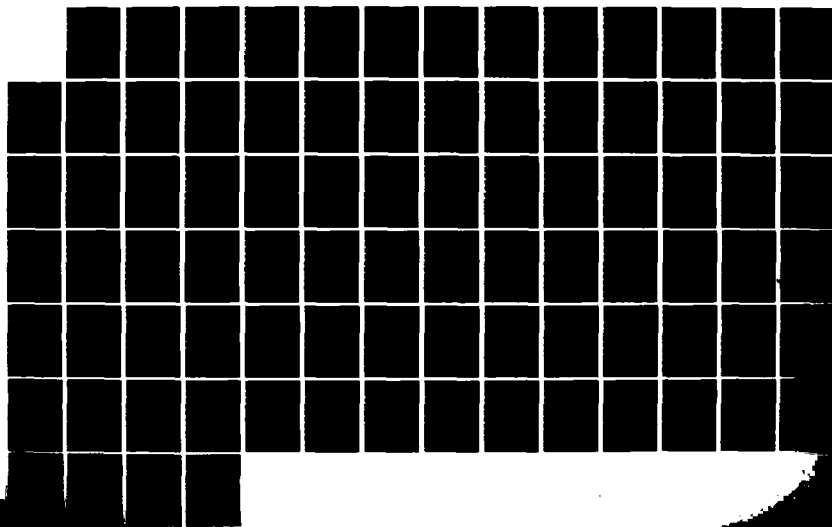
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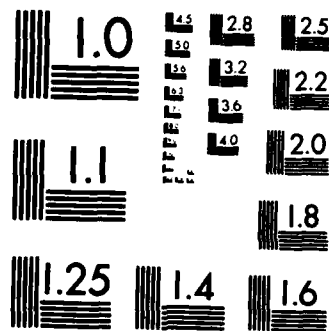
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MICROCOPY RESOLUTION TEST CHART
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4. With respect to the perceived adequacy of information received from recruiters, positive propensity females were less satisfied than negatively inclined females with the information provided, especially by the Marine Corps and the Air Force. The differences, while sizable, are not statistically significant because of small sample size.
5. A greater proportion of positive propensity individuals tend to feel more favorable about military service after talking to a recruiter. (In the case of the Air Force, the difference is not statistically significant.)
6. Compared to the Fall 1980 findings, several changes are evident in Table 9.10. The proportion of positive propensity women reporting recruiter contact in the previous six months increased by 6.6 percentage points; the proportion remembering contact at any time ever increased by nearly five percentage points. The incidence of each different type of contact was also higher than last year for the positive propensity group. The same is generally true of self-initiated contacts, except for the Army. The perceived adequacy of information positive propensity young women received from Air Force and Navy recruiters also dropped relative to 1980, though only the Air Force decline reaches statistical significance because of small cell size. Finally, in terms of the effect of recruiter contact on enlistment intentions, Navy recruiters were more influential than in 1980 in making positive propensity young women feel more favorable toward joining; Air Force recruiters, on the other hand, exerted a more favorable aggregate effect on negative propensity females than one year earlier.

9.7 Relationship Between Propensity and Recruiter Contact

The relationship between recruiter contact and propensity for a particular service is examined in Table 9.11. For each service, the propensity groups differ with respect to reported recruiter contact from that service; positive propensity females were more likely to have had contact than negative propensity females. These differences are statistically significant. The magnitude of the differences was stronger than last year, especially in the case of the Navy.

As in the case of males, no necessary causal connection can be inferred, since the inclination to consciously initiate recruiter contact is clearly different (greater) for positive versus negative propensity individuals. Thus, the conclusion that recruiter contact per se accounts for or "produces" the difference in propensity is not warranted.

TABLE 9.11
EVER HAD CONTACT WITH RECRUITER FROM SPECIFIC SERVICE
RELATED TO PROPENSITY FOR THE SAME SERVICE*
FEMALES

<u>Contact With Recruiter From</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Army	36.2	16.6	+19.6
Air Force	23.5	7.3	+16.2
Navy	20.0	7.3	+12.7
Marine Corps	13.5	5.2	+ 8.3

*Base: The appropriate positive and negative propensity groups for each service

Source: Question 9b

9.9 High School Graduates Not in School

Young women who have graduated from high school and are not currently attending school constitute a particularly attractive market to the services. In the Fall 1981 wave, about 38% of the female sample fall into this category. Tables 9.13 - 9.18 profile this group vis-a-vis the total sample in terms of key demographic attitudinal and behavioral variables. The following can be said about high school graduates not in school:

1. The group of high school graduate females who are not in school are below the U.S. average for their age group on the following variables: not employed and looking for work, father's education, the Quality Index measuring mental abilities, having taken a college preparatory curriculum in high school, plans to attend college, and reported high school grades. On the other hand, they are above the U.S. averages for having taken vocational and commercial/ business curricula in high school and having taken business math.
2. Their propensity to serve in the Army is below the U.S. average.
3. The high school graduate group, in general, is no different than others with respect to obtaining enlistment-related information or advice except being more likely to have made the toll-free call and to have been tested at a military examining station.
4. Except for an above-average reported incidence of recruiter contact at sometime in the past, the high school graduate group is no different than others with respect to categories of contact.
5. High school graduates are no more likely than others to recall service advertising.

TABLE 9.13

DEMOGRAPHIC ANALYSIS OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

FEMALES

Variable	High School Graduates Not in School	Total Sample	Statistically Significant+
	%	%	
Whites	86.0	84.4	No
Employed	73.1	55.1	Yes-higher
Planning to attend college	62.2	73.8	Yes-lower
Business math in high school	54.4	42.6	Yes-higher
Planning to attend vocational school	48.9	44.6	Yes-higher
A's and B's in high school	39.3	45.1	Yes-lower
Commercial/business curriculum in high school	35.2	25.7	Yes-higher
College preparatory curriculum in high school	33.1	47.8	Yes-lower
Vocational curriculum in high school	29.8	24.4	Yes-higher
Not employed/looking for work	15.2	22.1	Yes-lower
Physics in high school	10.1	10.6	No
Blacks	9.6	10.5	No
Computer science in high school	9.1	8.9	No
Calculus in high school	4.9	4.7	No
Other non-white	4.0	4.8	No
Education of father*	2.83	3.19	Yes-lower
Quality Index*	6.36	6.50	Yes-lower

Base: (1965) (5211)

* Mean scale values shown

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

Source: Questions 2, 3b, 3c, 3h, 18, 19, 20, 21 and 23

9.8 Enlistment Decision Process

In this study, an individual is defined as having a positive propensity for military service if she indicates a definite or probable interest in serving in any of the four active duty services. Table 9.12 demonstrates the extent to which propensity for more than one service occurs in the Fall 1981 sample of target market women.

From Table 9.12 it is clear that a large number of women who express positive propensity for each of the active duty services are also positive toward one or more other services. This is the case most often for women with positive propensity toward the Marine Corps. The same result was observed in last year's survey.

Compared to 1980, although each specific propensity group exhibits about the same average number of services in which they are also interested, the pattern of percentages in Table 9.12 has changed: the Air Force appears to be increasingly in competition with the other three services for female recruits, the Marines seems to have more unique appeal for young women than last year.

The enlistment decision process for females appears to be similar to that for males. That is, many young women initially decide upon a military career and then must choose among the different services. The data demonstrate that a large proportion of positive propensity women are undecided about which service to join. Nevertheless, this "shopping around" model should not be generalized too extensively, as a significant degree of "brand loyalty" is also evident in the table.

TABLE 9.12
EXTENT TO WHICH PROSPECTS SHOW POSITIVE
PROPENSITY FOR MORE THAN ONE SERVICE

FEMALES

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Also Show Positive Propensity for These Services:</u>				
Air Force	100.0	38.0	29.2	44.1
Army	52.3	100.0	36.9	43.9
Marine Corps	57.5	52.7	100.0	59.3
Navy	61.1	44.1	41.7	100.0
 <u>Average Number of Active Duty Services</u>				
	2.11	2.33	2.70	2.47
 Base:	(456)	(331)	(232)	(329)

Source: Question 5a

TABLE 9.14

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC ATTITUDES*

FEMALES

<u>Achievability of Job Characteristics</u>	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
Enjoy your job	3.48	3.49	No
Job security	3.40	3.34	Yes - higher
Employer treats you well	3.38	3.36	No
Good income	3.37	3.33	Yes - higher
Developing your potential	3.32	3.31	No
Opportunity for advancement	3.29	3.26	No
Teaches valuable trade/skill	3.28	3.23	Yes - higher
Equal pay and opportunity	3.20	3.17	No
Opportunity for good family	3.18	3.15	No
Opportunity to mature	3.14	3.13	No
Opportunity to work with the kind of people you would like	3.13	3.12	No
Provides money for education	2.89	2.93	No
Offers excitement and adventure	2.68	2.67	No
Trains you for leadership	2.65	2.64	No
Doing something for your country	2.60	2.63	No

Base: (1965) (5211)

Source: Question 10a

* Mean scale values shown

Scale Value: 4 = Extremely important

3 = Very important

2 = Fairly important

1 = Not important at all

Therefore, a large value indicates greater
perceived importance.

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

TABLE 9.15
ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL
JOB CHARACTERISTIC PERCEPTIONS*

FEMALES

<u>Achievability of Job Characteristics</u>	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
Opportunity for good family life	3.64	3.72	Yes-lower
Opportunity to work with the kind of people you would like	3.50	3.57	Yes-lower
Good income	3.46	3.54	Yes-lower
Employer treats you well	3.45	3.49	No
Enjoy your job	3.45	3.50	No
Developing your potential	2.96	2.99	No
Opportunity for advancement	2.89	2.91	No
Opportunity to mature	2.77	2.80	No
Job security	2.67	2.77	Yes-lower
Teaches valuable trade/skill	2.59	2.61	No
Equal pay and opportunity	2.59	2.61	No
Offers excitement and adventure	2.38	2.41	No
Provides money for education	2.28	2.35	Yes-lower
Trains for leadership	2.21	2.25	No
Doing something for your country	1.74	1.75	No

Base: (1965) (5211)

Source: Question 10b

* Mean scale values shown

Scale Value: 5 = Much more likely in civilian
4 = Somewhat more likely in civilian
3 = Either civilian or military
2 = Somewhat more likely in military
1 = Much more likely in military
Therefore, a smaller value favors the military.

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

TABLE 9.16

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

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

FEMALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Positive Propensity For Individual Service (Qu. 5a)</u>			
Air Force	7.8	8.8	No
Navy	5.6	6.3	No
Army	5.0	6.4	Yes-lower
Marine Corps	3.4	4.4	No
<u>Information Sources (Qu. 8c)</u>			
Received recruiting literature in the mail	27.1	28.2	No
Talked with friends now or formerly in service	19.2	18.8	No
Talked with one or both parents	15.6	16.6	No
Talked with other friends	15.6	16.9	No
Talked with boyfriend or husband	11.5	11.3	No
Talked with teacher or guidance counselor	4.9	5.4	No
<u>Actions Taken (Qu. 8b, 8c)</u>			
Physically or mentally tested at military examining station*	15.2	9.2	Yes-higher
Took aptitude test in high school given by Armed Services	12.4	10.8	No
Asked for information by mail	6.3	6.0	No
Made toll-free call to get information	2.8	1.8	Yes-higher
Base:	(1965)	(5211)	

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

* The base for this question is 187 (high school graduates not in school) and 830 (total sample).

TABLE 9.17

ATTITUDINAL/BEHAVIORAL PROFILE OF
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

FEMALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Recruiter Contact: (Qu. 8a & 9a)</u>			
Ever - any service	38.3	33.7	Yes-higher
Past 6 months - any service	14.9	16.2	No
<u>Recruiter Contact Initiated by Respondent (Qu. 9b)*</u>			
Air Force	37.7	35.2	No
Navy	34.4	31.6	No
Army	29.5	26.6	No
Marine Corps	27.4	26.7	No
<u>Recruiter Information Considered Adequate (Qu. 9e)*</u>			
Army	85.6	83.4	No
Air Force	83.2	83.7	No
Navy	77.0	79.4	No
Marine Corps	75.7	79.8	No
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*</u>			
Air Force	36.8	33.5	No
Navy	19.9	21.7	No
Army	18.6	20.5	No
Marine Corps	16.9	22.0	No

*Base: All high school graduates not in school and total sample were asked questions 8a and 9a; other bases dependent on past recruiter contact and are thus smaller.

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

TABLE 9.18

ATTITUDINAL/BEHAVIORAL ANALYSIS OF
HIGH SCHOOL GRADUATES NOT IN SCHOOLADVERTISING RECALL
FEMALES

	High School Graduates Not in School	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Advertising Recall: % Recall</u> <u>(aided and unaided) Seeing/</u> <u>Hearing</u>			
Army	67.8	69.4	No
Air Force	52.8	52.8	No
Marine Corps	48.6	50.0	No
Navy	47.2	48.9	No
Joint Services Campaign	37.4	39.4	No
Coast Guard	26.6	25.8	No

Base: (1682) (5200)

Source: Questions 6b and 6c

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

6. Women in this subgroup differed from the total sample on the desirability of three job characteristics--job security, good income, and teaching a valuable trade/skill--all of which they rated as slightly more important than did the entire sample. Moreover, compared to the total sample, they viewed good income and job security as somewhat more achievable in the military. They were also more likely to perceive three of the other desired job attributes as more achievable in the military than the total sample did.

The 1981 profile of high school graduates not in school is similar in most respects to the 1980 profile.

SECTION X

SECTION X

Advertising Awareness

The increasing need for motivated and qualified personnel in non-combat roles, as well as changing societal attitudes about military service, has enhanced the position of 16-21 year-old women as a target recruiting market.

In accord with this heightened interest in attracting qualified females into the active duty military, promotional campaigns in recent years have initiated specific appeals to young women to consider short-term or career service in the Army, Navy, Air Force, and Marine Corps.

Beginning with the Fall 1980 wave, females have been asked an identical series of questions as their male peers to assess the effectiveness of the advertising campaigns. The present section discusses the Fall 1981 advertising data.

10.1 Top-of-the-Mind Awareness of Specific Services

"Top-of-the-mind" awareness is intended to elicit an individual's initial association with a given concept. As in the male interviews, the female sample was asked to indicate which branch of service they think of first when the terms "Armed Services" or "Military" are mentioned. They were then asked which branch they think of next, and lastly, whether any others come to mind.

Table 10.1 reports the percentage of females mentioning each service, along with the order of mention (first, second, other mentions). In terms of the proportion of first mentions, the Army is still by far the most familiar service (47.9%), and it is well ahead of its two nearest "competitors" -- the Air Force (20.5%) and the Navy (16.7%). When all mentions are combined, the Army is mentioned by more than four of every five females; the Navy, by about three out of every four; the Air Force, by three of every five; and the Marine Corps, by over half. The Coast Guard is far behind the four primary services in recognition with mentions by about one-eighth of the target market females. The same pattern of responses was evident in the Fall 1980 survey. However, the percentage of women mentioning the Coast Guard nearly doubled, increasing from 6.9 percent to 12.0 percent in 1981.

Overall, with all mentions combined, women were more likely than men to recall the Army (82.7% to 76.4%) and Navy (73.2% to 71.1%). The opposite held true for mentions of the other three services. Males were more likely to mention the Air Force (73.0% to 62.9%), Marine Corps (63.6% to 56.7%) and Coast Guard (18.8% to 12.0%). These comparisons are consistent with last year's findings.

TABLE 10.1
BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"
FEMALES

<u>Service Mentioned</u>	Percent of Respondents Who Mentioned Specific Services			
	<u>First Mention</u>	<u>Second Mention</u>	<u>All Other Mentions</u>	<u>All Mentions Combined</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Air Force	20.5	15.3	26.3	62.9
Army	47.9	21.5	12.0	82.7
Marine Corps	8.1	16.5	31.7	56.9
Navy	16.7	33.5	22.0	73.2
Coast Guard	0.7	3.1	8.1	12.0
None	6.0	3.9	16.6	26.7

Base: All respondents

Source: Questions 4a, 4b and 4c

Analysis of the proportion of first mentions by specific service propensity in Table 10.2 shows that women considering the Army and, secondarily, those considering the Air Force were much more likely to mention that respective branch first than any other. Female respondents inclined toward the Navy were just about as likely to mention the Navy (33.1%) first as they were the Army (32.5%). The same did not hold for the Marine Corps; females with propensity for the Marines were most likely to mention the Army first, and were no more likely to mention the Marines first than the other two branches. Similar patterns were observed in the Fall 1980 wave.

When the differences are observed between specific service positive and negative propensity subsets in the percentage of first mentions received (Table 10.2), comparison reveals that the differences between these groups are strong, with the exception of the Army. Those with positive propensity for the Army are relatively less distinctive in their first mentions of "Army," compared to females with positive propensity for other services. Again, the same pattern occurred in the Fall 1980 wave.

TABLE 10.2

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

FEMALES

First Association	Air Force		Army		Marine Corps		Navy	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
	%	%	%	%	%	%	%	%
Air Force	43.2	18.2	17.2	20.8	18.6	20.6	24.9	20.2
Army	31.7	49.8	58.9	47.4	38.1	48.6	32.5	49.2
Marine Corps	6.3	8.4	7.4	8.3	19.8	7.6	5.4	8.4
Navy	14.7	16.7	9.5	16.9	17.0	16.4	33.1	15.3

Base: All respondents

Source: Question 4a

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

10.2 Advertising Recall

Table 10.3 presents for each service and the Joint campaign the proportions of young women who were able to recall hearing or seeing advertising. Nearly one-half of the female respondents (46%) remembered hearing or seeing Army advertising without being prompted with a specific mention of that service, while only about one-fourth recalled advertising for the Air Force, Marine Corps and Navy. Ten percent remembered seeing or hearing advertising for the Joint Services, and fewer than five percent recalled having seen or heard pro-enlistment messages for the Coast Guard.

The same ordering holds for the combined unaided and aided percentage recall. Almost seven out of ten females recalled Army advertising and approximately one-half of the respondents remembered seeing or hearing advertising for the Air Force, Marine Corps and Navy. The Joint Service campaign scored fifth highest (about two-fifths), and the Coast Guard campaign displayed the lowest recall. Among the males, recall was higher in each of the five categories than it was for the females.

Tables 10.4A - 10.4F present the incidence of recall of specific copy points for each advertising campaign. The same cautions noted in Section IV about interpreting these data apply here with equal force: because of changes in question phrasing and method of administration, changes in absolute levels of recall are meaningless. Changes in recall of specific copy should be understood as which categories changed more or changed less relative to others. The following conclusions emerge from the data:

1. Four messages appeared to dominate perceptions of the Air Force: "Opportunities" (27.3%), "Teaching or learning a trade" (20.8%), "Men with equipment" (15.2%) and "Educational bene-

TABLE 10.3
UNAIDED AND AIDED
RECALL OF SERVICE ADVERTISING

FEMALES

	<u>Unaided</u>	<u>Aided</u>	<u>Either Unaided or Aided</u>
Air Force	24.1	29.3	53.4
Army	46.0	23.8	69.8
Marine Corps	24.5	25.9	50.4
Navy	25.2	24.1	49.3
Joint Services	10.0	30.6	40.6
Coast Guard	4.6	21.2	25.8

Base: All respondents

Source: Question 6d

TABLE 10.4A
RECALL OF ADVERTISING FOR THE AIR FORCE
FEMALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Have Seen/Heard Advertising</u>	60.1	72.4	+12.3
Opportunities	3.5	27.3	+23.8
Don't know/remember	29.1	25.1	- 4.0
Teaching/learning a trade	6.4	20.8	+14.4
Men with equipment	6.0	15.2	+ 9.2
Educational benefits	4.5	14.1	+ 9.6
Want you to join/enlist	6.7	9.0	+ 2.3
Equipment without men	3.9	7.8	+ 3.9
Best service/praised service	2.4	7.2	+ 4.8
Travel/see the country/world	2.5	6.4	+ 3.9
Variety of jobs	3.3	5.8	+ 2.5
Service to/pride in country	**	5.7	
Good pay/good starting pay	1.3	5.4	+ 4.1
Fun/recreation	1.0	5.3	+ 4.3
Adventure	1.2	4.7	+ 3.5
Men in training	1.8	4.0	+ 2.2
Other miscellaneous mentions	5.4	3.9	- 1.5
Men in uniform	3.2	2.9	- 0.3
Other benefits (e.g., health)	1.1	2.8	+ 1.7
Slogans (e.g., Fly with the Air Force)	0.6	2.5	+ 1.9
"A great way of life"	**	1.9	
Men with guns	0.1	0.3	+ 0.2
<u>Have Not Seen/Heard Advertising</u>	39.9		

Base:* (973) (817)

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure (described in the text), these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 10.4B

RECALL OF ADVERTISING FOR THE ARMY

FEMALES

	Fall '80	Fall '81	Fall '80-'81 Change [†]
	%	%	%
<u>Have Seen/Heard Advertising</u>	73.5	75.8	+ 2.3
Opportunities	3.1	25.0	+21.9
Don't remember/know	25.4	22.4	- 3.0
Teaching/learning a trade	10.5	20.4	+ 9.9
Educational benefits	10.5	18.3	+ 7.8
Want you to join/enlist	16.3	12.3	- 4.0
Men with equipment	3.8	10.3	+ 6.5
Men in training	4.2	8.4	+ 4.2
Best service/praised service	1.3	8.3	+ 7.0
Travel/see the country/world	4.7	8.0	+ 3.3
Variety of jobs	5.7	7.7	+ 2.0
Good pay/good starting pay	4.8	6.9	+ 2.1
Men in uniform	4.8	5.5	+ 0.7
Service to/pride in country	**	5.4	
Fun/recreation	1.7	4.8	+ 3.1
Other miscellaneous mentions	8.0	4.1	- 3.9
Adventure	1.6	4.0	+ 2.4
"Be all you can be"	**	3.7	
Slogans (e.g., Uncle Sam needs you)	4.4	2.9	- 1.5
Equipment without men	0.6	2.3	+ 1.7
Other benefits (e.g., health)	1.4	2.2	+0.8
Men with guns	0.1	0.2	+ 0.1
<u>Have Not Seen/Heard Advertising</u>	26.5		

Base:*

(1012) (1183)

Source: Question 6d

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

**New category in 1981.

[†]Because of the 1981 changes in question wording and procedure (described in the text), these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 10.4C

RECALL OF ADVERTISING FOR THE MARINE CORPS

FEMALES

	Fall '80	Fall '81	Fall '80-'81 Change [†]
	%	%	%
<u>Have Seen/Heard Advertising</u>	61.5	72.8	+11.3
Don't remember/know	25.9	26.3	+ 0.4
Opportunities	2.0	23.9	+21.9
Teaching/learning a trade	6.7	14.9	+ 8.2
Slogans (e.g., The few. The proud. The Marines.)	9.1	14.6	+ 5.5
Best service/praised service	2.1	12.9	+10.8
Educational benefits	4.5	11.8	+ 7.3
Men in uniform	6.5	10.4	+ 3.9
Men in training	4.1	8.4	+ 4.3
Men with equipment	1.9	7.7	+ 5.8
Want you to join/enlist	8.3	7.1	- 1.2
Travel/see the country/world	2.1	6.8	+ 4.7
Variety of jobs	2.8	4.7	+ 1.9
Other miscellaneous mentions	6.2	4.0	- 2.2
Good pay/good starting pay	1.4	3.6	+ 2.2
Service to/pride in country	**	3.6	
Equipment without men	0.8	3.1	+ 2.3
Adventure	0.7	3.0	+ 2.3
Fun/recreation	0.9	2.7	+ 1.8
Men with guns	0.6	1.5	+ 0.9
"Maybe you can be one of us"	**	1.0	
Other benefits (e.g., health)	0.4	0.9	+ 0.5
Men with flag	0.5	--	- 0.5
<u>Have Not Seen/Heard Advertising</u>	38.5		
Base:*	(1092)	(779)	

Source: Question 6d

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

**New category in 1981.

[†]Because of the 1981 changes in question wording and procedure (described in the text), these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 10.4D
RECALL OF ADVERTISING FOR THE NAVY

FEMALES

	Fall '80 %	Fall '81 %	Fall '80-'81 Change ⁺ %
<u>Have Seen/Heard Advertising</u>	61.6	73.1	+11.5
<u>Don't remember/know</u>	27.0	25.8	- 1.2
Opportunities	3.8	23.3	+19.5
Teaching/learning a trade	5.2	20.2	+15.0
Men with equipment	3.1	13.5	+10.4
Travel/see the country/world	6.1	12.7	+ 6.6
Educational benefits	3.6	11.8	+ 8.2
Want you to join/enlist	11.2	10.1	- 1.1
Best service/praised service	0.9	9.9	+ 9.0
Adventure	4.8	7.2	+ 2.4
Men in uniform	3.9	6.5	+ 2.6
Equipment without men	3.3	6.4	+ 3.1
Service to/pride in country	**	5.8	
Men in training	1.4	5.2	+ 3.8
Variety of jobs	2.7	5.1	+ 2.4
Other miscellaneous mentions	7.5	4.5	- 3.0
Good pay/good starting pay	1.1	4.2	+ 3.1
Fun/recreation	1.3	4.1	+ 2.8
"It's not a job/its an adventure"	**	3.3	
Other benefits (e.g., health)	0.6	2.1	+ 1.5
Slogans (e.g., The Navy makes boys into men)	0.3	0.3	+ 0.0
Men with flag	0.2	0.3	+ 0.1
Men with guns	--	0.2	+ 0.2
<u>Have Not Seen/Heard Advertising</u>	38.4		
Base:*	(1062)	(717)	

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure (described in the text), these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 10.4E

RECALL OF ADVERTISING FOR THE JOINT SERVICES

FEMALES

	Fall '80	Fall '81	Fall '80-'81 Change ⁺
	%	%	%
<u>Have Seen/Heard Advertising</u>	58.0	82.2	+24.2
Opportunities	2.9	38.6	+35.7
Teaching/learning a trade	11.2	23.9	+12.7
Mention all/several services	9.1	17.3	+ 8.2
Don't remember/know	23.1	17.0	- 6.1
Educational benefits	6.5	14.4	+ 7.9
Men with equipment	2.2	10.9	+ 8.7
Best service/praised service	**	10.3	--
Variety of jobs	**	9.9	--
Want you to join/enlist	10.2	8.5	- 1.7
Men in training	2.7	7.5	+ 4.8
Men in uniform	3.0	6.3	+ 3.3
Travel/see the country/world	2.7	6.1	+ 3.4
Other miscellaneous mentions	7.3	5.2	- 2.1
Good pay/good starting pay	1.7	4.8	+ 3.1
Fun/recreation	**	4.7	--
Equipment without men	1.1	3.7	+ 2.6
Other benefits (e.g., health)	**	3.6	--
Adventure	2.2	3.2	+ 1.0
Slogans	1.5	2.3	+ 0.8
Great place to start	**	2.1	--
Chance to serve/learn	**	1.7	--
Service to/pride in country	**	1.1	--
"A great way of life"	**	0.5	--
Men with guns	**	0.3	--
<u>Have Not Seen/Heard Advertising</u>	42.0		
Base:*	(1112)	(641)	

Source: Question 6d

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

**New category in 1981.

⁺Because of the 1981 changes in question wording and procedure (described in the text), these changes should be interpreted only in relation to others in the list, i.e., as relative changes. Any other inferences may be misleading.

TABLE 10.4F
RECALL OF ADVERTISING FOR THE COAST GUARD⁺
FEMALES

	Fall '81
	<u>%</u>
<u>Have Seen/Heard Advertising</u>	65.7
Don't remember/know	32.3
Opportunities	21.1
Men with equipment	14.7
Best service/praised service	14.6
Teaching/learning a trade	13.6
Educational benefits	9.8
Equipment without men	8.4
Want you to join/enlist	7.2
Adventure	6.1
Travel/see world/country	5.9
Variety of jobs	5.8
Service to/pride in country	5.7
Men in training	5.7
Fun/recreation	5.0
Good pay/starting pay	4.1
Men in uniform	3.4
Other benefits	2.0
Other miscellaneous mentions	1.4
Men with guns	--

Base:* (284)

Source: Question 6d

+ Questions about Coast Guard advertising were not asked in 1980.

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

fits" (14.1%). These four perceptions (and especially the first two) increased more than other copy points. (Note: The percentages cited in this summary used as their base only respondents remembering having heard something about the advertising.)

2. The most familiar images of Army advertising were "Opportunities" (25.0%), "Teaching and/or learning a trade" (20.4%), and "Educational benefits" (18.3%).

Comparisons between the Fall 1980 wave and the Fall 1981 wave show that an increase in the perception of "Opportunities" increased the most and that the message "Wanting you to join or enlist" decreased the most.

3. Common responses relating to Marine Corps advertising included "Opportunities" (23.9%), "Teaching and/or learning a trade" (14.9%), and Marine Corps slogans (14.6%) -- each of which were mentioned by between 12% and 15%. "Opportunities" exhibited the greatest increase over 1980.
4. The two most typical responses to the question about the Navy campaign were "Opportunities" (23.3%) and "Teaching and/or learning a trade" (20.2%). Of all possible perceptions, these two copy points increased the most since last year. "Men with equipment" and "Travel/see the country/world" also received prominent mention. "Want you to join/enlist" again declined the most." Additionally, approximately one-tenth of the females who recalled anything at all about the Navy advertising identified the following messages: "Educational benefits," "Wanting you to join and/or enlist" and "Best service or praised service."

More images appear to receive prominent mentions in the Fall 1981 wave, compared to the Fall 1980 wave, in which "Want you to join and/or enlist" was observed as the only copy point mentioned by more than 10% of the females.

5. Over one-third of the female respondents identified "Opportunities" as what they recalled about the Joint Services campaign. Other major copy points included "Teaching and/or learning a trade" (23.9%), mentions all or several services (17.3%) and "Educational benefits" (14.4%). "Opportunities" and "Teaching/learning a trade"

had the largest increases. "Want you to join/enlist" showed the only certain decline.

6. The four copy points recalled the most by female respondents about the Coast Guard campaign were: "Opportunities" (21.1%), "Men with equipment" (14.7%), "Best service/praised service" (14.6%), and "Teaching and/or learning a trade" (13.6%).

Since this wave is the first survey in which measurements of recall for Coast Guard advertising were made, no wave-to-wave comparisons can be examined.

Considering the overall effects of the advertising campaign, the following copy points were recalled most often:

- Opportunities
- Teaching and/or learning a trade
- Educational benefits

"Opportunities" was much more often mentioned than in the 1980 survey; "Want you to join/enlist" declined the most relative to last year's results. Large parts of the changes, no doubt, reflect the aforementioned changes in question wording and methodology. Next year's survey will be able to more accurately assess genuine changes in perception by the target market population. Figures 10.1A-10.1F summarize the copy points recalled most often by females in 1981.

Table 10.5 displays the proportions associating various military recruitment advertising slogans with each specific service. The following summarizes observed recognition rates:

1. "The few. The proud. The (Marines)" and "Be all you can be" (Army) were correctly identified by more than one half of the women.
2. "Maybe you can be one of us" (Marine Corps) was identified correctly by approximately one-third of the respondents. More respondents associated this slogan with the correct branch than any other service, however.

FIGURE 10.1A

SUMMARY OF MOST MEMORABLE COPY POINTS

AIR FORCE

FEMALES

Top Five Copy Points	Fall 1980		Fall 1981	
		%		%
1	Want you to join/enlist	6.7	Opportunities	27.3
2	Teaching/learning a trade	6.4	Teaching/learning a trade	20.8
3	Men with equipment	6.0	Men with equipment	15.2
4	Educational benefits	4.5	Educational benefits	14.1
5	Equipment without men	3.9	Want you to join/enlist	9.0

Base: (973)

(817)

Source: Question 6a

Note: Fall 1981 percentages are not directly comparable to Fall 1980 percentages because of methodological changes.

FIGURE 10.1B

SUMMARY OF MOST MEMORABLE COPY POINTS

ARMY

FEMALES

Top Five Copy Points	Fall 1980	%	Fall 1981	%
1	Want you to join/enlist	16.3	Opportunities	25.0
2	Educational benefits	10.5	Teaching/learning a trade	20.4
3	Teaching/learning a trade	10.5	Educational benefits	18.3
4	Variety of jobs	5.7	Want you to join/enlist	12.3
5	Good pay/good starting pay	4.8	Men with equipment	10.3

Base: (1012)

(1183)

Source: Question 6a

Note: Fall 1981 percentages are not directly comparable to Fall 1980 percentages because of methodological changes.

FIGURE 10.1C

SUMMARY OF MOST MEMORABLE COPY POINTS

MARINE CORPS

FEMALES

Top Five Copy Points	Fall 1980	%	Fall 1981	%
1	Slogans	9.1	Opportunities	23.9
2	Want you to join/enlist	8.3	Teaching/learning a trade	14.9
3	Teaching/learning a trade	6.7	Slogans	14.6
4	Men in uniform	6.5	Best service/praised service	12.9
5	Educational benefits	4.5	Educational benefits	11.8

Base: (1092)

(779)

Source: Question 6a

Note: Fall 1981 percentages are not directly comparable to Fall 1980 percentages because of methodological changes.

FIGURE 10.10

SUMMARY OF MOST MEMORABLE COPY POINTS

NAVY

FEMALES

Top Five Copy Points	Fall 1980	%	Fall 1981	%
1	Want you to join/enlist	11.2	Opportunities	23.3
2	Travel/see the country/world	6.1	Teaching/learning a trade	20.2
3	Teaching/learning a trade	5.2	Men with equipment	13.5
4	Adventure	4.8	Travel/see country/world	12.7
5	Men in uniform	3.9	Educational benefits	11.8

Base: (1062)

(717)

Source: Question 6a

Note: Fall 1981 percentages are not directly comparable to Fall 1980 percentages because of methodological changes.

FIGURE 10.1E

SUMMARY OF MOST MEMORABLE COPY POINTS

JOINT SERVICES

FEMALES

Top Five Copy Points	Fall 1980	%	Fall 1981	%
1	Teaching/learning a trade	11.2	Opportunities	38.6
2	Want you to join/enlist	10.2	Teaching/learning a trade	23.9
3	Mention all/several services	9.1	Mention all/several services	17.3
4	Educational benefits	6.5	Educational benefits	14.4
5	Men in uniform	3.0	Men with equipment	10.9

Base: (1112)

(641)

Source: Question 6a

Note: Fall 1981 percentages are not directly comparable to Fall 1980 percentages because of methodological changes.

FIGURE 10.1F

SUMMARY OF MOST MEMORABLE COPY POINTS

COAST GUARD

FEMALES

<u>Top Five Copy Points</u>	<u>Fall 1981</u>	<u>%</u>
1	Opportunities	21.1
2	Men with equipment	14.7
3	Best service/praised services	14.6
4	Teaching/learning a trade	13.6
5	Educational benefits	9.8

Base: (284)

Source: Question 6a

TABLE 10.5
RECOGNITION OF SERVICE ADVERTISING SLOGAN
FEMALES

Slogan	Associate Slogan with This Advertising Source				
	Army	Air Force	Navy	Marine Corps	Joint Advertising
	%	%	%	%	%
"Be all you can be."	(53.4)	12.2	12.3	5.3	6.2
"_____. A great way of life."	24.0	(24.2)	20.7	9.3	7.2
"_____. It's not just a job. It's an adventure."	42.0	12.0	(22.1)	9.5	7.3
"The few. The proud. The _____."	7.5	5.8	7.5	(67.9)	2.6
"Maybe you can be one of us."	13.1	12.7	14.6	(33.4)	9.7
"A chance to serve, a chance to learn."	28.1	15.7	14.8	8.5	(12.3)
"It's a great place to start."	37.1	11.8	13.2	7.7	(14.6)

Base: All respondents

Source: Question 7

Circled percentages represent respondents who correctly identified the slogan.

3. Approximately the same proportion of respondents identified "Air Force. A great way of life" with the correct branch as they did with the Army and Navy.
4. Nearly twice as many respondents incorrectly associated the slogan "Navy. Its not a job. Its an adventure" with the Army as with the correct service.
5. Fewer than 15% of the women correctly identified the two Joint Service slogans.

Fall-to-Fall wave comparisons relating to the correct association of service advertising slogans are depicted in Table 10.6. The table shows that all changes in slogan association were statistically significant, with the exception of "A chance to serve, a chance to learn." The Navy slogan, "Its not just a job. Its an adventure." was correctly associated with the branch by significantly fewer women than in 1980. However, significantly more female respondents correctly associated the remaining slogans with their respective branches.

Male respondents were more likely than female respondents to identify correctly the source of each slogan. The male-female disparities were especially wide vis-a-vis the Navy and Marine Corps slogans. The same pattern was observed in the Fall 1980 wave.

TABLE 10.6

CORRECT ASSOCIATION OF SERVICE ADVERTISING SLOGANS
FALL 1980 vs. FALL 1981

FEMALES

Percent of Respondents Who Correctly
Associate Slogan with Service

<u>Slogan</u>	<u>Fall '80 %</u>	<u>Fall '81 %</u>	<u>Fall '80- Fall '81 Change %</u>	<u>Statistically Significant</u>
"Be all you can be."	--	53.4	--	---
"_____. A great way of life."	22.1	24.2	+ 2.1	Yes-higher
"_____. It's not just a job. It's an adventure."	26.7	22.1	- 4.6	Yes-lower
"The few. The proud. The _____."	63.3	67.9	+ 4.6	Yes-higher
"Maybe you can be one of us."	28.7	33.4	+ 4.7	Yes-higher
"A chance to serve, a chance to learn."	12.7	12.3	- 0.4	No
"It's a great place to start."	11.4	14.6	+ 3.2	Yes-higher

Base: All respondents

Source: Question 7

SECTION XI

SECTION XI.

Knowledge of Financial Benefits

Section V of this report discussed the rationale for assessing target market youth's knowledge of starting pay and reactions to different cash bonus programs offered by the services. The reader is referred to this discussion.

Like males, females in the Fall 1981 wave were asked:

- To estimate what the starting pay is for enlisted personnel in the military;
- Whether or not, after being informed what current starting pay actually is, they would be more likely to enlist; and, if "yes," how much more likely;
- Whether or not the availability of each of four different cash bonus programs would make them more likely to enlist; and, if "yes," how much more likely to enlist.

11.1 Knowledge of Starting Pay

Respondents were asked two questions about starting pay for enlisted personnel:

- As far as you know, what is the starting monthly pay for an enlisted person in the military -- before taxes are deducted?
- The starting monthly pay for an enlisted person is approximately \$550.00. Knowing this, would you be more likely or not to consider joining one of the active duty military services?

Tables 11.1 - 11.3 summarize the data. The following points emerge from the tables:

1. Table 11.1 indicates that most young women did not know how much starting pay is in the military. More than two-thirds (68%) failed to answer by offering a dollar amount. Among the females who did provide a dollar figure, the median estimate was \$479.

Given the relatively high importance attached to material rewards (see Section IX), along with the finding that more women underestimate than overestimate starting pay -- among those who guess at all -- publicizing pay and other benefits might be considered as one approach to attracting new female recruits. This suggestion is reinforced by responses to the follow-up question which is summarized next.

TABLE 11.1
KNOWLEDGE OF STARTING PAY
FEMALES

<u>Give This Estimate</u>	<u>Fall '80 %</u>	<u>Fall '81 %</u>
\$74 or less	0.3	0.4
\$75 - \$174	1.7	1.1
\$175- \$274	4.7	2.6
\$275 - \$374	7.8	3.6
\$375 - \$474	11.1	7.7
\$475 - \$574	9.3	7.3
\$575 - \$674	5.3	3.9
\$675 - \$774	2.3	1.2
\$775 or more if married	8.6	3.9
Don't Know/refused	49.2	68.0
No Answer	-	0.1

Base: All respondents

Source: Question 15a

2. Table 11.2 shows the proportions of young women who react more positively to enlistment once they are informed of the actual amount of current starting pay. About one out of eight (12.0%) said they would be much or somewhat more likely to consider joining than they were before knowing the starting pay for an enlisted person. There was an annual increase in the proportion of young women saying they would be "just a little" more likely to consider joining. Awareness of starting pay attracts a non-trivial percentage of new females to consider military service.
3. As displayed in Table 11.3, certain subgroups are more attracted by the knowledge of starting pay than others. Positive propensity females, younger women, those scoring low on the Quality Index, and recruit minorities are all more drawn to considering enlistment than others. The effect is especially noticeable for positive propensity individuals and, to a lesser extent, for blacks.

TABLE 11.2
EFFECT OF KNOWING ACTUAL STARTING
MONTHLY PAY ON LIKELIHOOD OF ENLISTING

FEMALES

	Fall '80 %	Fall '81 %
<u>Much or Somewhat More Likely To Consider Joining</u>	<u>12.1</u>	<u>12.0</u>
Much more likely	3.4	3.6
Somewhat more likely	8.7	8.4
<u>Just a little more likely</u>	<u>5.8</u>	<u>8.2</u>
<u>Not More Likely To Consider Joining</u>	<u>77.2</u>	<u>73.6</u>
<u>Don't Know</u>	4.9	6.3
Average*	1.35	1.38

Base: All respondents

Source: Question 15b

* Mean scale value shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Not more likely
Therefore, larger values indicate greater
perceived likelihood.

TABLE 11.3
EFFECT OF KNOWING ACTUAL STARTING
MONTHLY PAY ON LIKELIHOOD OF ENLISTING

DEMOGRAPHIC ANALYSIS*

FEMALES

	<u>Fall '81</u>	<u>Statistically Significant+</u>
<u>Total U.S. Estimate</u> **	1.38	
<u>Variable</u> ***		
Positive propensity	2.24	Yes-higher
Negative propensity	1.24	Yes-lower
16 years old	1.54	Yes-higher
17 years old	1.45	Yes-higher
18 years old	1.42	No
19 years old	1.32	No
20 years old	1.31	Yes-lower
21 years old	1.26	Yes-lower
10th/11th grade	1.59	Yes-higher
Senior	1.43	No
In college	1.23	Yes-lower
High school graduate not in school	1.32	Yes-lower
Not high school graduate	1.46	No
High Quality Index	1.28	Yes-lower
Medium Quality Index	1.42	No
Low Quality Index	1.46	Yes-lower
White	1.32	Yes-lower
Black	1.81	Yes-higher
Other non-white	1.59	Yes-higher

Source: Question 15b

* Mean scale values shown

Scale Value: 4 = Much more likely
3 = Somewhat more likely
2 = Just a little more likely
1 = Not more likely
Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate respondent groups for each variable

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

11.2 Effects of Different Cash Bonuses on the Likelihood of Enlistment

As in the survey of male youth, young women were presented with four different possible cash bonus programs -- one cash incentive to enlist for three years and three others to enlist for four-year terms, as follows:

- \$3,000 to enlist for three years
- \$5,000 to enlist for four years
- \$7,500 to enlist for four years
- \$10,000 to enlist for four years

After each plan was described, respondents were asked whether or not they would be more likely to enlist if the plan were made available to them and, if so, how much more likely than before being informed. Results for the female sample are shown in Table 11.4.

Females, as was the case for males, only slightly preferred the second alternative (\$5,000 for 4 years) to the first (\$3,000 for 3 years). Increasing the incentive another \$2,500 to \$7,500 moved another 11.3% toward being much more likely to consider military service, and an extra \$5,000 (\$10,000 total) attracted yet 9.9% more young women to the "much more likely" category.

Again paralleling the pattern of male youth, positive propensity females were more responsive than average to each incentive plan (see Table 11.5). The proportion of positive propensity women saying they would be much more likely to enlist were 2-3 times as high compared to women in general.

TABLE 11.4
EFFECT OF CASH BONUSES ON
LIKELIHOOD OF ENLISTING

FEMALES

<u>Bonus and Term of Enlistment</u>	<u>Change in Enlistment Likelihood</u>			
	<u>Not More Likely</u>	<u>A Little More Likely</u>	<u>Much More Likely</u>	<u>Don't Know</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
\$3,000 to enlist/for 3 years	63.7	22.8	9.5	4.0
\$5,000 to enlist/for 4 years	63.6	20.5	12.7	3.2
\$7,500 to enlist/for 4 years	54.1	14.8	23.0	3.0
\$10,000 to enlist/for 4 years	46.1	18.0	33.1	2.8

Base: All respondents

Source: Question 16a

Subgroup comparisons are shown in Tables 11.6 and 11.7. As already observed, positive propensity females are more attracted toward considering enlistment than young women negatively inclined to military service. In addition, cash incentives tend to be more effective in luring younger women, those still in high school, and blacks toward the notion of enlisting. Though one of the comparisons between Quality Index segments reaches statistical significance, in general this composite measure of mental ability is not very useful in differentiating the female sample in terms of the relative attractiveness of cash bonuses in stimulating enlistment consideration.

As observed in Section V, any inferences from this section's results to estimates of actual new recruits attracted into the service must be tempered by the real possibility that expressed opinion will not necessarily correlate with behavior. Therefore, the data analyzed presuppose that "much more likely" is a meaningful indicator and that at least some individuals who give this response would seriously consider enlistment when presented with cash bonus options. Certain readers might regard this as an unrealistic assumption. However, since there were substantial changes in the higher intensity response category ("much more likely to enlist"), it seems fair to conclude that at least some of the verbal responses represent meaningful attitudes.

TABLE 11.5
EFFECT OF CASH BONUSES ON
LIKELIHOOD OF ENLISTING*

FEMALES

<u>Bonus and Term of Enlistment</u>	<u>Change in Enlistment Likelihood</u>			
	<u>Not More Likely</u>	<u>A Little More Likely</u>	<u>Much More Likely</u>	<u>Don't Know</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
\$3,000 to enlist/for 3 years	31.3	35.3	27.8	5.6
\$5,000 to enlist/for 4 years	34.1	28.7	33.6	3.6
\$7,500 to enlist/for 4 years	21.2	25.7	50.3	2.8
\$10,000 to enlist/for 4 years	15.8	15.7	65.5	2.8

*Base: Positive propensity respondents

Source: Question 16a

TABLE 11.6
EFFECT OF \$3,000 CASH BONUS
ON LIKELIHOOD OF ENLISTING FOR 3 YEARS

DEMOGRAPHIC ANALYSIS*

FEMALES

	Fall '81	<u>Statistically Significant+</u>
<u>Total U.S. Estimate **</u>	1.44	
<u>Variable ***</u>		
Positive propensity	1.96	Yes-higher
Negative propensity	1.35	Yes-lower
16 years old	1.50	Yes-higher
17 years old	1.46	No
18 years old	1.46	No
19 years old	1.40	No
20 years old	1.43	No
21 years old	1.36	Yes-lower
10th/11th grade	1.50	Yes-higher
Senior	1.48	No
In college	1.33	Yes-lower
High school graduate not in school	1.42	No
Not high school graduate	1.51	No
High Quality Index	1.40	Yes-lower
Medium Quality Index	1.46	No
Low Quality Index	1.44	No
White	1.40	Yes-lower
Black	1.70	Yes-higher
Other non-white	1.49	No

Source: Question 15b

* Mean scale values shown

Scale Value: 3 = Much more likely
2 = A little more likely
1 = Not more likely
Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate respondent groups for each variable

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

TABLE 11.7
EFFECT OF \$5,000 CASH BONUS
ON LIKELIHOOD OF ENLISTING FOR 4 YEARS

DEMOGRAPHIC ANALYSIS*

FEMALES

	Fall '81	<u>Statistically Significant+</u>
<u>Total U.S. Estimate **</u>	1.47	
<u>Variable ***</u>		
Positive propensity	2.00	Yes-higher
Negative propensity	1.39	Yes-lower
16 years old	1.56	Yes-higher
17 years old	1.53	Yes-higher
18 years old	1.47	No
19 years old	1.43	No
20 years old	1.45	No
21 years old	1.40	Yes-lower
10th/11th grade	1.58	Yes-higher
Senior	1.52	No
In college	1.35	Yes-lower
High school graduate not in school	1.45	No
Not high school graduate	1.54	No
High Quality Index	1.44	No
Medium Quality Index	1.49	No
Low Quality Index	1.50	No
White	1.44	No
Black	1.70	Yes-higher
Other non-white	1.56	No

Source: Question 15b

* Mean scale values shown

Scale Value: 3 = Much more likely
2 = A little more likely
1 = Not more likely
Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate respondent groups for each variable

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

SECTION XII

SECTION XII

Perceptions and Attitudes Toward Draft Registration

Changing social norms governing the role of females in American society call for equal treatment of young men and women. Although much of the discussion on this issue has centered on equal rights, many proponents of equality between the sexes have recognized that insistence on equal privileges carries with it an implicit reciprocal responsibility to assume an equal share of societal obligations including, when necessary, the duty of military service.

While disagreement exists as to the details of extending equal rights and obligations to females, a significant segment of the American public is unwilling to retreat from an insistence on its implementation in all realms of life. At present, equal military obligation for young women is not the law, but legislation to accord females equal status in this area could lie ahead.

With an awareness of these issues, 16-21 year-old female respondents were asked their opinions on the need for male registration to provide a strong defense, and also, how they personally would feel about being required to register. The question of whether the existence of mandatory female registration would make them more or less likely to consider joining one of the active duty military services was deleted in the 1981 wave, as in the male survey.

12.1 The Perceived Need for Registering Males

The 16-21 year old female sample was first questioned about the current importance of male registration for the national defense:

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

Table 12.1 displays the distribution of opinion on this matter. As shown, nearly three out of five females (59.9%) agreed with the statement -- most of them "strongly" or "generally." Only about two-fifths (40.1%) responded in the negative, with only about 14.7% disagreeing "strongly." The average score on this question was 3.82 on the six-point scale. By comparison, the Fall 1981 male average was 4.33; thus, young men are more likely than young women to agree that male registration is needed.

As noted in the Fall 1980 report, the distribution of opinion on the question of draft registration is much flatter than for many other attitudes; that is, respondents do not cluster nearly as much in the middle of the scale. In fact, fully one-third of the respondents occupy the two extreme points. This indicated strong feelings among female youth over the role of male draft registration in contributing to a strong defense. Other opinion polls document that Americans' attitudes toward legislation and the draft are usually intense.

Apart from the strength of these attitudes, more young women agreed with the statement in 1981 than in the previous year's survey. (This increase is statistically significant.)

TABLE 12.1
PERCEIVED NEED FOR DRAFT REGISTRATION⁺

FEMALES		
	Fall '80 %	Fall '81 %
<u>Agree with Statement</u>	<u>55.8</u>	<u>59.9</u>
Strongly agree	16.8	18.8
Generally agree	27.5	28.9
Agree just a little	11.5	12.2
<u>Disagree with Statement</u>	<u>44.2</u>	<u>40.1</u>
Disagree just a little	8.9	10.5
Generally disagree	17.4	14.9
Strongly disagree	17.8	14.7
Average*	3.64	3.82

Base: All female respondents who agree or disagree with the statement

Source: Questions 11a-c

* Mean scale values shown

Scale Value: 6 = Strongly agree
 5 = Generally agree
 4 = Agree just a little
 3 = Disagree just a little
 2 = Generally disagree
 1 = Strongly disagree
 Therefore, larger values indicate greater perceived likelihood.

⁺ "Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America."

There was only one significant subgroup contrast in responses to the issue of the need for male registration (as depicted in Table 12.2): blacks expressed less agreement with the statement than non-blacks.

TABLE 12.2
PERCEIVED NEED FOR DRAFT REGISTRATION

DEMOGRAPHIC ANALYSIS*

	FEMALES	
	Fall '81	<u>Statistically Significant+</u>
<u>Total U.S. Estimate **</u>	<u>3.82</u>	
<u>Variable***</u>		
16 years old	3.81	No
17 years old	3.86	No
18 years old	3.77	No
19 years old	3.78	No
20 years old	3.87	No
21 years old	3.84	No
10th/11th grade	3.81	No
Senior	3.87	No
In college	3.71	No
High school graduate, not in school	3.85	No
Not high school graduate	3.90	No
High Quality Index	3.78	No
Medium Quality Index	3.88	No
Low Quality Index	3.72	No
White	3.84	No
Black	3.64	Yes - lower
Other non-white	3.88	No

Source: Questions 11a-c

* Mean scale values shown

Scale Value: 6 = Strongly agree
 5 = Generally agree
 4 = Agree just a little
 3 = Disagree just a little
 2 = Generally disagree
 1 = Strongly disagree
 Therefore, larger values indicate greater perceived likelihood.

** Base: All respondents

*** Base: Appropriate female respondent groups for each variable

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

12.2 Attitudes Toward Draft Registration

On the issue of female registration, attitudes of target market young women were generally negative. Although a majority of females agreed that registering men is vital to maintain a strong defense, most were nevertheless opposed to their personally having to register: 51.0% were against this idea -- most of them, strongly against it -- while only 28.6% favored it. The remaining 20.3% were neither in favor or opposed. Overall the mean score was 2.56, which is closer to the negative than the positive end of the scale. Opposition to female registration, however, was lower than last year, when 26.0% were in favor and 55.4% opposed -- a small but statistically significant annual gain in positive sentiment.

The female responses can be interpreted in two different ways: (1) they might reflect general opposition to registration and the potential for compulsory service which it implies -- regardless of one's position on sex roles in society; or (2) they could alternatively indicate an unwillingness to share in what has traditionally been widely regarded as a male responsibility. No doubt both reasons play some part in the explanation.

TABLE 12.3
ATTITUDE TOWARD DRAFT REGISTRATION⁺

FEMALES

	Fall '30 %	Fall '81 %
<u>In Favor</u>	<u>26.0</u>	<u>28.6</u>
Strongly in favor of it	7.5	9.4
Somewhat in favor of it	18.5	19.2
Neither in favor nor against it	18.6	20.3
<u>Against</u>	<u>55.4</u>	<u>51.0</u>
Somewhat against it	19.4	20.0
Strongly against it	36.0	31.0
Average*	2.42	2.56
Base: All respondents	(5251)	(5211)

Source: Question 12a

* Mean scale value shown

Scale Value: 5 = Strongly in favor of it
4 = Somewhat in favor of it
3 = Neither in favor nor against it
2 = Somewhat against it
1 = Strongly against it
Therefore, larger values indicate stronger favor.

⁺From time to time people have discussed mandatory registration for both young men and women in your age group. If a military draft ever were to become necessary, this registration list would be used to select people for military service. How would you feel if you were personally required to register under such a plan?

Table 12.4 contains the subgroup breakdown on young women's attitudes toward the possibility of having to register. There was a fairly small but clear age trend in attitudes toward draft registration: older women were more likely to be against registration than younger women -- perhaps because they feel more directly vulnerable to its effects. High school graduates not in school were also somewhat more against registration than others. "Other non-whites," on the other hand, exhibited a greater than average inclination to favor registration.

Scores on the Quality Index also differentiate the female sample on this question: females scoring low on the index are more strongly against having to register than their higher quality counterparts. From the standpoint of filling military needs with qualified personnel, the lower resistance to registration by higher quality youth is a positive finding.

TABLE 12.4
ATTITUDE TOWARD DRAFT REGISTRATION
DEMOGRAPHIC ANALYSIS*

	FEMALES	
	Fall '81	Statistically Significant*
<u>Total U.S. Estimate **</u>	<u>2.56</u>	
<u>Variable ***</u>		
16 years old	2.66	No
17 years old	2.61	No
18 years old	2.62	No
19 years old	2.55	No
20 years old	2.44	Yes - lower
21 years old	2.48	No
10th/11th grade	2.64	No
Senior	2.64	No
In college	2.59	No
High school graduate, not in school	2.50	No
Not high school graduate	2.39	Yes - lower
High Quality Index	2.63	No
Medium Quality Index	2.56	No
Low Quality Index	2.38	Yes - lower
White	2.56	No
Black	2.43	No
Other non-white	2.77	Yes - higher

Source: Question 12a

* Mean scale values shown

Scale Value: 5 = Strongly in favor of it
 4 = Somewhat in favor of it
 3 = Neither in favor nor against it
 2 = Somewhat against it
 1 = Strongly against it
 Therefore, larger values indicate stronger favor.

** Base: All respondents

*** Base: Appropriate female respondent groups for each variable

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

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.

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 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%	20%	30%	40%	50%
	<u>90%</u>	<u>80%</u>	<u>70%</u>	<u>60%</u>	<u>50%</u>
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

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

** Observed percent \pm 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%	20%	30%	40%	50%
	<u>90%</u>	<u>80%</u>	<u>70%</u>	<u>60%</u>	<u>50%</u>
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

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

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

Since each tracking area is to contain undivided Recruiting Districts for each service, some counties occur in more than one TA. Thus, the territories and populations which TA's represent are not necessarily mutually exclusive. For all 26 areas the cumulative overlap is 13 percent.

APPENDIX III

WEIGHTING OF RESPONDENTS

The need to compare characteristics of individual tracking areas suggests 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 (more populous) tracking areas should be weighted more heavily than those in smaller tracking areas.

The respondent weighting system used in the present report and begun in the Fall 1976 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 used in these studies 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 now 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 initial weights are used in this method (26 tracking areas plus 12 age/race combinations = 38) than by the other method ($12 \times 26 = 312$) and each is based on a larger number of cases, the variation between effective weights applied to individual cells thus tends to be substantially reduced. This should increase statistical precision. (Note: There are still 312 resultant cell weights, as before; the key difference is that each is now constructed as a composite of two independently generated component weights -- tracking area and the age X race combination. Only the initial 12 age X race weights are used in the tracking area analysis chapters.)

As for the source of the figures, DMDC provided estimates of the 1980 population of 16 to 21 year-old males and females in each of the 26 tracking areas. The use of total population data as the basis of the weighting procedure, begun in last year's Fall survey, differs from what has been used in the first 10 waves of the study. In 1975 (Wave I), Market Facts was given data that represented the Qualified Military Available (QMA) population in each tracking area. This was an estimate of the population of 16 to 21 year-old males who met certain mental and physical requirements. Since the concept has not been applied to females, QMA weighting was abandoned in the Fall 1980 wave in favor of total population figures to allow direct comparisons between the male and female data. An additional benefit of this change was that it permitted using the most current census estimates as the basis of weighting rather than the much older QMA estimates.

Last year, to determine whether the new weighting scheme might possibly produce distortions, Market Facts tabulated the Fall 1980 propensity data for each of the 26 tracking areas. The data were run twice: first using estimated QMA figures and secondly using total estimated current population figures for weighting. The intent was to see what, if any, differences resulted. The two weighting schemes produced very similar propensity data. The largest differences were no greater than .8 percentage points. None of the differences shown were statistically significant. Hence, using current total population figures to weight the data does not appear to create any loss of continuity within the male portion of the study. Changes in propensity, therefore, could not be attributed to a change in the weighting methodology. Given the desired outcome of no loss in continuity, there was no reason to vary from the current total population method of weighting; hence, it was used again in the present (Fall 1981) study.

APPENDIX IV
MALE AND FEMALE QUESTIONNAIRES

MALE

MARKET FACTS, INC., 100 SOUTH WACKER DRIVE CHICAGO, ILLINOIS 60606

JOB No. 6469
OMB #0704-0069

M

Respondent Name _____ MILITARY SERVICE STUDY Card 2

Respondent Number 1 [] [] [] [] [] 5 - Questionnaire - Male Date 6 [] [] [] [] [] 10

Market Fact's Repr. _____ 12 [] [] [] [] 15 Version 1 11

Time Interview Began _____ AM/PM

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE RESPONDENT'S AGE UNDER QU. 2 AND BEGIN INTERVIEW WITH QU. 3a.)

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

Hello, I'm _____ of Market Facts, Incorporated. May I please speak with (RESPONDENT NAME)? We are conducting a survey to find out young people's attitudes toward future occupations and would like to have your opinion. Your household has been chosen by chance. All information you give us will be protected under the Privacy Act of 1974. This means that your answers will be kept strictly confidential. There is an outside chance you may be called by my employer just to check that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.)

2. First of all, just to be sure I am interviewing the right person, what is your age please? (16-24 open)
- | | | | |
|----------------|-----------------|-----------------|-----------------|
| Under 16 | 1 → (TERMINATE) | 19 | 5 |
| 16 | 2 | 20 | 6 |
| 17 | 3 | 21 | 7 |
| 18 | 4 | 22 & over | 8 → (TERMINATE) |

- 3a. Are you attending school now? (26)
- Yes 1 No 2 → (SKIP TO QU. 3c)

- 3b. What is your current year in school? (IF NECESSARY, ASK:) What type of school is it? (27)
- | | | | |
|--|---|---|-----------------|
| 10th Grade (High School) | 1 | 1st year of 4-year college (Freshman) ... | 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 | 1 → (TERMINATE) |
| | | 4th year of college or more | 2 |
- (SKIP TO QU. 3f)

- 3c. Are you a high school graduate? (28)
- Yes 1 → (SKIP TO QU. 3e) No 2

- 3d. How many years of schooling have you completed? (29)
- | | | | |
|-------------------------------------|---|------------------------------|---|
| Less than 1 year of High School ... | 1 | 2 years of High School | 3 |
| 1 year of High School | 2 | 3 years of High School | 4 |
- (SKIP TO QU. 3f)

- 3e. Did you graduate from a high school you attended or did you complete high school some other way, such as going to night school or completing the general equivalency diploma, GED? (30)
- Graduated high school attended... 1 Completed general equivalency diploma (GED)... 3
- Night school..... 2 (DON'T READ) → Other..... 4

- 3f. Are you currently employed? (31)
- Yes 1 No 2
- 3g. Are you working full time or part time? (32)
- Full time 1 Part time 2
- 3h. Are you currently looking for a job, or not? (33)
- Yes ... 1 No 2

- 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. CIRCLE AS MANY AS APPLY.)

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

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

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

Qu. 3j Branch of Service	(35)	Qu. 3k Type of Service			Don't Know Type	
		Active Duty	Reserves	National Guard		
Air Force	1 →	1	2	3	4	(36)
Army	2 →	1	2	3	4	(37)
Coast Guard	3 →	1	2	3	4	(38)
Marine Corps	4 →	1	2	3	4	(39)
Navy	5 →	1	2	3	4	(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 ONE ANSWER BELOW UNDER QU. 31.)
- 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 ONE ANSWER BELOW UNDER QU. 3m.)

	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 READ) → Don't know	5	5

- 4a. when I mention "Armed Services" or "military", which branch of Service do you think of first? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4a.)
- 4b. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4b.)
- 4c. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ALL OTHER MENTIONS BELOW UNDER QU. 4c.)

	Qu. 4a First Mention	Qu. 4b Second Mention	Qu. 4c All Other Mentions
Air Force	1 (44)	1 (45)	1 (46)
Army	2	2	2
Coast Guard	3	3	3
Marine Corps	4	4	4
Navy	5	5	5
None	6 → (SKIP TO QU. 5a)	6 → (SKIP TO QU. 5a)	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"? (RECORD BELOW THEN REPEAT FOR NEXT ITEM)

Items	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)
Working as a salesman	1	2	3	4	5	(50)
(START AT "X" - SEE INSTRUCTIONS)						
() Serving in the National Guard	1	2	3	4	5	(51)
Is that the ...						
Air Nat. Guard.... 1						
or, Army Nat. Guard .. 2						
(DON'T READ) → Don't know 3						
() Serving in the Reserves	1	2	3	4	5	(52)
Is that the						
Air Force Reserve 1						
Army Reserve 2						
Coast guard Reserve .. 3						
Marine Corps Reserve . 4						
or, Naval Reserve..... 5						
(DON'T READ) → Don't know 6						
() Serving in the Coast Guard (Active Duty) ..	1	2	3	4	5	(53)
() Serving in the Army (Active Duty)	1	2	3	4	5	(54)
() Serving in the Air Force (Active Duty)	1	2	3	4	5	(55)
() Serving in the Marine Corps (Active Duty) ..	1	2	3	4	5	(56)
() Serving in the Navy (Active Duty).....	1	2	3	4	5	(57)
(ALWAYS READ LAST)						
Going to college.....	1	2	3	4	5	(58)
Going to vocational or technical school....	1	2	3	4	5	(59)

LOOK AT THE TWO BOXES ABOVE. IF A CODE "3" OR A CODE "4" HAS BEEN CIRCLED FOR EACH OF THE FOUR ACTIVE DUTY SERVICES, SKIP TO QU. 5e. IF A CODE "5" OR SOME COMBINATION OF CODES "3", "4" AND "5", HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO YELLOW OPEN END ANSWER SHEET.

5b. You said that you are likely to serve in an active branch of the military. Would you be... (READ ALL ALTERNATIVES)?

- extremely likely..... 1 (62)
very likely 2
somewhat likely 3
or, slightly likely 4

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

- Within 6 months 1
Between 6 months and one year 2 (63)
More than 1 year but less than 2 years 3
2 years or more 4

(DO NOT READ) → Don't know 5

5d. Do you expect you would enter the service as an enlisted person or as an officer?

- Enlisted person..... 1
Officer 2 (64)
(DON'T READ) → Don't know/Not sure..... 3

----- GO TO YELLOW OPEN END ANSWER SHEET -----

5e. You said that you are unlikely to serve in an active branch of the military. Some people have certain problems with the idea of enlisting in the military. I am going to read you a list of reasons why someone like yourself may not want to enlist. For each reason, please tell me how much of a problem it is for you. Is it a very important problem, somewhat important problem, or not a problem at all? The first reason is (INSERT REASON). How much of a problem for you is that? Is it "Very Important", "Somewhat Important", or "Not A Problem At All"? (RECORD BELOW THEN REPEAT FOR EACH REASON LISTED.)

(START AT "X"-SEE INSTRUCTIONS)

Reasons	Very Important Problem	Somewhat Important Problem	Not a Problem	Don't Know/Not Sure	
() Separation from friends and family.....	1	2	3	4	(65)
() Disagree with military's defense policies or philosophy.....	1	2	3	4	(66)
() Danger or fear of injury.....	1	2	3	4	(67)
() Negative military experiences of family member or friend....	1	2	3	4	(68)
() Lack of personal freedom.....	1	2	3	4	(69)
() Low pay.....	1	2	3	4	(70)
() Disapproval of parents.....	1	2	3	4	(71)
() Disapproval of friends.....	1	2	3	4	(72)

(ALWAYS READ LAST)

Current plans for civilian job hard to change..... 1 2 3 4 (73)

(74-78 open)
79 0 2 80

----- GO TO YELLOW OPEN END ANSWER SHEET -----

Now, let's go on to another subject.

8a. In the last six months, have you had any contact with a military recruiter representing the active military?

Yes 1

No 2 → (SKIP TO QU. 8c)

(11)

8b. How were you in contact with the recruiter? (READ EACH STATEMENT. RECORD BELOW.)

(START AT "X"
SEE INSTRUCTIONS)

↓ Statement

In the Last
Six Months
Yes No

- () Have you gone to a recruiting station and talked to a recruiter?..... 1 2 (12)
- () Have you been physically or mentally tested at a military examining station?..... 1 2 (13)
- () Have you talked face-to-face with a recruiter somewhere other than at a recruiting station?..... 1 2 (14)
- () Have you heard a recruiter give a talk at your high school?..... 1 2 (15)
- () Have you talked to a local recruiter by telephone?..... 1 2 (16)

(17-18 open)

8c. (ASK EVERYONE:) In the last six months . . . (INSERT STATEMENT)? (RECORD BELOW UNDER QU. 8c)

8d. (IF "YES" TO QU. 8c ASK:) Did this make you More Favorable or Less Favorable toward joining the military or didn't it make any difference? (RECORD BELOW UNDER QU. 8d)

(REPEAT QU. 8c FOR NEXT ITEM. ASK QU. 8d WHENEVER "YES" IS RESPONSE FOR QU. 8c)

(START AT "X"
SEE INSTRUCTIONS)

↓ Statement

Qu. 8c
In Last
Six Months
No Yes

Qu. 8d
Effect
More Less No
Favorable Favorable Difference

- () have you received recruiting literature in the mail?... 2 1 → 1 2 3 (19-20)
- () have you discussed the possibility of enlistment with friends already in the service or who have been in the service?..... 2 1 → 1 2 3 (21-22)
- have you talked with any other friends about possible enlistment?..... 2 1 → 1 2 3 (23-24)
- () have you talked with a teacher or guidance counselor at school about possible enlistment?..... 2 1 → 1 2 3 (25-26)
- () have you talked with your girlfriend or wife about possible enlistment?..... 2 1 → 1 2 3 (27-28)
- () have you talked with one or both parents about possible enlistment?..... 2 1 → 1 2 3 (29-30)
- () have you taken an aptitude or career guidance test in high school given by the armed forces?..... 2 1 → 1 2 3 (31-32)
- () have you made a toll-free call for information about the military?..... 2 1 → 1 2 3 (33-34)
- () have you asked for information about the military by mail?..... 2 1 → 1 2 3 (35-36)

(37-48 open)

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?

(49)

Yes 1 No 2 → (SKIP TO PAGE 6, QU. 10a)

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

10a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC) Do you consider that "Extremely Important", "Very Important", "Fairly Important", or "Not important At All"? (RECORD BELOW THEN REPEAT FOR EACH CHARACTERISTIC)

(START AT "X" SEE INSTRUCTIONS)	Extremely Important	Very Important	Fairly Important	Not Important At All	Don't Know	
Characteristics						
() Employer treats you well	1	2	3	4	5	(11)
() Teaches you a valuable trade or skill ...	1	2	3	4	5	(12)
() Opportunity to mature.....	1	2	3	4	5	(13)
() Gives you an opportunity for a good family life	1	2	3	4	5	(14)
() Opportunity to work with the kind of people you would like.....	1	2	3	4	5	(15)
() Enjoy your job	1	2	3	4	5	(16)
() Developing your potential	1	2	3	4	5	(17)
() Job security, i.e., a steady job	1	2	3	4	5	(18)
() Good income	1	2	3	4	5	(19)
() Provides money for education	1	2	3	4	5	(20)
() Offers excitement and adventure.....	1	2	3	4	5	(21)
() Doing something for your country.....	1	2	3	4	5	(22)
() Trains you for leadership	1	2	3	4	5	(23)
() Provides men and women equal pay and opportunity	1	2	3	4	5	(24)
() Opportunity for advancement	1	2	3	4	5	(25)

10b. I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in military service or in a civilian job, or could it occur in either one? (READ FIRST CHARACTERISTIC. IF "MILITARY"/"CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (the military service/a civilian job)? (RECORD BELOW THEN REPEAT FOR EACH CHARACTERISTIC)

(START AT "X" SEE INSTRUCTIONS)	Military		Either Military or Civilian	Civilian		
	Much More Likely	Somewhat More Likely		Much More Likely	Somewhat More Likely	
Characteristics						
() Employer treats you well	1	2	3	5	4	(26)
() Teaches you a valuable trade or skill ..	1	2	3	5	4	(27)
() Opportunity to mature.....	1	2	3	5	4	(28)
() Gives you an opportunity for a good family life	1	2	3	5	4	(29)
() Opportunity to work with the kind of people you would like.....	1	2	3	5	4	(30)
() Enjoy your job.....	1	2	3	5	4	(31)
() Developing your potential.....	1	2	3	5	4	(32)
() Job security, i.e., a steady job.....	1	2	3	5	4	(33)
() Good income.....	1	2	3	5	4	(34)
() Provides money for education.....	1	2	3	5	4	(35)
() Offers excitement and adventure.....	1	2	3	5	4	(36)
() Doing something for your country.....	1	2	3	5	4	(37)
() Trains you for leadership.....	1	2	3	5	4	(38)
() Provides men and women equal pay and opportunity	1	2	3	5	4	(39)
() Opportunity for advancement.....	1	2	3	5	4	(40)

11a. I am now going to read a statement to you. After I've read it, please tell me whether you agree or disagree with it?

Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America.

(41-46 open)

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

Agree 1 Disagree 2 → (SKIP TO QU. 11c)

(47)

11b. (IF "AGREE", ASK:) Do you strongly agree, generally agree, or agree just a little?

Strongly Agree 1
Generally Agree 2 → (SKIP TO QU. 11d)
Agree Just a little 3

(48)

11c. (IF "DISAGREE", ASK:) Do you strongly disagree, generally disagree, or disagree just a little?

Strongly Disagree 6
Generally Disagree 5
Disagree Just a Little 4

11d. All 18 and 19 year old males are now required to register for the draft. If a mandatory draft were ever to be become necessary, this registration list would be used to select people for military service. How do you personally feel about the draft registration requirement? Are you...? (READ ALTERNATIVES)

strongly in favor of it 1
somewhat in favor of it 2
neither in favor nor against it 3
somewhat against it 4
or, strongly against it 5

(49)

QU. 12-14 NOT USED.

(50-56 open)

15a. As far as you know, what is the starting MONTHLY pay for an ENLISTED PERSON in the military -- before taxes are deducted?

\$ Don't know/Not sure X

(57-60)

15b. The starting monthly pay for an enlisted person is approximately \$550. Knowing this, would you be more likely, or not to consider joining the active duty military services?

More likely ☐ → Would that be ...
Not more likely 4 much more likely 1
Don't know 5 somewhat more likely 2
or, just a little more likely ... 3

(61)

Cash Bonus Section

16a. The military currently offers some individuals a cash bonus for enlisting. (READ BONUS)

BONUS	(16b) Would you be...				
	Don't Know	Not more Likely	More likely (ASK QU. 16b)	A Little More Likely	Or Much More Likely to Enlist
If you could receive a cash bonus of \$3,000 to enlist for 3 years would you be more likely or not more likely to enlist?.....	4	3	<input type="checkbox"/> →	2	1 (62)
What about if you could receive a cash bonus of \$5,000 for 4 years? Would you be more likely or not more likely to enlist?.....	4	3	<input type="checkbox"/> →	2	1 (63)
What about if you could receive a cash bonus of \$7,500 to enlist for 4 years?.....	4	3	<input type="checkbox"/> →	2	1 (64)
What about if you could receive a cash bonus of \$10,000 to enlist for 4 years?.....	4	3	<input type="checkbox"/> →	2	1 (65)

QU. 17 NOT USED.

(66-72 open)

CLASSIFICATION SECTION

Job No. 6469

Page 8

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.

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 | |
| Finished high school or equivalent | 2 | Attended graduate or professional school | 7 | |
| Adult education program | 3 | Obtained a graduate or professional degree .. | 8 | (73) |
| Business or trade school | 4 | | | |
| Some college | 5 | | | |

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

- | | | | |
|---------------------|---|--------------------------------------|------|
| A's and B's | 1 | | |
| B's and C's | 2 | (DO NOT READ) → Does not apply | 5 |
| C's and D's | 3 | Don't remember | 6 |
| D's and below | 4 | | (74) |

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

- | | | |
|---------------------------------------|---|------|
| College preparatory | 1 | |
| Commercial or business training | 2 | (75) |
| Vocational | 3 | |

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

- | | | | | |
|--------------------------|---|------------------------------------|---|------|
| Elementary Algebra | 1 | Intermediate Algebra | 5 | |
| Plan Geometry | 2 | Trigonometry | 6 | (76) |
| Business math | 3 | Calculus | 7 | |
| Computer science | 4 | Physics | 8 | |
| | | (DON'T READ) → None of these | 9 | |

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

- | | | | | |
|-----------|---|----------|---|------|
| Yes | 1 | No | 2 | (77) |
|-----------|---|----------|---|------|

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

- | | | |
|---|---|------|
| White | 1 | |
| Black | 2 | |
| Asian or Pacific Islander | 3 | (78) |
| American Indian or Alaskan Native | 4 | |
| Hispanic (Mex. Am., Puerto Rican, Cuban, Other Latin Am.) | 5 | |
| (DON'T READ) → Refused | 6 | |

79 0 4 80

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

MARKET FACTS, INC., 100 SOUTH WACKER DRIVE CHICAGO, ILLINOIS 60606

JOB No. 6469
OMB #0704-0069

F

Respondent Name _____ MILITARY SERVICE STUDY Card 2

Respondent Number 1 5 - Questionnaire - Female Date 10

Market Fact's Repr. _____ 12 15 Version 2 11

Time Interview Began _____ AM/PM

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE RESPONDENT'S AGE UNDER QU. 2 AND BEGIN INTERVIEW WITH QU. 3a.)

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

Hello, I'm _____ of Market Facts, Incorporated. May I please speak with (RESPONDENT NAME)? We are conducting a survey to find out young people's attitudes toward future occupations and would like to have your opinion. Your household has been chosen by chance. All information you give us will be protected under the Privacy Act of 1974. This means that your answers will be kept strictly confidential. There is an outside chance you may be called by my employer just to check that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.)

2. First of all, just to be sure I am interviewing the right person, what is your age please? (16-24 open)

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

3a. Are you attending school now?

Yes 1 No 2 → (SKIP TO QU. 3c) (26)

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

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

(SKIP TO QU. 3f) -----

3c. Are you a high school graduate?

Yes 1 → (SKIP TO QU. 3e) No 2 (28)

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

Less than 1 year of High School 1 2 years of High School 3 → (SKIP TO QU. 3f) (29)
 1 year of High School 2 3 years of High School 4

3e. Did you graduate from a high school you attended or did you complete high school some other way, such as going to night school or completing the general equivalency diploma, GED?

Graduated high school attended 1 Completed general equivalency diploma (GED) 3 (30)
 Night school 2 (DON'T READ) → Other 4

3f. Are you currently employed?

Yes 1 No 2 (31)

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

Full time 1 (32)
 Part time 2

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. CIRCLE AS MANY AS APPLY.)

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

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

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

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

- 3f. 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 ONE ANSWER BELOW UNDER QU. 3f. BELOW.)
- 3g. How about getting a PART-TIME JOB? Would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD ONE ANSWER BELOW UNDER QU. 3g. BELOW.)

	2f <u>Full-Time</u>	3g <u>Part-Time</u>
Almost impossible	1 (42)	1 (43)
Very difficult	2	2
Somewhat difficult	3	3
Not difficult at all	4	4
(DON'T READ) → Don't know	5	5

- 4a. When I mention "Armed Services" or "military", which branch or service do you think of first? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4a.)
- 4b. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 4b.)
- 4c. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ALL OTHER MENTIONS BELOW UNDER QU. 4c.)

	Qu. 4a First Mention	Qu. 4b Second Mention	Qu. 4c All Other Mentions
Air Force	1 (44)	1 (45)	1 (46)
Army	2	2	2
Coast Guard	3	3	3
Marine Corps	4	4	4
Navy	5	5	5
None	6 → (SKIP TO QU. 5a)	6 → (SKIP TO QU. 5a)	6

- 5a. Now, I'm going to read you a list of several things which young women 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"? (RECORD BELOW THEN REPEAT FOR NEXT ITEM.)

Item	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Not Sure	
Working as a waitress in a restaurant.....	1	2	3	4	5	(47)
Working at a desk in a business office	1	2	3	4	5	(48)
Serving in the military	1	2	3	4	5	(49)
Working as a saleswoman.....	1	2	3	4	5	(50)
(START AT "X" - SEE INSTRUCTIONS)						
() Serving in the National Guard	1 →	2 →	3	4	5	(51)
Is that the ...						
Air Nat. Guard.... 1						
or, Army Nat. Guard .. 2						(52)
(DON'T READ) → Don't know						3
() Serving in the Reserves	1 →	2 →	3	4	5	(53)
Is that the ...						
Air Force Reserve 1						
Army Reserve						2
Coast guard Reserve .. 3						(54)
Marine Corps Reserve .. 4						
or, Naval Reserve..... 5						
(DON'T READ) → Don't know						6
() Serving in the Coast Guard (Active Duty) ..	1	2	3	4	5	(55)
() Serving in the Army (Active Duty)	1	2	3	4	5	(56)
() Serving in the Air Force (Active Duty)	1	2	3	4	5	(57)
() Serving in the Marine Corps (Active Duty) ..	1	2	3	4	5	(58)
() Serving in the Navy (Active Duty).....	1	2	3	4	5	(59)

(ALWAYS READ LAST)

Going to college.....	1	2	3	4	5	(60)
Going to vocational or technical school....	1	2	3	4	5	(61)

LOOK AT THE TWO BOXES ABOVE. IF A CODE "3" OR A CODE "4" HAS BEEN CIRCLED FOR EACH OF THE FOUR ACTIVE DUTY SERVICES, SKIP TO QU. 5e. IF A CODE "5" OR SOME COMBINATION OF CODES "3", "4" AND "5", HAS BEEN CIRCLED FOR EACH OF THE FOUR SERVICES, SKIP TO YELLOW OPEN END ANSWER SHEET.

5b. You said that you are likely to serve in an active branch of the military. Would you be... (READ ALL ALTERNATIVES)?

- extremely likely..... 1 (62)
- very likely 2
- somewhat likely 3
- or, slightly likely 4

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

- Within 6 months 1
- Between 6 months and one year 2 (63)
- More than 1 year but less than 2 years 3
- 2 years or more 4

(DO NOT READ) —> Don't know 5

5d. Do you expect you would enter the service as an enlisted person or as an officer?

- Enlisted person..... 1
- Officer 2 (64)
- (DON'T READ) —> Don't know/Not sure..... 3

----- GO TO YELLOW OPEN END ANSWER SHEET -----

5e. You said that you are unlikely to serve in an active branch of the military. Some people have certain problems with the idea of enlisting in the military. I am going to read you a list of reasons why someone like yourself may not want to enlist. For each reason, please tell me how much of a problem it is for you. Is it a very important problem, somewhat important problem, or not a problem at all? The first reason is (INSERT REASON). How much of a problem for you is that? Is it "Very Important", "Somewhat Important", or "Not A Problem At All"? (RECORD BELOW THEN REPEAT FOR EACH REASON LISTED.)

(START AT "X"-SEE INSTRUCTIONS)

Reasons	Very Important Problem	Somewhat Important Problem	Not a Problem	Don't Know/Not Sure	
() Separation from friends and family.....	1	2	3	4	(65)
() Disagree with military's defense policies or philosophy.....	1	2	3	4	(66)
() Danger or fear of injury.....	1	2	3	4	(67)
() Negative military experiences of family member or friend....	1	2	3	4	(68)
() Lack of personal freedom.....	1	2	3	4	(69)
() Low pay.....	1	2	3	4	(70)
() Disapproval of parents.....	1	2	3	4	(71)
() Disapproval of friends.....	1	2	3	4	(72)

(ALWAYS READ LAST)

Current plans for civilian job hard to change..... 1 2 3 4 (73)

(74-78 open)

79 0 2 80

----- GO TO YELLOW OPEN END ANSWER SHEET -----

Now, let's go on to another subject.

8a. In the last six months, have you had any contact with a military recruiter representing the active military?

Yes 1 No 2 → (SKIP TO QU. 8c)

(11)

8b. How were you in contact with the recruiter? (READ EACH STATEMENT. RECORD BELOW.)

(START AT "X"
SEE INSTRUCTIONS)

Statement	In the Last Six Months		
	Yes	No	
() Have you gone to a recruiting station and talked to a recruiter?.....	1	2	(12)
() Have you been physically or mentally tested at a military examining station?.....	1	2	(13)
() Have you talked face-to-face with a recruiter somewhere other than at a recruiting station?.....	1	2	(14)
() Have you heard a recruiter give a talk at your high school?.....	1	2	(15)
() Have you talked to a local recruiter by telephone?.....	1	2	(16)

(17-18 open)

8c. (ASK EVERYONE:) In the last six months . . . (INSERT STATEMENT) (RECORD BELOW UNDER QU. 8c)

8d. (IF "YES" TO QU. 8c ASK:) Did this make you more favorable or less favorable toward joining the military or didn't it make any difference? (RECORD BELOW UNDER QU. 8d.)

(REPEAT QU. 8c FOR NEXT ITEM. ASK QU. 8d WHENEVER "YES" IS RESPONSE FOR QU. 8c)

(START AT "X" SEE INSTRUCTIONS)	Statement	Qu. 8c In Last Six Months		More Favorable	Qu. 8d Effect	Less Favorable	No Difference	
		No	Yes					
()	have you received recruiting literature in the mail?...	2	1	→	1	2	3	(19-20)
()	have you discussed the possibility of enlistment with friends already in the service or who have been in the service?.....	2	1	→	1	2	3	(21-22)
()	have you talked with any other friends about possible enlistment?.....	2	1	→	1	2	3	(23-24)
()	have you talked with a teacher or guidance counselor at school about possible enlistment?.....	2	1	→	1	2	3	(25-26)
()	have you talked with your boyfriend or husband about possible enlistment?.....	2	1	→	1	2	3	(27-28)
()	have you talked with one or both parents about possible enlistment?.....	2	1	→	1	2	3	(29-30)
()	have you taken an aptitude or career guidance test in high school given by the armed forces?.....	2	1	→	1	2	3	(31-32)
()	have you made a toll-free call for information about the military?.....	2	1	→	1	2	3	(33-34)
()	have you asked for information about the military by mail?.....	2	1	→	1	2	3	(35-36)

(37-48 open)

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

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

Yes ... 1 No ... 2 → SKIP TO PAGE 6, JO. 10a

9b. You say you have been in contact with a military recruiter. What branch or branches of the service do they represent? RECORD BELOW. PROBE: Any other military recruiter? PROBE 1A? (If "NO" skip to 1B)

Recruiters represented

4. (If "AIR FORCE", "ARMY", OR "MARINES" ONLY, NO. 1. If "AIR NATIONAL GUARD" OR "ARMY NATIONAL GUARD" RECRUITER REPRESENT THE "READ ALTERNATIVE ANSWER - EXCEPT FOR "DON'T KNOW"

Air Force	Army	Marines	Other
1	2	3	4
(51)	(56)		
Air National Guard ... 2	Army National Guard ... 2	Marine Reserve	
Air Force Reserve ... 3	Army Reserve ... 3		

GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, JO. 10a.

Active Air Force ... 1	Active Army ... 1	Active Marines ... 1	
Don't know ... 4	Don't know ... 4	Don't know ... 4	

9c. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?

(52)	(57)	(62)	(65)
1	1	1	1
2	2	2	2

Recruiter contacted first ... 1
Respondent contacted first ... 2

9d. How adequate was the information you got from the (NAME SERVICE) recruiter? Did he give you ...

(53)	(58)	(63)	(67)
1	1	1	1
2	2	2	2
3	3	3	3

all the information you wanted ... 1
most of it ... 2
or, very little ... 3

9f. Was your attitude toward joining (NAME OF SERVICE) more or less favorable than before you talked to the recruiter, or didn't it change?

(54)	(59)	(64)	(68)
1	1	1	1
3	3	3	3
2	2	2	2

More favorable ... 1
Less favorable ... 3
Didn't change ... 2

GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 6, JO. 10a

(55 open) (60 open) (65 open) (69-78 open)

10a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC) Do you consider that "Extremely Important", "Very Important", "Fairly Important", or "Not Important At All"? (RECORD BELOW THEN REPEAT FOR EACH CHARACTERISTIC)

(START AT "X" SEE INSTRUCTIONS)	Extremely Important	Very Important	Fairly Important	Not Important At All	Don't Know	
<u>Characteristics</u>						
() Employer treats you well	1	2	3	4	5	(11)
() Teaches you a valuable trade or skill ...	1	2	3	4	5	(12)
() Opportunity to mature.....	1	2	3	4	5	(13)
() Gives you an opportunity for a good family life	1	2	3	4	5	(14)
() Opportunity to work with the kind of people you would like.....	1	2	3	4	5	(15)
() Enjoy your job	1	2	3	4	5	(16)
() Developing your potential	1	2	3	4	5	(17)
() Job security, i.e., a steady job	1	2	3	4	5	(18)
() Good income	1	2	3	4	5	(19)
() Provides money for education	1	2	3	4	5	(20)
() Offers excitement and adventure.....	1	2	3	4	5	(21)
() Doing something for your country.....	1	2	3	4	5	(22)
() Trains you for leadership	1	2	3	4	5	(23)
() Provides men and women equal pay and opportunity	1	2	3	4	5	(24)
() Opportunity for advancement	1	2	3	4	5	(25)

10b. I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in military service or in a civilian job, or could it occur in either one? (READ FIRST CHARACTERISTIC. IF "MILITARY"/"CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (the military service/a civilian job)? (RECORD BELOW THEN REPEAT FOR EACH CHARACTERISTIC)

(START AT "X" SEE INSTRUCTIONS)	Military		Either Military or Civilian	Civilian		
	Much More Likely	Somewhat More Likely		Much More Likely	Somewhat More Likely	
<u>Characteristics</u>						
() Employer treats you well	1	2	3	5	4	(26)
() Teaches you a valuable trade or skill ...	1	2	3	5	4	(27)
() Opportunity to mature.....	1	2	3	5	4	(28)
() Gives you an opportunity for a good family life	1	2	3	5	4	(29)
() Opportunity to work with the kind of people you would like.....	1	2	3	5	4	(30)
() Enjoy your job.....	1	2	3	5	4	(31)
() Developing your potential.....	1	2	3	5	4	(32)
() Job security, i.e., a steady job.....	1	2	3	5	4	(33)
() Good income.....	1	2	3	5	4	(34)
() Provides money for education.....	1	2	3	5	4	(35)
() Offers excitement and adventure.....	1	2	3	5	4	(36)
() Doing something for your country.....	1	2	3	5	4	(37)
() Trains you for leadership	1	2	3	5	4	(38)
() Provides men and women equal pay and opportunity	1	2	3	5	4	(39)
() Opportunity for advancement.....	1	2	3	5	4	(40)

10c. I am going to read you a list of jobs. For each job I read, please tell me how interested you might be in doing that kind of work. The first job is... (READ JOB) Would you be "Extremely Interested", "Very Interested", "Slightly Interested", "Not At All Interested" in working as a... (READ JOB)? (RECORD BELOW THEN REPEAT FOR EACH JOB)

(START AT "X" SEE INSTRUCTIONS)	Extremely Interested	Very Interested	Slightly Interested	Not At All Interested	
<u>Jobs</u>					
() Computer technician.....	1	2	3	4	(41)
() Secretary	1	2	3	4	(42)
() Air traffic controller	1	2	3	4	(43)
() Draftsman	1	2	3	4	(44)
() Security guard	1	2	3	4	(45)
() Medical technician	1	2	3	4	(46)

11a. I am now going to read a statement to you. After I've read it, please tell me whether you agree or disagree with it?

Requiring all 18 and 19 year old men to register for the draft is necessary to provide a strong defense for America.

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

Agree 1 Disagree 2 → (SKIP TO QU. 11c) (47)

11b. (IF "AGREE", ASK:) Do you strongly agree, generally agree, or agree just a little?

Strongly Agree 1
Generally Agree 2 → (SKIP TO QU. 12a) (48)
Agree Just a little 3

11c. (IF "DISAGREE", ASK:) Do you strongly disagree, generally disagree, or disagree just a little?

Strongly Disagree 6
Generally Disagree 5
Disagree Just a Little ... 4

12a. From time to time people have discussed mandatory registration for both young men and women in your age group. If a military draft were ever to become necessary, this registration list would be used to select people for military service. How would you feel if you personally were required to register under such a plan? That is, would you be...? (READ ALTERNATIVES)

strongly in favor of it.....1
somewhat in favor of it.....2 (49)
neither in favor nor against it...3
somewhat against it.....4
or, strongly against it.....5

QU. 13-14 NOT USED.

(50-56 open)

15a. As far as you know, what is the starting MONTHLY pay for an ENLISTED PERSON in the military -- before taxes are deducted?

\$ _____ Don't know/Not sure....X (57-60)

15b. The starting monthly pay for an enlisted person is approximately \$550. Knowing this, would you be more likely, or not to consider joining one of the active duty military services?

More likely ☐ → Would that be ...
Not more likely 4 much more likely 1
Don't know 5 somewhat more likely 2 (61)
or, just a little more likely .. 3

Cash Bonus Section

16a. The military currently offers some individuals a cash bonus for enlisting. (READ BONUS)

(16b) Would you be...
Or Much
More Likely
to Enlist

BONUS	Don't Know	Not more Likely	More likely (ASK QU. 16b)	A Little More Likely	Or Much More Likely to Enlist
If you could receive a cash bonus of \$3,000 to enlist for 3 years would you be more likely or not more likely to enlist?.....	4	3	<input type="checkbox"/> → 2	1	(62)
What about if you could receive a cash bonus of \$5,000 for 4 years? Would you be more likely or not more likely to enlist?.....	4	3	<input type="checkbox"/> → 2	1	(63)
What about if you could receive a cash bonus of \$7,500 to enlist for 4 years?.....	4	3	<input type="checkbox"/> → 2	1	(64)
What about if you could receive a cash bonus of \$10,000 to enlist for 4 years?.....	4	3	<input type="checkbox"/> → 2	1	(65)

QU. 17 NOT USED.

(66-72 open)

CLASSIFICATION SECTION

Job No. 6469

Page 8

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.

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 | |
| Finished high school or equivalent | 2 | Attended graduate or professional school | 7 | |
| Adult education program | 3 | Obtained a graduate or professional degree .. | 8 | (73) |
| Business or trade school | 4 | | | |
| Some college | 5 | | | |

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

- | | | | |
|---------------------|---|--------------------------------------|------|
| A's and B's | 1 | | |
| B's and C's | 2 | (DO NOT READ) → Does not apply | 5 |
| C's and D's | 3 | Don't remember | 6 |
| D's and below | 4 | | (74) |

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

- | | | |
|---------------------------------------|---|------|
| College preparatory | 1 | |
| Commercial or business training | 2 | (75) |
| Vocational | 3 | |

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

- | | | | |
|--------------------------|---|------------------------------------|---|
| Elementary Algebra | 1 | Intermediate Algebra | 5 |
| Plan Geometry | 2 | Trigonometry | 6 |
| Business math | 3 | Calculus | 7 |
| Computer science | 4 | Physics | 8 |
| | | (DON'T READ) → None of these | 9 |

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

- | | | | | |
|-----------|---|----------|---|------|
| Yes | 1 | No | 2 | (77) |
|-----------|---|----------|---|------|

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

- | | | |
|---|---|----------|
| White | 1 | |
| Black | 2 | |
| Asian or Pacific Islander | 3 | (78) |
| American Indian or Alaskan Native | 4 | |
| Hispanic (Mex. Am., Puerto Rican, Cuban, Other Latin Am.) | 5 | |
| (DON'T READ) → Refused | 6 | 79 64 80 |

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

1950

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