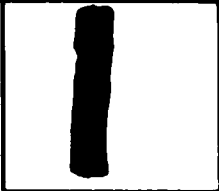
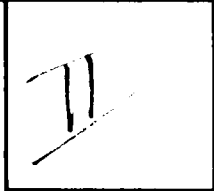


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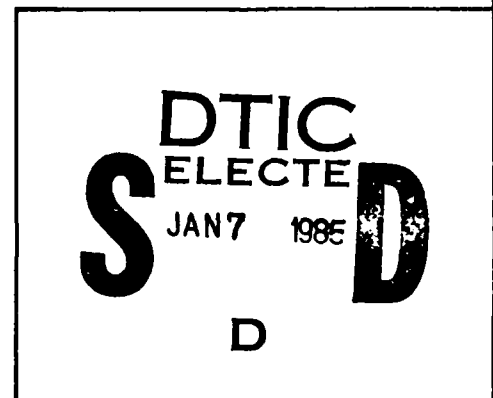
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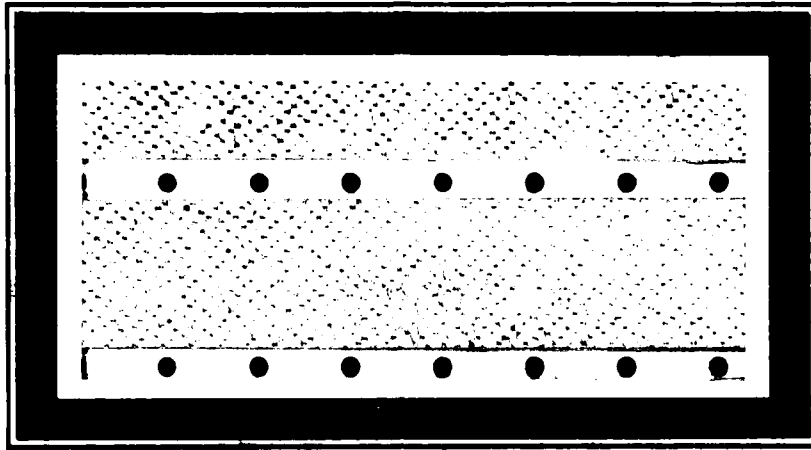
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ISSUES RELATED TO
RECRUITMENT OF ENLISTED PERSONNEL
FOR THE RESERVE COMPONENTS
MAJOR FINDINGS AND RECOMMENDATIONS
1980 TRACKING STUDY
VOLUME I

April, 1981

Prepared for:

Office of Assistant Secretary of Defense
(Manpower, Reserve Affairs and Logistics)
The Pentagon
Washington, D.C.

Contract Number:
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EXECUTIVE SUMMARY

This study is the third of an annual series that surveys the propensity of Non-Prior Service individuals (NPS) and Veterans to enlist in the National Guard and Reserves. Data were collected during the Fall of 1980 from 2,350 NPS males and females (ages 17 1/2 to 26) and from 2,272 Prior Service males and females.¹⁾

The study also collected data on factors affecting propensity.

PROPENSITY

Overall positive propensities²⁾ show increases from 1979 to 1980 among males, although the 1980 levels still do not reach those of 1978 and are not significantly different from the 1979 levels. Propensity is lower, though not significantly lower, than in 1979 among females.

	PERCENT POSITIVE		
	1978	1979 ³⁾	1980
Non-Prior Service Males	24.7	19.7	22.9
Non-Prior Service Females	12.9	8.8	8.7
Veteran Males	22.1	20.4	21.3
Veteran Females	N.A.	22.3	21.9

None of the changes in positive propensity for the individual components are statistically significant. However, positive propensities for the individual components have increased from 1979 levels in 5 of 6 cases among NPS males, and are higher than the 1978 level for the Air National Guard. The changes for NPS women and for Veterans are more mixed (Section 3.1).

COMPONENT	PERCENT NPS WITH POSITIVE PROPENSITY					
	MALES			FEMALES		
	1978	1979 ³⁾	1980	1978	1979 ³⁾	1980
Air Force Reserve	12.4	10.0	11.3	7.5	4.9	4.4
Air National Guard	10.3	9.4	10.8	5.6	3.8	2.6
Army National Guard	12.7	11.3	10.6	7.0	3.5	4.0
Army Reserve	11.0	9.4	9.6	6.3	3.9	3.8
Marine Corps Reserve	7.2	5.6	7.2	4.3	2.3	2.9
Navy Reserve	9.6	8.5	9.0	5.6	3.5	4.4

- 1) The prior service sample included Veterans who are in their first term of service and who are eligible for reenlistment.
- 2) Positive propensity is defined as the individual saying that he or she would definitely enlist or probably enlist in at least one of the six National Guard or Reserve components.
- 3) The 1979 NPS samples were split between those NPS respondents interviewed before the onset of the November 4 Iranian Crisis and those interviewed during the crisis. The numbers presented here represent the pre-crisis samples since they are most comparable to the 1978 and 1980 samples.

COMPONENT	PERCENT VETERANS WITH POSITIVE PROPENSITY					
	MALES			FEMALES		
	1978	1979	1980	1978	1979	1980
Air Force Reserve	6.9	6.8	6.5	N.A.	8.5	9.0
Air National Guard	7.6	6.5	6.1	N.A.	7.0	6.8
Army National Guard	10.9	8.2	9.1	N.A.	10.2	9.4
Army Reserve	11.4	8.5	9.1	N.A.	10.4	10.8
Marine Corps Reserve*	5.0	4.3	4.2	N.A.	3.2	0.6
Navy Reserve	5.9	5.3	5.7	N.A.	10.9	7.4

* Marine Corps female Veterans were not included in the survey due to the relatively small number available.

Positive propensity subgroups differ from negative propensity subgroups in each sample, on a number of demographic and experiential variables.

In the NPS samples (Section 3.3), positive propensity individuals differ significantly from negative propensity individuals in that they are:

- Younger,
- More likely to be members of a minority group, and
- More likely to be single.

Prior service men and women with positive propensity differ significantly from those with negative propensity in that they are:

- More likely to be members of a minority group.

In terms of military experience, positive propensity individuals from both the male and the female Prior Service samples were:

- More satisfied with their experience in the Active Forces, and
- More satisfied with their military job assignment.

Among NPS males, NPS females, and Veteran males, more respondents believe that their enlistment in the Guard/Reserve would be met with approval from friends and relatives this year than was the case in the 1979 study.

FACTORS AFFECTING PROPENSITY

Preference for Serving in the Guard/Reserve or in the Active Forces (Section 4.0)

An attempt was made (Section 4.0) to isolate differences in demographics, attitudes, and experiences of respondents who would

say they prefer service in the Guard/Reserve and those who say they would prefer service in the Active Forces when asked which they would prefer, if they had to enlist in some military component.

- There are no appreciable differences in demographics, experience, or attitudes between those who would prefer service in the Guard/Reserve and those who would prefer service in the Active Forces.
- Respondents who would prefer service in the Guard/Reserve have low propensity to enlist on the standard propensity measure.
- Those respondents with high standard propensity to enlist would prefer to serve in the Active Forces.

Incentives for Enlistment, and Their Effects (Section 5.0)

- Educational benefit programs are most attractive to respondents, in the incentive ranges studied (\$1,000 to \$4,000 per year for up to 4 years).
- A program of low interest loans (\$6,000 to \$10,000) would be roughly equivalent in attractiveness to a program of cash bonuses (\$2,000 to \$3,000).
- Most survey participants would either react positively to any incentive program, or would react negatively to all.
- Under incentive conditions, the pool of potential NPS enlistees would tend to be older, better educated, and more settled than at present.

Changing Enlistment Commitments (Section 5.0)

Being able to complete Guard/Reserve drills during weeknight evenings rather than on the weekends significantly increased propensity among all samples except the male Veterans.

NPS respondents also showed higher enlistment propensity if they could enlist in the Guard/Reserve for two years rather than for six years.

<u>Commitment</u>	<u>NPS</u>		<u>Prior Service</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
Baseline 1980 Enlistment Propensity	22.9%	8.7%	21.3%	21.9%
Evening drill	32.6%*	26.7%*	22.6%	33.0%*
Two Year Commitment	33.7%*	23.8%*	N.A.	N.A.

* Percent with positive propensity to enlist under these conditions is significantly greater than the percent with positive baseline 1980 enlistment propensity ($p < .05$).

Peacetime Draft Registration and a Potential Draft (Section 6.0)

- Favorability toward the current program for registration of young men increased significantly among those affected directly by it, those 17 1/2 or 18 years old (Section 6.1).
- Favorability toward a potential program of registration for all young people increased among women who would be subject to such a program.

	Favorable Toward			
	Registration of Men Only		Registration of All	
	1979	1980	1979	1980
NPS Males	62%	66%*	50%	50%
NPS Females	55%	56%	33%	40%*

- Over two-thirds of NPS men and women believe an actual draft is somewhat or very probable (Section 6.2).
- Those who perceive the probability of an actual draft is at least somewhat high have higher enlistment propensity than others.

Respondents were asked what they would do if there were an actual draft.

- More NPS respondents said they would enlist in the Active Forces than said this in 1979.

If there were an actual draft, respondents would:	NPS Men		NPS Women	
	1979	1980	1979	1980
Enlist in the Active Forces	20%	26%*	9%	11%*
Enlist in the Guard/Reserve	21%	20%	29%	28%
Take chances on not being drafted	59%	53%*	62%	60%

- Respondents who are 17 1/2 or 18 years old are particularly likely to say they would enlist in the Active Forces or enlist in the Guard/Reserve, rather than take their chances in a draft.
- Many respondents with relatively high levels of education say they would enlist in the Guard/Reserve if there were an actual draft.

* Indicates that the 1980 percentages are significantly different than the 1979 percentages in these instances (p < .05).

- Respondents who perceive there is some military danger to the nation are also particularly likely to say they would enlist in the Guard/Reserve.

National Service Requirement (Section 6.0)

- Over half the NPS respondents favor a National Service Requirement, one in which all young people would be required to serve but could choose between service in the military and service in a community organization.
- Over two-thirds of the Veteran men and three-fourths of the Veteran women favor a National Service Requirement.
- Favorability toward a National Service Requirement was higher in 1980 than in 1979 in all samples.

Civilian-Acquired Skills (Section 7.0)

- Under programs offering advanced rank and pay for civilian-acquired skills, 28.3 percent of NPS men and 20.4 percent of NPS women have positive enlistment propensity.
- Among NPS men, 60.3 percent believe they have skills appropriate to such a program. Among NPS women, 39.3 percent believe they have such skills. However, many of these are 17 1/2 or 18 years of age, are still in high school, and may not actually have the skills needed by the Guard/Reserve.
- Enlistment propensity is higher among respondents who believe they have appropriate skills than among others.

RECOMMENDATIONS

A set of recommendations to enhance Guard/Reserve recruitment has been developed on the basis of these results. These recommendations are described more fully in Section 8.0.

Recommendation A. Utilize the potential enlistee's feeling he or she has something to offer in advertising and recruiting.

People who believe they have skills useful to the Guard/Reserve are likely to respond to advertising approaches that stress the value of what they may have to offer the Guard/Reserve. Increased use of advertising that stresses the individual's felt self-worth is recommended, in contrast to advertising that stresses what the Guard/Reserve offers.

Recommendation B. Increase coordination with industry in placing potential recruits.

It is recommended that referrals between the Guard/Reserve and industry be increased. Such a service assists placement of NPS men and women who enlist in the Guard/Reserve into job training slots in local industries which support Guard/Reserve activities. Such placements also strengthen the general support system for the Guard/Reserve within industry.

Recommendation C. Test eligibility for a low interest government loan program as an incentive for Guard/Reserve enlistment.

Since low interest government loans as incentives produce increases in propensity comparable to those produced by cash bonuses, a field test of low interest government loans should be undertaken. The results should be benchmarked against the results of cash bonus incentive programs, and the relative cost efficiency should be determined.

Recommendation D. Develop a long range strategy to advertise the unique position of the Guard/Reserve.

Guard/Reserve recruitment can benefit if Guard/Reserve service is differentiated from service in the Active Forces prior to the point at which a potential enlistee decides to join the military. To accomplish this goal, it is recommended that powerful, broad-based informational campaigns on the nature of the Guard/Reserve be enhanced. These should stimulate people to contrast service in the Guard/Reserve with service in the Active Forces. The Guard/Reserve position should be made most clear, to present its unique characteristics, especially to subgroups whose life situations make them particularly good potential recruits for the Guard/Reserve but not for the Active Forces; e.g., 19 to 21 year olds who are in school, have taken jobs, or have begun a family.

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**MAJOR FINDINGS
AND RECOMMENDATIONS**

1.0 ORIENTATION

1.1 The Study

This report focuses on particular issues relating to the accession of enlisted personnel in the National Guard and Reserve forces.

The tracking study reported is the third in a series. The first and second obtained baseline data on, and initiated tracking of the proportion of the target populations with positive propensity toward enlistment, and their associated attitudinal and demographic characteristics. This report continues tracking of the propensity to enlist in the Guard/Reserve, describes the demographic characteristics of the respondents, and reports the results of analyses of potential changes in Guard/Reserve recruiting policies.

The data for this study were collected during September and October, 1980, from:

- 1150 men, 17 1/2 to 26 years of age, without prior military service experience,
- 1200 women, 17 1/2 to 26 years of age, without prior military service experience, and
- 2272 persons with prior military experience (Veterans), eligible for reenlistment, and not in the Selected Reserve at present, with at least one year remaining under their military service obligation.

Among the Veterans, 1712 were men, including approximately 470 each with prior service in the Army, Navy, or Air Force, and 300 with prior service in the Marine Corps. The remaining Veterans were women, including approximately 300 with prior service in the Army, and 260 with prior service in the Navy or Air Force. Since

the available populations of female Veterans of the Navy and Air Force were too small to obtain a statistically acceptable sample, no comparisons of the female Navy Veterans or the female Air Force Veterans will be made. Furthermore, female Veterans of the Marine Corps were not included in the study because of the even smaller percentage available for drawing a study sample.

1.2 Organization of the Report

The report on the 1980 Guard/Reserve Tracking Study is presented in four volumes.

Volume I presents the current level of propensity to enlist in the Guard/Reserve in the perspective of the levels of recent years, the demographic characteristics of respondents who say they are likely to enlist, analyses of the effects of potential changes in recruiting policies, and recommendations for enhancing recruitment effectiveness.

Volume II provides the basic data on all questions posed to the respondents in 1980, with annotated highlights. The tables presented represent univariate or bivariate analyses and have fewer missing values than the multivariate analysis presented in this volume. Therefore, slight differences between the percentages reported in the two volumes will occur.

Volume III provides a full discussion of the study methods and also contains the data tape documentation.

Volume IV summarizes the results of the qualitative analyses of focus group discussions, conducted as part of the questionnaire development for this wave of the tracking study.

1.3 Organization of this Volume

The goals of this volume are to provide the basic tracking data, a summary interpretation of data relevant to current policy

issues, and recommendations for dealing with problems identified in the data. A brief overview of the major findings and the recommendations from the previous tracking studies appears in the appendix to this volume.

The tracking data on enlistment propensity are presented in Section 3.0, following a brief description of study methods and a presentation of relevant definitions in Section 2.0.

Data relevant to current policy issues are presented in Sections 4.0 through 7.0.

Issue 1. Is the Guard/Reserve positioned differently from the Active Forces, in order to appeal to a different target market? Is so, in what way? (Section 4.0)

Issue 2. Would programs of incentives for enlistment in the Guard/Reserve affect enlistment propensity? Which programs would be most effective? Would different programs be more effective for different types of individuals? How might the composition of the pool of men and women with positive propensity toward enlistment be changed if an incentive program were implemented? (Section 5.0)

Issue 3. What are the current attitudes of men and women without prior service experience toward draft registration? How might they react toward enlistment opportunities if an actual draft program were implemented? How might the composition of the pool of men and women with positive propensity toward enlistment in the Guard/Reserve be changed if a draft were instituted? (Section 6.0)

Issue 4. Would propensity to enlist in the Guard/Reserve be enhanced by offering advanced rank and pay for civilian-acquired skills? What percentage of men and women without prior service experience believe they might be eligible for such programs? What are some demographic and occupational characteristics of those who believe they might be eligible? (Section 7.0)

Recommendations for enhancing Guard/Reserve recruiting and accessions effectiveness based on the foregoing analyses are presented and discussed in Section 8.0.

2.0 METHODS AND DEFINITIONS

2.1 Methods

The data were collected in telephone interviews of approximately thirty minutes duration.

The defining characteristics of sample respondents have been described in Section 1.0. The samples are designed to include both individuals who are members of the traditional major market for the Guard/Reserve and those who are not, including college graduates, people over 21 years of age, and women (including women Veterans). Detailed descriptions of the sampling methods and relevant quality controls are presented in Volume III of this report. (Volume III also contains more detailed descriptions of the telephone interviewing methods, other quality controls, and the questionnaires of which copies are also appended to this volume.)

The demographic characteristics of each sample are presented in the Appendix. The sample characteristics are highly similar to those of the 1979 samples. More detailed descriptions and comparisons with earlier samples may be found in Volume II, among the complete set of tabled responses.

The questionnaire includes a core section, designed to allow cross-year comparisons and to assess relevant trends. It also contains a "floating" section, designed to allow the study of issues of particular interest in a given year. (Issues addressed in the floating sections of previous questionnaires are described in the Overview of Previous Studies included in the Appendix.) As noted above, the responses to all items are presented in Volume II. The presentation in this volume, Volume I, is highly selective, however. It focuses on the tracking of enlistment propensity itself and on data relevant to several current policy issues.

The 1980 questionnaire itself was presented in two versions, one for men and women without prior service experience, and one for Veterans. These versions differed mainly in whether they contained questions on military experience and experiences since separation from the military (for Prior Service individuals) or questions on favorability toward draft registration programs (for Non-Prior Service individuals). Both versions of the questionnaire contained questions on:

- Age,
- Educational history,
- Employment history,
- Family background,
- Marital status, and
- Other demographic characteristics.

They also contained questions on:

- Propensity to enlist in each National Guard or Reserve component (excepting the Coast Guard Reserve) under current conditions,
- Propensity to enlist in the Active Forces,
- Propensity to enlist in the Guard/Reserve
 - under various incentive programs or
 - under other policy changes,
- History of enlistment-related behaviors, such as seeing a Guard/Reserve recruiter,
- Intentions of carrying out enlistment-related behaviors in the near future,
- Perceived social support for enlistment,
- Perceived employer support for enlistment, and
- Relevant attitudes toward the military and toward military activities.

Complete copies of the questionnaires may be found in the Appendix.

The majority of the questions contained in the survey instruments were chosen on the basis of results from the earlier Guard/Reserve tracking studies in which a comprehensive model for the understanding and prediction of enlistment propensity was developed. That model offers the context within which critical determinants of enlistment behavior can be identified, and thus indicates those variables that should be attended to and tracked.

Additional questions contained in the floating section of the 1980 survey instrument are based on discussions of current policy issues with DoD personnel and on the results of focus group sessions on those issues. These issues and the focus group results are described in some detail in Volume IV of this report.

2.2 Definitions

2.2.1 Enlistment propensity (Standard). Enlistment propensity is measured by asking respondents to indicate how likely they are to join each of the National Guard or Reserve components (except the Coast Guard Reserve) on a four point scale. The scale includes the possible responses of "definitely enlist," "probably enlist," "probably not enlist," and "definitely not enlist." The enlistment propensity score for a given respondent is the most positive response he or she gave for any one of the six components (Army National Guard, Army Reserves, Air National Guard, Air Force Reserves, Marine Corps Reserves, or Navy Reserves). Since it is constructed in this way, the standard enlistment propensity of any sample will be more positive than enlistment propensity toward any single Guard/Reserve branch or component. Whenever the term "enlistment propensity" is used in this volume without further qualification, it refers to positive responses on this standard, summary measure, obtained prior to any discussion of policy changes or incentives. Earlier studies in this series have presented data on the reliability and validity of the measure itself.

Positive propensity individuals are defined to be those who say they will "definitely enlist" or "probably enlist" in one of the six National Guard or Reserve components. Individuals who say they will "probably not enlist" or "definitely not enlist" are defined to have negative enlistment propensity.

2.2.2 Enlistment propensity (Qualified). At various points in the interview after the respondent's standard enlistment propensity has been obtained, additional propensity questions were asked, using the same format as used for the standard propensity measure. Most of those questions refer to propensity to enlist in the Guard/Reserve under various potential changes in policy, such as implementation of incentive programs, of an actual draft, or of programs offering advanced rank and pay for civilian-acquired skills. When used in any of these contexts, "enlistment propensity" is qualified appropriately.

2.2.3 Preference for the Guard/Reserve or the Active Forces. Respondents were asked which they would prefer to join, the Guard/Reserve or the Active Forces, if they had to join some military component. The measure is referred to as preference for the Guard/Reserve or for the Active Forces.

2.2.4 Component. In this report, differences among the Guard/Reserve and the Active Forces are referred to as differences among "components" of the military services. Except in the presentation of the basic propensity tracking data in Section 3.0, no efforts are made to distinguish further among, for example, the Air National Guard and the Air Force Reserve. Where "branch" is used, it refers to the military force in which a Veteran served -- the Army, Navy, Air Force, or Marine Corps.

2.2.5 Non-prior service (NPS). Men and women with no prior military service experience are referred to as "Non-prior service men" and "Non-prior service women," or "NPS men" and "NPS women."

2.2.6 Prior-service (PS). Men with prior military experience are referred to as Prior service men (PS men) and as male Veterans. Women with prior military experience are referred to as Prior service women (PS women) and as female Veterans. Prior service men were mental category 3 or above by the tests current during their active duty.

2.7.7 Statistical Significance. Statistically significant results are those which are unlikely to have occurred by chance fluctuations in the data (less than one chance in 20). Statistical significance does not necessarily imply practical significance. Practical significance is determined by a number of other criteria, such as percent of variation explained, usefulness given current needs, and the ability of the reader to draw policy implications from the result.

2.2.8 Percent of variation explained. Propensity scores vary within any subclass of the samples studied (e.g., white male high school students have a variety of enlistment propensities). However, statistical analyses can be done to determine the amount of the variation which can be explained by other variables (e.g., sex, age, educational status, or race). The degree of success of an analysis in understanding the bases for propensity is assessed by measuring the percentage of the variation of propensity among individuals that is accounted for by other variables. In this volume, the percentage of variation of propensity accounted for by each analysis is given, along with an indication of whether or not the result of the analysis is statistically significant.

In earlier studies in this series, it has been shown that roughly 50 percent of the variation in enlistment propensity can be explained by a cost-benefit model of military-related attitudes. This figure compares quite well with results in many areas of the behavioral and social sciences, in which explaining 10 to 15 percent of the variation in a behavior of interest is of

considerable practical significance, given the complexity of the behaviors studied. These latter figures should be borne in mind as the target for the analyses presented in the remainder of this volume, which are directed at understanding finer issues than the presence or absence of enlistment propensity itself. It should also be understood that analyses accounting for even 4 or 5 percent of the variation in propensity may be statistically significant because of the large number of respondents studied.

2.2.9 Pre- and Post-Iran. Approximately half of the 1979 interviews with NPS respondents were completed before the seizure of American hostages at the embassy in Teheran, on November 4 of that year. (All of the interviews with Veterans were completed after that date.) Since a number of analyses determined that the responses of individuals interviewed before November 4, 1979 differed from those of individuals interviewed afterwards, the data were presented separately for the two groups in each sample. The distinction between the two subsets of 1979 NPS data has been continued here: In those tables that contain tracking data for NPS samples, the pre-11/4/79 and post-11/4/79 data are presented separately.

3.0 ENLISTMENT PROPENSITY AND OTHER TRACKING DATA

3.1 Enlistment Propensity

Propensity to enlist in the Guard/Reserve is somewhat higher in 1980 than it was in 1979 among NPS men and among Veteran men. It is slightly lower than in 1979 among NPS women and among Veteran women, however. None of the 1979 to 1980 changes are statistically significant, but the changes in the male samples are of practical significance in that they indicate a halting or reversal of the previous downward trend. Furthermore, attitudes toward enlistment appear to have become more polarized than before among respondents in both NPS samples.

Among NPS males, the proportion with positive propensity to enlist has increased in five of the six individual components. The results for individual components are more mixed in each of the other samples. The only statistically significant change is a 3.0 percent decrease in propensity to enlist in the Air Force Reserve, from the 1979 period after the onset of the Iranian crisis to 1980, among NPS women.

The results for each sample are reviewed in more detail below.

3.1.1 NPS Men. Tracking data on the propensity to enlist in the Guard/Reserve among NPS men are shown in Table 3-1. The data indicate that 22.9 percent of all NPS men have positive propensity in 1980 -- they say they would probably or definitely enlist in the Guard/Reserve. This percentage represents a gain both from the Pre-11/4 figure of 19.7 percent in 1979 and from the Post-11/4 figure of 20.8. The difference is not statistically significant, however, and propensity remains below the 24.7 percent level recorded in the baseline year of 1978. Nevertheless, the increase

TABLE 3-1: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
NPS MALE SAMPLE¹⁾

<u>PROPENSITY</u>	<u>1978</u>	<u>1979</u>		<u>1980</u>
		<u>Pre-11/4</u>	<u>Post-11/4</u>	
BASE	1491	721	755	1150
Definitely enlist	3.4	1.9	1.9	3.1
Probably enlist	21.3	17.8	18.9	19.8
Probably not enlist	34.3	36.3	37.2	32.7
Definitely not enlist	41.1	44.0	42.0	44.5

TABLE 3-2: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS MALE SAMPLE¹⁾

<u>COMPONENT</u>	<u>1978</u>	<u>Percent Favorable</u>		<u>1980</u>
		<u>1979</u>		
		<u>Pre-11/4</u>	<u>Post-11/4</u>	
BASE	1491	721	755	1150
Army National Guard	12.7	11.3	11.0	10.6
Army Reserve	11.0	9.4	8.4	9.6
Air National Guard	10.3	9.4	8.9	10.8
Air Force Reserve	12.4	10.0	10.2	11.3
Navy Reserve	9.6	8.5	7.6	9.0
Marine Corps Reserve	7.2	5.6	5.0	7.2

1) No significant differences were found for changes from 1979 to 1980. Practical differences, however, are discussed in the text.

in those saying that they would definitely enlist in the 1980 sample (3.1 percent compared to 1.9 percent in each 1979 subsample) is noteworthy.

Further inspection of Table 3-1 shows that the 1980 gain in positive propensity is associated with a significant decrease in the percentage of NPS men who say they would probably not enlist in the Guard/Reserve. However, the percentage of those who say they would definitely not enlist has increased. The overall set of data therefore indicate a somewhat greater polarization of NPS men than was true formerly, rather than a general increase in favorability toward enlistment.

Enlistment propensity has increased slightly among NPS men for each of the individual Guard/Reserve components except the Army National Guard, as shown in Table 3-2. As with overall enlistment propensity, these increases mark a reversal from the 1978 to 1979 trend.

The relative position of the Army National Guard has slipped from first place among individual components, to third. Thus, although the percentage of NPS men with positive propensity to enlist in the Army National Guard was higher than the corresponding percentages for other components in the 1978 (12.7 percent) and 1979 (11.3 percent Pre-11/4 and 11 percent Post-11/4) samples, the steady and small decreases resulted in its being third ranked in 1980 (10.6 percent). Nevertheless, the percentage of NPS men who have positive propensity toward enlisting in the Air Force Reserve (11.3 percent), now the most favored, is less than a percent more than those with positive propensity toward enlisting in the Army National Guard. The Air National Guard has advanced from fourth to second among individual components (10.8 percent favorable).

TABLE 3-3: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
NPS FEMALE SAMPLE

<u>PROPENSITY</u>	<u>1978</u>	<u>1979</u>		<u>1980</u>
		<u>Pre-11/4</u>	<u>Post-11/4</u>	
BASE	1495	659	338	1200
Definitely enlist	2.1	1.2	0.6	0.9
Probably enlist	10.8	7.6	9.5	7.8
Probably not enlist	25.2	31.7	29.6	24.1
Definitely not enlist	61.9	59.5	60.4	67.2

TABLE 3-4: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS FEMALE SAMPLE

<u>COMPONENT</u>	<u>Percent Favorable</u>			
	<u>1978</u>	<u>1979</u>		<u>1980</u>
		<u>Pre-11/4</u>	<u>Post-11/4</u>	
BASE	1495	659	338	1200
Army National Guard	7.0	3.5	4.5	4.0
Army Reserve	6.3	3.9	4.2	3.8
Air National Guard	5.6	3.8	4.2	2.6
Air Force Reserve	7.5	4.9	7.4	4.4*
Navy Reserve	5.6	3.5	4.4	4.3
Marine Corps Reserve	4.3	2.3	4.2	2.9

* Significantly less than Post 11/4 1979 (p < .05).

3.1.2 NPS Women. Tracking data on the propensity to enlist in the Guard/Reserve among NPS women are shown in Table 3-3. The data indicate that enlistment propensity in 1980 (8.7 percent say they would definitely or probably enlist) is at roughly the same level as it was before the Iranian crisis began in 1979 (8.8 percent). It is significantly below the level of 1978, however, as well as below the level observed after the onset of the Iranian crisis in 1979.

The proportion of NPS women who say they would definitely not enlist in the Guard/Reserve has increased significantly beyond that found in earlier studies. The proportion of respondents in the moderate categories ("probably" or "probably not" enlist) has decreased among NPS women, as it has among NPS men, signalling increased polarization of attitudes toward enlistment in this sample as well. Furthermore, the striking increase in the percentage who say they would definitely not enlist causes the overall level of propensity among NPS women in 1980 to be lower than in any earlier survey in this series.

Enlistment propensity among NPS women has decreased from 1979 post-Iran crisis levels for each and every individual Guard/Reserve component, as shown in Table 3-4. Changes from pre-crisis levels present a mixed picture, however. Propensity to enlist in the Army National Guard and propensity to enlist in the Marine Corps Reserve have increased. Propensity to enlist in the Navy Reserve has remained stable. Propensity to enlist in other individual components has decreased -- significantly so, in the case of the Air Force Reserve. Nonetheless, the Air Force Reserve remains the most favored individual component among NPS women. Among other individual components, the relative positions of the Navy Reserve and of the Marine Corps Reserve have improved somewhat.

3.1.3 Veteran Men. Tracking data on both the propensity to enlist in the Guard/Reserve among Veteran men and on that among Veteran women are shown in Table 3-5. The data indicate a non-significant increase in enlistment propensity among Veteran men, from 20.4 percent in 1979 to 21.3 percent in 1980. The 1980 propensity level remains below that of 1978 (22.1 percent), however.

Unlike the NPS samples, there is no tendency toward increasing polarization of attitudes toward enlistment among Veteran men. Indeed, the proportion of those saying they would definitely not enlist has declined steadily since 1978 (54.7 percent definitely not enlist in 1978; 52.6 percent in 1979; and 49.4 percent in 1980).

There are no statistically significant changes in propensity to enlist in particular components among Veteran men. However, the data presented in Table 3-6 are based on the total sample of Veteran males, as weighted by the number of separations from each branch of the Active Forces. Table 3-7 provides a more appropriate analysis. The propensity of Veteran men to enlist in each of the individual components of the Guard/Reserve is shown separately for Veterans of each branch of the Active Military in the top half of Table 3-7. The respondents say they are most likely to join a Guard/Reserve unit associated with their previous branch of service. If these figures are compared to 1979 figures (not shown here), Army Veterans are found to show slight increases in propensity, particularly to units associated with their former branch of service, while other Veterans are found to show slight decreases, even to units associated with their former branch of service. (This last finding is particularly true among Marine Corps Veterans.)

TABLE 3-5: PROPENSITY TO ENLIST IN THE GUARD/RESERVE
WEIGHTED VETERANS SAMPLES

<u>PROPENSITY</u>	<u>Males</u>			<u>Females</u>	
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1979</u>	<u>1980</u>
BASE	1498	1536	1712	395	560
Definitely enlist	2.2	1.8	1.6	2.0	1.2
Probably enlist	19.9	18.6	19.7	20.3	20.7
Probably not enlist	23.2	27.0	29.2	26.3	27.2
Definitely not enlist	54.7	52.6	49.4	51.4	50.9

TABLE 3-6: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
WEIGHTED VETERANS SAMPLES

<u>COMPONENT</u>	<u>Percent Favorable</u>				
	<u>Males</u>			<u>Females</u>	
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1979</u>	<u>1980</u>
BASE	1498	1536	1712	395	560
Army National Guard	10.9	8.2	9.1	10.2	9.4
Army Reserve	11.4	8.5	9.1	10.4	10.8
Air National Guard	7.6	6.5	6.1	7.0	6.8
Air Force Reserve	6.9	6.8	6.5	8.5	9.0
Navy Reserve	5.9	5.3	5.7	10.9	7.4
Marine Corps Reserve ¹⁾	5.0	4.3	4.2	3.2	0.6

1) No female Veterans of the Marine Corps are included in the sample, thus enlistment propensity of female Veterans toward the Marine Corps Reserves is low.

TABLE 3-7: PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE COMPONENTS
VETERANS SAMPLES BY PREVIOUS BRANCH OF SERVICE

<u>SAMPLE AND PREVIOUS BRANCH OF SERVICE</u>	<u>N</u>	<u>Percent With Positive Propensity¹⁾</u>					
		<u>Army National Guard</u>	<u>Air National Guard</u>	<u>Army Reserve</u>	<u>Air Force Reserve</u>	<u>Marine Corps Reserve</u>	<u>Navy Reserve</u>
<u>Males</u>							
Air Force	470	2.5	<u>10.9</u>	2.3	<u>14.0</u>	2.3	1.1
Army	474	<u>14.3</u>	5.9	<u>16.2</u>	6.5	0.4	3.8
Marine Corps	299	3.3	4.1	1.7	2.7	<u>18.7</u>	4.0
Navy	469	5.5	4.3	2.3	2.8	0.6	<u>15.6</u>
<u>Females</u>							
Army	299	<u>13.4</u>	6.4	<u>15.1</u>	7.0	0.7	4.3
Other ²⁾	261	2.7	7.3	3.4	11.9	0.4	12.3

1) Scores for individual components in same military branch of previous service are underscored.

2) Includes Female Veterans of both the Air Force and the Navy.

3.1.4 Veteran Women. Tracking data on propensity to enlist in the Guard/Reserve among Veteran women in Table 3-5 show a non-significant decrease in propensity from 22.3 percent in 1979 to 21.9 percent in 1980. (Veteran women were not included in the 1978 baseline tracking study.)

The propensity of Veteran women who say they would definitely not enlist has decreased slightly, as well, from 1979 to 1980. Thus, as with the male Veterans there is no tendency toward increased polarization of attitudes toward Guard/Reserve enlistment.

The propensity of Veteran women to enlist in individual components of the Guard/Reserve is lower than in 1979 for each component other than the Army Reserve and the Air Force Reserve, as shown in Table 3-6. None of these changes is statistically significant, given the relatively small number of Veteran women survey respondents.

As was true for the data on Veteran men, the data on Veteran women in Table 3-6 are based on the total sample, weighted by the number of separations from each branch of the Active Forces. The data for Army Veteran women and for others are presented separately in the lower half of Table 3-7. (There were not enough Navy Veteran women or Air Force Veteran women to allow separate, statistically reliable, analyses of those groups.) Veteran women say, as did Veteran men, that they are most likely to join a Guard/Reserve unit associated with their previous branch of service.

3.2 Demographic and Experiential Profiles

A series of analyses was carried out to determine the degree to which variation in propensity to enlist in the Guard/Reserve can be explained by demographic variables in each sample.

Additional analyses were directed at determining the degree to which variations in enlistment propensity among Veteran men and among Veteran women can be explained by their perceptions of experience in the Active Forces and their experiences since separation from the Active Forces.

The analyses also yield profiles of the positive propensity subgroup and the negative propensity subgroup in each sample. They also yield an indication of significant differences between those subgroups on particular variables.

The results of these analyses for each sample are presented in detail, below.

3.2.1 NPS Men and Women -- Demographic Variables. As shown in Table 3-8, NPS men and women with positive enlistment propensity differ significantly (statistically) from those with negative propensity in a number of ways. Compared to NPS men with negative propensity, those with positive propensity are:

- Younger,
- Less likely to be white,
- More likely to be single, thus
 - Less likely to own their own home,
 - More likely to be living with their parents, and
 - Less likely to have a spouse working.
- More likely to be attending high school, and
- Have completed less formal education, but are
- More likely to be planning further schooling.
- Less likely to know the educational attainments of their opposite sex parent (a variable related to social class),
- Have fathers with less formal education
- Have lower grades in high school
- Less likely to be working than their negative propensity counterparts, and thus
 - Work fewer hours per week.

TABLE 3-8: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY SUBGROUPS
NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males With:		Females With:	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
<u>Average:</u>				
Age	20.1*	21.8*	20.3*	21.8*
Number of dependents	.49	.54	.49	.68
Number of siblings	3.21*	2.83*	3.18	2.86
Father's education ¹⁾	2.13*	2.46*	1.92*	2.36*
Mother's education ¹⁾	2.03*	2.43*	2.20	2.22
Grades in high school ²⁾	2.39*	2.23*	2.24*	2.02*
Education ³⁾	2.35*	3.58*	2.58*	3.19*
Perceived difficulty of finding work in occupational area ⁴⁾	2.19	2.19	2.10	2.16
Number of hours worked per week	26.5*	30.8*	16.2*	22.2*
<u>Proportion:</u>				
White	.68*	.85*	.53*	.85*
Married	.13*	.24*	.13*	.41*
Own home	.09*	.18*	.08*	.26*
Living with parents	.75*	.49*	.59*	.41*
Currently attending school	.42	.36	.42*	.30*
Employed	.70*	.78*	.46*	.64*
Father career military	.05	.05	.05	.06
Using or planning to use financial assistance for schooling	.18	.19	.28*	.16*
Know mother's education	.88*	.94*	.91	.95
Know father's education	.86	.90	.83*	.90*
Currently attending high school	.22*	.06*	.16*	.07*
Planning to attend school, but not currently attending school	.29*	.22*	.32*	.23*
Spouse working	.05*	.16*	.11*	.38*

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = positive propensity group is statistically significantly different from negative propensity group (p < .05).

Several differences are significant for only NPS men or NPS women sampled. Thus, NPS men with positive enlistment propensity are significantly more likely than NPS men with negative propensity to:

- Have more siblings
- Have mothers with less formal education.

NPS women with positive propensity are significantly more likely to:

- Be currently attending school (other types of school as well as high school), and
- More likely to be using or planning to use financial aid for further education.

When the demographic variables described above are taken as a whole, they explain 15 percent of the variation in propensity among NPS men, and 11 percent of that among NPS women. Both results are statistically significant.

3.2.2 Veteran Men and Women -- Demographic Variables. As shown in Table 3-9, Veteran men and women with positive enlistment propensity also differ significantly from those who do not in several ways. However, they do not differ on as many variables, nor do those variables explain as much of the variation in propensity as they do in the analyses of NPS men and women. The set of demographic variables explains a statistically significant percentage, but only 6 percent, of the variation in enlistment propensity among Veteran men. The set explains a non-significant 4 percent of the variation among Veteran women.

The positive propensity subgroups of Veteran men and of Veteran women both differ significantly from their negative propensity counterparts only in that they are:

- Less likely to be white.

TABLE 3-9: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY SUBGROUPS
VETERANS SAMPLES

<u>DEMOGRAPHIC VARIABLE</u>	<u>Males With:</u>		<u>Females With:</u>	
	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
<u>Average:</u>				
Age	24.0	24.0	24.8	24.7
Number of dependents	.98	.92	.47	.62
Number of siblings	3.30	3.22	3.30	3.17
Father's education ¹⁾	1.94*	2.21*	2.38	2.33
Mother's education ¹⁾	1.92*	2.09*	2.29	2.34
Grades in high school ²⁾	2.51	2.48	1.94	1.94
Education ³⁾	2.78	2.90	3.62	3.70
Perceived difficulty of finding work in occupational area ⁴⁾	2.12	2.10	2.24	2.32
Number of hours worked per week	34.3*	31.9*	24.0	22.3
<u>Proportion:</u>				
White	.75*	.90*	.78*	.89*
Married	.47	.46	.37	.46
Own home	.15	.19	.19	.20
Living with parents	.31	.29	.22	.18
Currently attending school	.36	.40	.53	.50
Employed	.84*	.78*	.67	.62
Father career military	.07	.09	.18	.13
Using or planning to use financial assistance for schooling	.63	.60	.67	.72
Know mother's education	.93	.92	.97	.96
Know father's education	.87	.89	.93	.91
Planning to attend school, but not currently attending school	.47*	.34*	.31	.34
Spouse working	.25	.28	.34	.39

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = positive propensity subgroup is statistically significantly different from negative propensity subgroup (p < .05).

In addition, Veteran men who are positive propensity are significantly:

- More likely to have
 - Mothers with less formal education and
 - Fathers with less formal education,
- More likely to be working, and
- Averaging more hours per week, and
- More likely to be planning further schooling.

Veteran women with positive propensity are somewhat, but not significantly, more likely to be single than those with negative propensity, but the subgroups do not differ on any other variables excepting race.

One reason for the failure of the demographic variables to explain a greater percentage of the variation in enlistment propensity among Veterans is that Veterans have already selected themselves out from the total population. That selection takes place in large part on just the variables considered here, leaving less opportunity for them to explain further variation in the subgroups. Another reason lies in the fact that feelings about experiences while serving in the Active Forces and experiences since separation may equalize potential demographic differences. The experiential variables are reviewed in the following section.

3.2.3 Veteran Men and Women -- Experiential Variables. As shown in Table 3-10, Veteran men and Veteran women with positive enlistment propensity differ from those with negative propensity in several ways with respect to feelings about experience in the Active Forces and with respect to experiences since separation from the Active Forces. The set of experiential variables explains 8 percent of the variation in enlistment propensity among Veteran men, and 6 percent of that among Veteran women. Both results are statistically significant.

TABLE 3-10: MILITARY AND POST-SEPARATION EXPERIENCE OF POSITIVE AND
NEGATIVE PROPENSITY SUBGROUPS
VETERANS SAMPLES

<u>DEMOGRAPHIC VARIABLE</u>	<u>Males With:</u>		<u>Females With:</u>	
	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
<u>Average:</u>				
Overall satisfaction with the service ¹⁾	2.21*	2.64*	2.02*	2.54*
Satisfaction with civilian life since separation ¹⁾	2.06*	1.58*	1.97*	1.65*
Usefulness of experience in service since separation ²⁾	2.49	2.58	2.23	2.42
Satisfaction with MOS or specialty or AFSC ¹⁾	2.22*	2.37*	2.00*	2.30*
Satisfaction with grade in service at separation ¹⁾	2.52	2.63	2.30	2.33
Satisfaction with promotion policies in service ¹⁾	2.76*	3.14*	2.89	2.90
<u>Proportion:</u>				
Assigned to job using MOS skills	.57*	.52*	.63	.58
Married	.47	.46	.37	.47
Spouse with respondent on active duty	.28	.32	.33	.40
Have, since separation:				
Gone back to school	.54	.56	.62	.67
Gotten married	.21	.17	.10	.15
Had a child	.21	.17	.14	.17
Applied for a mortgage	.11*	.17*	.17	.14
Bought a home	.14	.18	.15	.17
Applied for a bank loan	.41	.46	.33	.36
Taken out a bank loan	.40	.44	.32	.36
Gotten divorced	.02*	.06*	.06	.06

1) 1 = very satisfied, 5 = very dissatisfied.

2) 1 = very useful, 4 = not at all useful.

* = positive propensity subgroup is statistically significantly different from negative propensity subgroup (p < .05).

Positive propensity respondents in both male and female Veteran samples differ significantly from negative propensity respondents in three ways. They feel significantly:

- More satisfied with their experience in the Active Forces,
- More satisfied with their MOS or specialty or AFSC, and
- Less satisfied with civilian life since separation from the Active Forces.

In addition, Veteran men are significantly:

- More satisfied with promotion policies in the Active Forces,
- More likely to feel they were assigned to a job while in the service which used their MOS skills,
- Less likely to have gotten a divorce since being separated from the Active Forces, and
- Less likely to have applied for a mortgage in that time.

They are also somewhat less likely to have applied for other loans or to have bought a home, but somewhat more likely to have had a child since separation from the Active Forces. These differences are not statistically significant, however.

Veteran women with positive propensity do not differ from those with negative propensity on any variables other than the satisfaction with military experience variables described earlier.

The data suggest that there may be two types of Veteran men with enlistment propensity. The first type is similar to the NPS men with positive propensity, except for his increased maturity. The second may be even more settled down and motivated to get ahead: He has had a child, plans to get further schooling, and has not yet been able to buy a home.

3.3 Attitudes and Perceptions

A model of enlistment propensity was developed during earlier studies in this tracking series, based on attitudes toward the military and military-related activities, perceptions of social support for enlistment, and so forth.

The details of the model will not be reviewed in this study. However, it should be noted that the model as refined this year proved extremely successful in explaining enlistment propensity -- even more so than in the past. In contrast to the small percentages of variation in enlistment propensity explained by the variables considered in Section 3.2, the attitude variables alone are capable of explaining a much larger 10 to 21 percent of the variation in the standard enlistment propensity measure, depending on the sample considered. (They are also capable of explaining a very high 32 to 41 percent of the variation in a more general measure of enlistment propensity constructed for those specific analyses.)

3.3.1 Social Factors. Perceived social support for enlistment has been highly associated with enlistment propensity in earlier studies. As in the 1979 study, Non-prior service respondents were asked if they had talked with their relatives, friends, or employers about joining the National Guard or Reserves. Approximately half of the men and one-third of the women in each sample (pre- and post-Iran 1979 and 1980) said that they had talked with someone. NPS men who discussed enlistment with someone were most likely to talk with their fathers. NPS women were most likely to talk with their mothers. Approximately half of both the NPS men and the NPS women who talked with their fathers said their fathers were positive toward their enlistment in the National Guard or Reserves. Mothers were less likely than fathers to be positive, although over one-third of them were said to be mostly positive to the idea of their son's or daughter's enlistment.

In this year's study, two questions related directly to social support for enlistment were asked of NPS and PS respondents. First, respondents in all samples were asked the question posed in earlier studies: Would those closest to them be pleased by their enlistment in the Guard/Reserve? Later, a second question was asked: Would their spouse or fiance(e) or steady friend be pleased? The percentage in each sample who replied that the relevant person would be somewhat or very pleased is shown in Table 3-11.

Perceived social support, as measured by the tracking question on "those closest" has significantly increased among Veteran men. In addition, there are non-significant increases among NPS men and women. Perceived social support has decreased (not significantly), however, among Veteran women. For three of the samples -- NPS men, Veteran men, and Veteran women -- the change from 1979 to 1980 corresponds in direction to changes in enlistment propensity. There is, however, a discrepancy in the direction of changes among NPS women.

Table 3-11 also shows that perceived support for enlistment from the respondent's most important contact of the opposite sex (shown in the right-most column) is considerably lower than the more general perceived support. These results cannot yet be placed in the perspective of changes over time.

TABLE 3-11: PERCEIVED SOCIAL SUPPORT FOR ENLISTMENT
BY SAMPLE

<u>SAMPLE</u>	Think Those Closest Would be Pleased If They Were to Join Guard/Reserve				Anticipated Reaction of Spouse/Fiance or Steady If They Were to Join Guard/Reserve	
	<u>1978</u>	<u>1979</u>		<u>1980</u>	<u>Pleased</u>	<u>Displeased</u>
		<u>Pre-11/4</u>	<u>Post-11/4</u>			
<u>NPS</u>						
Males	32.1%	29.2%	26.9%	30.2%	12.3%	69.5%
Females	26.5%	21.9%	21.0%	23.5%	10.3%	75.8%
<u>Veterans</u>						
Males	23.0%	N/A	23.0%	27.5%*	14.8%	58.2%
Females	N/A	N/A	28.1%	26.2%	16.8%	55.5%

* The 1980 level is significantly different from the 1979 (Post-11/4 for NPS samples) level ($p < .05$).

4.0 DIFFERENTIATING THE GUARD/RESERVE AND THE ACTIVE FORCES

The Youth Attitude Tracking Study shows that Non-prior service (NPS) men and women who enlist in a component of the Armed Forces tend to make their decision to do so in two stages. First, they decide to join the military. Only then do most begin to decide on joining the Active Forces or a Guard/Reserve component, and a particular branch of service. (This description omits men or women who choose from their early days to join a particular component of the military, often on the basis of family ties to that component. However, such people are relatively few in number.) The process is comparable, in many ways, to that followed by the consumer who decides first to search for a new car, and then begins to narrow the options to a particular brand and model.

Several results of this series of tracking studies are consistent with this decision model.

- Propensity to enlist in the Guard/Reserve is highly correlated with propensity to enlist in the Active Forces.
- NPS survey respondents tend to project requirements of service in the Active Forces as requirements of service in the Guard/Reserve. In addition,
 - They show little differentiation among components when asked the attributes of each, and
 - They rate the components as rather similar to one another.

- While Veterans of the Active Forces do show greater differentiation of military components than do NPS respondents, even they rate the components more similar than not.
- Finally, follow-up interviews of NPS respondents with positive propensity determined that all who had actually joined the military had entered the Active Forces. An overwhelming majority of all positive propensity individuals, furthermore, had seen recruiters from the Active Forces only.

These results indicate a problem for Guard/Reserve recruitment and accessions policy. If potential recruits do not differentiate well between military components, and the several components are attempting to recruit individuals with the same demographic and psychological characteristics, and the manpower and budget for Active Forces recruiting is much greater than that for Guard/Reserve recruiting, it is unlikely that the Guard/Reserve can attain its recruiting objectives in a tight market. It is therefore important to increase differentiating the components from one another, or differentiating the individuals to whom the different components appeal (as in the current Guard/Reserve Joint Advertising Program).

Earlier studies in this series sought to determine respondents' images of each military component. Those images varied widely, but as already noted, they were not well-differentiated, on the average. Some respondents do learn to differentiate the components, as they become familiar with the military, as shown by the greater differentiation found among Veterans, compared with NPS respondents. However, that differentiation seems to occur too late in the decision process to be of optimal value to Guard/Reserve recruitment and accession efforts. It therefore was not thought useful to continue attempting to describe respondent

images of the components in this tracking series, without major changes in policy or advertising efforts directed at differentiating those component images.

An alternative approach was attempted in order to delineate the audience to which the Guard/Reserve appeals. Respondents were divided into two groups on the basis of the question: "If you had to join the military today would you ..." followed by four alternatives ranging from definitely more likely to join the Guard/Reserve than the Active Forces to definitely less likely to join the Guard/Reserve than the Active Forces. The two groups were those who would prefer service in the Guard/Reserve to service in the Active Forces, and those who would prefer service in the Active Forces. The preferences of individuals were then related to selected demographic, experiential, and attitudinal characteristics of those individuals. Thus, the analysis sought to determine the characteristics that differentiate potential Guard/Reserve personnel and potential Active Forces personnel, as a guide to the different markets these options might serve. Ideally, each would appeal to highly specific, non-overlapping subsets of the population who could be reached by highly specific media with well-defined advertising and recruitment appeals.

As will be described below, the reality is that there is little to differentiate respondents who would prefer Guard/Reserve service from those who would prefer service in the Active Forces.

- Preference between the Guard/Reserve and the Active Forces is not differentially related to propensity to enlist in the Guard/Reserve and propensity to enlist in the Active Forces.

- Little of the variation among respondents in their preferences for service in the Guard/Reserve or in the Active Forces can be related to their measured demographic or attitudinal characteristics, or -- among Veterans -- their experiences in the service or since separation from the service.

4.1 Preferences for Service

Each respondent was asked his or her preference for Guard/Reserve vs. Active service immediately after being asked the basic propensity question.

As shown in Table 4-1, approximately half of all respondents say they would be more likely to join the Guard/Reserve than to join the Active Forces. It can also be seen that this tendency is greater among NPS respondents than among Veterans, and that it is greater among women than among men.

4.1.1 Demographic Characteristics -- NPS Sample. Demographic characteristics of each of the NPS preference for service subsamples are presented in Table 4-2, and those of each of the Veterans preference for service subsamples are presented in Table 4-3.

There are no demographic characteristics of the NPS males that differ significantly.

Among the NPS females, the following significant differences are found. NPS females who prefer the Guard/Reserve

- Are slightly older,
- Are more likely to be white,
- Report somewhat higher grades in high school,
- Have somewhat greater educational attainments,

TABLE 4-1: PREFERENCE FOR ENLISTMENT IN THE GUARD/RESERVE OR THE ACTIVE FORCES,
IF NECESSARY
BY SAMPLE

<u>SAMPLE</u>	<u>Percent Preferring</u>		<u>Don't Know</u>	<u>Total</u>
	<u>Guard/Reserve</u>	<u>Active Forces</u>		
Total	50.9%	44.7	4.3	100%
<u>NPS</u>				
Males	50.0%	45.6*	4.4	100%
Females	62.1%	29.9*	8.0	100%
<u>Veterans</u>				
Males	43.8%	53.6*	2.6	100%
Females	50.8%	47.6	1.6	100%

* The percentage who say they prefer enlistment in the Guard/Reserve is significantly different than the percentage who say they prefer enlistment in the Active Forces (p < .05).

TABLE 4-2: DEMOGRAPHICS OF SUBGROUPS PREFERRING SERVICE IN THE GUARD/RESERVE
OR IN THE ACTIVE FORCES
NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males Who Prefer Serving In:		Females Who Prefer Serving In:	
	Guard/Reserve	Active Forces	Guard/Reserve	Active Forces
<u>Average:</u>				
Age	21.4	21.2	21.9*	21.1*
Number of dependents	.54	.49	.65	.70
Number of siblings	2.87	2.98	2.83	2.98
Father's education ¹⁾	2.36	2.41	2.38	2.27
Mother's education ¹⁾	2.33	2.33	2.24	2.20
Grades in high school ²⁾	2.28	2.28	1.98*	2.13*
Education ³⁾	3.34	3.16	3.30*	2.82*
Perceived difficulty of finding work in occupational area ⁴⁾	2.21	2.16	2.13	2.17
Number of hours worked per week	29.2	29.8	22.2	20.7
<u>Proportion:</u>				
White	.79	.82	.85*	.77*
Married	.20	.22	.39	.37
Own home	.14	.16	.26	.23
Living with parents	.56	.56	.40	.45
Currently attending school	.37	.38	.29	.33
Employed	.76	.75	.63	.59
Father career military	.04	.06	.05	.08
Using or planning to use financial assistance for schooling	.19	.18	.17	.17
Know mother's education	.93	.91	.96	.95
Know father's education	.91	.88	.92*	.87*
Currently attending high school	.09	.11	.06*	.11*
Planning to attend school, but not currently attending school	.23	.25	.25	.22
Spouse working	.14	.12	.37	.33

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = subgroup which prefers serving in Guard/Reserve is significantly different from subgroup that prefers serving in the Active Forces on these variables ($p < .05$).

- Are more likely to know the extent of their father's education, and
- Are less likely to be in high school.

As may be noted, several of these differentiating characteristics are interrelated, such as educational attainment, being in high school, and age. A more complex statistical analysis, designed to take these interrelations into account, shows that in fact only 5 percent of the variation in component preferences among NPS women can be explained by these demographic variables -- a statistically significant amount, but one of relatively small practical value.

(Only 3 percent of the variation in component preferences among NPS men can be explained by these demographic variables -- a non-significant percentage.)

4.1.2 Demographic Characteristics -- Veteran Samples. The results of the analyses of demographic variables for the subgroups of Veterans, shown in Table 4-3, are rather similar to those for the NPS respondents. Neither among the men nor among the women is any appreciable percentage of the variation in component preferences explained. (It is 2 percent in each case. This is not statistically significant for the female Veterans; it is for the male Veterans, since they comprise a much larger group.)

Nevertheless, there are some significant differences in the subgroup demographics among the male Veterans. Those male Veterans who would prefer the Guard/Reserve:

- Have greater educational attainment,
- Are more likely to know the educational level of their mothers,
- Have mothers with greater educational attainment, and

TABLE 4-3: DEMOGRAPHICS OF SUBGROUPS PREFERRING SERVICE IN THE GUARD/RESERVE
OR IN THE ACTIVE FORCES
VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	Males Who Prefer Serving In:		Females Who Prefer Serving In:	
	<u>Guard/Reserve</u>	<u>Active Forces</u>	<u>Guard/Reserve</u>	<u>Active Forces</u>
<u>Average:</u>				
Age	24.0	23.9	24.6	24.8
Number of dependents	.91	.96	.61	.56
Number of siblings	3.24	3.24	3.24	3.15
Father's education ¹⁾	2.19	2.11	2.37	2.36
Mother's education ¹⁾	2.13*	1.99*	2.32	2.36
Grades in high school ²⁾	2.48	2.49	1.94	1.94
Education ³⁾	3.02*	2.76*	3.64	3.73
Perceived difficulty of finding work in occupational area ⁴⁾	2.12	2.10	2.32	2.29
Number of hours worked per week	31.5*	33.4*	22.8	23.0
<u>Proportion:</u>				
White	.86	.87	.88	.85
Married	.46	.47	.44	.44
Own home	.19	.18	.20	.20
Living with parents	.29	.30	.17	.20
Currently attending school	.45*	.35*	.51	.50
Employed	.79	.80	.64	.62
Father career military	.09	.08	.12	.17
Using or planning to use financial assistance for schooling	.61	.60	.70	.72
Know mother's education	.94*	.91*	.95	.97
Know father's education	.90	.89	.91	.93
Planning to attend school, but not currently attending school	.33*	.39*	.32	.34
Spouse working	.28	.26	.39	.37

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = subgroup which prefers serving in Guard/Reserve is significantly different from subgroup that prefers serving in the Active Forces on these variables (p < .05).

- Are more likely to be attending school currently, thus
 - Less likely to be planning school in the future, and
 - Working fewer hours, on the average.

There are no significant differences in the preference for service subgroup demographics among the female Veterans.

4.1.3 Attitudes. Another set of analyses was carried out, attempting to relate component preferences to other attitudes. The attitudes considered were those that have been related successfully to enlistment propensity both in earlier tracking studies and in the present study.

Those attitude variables explain between 10 percent and 21 percent of the variation in the standard measure of enlistment propensity, depending upon the sample addressed, and between 32 percent and 41 percent of the variation in a more general measure of propensity. In contrast, these same attitudes explain just 3 percent of the variation in component preferences among men, either NPS or Veterans, when considered in their optimal interrelations. They explain only 5 percent of component variation among NPS women, and 6 percent among Veteran women.

4.1.4 Veterans' Experiences. A third set of analyses was carried out, attempting to relate the Veterans' perceptions of their experiences in the service and their experiences since separation to their component preferences. These analyses were relatively successful. The variables considered, and the mean characteristics of each Veteran subsample on these variables are shown in Table 4-4. These variables accounted for 5 percent of the variation in component propensity among Veteran men, and 8 percent among Veteran women -- each of which percentages is statistically significant.

TABLE 4-4: MILITARY AND POST-SEPARATION EXPERIENCE OF SUBGROUPS PREFERRING SERVICE IN THE GUARD/RESERVE OR IN THE ACTIVE FORCES
VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	Males Who Prefer Serving In:		Females Who Prefer Serving In:	
	<u>Guard/Reserve</u>	<u>Active Forces</u>	<u>Guard/Reserve</u>	<u>Active Forces</u>
<u>Average:</u>				
Overall satisfaction with the service ¹⁾	2.71*	2.37*	2.66*	2.18*
Satisfaction with civilian life since separation ¹⁾	1.56*	1.78*	1.61*	1.84*
Usefulness of experience in service since separation ²⁾	2.58	2.53	2.40	2.31
Satisfaction with MOS or specialty or AFSC ¹⁾	2.46*	2.20*	2.35*	2.09*
Satisfaction with grade in service at separation ¹⁾	2.69*	2.51*	2.45*	2.21*
Satisfaction with promotion policies in service ¹⁾	3.09	3.01	3.06*	2.74*
<u>Proportion:</u>				
Assigned to job using MOS skills	.48*	.57*	.56	.61
Married	.46	.47	.45	.44
Spouse with respondent on active duty	.31	.31	.41	.36
Have, since separation:				
Gone back to school	.60*	.52*	.69	.61
Gotten married	.17	.19	.12	.15
Had a child	.17	.18	.19	.14
Applied for a mortgage	.18*	.14*	.16	.14
Bought a home	.19	.16	.17	.17
Applied for a bank loan	.46	.43	.36	.34
Taken out a bank loan	.44	.43	.37	.33
Gotten divorced	.04	.06	.07	.05

1) 1 = very satisfied, 5 = very dissatisfied.

2) 1 = very useful, 4 = not at all useful.

* = subgroup which prefers Guard/Reserve service is significantly different from the subgroup that prefers service in the Active Forces on these variables (p < .05).

Both among Veteran men and among Veteran women, those who prefer the Guard/Reserve:

- Are more likely to be satisfied with civilian life,
- Are less likely to have been satisfied with their time in service, and with
 - Their MOS, or
 - The pay grade they achieved.

In addition, among Veteran men, those who prefer the Guard/Reserve:

- Are less likely to feel they were able to use their MOS skills in the Active Forces,
- Are more likely to have gone to school since separation, and
- Are more likely to have applied for a mortgage since separation.

Furthermore, among Veteran women, those who prefer the Guard/Reserve:

- Are less likely to report satisfaction with promotion policies in the Active Forces.

4.1.5 Correlations with Enlistment Propensity. There is little reliable discrimination possible with the variables considered between NPS respondents who would prefer the Guard/Reserve, if they had to to join a military component, and those who would prefer the Active Forces. Even so, it would be hoped that some reliable discrimination would be possible among Veterans: They should be more knowledgeable about the components, more deeply committed to their own generational family and to their job, on the average, and more mature in their decision-making.

There is no reliably greater discrimination possible among Veterans than among NPS respondents, however, with respect to demographic or attitudinal variables. Even when discrimination on the basis of experiential variables is considered, the results for Veterans are substantively disappointing. There is evidence that Veteran men who have gone to school or committed themselves to a home mortgage since separation are more likely candidates for the Guard/Reserve than for the Active Forces. However, the major discriminating variables are those that indicate whether or not the Veteran (man or woman) was satisfied with the Active Forces, his or her MOS, and his or her pay grade there. If the Veteran was satisfied, his or her preference would be to re-enlist in the Active Forces. If not, his or her preference would be the Guard/Reserve.

The conclusion that follows from these results is that those respondents who are really somewhat likely to enlist prefer the Active Forces. The Guard/Reserve is preferred only by those who are relatively unlikely to enlist in any military component. Such respondents appear to feel that, if they had to join, the Guard/Reserve is a lesser burden than the Active Forces.

The results of an additional analysis (described below) support the conclusion proposed above. As has already been noted, propensity to enlist in a Guard/Reserve component is highly correlated with propensity to enlist in the Active Forces, particularly among NPS respondents. These correlations are presented here, in Table 4-5. Nonetheless, it would be expected that propensity to enlist in the Guard/Reserve would be positively correlated with preference for the Guard/Reserve, while propensity to enlist in the Active Forces would be positively correlated with preference for the Active Forces -- and thus, negatively with preference for the Guard/Reserve. As can be seen in Table 4-5, the actual results differ from these expectations. Propensity to enlist in the Active Forces is indeed correlated with preference

TABLE 4-5: CORRELATIONS BETWEEN PROPENSITY TO ENLIST IN THE GUARD/RESERVE, PROPENSITY TO ENLIST IN THE ACTIVE FORCES, AND PREFERENCE FOR SERVICE IN A PARTICULAR COMPONENT BY SAMPLE

	NPS		Veterans	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
<u>Zero-Order Correlations</u>				
Propensity to enlist in the Guard/ Reserve ¹⁾ and Propensity to enlist in the Active Forces ¹⁾	.69	.73	.47	.50
Propensity to enlist in the Active Forces ¹⁾ and Preference for enlisting in a particular component ²⁾	-.10	-.09	-.09	-.13
Propensity to enlist in the Guard/ Reserve ¹⁾ and Preference for enlisting in a particular component ²⁾	-.03	-.04	.02	-.02
<u>Partial Correlations³⁾</u>				
Propensity to enlist in the Guard/ Reserve ¹⁾ and Preference for enlisting in a particular component	.05	.03	.08	.05
Propensity to enlist in the Active Forces ¹⁾ and Preference for enlisting in a particular component ²⁾	-.10	-.08	-.12	-.14

1) 1 = definitely enlist, 4 = definitely not enlist.

2) 1 = definitely more likely to join National Guard/Reserve than the Active Forces, 4 = definitely less likely to join National Guard/Reserve than the Active Forces.

3) In these correlations, the propensity to enlist in the other component has been held constant. Thus in the first line, propensity to enlist in the Active Forces has been held constant; in the second line, propensity to enlist in the Guard/Reserve has been held constant.

for service in the Active Forces, and significantly so. However, propensity to enlist in the Guard/Reserve is not correlated with preference for service in the Guard/Reserve. In three of the samples, it is actually correlated with preference for service in the Active Forces, albeit not significantly so.

(This is not to say the component preference measure fails to differentiate between those who prefer service in the Guard/Reserve and those who prefer service in the Active Forces. Correlations of propensity to enlist in the Guard/Reserve with preference to serve in the Guard/Reserve which take into account the high correlation of propensity to enlist in the Guard/Reserve with propensity to enlist in the Active Forces (partial correlations), are in the proper direction. The discrepancy in signs between the original correlation and the partial correlation indicates that it is just those with low propensity to enlist in any component who are most likely to prefer service in the Guard/Reserve, if forced to join some component.)

4.2 Summary and Conclusion

Earlier research (Youth Attitude Tracking Study) has shown that potential enlistees first decide to join the military, then decide among military components. Earlier research in this tracking series has shown that the average respondent recognizes little differentiation between the Guard/Reserve and the Active Forces. In this present research, an attempt was made to isolate differences in demographics, attitudes, and experiences of those who would prefer service in the Guard/Reserve and those who would prefer service in the Active Forces, if forced to choose one or the other. No appreciable differences were found. The data indicated that preference for service in the Guard/Reserve is associated with low propensity to enlist in the Active Forces and low propensity to enlist in the Guard/Reserve. High enlistment propensity is associated with preference for service in the Active Forces.

Guard/Reserve recruiting and accession is presently faced with an even more serious problem than that considered at the outset of this section. To return to the analogy of the consumer considering an automobile purchase, the position of the Guard/Reserve is that of an automobile brand or model whose present appeal is only to those consumers who have no intention of actively entering the market. Either the brand or model manager must redesign the product or its image to compete more effectively for the consumers who are actively in the market, or else the manager must redesign the model or its image to stimulate an unfulfilled need among those not now active in the market.

**5.0 INCENTIVES FOR ENLISTMENT, CHANGING COMMITMENTS,
AND THEIR EFFECTS**

After the standard questions on propensity to enlist in the Guard/Reserve and on propensity to enlist in the Active Forces, respondents were asked to consider enlistment under various incentive conditions. Of particular interest here are:

- Enlistment bonuses,
 - Of those individuals employed and working less than 48 hours (NPS and Veterans), one-third of the men and one-quarter of the women reported that they were looking for a second job or another way to get extra money.

- Tuition assistance (Educational benefits),
 - Among NPS individuals, approximately two-fifths are now in vocational school or college and among those now in school 36 percent of the men and 41 percent of the women are currently using or plan to use financial assistance.
 - Among prior service individuals, approximately half the women and two in five of the men are currently attending school. Among those currently in school, well over four in five are planning to use financial assistance.
 - About 15 percent of the NPS individuals are planning to attend vocational school or college. Of this group, one-third plan to use financial assistance.
 - Among the veterans, approximately 30 percent plan to attend vocational school or college. Of these, over 85 percent plan to use financial assistance.

- Eligibility for a low interest loan, directly from the government.

-- Among Veterans, 44 percent of the men and 35 percent of the women had taken out loans other than a home mortgage loan.

Respondents were asked their propensity to join the Guard/Reserve at each of three levels of each incentive. The percentage of those who say they are likely to enlist at each level of each incentive is shown in Table 5-1, for each sample.

The maximum level of incentives studied produced:

- Two-thirds to three-quarters more men (NPS and PS) with positive propensity than did the standard propensity measure,
- Three times as many NPS women with positive propensity than on the standard measures, and
- Three-fourths more to double the percentage of Veteran women with positive propensity.

Major effects of the incentives are achieved at lower levels of expenditure with women than with men, particularly with respect to cash bonuses or eligibility for low interest loans.

TABLE 5-1: ENLISTMENT PROPENSITY UNDER INCENTIVE PROGRAMS
BY SAMPLE

<u>INCENTIVE</u>	<u>NPS</u>		<u>Veterans</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
Standard Enlistment Propensity	(22.9%)	(8.7%)	(21.3%)	(21.9%)
<u>Cash bonuses</u>				
\$2,000 bonus	30.1%	24.8%	26.1%	32.6%
\$2,500 bonus	33.2%	27.9%	27.7%	36.6%
\$3,000 bonus	40.4%	32.7%	35.0%	43.9%
<u>Educational benefits</u>				
Tuition assistance of \$1,000 per year	34.0%	26.7%	32.6%	39.5%
Tuition assistance of \$1,500 per year	36.0%	29.6%	34.2%	41.7%
Tuition assistance of \$2,000 per year	39.9%	33.8%	39.6%	45.0%
<u>Low interest loans</u>				
\$6,000 loan	30.5%	25.8%	25.8%	26.7%
\$8,000 loan	32.8%	27.9%	28.4%	30.9%
\$10,000 loan	37.5%	31.6%	34.4%	36.8%

The ranges of benefits studied were designed to be roughly cost equivalent to cash bonus and tuition assistance benefits studied given reasonable assumptions about the costs of each of these potential incentive programs to the government. However, direct comparison is difficult without additional data on the usage of loans, interest rates, lengths of loans, and default rates.

5.1 Differential Responses to Different Incentive Programs

As indicated in the preceding section, the incentives studied are likely to increase propensity to enlist in the Guard/Reserve. This section addresses the questions: Are the respondents who would be attracted by one incentive program different from those who would be attracted by another? If so, how?

Statistical analysis shows that, in each sample, the same people who respond positively to one set of incentives (bonuses, tuition assistance, or loan eligibility) also respond positively to the others. A similar result is obtained when an attempt is made to relate the responses to each set of incentives to attitudinal characteristics of the survey participants. Even in those cases where it is possible to find some significant relationship (among NPS women and among Veteran men), those relationships account for relatively little of the variation in responses to incentives. Thus, the three different types of incentives studied (cash bonus, educational benefits and low interest loans) tend to appeal to the same segments of the market.

5.2 Effects of Incentive Programs on the Demographic Composition of the Pool of Potential Recruits

This section deals with the demographic characteristics which may differentiate respondents who react to incentives. Three groups will be considered: Those with initial propensity toward enlistment in the Guard/Reserve, those who would become positive under one or more of the incentive programs considered, and those who would remain negative propensity under all incentive programs.

5.2.1 Incentive-motivated respondents and those with initial propensity toward enlistment -- Demographics. The demographic characteristics of respondents who said they were likely to enlist in the Guard/Reserve without any incentive and the demographic characteristics of those who said they would enlist under at least one of the incentives considered are shown in Table 5-2, for NPS men and for NPS women. The comparable data for Veteran men and Veteran women are shown in Table 5-3.

Respondents who say they would enlist under one or more of the incentive conditions differ from those who are initially favorable toward enlistment in a number of ways, both among NPS men and among NPS women. The set of demographic variables, as a whole, accounts for 17 percent of the variation in responses to the propensity questions among men, and 13 percent of the variation among NPS women. In both NPS samples, those who say they would enlist under the incentive conditions are significantly:

- Older,
- Less likely to be members of ethnic or racial minorities,
- More likely to be married, and
- Likely to have a spouse who is working,
- Less likely to be living with their parents,
- More likely to report high grades in high school,
- Higher in their educational attainments, and thus

TABLE 5-2: DEMOGRAPHICS OF POSITIVE PROPENSITY SUBGROUPS AND SUBGROUPS OF THOSE WHO BECOME POSITIVE PROPENSITY UNDER INCENTIVE PROGRAMS
NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Have Positive Propensity	Become Positive Under One or More Incentive Programs	Have Positive Propensity	Become Positive Under One or More Incentive Programs
<u>Average:</u>				
Age	20.1*	21.4*	20.3*	21.3*
Number of dependents	.49	.51	.49	.73
Number of siblings	3.21*	2.92*	3.18	3.02
Father's education ¹⁾	2.13	2.36	1.92*	2.32*
Mother's education ¹⁾	2.03*	3.32*	2.20	2.14
Grades in high school ²⁾	2.39*	2.26*	2.24*	2.12*
Education ³⁾	2.35*	3.30*	2.58*	2.91*
Perceived difficulty of finding work in occupational area ⁴⁾	2.19	2.16	2.10	2.10
Number of hours worked per week	26.5*	28.7*	16.2*	20.2*
<u>Proportion:</u>				
White	.68*	.80*	.53*	.78*
Married	.13*	.19*	.13*	.35*
Own home	.09	.15	.08*	.21*
Living with parents	.75*	.55*	.59*	.48*
Currently attending school	.42	.37	.42	.33
Employed	.70*	.76*	.46*	.59*
Father career military	.05	.06	.05	.07
Using or planning to use financial assistance for schooling	.18	.21	.28	.20
Know mother's education	.88	.92	.91	.95
Know father's education	.86	.89	.83*	.90*
Currently attending high school	.22*	.07*	.16*	.10*
Planning to attend school, but not currently attending school	.29	.27	.32	.28
Spouse working	.05*	.11*	.11*	.32*

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = those who become positive propensity under one or more incentive programs are significantly different from those who have positive propensity under the standard conditions on these variables ($p < .05$).

TABLE 5-3: DEMOGRAPHIC PROFILE OF POSITIVE PROPENSITY INDIVIDUALS AND THOSE WHO HAVE NEGATIVE PROPENSITY AND BECOME POSITIVE ON AT LEAST ONE INCENTIVE VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Have Positive Propensity	Become Positive Under One or More Incentive Programs	Have Positive Propensity	Become Positive Under One or More Incentive Programs
<u>Average:</u>				
Age	24.0	23.9	24.7	24.7
Number of dependents	.98	0.89	.47	.64
Number of siblings	3.32	3.30	3.30	3.18
Father's education ¹⁾	1.94*	2.10*	2.38	2.22
Mother's education ¹⁾	1.92*	2.04*	2.29	2.25
Grades in high school ²⁾	2.51	2.50	1.94	1.98
Education ³⁾	2.78	2.85	3.62	3.77
Perceived difficulty of finding work in occupational area ⁴⁾	2.12	2.01	2.24	2.22
Number of hours worked per week	34.3*	29.3*	24.0	20.9
<u>Proportion:</u>				
White	.75*	.86*	.78	.85
Married	.47	.45	.37	.45
Own home	.15	.18	.19	.19
Living with parents	.31	.31	.22	.17
Currently attending school	.36	.42	.53	.54
Employed	.84*	.74*	.67	.58
Father career military	.07	.08	.18	.15
Using or planning to use financial assistance for schooling	.63	.64	.67*	.77*
Know mother's education	.93	.93	.97	.94
Know father's education	.87	.89	.93	.93
Planning to attend school, but not currently attending school	.47*	.35*	.31	.34
Spouse working	.25	.28	.34	.38

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = those who become positive propensity under one or more incentive programs are significantly different from those who have positive propensity under standard conditions on these variables ($p < .05$).

- Not likely to be in high school now.
- More likely to be employed, thus
- Averaging more hours of work per week.

In addition to the above differences, NPS men who say they would join under incentive conditions are significantly:

- More likely to be from smaller families and
- More likely to have mothers with greater educational attainments.

In addition, NPS women who say they would enlist under incentive conditions are significantly:

- More likely to own their home,
- More likely to know the extent of their father's education, and
- More likely to have fathers with greater educational attainments.

Among both the Veteran men and among the Veteran women, the set of demographic variables explains 7 percent of the variation in responses to the propensity questions. However, the variables that individually differentiate between respondents who say they would enlist in the Guard/Reserve under incentive conditions and those who say they would do so without incentives are different for the male and female Veterans.

Among the Veteran men, those who say they would enlist under incentive conditions are, in comparison to those with an initial propensity toward enlistment, significantly:

- Less likely to be a member of a minority group,
- More likely to have
 - Fathers with greater educational attainment and
 - Mothers with greater educational attainment,

- Less likely to be employed, and thus
- Working fewer average hours per week, and
- Less likely to be planning further schooling.

Among Veteran women, those who say they would join under incentive conditions differ significantly from those with initial propensity to enlist only in being:

- More likely to be using or planning on using financial aid for further education.

5.2.2 Relations between propensity under incentive programs and military experience. The experiential characteristics of Veteran men and Veteran women who say they would join under incentive conditions and those who say they would enlist without any incentives are shown in Table 5-4. The set of variables considered explains a significant percentage of variation in responses, 8 percent, among Veteran men. Among Veteran women the percent of variation explained (only 6 percent) is not statistically significant.

Both among Veteran men and among Veteran women, satisfaction with their period of time in the Active Forces is highly related to enlistment propensity. Those Veteran men and women who say they will enlist only under incentive conditions are significantly:

- Less satisfied with their military experience.

In addition, Veteran men who say they will enlist only under incentive conditions are significantly:

- More satisfied with civilian life,
- Less satisfied with promotion policies in the military,
- Less likely to have had a child since separation from the service, and
- More likely to have been divorced since separation from the service.

TABLE 5-4: MILITARY AND POST-MILITARY EXPERIENCE OF POSITIVE PROPENSITY INDIVIDUALS AND THOSE WHO HAVE NEGATIVE PROPENSITY AND BECOME POSITIVE ON AT LEAST ONE INCENTIVE VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Have Positive Propensity	Become Positive Under One or More Incentive Programs	Have Positive Propensity	Become Positive Under One or More Incentive Programs
<u>Average:</u>				
Overall satisfaction with the service ¹⁾	2.21*	2.45*	2.02*	2.33*
Satisfaction with civilian life since separation ²⁾	2.06*	1.76*	1.97	1.81
Usefulness of experience in service since separation ²⁾	2.49	2.51	2.23	2.30
Satisfaction with MOS or specialty or AFSC ¹⁾	2.22	2.21	2.00	2.12
Satisfaction with grade in service at separation ¹⁾	2.52	2.57	2.30	2.29
Satisfaction with promotion policies in service ¹⁾	2.76*	3.14*	2.89	2.92
<u>Proportion:</u>				
Assigned to job using MOS skills	.57	.54	.63	.61
Married	.47	.45	.37	.46
Spouse with respondent on active duty	.28	.31	.33	.38
Have, since separation:				
Gone back to school	.54	.59	.62	.70
Gotten married	.21	.16	.10	.14
Had a child	.21*	.15*	.14	.16
Applied for a mortgage	.11	.15	.17	.15
Bought a home	.14	.17	.15	.19
Applied for a bank loan	.41	.47	.33	.35
Taken out a bank loan	.40	.45	.32	.35
Gotten divorced	.02*	.08*	.06	.06

1) 1 = very satisfied, 5 = very dissatisfied.

2) 1 = very useful, 4 = not at all useful.

* = those who become positive propensity under one or more incentive programs are significantly different from those who have positive propensity under the standard conditions on these variables (p < .05).

There are no additional experiential variables which are significantly different for the female Veterans with positive propensity only under incentive programs when compared to female Veterans with positive propensity under the standard conditions.

5.2.3 Summary of incentive-motivated respondents profile.

The demographic and experiential variables suggest that an incentive program might attract relatively mature person to the Guard/Reserve. The demographic analyses also suggest that the characterization of Veterans must be more complex than that of the NPS respondents. In particular, Veteran men who say they would enlist without any incentives, like NPS respondents who say they will enlist only with incentives:

- Are slightly more likely to be married,
- Are more likely to be working, and
- Working more average hours per week.

Hence, although the incentive programs would probably attract relatively mature persons to the Guard/Reserve, as noted above, among male Veterans such persons are as likely to be attracted to the Guard/Reserve without incentives.

The Guard/Reserve is appealing to at least some Veterans -- particularly men -- who are settled down (as indicated by marital and employment status), and who appear to be seeking extra income. Additional evidence for this conclusion comes from an analysis of the initial propensity toward enlistment of respondents with dependents. Among NPS women, responsibility for a pre-school child is significantly associated with lower propensity toward enlistment. Among NPS men and Veteran women, the direction of the relationship is the same, but the relationship does not reach the conventional level of statistical significance. Among Veteran men, however, there is a significant relationship -- in the

opposite direction. Veteran men with a pre-school-aged dependent are more likely to have positive propensity toward enlistment in the Guard/Reserve than those who do not. Some Veteran men seem to be attracted to using their spare time for earning extra money in a situation for which they are already trained and prepared.

5.2.4 Incentive-motivated respondents and those who remain negative toward enlistment. Respondents who say they would enlist in the Guard/Reserve under incentive conditions may also be contrasted with those who say they would not do so under any of the incentives considered. In what ways do those attracted by at least one of the incentives differ from others who would not enlist under current conditions? The demographic descriptions of these subgroups are given in Tables 5-5, 5-6, and 5-7.

Significant percentages of the variation in propensity are explained by the set of demographics considered. These demographics are less useful for differentiating these subgroups than they are for differentiating those who would be attracted by an incentive program from those who are initially positive toward enlistment, however. The set of demographic variables explains 6 percent of the variation among NPS men, and 9 percent of that among NPS women. It explains 5 percent of the variation among Veteran men, and 9 percent of that among Veteran women.

Both among NPS men and among NPS women (Table 5-5), respondents who say they would join under incentive conditions are, compared to those who would not, significantly:

- Younger,
- More likely to be a member of a minority group,
- Less likely to be married, and
- Less likely to have a spouse working, and

TABLE 5-5: DEMOGRAPHICS OF SUBGROUPS OF THOSE WHO BECOME POSITIVE PROPENSITY
 UNDER INCENTIVE PROGRAMS AND THOSE WHO DO NOT
 NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Become Positive Under One or More Incentive Programs	Remain Negative Under All Incentives	Become Positive Under One or More Incentive Programs	Remain Negative Under All Incentives
<u>Average:</u>				
Age	20.5*	21.2*	20.3*	20.8*
Number of dependents	.51	.57	.73	.65
Number of siblings	2.92	2.77	3.02*	2.75*
Father's education ¹⁾	2.36	2.53	2.32	2.38
Mother's education ¹⁾	2.32	2.51	2.14	2.27
Grades in high school ²⁾	2.26	2.21	2.12*	1.95*
Education ³⁾	3.30*	3.79*	2.91*	3.39*
Perceived difficulty of finding work in occupational area ⁴⁾	2.16	2.22	2.10	2.20
Number of hours worked per week	28.7*	32.4*	20.2*	23.6*
<u>Proportion:</u>				
White	.80*	.88*	.78*	.90*
Married	.19*	.28*	.35*	.45*
Own home	.15	.20	.21*	.29*
Living with parents	.55*	.44*	.48*	.35*
Currently attending school	.37	.35	.33*	.27*
Employed	.76	.79	.59*	.67*
Father career military	.06	.04	.07	.06
Using or planning to use financial assistance for schooling	.21	.17	.20*	.13*
Know mother's education	.92	.94	.95	.95
Know father's education	.89	.91	.90	.91
Currently attending high school	.07	.05	.10*	.04*
Planning to attend school, but not currently attending school	.27*	.19*	.28*	.21*
Spouse working	.11*	.19*	.32*	.42*

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = those who become positive propensity under one or more of the incentive programs are different from those who remain negative on these variables (p < .05).

TABLE 5-6: DEMOGRAPHICS OF SUBGROUPS OF THOSE WHO BECOME POSITIVE PROPENSITY
 UNDER INCENTIVE PROGRAMS AND THOSE WHO DO NOT
 VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	MALES		FEMALES	
	Become Positive Under One or More Incentive Programs	Remain Negative Under All Incentives	Become Positive under One or More Incentive Programs	Remain Negative Under All Incentives
<u>Average:</u>				
Age	23.9	24.0	24.7	24.7
Number of dependents	.89	.94	.64	.61
Number of siblings	3.30	3.16	3.18	3.16
Father's education ¹⁾	2.10	2.29	2.22	2.43
Mother's education ¹⁾	2.04	2.13	2.25	2.43
Grades in high school ²⁾	2.50	2.46	1.98	1.91
Education ³⁾	2.85	2.94	3.77	3.64
Perceived difficulty of finding work in occupational area ⁴⁾	2.01*	2.17*	2.22*	2.43*
Number of hours worked per week	29.3	33.9	20.9	23.6
<u>Proportion:</u>				
White	.86*	.93*	.85*	.93*
Married	.45	.47	.45	.48
Own home	.18	.21	.19	.21
Living with parents	.31	.27	.17	.20
Currently attending school	.42	.38	.54	.46
Employed	.73	.81	.58	.65
Father career military	.08	.09	.15	.11
Using or planning to use financial assistance for schooling	.64*	.57*	.77*	.68*
Know mother's education	.93	.91	.94	.96
Know father's education	.89	.89	.93	.89
Planning to attend school, but not currently attending school	.35	.32	.34	.33
Spouse working	.28	.27	.38	.40

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = those who become positive under one or more incentive programs are significantly different from those who do not on these variables (p < .05).

TABLE 5-7: MILITARY AND POST-SEPARATION EXPERIENCE OF SUBGROUPS OF THOSE WHO BECOME POSITIVE PROPENSITY UNDER INCENTIVE PROGRAMS AND THOSE WHO DO NOT
VETERANS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Become Positive Under One or More Incentive Programs	Remain Negative Under All Incentives	Become Positive Under One or More Incentive Programs	Remain Negative Under All Incentives
<u>Average:</u>				
Overall satisfaction with the service ¹⁾	2.45*	2.79*	2.33*	2.75*
Satisfaction with civilian life since separation ¹⁾	1.76*	1.44*	1.81*	1.50*
Usefulness of experience in service since separation ²⁾	2.51	2.63	2.30*	2.54*
Satisfaction with MOS or specialty or AFSC ¹⁾	2.21*	2.49*	2.12*	2.47*
Satisfaction with grade in service at separation ¹⁾	2.57	2.67	2.29	2.36
Satisfaction with promotion policies in service ¹⁾	3.14	3.15	2.92	2.89
<u>Proportion:</u>				
Assigned job using MOS skills	.54	.49	.61	.54
Married	.43	.47	.46	.48
Spouse with respondent on active duty	.31	.33	.38	.42
Have, since separation:				
Gone back to school	.59	.54	.70	.63
Gotten married	.16	.18	.14	.16
Had a child	.15	.18	.16	.19
Applied for a mortgage	.15	.19	.15	.14
Bought a home	.17	.19	.19	.16
Applied for a bank loan	.47	.45	.35	.36
Taken out a bank loan	.45	.44	.48	.49
Gotten divorced	.08*	.05*	.06	.05

1) 1 = very satisfied, 5 = very dissatisfied.

2) 1 = very useful, 4 = not at all useful.

* = those who become positive propensity under one or more of the incentive programs are different from those who remain negative on these variables (p < .05).

- More likely to be living with their parents,
- Likely to have completed less formal education, and thus
- More likely to be planning further schooling, and
- Working fewer hours on the average.

In addition, NPS women who say they would join under incentive conditions are also significantly:

- Less likely to own their own home,
- Likely to report lower grades in high school,
- More likely to come from a larger family,
- More likely to be in school
-- Particularly high school, and
- More likely to be using or to be planning on financial aid for schooling, and
- Less likely to be currently employed.

Both among Veteran men and Veteran women (Table 5-6), those who say they would join under incentive conditions differ significantly from those who would not in that they are:

- More likely to be a member of a minority group,
- More likely to believe it difficult to find an appropriate job, and
- More likely to be using or planning on using financial aid for further education.

In addition, Veteran men who would join under incentive conditions are:

- Less likely to be employed and average fewer hours per week, and
- Have fathers with less formal education.

Veteran men and Veteran women who say they would join under incentive conditions were also compared with those who would not, on the set of experiential variables used in earlier analyses (Table 5-7). As a set, the experiential variables explain 7 percent of the variation in propensity responses among Veteran men, and 9 percent of the variation among Veteran women.

Both among the Veteran men and among the Veteran women, those who would join under incentive conditions are significantly:

- More satisfied with their experience in the Active Forces,
- More satisfied with their MOS or specialty or AFSC, and
- Less satisfied with their experience in civilian life since separation.

In addition, Veteran men who say they would join under incentive conditions are significantly:

- More likely to have been divorced since separation from the Active Forces.

Veteran women who say they would join under incentive conditions are significantly:

- More likely to feel their experience in the Active Forces has been useful in civilian life.

5.3 Relationships Between Response to Incentives and Attitudes

Further analyses were undertaken in each sample to determine the relationships between responses to the incentives, as a set, propensity to enlist under current conditions, and various attitudinal characteristics. These analyses address the question "Are

those who would be attracted by the incentives different, attitudinally, from those who are already favorable toward enlistment in the Guard/Reserve, and from those who would still be unfavorable toward such enlistment? And, if so, how?

Attitudes were related differently to responses to incentives and to responses to current enlistment opportunities only among NPS women and among Veteran men. However, these attitudinal characteristics account for little of the variation in responses to the incentive questions, even among members of the NPS female and male Veteran samples.

5.4 Incentives: Summary and Conclusions

Various incentive programs have the potential of markedly increasing enlistment propensity. Educational benefits are most attractive to respondents, in the incentive ranges studied. The attractiveness of loan programs is roughly equivalent to that of cash bonuses. The survey participants in each sample tends either to respond positively to each of the different incentive programs or to respond negatively to each.

Attitudinal responses are related to enlistment propensity in much the same manner, regardless of whether it is enlistment propensity under current conditions or enlistment propensity under incentive conditions. The demographic composition of the pool of NPS enlistees would shift under incentive conditions toward a force that is somewhat older, better educated, and more settled down. A comparison of the responses that differentiate those respondents who say they would volunteer under incentive conditions from each of the other groups -- those who say they would enlist under current conditions, and those who say they would not, even with incentives -- shows that group to be in-between the other two on each of the pertinent variables. In other words,

these people tend not to differ from others on the variables considered. They simply tend to be more like the respondents who are initially favorable toward enlistment than they are like those who remain unfavorable even under incentive conditions, on various demographic variables related to propensity.

Any incentives program raises the benefits of Guard/Reserve service for the potential enlistee, relative to the costs. It attracts primarily an additional segment of respondents much like those already attracted. Without a very great incentive and, hence, a very great additional segment, a program is unlikely to attract a truly different group of enlistees, and is likely to change the composition of the pool only incrementally. It would require a very different mix of costs and benefits to attract a truly different pool of enlistees. In other words, the incentive programs increase propensity in the current market segment but they do not tap a new market.

As pointed out earlier, the initial attraction of the Guard/Reserve is slightly different for Veterans, particularly Veteran men. Some Veterans who are seeking extra earnings are attracted to the Guard/Reserve under current conditions. They are both relatively settled and satisfied with their experience in the Active Forces, as compared to Veterans who would not enlist under current conditions. Incentive programs would appear to affect Veterans who do not have an initial propensity toward enlistment in much the same way as they would affect members of the NPS population. They would attract those Veterans not already positively inclined toward enlistment who are seeking opportunity, but not finding it in civilian life.

5.5 Propensity Under Changing Commitments

5.5.1 Evening drills. Respondents were asked to indicate their propensity to enlist in the National Guard or Reserves if they could complete their monthly drills during one evening each week rather than on a weekend. The responses are presented in Table 5-8 for each sample. As shown in the table, the percentages of respondents who have positive enlistment propensity are much higher (significantly so) under the evening drill conditions than under the standard conditions for all samples except the male Veterans, who show only a very slight increase. There is:

- Roughly, a 10 percentage point increase in those with positive propensity among the NPS men and Veterans women and
- The percentage of NPS women with positive propensity increases threefold.

5.5.2 Reduced commitment. NPS respondents were also asked how likely they would be to enlist in the Guard/Reserve if they could sign up for two years rather than six. As can be seen in the lower portion of Table 5-8, increases in propensity similar to those observed with evening drills occur with the two-year commitment option.

- Over 10 percentage points more NPS men have positive propensity with a two-year commitment, and
- Almost three times as many NPS women have positive propensity with a two-year commitment.

These results are consistent with earlier findings of this tracking study and of focus groups connected with this study (Volume IV of this report). Many of the young NPS individuals have said they want to keep their options open and feel that two years into the future was the farthest they should plan.

6.0 THE PEACE-TIME DRAFT REGISTRATION AND A POTENTIAL DRAFT

6.1 Draft Registration

6.1.1 Draft Registration for Young Men. The previous wave of this tracking study was completed before President Carter called for enactment of a draft registration program for young men. Between that wave and the collection of the data of the present wave, the draft registration program was enacted and implemented.

As can be seen in Table 6-1, since the enactment and implementation of the program there has been a significant increase in overall favorability toward the program among NPS males: The percentage of those favorable toward the program rose from 62 percent in 1979 to 66 percent in 1980. The effect was particularly striking among younger males, those immediately subject to the program. Favorability for the draft rose among:

- NPS men 17 1/2 and 18 years old from 52 percent to 61 percent,
- NPS men 19 and 20 years old from 51 percent to 60 percent, but
- Only 1 percentage point among 21 and 22 year old NPS men, and 25 and 26 year old NPS men, and
- It actually fell 3 percentage points among 23 and 24 year old NPS men.

In contrast to the overall result among NPS men, favorability among NPS women, did not change significantly, overall. Neither did it change significantly in a consistent manner among various demographic segments of the NPS female sample.

TABLE 6-1: REACTIONS TO DRAFT REGISTRATION FOR MEN ONLY¹⁾
NPS SAMPLES BY SEGMENT

DEMOGRAPHIC SEGMENT	Percent of Males Who Are						Percent of Females Who Are					
	Favorable		Opposed		Neutral		Favorable		Opposed		Neutral	
	1979	1980	1979	1980	1979	1980	1979	1980	1979	1980	1979	1980
All	62	66	27	22	11	12	55	56	31	31	14	13
<u>Marital status:</u>												
Married	76	74	15	17	9	8	60	62	27	26	13	12
Single	57	63	32	24	11	13	52	52	34	34	15	14
<u>Employment:</u>												
Working	65	66	24	21	11	12	56	58	30	30	14	13
Not working	52	64	39	26	9	11	53	55	33	32	15	13
<u>Ethnicity:</u>												
White	64	68	25	20	10	12	57	59	29	29	14	12
Black	47	51	41	36	11	13	42	43	42	42	15	15
Other	53	64	35	23	11	13	50	51	35	36	15	14
<u>Attending school:</u>												
Yes	55	65	33	23	12	12	53	56	36	30	11	14
No	67	66	24	22	10	12	56	56	29	31	16	12
<u>Age:</u>												
17.5 - 18 years	52	61	35	26	13	13	50	51	34	33	16	16
19 - 20 years	51	60	34	25	15	15	51	54	37	34	12	12
21 - 22 years	65	66	25	21	10	13	57	50	34	34	10	16
23 - 24 years	72	69	21	18	7	13	54	60	28	30	18	10
25 - 26 years	73	74	19	21	8	5	65	66	21	24	14	11
<u>Education:</u>												
Less than high school graduate	51	65	35	22	14	13	49	46	38	39	13	15
High school graduate	64	64	26	24	10	12	54	55	28	31	18	14
1 - 2 years of college	65	67	25	20	10	14	61	69	30	22	9	9
3 or more years of college	67	68	25	25	8	7	60	57	29	31	11	12

1) As proposed in 1979; as implemented in 1980. See text. Significant differences from 1979 to 1980 are discussed in the text.

In summary, those subject to the draft registration program were more favorable to it this year, following its enactment and implementation, than last. The enactment and initial implementation of the draft registration program for young men did not have any significant impact on favorability toward that program among respondents not subject to it (women and older NPS men).

6.1.2 Draft Registration for All Young People. NPS respondents were also asked their favorability toward a draft registration program that would include young women as well as young men. Favorability toward that program on the part of young men and young women, and on the part of particular segments of each sample, is shown in Table 6-2.

A comparison of the 1980 results with those of 1979 indicates the opposite pattern from that found regarding favorability toward the males-only draft registration program. No change in favorability toward a draft registration program for all young people occurred among NPS men, overall. However, a significant increase occurred among NPS women, from 33 percent favorable to 40 percent favorable. It should be noted, however, that this percentage is still significantly lower than the percentage favorable for draft registration of only men (56 percent).

An increase in favorability occurred among women in all age groups studied, although most strikingly among those under 23 and 24 years of age. Among men, favorability tended to increase in younger age segments, but tended to decrease in older age segments. As with favorability toward a males-only registration program, favorability toward a registration program for all young people has increased significantly among those who would be most affected by it.

TABLE 6-2: REACTIONS TO PROPOSED DRAFT REGISTRATION FOR EVERYONE
NPS SAMPLES BY SEGMENT¹⁾

DEMOGRAPHIC SEGMENT	Percent of Males Who Are						Percent of Females Who Are					
	Favorable		Opposed		Neutral		Favorable		Opposed		Neutral	
	1979	1980	1979	1980	1979	1980	1979	1980	1979	1980	1979	1980
All	50	50	36	37	14	13	33	40	53	48	14	12
<u>Marital status:</u>												
Married	55	44	33	43	12	13	35	42	52	48	13	11
Single	48	52	37	35	15	13	31	39	54	49	14	13
<u>Employment:</u>												
Working	52	49	33	38	14	13	34	41	53	48	14	12
Not working	41	55	43	33	15	12	31	38	55	49	14	12
<u>Ethnicity:</u>												
White	52	51	34	37	14	12	34	41	53	47	14	11
Black	34	45	49	40	17	15	25	24	61	59	14	17
Other	45	50	40	34	15	17	33	44	54	43	13	13
<u>Attending school:</u>												
Yes	47	51	38	35	15	14	31	41	55	47	13	12
No	52	50	34	38	14	13	34	39	52	49	14	12
<u>Age:</u>												
17.5 - 18 years	45	50	40	37	16	12	25	37	59	49	16	14
19 - 20 years	44	46	38	40	18	14	30	36	54	54	16	11
21 - 22 years	50	45	37	40	13	14	29	39	61	48	10	13
23 - 24 years	54	53	32	34	14	13	39	40	46	49	15	11
25 - 26 years	58	57	30	31	12	11	44	46	45	43	11	11
<u>Education:</u>												
Less than high school graduate	45	49	38	35	17	16	27	36	60	48	14	16
High school graduate	50	50	37	37	13	13	33	38	51	51	16	12
1 - 2 years of college	51	45	34	38	15	17	32	45	57	44	11	10
3 or more years of college	56	57	30	36	14	7	41	46	48	45	11	9

1) Significant differences between 1979 and 1980 are discussed in the text.

6.1.3 National Service Requirement. In 1979 and in 1980, all respondents were asked how favorable they were to a National Service Requirement in which all young people would serve for two years, but could choose between duty in the military and other types of duty (such as community service organizations). As can be seen in Table 6-3, favorability for a National Service Requirement has increased in 1980 from the 1979 levels for all samples. Specifically:

- Approximately 15 percent more NPS men and NPS women favor a National Service Requirement in 1980 than did in 1979,
- One-half again as many Veteran men favor a National Service Requirement in 1980 as did in 1979, and
- Over three-fourths of the Veteran women sampled (a 13 percent increase from 1979) favor a National Service Requirement.

Comparisons between the NPS respondents' favorability for the National Service Requirement and the draft show that:

- Eleven percent (11%) more NPS men favor a draft for men (66 percent) than favor a National Service Requirement (55 percent), and
- The same percentage of NPS women favoring a National Service Requirement favor the draft for men (56 percent), however
- Fewer NPS women favor a draft for men and women (40 percent) than favor a National Service Requirement (56 percent) which would also apply to both men and women.

TABLE 6-3: REACTION TO NATIONAL SERVICE REQUIREMENT -- NPS SAMPLES

<u>FAVORABILITY TOWARD NATIONAL SERVICE REQUIREMENT</u>	<u>NPS MALES</u>			<u>NPS FEMALES</u>		
	<u>1979</u>		<u>1980</u>	<u>1979</u>		<u>1980</u>
	<u>PRE- 11/4</u>	<u>POST- 11/4</u>		<u>PRE- 11/4</u>	<u>POST- 11/4</u>	
Favorable	40.3	39.8	55.2*	42.0	38.3	56.4*
Neutral	16.4	15.3	19.0*	18.5	18.4	12.9*
Opposed	43.3	44.9	25.8*	39.5	43.3	30.7*

REACTION TO NATIONAL SERVICE REQUIREMENT -- VETERAN SAMPLES

<u>FAVORABILITY TOWARD NATIONAL SERVICE REQUIREMENT</u>	<u>VETERAN MALES</u>		<u>VETERAN FEMALES</u>	
	<u>1979</u>	<u>1980</u>	<u>1979</u>	<u>1980</u>
Favorable	44.2	66.9*	63.5	76.6*
Neutral	14.0	11.3*	8.9	9.2
Opposed	31.8	21.8*	27.6	14.2*

* Indicates that the 1980 levels are significantly different from the 1979 levels (p < .05).

6.2 Potential Reactions to An Actual Draft

The existence of the current draft registration program gives rise to questions as to the possible effects of an actual draft program upon enlistments in the National Guard and Reserve components. In particular, the following issues can be considered on the basis of data collected in this study:

1. What proportion of respondents say the implementation of an actual draft would affect their propensity to join the Guard/Reserve?
2. What are the demographic characteristics of those who say that a draft would increase their enlistment propensity?
3. To what degree are external events (the perception of military danger to the United States, the probability of a serious conflict) associated with intentions to take one's chances with an actual draft, and with intentions to enlist in the Guard/Reserve?

6.2.1 Propensity to Enlist. Respondents were asked what they would do, if they were subject to an actual draft. They were asked, in particular, whether they would join the Active Forces, join the Guard/Reserve, or take their chances that they would not be drafted. Other responses, such as "don't know," seeking status as a Conscientious Objector, or leaving the country, were permitted, but were given in less than 3 percent of the samples.

The percentage of respondents choosing each of the major options is presented in Table 6-4, by age group as well as for the total sample, for NPS men and for NPS women. The 1979 total

TABLE 6-4: PROJECTED RESPONSES TO AN ACTUAL DRAFT
NPS SAMPLES

<u>SAMPLE AND SEGMENT</u>	<u>Respondent Would:</u>			<u>Total</u>	<u>Ratio</u> <u>(1)</u> <u>(2)</u>
	<u>(1)</u> <u>Join</u> <u>Active</u> <u>Forces</u>	<u>(2)</u> <u>Join</u> <u>National Guard</u> <u>or Reserves</u>	<u>(3)</u> <u>Take Chances</u> <u>On Not Being</u> <u>Drafted</u>		
<u>MALES</u>					
(Total: 1979)	(20%)	(21)	(59)	(100%)	(0.95)
Total: 1980	26%	20	53	100%	1.30
<u>Age</u>					
17 1/2 - 18	34%	29	36	100%	1.17
19 - 20	24%	20	55	100%	1.20
21 - 22	27%	20	52	100%	1.35
23 - 24	25%	16	58	100%	1.56
25 - 26	18%	16	65	100%	1.12
<u>FEMALES</u>					
(Total: 1979)	(9%)	(29)	(62)	(100%)	(0.31)
Total: 1980	11%	28	60	100%	0.39
<u>Age:</u>					
17 1/2 - 18	15%	34	51	100%	0.44
19 - 20	13%	22	64	100%	0.59
21 - 22	12%	24	64	100%	0.50
23 - 24	10%	29	59	100%	0.34
25 - 26	6%	28	65	100%	0.21

sample results are presented, as well. The major 1980 results are that:

- Over half of the NPS respondents, men and women, say they would take their chances if there were a draft.

Of the remaining NPS individuals:

- More NPS men say they would enlist in the Active Forces (26 percent) than say they would enlist in the Guard/ Reserve (20 percent), and
- More NPS women say they would enlist in the Guard/ Reserve (28 percent) than say they would enlist in the Active Forces (11 percent).

In comparing the 1980 results to those of 1979, it can be seen that among NPS men, there was a significant increase in the percentage saying they would join the Active Forces, from 20 percent to 26 percent. There was a slight decrease, however, in the percentage saying they would join the Guard/Reserve, from 21 percent to 20 percent. The pattern was similar among NPS women. There was a small but significant increase in the percentage saying they would join the Active Forces, from 9 percent to 11 percent. And there was a nonsignificant decrease in the percentage saying they would join the Guard/Reserve, from 29 percent to 28 percent. Finally, there was no appreciable decrease in the percentage of women who said they would take their chances that they would not be drafted, but there was a significant decline in the size of this group among men, from 59 percent to 53 percent.

A further analysis of the results shown in Table 6-4 shows that they differ markedly for respondents of different ages. Both among men and among women the percentage of respondents who say they would join the Active Forces if there were a draft decreases

substantially with increases in age. Male respondents who are 17 1/2 or 18 years old are almost twice as likely to say this as are those 25 or 26 years old, and the same comparison among females shows that those 17 1/2 or 18 are two-and-a-half times as likely to say this as are those 25 or 26 years old.

Younger respondents are also more likely to say they would join the Guard/Reserve if there were an actual draft than are older respondents. The difference is not so marked as that described above, however. In fact, the percentage of younger respondents saying they would join the Guard/Reserve may be traceable to the relatively small percentage of younger respondents who say they would take their chances that they would not be drafted. As can be seen from Table 6-4, the percentage of 17 1/2 and 18 year old men who say they would take their chances is 16 percentage points lower than in any other age group. The percentage of such women is 8 percentage points lower than in any other age group. Clearly, the younger respondents feel they would be more vulnerable to an actual draft. Many are saying that under the circumstances of a draft, then, they would choose to serve in the Guard/Reserve rather than run the risk of being drafted and losing the opportunity to choose their component and branch of service.

One other aspect of the results shown in Table 6-3 deserves comment. The ratio of (1) the size of the group who say they would join the Active Forces if there were a draft to (2) the size of the group who say they would join the Guard/Reserve is shown in the far right column of Table 6-4. A greater proportion of NPS women who say they would enlist in some military component say they would join the Guard/Reserve. However, this tendency is related to age for both women and men.

6.2.2 Demographic Characteristics. Major demographic characteristics of those NPS men and women who say they would join the Guard/Reserve if there were an actual draft, but who did not show positive propensity on the standard enlistment propensity questions are shown in Table 6-5. The major demographics of those who had shown positive propensity to enlist in the Guard/Reserve are also shown, to allow comparison of the group that would be motivated toward enlistment by the implementation of an actual draft with the group that is already so motivated.

Both NPS men and NPS women who are not initially favorable toward enlistment in the Guard/Reserve, but who say they would join if there were an actual draft, differ significantly from those who are initially favorable in a number of ways. In both samples, these respondents are:

- Older,
- From smaller families,
- Likely to report higher grades in high school,
- Possessors of more formal education,
- More likely to be white,
- More likely
 - To be married, and
 - To own their own home, and thus
 - Not to be living with their parents, and
- More likely to have a spouse who is working.

In addition, NPS men who would be motivated to enlist in the Guard/Reserve by an actual draft:

- Have mothers with significantly greater educational attainment and
- Are significantly less likely to be attending high school.

TABLE 6-5: DEMOGRAPHICS OF POSITIVE PROPENSITY SUBGROUPS AND SUBGROUPS WHO WOULD ENLIST IN THE GUARD/RESERVE UNDER A DRAFT PROGRAM
NPS SAMPLES

DEMOGRAPHIC VARIABLE	Males		Females	
	Positive Propensity	Would Enlist Under A Draft	Positive Propensity	Would Enlist Under A Draft
<u>Average:</u>				
Age	20.1*	21.3*	20.3*	21.6*
Number of dependents	.49	.59	.49	.72
Number of siblings	3.21*	2.76*	3.18*	2.76*
Father's education ¹⁾	2.13	2.43	1.92*	2.50*
Mother's education ¹⁾	2.03*	2.46*	2.20	2.24
Grades in high school ²⁾	2.39*	2.23*	2.24*	1.94*
Education ³⁾	2.34*	3.41*	2.58*	3.13*
Perceived difficulty of finding work in occupational area ⁴⁾	2.19	2.18	2.10	2.16
Number of hours worked per week	26.5	29.4	16.2	21.0
<u>Proportion:</u>				
White	.68*	.86*	.53*	.87*
Married	.13*	.22*	.13*	.43*
Own home	.09*	.19*	.08*	.27*
Living with parents	.75*	.52*	.59*	.43*
Currently attending school	.42	.37	.42*	.30*
Employed	.70	.76	.46*	.61*
Father career military	.05	.05	.05	.06
Using or planning to use financial assistance for schooling	.18	.19	.28*	.17*
Know mother's education	.88	.94	.91*	.99*
Know father's education	.86	.88	.83*	.94*
Currently attending high school	.22*	.10*	.16	.09
Planning to attend school, but not currently attending school	.29	.23	.32	.23
Spouse working	.05*	.12*	.11*	.39*

1) 1 = less than high school graduate, 5 = college graduate or more.

2) 1 = A, 5 = F.

3) 1 = less than high school graduate, 8 = post graduate work.

4) 1 = very difficult, 4 = very easy.

* = those who would say they are likely to join the Guard/Reserve if there were a draft are significantly different from those who have positive propensity on the standard measure on these variables ($p < .05$).

NPS women who would be motivated to enlist in the Guard/ Reserve by an actual draft differ significantly from those with an initial positive propensity in that they:

- Have fathers with more education,
- Have more dependents,
- Are less likely to be attending any school (not necessarily high school),
- Are less likely to be using or anticipating using financial aid for further education,
- Are more likely to be employed, and
- Are more likely to know the extent of
 - Their mother's education and
 - Their father's education.

Taken together as a set, these demographic differences explain a great deal of the variation between the two subgroups tabled among the NPS men and among the NPS women. These variables account for fully 18 percent of the variation among the NPS men, and 37 percent among the NPS women. In other words, a (practically, as well as statistically) significant proportion of the differences between those who say they would join the Guard/ Reserve in response to an actual draft and those initially favorable toward enlistment in the Guard/Reserve can be traced to the demographic differences just reviewed. If these persons actually attempted to join the Guard/Reserve, the composition of the candidate pool would change radically with respect to these demographic characteristics.

However, these demographic characteristics do not differentiate well between respondents who are initially unlikely to enlist in the Guard/Reserve but who say they would do so if there were a draft, and those who are initially unlikely and still say they would not enlist if there were a draft. The set of demographics explains only a nonsignificant 2 percent of the variation

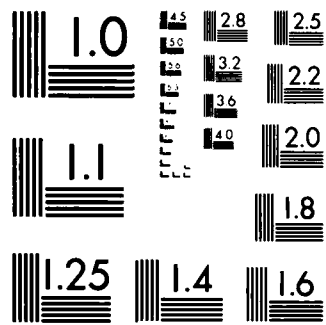
in the responses of the two NPS male groups and only a nonsignificant percentage (3 percent) of the variation in the responses of the two NPS female groups.

6.2.3 Political Perceptions and Their Effects. Many NPS respondents -- particularly NPS women in the age range surveyed -- believe the probability of an actual draft is at least somewhat high. Overall, 66.9 percent of NPS men believe this, as do 78.4 percent of NPS women. The prevalence of this belief is not limited to the youngest age groups, moreover.

Table 6-6 shows the percentage of respondents with positive enlistment propensity among those who believe the probability of an actual draft is high and among those who believe it is low, by age group, for NPS men and for NPS women. It can be seen that more younger respondents show positive enlistment propensity than older respondents, regardless of their belief in the probability of an actual draft being implemented. However, it can also be seen that respondents at each age level (with one minor exception) are more likely to show positive propensity if they believe an actual draft is at least somewhat likely.

Additional analyses were carried out to attempt to relate the willingness to take a chance on being drafted to the set of data collected on perceptions of the political situation. Data on respondent age and initial enlistment propensity were also included in these analyses, since Table 6-6 clearly shows their importance. In particular, the variables that were studied as possible predictors of willingness to take a chance on being drafted were:

- Initial (standard) enlistment propensity,
- Age,
- Preference for service in the Guard/Reserve or for service in the Active Forces,



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS 1963-A

TABLE 6-6: PROPENSITY TO ENLIST, BY AGE GROUP,
AS A FUNCTION OF PERCEIVED PROBABILITY OF AN ACTUAL DRAFT
NPS SAMPLES

<u>AGE SEGMENT</u>	<u>Males</u>		<u>Females</u>	
	<u>Perceived Draft Probability</u>		<u>Perceived Draft Probability</u>	
	<u>High</u>	<u>Low</u>	<u>High</u>	<u>Low</u>
Total	27.8%	18.5%	10.9%	5.4%
17.5 or 18 years	48.6%	36.2%	20.6%	11.3%
19 or 20 years	31.3%	21.3%	10.8%	0
21 or 22 years	26.3%	16.9%	9.6%	8.3%
23 or 24 years	13.2%	10.8%	7.0%	8.0%
25 or 26 years	15.1%	7.2%	5.7%	1.4%

- The perception of the current military danger to the United States,
 - 77 percent NPS men say it is high,
 - 84 percent of NPS females say that it is high,
- The perception of the likelihood of armed conflict,
 - 77 percent and 75 percent of NPS men and women, respectively, think armed conflict is likely.

The results of these analyses showed that 8 percent of the variation in the willingness to take a chance on an actual draft could be explained among NPS men. Only 4 percent of the variation in willingness to take a chance on an actual draft could be explained among NPS women.

These analyses suggest that NPS men and women who are willing to take their chance with a draft are significantly:

- More likely to believe there is military danger to the United States, and
- Less likely to have positive enlistment propensity.

In addition, NPS men who are willing to take their chances are:

- Significantly younger.

However, the likelihood of conflict is not related to the willingness to join.

Finally, it should be recognized that less than 10 percent of the variation in the willingness to join or to take a chance on being drafted can be explained by the variables considered in these analyses. At this time, NPS men and women are likely to vary in their willingness to enlist in a military component if there were an actual draft far more in keeping with their demographics, attitudes, and goals, than in keeping with their political perceptions.

6.2.4 Political Perceptions and Choice of Components. An additional analysis was carried out to attempt to relate the choice of joining the Guard/Reserve or joining the Active Forces if there were an actual draft to the variables considered above. This analysis was carried out on the combined samples of NPS men and NPS women, so that sex was added to the set of potential predictor variables.

Overall, 10 percent of the variation in the willingness to join the Active Forces or the Guard/Reserve if there were an actual draft was related to the set of predictor variables. With the number of respondents involved in the combined analysis, two significant predictive equations were obtained. The first, accounting for almost 8 percent of the variation in choices, predicts willingness to join the Active Forces and some unwillingness to join the Guard/Reserve. The major contributors to that equation are:

- Initial enlistment propensity,
- Preference for serving in the Active Forces rather than the Guard/Reserve, and
- Sex.

The second equation, accounting for slightly over a non-significant 2 percent of the variation in choices, predicts willingness to join the Guard/Reserve in and of itself (not, as directly opposed to joining the Active Forces). Both initial enlistment propensity and component preference contribute to this equation, but additional contributions are made by:

- Age and
- Perceived military danger to the United States.

The results of this last analysis, of willingness to join the Active Forces or to join the Guard/Reserve if there were an actual draft, confirm the results described earlier. Those respondents who would be willing to join the Guard/Reserve are significantly:

- Younger,
- More likely to have a positive initial enlistment propensity, and
- More likely to believe there is some military danger to the nation.

Those who would be willing to join the Active Forces are significantly more likely to be men, particularly those with a moderately greater initial enlistment propensity than others.

It should be noted that perceptions of current military danger to the United States increased from 1979 to 1980 for the NPS men and women. Thus,

- Over three-fourths of the NPS men say that the military danger to the United States is high. (This is approximately 10 percent more than said so in 1979.)
- More than three-fourths of the NPS women say that military danger to the United States is high (a 9 percent increase from the Post-Iran 1979 sample).

Therefore, not only are perceptions of military danger predictive of willingness to take a chance on the draft, albeit less so than demographic and situational factors, they have increased in the current sample. If the increase is short term (e.g., a temporary result of the 1980 presidential campaign or other international events) the predictive power of political perceptions may be even less in the future than it is for this sample.

6.3 Summary and Conclusions

Favorability toward the current draft registration program has increased among those affected directly by it, and remained stable in the other segments studied. In addition, favorability toward a similar program for all young people has increased among women who would be subject to such a program.

The data show that most young people feel an actual draft is at least somewhat likely (68 percent of NPS men and 78 percent of NPS women). Furthermore, a larger percentage of young people than in 1979 say they would join the Active Forces if there were a draft. Respondents in the 17 1/2 and 18 year old age segment are particularly likely to say this.

Men and women in the 17 1/2 and 18 year old age segment are also least likely to say they would take their chances, if there were an actual draft. Many say they would join the Guard/Reserve particularly women. This response is particularly likely among those who believe there is some military danger to the United States.

Analysis of the demographic characteristics of the men and women who say they would join the Guard/Reserve if there were a draft, but are not presently inclined to do so, shows that many of these have relatively high levels of education and other characteristics that suggest that they would make positive contributions to the Guard/Reserve.

These data are based on hypothetical situations. Actual effects of an expanded registration program or an actual draft will vary with the nature of support from the public at large, the level of draft calls involved, and other such variables. Nonetheless, the present results offer the best available data for predicting immediate responses. They suggest that some young people with positively-valued demographic characteristics would be motivated to join the Guard/Reserve, if -- but only if -- they were concerned about an actual draft.

7.0 CIVILIAN-ACQUIRED SKILLS

Some Guard/Reserve units are allowed to offer advanced rank and pay for civilian acquired skills. This section addresses the following questions:

1. What percentage of respondents believe they have skills that might be of value to the Guard/Reserve?
2. How willing to enlist in the Guard/Reserve are those who believe they have appropriate skills?
3. What are some of the other characteristics of those who believe they have the appropriate skills and say they are willing to join if they could receive advanced rank and pay?

Overall, 66.5 percent of NPS men and 63.7 percent of NPS women, when asked, said they thought such programs exist. In addition, 19.7 percent of NPS men and 25.8 percent of NPS women said they are not sure whether or not there are such programs. Claiming awareness of these programs is not particularly associated with any major demographic characteristics of the respondents.

7.1 Prevalence of Skills

The percent of NPS men and the percent of NPS women who believe they have skills in which the Guard/Reserve might be interested show that a considerably greater percentage of men (60 percent) than of women (39 percent) believe they do have such skills. This finding would be expected from the different training and educational programs to which men and women are exposed.

The true difference in skills may be somewhat smaller than that indicated by the "yes" responses, however. Many more women than men are not sure whether or not their skills would be of value to the Guard/Reserve (20 percent of the women compared to 12 percent of the men). These latter data most probably reflect lesser awareness of Guard/Reserve missions and needs among women than among men.

7.2 Enlistment under Special Programs

Respondents were asked their propensity to enlist in the Guard/Reserve if they were able to obtain advanced rank and pay for their civilian-acquired skills. Among NPS men, 28.3 percent say they would be likely to join the Guard/Reserve under such a program. Among NPS women, 20.4 percent say this. Positive responses, furthermore, are significantly more common among those who believe they have skills appropriate to such a program than among those who are unsure, or do not believe so.

The percentages of NPS men and of NPS women who say they would be likely to enlist in the Guard/Reserve under such special programs is shown in Table 7-1, along with the percentages who say they would be unlikely to do so and who say they "don't know," for those respondents who believe they have a skill that might be considered. Approximately one-third of all NPS men who believe they would qualify for advanced rank and pay in a civilian acquired skills program say they would be likely to enlist in such a program. Compared to the 22.9 percent positive propensity toward enlistment for all men under current conditions, this represents an increase in propensity by almost half. Furthermore, recognizing that 60.3 percent of NPS men believe they may have skills appropriate to such a program, it can be seen that one man in five of all those surveyed says he both has the skills and would be likely to enlist under the program described.

TABLE 7-1: ENLISTMENT PROPENSITY OF THOSE WHO BELIEVE THEY HAVE A USEFUL SKILL,
BY BELIEF THAT SUCH PROGRAMS EXIST¹⁾
NPS SAMPLES

<u>PROPENSITY</u>	<u>Males</u>			<u>Females</u>		
	<u>Think There is A Program</u>		<u>Total</u>	<u>Think There is A Program</u>		<u>Total</u>
	<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>	
Positive	34.9%	28.9%	33.8%*	26.3%	23.2%	25.4%*
Negative	61.3	69.3	65.0*	72.8	73.2	73.0*
Don't know	<u>0.8</u>	<u>1.9</u>	<u>1.0</u>	<u>0.9</u>	<u>3.5</u>	<u>1.5</u>
<u>Total</u>	100%	100%	100%	100%	100%	100%

1) Adjusted percentages -- of those who believe they have a skill useful to the Guard/ Reserve.

* Indicates that those who think there is a program are significantly different in propensity from those who do not think there is a program ($p < .05$).

The results of this analysis among NPS women are much the same. Approximately one-quarter of those women who believe they have the appropriate skills say they would enlist under a civilian acquired skills program. Compared to the 8.7 percent of all women with positive propensity to enlist in the Guard/Reserve under current conditions, this represents an even larger percentage increase than that found among men. Recognizing that 39.3 percent of all women believe they have a skill appropriate to an advanced rank and pay program, it can be seen that nearly one woman in ten both believes she has an appropriate skill and says she would be likely to enlist in such a program.

Table 7-1 also presents the propensity to enlist in an advanced rank and pay program for those who believe they have skills useful to the Guard/Reserve. The results are tabled separately for those who say they think such programs exist and for those who do not, or are unsure. Respondents who said they think such programs exist are more likely to say they are likely to enlist than are others, particularly among men.

It is possible that awareness of the possibility such programs exist stimulates investigation and consideration, and that those processes increase the likelihood that the respondent will take further steps toward actual enlistment. The analogy of consumer purchases of automobiles may be useful here. If asked whether or not a rebate from the manufacturer would be attractive, many potential purchasers would say "yes." That response seems most likely if the potential purchaser knows that such programs exist, and that the prospect of a rebate is a realistic one. Furthermore, that potential purchaser is one who has most likely been stimulated to study the market somewhat and is in fact further along in the purchase process and is more likely to buy than is the person who is unaware of the rebate program.

The indications, that advanced rank and pay for civilian acquired skills would attract many respondents, and that thinking of such programs exist is also related to propensity, raise two further questions: First, is thinking that such programs exist particularly high or particularly low in different demographic segments? Second, what are some of the demographic characteristics of those who would be attracted by such programs, and what are their responses to other job-related questions in the survey?

The first question can be answered briefly. There are no indications of major demographic differences among respondents (other than sex) that are associated with thinking that such programs exist. The second question is addressed below.

7.3 Characteristics of Those Attracted by Special Programs

NPS men who both believe they have a skill appropriate to an advanced rank and pay program and who say they would enlist in the Guard/Reserve under such a program differ from other NPS men in a number of ways. They are significantly more likely than others to be:

- 17 1/2 or 18 years of age,
- Single,
- Living with their parents,
- Still in high school,
- Not now employed,
- Training for craft or service work, and to
- Feel they will work in a factory.

Additional analyses suggest that the program described appeals to another, smaller, segment of NPS men respondents as well. These men:

- Have a dependent who is not a pre-school aged child,
- Are looking for a second job or other way to increase their income, and
- Have found it difficult to obtain a second job (whether or not they were ultimately successful).

NPS women who both believe they have the skills appropriate to an advanced rank and pay program and who say they would be likely to join the Guard/Reserve under such a program, differ from other NPS women in many of the same ways. These women are significantly more likely to be:

- 17 1/2 or 18 years of age,
- Single,
- Living with their parents,
- Not now employed,
- Feel they will work in a factory,
- Are more likely than others to be training for a clerical or secretarial position,
- Are more likely to work in a service industry, and
- Are more likely to have a dependent who is not a pre-school child.

Both the NPS men and NPS women considered here are particularly likely to say they intend:

- To send for literature about the military forces,
- To talk to a military recruiter, and
- To take a test for military service, within the next six months.

They are likely to believe:

- They can pass the tests required for the types of jobs or training programs they would want,
- That the Guard/Reserve would be more likely to enable them to achieve their life goals than would some other part-time job or activity,
- That the Guard/Reserve would offer them personally a good choice of jobs and training programs,
- Say they would be looking for specific programs if they did join -- they would not just be shopping around, and
- That it would help them in a civilian job if they were members of the Guard/Reserve.

As would be expected, NPS men who are employed are more likely to be attracted to the programs discussed here if they believe their company is positive toward Guard/Reserve participation. Surprisingly, perhaps, those who say their company has no specific policy are more attracted to these programs than those who are aware of company policies. It is likely this is a result of younger persons, who are interested in such programs but with little job experience, failing to learn of company policy in their early months on a job.

Finally, both the NPS men and the NPS women attracted to advanced rank and pay programs say they are likely to:

- Look for a job, or to change jobs,
- Look for a way to change their current routine, and
- Look for a way to make extra money in their spare time, within the next six months.

7.4 Summary and Discussion

Programs offering advanced rank and pay to enlistees in the Guard/Reserve are attractive to a large percentage of respondents, both among NPS men and among NPS women.

A great percentage of respondents believe they have the skills that would be appropriate to civilian-acquired skills programs, and those respondents are particularly favorable toward enlistment in such a program.

It seems contradictory, however, to find that many of the respondents who feel qualified for an advanced rank and pay program and attracted to it are young and may have just completed or be completing high school. It is possible that some responses to these questions represent wishes and desires, rather than realistic assessments of abilities and skills, on the one hand, and of the mission and needs of the Guard/Reserve, on the other. There may be other factors affecting these results, however.

First, young men and young women feel that they have been training and acquiring some skills for many years. It may be productive to recognize this when recruiting them for service in the Guard/ Reserve. Their skills may be very general and not immediately applicable to the mission of the Guard/Reserve, but they have required much time and effort on the part of the young people themselves. It may be useful to promote Guard/Reserve training as building on the foundation brought to the service by the recruit.

Second, it should be noted that many of these potential recruits seem to be searching -- for a new job, for a way to change their routine, and so forth -- and that they tend to believe Guard/Reserve service would help them achieve their life goals better than other part-time activities. Furthermore, many

men who are attracted to the programs discussed feel other part-time jobs are difficult to obtain. These attitudes should be considered along with the demographic characteristics of those attracted to the Guard/Reserve, discussed elsewhere in this volume. Taken together, these data suggest that many respondents feel they have some skills or abilities that are not now receiving any recognition in civilian life. They see the Guard/Reserve as an opportunity, denied them elsewhere, to begin to achieve their goals. Again, it may be productive to recognize the desire to progress on the basis of, and by building on, those abilities and skills one already has.

8.0 RECOMMENDATIONS

8.1 Introduction

Results of prior tracking studies have led to a number of recommendations to improve Guard/Reserve recruitment and accession effectiveness. Many of these recommendations are coordinate with current Guard/Reserve accession policy. Others remain to be implemented if and when they are compatible with the ongoing needs and policies of each branch. The previous recommendations are reviewed briefly in Appendix A. As with the previous recommendations, whether any or all of these offered here are implemented will depend upon whether they are compatible with current accession policy. Their utility to each branch will depend upon the policies and needs of each branch.

The recommendations offered here are not exhaustive of those that may be based on the present set of results; they are the most compelling, however. Four recommendations for enhancing Guard/Reserve recruitment and accession are presented in this section, based on the results of three of the issues intensively studied --

- Civilian acquired skills,
- Incentives for enlistment, and
- Guard/Reserve differentiation.

Each recommendation is accompanied by the pertinent rationale. Detailed evidence for the recommendation can be found in the appropriate preceding section of this Volume.

8.2 Recommendations

Recommendation A: Utilize the potential enlistee's feeling he or she has something to offer in advertising and recruiting

This recommendation proposes an advertising strategy to be aimed at NPS men and women. It is based on responses to questions related to the civilian acquired skills program discussed in Section 7.0.

A substantial number of NPS men and women feel they have some skills that might be of value to the Guard/Reserve. Objectively, however, many of these people are too young and too inexperienced to possess a level of skill that is consistent with the requirements of a civilian acquired skills program. This inconsistency would seem to pose a serious recruitment strategy problem: How can the Guard/Reserve capitalize on the willingness of many NPS men and women to offer their skills, when those people are not likely to possess the skills which the Guard/Reserve can use?

The answer to the question raised lies in understanding the motivational dynamics involved among the NPS men and women. Their highly positive response to the question of whether they have "skills that the Guard/Reserve might be interested in" probably derives to a high degree from a strong belief that they have "something" to offer the Guard/Reserve. People so motivated are likely to respond to advertising approaches that stress the value of what they have to offer the Guard/Reserve, as opposed to campaigns which stress what the Guard/Reserve has to offer the individual. Therefore, current advertising approaches which emphasize the individual's worth to the Guard/Reserve should be strengthened and new uses of this strategy considered for other advertising.

In the 1979 tracking study, it was recommended that recruitment and accessions could be enhanced by decreasing the emphasis on offering specific job training and by providing the recruiter with more adequate general counseling skills. The recommendation to stress self-worth complements these two prior recommendations. The recruiter would be working with a very basic need which could be actualized in many ways. By appropriately expressing the self-worth theme (e.g., "You've got something to offer; come talk to us.") an adequately trained recruiter might have a better opportunity to fit the needs of the potential recruit to the skill category needs of the Guard/Reserve in a timely manner. Furthermore, by the recruiter demonstrating that the individual can

contribute in many different ways, he could avoid obligating the Guard/Reserve to a fixed developmental track for each individual.

It should also be pointed out that the opportunity to assist potential recruits in obtaining full-time employment would increase the pool of potential recruits. Many NPS men and women without full-time jobs do not consider Guard/Reserve enlistment seriously, as it does not meet their need for full-time employment. Recommendation B addresses this need directly.

Recommendation B: Coordinate with industry to help place recruits

Many of the NPS men and women who respond positively to the civilian-acquired skills concept are the motivated people wanted by the Guard/Reserve. However, many are unlikely to possess sophisticated skills, and few are likely to be currently employed. Both their worth to themselves and their worth to the Guard/Reserve can be enhanced if such persons obtain jobs in which they learn useful skills. In some cases, it would be expected that the skills learned in on-job training might be directly useful to the Guard/Reserve units to which they were attached; in other cases, not. The critical point is that both industry and the Guard/Reserve would stand to gain a well-motivated and grateful employee if there were increased cooperation between the Guard/Reserve and industry in identifying and placing this type of person in a job.

What is called for by the analysis above is strengthen a referral system in which the Guard/Reserve and industries agree to cooperate by giving Guard/Reserve recruits preference, within the restraints of existing Federal and State employment and hiring practices. In some instances this may mean strengthening such systems where they already exist informally. In at least one city in which qualitative data were gathered for the tracking study, it

was found that such coordination between recruiter and local industry does occur (especially where management actually participates in the Guard/Reserve).

This recommendation addresses a problem discussed in the 1979 tracking study: The support system within industry for Guard/Reserve service appeared weak; e.g., most potential enlistees surveyed in 1979, as well as those surveyed in 1980, did not know of their employer's policies toward the Guard/Reserve. A referral system would help create built-in support for Guard/Reserve service and would enhance the visibility of the Guard/Reserve presence through the recruit on job training. This should also enhance the propensity of other employees to enlist since awareness of positive company policies toward Guard/Reserve participation tends to increase propensity to enlist.

Recommendation C: Test eligibility for a low interest government loan program as an incentive for Guard/Reserve enlistment

The data in Section 5.0 show that cash bonuses, educational incentives, and eligibility for low interest loans, within the ranges considered in this tracking study, all produce significant upward shifts in propensity. Furthermore, the pool would include more older, better educated and settled down individuals with any of the three incentive programs.

Cash bonus programs and educational benefit programs are currently used as incentives for enlistment in some components of the Guard/Reserve. Low interest loans direct from the government are not being used as incentives for Guard/Reserve enlistment. The ranges of loans studied in this study are limited, but they are realistic, and the results are consistent with findings on the effect of other incentives. The evidence is sufficient to suggest undertaking a field test of a low interest government loan program

for Guard/Reserve recruits, as an alternative to cash bonus or educational benefit programs.

Such a field test should be designed so that the loan programs studied are directly comparable to current field tests of the cash bonus incentives. An even more definitive approach would be to incorporate several comparable levels of each type of incentive -- cash bonus, educational benefit, and low interest loans -- into the same field test. A test which incorporates all three bonus types would allow direct comparison of the costs and expected gains of each type of program, which would, therefore, aid selection of the most cost-effective incentive programs. Even if a field test which incorporates all three types of incentives is not undertaken, a field test of low interest loans at levels comparable to other existing bonus programs should be undertaken.

Recommendation D: Develop a long range strategy to advertise a repositioned Guard/Reserve

This recommendation has two components: 1) Advertising the Guard/Reserve to target markets should be done well before potential recruits reach a decision point. 2) Stronger efforts should be made to differentiate the Guard/Reserve from its prime competitor, the Active Forces.

Guard/Reserve will continue to compete for high propensity NPS men and women with the Active Forces. However, a shift to a radically different alternative strategy is recommended. That alternative would be for the Guard/ Reserve to try to attract people who are not now positive in enlistment propensity. In marketing terms, that is, tap a new market. This effort would require a significant repositioning of the Guard/Reserve, an effort which would involve creating new needs or an awareness of current needs, or meeting needs which are now not being addressed.

Currently, most NPS men and women decide to join the military and then decide which component to join. In marketing terms, the product purchase decision precedes brand differentiation. As has been pointed out in Section 4.0, the recruiting resources of the Active Forces are great enough to swamp Guard/Reserve promotion and recruiting efforts and most "point of purchase" appeals as well. Given the weight of the current resource distribution, it does not seem advisable to attempt to increase differentiation between the Guard/Reserve and the Active Forces after the potential recruit has made up his or her mind to join the military. If increased differentiation is to enhance Guard/Reserve recruiting success, it must be made prior to the initial decision point. NPS men and women must know how the Guard/Reserve differs from the Active Forces before they decide they even want to join the military.

In order to maximize Guard/Reserve recruiting success, "brand differentiation" should occur prior to the product purchase decision. To achieve this goal, thought-stimulating information about the Guard/Reserve must reach the target market well before the known decision points. Such an informational campaign cannot rely on immediate needs of the market segment nor can it rely on the market segment effectively registering message content. It therefore requires powerful attention-getting mechanisms and potent challenges to the receiver to concentrate on the information and to absorb it. Since the goal is to differentiate the Guard/Reserve from the Active Forces, direct comparisons of the Active Forces and Guard/Reserve are appropriate, as are real slice of life segments based on past dramatic Guard/Reserve activities.

However, simply reaching the target market sooner will not be sufficient to enhance Guard/Reserve recruiting success. The Guard/Reserve also must be repositioned and better differentiated in function, requirements, and incentives from the Active Forces so that it can better meet the needs of a new market segment.

Past tracking studies have shown that NPS men and NPS women do not know many requirements of the Guard/Reserve or their functions, and generally believe them to be the same as those of the Active Forces. In this year's study, it was determined that NPS men and NPS women do not know the number of annual drill days or the level of pay received for Guard/Reserve drill. In earlier tracking studies, it was recommended that the Guard/Reserve be positioned to appeal to 19 to 21 year olds (whose life situations are more compatible with Guard/Reserve requirements) and to potential recruits who would like to participate in useful, organized community functions. Not only do these recommendations serve to differentiate the Guard/Reserve from the Active Forces, but they also meet needs in the target market which cannot be met by the Active Forces. Additional analysis along these lines may serve to determine other needs of the target markets which the Guard/Reserve is in a unique position to meet. The challenge of developing themes that differentiate the Guard/Reserve from the Active Forces is as great as that of developing effective attention-getting and thought-stimulating mechanisms.

APPENDIX A
PAST TRACKING STUDY RESULTS

A.0 PAST TRACKING STUDY RESULTS

A.1 Overview

The present study is the fourth in the series of research conducted on issues related to the recruitment of enlisted personnel for the Reserve Forces. Aside from the core set of questions that are included in each survey, some new questions are added and some questions are deleted each year to focus on current recruitment concerns. This appendix summarizes the information obtained over the course of the research series on those specific issues which were previously investigated but are not tracked on an annual basis.

Based on the results of each tracking wave, recommendations were formulated for enhancing National Guard and Reserve components recruiting effectiveness. Many of the previous recommendations are coordinate with current Guard/Reserve accession policy. Others remain to be utilized. Their implementation depends upon their compatibility with current policies and the needs of each branch. A brief review of the recommendations associated with each tracking wave is included in this appendix.

A.2 Perceived Length of Initial Commitment and Initial Active Duty for Training

Relatively few NPS individuals are aware of the actual length of enlistment for either the Active Military or the National Guard or Reserve components. The modal NPS respondent believes that the Active Military requires a two year enlistment; in contrast, the modal respondent says he or she does not know the length of enlistment required in the Guard/Reserve. However, among those individuals who do respond to the question on Guard/Reserve enlistment requirements, the mode is again two years, suggesting a tendency for NPS individuals to project their assumed knowledge about the Active Military to the Guard/Reserve.

Non-prior service individuals do not have a clear image of the length of initial active duty for training (IADT). The model NPS respondent says he or she does not know the required length of IADT. Among those who do respond with a time period, slightly more than one-third of them believe that the required ADT period is three to six months.

A.3 Differentiation Between the Active Military and Guard/Reserve

Both NPS Individuals and Veterans do not hold a clearly differentiated image of the Guard/Reserve components contrasted with the Active Military. This lack of differentiation is substantiated on a number of observations: First, on direct ratings of similarity respondents tend not to differentiate the National Guard and Reserve from each other and tend to only somewhat differentiate each of these components from the Active Military. Second, the propensity to enlist in a Guard/Reserve component is strongly correlated with the propensity to enlist in the Active Forces. Third, few potential enlistees are aware of the normally correct six year obligation associated with Guard/Reserve service and they tend to project the requirements of the Active Military onto the Guard/Reserve. Finally, of those individuals who showed a positive propensity to join the Guard/Reserve and did join the military, all of them joined the Active Forces.

A.4 Advertising Awareness

NPS respondents were asked a series of questions dealing with recall of advertising for the military services, the branch advertised, the component advertised, and the themes stressed in the advertising. Over 75 percent of the respondents recalled seeing advertising for the military within three months prior to the survey. Roughly half of all respondents recalled advertising for the Army, and 30 percent for the Navy. About 25 percent of the NPS men and 20 percent of the NPS women recalled advertising for

the Air Force and Marine Corps. Almost 55 percent of the NPS men and 37 percent of the NPS women recall advertising for the Active Forces; whereas only 20 to 30 percent of the men and 19 to 28 percent of the women recall advertising for the National Guard and Reserve components, respectively. The only four advertising themes recalled with appreciable frequency were "jobs or training," "educational benefits," "travel," and "money or other direct benefits," in that order.

A.5 Effects of Barriers on Available Manpower Pool

Positive propensity individuals who cannot participate in the required active duty or UTAs because of school or work commitments or perceived health limitations were identified. When these people are removed from the pool of available personnel, the percentage remaining in each sample and having positive propensity is only:

Non-Prior Service Males	3.9
Non-Prior Service Females	2.9
Veterans	3.8

(percentages based on non-high school respondents)

In fact, these figures may overstate the percentage available since other barriers to participation were not considered in this study. For instance, the local unit or the available MOS's within that unit might not be attractive to the Potential Enlistee.

It was concluded that a significant portion of the non-high school, positive propensity individuals are effectively barred from enlistment by the existing structure of the Guard/Reserve training and duty requirements.

A.6 Applications to Join the Guard/Reserve

Each year respondents were asked if they had ever actually applied to join the National Guard or Reserve components. In 1977, 5.6 percent of the NPS men said that they had applied to join, compared to 3.0 percent in 1979. Non-prior service women were not included in the 1977 study, but in 1979 only 1.5 percent of them indicated that they had applied to join.

A.7 Distance to Closest Guard/Reserve Unit

Non-prior service and prior service respondents were asked if there was a National Guard or Reserve training center (or armory) in their area. For the NPS men and Veterans respectively, approximately 77 percent and 87 percent were aware of a unit in their area; 10 percent and 6 percent felt that there was not a unit in their area; and 11 percent and 7 percent did not know whether there was or was not a unit in their area. Of those respondents who were aware of a unit in their area, about 91 percent of the NPS men and 87 percent of the Veterans indicated that the unit was less than an hours drive from where they live.

A.8 Feelings Toward a National Service Requirement

Respondents were queried about their feelings toward a National Service Requirement and various ways of fulfilling such a requirement prior to the resumption of draft registration. There was a substantial split in favorability toward the imposition of a mandatory National Service Requirement allowing freedom of choice among service options in each of the samples. To the extent that the options for fulfilling such an obligation would be military-oriented, those who were favorable were the same as those with high enlistment propensity. More educated and older segments of the samples were more favorable to those options that provide some community services. These results suggested that the imposition

of a National Service Requirement would be more generally accepted if it was not positioned solely as a means of filling military force quotas. They also suggested that under a National Service Requirement that includes a choice among options for service, the Guard/Reserve may attract certain high quality segments of the NPS population. This would have occurred to the degree that the Guard/Reserve projected an image of community service orientation. The Active Military would not fare as well, relatively speaking, under a mandatory National Service program allowing freedom of choice among means of service.

A.9 Women in the Military

Attitudes toward women serving in the military were studied extensively in a previous tracking wave, as were attitudes of women toward military service. It was found that NPS females are relatively unaffected by receipt of recruiting literature but are affected by contact with recruiters. It would be wise to expend more personal effort on accession of NPS women. Furthermore, while basic strategies are appropriate to NPS women as well as men, particular life situations are more critical to them, such as marriage. Also, particular appeals of interest and particular concerns differ between the samples. For example, NPS women are more inclined to view service in the military as an opportunity to break routine, and less inclined to view that service as filling important long-term goals. NPS women also evidence more concern than men over having to take orders, and over men having to take orders from women. One potential concern that did not prove to be an issue among NPS women was a loss of femininity due to service. Specific concerns of women should be addressed in recruiting appeals to them, and they should be prepared realistically for service in the Guard/Reserve during the recruiting process.

A.10 Review of Tracking Study Recommendations

Associates has developed a number of recommendations for enhancing National Guard and Reserve components recruiting effectiveness. Each recommendation is presented here along with a brief review of the rationale on which each was based. Complete, detailed discussions of each recommendation can be found in the Tracking Study final reports.

A.10.1 Getting Ahead in the World

This recommendation was suggested for increasing accessions and retentions among Potential Enlistees (NPS individuals and veterans) and current Guardsmen and Reservists. It requires stressing that social and vocational selfactualization can be achieved in the Guard/Reserve.

While most Current Reservists already believe that friendships and good social contact can be found in the Guard/Reserve, Potential Enlistees are not certain. Utilization of this recommendation requires developing a more effective way of communicating this idea to Potential Enlistees.

The desire to actualize one's vocational potential was reflected in the importance ratings of making decisions and participating in worthwhile activities. To influence retention of Current Reservists, training activities should be changed so that Current Reservists believe that Guard/Reserve activities are challenging and worthwhile.

A.10.2 Family Orientation

This recommendation was also suggested for enhancing accession and retention among Potential Enlistees and Current Reservists. It requires stressing that time committed to Guard/

Reserve activities is time well spent. To influence accession and retention, implementation of this recommendation requires restructuring Guard/Reserve activities to allow some family participation and to compensate for loss of time with the family. To influence retention, implementation also requires the restructuring of Guard/Reserve activities to eliminate the perception of Guard/Reserve activities as being a waste of time.

A.10.3 New Social Interactions

This recommendation was suggested for enhancing accessions and is based on attitudes towards organizations and groups. It stresses that new friendships, social interactions and novel experiences are available in the Guard/Reserve.

A.10.4 Pride

This recommendation was suggested for increasing retention in the National Guard and Reserve components. It emphasizes pride in the Guard/Reserve as well as opportunities for unique community activity which also may be a source of pride.

Implementation of this strategy requires the emphasis of Guard/Reserve activities seen as important by the community and the positive feedback from the community concerning these activities. This strategy requires community oriented activity changes within the Guard/Reserve. It also requires effective public relations activities within the community.

A.10.5 Position the Guard and Reserve as Local and Part-time Forces with some Community Service Functions

This positioning should clearly distinguish the Guard/Reserve both from the Active Military and from civilian organizations. Furthermore, the local and part-time characteristics of the Guard/Reserve should be stressed. The theme should also stress the spirit of local units and the dedication of local units to their essential missions.

A.10.6 Change Requirements for Service and Target the 19-21 Year Old Segment of NPS Males and NPS Females

The data indicates that the 19-21 year old market has a higher educational level and approximately the same racial distribution, compared to the 17 1/2 to 18 year old segment. At the same time, the 19-21 year old segment has relatively fewer life commitments than older individuals; those commitments they do have or are beginning to develop make those people with positive propensity more available to the Guard/Reserve than to the Active Military.

Three changes in the duty structure of the Guard/Reserve would make it even more accessible to Potential Enlistees:

- The use of flexi-time for UTAs, instead of strictly weekend duty. This would permit individuals to enlist who have fixed weekend commitments, such as work.
- Restructuring the active duty requirement. The current 3-6 month active duty requirement is perceived as inering with job and school commitments. Restructuring would allow those with full-time jobs, or those who are full-time students to enlist.

- Offering a two-year commitment plan. Such a plan could induce a larger segment of the NPS market to try the Guard/Reserve. While the total committed years of an initial NPS enlistment would be reduced by two-thirds under such a plan, this is offset by a three-fold increase in the pool of available NPS males and females with positive propensity. Furthermore, those gained at the margin are likely to be of higher quality, as indicated by their educational level. The enhancement of retention among these personnel is also necessary to increase the cost-effectiveness of this recommendation.

A.10.7 Stress Pride and Team Membership in the Local Guard and Reserve Units

This recommendation is similar to one discussed earlier. The attitudinal data indicates that enlistment propensity can be enhanced by an advertising strategy emphasizing the ability of the Potential Enlistee to fill his or her need for activities with friends through participation in the local Guard/Reserve unit. This strategy should also emphasize the potential for the individual pride derived from unit membership, because the unit's accomplishments and its reputation in the community.

A.10.8 Encourage Current Guardsmen and Reservists to Introduce Friends to the Opportunities in the Guard/Reserve

There are three reasons this recommendation should be effective:

- It facilitates the Team Member strategy. People who are similar are more likely to form friendships. If team members influence acquaintances, new enlistees are likely to be similar to them, and likely to develop fast friendships with them.
- Propensity is highly related to the perception that other people important to the respondent would be pleased by his or her enlistment. The Potential Enlistee would receive this approval if he or she is influenced by a friend or relative.
- This recommendation would help to reverse the perception that being with others like oneself--an important goal of many Potential Enlistees--is not achievable in the Guard/Reserve.

A.10.9 Reduce Distrust of Job Training Promises

This recommendation was suggested for increasing positive propensity levels. Promises of job training and of specific job specialties are important incentives for enlistment in the Guard/Reserve, but peer reports of unfulfilled promises are an important disincentive. Recruiters should acknowledge the possibility that a potential enlistee may not get a particular desired job. They should emphasize to the potential enlistee that the effort to place the recruit in an MOS within an interesting cluster of jobs matched to his or her skills, to the extent compatible with the needs of the Guard/Reserve.

A.10.10 Establish a Program for Active, Continuous Dissemination of Information on Employer Policies Toward the Guard/Reserve

This recommendation was also suggested for increasing positive propensity levels. The National Committee for Employer Support of the Guard and Reserve seems to have been effective in reaching management and in promoting company policies favorable toward participation in the Guard/Reserve. More effort should now be directed toward ensuring that first line supervisors know the company policies toward participation in the Guard/Reserve, and are certain of the company desires that these policies be translated into positive action.

A.10.11 Convert Negative Propensity Individuals to Positive Through the Use of Incentives

This recommendation, too, was suggested for increasing levels of positive propensity. Enlistment incentives have the potential of converting a large number of potential enlistees from negative propensity to positive propensity. Furthermore, those so converted may be highly desirable accessions, because they are likely to have a relatively high level of educational attainment.

A.10.12 Enhance the ability of Recruiters to Serve as Career Counselors to NPS Individuals

This recommendation was offered as a means of increasing the conversion of individuals with positive propensity into accessions. Qualitative data show that successful recruiters play the role of personal, social, and psychological counselor very well, and that the help provided by such recruiters is thought valuable and is welcomed by people in late adolescence and early adulthood.

Some recruiters are not comfortable in such a role, however. Appropriate selection and training can enhance recruiter functioning in such a role, with positive effects on recruiter ability to gain the trust of potential enlistees.

A.10.13 Utilize the Group Process to a Greater Degree to Relieve Potential Enlistees' Feelings of Being Pressured

This recommendation was also offered as a means of increasing the conversion of individuals with positive propensity into accessions. To further create a willingness of the positive propensity person to talk to a recruiter, opportunities should be created to meet him in a group with other prospects of like mind. Such group contacts would relieve respondent anxiety over the pressures of one-to-one encounters and the fears of being pressed to make premature commitments. The presence of like-minded people usually eases such anxiety and facilitates the exploration of problems common to persons facing the same decision, such as whether or not to enlist in the Guard/Reserve.

A.10.14 Emphasize Career Counseling In All Active and Reserve Components

This recommendation was suggested for increasing the length of time an individual continues to have a positive propensity to serve in the Guard/Reserve, particularly among Veterans. There are significant differences in propensity and in related attitudes among male veterans from different branches of the active forces. Air Force and Marine Corps veterans have consistently more positive views of Guard/Reserve service than do Army and Navy veterans. An analysis of other characteristics of different

groups suggests that career counseling programs may be a contributing factor. In particular, veterans of the Marine Corps and of the Air Force were most likely to have had early contact with a career counselor (more than 10 months before separation), and were most likely to say their discussions with the career counselor were helpful.

It is suggested that the Army Guard and Reserve and the Navy Reserve could also benefit from earlier career counselor contact with personnel prior to separation.

APPENDIX B
DEMOGRAPHIC CHARACTERISTICS BY SAMPLE

DEMOGRAPHIC CHARACTERISTICS
BY SAMPLE

<u>DEMOGRAPHIC VARIABLE</u>	<u>NPS</u>		<u>Veterans</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
BASE	1150	1200	1712	560
Average age	21y/4m	21y/8m	24 yrs	24y/9m
<u>Ethnicity</u>				
White	80.7%	82.2%	86.5%	86.1%
Black	10.4%	10.1%	7.1%	7.1%
Hispanic	3.9%	3.6%	3.0%	2.7%
Other	5.0%	4.1%	3.3%	4.1%
<u>Education</u>				
Less than high school graduate	20.3%	16.9%	5.5%	0.9%
High school graduate or vo-tech training	39.9%	48.6%	63.1%	42.7%
Some college	26.6%	22.4%	27.2%	47.1%
College graduate	13.4%	12.0%	4.3%	9.3%
Now attending school	37.7%	30.4%	39.4%	50.6%
Average grades in high school	B-	B	B-/C+	B
<u>Family Situations</u>				
Married	21.6%	38.6%	46.1%	44.6%
Average number of dependents	0.54	0.68	0.93	0.59
Own home and not living with parents	13.3%	21.8%	17.3%	19.7%
Have mothers with at least some college education	25.0%	22.6%	15.4%	24.0%
Have fathers with at least some college education	29.6%	27.9%	22.9%	29.1%
Number of siblings ¹⁾	2	2	3	2
<u>Employment</u>				
Employed	75.4%	60.8%	78.8%	62.0%
Unemployed and looking for work	14.2%	16.8%	13.2%	13.6%
Likely to work in factory in next few years	21.0%	14.9%	23.6%	8.3%
Perceive difficulty in finding appropriate job	66.5%	66.9%	70.1%	59.1%
<u>Military Contact</u>				
Had contact with Guard/Reserve recruiter	4.3%	3.3%	17.2%	20.6%
Father career military	4.7%	6.2%	8.4%	14.5%
Sibling in military	20.1%	22.0%	31.9%	37.8%
Had friend in or considering military	29.0%	27.7%	33.0%	35.7%
<u>Past Military Service</u>				
Satisfied with MOS	N/A	N/A	68.6%	71.0%
Satisfied with service	N/A	N/A	63.7%	67.4%

1) Mode.

APPENDIX C

SAMPLE QUESTIONNAIRES

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

September, 1980
Job #9127
OMB#22-RO407

TIME STARTED _____ : _____
TIME ENDED _____ : _____

TELEPHONE # _____ (FILLED IN BY INTERVIEWER) () First screener HH
RESPONDENTS SEX (CIRCLE): M F (EDITORS USE ONLY) () Additional screener HH

ENLISTMENT STUDY — NPS SAMPLE — SCREENER 1

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 1/2 to 26, for the Federal Government.

Initial Hangup (END INTERVIEW — CODE 8)

1a. Are there any young men or women between the ages of 17 1/2 and 26 living in this household right now?

- 1() Yes
2() No (END INTERVIEW — CODE 9)
3() Respondent does not answer question, but hangs up (END INTERVIEW — CODE 8)

b. Is one of them at home?

- 1() Yes
2() No (GET AN INDIVIDUAL'S NAME AND ARRANGE A CALLBACK APPOINTMENT. IF A SPECIFIC APPOINTMENT TIME CANNOT BE MADE, USE REGULAR CALLBACK PROCEDURES.)

c. I'd like to speak with him or her.

IF SAME PERSON, GO TO Q. 1e.

IF PERSON REFUSES TO GET A YOUNG PERSON ON PHONE, READ:

Everyone has the right to refuse to be in this survey, but it is very important that the person to be surveyed has the opportunity to refuse or accept for themselves. I'd like to speak to him or her.

IF PERSON STILL REFUSES OR HANGS UP, END INTERVIEW — CODE 5

d. WHEN YOUNG PERSON IS ON PHONE:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 1/2 to 26, for the Federal Government.

PERSON HANGS UP (END INTERVIEW — CODE 6)

1e. How many men age 17 1/2 to 26 are there living in your household?

- 0() None (#1g NEXT) 3() Three () Six or more
1() One 4() Four WRITE IN NUMBER
2() Two 5() Five

f. What are the names and ages of each man in your household age 17 1/2 to 26? Please give me the youngest first, then the next youngest, etc. RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.

	<u>NAME</u>	<u>AGE</u>	IF NUMBER IN HH IS:	MALE SELECTION BOX INTERVIEW PERSON #:
1.	_____	_____	1	1 1 1 2 3 1 5
2.	_____	_____	2	
3.	_____	_____	3	
4.	_____	_____	4	
5.	_____	_____	5	
6.	_____	_____	6	
7.	_____	_____	7	

g. How many women age 17 1/2 to 26 are there living in your household?

0() None (#1i NEXT) 3() Three () Six or more
 1() One 4() Four WRITE IN NUMBER
 2() Two 5() Five

h. What are the names and ages of each woman in your household age 17 1/2 to 26? Please give me the youngest first, then the next youngest, etc. RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.

	<u>NAME</u>	<u>AGE</u>	IF NUMBER IN HH IS:	FEMALE SELECTION BOX INTERVIEW PERSON #:
1.	_____	_____	1	1 1 1 2 3 1 5
2.	_____	_____	2	
3.	_____	_____	3	
4.	_____	_____	4	
5.	_____	_____	5	
6.	_____	_____	6	
7.	_____	_____	7	

i. IF ONLY MEN OR ONLY WOMEN IN HOUSEHOLD, CHECK APPROPRIATE BOX ABOVE TO SEE WHICH PERSON TO INTERVIEW. ASK TO SPEAK TO THAT PERSON.

IF BOTH MEN AND WOMEN IN HOUSEHOLD, CHECK FEMALE BOX TO SEE WHICH PERSON TO INTERVIEW. ASK TO SPEAK WITH THAT PERSON.

IF PERSON YOU ASK TO SPEAK TO IS NOT AT HOME, SET UP CALLBACK APPOINTMENT

j. IF PERSON YOU ASK FOR IS PERSON YOU'RE SPEAKING WITH, READ:
We would like to include your opinions in this survey. You have been chosen by chance. Participation in this survey is voluntary and there will be no consequences for failure to respond to any particular questions. Any information you give us is held completely confidential by our firm.

IF PERSON YOU ASK FOR IS NOT PERSON YOU'RE SPEAKING WITH, WHEN APPROPRIATE PERSON IS ON PHONE, READ:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17 1/2 to 26, for the Federal Government and would like to include your opinions in this survey. You have been chosen by chance. Participation in this survey is voluntary and there will be no consequences for failure to respond to any particular questions. Any information you give us is held completely confidential by our firm.

IF PERSON HANGS UP AT ANY POINT ON THIS PAGE OF THE SCREENER, END INTERVIEW — CODE 6

ID# 1-
 2-
 3-
 4-
 No. 5-
 6-
 BLK. 7-
 8-
 9-
 10-
 11-
 12-
 13-
 14-
 15-
 16-
 17-

k. First, how old are you?

- 18- 1() 17 1/2 5() 21 9() 25
 2() 18 6() 22 0() 26
 3() 19 7() 23
 4() 20 8() 24

() PERSON HANGS UP (END INTERVIEW -- CODE 6)
 () PERSON UNDER 17 1/2 OR OVER 26 YEARS OLD (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW -- CODE 9)

l. Are you now or have you ever been in the Active Military service, or the National Guard or Reserves in a paid drill status?

- 1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW--CODE 10)

2() No

PERSON HANGS UP (END INTERVIEW -- CODE 6)

m. Have you been accepted by the Active Military service or the National Guard or Reserves and are currently awaiting basic training?

- 1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 1j. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW--CODE 11)

2() No

PERSON HANGS UP (END INTERVIEW -- CODE 6)

n. CHECK:

- 19- 1() Male 2() Female

SCREENER COMPLETED -- FROM NOW ON TERMINATIONS CODED AS INCOMPLETE INTERVIEWS

FILL IN AFTER INTERVIEW COMPLETED / FOR TERMINATIONS -- FILL IN LOWER BOX IMMEDIATELY

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID#: _____ DATE _____

SAMPLE SEGMENT: NO. _____ BLK. _____

ENLISTMENT STUDY -- NPS SAMPLE

OMB #22-R0407

1. What is the last year of school or college you completed? 20-43 0

- 44- 1() Less than high school graduate
2() High school graduate
3() Vocational school/training after high school (PROBE)
4() One year of college
5() ~~Two~~ years of college
6() Three years of college
7() Four years of college
8() Post graduate work

2. Are you currently attending any type of school or college?

- 45- 1() Yes (#4 NEXT) 2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

- 46- 1() Yes 2() No (#7a NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

- 47- 1() High school
2() Vocational training school after high school (#6a NEXT)
3() Two-year college (#6a NEXT)
4() Four-year college (#6a NEXT)
5() Graduate or professional school (#6a NEXT)
9() Don't know (#7a NEXT)
0() Not applicable

5a. IF HIGH SCHOOL:

Do you plan to go on to further schooling after high school?

- 48- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() Not applicable

5b. IF YES IN #5a:

Will that be:

- 49- 1() Vocational training, } #7a NEXT 9() Don't know
2() A two-year college, or } #7a NEXT 0() Not applicable } #7a NEXT
3() A four-year college? } #7a NEXT

6a. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

- 50- 1() One 5() Five
2() Two 6() Six or more
3() Three 9() Don't know
4() Four 0() Not applicable

6b. Are you/will you be using/did you use any kind of financial assistance?

- 51- 1() Yes 9() Don't know
2() No 0() Not applicable

7a. Are you currently employed outside your home?

- 52- 1() Yes (#8 NEXT) 2() No

7b. IF NOT CURRENTLY EMPLOYED IN #7a:
Are you looking for work?

- 53- 1() Yes (#10 NEXT) 2() No (#10 NEXT)
0() Not applicable

8. Are you: .-

- 54- 1() Self-employed, or 0() Not applicable
2() Employed by someone else?

9a. How many hours a week do you regularly work? _____

- 55- IF 49 OR MORE, Q. 10 NEXT
56-

9b. IF 48 OR FEWER HOURS:

- Have you been looking for a second job or another way to increase your income?
57- 1() Yes 0() Not applicable
2() No (#10 NEXT)

9c. IF YES:

How difficult have you found it to obtain a second job or another way to increase your income? Has it been:

- 58- 1() Very difficult, 4() Very easy?
2() Somewhat difficult, 9() Don't know
3() Somewhat easy, or 0() Not applicable

10. Were you employed at this time last year?

- 59- 1() Yes 2() No

11. IF YES IN Q. 2: Which of these comes closest to what you are training for:
IF NO IN Q. 2, AND YES IN Q. 7a: Which of these comes closest to what you do:
IF NO IN Q. 2, AND NO in Q. 7a: Which of these are you most likely to do in the future:

- 60- 01() Professional/technical, 09() Student
61- 02() Small business, ___() Other _____
03() Sales, WRITE IN
04() Clerk/typist/secretary, 14() Refused
05() Skilled crafts, 16() On welfare
06() Unskilled or manual, 17() Housewife
07() Service worker, or 99() Don't know
08() Farmer?

12. How do things look for the future? Do you think that, compared to now, you'll be:

- 62- 1() Much better off in a year or two, 4() Worse off in a year or two?
2() Somewhat better off, 9() Don't know
3() About the same, or

13. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

- 63- 1() Very difficult, 9() Don't know
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?

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

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-64
b. Working at a desk in a business office...	1()	2()	3()	4()	9()-65
c. Working as a salesperson.....	1()	2()	3()	4()	9()-66

FOR STATEMENTS d THROUGH i, START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.

d. Serving in the Army National Guard.....	1()	2()	3()	4()	9()-67
* e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-68
f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-69
g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-70
h. Serving in the Marine Corps Reserve.....	1()	2()	3()	4()	9()-71
i. Serving in the Navy Reserve.....	1()	2()	3()	4()	9()-72

STATEMENT J IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....	1()	2()	3()	4()	9()-73
--	------	------	------	------	---------

15. If you had to join the military today, would you be:

- 74- 1() Definitely more likely to join a National Guard or Reserve unit than the Active Forces,
 2() Somewhat more likely to join a Guard or Reserve unit,
 3() Somewhat less likely to join a Guard or Reserve unit, or
 4() Definitely less likely to join a Guard or Reserve unit than the Active Forces?
 9() Don't know

16. Have you ever:

- 75- a. Sent for recruiting literature from the National Guard/Reserves?.....1() Yes 2() No
 76- b. Sent for recruiting literature from the Active Forces?.....1() Yes 2() No
 77- c. Attended an open house for a National Guard/ Reserve unit in your area?.....1() Yes 2() No
 78- d. Gone to a recruiting center to talk about joining the Active Forces?.....1() Yes 2() No
 79- e. Gone to a recruiting center to talk about joining the National Guard/Reserves?.....1() Yes 2() No

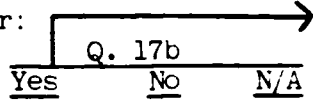
80-1
1-4 DUP

17a. Have you ever talked with your parents, brothers, or sisters, spouse, friends, or employer about joining the military?

- 5- 1() Yes 2() No 3() Don't recall } (#18 NEXT)

17b. IF YES IN #17a:

Was that with your:



17c. FOR EACH "YES" IN Q. 17b, ASK:

Was your (NAME PERSON) mostly positive or mostly negative about your joining?

			Q. 17c				
			Positive	Negative	Mixed	N/A	
Mother.....()	()	9()	1()	2()	3()	8()	-6
Father.....()	()	9()	1()	2()	3()	8()	-7
Spouse, fiance or steady friend.....()	()	9()	1()	2()	3()	8()	-8
Other friends.....()	()	9()	1()	2()	3()	8()	-9
Brothers or sisters.....()	()	9()	1()	2()	3()	8()	-10
Employer.....()	()	9()	1()	2()	3()	8()	-11

18. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 12- 1() A good choice of jobs and training programs,
 2() Some choice of jobs and training, or
 3() Little or no choice of jobs and training programs?
 9() Don't know

19. Getting many jobs and training programs depends on test scores. Do you think you could pass the tests for the type of job or training program you would want if you were in the National Guard or Reserves?

- 13- 1() Yes 2() Not sure or Don't know 3() No

20. If you were to consider joining the National Guard or the Reserves, do you think you'd be looking for:

- 14- 1() A specific job or training program, 9() Don't know
 2() Just to see what jobs are offered, or
 3() For nothing in particular?

21a. Do you think some National Guard and Reserve units offer advanced rank and pay for certain skills people have learned in civilian life?

- 15- 1() Yes 2() Not sure or Don't know 3() No

21b. Do you think you have skills that the Guard/Reserve might be interested in?

- 16- 1() Yes 2() Not sure or Don't know 3() No

21c. How likely is it that you would enlist in the National Guard or the Reserves if you could receive advanced rank and pay for the skills you have learned in civilian life? Would you:

- 17- 1() Definitely enlist, 4() Definitely not enlist?
 2() Probably enlist, 9() Don't know
 3() Probably not enlist, or

29. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is **something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether.** READ LIST.

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
a. Reading about medicine.....	1()	2()	3()	4()	9()-52
b. Fishing.....	1()	2()	3()	4()	9()-53
c. Shooting the breeze with friends.....	1()	2()	3()	4()	9()-54
d. Working for a political or social cause.....	1()	2()	3()	4()	9()-55
e. Reading about foreign countries.....	1()	2()	3()	4()	9()-56
f. Going to a movie.....	1()	2()	3()	4()	9()-57
g. Studying the stock market.....	1()	2()	3()	4()	9()-58
h. Visiting friends.....	1()	2()	3()	4()	9()-59
i. Reading a novel.....	1()	2()	3()	4()	9()-60
j. Camping out.....	1()	2()	3()	4()	9()-61
k. Dining out.....	1()	2()	3()	4()	9()-62
l. Hunting.....	1()	2()	3()	4()	9()-63
m. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-64

30. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is **something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely do do.** READ LIST.

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Send for literature about the military forces.....	1()	2()	3()	4()	5()	9()-65
b. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-66
c. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-67
d. Take a physical or written test for military service.....	1()	2()	3()	4()	5()	9()-68
e. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-69
f. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-70

31. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves -- or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 71- 1() Much more likely to enable you to achieve your life goals,
 2() Somewhat more likely to enable you to do this,
 3() Somewhat less likely to enable you to do this, or
 4() Much less likely to enable you to achieve your life goals than some
 other part-time job or activity?
 9() Don't know

32. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- **would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally?** READ LIST.

	IMPORTANT		Neither	UNIMPORTANT		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Being able to use my time as I please.....	1()	2()	3()	4()	5()	9()-72
b. Being liked by other people.....	1()	2()	3()	4()	5()	9()-73
c. Having a bit more money than I have now....	1()	2()	3()	4()	5()	9()-74
d. Having a good time.....	1()	2()	3()	4()	5()	9()-75

33. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. **Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it?** READ LIST.

	LIKELY		Neither	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Being able to use my time as I please.....	1()	2()	3()	4()	9()-76	
b. Being liked by other people.....	1()	2()	3()	4()	9()-77	
c. Having a bit more money than I have now....	1()	2()	3()	4()	9()-78	
d. Having a good time.....	1()	2()	3()	4()	9()-79	

34. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be **very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur:** READ LIST.

80-2
1-4 DUP

	LIKELY		Neither	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Getting a chance to travel.....	1()	2()	3()	4()	5()	9() -5
b. Having a chance to show your abilities....	1()	2()	3()	4()	5()	9() -6
c. Having military supervisors who would hassle or harrass you.....	1()	2()	3()	4()	5()	9() -7
d. Taking too much time away from your personal and social activities.....	1()	2()	3()	4()	5()	9() -8
e. Learning self-discipline.....	1()	2()	3()	4()	5()	9() -9
f. Having to follow routine for the mere sake of the routine.....	1()	2()	3()	4()	5()	9()-10
g. Being called to active duty in case of war.....	1()	2()	3()	4()	5()	9()-11
h. Having to take orders from someone who does not know as much as you do.....	1()	2()	3()	4()	5()	9()-12
i. Taking too much time away from your family during drills.....	1()	2()	3()	4()	5()	9()-13
j. Being called to active duty in case of civil disturbances or riots.....	1()	2()	3()	4()	5()	9()-14
k. Losing a chance for educational progress..	1()	2()	3()	4()	5()	9()-15
l. Being able to earn extra money.....	1()	2()	3()	4()	5()	9()-16
m. Being in combat during a disturbance or a war.....	1()	2()	3()	4()	5()	9()-17
n. Losing a chance to progress toward a solid job and job security.....	1()	2()	3()	4()	5()	9()-18
o. Not having much spare time.....	1()	2()	3()	4()	5()	9()-19

35a. There is now a law requiring all men to register for the draft when they are 18 years old. How do you personally feel about such a requirement, which means only that young men have to register, but there will be no draft unless there is a national emergency? Are you:

- 20- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

35b. How would you feel if the requirement applied not only to men at age 18, but also to women? If the requirement were that all young people are required to register but there will be no draft unless there is a national emergency, would you be:

- 21- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

35c. Suppose there is an actual draft, and you are eligible. Would you:

- 22- 1() Enlist in the Active Forces,
2() Enlist in a National Guard or Reserve unit, or
3() Take your chances on not being drafted?
() Other _____

WRITE IN

- 9() Don't know

36. How would you feel if draft registration were put together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

- 23- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

37. Now I'm going to read you one last list of statements. As I read each one, please tell me if you **strongly agree** with the statement, **somewhat agree**, **neither agree nor disagree**, **somewhat disagree**, or **strongly disagree** with the statement. READ LIST.

	<u>AGREE</u>		<u>Neither</u>	<u>DISAGREE</u>		<u>Don't Know</u>
	<u>Strongly</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Strongly</u>	
a. I feel ready to settle down.....1()	2()	3()	4()	5()	9()-24	
b. My family sometimes doesn't understand my style of life.....1()	2()	3()	4()	5()	9()-25	
c. The National Guard is needed to help in floods and other such disasters.....1()	2()	3()	4()	5()	9()-26	
d. Employers value people who have had military training.....1()	2()	3()	4()	5()	9()-27	
e. There are too many choices a young person has to make in today's world.....1()	2()	3()	4()	5()	9()-28	
f. The military life is a good influence on most young people.....1()	2()	3()	4()	5()	9()-29	
g. There are very few jobs really worth doing.....1()	2()	3()	4()	5()	9()-30	
h. The Reserves are needed to serve in combat roles during a military conflict.....1()	2()	3()	4()	5()	9()-31	
i. The National Guard is needed to maintain order in times of civil disturbances and riots.....1()	2()	3()	4()	5()	9()-32	

38a. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you **definitely enlist**, **probably enlist**, **probably not enlist**, or **definitely not enlist**?

33-1

	<u>ENLIST</u>		<u>NOT ENLIST</u>		<u>Don't Know</u>
	<u>Definitely</u>	<u>Probably</u>	<u>Probably</u>	<u>Definitely</u>	
34- a. A \$2,000 bonus for joining.....1()	2()	3()	4()	9()	
35- b. A \$2,500 bonus for joining.....1()	2()	3()	4()	9()	
36- c. A \$3,000 bonus for joining.....1()	2()	3()	4()	9()	

38b. How likely would you be to enlist in the Guard/Reserve if you were to become eligible for (NAME ITEM) — if you could become eligible for such a loan, would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

37-3

ENLIST		NOT ENLIST		Don't Know
Definitely	Probably	Probably	Definitely	

- 38- a. A low interest loan for joining, direct from the government, of up to \$6,000.....1() 2() 3() 4() 9()
- 39- b. A low interest loan for joining, direct from the government, of up to \$8,000.....1() 2() 3() 4() 9()
- 40- c. A low interest loan for joining, direct from the government, of up to \$10,000.....1() 2() 3() 4() 9()

39a. Would you say that military danger from other countries to the United States right now is:

- 41- 1() Very high, 3() Somewhat low, or
 2() Somewhat high, 4() Very low?
 9() Don't know

39b. Would you say that the likelihood of a draft of men between the ages of 18 and 20 within the next year is:

- 42- 1() Very high, 4() Very low?
 2() Somewhat high, 9() Don't know
 3() Somewhat low, or

39c. Would you say that the likelihood of a military conflict involving the United States within the next year is:

- 43- 1() Very high, 4() Very low?
 2() Somewhat high, 9() Don't know
 3() Somewhat low, or

40. And now a few questions for classification purposes. Are you living with your parents?

- 44- 1() Yes 2() No

41a. Are you:

- 45- 1() Married, 3() Widowed, divorced, or (#41c NEXT)
 2() Single, (#41c NEXT) 4() Separated? (#42 NEXT)

41b. IF MARRIED:

Is your spouse working?

- 46- 1() Yes (#42 NEXT) 2() No (#42 NEXT) 0() Not applicable

41c. IF SINGLE, WIDOWED, OR DIVORCED IN Q. 41a:

Are you planning to get married in the next 12 months?

- 47- 1() Yes 9() Don't know
 2() No 0() Not applicable

42. Do you own your own home?

- 48- 1() Yes
- 2() No

43. What was the last grade of school or college your father completed?

- 49- 1() Less than high school graduate
- 2() High school graduate
- 3() Vocational/training school after high school (PROBE)
- 4() Some college
- 5() College graduate or more
- 9() Don't know

44. During most of your first ten years of life, did you live:

- 50- 1() On a farm,
- 2() In a town,
- 3() In a suburb, or
- 4() In a city?
- 9() No one place

45a. Have any close relatives served in the military?

- 51- 1() Yes
 - 2() No
 - 9() Don't know
- } #46 NEXT

45b. IF YES:

Who was that? CHECK ALL MENTIONED

- 52- 1() Father
- 53- 2() Mother
- 3() Uncle or aunt
- 4() Brother
- () Other _____
- 5() Sister
- 6() Spouse
- 7() Cousin

WRITE IN

- 0() Not applicable

45c. IF YES IN Q. 45a:

Have any of these been career military personnel?

- 54- 1() Yes
- 2() No (#46 NEXT)
- 9() Don't know (#46 NEXT)
- 0() Not applicable

45d. IF YES:

Who was that? CHECK ALL MENTIONED.

- 55- 1() Father
- 56- 2() Mother
- 3() Uncle or aunt
- 4() Brother
- () Other _____
- 5() Sister
- 6() Spouse
- 7() Cousin

WRITE IN

- 0() Not applicable

46. What was the last grade of school or college your mother completed?

- 57- 1() Less than high school graduate
- 2() High school graduate
- 3() Vocational/training school after high school (PROBE)
- 4() Some college
- 5() College graduate or more
- 9() Don't know

47a. Not including yourself, how many dependents do you have?

- 58- 1() None (#48 NEXT) 4() Three
 2() One 5() Four
 3() Two 6() Five or more

47b. IF ANY IN Q. 47a:

Are you the major caretaker for any children below the age of eighteen?

- 59- 1() Yes 2() No (#48 NEXT)
 0() Not applicable

47c. IF YES IN Q. 47b:

Are any of these less than six years old?

- 60- 1() Yes 2() No
 0() Not applicable

48. During your high school years, would you say you were an:

- 61- 1() A student, 4() D student, or
 2() B student, 5() F student?
 3() C student, 9() Don't know

49. How many brothers and sisters do you have?

- 62- 1() One 5() Five
 2() Two 6() Six or more
 3() Three 0() None
 4() Four

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the Active Military or the National Guard or Reserves?

- 63- 1() Yes 2() No

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- 64- 1() Very pleased 4() Somewhat displeased
 2() Somewhat pleased 5() Very displeased
 3() Neither pleased nor displeased 9() Don't know

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- 65- 1() Very pleased, 4() Somewhat displeased, or
 2() Somewhat pleased, 5() Very displeased?
 3() Neither pleased nor displeased, 9() Don't know

51c. And how about your own reaction if he/she were to enlist in the Guard/Reserves? Would you be:

- 66- 1() Very pleased, 4() Somewhat displeased, or
 2() Somewhat pleased, 5() Very displeased?
 3() Neither pleased nor displeased, 9() Don't know

52. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- 67- 1() Hispanic, () Other _____
- 2() American Indian or Alaskan Native, WRITE IN
- 3() Black, not of Hispanic origin, 9() Refused
- 4() Asian or Pacific Islander, or
- 5() White, not of Hispanic origin?

INTERVIEWER: _____ (# _____) DATE _____

- 68- _____ 71- _____
- 69- _____ 72- _____
- 70- _____ 73- _____
- 74- _____
- 75-79 0
- 80-3

SAMPLE SEGMENT _____

1-4 DUP

RESPONDENT _____
5-30

ADDRESS _____
31 32 33 34 35 36-50

CITY _____
51-62

STATE _____ ZIP _____
63- 64- 65 66 67 68 69

PHONE (_____) _____
70 71 72 73 74 75 76 77 78 79

80-4

TELEPHONE # _____ (FILLED IN BY INTERVIEWER)
SRV CODE (CIRCLE): 1 2 3 4 5 6 7 (EDITORS USE ONLY)
TIME STARTED _____ : _____
TIME ENDED _____ : _____

ENLISTMENT STUDY — VETERANS SAMPLE SCREENER

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. I'd like to speak with (NAME ON CALL RECORD).

- () Initial hangup (END INTERVIEW -- CODE 8)
- () Respondent moved — ATTEMPT TO GET NEW TELEPHONE NUMBER. IF NO NEW NUMBER, END INTERVIEW — CODE 12. IF GET NEW NUMBER, WRITE ON CALL RECORD IN "OTHER PHONE" BOX AND DIAL.
- () Respondent not at this telephone number (END INTERVIEW -- CODE 13)
- () Person on phone refused to get target person. READ:
Everyone has the right to refuse to be in this survey, but it is very important that the person to be surveyed has the opportunity to refuse or accept for himself/herself. I'd like to speak to him/her.

IF PERSON STILL REFUSED OR HANGS UP, END INTERVIEW — CODE 5

IF TARGET PERSON ANSWERED PHONE, READ:

We are conducting a survey for the Federal Government and would like to include your opinion.

- () RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

IF SOMEONE OTHER THAN TARGET PERSON ANSWERED, WHEN TARGET PERSON IS ON PHONE READ:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We are conducting a survey for the Federal Government and would like to include your opinion.

- () RESPONDENT HANGS UP (END INTERVIEW -- CODE 6)

a. Have you ever been in the military service?

- 1() Yes
- 2() No (END INTERVIEW — CODE 14)
- () RESPONDENT HANGS UP (END INTERVIEW — CODE 6)

b. IF YES:

Are you now on active duty?

- 1() Yes (END INTERVIEW -- CODE 15)
- 2() No
- () RESPONDENT HANGS UP (END INTERVIEW — CODE 6)

c. IF NO:

Are you currently a member of the Active Reserves in paid drill status; that is, going to night or weekend unit training assemblies and/or summer training camp?

- 1() Yes (END INTERVIEW -- CODE 16)
- 2() No
- () RESPONDENT HANGS UP (END INTERVIEW — CODE 6)

1d. IF NO IN Q. 1c:
For how many months and years have you been in the military service?

- 33- 1() Less than 2 years (END INTERVIEW -- CODE 17) ID# 1-
 2() 2 years — 2 years, 11 months 2-
 3() 3 years — 3 years, 11 months 3-
 4() 4 years — 4 years, 11 months 4-
 () 5 years or more (END INTERVIEW -- CODE 17)

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

1e. In what month and year did you enter the military service? CHECK MONTH AND YEAR.

- () Before November 1974 (END INTERVIEW -- CODE 17)
 () November 1978 or later (END INTERVIEW -- CODE 17) No. 5-
 6-

- | | | | | |
|-----|----------------|-----------------|-------------|---------|
| | <u>MONTH</u> | | <u>YEAR</u> | |
| 34- | 01() January | 07() July | 36- | 4() 74 |
| 35- | 02() February | 08() August | | 5() 75 |
| | 03() March | 09() September | | 6() 76 |
| | 04() April | 10() October | | 7() 77 |
| | 05() May | 11() November | | 8() 78 |
| | 06() June | 12() December | | |
- BLK. 7-
8-
9-
ST. 10-
11-
SRV. 12-

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

f. In what month and year were you separated from active duty? CHECK MONTH AND YEAR.

- () Before November 1976 (END INTERVIEW -- CODE 17)

- | | | | | |
|-----|----------------|-----------------|-------------|---------|
| | <u>MONTH</u> | | <u>YEAR</u> | |
| 37- | 01() January | 07() July | 39- | 6() 76 |
| 38- | 02() February | 08() August | | 7() 77 |
| | 03() March | 09() September | | 8() 78 |
| | 04() April | 10() October | | 9() 79 |
| | 05() May | 11() November | | 0() 80 |
| | 06() June | 12() December | | |
- PERS. NO. 13-
14-
15-
16-
17-
18-
19-
20-
21-
22-
23-
24-

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

g. In what branch of the military did you serve?

- 40- 1() Air Force 3() Marines
 2() Army 4() Navy
 5() Coast Guard (END INTERVIEW -- CODE 18)

IF RESPONDENT HANGS UP, END INTERVIEW -- CODE 6)

h. CHECK SEX:

- 41- 1() Male 2() Female

SCREENER COMPLETED -- FROM NOW ON TERMINATIONS CODED AS INCOMPLETE INTERVIEWS

FILL IN AFTER INTERVIEW COMPLETED/OR TERMINATIONS -- FILL IN LOWER BOX IMMEDIATELY

RESPONDENT _____ PHONE _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

INTERVIEWER ID#: _____ DATE _____
 SAMPLE SEGMENT: NO. _____ BLK. _____ ST. _____ SRV. _____

- 13-
14-
15-
16-
17-
18-
19-
20-
21-
22-
23-
24-
25-
26-
27-
28-
29-
30-
31-
32-

ENLISTMENT STUDY -- VETERANS SAMPLE

OMB #22-R0407

- 1a. How old are you? _____
~~42-~~ WRITE IN
~~43-~~
- 1b. What is the last year of school or college you completed?
- ~~44-~~ 1() Less than high school graduate
2() High school graduate
3() Vocational school/training after high school (PROBL)
4() One year of college
5() Two years of college
6() Three years of college
7() Four years of college
8() Post graduate work
2. Are you currently attending any type of school or college?
~~45-~~ 1() Yes (#4 NEXT) 2() No
3. IF NO:
Are you planning to attend any type of school or college in the next year or so?
~~46-~~ 1() Yes 2() No (#7a NEXT) 0() Not applicable
4. IF YES IN #2 OR #3:
What type of school are you attending/planning to attend?
~~47-~~ 1() High school
2() Vocational training school after high school (#6a NEXT)
3() Two-year college (#6a NEXT)
4() Four-year college (#6a NEXT)
5() Graduate or professional school (#6a NEXT)
9() Don't know (#7a NEXT)
0() Not applicable
- 5a. IF HIGH SCHOOL:
Do you plan to go on to further schooling after high school?
~~48-~~ 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() Not applicable
- 5b. IF YES IN #5a:
Will that be:
~~49-~~ 1() Vocational training, 9() Don't know
2() A two-year college, or } #7a NEXT 0() Not applicable } #7a NEXT
3() A four-year college? }
- 6a. IF COLLEGE OR VOCATIONAL TRAINING IN #4:
How many courses are you taking/planning to take per semester?
~~50-~~ 1() One 5() Five
2() Two 6() Six or more
3() Three 9() Don't know
4() Four 0() Not applicable
- 6b. Are you/will you be using/did you use any kind of financial assistance?
~~51-~~ 1() Yes 9() Don't know
2() No 0() Not applicable

7a. Are you currently employed outside your home?

- 52- 1() Yes (#8 NEXT) 2() No

7b. IF NOT CURRENTLY EMPLOYED IN #7a:
Are you looking for work?

- 53- 1() Yes (#10 NEXT) 2() No (#10 NEXT)
- 0() Not applicable

8. Are you: - - -

- 54- 1() Self-employed, or 0() Not applicable
- 2() Employed by someone else?

9a. How many hours a week do you regularly work? _____

- 55- IF 49 OR MORE, Q. 10 NEXT
- 56-

9b. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

- 57- 1() Yes 0() Not applicable
- 2() No (#10 NEXT)

9c. IF YES:

How difficult have you found it to obtain a second job or another way to increase your income? Has it been:

- 58- 1() Very difficult, 4() Very easy?
- 2() Somewhat difficult, 9() Don't know
- 3() Somewhat easy, or 0() Not applicable

10. Were you employed at this time last year?

- 59- 1() Yes 2() No

11. IF YES IN Q. 2: Which of these comes closest to what you are training for:
IF NO IN Q. 2, AND YES IN Q. 7a: Which of these comes closest to what you do:
IF NO IN Q. 2, AND NO in Q. 7a: Which of these are you most likely to do in the future:

- 60- 01() Professional/technical, 09() Student
- 61- 02() Small business, () Other _____
- 03() Sales, WRITE IN
- 04() Clerk/typist/secretary, 14() Refused
- 05() Skilled crafts, 16() On welfare
- 06() Unskilled or manual, 17() Housewife
- 07() Service worker, or 99() Don't know
- 08() Farmer?

12. How do things look for the future? Do you think that, compared to now, you'll be:

- 62- 1() Much better off in a year or two, 4() Worse off in a year or two?
- 2() Somewhat better off, 9() Don't know
- 3() About the same, or

13. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

- 63- 1() Very difficult, 9() Don't know
- 2() Somewhat difficult,
- 3() Somewhat easy, or
- 4() Very easy?

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

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
--	------------	----------	--------------	----------------	--------------------

- | | | | | | |
|--|------|------|------|------|---------|
| a. Working in a factory..... | 1() | 2() | 3() | 4() | 9()-64 |
| b. Working at a desk in a business office... | 1() | 2() | 3() | 4() | 9()-65 |
| c. Working as a salesperson..... | 1() | 2() | 3() | 4() | 9()-66 |

FOR STATEMENTS d THROUGH i, START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.

- | | | | | | |
|---|------|------|------|------|---------|
| d. Serving in the Army National Guard..... | 1() | 2() | 3() | 4() | 9()-67 |
| e. Serving in the Air National Guard..... | 1() | 2() | 3() | 4() | 9()-68 |
| f. Serving in the Army Reserve..... | 1() | 2() | 3() | 4() | 9()-69 |
| g. Serving in the Air Force Reserve..... | 1() | 2() | 3() | 4() | 9()-70 |
| h. Serving in the Marine Corps Reserve..... | 1() | 2() | 3() | 4() | 9()-71 |
| * i. Serving in the Navy Reserve..... | 1() | 2() | 3() | 4() | 9()-72 |

STATEMENT J IS ALWAYS ASKED LAST.

- | | | | | | |
|--|------|------|------|------|---------|
| j. Serving in the Active Military..... | 1() | 2() | 3() | 4() | 9()-73 |
|--|------|------|------|------|---------|

15. If you had to join the military today, would you be:

- 74- 1() Definitely more likely to join a National Guard or Reserve unit than the Active Forces,
 2() Somewhat more likely to join a Guard or Reserve unit,
 3() Somewhat less likely to join a Guard or Reserve unit, or
 4() Definitely less likely to join a Guard or Reserve unit than the Active Forces?
 9() Don't know

16. Since you were separated from active service, have you:

- 75- a. Attended an open house for a National Guard/
 Reserve unit in your area?.....1() Yes 2() No
 76- b. Gone to a recruiting center to talk about
 joining the National Guard/Reserves?.....1() Yes 2() No

17. I'd like to change the topic now. I notice that you were in the (NAME SERVICE FROM SCREENER). Overall, how satisfied were you with the time you spent in the (NAME SERVICE) — were you:

- 77- 1() Very satisfied, 4() Somewhat dissatisfied, or
 2() Somewhat satisfied, 5() Very dissatisfied with the service?
 3() Neither satisfied nor 9() Don't know
 dissatisfied

18a. Were you trained in the MOS or specialty or AFSC you wanted when you joined the service?

- 78- 1() Yes 2() No

18b. Were you assigned to a job that used the MOS skills you were trained in?

- 79- 1() Yes 2() No

18c. Regardless of your assignment, do you feel the work you did used your MOS skills:

- 5- 1() All or most of the time, 4() Very little of the time, or
- 2() About half the time, 5() Never?
- 3() Only some of the time, 9() Don't know

18d. Overall, how satisfied were you with your MOS or specialty or AFSC -- were you:

- 6- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied with it?
- 3() Neither satisfied nor 9() Don't know
- dissatisfied,

19a. How satisfied were you with the pay grade or rank you held when you were separated:

- 7- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied with the pay
- 3() Neither satisfied nor 9() Don't know
- dissatisfied, grade you held?

19b. How satisfied were you with the promotion policies of your service:

- 8- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied with those
- 3() Neither satisfied nor 9() Don't know
- dissatisfied, promotion policies?

20a. Do you remember discussing the Guard/Reserve with a career counselor before you left the service?

- 9- 1() Yes 2() No } (#21 NEXT)
- 9() Not sure }

20b. IF YES:

About how long before you left the service was your first contact with him/her?

- 10- 1() Last week or two
- 2() Last three months, but not last week or two
- 3() Four to six months
- 4() Seven to nine months
- 5() Ten to 12 months
- 6() A year to a year and a half
- 7() More than a year and a half
- 9() Don't know
- 0() Not applicable

20c. Do you feel that your discussions with career counselors were helpful to you?

- 11- 1() Yes 9() Don't know
- 2() No 0() Not applicable

21. How useful has your experience in the service been since your return to civilian life? Would you say it has been:

- 12- 1() Very useful, 9() Don't know
- 2() Somewhat useful,
- 3() Slightly useful, or
- 4() Not at all useful?

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2 OR IS SELF-EMPLOYED (Q.8, PAGE 2), SKIP TO Q. 28.

27a. Does your company have a specific policy about National Guard or Reserves participation?

- 29- 1() Yes
- 2() No
- 9() Don't know
- 0() Not applicable

27b. With respect to Guard/Reserve participation, would you say the company is:

- 30- 1() Positive,
- 2() Neutral, or
- 3() Negative?
- 9() Don't know
- 0() Not applicable

27c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

- 31- 1() Yes
- 2() No (#28 NEXT)
- 9() Don't know (#28 NEXT)
- 0() Not applicable

27d. IF YES IN Q. 27c:
Would you say your supervisor was:

- 32- 1() Positive
- 2() Neutral, or
- 3() Negative?
- 9() Don't know
- 0() Not applicable

28. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

33-1
34-1

ENLIST		NOT ENLIST		Don't Know
Definitely	Probably	Probably	Definitely	

- | | | | | | | |
|-----|-------------------------------------|------|------|------|------|------|
| 35- | a. A \$2,000 bonus for joining..... | 1() | 2() | 3() | 4() | 9() |
| 36- | b. A \$2,500 bonus for joining..... | 1() | 2() | 3() | 4() | 9() |
| 37- | c. A \$3,000 bonus for joining..... | 1() | 2() | 3() | 4() | 9() |

29. Now I'm going to read you a list of statements. As I read each one, please tell me if you **strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement.** READ LIST.

	AGREE		Neither	DISAGREE	
	<u>Strongly</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Strongly</u>
a. People look up to a person in the uniform of the National Guard or Reserves.....1()	2()	3()	4()	5()-38	
b. The Guard/Reserve are well-trained.....1()	2()	3()	4()	5()-39	
c. Our country is too militaristic.....1()	2()	3()	4()	5()-40	
d. The Guard/Reserve have good, up-to-date equipment.....1()	2()	3()	4()	5()-41	
e. It's important for our country to be able to use military force in its relations with other countries.....1()	2()	3()	4()	5()-42	
f. I would be proud to be a member of the National Guard or Reserves.....1()	2()	3()	4()	5()-43	
g. The Active Forces are well-trained.....1()	2()	3()	4()	5()-44	
h. I like to become involved in projects in my community.....1()	2()	3()	4()	5()-45	
i. The National Guard and the Reserves are highly respected in my community.....1()	2()	3()	4()	5()-46	
j. The Active Forces have good, up-to-date equipment.....1()	2()	3()	4()	5()-47	
k. In my spare time I prefer doing things with others rather than being by myself.....1()	2()	3()	4()	5()-48	
l. A nation should always be ready to fight.....1()	2()	3()	4()	5()-49	
m. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.....1()	2()	3()	4()	5()-50	
n. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.....1()	2()	3()	4()	5()-51	

30. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is **something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether.** READ LIST.

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
a. Reading about medicine.....	1()	2()	3()	4()	9()-52
b. Fishing.....	1()	2()	3()	4()	9()-53
c. Shooting the breeze with friends.....	1()	2()	3()	4()	9()-54
d. Working for a political or social cause.....	1()	2()	3()	4()	9()-55
e. Reading about foreign countries.....	1()	2()	3()	4()	9()-56
f. Going to a movie.....	1()	2()	3()	4()	9()-57
g. Studying the stock market.....	1()	2()	3()	4()	9()-58
h. Visiting friends.....	1()	2()	3()	4()	9()-59
i. Reading a novel.....	1()	2()	3()	4()	9()-60
j. Camping out.....	1()	2()	3()	4()	9()-61
k. Dining out.....	1()	2()	3()	4()	9()-62
l. Hunting.....	1()	2()	3()	4()	9()-63
m. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-64

31. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is **something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do.** READ LIST.

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Send for literature about the military forces.....	1()	2()	3()	4()	5()	9()-65
b. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-66
c. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-67
d. Take a physical or written test for military service.....	1()	2()	3()	4()	5()	9()-68
e. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-69
f. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-70

32. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves -- or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 71- 1() Much more likely to enable you to achieve your life goals,
 2() Somewhat more likely to enable you to do this,
 3() Somewhat less likely to enable you to do this, or
 4() Much less likely to enable you to achieve your life goals than some
 other part-time job or activity?
 9() Don't know

33. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- **would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally?** READ LIST.

	<u>IMPORTANT</u>			<u>UNIMPORTANT</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Neither</u>	<u>Somewhat</u>	<u>Very</u>	<u>Know</u>

- a. Being able to use my time as I please.....1() 2() 3() 4() 5() 9()-72
- b. Being liked by other people.....1() 2() 3() 4() 5() 9()-73
- c. Having a bit more money than I have now...1() 2() 3() 4() 5() 9()-74
- d. Having a good time.....1() 2() 3() 4() 5() 9()-75

34. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. **Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it?** READ LIST.

	<u>LIKELY</u>			<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Very</u>	<u>Know</u>

- a. Being able to use my time as I please.....1() 2() 3() 4() 9()-76
- b. Being liked by other people.....1() 2() 3() 4() 9()-77
- c. Having a bit more money than I have now.....1() 2() 3() 4() 9()-78
- d. Having a good time.....1() 2() 3() 4() 9()-79

35. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be **very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur:** READ LIST.

	<u>LIKELY</u>			<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Neither</u>	<u>Somewhat</u>	<u>Very</u>	<u>Know</u>

- a. Getting a chance to travel.....1() 2() 3() 4() 5() 9() -5
- b. Having a chance to show your abilities....1() 2() 3() 4() 5() 9() -6
- c. Having military supervisors who would
hassle or harrass you.....1() 2() 3() 4() 5() 9() -7
- d. Taking too much time away from your
personal and social activities.....1() 2() 3() 4() 5() 9() -8
- e. Learning self-discipline.....1() 2() 3() 4() 5() 9() -9
- f. Having to follow routine for the mere
sake of the routine.....1() 2() 3() 4() 5() 9()-10
- g. Being called to active duty in case
of war.....1() 2() 3() 4() 5() 9()-11
- h. Having to take orders from someone who
does not know as much as you do.....1() 2() 3() 4() 5() 9()-12
- i. Taking too much time away from your
family during drills.....1() 2() 3() 4() 5() 9()-13
- j. Being called to active duty in case of
civil disturbances or riots.....1() 2() 3() 4() 5() 9()-14
- k. Losing a chance for educational progress..1() 2() 3() 4() 5() 9()-15
- l. Being able to earn extra money.....1() 2() 3() 4() 5() 9()-16
- m. Being in combat during a disturbance
or a war.....1() 2() 3() 4() 5() 9()-17
- n. Losing a chance to progress toward a
solid job and job security.....1() 2() 3() 4() 5() 9()-18
- o. Not having much spare time.....1() 2() 3() 4() 5() 9()-19

80-2
1-4 DUP

36. How would you feel if draft registration were put together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

- 20- 1() Strongly in favor, 4() Somewhat opposed, or
 2() Somewhat in favor, 5() Strongly opposed?
 3() Neither in favor nor opposed, 9() Don't know

37. Now I'm going to read you one last list of statements. As I read each one, please tell me if you **strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement.** READ LIST.

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. I feel ready to settle down.....	1()	2()	3()	4()	5()	9()-21
b. My family sometimes doesn't understand my style of life.....	1()	2()	3()	4()	5()	9()-22
c. The National Guard is needed to help in floods and other such disasters.....	1()	2()	3()	4()	5()	9()-23
d. Employers value people who have had military training.....	1()	2()	3()	4()	5()	9()-24
e. There are too many choices a young person has to make in today's world.....	1()	2()	3()	4()	5()	9()-25
f. The military life is a good influence on most young people.....	1()	2()	3()	4()	5()	9()-26
g. There are very few jobs really worth doing.....	1()	2()	3()	4()	5()	9()-27
h. The Reserves are needed to serve in combat roles during a military conflict.....	1()	2()	3()	4()	5()	9()-28
i. The National Guard is needed to maintain order in times of civil disturbances and riots.....	1()	2()	3()	4()	5()	9()-29

38a. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you **definitely enlist, probably enlist, probably not enlist, or definitely not enlist?**

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
31- a. Tuition assistance of \$1,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()
32- b. Tuition assistance of \$1,500 per year, for up to 4 years.....	1()	2()	3()	4()	9()
33- c. Tuition assistance of \$2,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()

42. Do you own your own home?

- 45- 1() Yes
- 2() No

43. What was the last grade of school or college your father completed?

- 46- 1() Less than high school graduate
- 2() High school graduate
- 3() Vocational/training school after high school (PROBE)
- 4() Some college
- 5() College graduate or more
- 9() Don't know

44. During most of your first ten years of life, did you live:

- 47- 1() On a farm,
- 2() In a town,
- 3() In a suburb, or
- 4() In a city?
- 9() No one place

45a. Have any close relatives served in the military?

- 48- 1() Yes
- 2() No
- 9() Don't know } #46 NENT

45b. IF YES:

Who was that? CHECK ALL MENTIONED

- 49- 1() Father
- 50- 2() Mother
- 3() Uncle or aunt
- 4() Brother
- () Other
- 5() Sister
- 6() Spouse
- 7() Cousin

WRITE IN

- 0() Not applicable

45c. IF YES IN Q. 45a:

Have any of these been career military personnel?

- 51- 1() Yes
- 2() No (#46 NENT)
- 9() Don't know (#46 NENT)
- 0() Not applicable

45d. IF YES:

Who was that? CHECK ALL MENTIONED.

- 52- 1() Father
- 53- 2() Mother
- 3() Uncle or aunt
- 4() Brother
- () Other
- 5() Sister
- 6() Spouse
- 7() Cousin

WRITE IN

- 0() Not applicable

46. What was the last grade of school or college your mother completed?

- 54- 1() Less than high school graduate
- 2() High school graduate
- 3() Vocational/training school after high school (PROBE)
- 4() Some college
- 5() College graduate or more
- 9() Don't know

47a. Not including yourself, how many dependents do you have?

- 55- 1() None (#48 NEXT) 4() Three
2() One 5() Four
3() Two 6() Five or more

47b. IF ANY IN Q. 47a:

Are you the major caretaker for any children below the age of eighteen?

- 56- 1() Yes 2() No (#48 NEXT)
0() Not applicable

47c. IF YES IN Q. 47b:

Are any of these less than six years old?

- 57- 1() Yes 2() No
0() Not applicable

48. During your high school years, would you say you were an:

- 58- 1() A student, 4() D student, or
2() B student, 5() F student?
3() C student, 9() Don't know

49. How many brothers and sisters do you have?

- 59- 1() One 5() Five
2() Two 6() Six or more
3() Three 0() None
4() Four

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the Active Military or the National Guard or Reserves?

- 60- 1() Yes 2() No

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- 61- 1() Very pleased, 4() Somewhat displeased
2() Somewhat pleased, 5() Very displeased
3() Neither pleased nor displeased 9() Don't know

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- 62- 1() Very pleased, 4() Somewhat displeased, or
2() Somewhat pleased, 5() Very displeased?
3() Neither pleased nor displeased, 9() Don't know

51c. And how about your own reaction if he/she were to enlist in the Guard/Reserves? Would you be:

- 63- 1() Very pleased, 4() Somewhat displeased, or
2() Somewhat pleased, 5() Very displeased?
3() Neither pleased nor displeased, 9() Don't know

51d. IF MARRIED (Q. 41a, p. 11)

Was your spouse actually with you during your active duty assignment?

- 64- 1() Yes
- 2() No
- 3() Not married at that time
- 4() He/she on active duty elsewhere
- 0() Not applicable

52a. Have you tried to find out if there is a Guard/Reserve unit close enough to you to join?

- 65- 1() Yes
- 2() No (#53 NEXT)

52b. IF YES IN Q. 52a:

Is there one close for you to join?

- 66- 1() Yes
- 2() No
- 0() Not applicable } (#53 NEXT)

52c. IF YES IN Q. 52b:

Does it have an opening for someone with your skills or training?

- 67- 1() Yes
- 2() No
- 9() Don't know
- 0() Not applicable

52d. Have you considered switching your MOS in order to join a Guard/Reserve unit?

- 68- 1() Yes
- 2() No (#53 NEXT)

52e. IF YES IN Q. 52d:

69- Why didn't you do so? _____

70- _____

71- (PROBL) _____

WRITE IN

53. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- 72- 1() Hispanic, () Other _____
- 2() American Indian or Alaskan Native, WRITE IN
- 3() Black, not of Hispanic origin, 9() Refused
- 4() Asian or Pacific Islander, or
- 5() White, not of Hispanic origin?

INTERVIEWER: _____ (# _____) DATE _____

73- _____
74- _____
75- _____

76- _____
77- _____
78- _____
79- _____

80-3

SAMPLE SEGMENT _____

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

END

FILMED

2-85

DTIC