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**RESERVE COMPONENT
ATTITUDE STUDY**

WAVE V 1982

VOLUME I

MAJOR FINDINGS AND IMPLICATIONS

ARBOR, INC.

(ASSOCIATES FOR RESEARCH IN BEHAVIOR, INC.)

PHILADELPHIA, PENNSYLVANIA

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19 ABSTRACT (Continue on reverse if necessary and identify by block number) The Reserve Component Attitude Study (RCAS) is an annual series from 1978 to 1982 surveying the propensity of men and women to enlist in the Selected Reserve Forces (Guard/Reserve). The study is conducted through a random digit dialing telephone survey of the NPS respondents. The veterans sample was selected from listings provided by the Department of Defense. In 1983 RCAS underwent a reconfiguration and was renamed Veterans Attitude Tracking Study (VATS). The purpose of RCAS is to discover issues relevant to enhancing the number and quality of those enlisting in National Guard and Reserve Forces. Data was collected to determine individuals' reasons for wanting to enlist in the Guard/Reserve from samples of Prior service (PS) men and women and Non-prior (NPS) service men and women. Individuals sampled were divided into categories of those with a negative propensity to enlist and those with a positive propensity to enlist.					
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RCAS Wave V was conducted in 1982. To determine if individuals with different demographic characteristics give different reasons for wanting to enlist or not wanting to enlist, the NPS sample was divided into five distinct, independent segments. These segments were characterized as "Working Singles", "High Schoolers", "Marrieds", "Collegiates", and "Others". The five segments did not differ in their reasons for wanting to enlist. The segments did differ, however, in their reasons for not wanting to enlist. "High Schoolers" and "Collegiates" placed the most importance on plans for continuing school. "Marrieds" were unique in placing the most importance on concern of being separated from family and friends. Both "Working Singles" and "Others" placed the most importance on plans for a civilian job.

The survey recommends that in order to increase propensity among negative propensity individuals, their specific concerns about Guard/Reserve enlistment should be addressed. To increase propensity among positive propensity individuals the overall positive attributes of the Guard/Reserve should be stressed.

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ARBOR, Inc.

the science center 34th & market streets
philadelphia, pennsylvania 19104
(215) 387-5300

**RESERVE COMPONENT
ATTITUDE STUDY**

WAVE V

1982 TRACKING STUDY

VOLUME I

MAJOR FINDINGS AND IMPLICATIONS

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EXECUTIVE SUMMARY

This study is the fifth of an annual series that surveys the propensity of Non-prior service (NPS) and Prior service (PS) men and women to enlist in the Selected Reserve Forces (Guard/Reserve). Data were collected in the Fall of 1982 from a nationally representative sample of 1,150 NPS men and 1,145 NPS women, and a sample of 1,803 PS men and 570 PS women. The NPS sample was age 17 to 26; age and geographic distributions were based on the most recent U.S. census data. The PS sample had been separated from active duty after at least two years of service.¹⁾

In addition to tracking propensity to enlist and identifying characteristics of individuals with positive propensity and those with negative propensity to enlist in the Guard/Reserve, the following issues were addressed:

- The relationship between interest in attaining officer status and enlistment propensity,
- Propensity to enlist in the Individual Ready Reserve and the effect of incentives thereon,
- Perceived support from and reported support for spouses and other significant individuals joining the Guard/Reserve,
- The importance of various reasons for wanting to enlist and not wanting to enlist,
- Relationships of employment-related variables and propensity to enlist, and
- The relationship of number of responsibilities (and obligations) and propensity, and the effect of enlistment incentives on this relationship.

1) Other criteria for the PS sample were that they be eligible for re-enlistment, that they not be in the Selected Reserve at the time of the survey, and that they have at least one year of their military service obligation remaining. PS men were AFQT Category III or higher.

PROPENSITY (Chapter 3)¹⁾

Propensity to Enlist in the National Guard or Reserve Forces

The percentage of PS women with positive propensity to enlist in the Guard/Reserve increased significantly from 23.9 percent (1981) to 29.5 percent (1982). The enlistment propensity of the other three samples remained relatively stable.

<u>SAMPLE²⁾</u>	<u>PERCENTAGE WITH POSITIVE PROPENSITY</u>				
	<u>YEAR</u>				
	<u>1978</u>	<u>1979³⁾</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Non-prior service men ⁴⁾	24.7	19.7	22.9	21.2	19.5
Non-prior service women ⁴⁾	12.9	8.8	8.7	9.0	10.9
Prior service men ⁵⁾	22.1	20.4	21.3	24.4	24.1
Prior service women ⁵⁾	N/A	22.3	21.9	23.9	29.5*

* Indicates a significant difference between 1981 and 1982 levels ($p < .05$).

- 1) Results discussed in this section are based on the findings addressed in Chapter 3 of the text. Other chapters are similarly referenced in this summary.
- 2) Each percentage in this table is derived from a different base. For each sample, the base in each of the five years is approximately the same size. Those interested in the size of each base are referred to Volume II of the 1982 RCAS, page 10.
- 3) The 1979 NPS samples were split between those NPS respondents interviewed before the onset of the Iranian Crisis and those interviewed during the crisis. The numbers presented here represent the pre-crisis samples since they are most comparable to the other samples. The 1979 PS data were only available after the Iranian Crisis.
- 4) The 1978 to 1980 NPS samples consist of 17 1/2 to 26 year olds. The 1981 and 1982 NPS samples consist of 17 to 26 year olds.
- 5) All PS sample data have been based on weighted data. All PS data referenced in this summary have also been based on weighted data.

Propensity to enlist in a particular component of the Guard/ Reserve did not change between 1981 and 1982, except in the following cases:

- The percentage of NPS women with positive propensity to enlist in the Army Reserve increased significantly, and
- The percentage of PS women with positive propensity to enlist in the Air National Guard and Air Force Reserve also increased significantly.

<u>COMPONENT WITHIN SAMPLE</u>	<u>PERCENTAGE WITH POSITIVE PROPENSITY</u>				
	<u>1978</u>	<u>1979¹⁾</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>NPS MALES²⁾</u>					
BASE (N)	(1491)	(721)	(1150)	(1181)	(1129)
Army National Guard	12.7	11.3	10.6	10.5	9.8
Army Reserve	11.0	9.4	9.6	9.6	8.9
Air National Guard	10.3	9.4	10.8	8.8	8.2
Air Force Reserve	12.4	10.0	11.3	10.7	10.9
Naval Reserve	9.6	8.5	9.0	8.9	7.8
Marine Corps Reserve	7.2	5.6	7.2	6.7	6.1
<u>NPS FEMALES²⁾</u>					
BASE (N)	(1495)	(659)	(1200)	(1096)	(1117)
Army National Guard	7.0	3.5	4.0	5.1	5.7
Army Reserve	6.3	3.9	3.8	3.9	5.7*
Air National Guard	5.6	3.8	2.6	3.1	4.3
Air Force Reserve	7.5	4.9	4.4	5.0	6.7
Naval Reserve	5.6	3.5	4.3	3.9	4.5
Marine Corps Reserve	4.3	2.3	2.9	2.7	3.7

* Indicates a significant difference between 1981 and 1982 levels ($p < .05$).

1) The 1979 NPS samples were split between those NPS respondents interviewed before the onset of the Iranian Crisis and those interviewed during the crisis. The numbers presented here represent the pre-crisis samples since they are most comparable to the other samples.

2) The 1978 to 1980 NPS samples consist of 17 1/2 to 26 year olds. The 1981 and 1982 NPS samples consist of 17 to 26 year olds.

<u>COMPONENT WITHIN SAMPLE</u>	<u>PERCENTAGE WITH POSITIVE PROPENSITY</u>				
	<u>YEAR</u>				
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>PS MALES¹⁾</u>					
BASE (N)	(1498)	(1536)	(1712)	(1812)	(1791)
Army National Guard	10.9	8.2	9.1	10.2	10.7
Army Reserve	11.4	8.5	9.1	9.7	9.1
Air National Guard	7.6	6.5	6.1	9.0	9.3
Air Force Reserve	6.9	6.8	6.5	8.9	8.6
Naval Reserve	5.9	5.3	5.7	7.1	7.6
Marine Corps Reserve	5.0	4.3	4.2	5.7	4.8
<u>PS FEMALES^{1, 2)}</u>					
BASE (N)	(N/A)	(395)	(560)	(572)	(564)
Army National Guard	N/A	10.2	9.4	9.4	9.7
Army Reserve	N/A	10.4	10.8	12.8	11.1
Air National Guard	N/A	7.0	6.8	8.3	11.9*
Air Force Reserve	N/A	8.5	9.0	10.7	14.9*
Naval Reserve	N/A	10.9	7.4	8.1	9.0

Demographic and Experiential Profiles of Positive and Negative Propensity Individuals

In at least four of the past five surveys, men and women with positive propensity have differed from those with negative propensity in that the former are more likely to:

- Have friends who are thinking about or who have recently joined the military,
- Not own their own homes,
- Be black or Hispanic,
- Be single,
- Be younger, and
- Have received less formal education.³⁾

* Indicates a significant difference between 1981 and 1982 levels ($p < .05$).

- 1) All PS sample data have been based on weighted data. All PS data referred to in this summary have also been based on weighted data.
- 2) Enlistment propensity for PS women toward the Marine Corps Reserve cannot be measured in a manner comparable to that for other Guard/Reserve components, since no PS women from the Marine Corps were included in the sample.
- 3) Positive propensity men, but not women, are also more likely to be unemployed.

PS Enlistment Propensity in the IRR and Related Issues

PS respondents were asked the likelihood of their enlisting for three additional years in the IRR under three separate incentive plans: Refresher training, full pay and allowances plus a \$900 bonus; a \$900 bonus; a low cost life insurance program. The refresher training plus \$900 bonus plan was associated with the highest level of propensity. The percentage with positive propensity to enlist in the IRR under this incentive plan was 35.3 percent for PS men and 36.9 percent for PS women.

Comparison of Enlistment Propensity in the Guard/Reserve Versus the Military (Active or Reserve Forces) Plus Two Additional Years in the IRR

Propensity declined significantly when PS men and women were asked if they would serve in the military (Guard/Reserve or Active Forces) if two additional years in the IRR were required.¹⁾

<u>PS SAMPLE</u>	<u>Base (N)</u>	<u>PERCENTAGE WITH POSITIVE PROPENSITY</u>	
		<u>In Guard/Reserve Without Two Years in the IRR</u>	<u>In Military With Two Years in the IRR</u>
Men	(1791)	24.1*	17.4
Women	(564)	29.5*	19.3

This decrease in propensity would not pose a problem if the propensity of qualified individuals (e.g., education, attitudes, etc.) were still sufficient to meet quotas under this new program.

Further analyses indicated that individuals attracted to the Guard/Reserve plus two years in the IRR are less educated and project their next year's income to be lower than individuals attracted only to the Guard/Reserve. In addition, those attracted to the Guard/Reserve plus two years in the IRR are more pro-military and associate fewer negative attributes with the Guard/Reserve than individuals attracted only to the Guard/Reserve.

* Indicates a significant difference ($p < .05$) in propensity in the different scenarios.

1) Individuals were asked if they would re-enlist in the Active Forces or the Guard/Reserve if two additional years in the IRR were required. Responses to this item are used to estimate re-enlistment in the Guard/Reserve if two additional years in the IRR were required. However, this will cause the re-enlistment propensity to be somewhat overestimated.

PERCEIVED SUPPORT FROM AND FOR SPOUSES AND SIGNIFICANT OTHER INDIVIDUALS JOINING THE GUARD/RESERVE (Chapter 5)

The percentage of individuals from each sample who report they will be more supportive of a "spouse/friend" who enlisted in the Guard/Reserve than that person would be of them ranged between 15 percent (PS men) and 30 percent (PS women). Sixty percent (60%) or more of each of the four samples reported support for and from a "spouse/friend" would be mutual.

<u>RELATIVE SUPPORT FROM AND FOR A "SPOUSE/FRIEND"</u>	SAMPLE ¹⁾			
	<u>NPS</u>		<u>PS</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
Greater support reported for "spouse/friend" than from "spouse/friend"	17.9	26.4*	14.7	30.2*
Equal support reported for "spouse/friend" and from "spouse/friend"	69.5*	65.3	62.3	60.1
Less support reported for "spouse/friend" than from "spouse/friend"	8.4*	5.3	19.7*	5.6

* Indicates the percentages for men and women for a given sample (PS or NPS) are significantly different ($p < .05$).

1) Percentages do not necessarily add to 100 percent because not all respondents answered these items.

The Anticipated Reaction of One's "Spouse/Friend" and the Effect of Incentives on Propensity

NPS respondents who expected that their "spouse/friend" would be supportive of Guard/Reserve enlistment were influenced significantly more by most enlistment incentives than were individuals who expected their "spouse/friend" would not be supportive. For example, without a bonus, 51.4 percent of the NPS men who anticipate a positive reaction from a "spouse/friend" have positive propensity. When offered a \$3,000 enlistment bonus, the percentage with positive propensity increases by 13.6 percent to 65.0 percent. On the other hand, without a bonus, 15.2 percent of the NPS men who anticipate a negative reaction from a "spouse/friend" have positive propensity. When offered a \$3,000 enlistment bonus, the percentage with positive propensity increases by 7.4 percent to 22.6 percent. (The increase of 13.6 percent is significantly greater than the increase of 7.4 percent.) The same pattern is characteristic of PS men for the hypothetical \$3,000 and \$4,000 enlistment bonuses. This pattern was not evident, however, for PS men with regard to tuition assistance incentives or for PS women with regard to any of the proposed incentives.

CHANGES IN THE PERCENTAGE OF INDIVIDUALS WHO HAVE POSITIVE PROPENSITY WHEN OFFERED ENLISTMENT INCENTIVES

<u>PROPOSED INCENTIVE</u>	<u>NPS MALES</u>		<u>NPS FEMALES</u>	
	<u>Anticipated Reaction of "Spouse/Friend"</u>		<u>Anticipated Reaction of "Spouse/Friend"</u>	
	<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
BASE (N)	(140)	(743)	(116)	(796)
Baseline Propensity	<u>51.4</u>	<u>15.2</u>	<u>34.5</u>	<u>7.2</u>
<u>Enlistment bonuses</u>				
\$2,000	+2.6	+1.1	+24.3*	+15.9
\$3,000	+13.6*	+7.4	+31.6*	+24.3
\$4,000	+16.2*	+14.1	+34.2*	+28.7
<u>Tuition assistance annually for up to four years</u>				
\$1,000	-0.3	-4.8	+6.4	+4.7
\$1,500	+3.7	-0.2	+11.9	+8.7
\$2,000	+13.6*	+7.1	+17.1	+12.6

* Indicates the difference between the positive and negative group is significant (p < .05). The test of significance is based on the differences among the mean increases in propensity. For ease of presentation, however, the table sets forth the increases in the percentage with positive propensity.

**REASONS FOR WANTING TO ENLIST AND REASONS FOR
NOT WANTING TO ENLIST IN THE GUARD/RESERVE (Chapter 6)**

Ratings by positive propensity respondents of the importance of each of nine reasons for wanting to enlist and ratings by negative propensity respondents of the importance of each of nine reasons for not wanting to enlist were analyzed.

Among positive propensity respondents (NPS and PS), "doing something for your country" was consistently one of the most important reasons for wanting to enlist. On an overall basis, "plans for a civilian job" was the most important reason for not wanting to enlist for three of the four samples (NPS men, PS men, and PS women) of negative propensity individuals. Overall, "allows you to stay near family and friends" was the least important reason for wanting to enlist for the positive propensity samples, and "disapproval of parents" was the least important reason for not wanting to enlist for the negative propensity samples.

Reasons Different Segments of NPS Individuals Give for Enlisting or Not Enlisting

To determine if individuals with different demographic characteristics give different reasons for wanting to enlist or not wanting to enlist, the NPS sample was divided into five distinct, independent segments. These segments were characterized as "Working Singles," "High Schoolers," "Marrieds," "Collegiates," and "Others."

The five segments did not differ in their reasons for wanting to enlist. The five segments did differ, however, in their reasons for not wanting to enlist. "High Schoolers" and "Collegiates" placed the most importance on plans for continuing school. "Marrieds" were unique in placing the most importance on concern of being separated from family and friends. Both "Working Singles" and "Others" placed the most importance on plans for a civilian job.

These findings suggest that positive propensity individuals do not have clearly defined reasons for wanting to enlist. Negative propensity individuals, however, have specific, clearly defined reasons for not wanting to enlist. Moreover, individuals with different demographic characteristics tend to differ with regard to their reasons for having negative propensity.

**THE RELATION BETWEEN EMPLOYMENT-RELATED VARIABLES
AND PROPENSITY (Chapter 7)**

Approximately one-half of the NPS sample and one-quarter of the PS sample felt Guard/Reserve membership would help with a civilian job. (The percentage of NPS women who thought this was true declined significantly from 1981 to 1982.) The percentage of positive propensity individuals was greater among those who felt Guard/Reserve participation would help with a civilian job than among those who did not.

**PERCENTAGE SAYING IT WOULD HELP IN A CIVILIAN JOB
TO BE A GUARD/RESERVE MEMBER**

<u>SAMPLE</u>	<u>1981</u>		<u>1982</u>	
	<u>%</u>	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>
Non-prior service men	50.4	(1181)	50.4	(1129)
Non-prior service women	55.5*	(1096)	48.4	(1117)
Prior service men	23.4	(1812)	24.3	(1791)
Prior service women	24.9	(572)	27.3	(564)

**PERCENTAGE OF POSITIVE PROPENSITY INDIVIDUALS AMONG THOSE
WHO DO AND DO NOT THINK GUARD/RESERVE MEMBERSHIP
WILL HELP WITH A CIVILIAN JOB**

<u>SAMPLE</u>	<u>PERCEPTION</u>			
	<u>Guard/Reserve Will Help With a Civilian Job</u>		<u>Guard/Reserve Will Not Help With a Civilian Job</u>	
	<u>%</u>	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>
Non-prior service men	28.7**	(534)	11.2	(526)
Non-prior service women	18.3**	(509)	4.6	(542)
Prior service men	49.3**	(410)	15.8	(1276)
Prior service women	45.8**	(142)	22.7	(379)

* Indicates a significant difference between the 1981 and 1982 levels ($p < .05$).

** Indicates a significant difference in propensity among those who feel Guard/Reserve membership will help with a civilian job and those who do not.

The majority of individuals who thought their company had a policy regarding Guard/Reserve participation thought their company's attitude toward Guard/Reserve enlistment would be positive. Those who did not think their company had a specific policy were most likely to think their company's attitude would be neutral.

**PERCEPTION OF COMPANY POLICY AND ATTITUDE
REGARDING GUARD/RESERVE ENLISTMENT¹⁾**

<u>SAMPLE</u>	<u>COMPANY HAS POLICY</u>			<u>COMPANY DOES NOT HAVE POLICY</u>		
	<u>COMPANY ATTITUDE</u>			<u>COMPANY ATTITUDE</u>		
	<u>Positive</u>	<u>Neutral</u>	<u>Negative</u>	<u>Positive</u>	<u>Neutral</u>	<u>Negative</u>
Non-prior service men	72.0	26.2	1.9	20.7	72.1	7.2
Non-prior service women	70.2	26.2	3.6	19.2	73.2	7.6
Prior service men	63.3	32.4	4.4	33.1	59.4	7.6
Prior service women	70.4	25.9	3.7	28.2	65.0	6.9

1) For each sample the percentage who think their company's attitude toward Guard/Reserve participation is positive is greater among those who think their company has a policy than among those who do not. The opposite is true for the percentage of individuals who think their company's attitude is neutral.

The percentage of PS men who reported having actually talked with their supervisor about Guard/Reserve participation increased significantly from 1981 (13.7 percent) to 1982 (16.7 percent). This was not the case for the other three samples. Among PS respondents the percentage who reported other co-workers to be Guard/Reserve members has declined significantly from 1981 to 1982 from 37.1 percent to 33.0 percent for men, and from 35.6 percent to 28.4 percent for women.

The Relation Between Propensity and Employment-Related Factors

Whether or not a person believed one's job would be held while at Guard/Reserve training was significantly related to propensity. Among those who thought their jobs would be held, the percentage with positive propensity was higher than among those who did not believe this to be true.

The percentage of positive propensity PS individuals was greater among those who were dissatisfied with their abilities to meet their financial needs since separation from the service than among those who were satisfied in this regard.

Perceived Influence of Guard/Reserve Enlistment on a Civilian Job and the Effect of Incentives on Propensity

In 75 percent of the cases (18 out of 24), the positive influence of enlistment incentives on propensity was significantly greater among individuals who thought Guard/Reserve participation would help with a civilian job than among those who did not. These data indicate that if an individual feels Guard/Reserve enlistment may jeopardize his or her job, that person is not likely to have positive propensity even if presented with an enlistment incentive, such as cash or tuition assistance.

THE RELATIONSHIP OF NUMBER OF RESPONSIBILITIES AND PROPENSITY TO JOIN THE GUARD/RESERVE (Chapter 8)

The effect of the sheer number of one's responsibilities on propensity was examined. The degree to which incentives are associated with higher propensity among respondents with few responsibilities and those with many responsibilities was also examined.

The Relationship of Responsibilities and Propensity

As seen in the table below, NPS individuals with the most obligations have significantly lower propensity than those with the least obligations. One explanation for this is that NPS individuals with more responsibilities and obligations may give greater weight to the personal opportunity cost of Guard/Reserve service than to its attractions. (NPS individuals with the most obligations tend to be older and married; those with the least obligations tend to be younger and in high school.)

PERCENTAGE OF SAMPLE WITH POSITIVE PROPENSITY,
BY OBLIGATIONS/RESPONSIBILITIES SEGMENTS

<u>SAMPLE</u>	<u>OBLIGATIONS/RESPONSIBILITIES SEGMENTS</u>	
	<u>Least</u>	<u>Most</u>
Non-prior service men	29.4*	11.5
Non-prior service women	13.8*	5.5
Prior service men	25.5	22.0
Prior service women	35.2	23.2

* Indicates a significant difference in propensity between those with the most and those with the least obligations ($p < .05$).

Propensity, Incentive Programs and Responsibilities

Incentives were found to influence propensity differently depending on whether one had many or few responsibilities and whether the respondent was male or female. Among males, incentives had the effect of increasing the propensity of those with the most responsibilities relative to those with the least responsibilities. On the other hand, among women, incentives did not have a substantial impact among those with many responsibilities. Monetary incentives, however, did increase the propensity of women with very few responsibilities.

One way of explaining these findings is that as responsibilities and obligations increase, propensity may be affected negatively by the need to devote one's free time to one's family and friends. At the same time, however, mounting obligations may affect propensity positively because the additional income derived from Guard/Reserve participation can help alleviate the financial drain of these obligations. The personal trade-off one makes between available family time and additional income may influence the effect of the number of responsibilities on propensity. In some cases, moreover, enlistment incentives may influence this trade-off.

KEY RECOMMENDATIONS

The following key recommendations have been made on the basis of results discussed in this volume. These and other recommendations are described in more detail in the final pages of each relevant chapter. (Selected key recommendations from previous RCAS waves can be found in Appendix A.)

The recommendations below are listed according to the chapter with which they are associated, and not in order of importance.

Recommendation A (Chapter 3):

Enhance recruiter sensitivity to the issue that many individuals who are not qualified to be Guard/Reserve officers wish to enlist only if they can become officers.

Propensity declines approximately 20 percent when individuals who only wish to enlist if they can become officers are not counted as having positive propensity. Many recruiters may already be sensitive to potential enlistees who overestimate their chance of becoming an officer. Increased sensitivity to this issue, however, and increased effort on the part of Guard/Reserve counselors to enlist individuals who want to enlist only if they can become an officer, but who will probably not become an officer, may be helpful.

Recommendation B (Chapter 4):

Explore ways of tapping the market of NPS individuals who have positive propensity only for the IRR without interfering with the market of NPS individuals who have positive propensity for the Guard/Reserve as well as the IRR.

There appears to be a market composed of NPS individuals who have positive propensity only for the IRR that is distinct from those who have positive propensity for the Guard/Reserve as well as the IRR. The former are more likely to be married, older and, are less inclined to participate in social activities with large groups of people. Because these individuals are distinct, carefully designed and executed recruiting efforts for the IRR may enhance IRR accessions without detracting from Guard/Reserve accessions.

Recommendation C (Chapter 5):

Explore the degree to which an individual accurately or inaccurately assesses their spouse's (or a significant other individual's) support if they were to enlist in the Guard/Reserve.

If preliminary findings that individuals may underestimate a "spouse/friend's" support are confirmed, design advertising and promotional strategies that will increase awareness of such support.

In most cases, there is a difference between how supportive people expect a "spouse/friend" will be if the individual joins the Guard/Reserve, and how supportive individuals of the opposite sex say they will actually be if a "spouse/friend" were to join the Guard/Reserve. Reported support is greater than expected support in most cases. Furthermore, individuals who think their "spouse/friend" will be supportive are more likely to have positive propensity and to increase their propensity when offered enlistment incentives than are those who do not think their "spouse/friend" will be supportive. If further exploration of this issue indicates that individuals, in fact, underestimate how supportive a "spouse/friend" will actually be, it follows that increasing individuals' awareness of their "spouse/friend's" support through advertising and promotional campaigns may enhance propensity and accessions.

Recommendation D (Chapter 6):

To increase propensity among negative propensity individuals, address their specific concerns about Guard/Reserve enlistment. To increase propensity among positive propensity individuals, stress the overall positive attributes of the Guard/Reserve.

Individuals with different demographic characteristics give specific and different reasons for not wanting to enlist. It is likely that before such negative propensity individuals will attend to pro-Guard/Reserve information, their specific concerns and reasons for having negative propensity need to be addressed. Different types of positive propensity individuals, on the other hand, do not give different types of reasons for wanting to enlist. Because these individuals do not substantially differentiate among reasons for wanting to enlist, a broad, generally positive pro-Guard/Reserve campaign may be equally effective for enhancing accessions among positive propensity individuals, even those with very different demographic characteristics.

Recommendation E (Chapter 7):

Review the communication and motivational strategies being used with employers to enhance Guard/Reserve enlistment.

The finding that the percentage of PS respondents who are aware of co-employees who are Guard/Reserve members has declined from 1981 to 1982 is worrisome. The fact that over 50 percent of the NPS respondents thought an employer would not hold a job while an individual attended a Guard/Reserve training camp and that this percentage has increased significantly from 1981 to 1982 are also of concern. Individuals who feel Guard/Reserve participation will hurt their jobs or careers are less likely to have positive propensity or to be sensitive to enlistment incentives. Individuals who have positive propensity are more likely than those with negative propensity to know of individuals who are in the Guard/Reserve or who are considering joining. These findings indicate that a review of the strategies being used with employers to elicit and communicate support for Guard/Reserve enlistment may be useful.

Recommendation F (Chapter 8):

To increase the number of positive propensity men among those who are older and have many responsibilities and obligations, focus on the financial benefits of Guard/Reserve enlistment.

Older men have proved to be difficult to recruit. This group of individuals is characterized by their many responsibilities and obligations, and such individuals have lower enlistment propensity than those with very few obligations and responsibilities. When presented with financial incentives, however, the propensity of this older group of men with many responsibilities and obligations increases relative to the propensity of those men with few responsibilities and obligations.

PREFACE

This report documents a study performed by ARBOR, Inc. under Contract MDA903-81-C-0617 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics) -- OASD (MRA&L) -- and the Services.

The Reserve Component Attitude Study (RCAS) is a component of the Joint Market Research Program, a program of studies which contributes to policy formation and the development of recruiting marketing strategies. (The military services provide input into this program of studies through the Joint Market Analysis and Research Committee (JMARC).) RCAS provides time series data about the propensity of young men and women to enlist in the Reserve components and measures their behavior with respect to the Reserve and Guard, including advertising awareness, contact with recruiters, and knowledge of the financial incentives for enlisting.

ARBOR, Inc. would like to acknowledge the efforts of several individuals in the successful completion of this study. At the Defense Manpower Data Center, Zahava D. Doering, Chief, Survey Market Analysis Division, provided overall guidance during the effort; J. J. Miller, Chief, Market Research Branch, and principal DoD contact provided specific direction and monitored all stages of the effort; Vonda L. Kiplinger provided valuable technical assistance in the areas of sample design and selection; and Dr. Michael T. Laurence contributed considerable technical and editorial guidance.

In OASD (MRA&L), Dr. G. Thomas Sicilia, Director, Accession Policy, CAPT Louise C. Wilmot, Deputy Director, Accession Policy, and Mr. Ronald G. Liveris provided critical policy guidance. Finally, we would like to thank the members of JMARC, and LTC George A. Thompson, Chairman, in particular, who provided valuable input into the questionnaire construction and analytic design areas.

1.0 ORIENTATION

1.1 Background

The transition from the draft to the All-Volunteer Force (AVF) created the need to enhance understanding of the determinants of voluntary enlistment. Whereas voluntary enlistments had comprised only a portion of the military when enlistment was mandatory, under the AVF they make up the entirety.

To fulfill its function, the AVF approach must result in the appropriate quality and quantity of enlistees not only in the Active Forces but in the Selected Reserve Components as well. These Reserve Components are part-time military units which provide back-up capability for the Active (full-time) Forces.

During the initial implementation of the AVF in 1973, little attention was given to issues of recruiting for the National Guard and Reserves (Guard/Reserve). It was soon recognized, however, that the Guard/Reserve would have a harder recruitment job in the late 70's and the 80's than when the ranks were filled by persons not wanting to serve in the Active Forces during the Vietnam War. This being the case, it was deemed important to gain a better understanding of the enlistment process and to further such understanding by systematically tracking the propensity to enlist over time and by exploring key factors which affect this propensity.

To achieve this purpose, the initial Reserve Component Attitude Study (RCAS) was conducted in 1977. A RCAS has been conducted in each subsequent year. All studies have been designed and analyzed in accordance with a market research orientation

toward understanding how to promote the Guard/Reserve effectively. In these previous studies, ARBOR has:

- Attempted to analyze the market -- i.e., to develop a detailed description of the characteristics and attitudes of individuals who have positive propensity to enlist in a Guard/Reserve Component.
- Evaluated the awareness and appeal of existing and hypothetical features of the Guard/Reserve -- e.g., the reactions to current benefits, changes in benefits, current and possible changes in length of enlistment, timing of Unit Training Assemblies (UTA's), etc.
- Estimated the effects of market conditions which influence enlistment decisions -- i.e., attempted to understand how attitudes, values, and perceptions of risks and benefits affect propensity and how they might be influenced by economic, political and social variables.

A review of selected previous RCAS major findings and recommendations can be found in Appendix A.

1.2 This Study

This is the fifth report in a series designed to explore issues relating to the accession of enlisted personnel in the Guard/Reserve. Each of these studies has focused on identifying and tracking the factors associated with enlistment propensity.

The data for this study were collected from 4 October to 24 November, 1982, from:

- 1150 men, 17 to 26 years of age, without prior military service experience,
- 1145 women, 17 to 26 years of age, without prior military service experience, and
- 2373 persons with prior military experience, who have separated from active duty after at least two years of service.

Among the individuals with prior military service, 1803 were men, including approximately 500 each with prior service in the Army, Navy, or Air Force, and 300 with prior service in the Marine Corps. The remaining individuals were women, including approximately 300 with prior service in the Army, 124 with prior service in the Navy, and 151 with prior service in the Air Force.¹⁾

(There are not enough women with prior service in the Marine Corps to obtain reliable data. Consequently, prior service Marine Corps women were not surveyed.)

1) Respondents who answered less than 15 percent of the questions or for whom a propensity measure could not be computed were not included in the analyses. As a result, as indicated in the table below, the number of interviews analyzed was slightly smaller than the number of interviews obtained.

<u>SAMPLE</u>	<u>Interviews Obtained</u>	<u>Interviews Analyzed</u>	<u>Unused Interviews</u>	
			<u>#</u>	<u>% of Obtained</u>
NPS men	1150	1129	21	1.8%
NPS women	1145	1117	28	2.4%
PS men	1803	1791	12	0.7%
PS women	570	564	6	1.1%

1.3 Organization of the Report

The report on the 1982 Guard/Reserve Tracking Study is presented in two major volumes as well as two additional documents referred to as the "Data Tape Documentation" and the "Call-Record Analysis."

Volume I, Major Findings and Implications (the volume in hand), includes a comparison of the current level of propensity to enlist in the Guard/Reserve to the levels of previous years. It also addresses the demographic characteristics of respondents who say they are likely to enlist, and deals with selected current issues that have implications for enhancing recruitment effectiveness.

Volume II, Data Tables, provides the basic data on all questions asked of respondents in 1982. Annotated highlights for each question are also contained in Volume II.

The Data Tape Documentation contains documentation of the computer tape of the data for the 1982 RCAS. Included in this document are variable names, response alternatives and the relevant coding information.

The Call-Record Analysis consists of an analysis of the final telephone call results that were obtained in the sampling process.

1.4 Organization of this Volume

The purpose of this volume is to provide the basic propensity tracking data, summarize data that are relevant to current policy issues, and discuss implications of these selected data for accession policy.

- Chapter 2.0 describes the methods, procedures and definitions relevant to the study.
- Chapter 3.0 discusses the tracking data on enlistment propensity for components of the Selected Reserve. Respondent's interest in becoming an officer, and the relationship of this interest and propensity to enlist in the National Guard or Reserve Forces is explored in this chapter.
- Chapter 4.0 deals with issues relevant to propensity to enlist in the Individual Ready Reserve (IRR). The effects on propensity of various incentives as well as of different service requirements are explored. Characteristics of Non-prior service (NPS) individuals attracted to the IRR but not to the Guard/Reserve are investigated. In addition, Prior service (PS) individuals who would enlist in the Guard/Reserve if two additional years in the IRR were required are compared to those who would not enlist under this scenario but would enlist in the Guard/Reserve under current requirements.
- Chapter 5.0 focuses on how supportive individuals say they will be if a spouse or significant other person were to enlist in the Guard/Reserve. An individual's expectation regarding the reaction of their spouse (or of a significant other person) if the individual were to join the Guard/Reserve is also dealt with. Lastly, the relationship between the effectiveness of incentives in increasing propensity and whether or not an individual expects a significant other individual to be supportive of Guard/Reserve enlistment is explored.

- Chapter 6.0 deals with positive propensity individuals' reasons for wanting to join the Guard/Reserve and negative propensity individuals' reasons for not wanting to join the Guard/Reserve. NPS respondents are separated into five different groups on the basis of demographic characteristics, and the reasons these different groups give for wanting or not wanting to enlist are compared.
- Chapter 7.0 discusses the relationship of several employment issues and propensity to enlist in the Guard/Reserve. Perceptions of whether or not Guard/Reserve membership will help with a civilian job, employers' attitudes toward Guard/Reserve participation, and supervisors' attitudes toward Guard/Reserve participation are some of the areas addressed. The effect of work-related variables on the degree to which one is influenced by enlistment incentives is also discussed.
- Chapter 8.0 concerns the effect of the sheer number of an individual's obligations on his or her propensity. The effect of having many obligations on the need for family time and the need for additional income, and the possibility that a trade-off between these two needs may affect propensity are explored. The influence incentives may exert on such a trade-off, and consequently on propensity, are also addressed.

Implications for enhancing Guard/Reserve recruiting and enlistment policy effectiveness based on the foregoing analyses are presented and discussed separately within each relevant chapter.

2.0 METHOD AND DEFINITIONS

2.1 The Sample

The data were collected from 4 October to 24 November, 1982, from both Non-prior service (NPS) and Prior service (PS) men and women, using WATS line telephone interviews of approximately 30 minutes duration.

Both individuals who are part of the traditional major market for the Guard/Reserve and those who are not, such as college graduates, women, and individuals more than 21 years old, were included in the sample. The age and geographic distribution of the NPS samples were constrained to match the most recent U.S. census data. NPS respondents aged 17 to 26 were interviewed.

The PS sample comprised persons with prior military experience who had been separated from active duty after at least two years of service, were eligible for re-enlistment, were not in the Selected Reserve at the time of the study, and who also had at least one year remaining under their military service obligation.^{1, 2)}

A breakdown of demographic characteristics of the NPS and PS samples is set forth in Table 2-1. Inspection of this table indicates that the sample is representative of the relevant populations.

-
- 1) Prior service men were AFQT Category III or above as measured by the tests current during their active duty.
 - 2) The PS sample data were weighted so that the proportion of individuals from any particular branch of service to the total number of individuals in the sample would be equal to the comparable proportion in the population. Unless otherwise specified, the PS data presented have been based on weighted data.

TABLE 2-1: DEMOGRAPHIC CHARACTERISTICS
BY SAMPLE

<u>DEMOGRAPHIC VARIABLE</u>	<u>NPS</u>		<u>PS</u>	
	<u>Males</u>	<u>Females</u>	<u>Males</u>	<u>Females</u>
BASE (N)	1129	1117	1791	564
Average age	21.4 yrs.	21.5 yrs.	23.9 yrs.	25.0 yrs.
<u>Ethnicity</u> ¹⁾				
White	81.0%	81.0%	85.3%	84.9%
Black	9.9%	9.9%	7.0%	10.4%
Hispanic	4.4%	4.7%	4.4%	3.3%
Other	4.7%	4.4%	3.3%	1.4%
<u>Education</u>				
Less than high school graduate	22.9%	19.5%	3.0%	0.0%
High school graduate only or vo-tech training	38.1%	43.5%	63.3%	56.2%
Some college	24.6%	24.8%	26.9%	33.5%
College graduate or more	14.5%	12.4%	2.9%	3.8%
Now attending school	40.1%	34.6%	32.1%	35.6%
Average reported grades in high school	B/B-	B	B-/C+	B
<u>Family Situation</u>				
Married	20.8%	30.8%	35.5%	48.1%
Average number of dependents	0.5	0.6	0.7	0.6
Own home (and not living with parents)	13.0%	15.5%	15.9%	20.9%
Have mothers with at least some college education	25.4%	26.4%	20.5%	21.5%
Have fathers with at least some college education	31.5%	27.8%	24.9%	24.8%
Number of siblings ²⁾	2	2	3	3
<u>Employment</u>				
Employed	70.4%	58.5%	75.7%	60.4%
Unemployed and looking for work	19.0%	19.5%	16.9%	15.7%
Perceive working in factory in next few years to be likely	20.6%	13.6%	25.2%	10.8%
Perceive difficulty in finding appropriate full-time job	77.7%	77.3%	80.3%	55.3%
<u>Military Contact</u>				
Talked to a Guard/Reserve recruiter within past year	17.0%	9.8%	N/A	N/A
Have close relative in the military	82.8%	78.2%	N/A	N/A
Have close relative who is career military	26.0%	25.9%	N/A	N/A
Have friend who recently joined or is considering joining military	31.6%	29.9%	34.9%	45.4%
<u>Past Military Service</u>				
Satisfied with skills obtained in service	N/A	N/A	71.8%	75.0%
Satisfied with service	N/A	N/A	70.6%	76.4%

1) These categories are mutually exclusive.

2) Mode: most frequent number.

2.2 The Questionnaire

The questionnaire consisted of two sections: A core section, designed to allow cross-year comparisons and analyses of trends, and a "floating" section, designed to permit analyses of current issues. Examples of core items include:

- Propensity to enlist in each National Guard or Reserve component (other than the Coast Guard Reserve),
- Propensity to enlist in the Active Forces,
- Last year of formal education,
- Employment status, and
- Reported enlistment-related behaviors undertaken within the year preceding the survey, such as having sent for recruiting literature or having talked with a recruiter.

Some of the "floating" items included for the first time in this year's RCAS are:

- Enlistment propensity for NPS individuals in a new hypothetical Individual Ready Reserve program, and
- Propensity to enlist if one is interested in becoming an officer but is not able to do so.

Both the NPS and PS versions of the questionnaire included a number of questions relevant to enlistment propensity in the Guard/Reserve. In addition, both versions of the questionnaire contained questions on:

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

Complete copies of the questionnaires are included in Appendix B.

The NPS and PS versions differed mainly in whether they contained questions on military experience and personal events since separation from the military (for Prior service individuals) or questions on favorability toward draft registration programs (Non-prior service individuals).

The majority of the items in the questionnaire were chosen on the basis of results from the earlier Reserve Component Attitude Studies in which a comprehensive model for understanding and predicting enlistment propensity was developed. That model, developed during the first RCAS wave and refined in subsequent waves, offers a context within which critical determinants of enlistment behavior can be identified, and thus helps determine those variables that should be attended to and tracked.

Additional questions contained in the floating section of the 1982 survey instrument were based on discussions of current policy issues coordinated by Defense Manpower Data Center (DMDC) Market Research Branch personnel with the Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics) OASD (MRA&L) and Joint Market Analysis and Research Committee (JMARC) personnel.

Different forms of each questionnaire were developed in order to control for order effects. For example, when determining how likely an individual would be to enlist if given a \$2,000, \$3,000 or \$4,000 bonus, half of the respondents were asked about the bonuses in the ascending order shown; the others were asked the questions in the reverse, descending order.¹⁾

2.3 Definitions

2.3.1 Guard/Reserve. This term is used to refer to any or all of the following: Army National Guard, Army Reserve, Air National Guard, Air Force Reserve, Naval Reserve, and Marine Corps Reserve. It is not defined as including the Coast Guard Reserve or the Individual Ready Reserve.

2.3.2 Enlistment Propensity. Enlistment propensity is measured by asking respondents to indicate how likely they are to join each of the National Guard and Reserve components (except the Coast Guard Reserve) on a four-point scale. The scale includes the positive responses of "definitely enlist," "probably enlist," and the negative responses of "probably not enlist," and "definitely not enlist."

The enlistment propensity score for a given respondent is the most positive response he or she gives for any one of the six components: (Army National Guard, Army Reserves, Air National Guard, Air Force Reserves, Marine Corps Reserves, or Naval Reserves). (This means that the overall enlistment propensity of any total sample will be more positive than the total sample's enlistment propensity toward any single

1) Different versions controlled for a number of other potential biases. For example, in half of the questionnaires enlistment-related questions were phrased "will you enlist," while in the other half, "would you enlist" was used. The questions which had this will/would distinction were analyzed, and it was determined that responses to such questions were not significantly influenced by this difference in wording.

Guard/Reserve component.) Individuals whose only answer to these enlistment questions is "don't know" or who refuse to answer all of the questions were not used in any of the analyses.

Whenever the term "enlistment propensity" is used in this volume without further qualification, it refers to responses on this measure, obtained prior to any discussion of policy changes or incentives.

For each individual, his or her propensity measure was dichotomized with positive propensity individuals being defined as those who say they will "definitely enlist" or "probably enlist" in at least one of the six National Guard or Reserve components and negative propensity individuals being defined as those who say that they will "probably not enlist" or "definitely not enlist" in each and every component.

2.3.3 Component. In this report, differences among the various Guard/Reserve units, such as the Army National Guard versus the Naval Reserve, are referred to as differences among "components." Except in the presentation of the basic propensity tracking data in Section 3.0, no efforts are made to distinguish further among components. Where "branch" is used, it refers to the military force in which a PS individual served -- the Army, Navy, Air Force, or Marine Corps.

2.3.4 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."

2.3.5 Prior Service (PS). Men with prior military experience are referred to as "Prior service men" (PS men). Women with prior military experience are referred to as "Prior service women" (PS women).

2.3.6 Statistical Significance. Statistically significant results are those which are unlikely to occur solely on the basis of chance. In other words, if a particular outcome is a rare event when only chance is operating, then it is reasonable to assume that more than chance is operating. For example, if there is no difference between two populations on a given measure, it would be rare for a large difference to be observed between samples drawn from these populations if only chance were influencing the data. Typically, researchers define a rare event as one that would happen by chance alone less than five times out of 100. (This is referred to as a significance or an alpha level of .05. It means that five out of 100 times an investigator will say, for example, that a difference exists in the population when, in fact, no such difference exists (a Type I Error).) Consequently, if the observed difference would occur by chance alone, less than five times out of 100, researchers are relatively confident that the observed difference in the samples reflects a true difference in the relevant populations.

Throughout this document, findings are said to be significant if they are significant at the .05 level. (See the discussion above of significance.)

A statistical difference between two values will be indicated in the tables presented in this volume by placing an asterisk next to the significantly greater value.

Statistical significance does not necessarily imply practical significance. Practical significance is determined by a number of other criteria, such as the actual size of a given increase or decrease or whether or not a finding is consistent over many years. Practical significance must also be evaluated with respect to management concerns and management ability to utilize the results in policy development or implementation.

2.3.7 17 1/2 to 26 Year Olds and Total Sample.

During the first three Reserve Component Attitude Study (RCAS) waves, only NPS men and women between the ages of 17 1/2 and 26 were interviewed. In 1981 and 1982, 17 to 17 1/2 year olds were also interviewed. As a result, NPS data for 1978, 1979 and 1980 are not directly comparable to 1981 and 1982 data because of this slight difference in the age distribution of the samples.

3.0 ENLISTMENT PROPENSITY

Basic tracking data for enlistment propensity toward any component of the Guard/Reserve are described in this chapter. The propensity of Non-prior service (NPS) respondents and of Prior service (PS) respondents from particular branches of the military toward each Guard/Reserve components are also discussed.

Additional analyses include:

- Demographic characteristics of positive and negative propensity individuals,
- The relation between employment status and propensity to join the Guard/Reserve, and
- The relationship of enlistment propensity to interest in attaining officer status.

3.1 Basic Data

3.1.1 Overview. The percentage of individuals in each sample with positive propensity to enlist in any component of the National Guard or Reserves (Guard/Reserve) is set forth in Table 3-1. Compared to 1981:¹⁾

- A significantly higher percentage of PS women in 1982 said they would probably or definitely enlist in the Guard/Reserve: 29.5 percent versus 23.9 percent.
- The percentage of positive propensity PS men and NPS men and women in 1982 has remained relatively stable.

As shown in Table 3-1 and depicted graphically in Figure 3-1, the percentage of PS women with positive propensity is higher than in any previous year.

1) The 1982 data for NPS respondents (17 to 26 year olds) are compared here to the 1981 data for the entire NPS sample including 17 to 17 1/2 year olds.

**TABLE 3-1: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN THE GUARD/RESERVE**

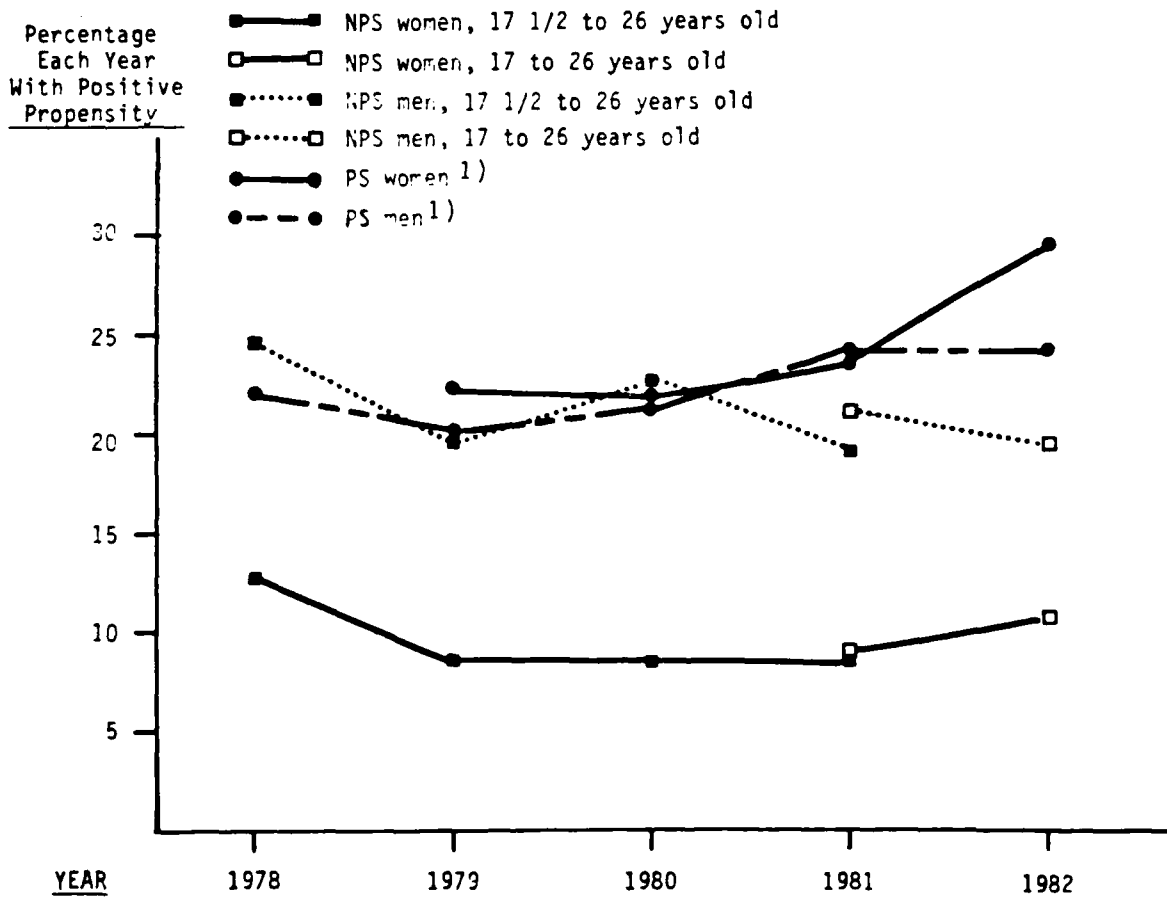
<u>SAMPLE</u> ¹⁾	<u>YEAR</u>				
	<u>1978</u>	<u>1979</u> ²⁾	<u>1980</u>	<u>1981</u> ³⁾	<u>1982</u>
Non-prior service men	24.7	19.7	22.9	21.2	19.5
Non-prior service women	12.9	8.8	8.7	9.0	10.9
Prior service men	22.1	20.4	21.3	24.4	24.1
Prior service women	N/A	22.3	21.9	23.9	29.5*

* Indicates the 1981 and 1982 levels are significantly different.

- 1) Each percentage in this table is derived from a different base. For any given sample, the bases in different years are roughly equivalent. Those who are interested in the size of these bases are referred to Volume II of the 1982 RCAS, page 10.
- 2) 1979 NPS data reflect only those respondents interviewed before the attack of the U.S. Iranian Embassy on 4 November. Values for respondents interviewed after the Iranian crisis are 20.8 and 10.1 for NPS men and NPS women, respectively. 1979 PS data were only available after the Iranian crisis on 4 November.
- 3) These NPS data include 17 to 17 1/2 year old respondents. NPS data for 1978, 1979 and 1980 reflect a sample of 17 1/2 to 26 year olds. NPS data for 1981 and 1982, however, reflect a sample of 17 to 26 year olds.

N/A - indicates not available.

**FIGURE 3-1: YEAR-TO-YEAR PROPENSITY TO ENLIST
IN THE GUARD/RESERVE**



1) PS data for 1979 were only available following the Iranian crisis.

Specific responses associated with overall propensity for each of the samples are shown in Tables 3-2, 3-3 and 3-4. As shown below, responses of NPS men to propensity to join the Guard/Reserve have not changed substantially from 1981 to 1982.

**TABLE 3-2: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN THE GUARD/RESERVE
NPS MALE SAMPLE**

<u>RESPONSE</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979¹⁾</u>	<u>1980</u>	<u>1981²⁾</u>	<u>1982</u>
BASE	1491	721	1150	1181	1129
Probably or definitely enlist	<u>24.7</u>	<u>19.7</u>	<u>22.9</u>	<u>21.2</u>	<u>19.5</u>
Definitely enlist	3.4	1.9	3.1	2.5	2.1
Probably enlist	21.3	17.8	19.8	18.7	17.4
Probably not enlist	34.3	36.3	32.7	32.8	35.0
Definitely not enlist	41.1	44.0	44.5	46.0	45.5

1) Respondents interviewed prior to 4 November 1979.

2) These NPS data include 17 to 17 1/2 year old respondents.

The percentage of NPS women who say they would definitely enlist has increased significantly in 1982 compared to 1981.

**TABLE 3-3: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN THE GUARD/RESERVE
NPS FEMALE SAMPLE**

<u>RESPONSE</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979¹⁾</u>	<u>1980</u>	<u>1981²⁾</u>	<u>1982</u>
BASE	1495	659	1200	1096	1117
Definitely or probably enlist	<u>12.9</u>	<u>9.8</u>	<u>8.7</u>	<u>9.0</u>	<u>10.9</u>
Definitely enlist	2.1	1.2	0.9	0.7	1.8*
Probably enlist	10.8	7.6	7.8	8.3	9.1
Probably not enlist	25.2	31.7	24.1	23.1	23.6
Definitely not enlist	61.9	59.5	67.2	67.9	65.6

* Indicates the 1981 and 1982 levels are significantly different.

1) Respondents interviewed prior to 4 November 1979.

2) These NPS data include 17 to 17 1/2 year old respondents.

The percentage of positive propensity PS men remained quite stable: 24.1 percent positive in 1982 versus 24.4 percent positive in 1981. This percentage increased significantly among PS women, however.

**TABLE 3-4: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN THE GUARD/RESERVE
PS SAMPLES**

<u>RESPONSE BY SAMPLE</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>MALES</u>					
BASE	1498	1536	1712	1812	1791
Definitely or probably enlist	<u>22.1</u>	<u>20.4</u>	<u>21.3</u>	<u>24.4</u>	<u>24.1</u>
Definitely enlist	2.2	1.8	1.6	2.6	2.3
Probably enlist	19.9	18.6	19.7	21.8	21.8
Probably not enlist	23.2	27.0	29.2	24.5	28.8*
Definitely not enlist	54.7	52.6	49.4	50.2	47.1
<u>FEMALES</u>					
BASE	N/A	395	560	572	564
Definitely or probably enlist	N/A	<u>22.3</u>	<u>21.9</u>	<u>23.9</u>	<u>29.5*</u>
Definitely enlist	N/A	2.0	1.2	3.1	2.9
Probably enlist	N/A	20.3	20.7	20.8	26.6*
Probably not enlist	N/A	26.3	27.2	27.2	25.5
Definitely not enlist	N/A	51.4	50.9	48.9	45.0

* Indicates the 1981 and 1982 levels are significantly different.

3.1.2 Positive Propensity for Specific Guard/Reserve

Components. The percentage of each sample with positive propensity to enlist in specific Guard/Reserve components is presented in Tables 3-5, 3-6 and 3-7.

As can be seen in Table 3-5, there has been no significant increase or decrease from the 1981 levels in the percentage of NPS men who have positive propensity to enlist in any of the different Guard/Reserve components.

TABLE 3-5: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS MALE SAMPLE

<u>COMPONENT</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979¹⁾</u>	<u>1980</u>	<u>1981²⁾</u>	<u>1982</u>
BASE	1491	721	1150	1181	1129
Army National Guard	12.7	11.3	10.6	10.5	9.8
Army Reserve	11.0	9.4	9.6	9.6	8.9
Air National Guard	10.3	9.4	10.8	8.8	8.2
Air Force Reserve	12.4	10.0	11.3	10.7	10.9
Naval Reserve	9.6	8.5	9.0	8.9	7.8
Marine Corps Reserve	7.2	5.6	7.2	6.7	6.1
Active Forces ³⁾	12.3	11.4	14.2	11.6	12.8

- 1) Respondents interviewed prior to 4 November 1979.
- 2) These NPS data include 17 to 17 1/2 year old respondents.
- 3) Propensity to enlist in the Active Forces is not directly comparable to YATS propensity data. Both the question and its placement in the questionnaire differ substantially from the relevant YATS question.

The Guard/Reserve component propensity data for NPS women set forth in Table 3-6 show that:

- The percentage of NPS women with positive propensity to enlist in the Army Reserve has increased significantly from 1981 to 1982.

**TABLE 3-6: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN INDIVIDUAL GUARD/RESERVE COMPONENTS
NPS FEMALE SAMPLE**

<u>COMPONENT</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979¹⁾</u>	<u>1980</u>	<u>1981²⁾</u>	<u>1982</u>
BASE	1495	659	1200	1096	1117
Army National Guard	7.0	3.5	4.0	5.1	5.7
Army Reserve	6.3	3.9	3.8	3.9	5.7*
Air National Guard	5.6	3.8	2.6	3.1	4.3
Air Force Reserve	7.5	4.9	4.4	5.0	6.7
Naval Reserve	5.6	3.5	4.3	3.9	4.5
Marine Corps Reserve	4.3	2.3	2.9	2.7	3.7
Active Forces ³⁾	6.5	3.7	4.9	4.4	5.9

The percentage of NPS women with positive propensity for each Guard/Reserve component is higher in 1982 than in 1981. As seen in Figure 3-2, the pattern of differences in responses between 1982 and 1981 among NPS men differs significantly from that of NPS women. For men, only one Guard/Reserve component is associated with a greater percentage of positive enlistment propensity in 1982 than in 1981. For women, however, all Guard/Reserve components are associated with a greater percentage of positive propensity in 1982 than in 1981.

* Indicates the 1981 and 1982 levels are significantly different.

1) Respondents interviewed prior to 4 November 1979.

2) These NPS data include 17 to 17 1/2 year old respondents.

3) Propensity to enlist in the Active Forces is not directly comparable to YATS propensity data. Both the question and its placement in the questionnaire differ substantially from the relevant YATS question.

**FIGURE 3-2: DIFFERENCES IN THE PERCENTAGE WITH
POSITIVE PROPENSITY TO ENLIST IN INDIVIDUAL GUARD/RESERVE
COMPONENTS BETWEEN 1982 AND 1981: NPS MALES VERSUS NPS FEMALES**

<u>COMPONENT</u>	<u>MALES¹⁾</u>			<u>FEMALES¹⁾</u>		
	<u>PERCENTAGE IN:</u>			<u>PERCENTAGE IN:</u>		
	<u>1982</u> <u>Greater</u> <u>than</u> <u>1981</u>	<u>1982</u> <u>Equal</u> <u>to</u> <u>1981</u>	<u>1982</u> <u>Less</u> <u>than</u> <u>1981</u>	<u>1982</u> <u>Greater</u> <u>than</u> <u>1981</u>	<u>1982</u> <u>Equal</u> <u>to</u> <u>1981</u>	<u>1982</u> <u>Less</u> <u>than</u> <u>1981</u>
Army National Guard			X	X		
Army Reserve			X	X		
Air National Guard			X	X		
Air Force Reserve	X			X		
Naval Reserve			X	X		
Marine Corps Reserve			X	X		

As shown in Table 3-7, PS men's propensity to enlist in a particular Guard/Reserve component remained quite stable from 1981 to 1982. This is not the case, however, for PS women.

- The percentage of PS women with positive propensity to enlist in the Air National Guard increased to a statistically significant degree from 1981 to 1982, and
- The percentage of PS women with positive propensity to enlist in the Air Force Reserve was significantly higher in 1982 than in 1981.

Both Guard/Reserve components associated with significant increases in PS women's propensity are Air Force components.

1) The pattern of responses for NPS men and women differ significantly ($p < .05$) by a Fisher Exact Test.

**TABLE 3-7: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN INDIVIDUAL GUARD/RESERVE COMPONENTS
PS SAMPLES¹⁾**

<u>COMPONENT BY SAMPLE</u>	<u>YEAR</u>				
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>MALES</u>					
BASE	1498	1536	1712	1812	1772
Army National Guard	10.9	8.2	9.1	10.2	10.7
Army Reserve	11.4	8.5	9.1	9.7	9.1
Air National Guard	7.6	6.5	6.1	9.0	9.3
Air Force Reserve	6.9	6.8	6.5	8.9	8.6
Naval Reserve	5.9	5.3	5.7	7.1	7.6
Marine Corps Reserve	5.0	4.3	4.2	5.7	4.8
Active Forces ²⁾	7.1	8.4	9.4	9.3	11.9
<u>FEMALES</u>					
BASE	N/A	395	560	572	560
Army National Guard	N/A	10.2	9.4	9.4	9.7
Army Reserve	N/A	10.4	10.8	12.8	11.1
Air National Guard	N/A	7.0	6.8	8.3	11.9*
Air Force Reserve	N/A	8.5	9.0	10.7	14.9*
Naval Reserve	N/A	10.9	7.4	8.1	9.0
Active Forces ²⁾	N/A	10.2	9.4	9.6	12.5

* Indicates the 1981 and 1982 levels are significantly different.

- 1) Enlistment propensity for PS women toward the Marine Corps Reserve cannot be measured in a manner comparable to that for other Guard/Reserve components, since no PS women of the Marine Corps are included in the sample.
- 2) Propensity to enlist in the Active Forces is not directly comparable to YATS propensity data. Both the question and its placement in the questionnaire differ substantially from the relevant YATS question.

The data for the PS sample are affected by the percentage of individuals included in the sample who had been members of each service branch. Consequently, it is useful to examine a breakdown of the propensity to enlist in a specific Guard/Reserve component for individuals formerly associated with each of the different branches of the service. As indicated by the underlined percentages in Table 3-8, individuals from a particular branch of service have their highest propensity with regard to those Guard/Reserve components associated with that specific branch.

**TABLE 3-8: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN INDIVIDUAL GUARD/RESERVE COMPONENTS
PS SAMPLES BY PREVIOUS BRANCH OF SERVICE¹⁾**

SAMPLE AND PREVIOUS BRANCH OF SERVICE	N	1982 GUARD/RESERVE COMPONENT ²⁾						Active Forces
		Army National Guard	Air National Guard	Army Reserve	Air Force Reserve	Marine Corps Reserve	Naval Reserve	
MALES								
Army	497	<u>16.2</u>	7.7	<u>17.3</u>	5.8	1.6	3.4	12.1
Air Force	496	6.8	<u>16.8</u>	3.4	<u>18.6</u>	1.6	3.2	11.0
Navy	495	6.8	6.3	4.2	4.7	2.7	<u>19.5</u>	10.8
Marine Corps	298	9.4	8.7	5.2	8.3	<u>19.9</u>	5.9	14.6
FEMALES³⁾								
Army	290	<u>14.1</u>	8.0	<u>19.7</u>	9.1	1.5	4.9	13.2

- 1) Based on unweighted data. When making comparisons between one branch of service and another, as opposed to comparing all PS individuals in two different years, it is not necessary to weight the data.
- 2) Percentages for individual components associated with the branch of previous service are underscored.
- 3) Data are not presented for PS women of the Navy and Air Force. The relatively small sample sizes do not yield highly reliable data.

3.1.3 The Relationship of Propensity and Employment Status.

Both 1981 and 1982 have been years of economic uncertainty, rising unemployment and declining job security. These changing economic conditions may exert an influence on the propensity of individuals. If economic conditions do affect propensity, individuals with different employment characteristics may be affected in different ways. For example, men and women who are employed and those who are unemployed and looking for work may respond differently to economic uncertainty. To shed some light on this issue, an analysis of the relation between employment status and propensity was undertaken.

As seen in Table 3-9, when 1981 data are compared to 1980 data, the percentage of employed NPS men who have positive propensity declines significantly. This is also apparent when 1982 and 1981 data are compared for this group. Among PS men who are employed, however, the percentage with positive propensity has not changed significantly from 1980 to 1981 to 1982.

When the percentage of NPS men and women who are looking for work is examined, significant year-to-year changes are not apparent. This is not the case, however, for PS men and women looking for work. Between 1980 and 1981 the percentages of PS men and women looking for work who had positive propensity increased significantly. These percentages, however, did not change significantly between 1981 and 1982.

The only employed group which exhibited a significant increase in propensity from one year to the next is PS women. Why is this increase only evident among PS women? Many factors may affect this relationship. It is possible, however, that because a smaller percentage of PS women than PS or NPS men work more than 40 hours per week, PS women have greater flexibility and opportunity to pursue other time-consuming activities such as Guard/

Reserve enlistment.¹⁾ Although PS women do not differ from NPS women in the percentage who work more than a 40 hour week, PS women are probably more likely than NPS women to consider Guard/Reserve enlistment, whether motivated by income, patriotism, a change of pace, etc., because PS women are more familiar with the military. (A more in-depth review of the effect of responsibilities, propensity and the need for free time and additional income can be found in Chapter 8.0.)

**TABLE 3-9: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST
IN THE GUARD/RESERVE
BY EMPLOYMENT STATUS**

<u>SEGMENT</u>	<u>1980²⁾</u>	<u>1981</u>	<u>1982</u>
NPS Men			
Employed	23	19**	15*
Looking for work	35	32	28
NPS Women			
Employed	7	8	11
Looking for work	24	17	17
PS Men			
Employed	22	24	23
Looking for work	19	30**	30
PS Women			
Employed	23	22	30*
Looking for work	24	37**	38

* Indicates the 1982 and 1981 levels are significantly different.

** Indicates the 1981 and 1980 levels are significantly different.

1) Only 9.2 percent of all PS women work more than 40 hours a week, while 25.0 percent and 22.5 percent of PS men and NPS men, respectively, work more than 40 hours a week.

2) 1980 NPS data represent 17 1/2 to 26 year olds, 1981 and 1982 data represent 17 to 26 year olds.

3.2 Demographic and Experiential Profiles

Different accession policies or advertising and promotional campaigns may be needed to enhance accessions among individuals who have positive propensity and among those who have negative propensity. In order to effectively design such policies or campaigns, identifying characteristics of individuals with positive and negative propensity can be extremely useful.

3.2.1 NPS Men and Women -- Demographic Profiles. Demographic variables that differentiate positive from negative propensity individuals are tracked each year. An extensive list of these variables as well as indications of which variables significantly differentiate positive and negative propensity NPS men and women in the 1982 RCAS wave are found in Table 3-10. Although variables that are significant differentiators in any given year are of interest, perhaps of even greater interest and utility are those variables which have consistently differentiated positive from negative propensity individuals on a year-to-year basis.

Table 3-11 presents a year-to-year comparison of the statistical significance of a selected subgroup of these demographic variables. As indicated in this table, many demographic characteristics that differentiated positive and negative propensity individuals this year were also significant differentiators in previous years. In fact, for men, nine of the subset of thirteen variables have been significant differentiators in at least four of the past five years and, for women, six of the subset of thirteen variables meet this criterion.

TABLE 3-10: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY GROUPS

NPS SAMPLES¹⁾

DEMOGRAPHIC VARIABLE	MALES WITH:		FEMALES WITH:	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
BASE (N)	(216)	(882)	(117)	(960)
<u>Proportion:</u>				
Know mother's education +	.88	.89	.93	.94
Lived with father first ten years of life	.80	.88*	.82	.89*
Know father's education +	.71	.81*	.72	.84*
Living with parents	.70*	.52	.66*	.47
White	.65	.84*	.50	.83*
Employed	.58	.73*	.56	.59
Currently attending school	.44*	.39	.41	.34
Planning to attend school, but not currently attending school	.40*	.29	.46*	.31
Using or planning to use financial assistance for schooling +	.60	.53	.72	.65
Currently attending high school	.28*	.10	.25*	.09
Married	.14	.22*	.10	.33*
Own home	.06	.16*	.09	.18*
Father career military	.08	.07	.08	.06
Working spouse	.07	.14*	.09	.30*
Friend thinking/joined military	.45*	.29	.48*	.27
<u>Average:</u>				
Age (in years)	20.12	21.69*	20.41	21.57*
Number of dependents	.39	.48	.61	.56
Number of siblings	2.90	2.80	3.21*	2.83
Number of hours worked per week +	21.84	29.05*	16.99	19.55
Father's education ²⁾ +	1.78	2.39*	1.70	2.28*
Mother's education ²⁾ +	2.16	2.33	2.02	2.41*
Reported grades in high school ³⁾	2.57	2.79*	2.74	2.99*
Education ⁴⁾	3.23	4.43*	3.57	4.21*
Perceived difficulty of finding work in occupational area ⁵⁾	3.12	3.05	3.10	3.06
Work weekends ⁶⁾ +	1.94	2.00	1.87	1.73

1) Only those individuals were included in the analysis who had a legitimate response to each item.

2) 1 = less than high school graduate, 5 = college graduate or more.

3) 0 = F, 4 = A.

4) 1 = attending high school, 9 = post graduate work.

5) 1 = very easy, 4 = very difficult.

6) 1 = hardly ever, 4 = every week.

* = difference between positive propensity group and negative propensity group is statistically significant ($p < .05$).

+ = Asked only of respondents for whom the question was relevant. For example, a parent's education was asked only of those respondents who lived with that particular parent.

**TABLE 3-11: COMPARISON OF DEMOGRAPHIC CHARACTERISTICS DIFFERENTIATING
POSITIVE AND NEGATIVE PROPENSITY MEN AND WOMEN, BY YEAR
NPS SAMPLE**

<u>DEMOGRAPHIC VARIABLE</u>	<u>MALES</u>					<u>FEMALES</u>				
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Age	-	-	-	-	-	-	-	-	-	-
Married	-	-	-	-	-	-	-	-	-	-
White	-	-	-	-	-	-	-	-	-	-
Number of dependents	n.s.	n.s.	n.s.	-	n.s.	n.s.	-	n.s.	n.s.	n.s.
Employed	-	-	-	-	-	n.s.	n.s.	-	-	n.s.
Perceived difficulty of finding a job	+	n.s.	n.s.	+	n.s.	n.s.	n.s.	n.s.	+	n.s.
Own home	-	-	-	-	-	-	-	-	-	-
Father career military	+	+	n.s.	n.s.	n.s.	+	+	n.s.	n.s.	n.s.
Number of siblings	+	n.s.	+	+	n.s.	+	n.s.	n.s.	n.s.	+
Friend thinking/joined military recently	+	+	+	+	+	+	+	+	+	+
Education level	-	-	-	-	-	-	n.s.	-	-	-
Currently attending school	+	+	n.s.	+	+	+	+	+	n.s.	+
Grades	-	n.s.	-	-	-	n.s.	n.s.	-	-	-

n.s. = No statistically significant difference between positive and negative propensity individuals.

+ = Those with positive propensity have significantly ($p < .05$) more of the attribute than those with negative propensity.

- = Those with positive propensity have significantly ($p < .05$) less of the attribute than those with negative propensity.

In summary, in at least four of the past five years, positive propensity NPS individuals have differed from those with negative propensity in that the former are more likely:

- To be younger,
- To have received less formal education,
- To be members of a racial or ethnic minority group,
- To have friends who are thinking about or who have recently joined the military,
- To not own their own homes, and
- To be single.

Positive propensity NPS men, in addition, are more likely than negative propensity NPS men:

- To be unemployed.

This year's data also show that, on average, positive propensity NPS men and women expect they will be making less money in the coming year, if employed, than do negative propensity individuals. Data on projected income were not available in previous years.¹⁾

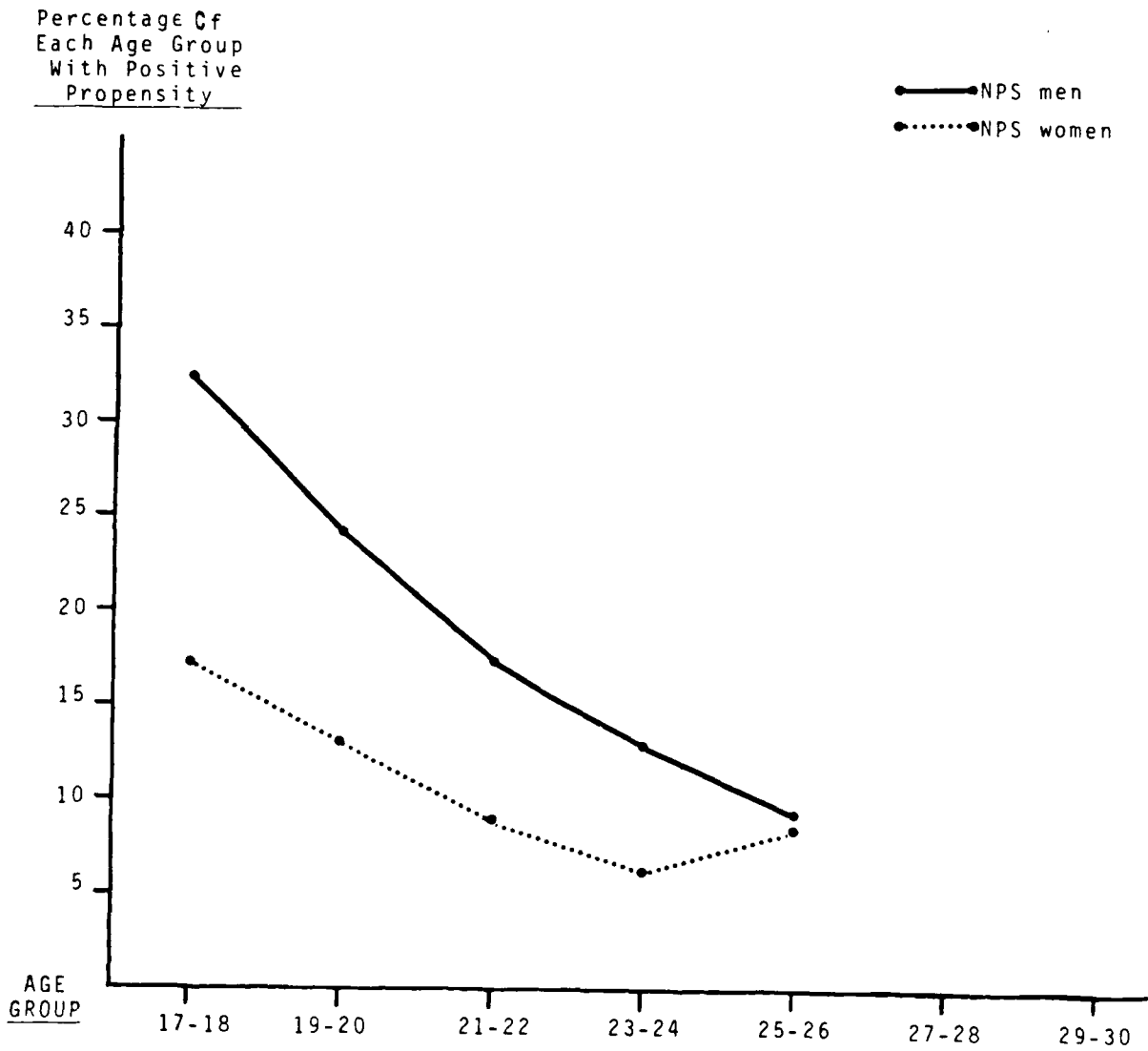
More detailed information on two of the demographic variables already mentioned -- age and education -- are presented below. A breakdown of propensity by age is presented in Figure 3-3. As can be seen in this figure, the percentage of NPS individuals with positive propensity declines as age increases.

The propensity to enlist among individuals with the following levels of educational attainment was also assessed independently:

- Nonhigh school graduates or individuals with a GED diploma,
- High school graduates who have not completed additional schooling, and individuals who attended vocational school, and
- Individuals with one or more years of a college education.

1) Those readers who are interested in an analysis of differences and similarities between those individuals with a preference for enlisting in the Guard/Reserve and those with a preference for enlisting in the Active Forces are referred to RCAS III, 1980, Chapter 4.0. A summary of this analysis is found in the Summary of RCAS Findings and Recommendations in Appendix A.

**FIGURE 3-3: NPS PROPENSITY TO ENLIST
IN THE GUARD/RESERVE BY AGE (1982)**



As shown in Table 3-12, for NPS men, the percentage of nonhigh school graduates with positive enlistment propensity, 33.2 percent, is significantly greater than any of the other educational groups. Among those NPS males having at least one year of college education, the percentage with positive propensity is significantly lower, 10.7 percent, than among any of the other educational groups evaluated. In general, as educational level of NPS men increases, the percentage of NPS men with positive propensity decreases.

**TABLE 3-12: PERCENTAGE OF POSITIVE PROPENSITY INDIVIDUALS
AMONG THOSE WITH DIFFERENT AMOUNTS OF FORMAL EDUCATION**

<u>SAMPLE</u>	<u>Does Not Have a Regular High School Diploma</u>	<u>LAST YEAR OF FORMAL EDUCATION COMPLETED</u>	
		<u>High School or Vocational School</u>	<u>One or More Years of College</u>
Non-prior service men (BASE)	33.2 * (295)	18.9 (392)	10.7 ** (441)
Non-prior service women (BASE)	18.8 * (261)	9.3 (442)	7.7 (414)

* Indicates the percentage with positive propensity in the educational group is greater than any other educational group.

** Indicates the percentage with positive propensity in the educational group is smaller than any other educational group.

Data in Table 3-12 also show that the educational group among NPS women that has the highest percentage of positive propensity individuals is the nonhigh school diploma group. The percentage of positive propensity individuals in this group (18.8 percent) is significantly higher than that of high school graduates or those who attended vocational school (9.3 percent) and is also higher than the relevant percentage of individuals with at least one year of college (7.7 percent). No other differences among the percentages of positive propensity individuals in different educational groups were statistically significant.

As age increases, the probability that an individual will have a higher level of educational attainment also increases. It is therefore not surprising that, among NPS individuals, propensity is related both to age and to educational attainment.

3.2.2 PS Men and Women -- Demographic and Experiential Profiles. The demographic profiles of PS men and women with positive and negative propensity were analyzed to determine if demographic variables differ significantly between those with positive propensity and those with negative propensity. The variables used in this analysis and indications of those variables that did and did not prove to be significant differentiators can be found in Table 3-13.

This year demographic characteristics significantly differentiated PS men with positive propensity and those with negative propensity. This is not true, however, for PS women. As in earlier RCAS waves, positive and negative propensity PS men differ significantly on fewer demographic variables than do NPS men. Unlike NPS women, PS women with positive and negative propensity do not differ on overall demographic profiles.

**TABLE 3-13: DEMOGRAPHICS OF POSITIVE AND NEGATIVE PROPENSITY GROUPS
PS SAMPLES¹⁾**

<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>
BASE (N)	(420)	(1270)	(160)	(375)
<u>Proportion:</u>				
Lived with mother first ten years of life	.98	.97	.97	.98
Know mother's education +	.91	.92	.94	.94
Lived with father first ten years of life	.94	.92	.90	.93
Know father's education +	.85	.85	.86	.88
Employed	.73	.77	.62	.62
White	.77	.87*	.75	.88*
Planning to attend school, but not currently attending school	.45*	.29	.36	.32
Currently attending school	.28	.34*	.37	.35
Using or planning to use financial assistance for schooling +	.87*	.60	.74	.71
Having friends in the military or friends considering enlisting	.44*	.33	.48	.44
Married	.32	.37	.40	.50
Working spouse	.20	.24	.37	.43
Own home	.15	.16	.18	.22
<u>Average:</u>				
Age (in years)	23.84	23.93	25.18	24.85
Number of dependents	.33	.32	.20	.24
Number of siblings	3.29*	3.08	3.21	3.24
Number of hours worked per week +	30.15	31.65	22.68	23.13
Father's education ²⁾ +	2.05	2.18	2.11	2.22
Mother's education ²⁾ +	2.09	2.22	2.17	2.30
Reported grades in high school ³⁾	2.51	2.57	2.96	3.04
Education ⁴⁾	3.81	3.93	4.59	4.40
Perceived difficulty of finding work in occupational area ⁵⁾	3.23*	3.08	3.08	2.98
Work weekends ⁶⁾ +	2.11	2.08	1.83	1.84
Expected income ⁷⁾	3.18	3.46*	2.66	2.77

- 1) Only those individuals were included in the analysis who had a legitimate response to each item.
- 2) 1 = less than high school graduate, 5 = college graduate or more.
- 3) 0 = F, 4 = A.
- 4) 1 = attending high school, 9 = post graduate work.
- 5) 1 = very easy, 4 = very difficult.
- 6) 1 = hardly ever, 4 = every week.
- 7) 1 = less than \$7,000, if working next year; 8 = \$50,000 or more if working next year.
- * = difference between positive propensity group and negative propensity group is statistically significant ($p < .05$).
- + = Asked only of respondents for whom the question was relevant. For example, a parent's education was asked only of those respondents who lived with that particular parent.

For PS men and women, the only variable that has differentiated positive from negative propensity individuals in each consecutive RCAS wave is ethnicity: positive propensity individuals are more likely to be black or Hispanic. In addition, in three of the past five years, PS men, but not women, with positive propensity have differed from those with negative propensity in being more likely to have friends in the military or to have friends who have recently considered enlisting, and in being more likely to be planning to attend school but not currently in school.

Why are the PS women the only sample for which demographic profiles of positive propensity individuals and those of negative propensity individuals do not differ? One reason may be self-selection. In other words, only individuals with certain specific characteristics are likely to have enlisted originally. As a result, there is less potential for differences among any subdivision of the female PS sample than the NPS sample. For example, if a variable such as "support of the military" were assessed, the values among PS women would be expected to be more consistent than the comparable values among NPS women. After all, the PS women probably would not have enlisted initially if they were not supportive of the military. There is no reason to expect, however, "support of the military" to be similar among NPS women.

The percentage of PS individuals at a particular age with positive propensity is depicted in Figure 3-4.¹⁾ Unlike the NPS sample, the average age of positive and negative propensity PS individuals do not differ significantly.

Military and post-separation experiences and the related attitudes of positive and negative propensity PS samples were also analyzed. Pre- and post-separation experience and related attitudes significantly differentiated positive from negative propensity PS individuals. Both PS men and women with positive propensity differed from those with negative propensity in that the former were more likely to:

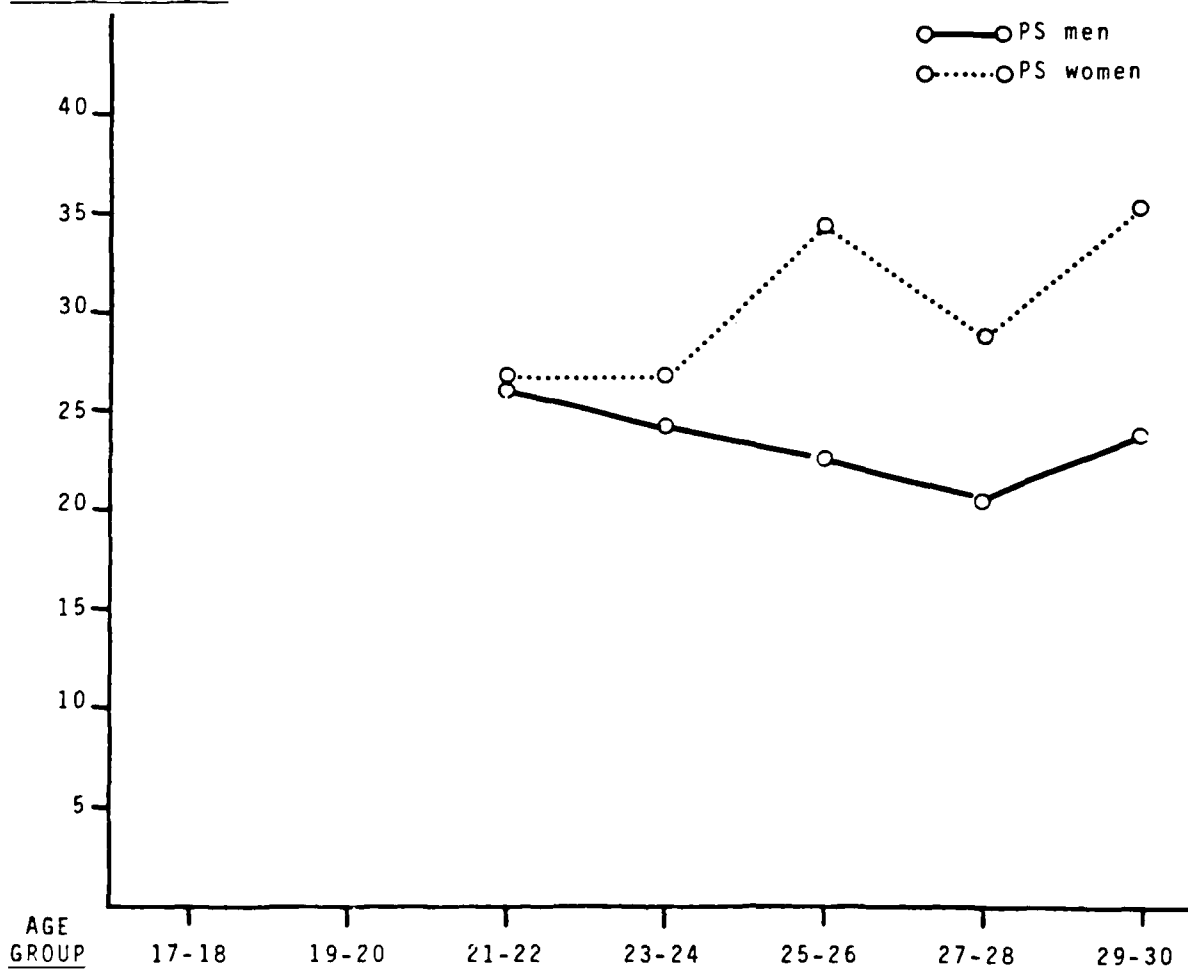
- Believe that Guard/Reserve participation will help in a civilian job,
- Be satisfied with their overall military experience,
- Be satisfied with the skills they obtained in the service, and
- Be dissatisfied with their abilities to meet their financial needs since separation from the service.

A detailed breakdown of reported military and post-separation experiences is presented in Table 3-14.

1) It appears that the percentage of positive propensity women in the highest age category is greater than that of the equivalent group of positive propensity men. However, because the number of individuals in the higher age categories are relatively small, the difference in propensity between these groups is not statistically significant.

**FIGURE 3-4: PS PROPENSITY TO ENLIST
IN THE GUARD/RESERVE BY AGE (1982)**

Percentage Of
Each Age Group
With Positive
Propensity



**TABLE 3-14: PROFILES OF THE MILITARY AND POST-SEPARATION EXPERIENCES
OF POSITIVE AND NEGATIVE PROPENSITY PS INDIVIDUALS¹⁾**

VARIABLE	MALES WITH:		FEMALES WITH:	
	Positive Propensity	Negative Propensity	Positive Propensity	Negative Propensity
BASE (N)	(396)	(1274)	(150)	(366)
<u>Proportion:</u>				
Trained in desired skill	.66	.69	.65	.68
Believe it would help in a civilian job to be a Guard/ Reserve member	.50*	.16	.43*	.21
Have since separation:				
Gone back to school	.41	.45	.54	.46
Applied for a bank loan	.37	.41	.31	.34
Taken out a bank loan	.35	.38	.38	.34
Gotten married	.13	.14	.14	.17
Bought a home	.11	.12	.13	.13
Applied for a mortgage	.11	.11	.11	.12
Had a child	.15	.12	.13	.24*
Gotten divorced	.05	.05	.05	.06
<u>Average:</u>				
Months since separation	18.52	19.51*	18.74	19.02
Overall satisfaction with the service ²⁾	4.01*	3.59	4.12*	3.79
Satisfaction with skills obtained in service ²⁾	3.91*	3.68	4.03*	3.77
Satisfaction with grade in service at separation ²⁾	3.92	3.79	4.04	3.97
Relative time of last promotion ³⁾	1.78	1.75	1.82	1.69
Degree to which feel used skills in service ⁴⁾	4.16*	3.95	4.18	4.06
Usefulness of experience in service since separation ⁵⁾	2.16	2.15	2.29	2.22
Satisfaction with ability to meet financial needs ²⁾	3.42	3.63*	3.09	3.37*

1) Only those individuals were included in the analysis who had a legitimate response to each item.

2) 1 = very dissatisfied, 5 = very satisfied.

3) 1 = earlier than most people with the same years of service, 3 = later than most people with the same years of service.

4) 1 = never, 5 = all or most of the time.

5) 1 = Not at all useful, 4 = very useful.

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

3.3 Anticipation of Status as an Officer

The RCAS waves are intended to measure propensity to become an enlisted Guardsman/Reservist. Individuals' interest in becoming officers were explored to determine whether or not some individuals have positive propensity only if they think they will become officers. First, individuals with positive propensity were asked if they were interested in becoming an officer. Those who expressed an interest were then asked to assess the likelihood that they would actually become an officer as well as to indicate whether or not they would enlist if they could not become an officer. Based on this information, the propensity measure was adjusted to include only individuals who would enlist as enlisted personnel.

3.3.1 Interest in Serving as an Officer. Respondents with positive propensity to enlist were first asked if they hoped to serve as officers or as enlisted personnel. Table 3-15 sets forth the responses to this question for each sample as well as for individuals in each sample with different levels of scholastic achievement.

TABLE 3-15: PERCENTAGE OF THOSE WITH POSITIVE PROPENSITY WHO HOPE TO SERVE AS AN OFFICER BY SCHOLASTIC ACHIEVEMENT¹⁾

	SAMPLE			
	NPS		PS	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
TOTAL SAMPLE	<u>71.0</u>	<u>65.6</u>	<u>42.2</u>	<u>51.2</u>
<u>Level of Scholastic Achievement</u>				
More than a high school education	77.0	75.0	53.5	71.4
High school only (A or B grades) ³⁾	60.0	#	42.4	30.8
High school only (C, D or F grades) ^{2, 3)}	72.0	#	35.1	#
In high school	76.7	57.7	#	#
<u>High school dropout</u>	55.6	#	#	#

Base is too small to yield highly reliable data.

1) Represents the percentage with positive propensity within each educational segment.

2) Includes GEDs.

3) Reported grades.

In three of the four samples, more than half the respondents with positive propensity indicated that they hope to serve as officers (see Table 3-15). Furthermore, for both men and women, the percentage of NPS individuals who hope to serve as officers is significantly higher than the relevant percentage of PS individuals. Even among high school dropouts, about 56 percent of NPS males report that they hope to serve as officers. NPS individuals at all education levels may have higher hopes than the equivalent group of PS individuals because the NPS men and women may be less aware of the actual requirements of, and demands placed on, officers. This issue is explored in more depth below.

3.3.2 Perceived Likelihood of Serving as an Officer Considering Educational and Other Requirements. Respondents who indicated they are interested in serving as an officer were asked to assess the likelihood of their actually serving as an officer given the educational and other requirements of officers. As shown in Table 3-16, the self-appraisals of NPS individuals are still quite high compared to those of PS individuals. Even when education is controlled, this pattern persists.

TABLE 3-16: DISTRIBUTION OF EXPECTATIONS ABOUT BECOMING OFFICERS AMONG POSITIVE PROPENSITY RESPONDENTS

<u>SAMPLE</u>	<u>BASE (N)</u>	<u>EXPECTATIONS</u>			<u>Total</u>
		<u>Do Not Hope To Be Officers¹⁾</u>	<u>HOPE TO BE OFFICERS</u>		
			<u>Think They Will Not Be Able To</u>	<u>Think They Will Be Able To</u>	
Non-prior service men	(220)	32.7	16.4	50.5	100.0%
Non-prior service women	(122)	42.6	11.5	45.1	100.0%
Prior service men	(432)	57.6	11.1	30.8	100.0%
Prior service women	(167)	49.1	14.4	34.7	100.0%

1) Includes individuals who are not sure if they hope to serve as an officer or as an enlisted person.

3.3.3 Enlistment Propensity if One Hopes to Serve as an Officer But is Unable To Do So. The positive propensity individuals who hope to serve as officers were also asked to assess their likelihood of enlisting if they were unable to become officers. The data shown in Table 3-17 indicate that among those who hope to become officers, approximately half of the PS sample and two-thirds of the NPS sample still have positive enlistment propensity if unable to become officers.

**TABLE 3-17: PERCENTAGE WHO RETAIN POSITIVE PROPENSITY
AMONG INDIVIDUALS WHO CANNOT BECOME AN OFFICER
EVEN THOUGH THEY ARE INTERESTED IN DOING SO**

	<u>Base (N)</u>	<u>Percentage Who Retain Positive Propensity</u>
Non-prior service men	(148)	67.6
Non-prior service women	(70)	68.6
Prior service men	(182)	53.0
Prior service women	(85)	58.8

The opportunity to become an officer appears to be an important element of enlistment propensity for all samples. When individuals who would not enlist if they could not become officers are excluded from the positive propensity group, positive propensity falls significantly by roughly 20 percent in each sample. This decline is shown in Table 3-18 and is depicted in Figure 3-5.

TABLE 3-18: ADJUSTED PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST IN THE GUARD/RESERVE

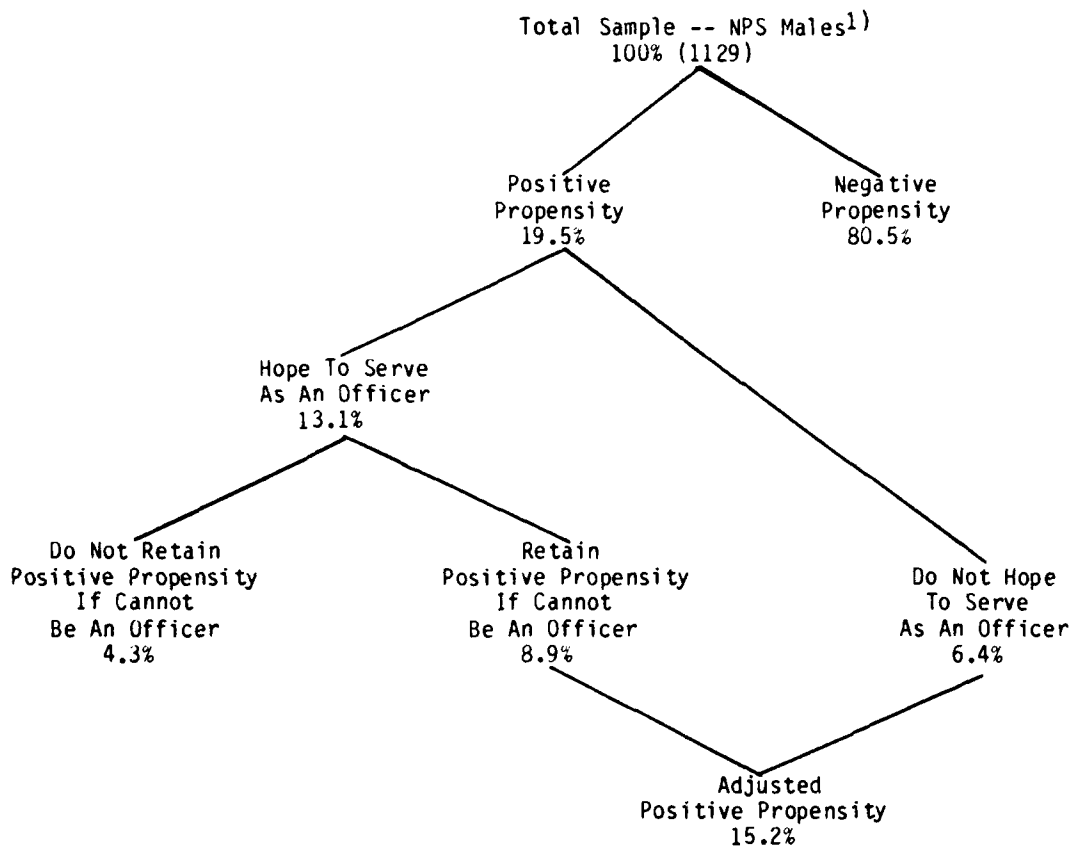
<u>SAMPLE</u>	<u>BASE (N)</u>	<u>Unadjusted Percentage</u>	<u>Adjusted Percentage¹⁾</u>	<u>Degree To Which Unadjusted Rate Should Be Discounted²⁾</u>
Non-prior service men	(1129)	19.5	15.2	22.1*
Non-prior service women	(1117)	10.9	9.0	17.4*
Prior service men	(1791)	24.1	19.3	19.9*
Prior service women	(564)	29.5	23.4	20.7*

* Statistically significant ($p < .05$).

1) Individuals who would not enlist if they could not become officers are not counted as having positive propensity.

2) Defined as $1 - \frac{\text{Adjusted Percentage}}{\text{Unadjusted Percentage}}$

FIGURE 3-5: ADJUSTING POSITIVE PROPENSITY TO EXCLUDE INDIVIDUALS WHO DO NOT RETAIN POSITIVE PROPENSITY IF THEY CANNOT SERVE AS AN OFFICER



1) NPS males are used to illustrate the method used to derive the adjusted positive propensity. Adjusted positive propensity data for all four samples can be found in Table 3-18.

3.4 Summary and Implications

The potential impact of the economy and of individuals' hopes of attaining officer status on enlistment propensity in the Guard/Reserve have been discussed in this chapter. Basic propensity data and characteristics that differentiate positive from negative propensity individuals have also been addressed.

- Changing economic conditions may affect the propensity of different types of people in different ways. For example, between 1981 and 1982 propensity among employed NPS men fell significantly, propensity among employed PS women rose significantly, and propensity among the other groups of employed and unemployed individuals looking for work did not change significantly. It is evident that the effect of the economy on propensity is a complex issue that warrants further examination.
- As shown in this chapter, propensity declines by approximately 20 percent (e.g., from 19.5 percent to 15.2 percent for NPS men), when individuals who wish to enlist in the Guard/Reserve only if they can become officers are not counted as having positive propensity. The desire to serve as an officer may generate considerable initial interest in the Guard/Reserve. Before actually enlisting, however, individuals may benefit from gaining a more realistic understanding of how their talents can best be realized in the Guard/Reserve, whether as an officer or as an enlisted person.

Some individuals who will probably not become officers but who wish to enlist only if they become officers, may still be interested in enlisting if certain positive attributes of the Guard/Reserve are made apparent and if they are helped to realize they can make a contribution to the Guard/Reserve in other ways. In this regard, it may be useful for Guard/Reserve recruiters and career counselors to be especially sensitive to the needs of individuals who may, for a variety of reasons, overestimate their chances of becoming officers. Successful counseling may result in some of these individuals more accurately appraising their options and deciding to join the Guard/Reserve as enlisted personnel.

4.0 PROPENSITY TO ENLIST IN THE INDIVIDUAL READY RESERVE

Recently, attention has been focused on the role of the Individual Ready Reserve (IRR) in the military. The IRR is a pool of trained individuals who could be called to active duty in a time of national emergency but whose maintenance during peace time would not require a major expenditure of human or financial resources. Because propensity to enlist in the IRR has become an especially salient issue, data relevant to this issue have been analyzed in the RCAS both this year and last year.

New questions, designed to further illuminate the factors relevant to propensity to enlist in the IRR, were included in this year's questionnaire.

4.1 Issues Relevant to NPS Propensity to Enlist in the IRR

NPS individuals were asked their propensity to enlist in a new IRR program which would involve the following:

- A 6-year commitment to the IRR,
- Being subject to active duty only in national emergencies,
- A standard obligation of 12 weeks of basic combat training during which individuals would receive approximately \$560 per month plus full benefits, and
- No obligation to attend regular meetings or drills during the remaining 6-year commitment.

Respondents were also asked their propensity to enlist in such a program if they received a \$1,000 bonus for enlisting.

4.1.1 NPS Enlistment Propensity in the IRR Program Compared to the Guard/Reserve. Enlistment propensity in the proposed IRR program without any cash incentive is significantly greater than enlistment propensity in the Guard/Reserve. As seen in Table 4-1, for NPS males:

- 30.9 percent have positive propensity to enlist in the IRR, and
- 19.5 percent have positive propensity to enlist in the Guard/Reserve.

For NPS females:

- 20.3 percent have positive propensity to enlist in the IRR, and
- 10.9 percent have positive propensity to enlist in the Guard/Reserve.

TABLE 4-1: PERCENTAGE WITH POSITIVE PROPENSITY TO ENLIST IN THE IRR WITH AND WITHOUT AN ENLISTMENT INCENTIVE

<u>SAMPLE</u>	<u>Base</u>	<u>Guard/Reserve Propensity</u>	<u>IRR PROPENSITY</u>	
			<u>None</u>	<u>Enlistment Incentive \$1,000</u>
Non-prior service men	(1129)	19.5	30.9	34.8 *
Non-prior service women	(1117)	10.9	20.3	23.0 *

* Indicates the percentage with positive propensity with and without the incentive are significantly different ($p < .05$).

4.1.2 The Effect of Incentives on Propensity to Enlist in the IRR Program. Incentives increase propensity among NPS men and women from 31 percent and 20 percent to 35 percent and 23 percent, respectively. It should be kept in mind, however, that without a bonus, propensity to enlist in the IRR is already quite high. In addition, even though a \$1,000 bonus increases propensity significantly, the incentive may not be cost effective because it would have to be paid to everyone -- those individuals who have positive propensity without the bonus (30.9 percent of the NPS men and 20.3 percent of the NPS women) -- not simply to those individuals who only have positive propensity in the IRR when presented with a bonus (3.9 percent of the NPS men and 2.7 percent of the NPS women).

4.1.3 A Comparison of NPS Individuals With Positive Propensity for the Guard/Reserve as Well as the IRR and Those With Positive Propensity for the IRR Only. Differences between individuals with positive propensity for both the IRR program and the Guard/Reserve versus those with positive propensity only for the IRR program were explored. This was done to determine if individuals with only positive propensity for the IRR program constitute a new market of enlistees or if they are essentially the same as those with positive propensity for the Guard/Reserve. As can be seen in Tables 4-2 and 4-3, compared to NPS men and women who have positive propensity for both the Guard/Reserve and the IRR program, NPS men and women who are positively inclined only for the IRR tend to:

- Be married,
- Be white,

- Be older,
- Be less favorably disposed to engaging in social activities with larger groups of people,¹⁾
- Be less inclined to actively seek information about enlistment in the military,¹⁾
- Feel less strongly that participation in the Guard/ Reserve is associated with positive activities and consequences,¹⁾
- Feel less strongly that they would be proud to be a Guard/Reserve member and that others would respect such an affiliation,¹⁾ and
- Not believe that being a member of the Guard/Reserve will help with a civilian job.

¹⁾ Based on measures derived from groups of related variables. The specific variables from which each item was derived can be found in Appendix C.

TABLE 4-2: SELECTED DEMOGRAPHIC CHARACTERISTICS OF NPS INDIVIDUALS WITH POSITIVE PROPENSITY FOR BOTH THE GUARD/RESERVE AND THE IRR PROGRAM VERSUS THOSE WITH POSITIVE PROPENSITY ONLY FOR THE IRR PROGRAM

DEMOGRAPHIC VARIABLE	MALES		FEMALES	
	POSITIVE PROPENSITY FOR: Guard/Reserve and IRR	IRR Only	POSITIVE PROPENSITY FOR: Guard/Reserve and IRR	IRR Only
BASE (N) ¹⁾	(147)	(192)	(83)	(137)
<u>Proportion:</u>				
Know mother's education +	.89	.85	.90	.90
Lived with father first ten years of life	.82	.83	.80	.85
Know father's education +	.72	.77	.65	.77
Living with parents	.71*	.57	.71	.61
White	.61	.80*	.47	.68*
Employed	.54	.71*	.53	.46
Currently attending school	.47	.40	.41	.41
Planning to attend school, but not currently attending school	.41	.34	.49	.39
Using or planning to use financial assistance for schooling +	.54	.47	.67	.66
Currently attending high school	.31*	.11	.29*	.15
Married	.11	.19*	.08	.28*
Own home	.06	.13*	.07	.12
Father career military	.10	.07	.10	.08
Working spouse	.07	.11	.06	.18*
<u>Average:</u>				
Age (in years)	19.95	21.34*	20.06	20.97*
Number of dependents	0.39	0.48	0.67	0.57
Number of siblings	2.97	3.09	3.22	2.85
Number of hours worked per week +	19.78	27.96*	14.89	13.43
Father's education ²⁾ +	1.80	2.10	1.65	1.98
Mother's education ²⁾ +	2.14	2.07	2.00	2.27
Reported grades in high school ³⁾	2.53	2.68	2.78	2.80
Education ⁴⁾	3.07	4.06*	3.47	3.60
Perceived difficulty of finding work in occupational area ⁵⁾	3.18	3.08	3.12	3.12
Work weekends ⁶⁾	1.89	2.03	1.93	1.55*

* = difference between the positive and negative propensity groups is statistically significant ($p < .05$).

+ = Asked only of respondents for whom the question was relevant.

1) 1 = Only those individuals were included in the analysis who had a legitimate response to each item.

2) 1 = less than high school graduate, 5 = college graduate or more.

3) 0 = F, 4 = A.

4) 1 = high school dropout, 9 = post graduate work.

5) 1 = very easy, 4 = very difficult.

6) 1 = hardly ever, 4 = every week.

TABLE 4-3: SELECTED CHARACTERISTICS OF NPS INDIVIDUALS WITH POSITIVE PROPENSITY FOR BOTH THE GUARD/RESERVE AND THE IRR PROGRAM VERSUS THOSE WITH POSITIVE PROPENSITY ONLY FOR THE IRR PROGRAM

VARIABLE	MALES		FEMALES	
	POSITIVE PROPENSITY FOR: Guard/Reserve and IRR	IRR Only	POSITIVE PROPENSITY FOR: Guard/Reserve and IRR	IRR Only
BASE (N) ¹⁾	(143)	(181)	(80)	(216)
<u>Averages:</u>				
Disposition toward: **				
The military ²⁾	3.88	3.90	3.71	3.73
Religious and community activities ³⁾	2.85	2.71	3.20	3.10
Hunting and fishing ³⁾	3.30*	3.00	2.27	2.40
Reading ³⁾	2.67	2.52	2.86*	2.52
Social activities with friends ³⁾	3.55	3.62	3.71	3.78
Social activities with groups ²⁾	4.03*	3.76	4.27*	3.99
Changing some aspect of one's job ²⁾	4.35*	3.81	4.29	4.21
Actively seeking information about military enlistment ²⁾	3.78*	2.58	4.00*	2.75
Perceptions of: **				
Being called into a conflict in the Guard/Reserve ⁴⁾	3.73	3.74	3.45	3.30
Positive attributes of the Guard/Reserve ⁵⁾	4.31*	3.95	4.41*	4.09
Respect and pride of Guard/Reserve members ⁵⁾	3.94*	3.67	4.22*	3.86
Negative attributes of the Guard/Reserve ⁵⁾	3.56	3.76*	3.47	3.61
Whether Guard/Reserve membership will help with a job ⁶⁾	2.55*	2.23	2.76*	2.24
How well equipped and trained the military is ²⁾	4.20*	3.93	4.25	4.07
Number of obligations/responsibilities ⁷⁾	4.55	5.81*	4.71	5.05

* Indicates a significant difference between those who have positive propensity for both the IRR and the Guard/Reserve and those who have positive propensity for the IRR only.

** Definitions of the items that are based on scales are found in Appendix C.

1) 1 = Only those individuals were included in the analysis who had a legitimate response to each item.

2) 1 = a negative disposition, 5 = a positive disposition.

3) 1 = a negative disposition, 4 = a positive disposition.

4) 1 = very unlikely, 5 = very likely.

5) 1 = the attribute exists hardly at all, 5 = the attribute exists very much.

6) 1 = it will not help one's job, 3 = it will help one's job.

7) This scale is composed of family and work obligations such as hours worked, number of dependents, having pre-schoolers, etc.

In addition, NPS men who have positive propensity toward only the IRR program are more likely than those with a positive propensity for both the Guard/Reserve and the IRR program to:

- Be employed,
- Own their own home,
- Work more hours per week, and
- Have higher educational attainment.

It would appear that those with positive propensity to enlist only in the IRR program constitute a different market from the market of individuals with positive propensity for the Guard/Reserve as well as the IRR. Although these two groups do not differ in their overall feelings about the military, the "IRR only" group does differ in being somewhat more settled (i.e., older and married) and, for men, in having less free time (hours worked, employed, and number of obligations). They therefore, may be less likely to be looking to obtain comradeship or self-esteem through a military-related experience. This older, more settled group may be more attracted to the proposed IRR program but not to the Guard/Reserve because the IRR program involves a one-time commitment of time, whereas the Guard/Reserve requires a time commitment on an ongoing basis.

It is also noteworthy that compared to those with positive propensity for both the Guard/Reserve and the proposed IRR program, individuals with positive propensity for the "IRR only" are more likely to be white and the men are more likely to be employed and more highly educated.

4.2 Issues Relevant to PS Propensity to Enlist in the IRR

Before reviewing the responses of PS individuals to IRR-related questions in detail, it should be recalled that all the PS men and those PS women who enlisted in fiscal year 1978 or later were in the IRR at the time of the survey. As noted in Table 4-4A, however, many PS individuals were not aware of their existing military obligation.

TABLE 4-4A: PERCENTAGE WITH DIFFERENT PERCEPTIONS OF WHETHER OR NOT THEY HAVE A REMAINING MILITARY OBLIGATION

<u>SAMPLE</u>	<u>(BASE)</u>	<u>PERCEPTION OF HAVING A REMAINING MILITARY OBLIGATION</u>		
		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
Prior service men	(1791)	80.7	19.0	0.3
Prior service women who entered before fiscal year 1978 ¹⁾	(307)	17.4	81.5	1.1
Prior service women who entered in fiscal year 1978 or after ¹⁾	(257)	42.5	55.5	1.9

1) The active and inactive duty requirements of women in the Active Military changed in fiscal year 1978. Women who entered Active Military service before fiscal year 1978 do not have an inactive military obligation. Women who entered Active Military service during or after fiscal year 1978 did have a remaining inactive military obligation at the time of the study.

4.2.1 Propensity to Sign Up For an Additional Three Years in the IRR. The effects of three incentive plans on propensity of PS personnel to enlist in the IRR for an additional three years were tested. These plans were:

- A low-cost group life insurance program,
- A \$900 enlistment bonus, and
- The opportunity to participate in an annual two-week refresher training camp (including full pay and allowances) plus a \$900 bonus.

The percentages of individuals with positive propensity to sign up for three additional years in the IRR under these three separate incentive programs are shown in Table 4-4B below. As shown in this table, the percentages of men and women with positive propensity to enlist under any of the three incentive plans range from 28 percent to 37 percent.

TABLE 4-4B: PERCENTAGE WITH POSITIVE ENLISTMENT PROPENSITY IN THE IRR UNDER VARIOUS INCENTIVE PROGRAMS¹⁾

<u>INCENTIVE PROGRAM</u>	<u>SAMPLE</u>	
	<u>PS Males</u>	<u>PS Females</u>
BASE (N)	(1791)	(564)
Low cost life insurance	29.9	27.9
\$900 bonus ²⁾	34.2	32.5
Refresher training, full pay and allowances plus a \$900 bonus ²⁾	35.3	36.9

1) Unfortunately, an accurate baseline which could be used for comparative purposes is not available.

2) In the 1981 RCAS, respondents were asked about their propensity under a hypothetical \$500 bonus plan and a plan involving refresher training plus a \$600 bonus.

The rank order of the percentages attracted by the hypothetical incentives for both PS males and females is:

- \$900 bonus plus refresher training,
- \$900 bonus, and
- Low-cost group life insurance.

For PS men only:¹⁾

- The \$900 bonus and the \$900 bonus plus refresher training each influenced propensity to a significantly greater degree than did the life insurance program, and
- The effect of the \$900 bonus and the \$900 bonus plus refresher training were roughly equivalent.

For PS women only:¹⁾

- The propensity to sign up in the IRR for three more years was significantly greater for the \$900 bonus plus refresher training than the other two programs, and
- The \$900 bonus and insurance program had approximately the same effect on propensity.

It would appear that women find the refresher training particularly appealing, while the men are influenced by the \$900 bonus in either form.

¹⁾ These results are based on an Analysis of Variance and follow-up t-tests. For ease of presentation, however, the data in Table 4-4B are expressed as the percentage of respondents with positive enlistment propensity under each incentive program.

Last year's survey included a hypothetical bonus of \$500 and one of \$600 plus refresher training. It is therefore tempting to compare the 1981 data to this year's data and to attribute differences in propensity to differences in the level of incentives. The data from 1981 and 1982 are not readily comparable, however. Rising unemployment and changing economic conditions as well as other underlying variables may affect receptivity to any enlistment incentive.

4.2.2 Attitudes Toward Changes in Military Service Requirements Involving Additional Service in the Individual Ready Reserve. PS respondents were asked additional questions with regard to the IRR:

- How likely would you be to re-enlist in the Active Military or to serve in a Selected Guard/Reserve unit if you were also required to serve two additional years in the IRR?¹⁾
- How would you feel if the current six-year military service commitment were extended to an eight-year commitment in which two additional years of service would be served in the IRR?

1) Because the question referred to re-enlisting in the Active Military or the Guard/Reserve, responses to the question can be used as a measure of re-enlistment propensity either in the Active Military or in the Guard/Reserve or both. Throughout the remainder of this chapter, responses to this question will be used as an estimate of Guard/Reserve re-enlistment propensity if two additional years are required in the IRR and will be referred to as such. However, because of the way the question is posed, re-enlistment propensity measured in this way is likely to be overestimated.

The distribution of responses to the question regarding re-enlistment can be found in Table 4-5A. As indicated in this table, 17.4 percent of the PS men and 19.3 percent of the PS women have positive propensity to re-enlist under such a program.

TABLE 4-5A: RE-ENLISTMENT PROPENSITY IN THE ACTIVE MILITARY OR GUARD/RESERVE IF AN ADDITIONAL TWO YEAR IRR COMMITMENT WERE REQUIRED

<u>LIKELIHOOD OF RE-ENLISTING</u>	<u>PS SAMPLE</u>	
	<u>Men</u>	<u>Women</u>
Definitely or probably enlist	<u>17.4</u>	<u>19.3</u>
Definitely enlist	1.6	1.5
Probably enlist	15.8	17.8
Probably not enlist	36.5	39.9
Definitely not enlist	46.1	40.7

Responses to the proposed extension of military service from six to eight years can be found in Table 4-5B. Among PS men, 17.2 percent favored the extension, and among PS women, 17.5 percent favored the extension. These data are difficult to interpret, however, because it is not clear whether PS individuals thought such an extension would or would not apply to them.

TABLE 4-5B: FAVORABILITY TOWARD AN EXTENSION OF THE SIX-YEAR MILITARY COMMITMENT TO EIGHT YEARS

<u>FAVORABILITY</u>	<u>PS SAMPLE</u>	
	<u>Men</u>	<u>Women</u>
Strongly or somewhat in favor	<u>17.2</u>	<u>17.5</u>
Strongly in favor	3.6	4.6
Somewhat in favor	13.6	12.9
Neither in favor nor opposed	27.9	33.7
Somewhat opposed	20.4	21.0
Strongly opposed	34.5	27.8

4.2.3 Comparison of Propensity to Enlist in the Guard/Reserve With and Without Two Additional Years in the IRR. Propensity to enlist in the military (Guard/Reserve or Active Military) when an additional two year commitment in the IRR is proposed¹⁾ is significantly lower than propensity to enlist in the Guard/Reserve as it is currently structured.¹⁾ (See Table 4-6.)

TABLE 4-6: PERCENTAGE WHO HAVE POSITIVE PROPENSITY FOR DIFFERENT MILITARY PROGRAMS

<u>PS Sample</u>	<u>(BASE)</u>	<u>Active Forces</u>	<u>Guard/Reserve Without Two Years In the IRR</u>	<u>Military²⁾ With Two Years In the IRR</u>
Men	(1791)	11.9	24.1	17.4
Women	(564)	12.4	29.5	19.3

1) It should be remembered that this measure of re-enlistment if two additional years in the IRR are required will overestimate the propensity to re-enlist in the Active Military and will also overestimate propensity to re-enlist in the Guard/Reserve. Consequently, the measure will cause an under-estimation of the drop in Guard/Reserve propensity when two additional years are required in the IRR from baseline Guard/Reserve propensity.

2) Active Forces or Guard/Reserve.

These data suggest that the requirement that enlistees also serve an additional two years in the IRR may result in a substantial decrease in new enlistees.

There are two major explanations that could account for the decrease in propensity when two additional years in the IRR are required:

1. It is possible that many individuals do not fully understand the requirements of being in the IRR. Being a member of the IRR does not involve a time commitment, except in national emergencies. Therefore, it is difficult to explain why propensity declines significantly when two additional years in the IRR are required if, in fact, PS individuals are fully aware of the IRR requirements. This issue may warrant further exploration in future RCAS waves because relevant data to either support or refute this explanation are not available in this year's RCAS.
2. Individuals may be well aware of the commitment required of IRR members and may perceive such a commitment to be a personal risk. As a result, fewer individuals might wish to enlist in the Guard/Reserve if they had to put themselves at risk for two additional years than would wish to enlist in the Guard/Reserve as it is currently conceived. Although this explanation is quite plausible, the data do not support the fact that fear of being called to active duty is more prevalent among individuals who have negative propensity in the proposed Guard/Reserve if they have to commit themselves to two additional years in the IRR than among those who have positive propensity under this scenario.

4.2.4 Characteristics of PS Respondents With Positive Propensity for the Guard/Reserve With and Without Two Additional Years in the IRR. A projected decrease in the number of new enlistees associated with the proposed Guard/Reserve requirement of serving two additional years in the IRR would not pose a problem under either of the following two cases:

1. If the number of individuals who would enlist in the Guard/Reserve under these circumstances remains sufficient to meet military quotas, or
2. If quotas were still met and, in addition, the quality (i.e., attitudes and educational attainment) of accessions attracted by this new program is substantially higher than that of individuals attracted to the Guard/Reserve without two extra years of service in the IRR.

The data collected in this year's survey shed some light on the second of these issues.

PS individuals with positive propensity for the Guard/Reserve plus two additional years in the IRR (Guard/Reserve plus IRR) were compared to PS individuals with positive propensity only for the Guard/Reserve (Guard/Reserve only). Results of this comparison can be found in Tables 4-7 and 4-8.1)

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- 1) Many of the items on which the groups were compared were derived by combining groups of related variables. The variables which were grouped together to create these items can be found in Appendix C.

**TABLE 4-7: DEMOGRAPHIC AND SELECTED ATTITUDINAL PROFILES OF
PS RESPONDENTS WITH POSITIVE PROPENSITY FOR THE "GUARD/RESERVE PLUS IRR"
VERSUS THOSE WITH POSITIVE PROPENSITY FOR THE "GUARD/RESERVE ONLY"**

VARIABLE	MALES		FEMALES	
	POSITIVE PROPENSITY FOR:		POSITIVE PROPENSITY FOR:	
	Guard/Reserve Plus IRR	Guard/Reserve Only	Guard/Reserve Plus IRR	Guard/Reserve Only
BASE (N) ¹⁾	(183)	(235)	(67)	(87)
<u>Average:</u>				
Age	23.63	23.93	25.36	25.13
Number of obligations ²⁾	6.35	6.06	6.03	5.58
Projected income ³⁾	2.90	3.40*	2.51	2.81
Education ⁴⁾	3.60	3.96*	4.43	4.75
Overall satisfaction with the service ⁵⁾	4.23*	3.80	4.46*	4.00
Satisfaction meeting financial needs since left service ⁵⁾	3.26	3.47*	3.07	3.15
Degree to which used skills in service ⁶⁾	4.32*	4.00	3.18	3.39
<u>Proportion:</u>				
High school diploma	.85	.86	.94	.92
Employed	.75	.72	.67	.58
White	.80	.75	.71	.78
Married	.33	.33	.41	.35

* Indicates a significant difference between those who have positive propensity for both the IRR and the Guard/Reserve and those who have positive propensity for the IRR only.

- 1) 1 = Only those individuals were included in the analysis who had a legitimate response to each item.
- 2) This scale is defined in Appendix C.
- 3) 1 = less than \$7,000 if employed in coming year, 8 = \$50,000 or more if employed in coming year.
- 4) 1 = high school dropout, 9 = post graduate work.
- 5) 1 = very dissatisfied, 5 = very satisfied.
- 6) 1 = never, 5 = all or most of the time.

**TABLE 4-8: SELECTED ATTITUDES OF PS RESPONDENTS WITH
POSITIVE PROPENSITY FOR THE "GUARD/RESERVE PLUS IRR" VERSUS
THOSE WITH POSITIVE PROPENSITY FOR THE "GUARD/RESERVE ONLY"**

VARIABLE	MALES		FEMALES	
	POSITIVE PROPENSITY FOR:		POSITIVE PROPENSITY FOR:	
	Guard/Reserve Plus IRR	Guard/Reserve Only	Guard/Reserve Plus IRR	Guard/Reserve Only
BASE (N) ¹⁾	(173)	(229)	(62)	(83)
Average:				
Disposition toward: **				
The military ²⁾ *	4.25*	4.09	4.26*	3.96
Religious and community activities ³⁾ *	2.74	2.76	2.97	3.00
Hunting and fishing ³⁾ *	3.17	3.16	2.28	2.41
Reading ³⁾ *	2.62	2.64	2.69	2.64
Social activities with friends ³⁾ *	3.60	3.62	3.76	3.67
Social activities with groups ²⁾ *	3.79	3.66	3.82	3.77
Changing some aspect of job ²⁾ *	4.15	4.08	4.17	3.79
Actively seeking informa- tion about military re-enlistment ²⁾ *	3.52*	3.15	3.79*	3.05
Perceptions of: **				
Being called into a conflict in the Guard/Reserve ⁴⁾ *	3.84*	3.35	3.14	3.23
Positive attributes of the Guard/Reserve ⁵⁾ *	4.14*	3.73	4.01	3.87
Respect and pride of Guard/ Reserve members ⁵⁾ *	4.12*	3.95	4.04	4.00
Negative attributes of the Guard/Reserve ⁵⁾ *	2.61	2.80*	2.31	2.80*
Whether Guard/Reserve member- ship will help with a job ⁶⁾	2.18*	1.84	1.98	1.89
How well equipped and trained the military is ²⁾ *	3.75*	3.15	3.35	3.15

* Indicates a significant difference between those who have positive propensity for both the IRR and the Guard/Reserve and those who have positive propensity for the IRR only.

** These items are defined in Appendix C.

1) 1 = Only those individuals were included in the analysis who had a legitimate response to each item.

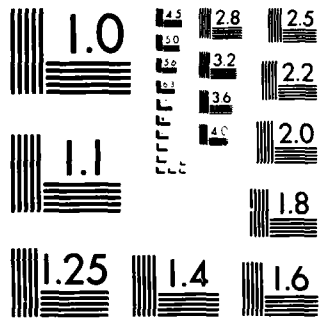
2) 1 = a negative disposition, 5 = a positive disposition.

3) 1 = a negative disposition, 4 = a positive disposition.

4) 1 = very unlikely, 5 = very likely.

5) 1 = the attribute exists hardly at all, 5 = the attribute exists very much.

6) 1 = it will not help one's job, 3 = it will help one's job.



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For both PS men and women, those with positive propensity for the "Guard/Reserve plus IRR" compared to those with positive propensity for the "Guard/Reserve only" are significantly:*

- More pro-military in general,
- More likely to say they may talk to friends or recruiters about the military,
- More likely to say they may actually seek information about the military, and
- Less likely to attribute negative attributes to the Guard/Reserve.

For PS men only, those with positive propensity for the "Guard/Reserve plus IRR" are significantly:

- Less educated,¹⁾
- Less likely to project their next year's income, if employed, to be high,
- More likely to say that Guard/Reserve membership will help with a civilian job,
- More likely to say they were satisfied with their experience in the service, and
- More likely to say their military assignment used the skills in which they had been trained.

* The items below are defined in Appendix C.

1) While the overall level of education differed significantly for the two groups, PS men and women in these two groups did not differ significantly with regard to having a high school diploma or not.

If education and expected income can be used as measures of quality, PS individuals who have positive propensity toward the "Guard/Reserve plus IRR" appear to be of somewhat lower quality than those with a positive propensity toward the "Guard/Reserve only." The "Guard/Reserve plus IRR" group, however, may have a more positive attitude toward enlistment.

4.3 Summary and Implications

The following conclusions can be drawn with regard to the NPS sample and their enlistment propensity in the proposed IRR program:

1. Even without a bonus, propensity to enlist in the IRR appears quite high, 30.9 percent for men and 20.3 percent for women. A hypothetical \$1,000 enlistment bonus significantly increases the percentage of respondents with positive propensity to join the new proposed IRR program. However, it should be remembered that a bonus would have to be paid to everyone; not simply to those who have positive propensity only when presented with a bonus.
2. Compared to individuals who have positive propensity to join both the proposed IRR program and the Guard/Reserve, individuals with positive propensity for the IRR program only are more settled. They tend to be older, married, and, among men, have more family and work obligations. This group may have less time for a commitment such as Guard/Reserve enlistment.

Such individuals may find it more convenient, however, to arrange to be away from their family and work for a long, continuous block of time than to arrange to be away once a month for six years. After all, it is harder to predict what types of commitments one will have and what types of arrangements would have to be made if one were still devoting time to a military commitment five or six years from now than it is to have one's appointments and responsibilities taken care of for a block of time in the near future. Similarly, individuals who are more settled and have more commitments may find it

easier to schedule the one-time 12 week training session associated with the proposed IRR program as opposed to being able to find time each month over a six-year period to attend Guard/Reserve drills.

3. It appears that the market of individuals who are interested only in the IRR is distinct in many ways from the market of potential Guard/Reserve enlistees. Compared to NPS individuals who have positive propensity for the Guard/Reserve as well as the IRR program, those who have positive propensity for the IRR only are also more likely to be white and to be more highly educated. Overall, this group of individuals seems to represent a market that has not been recruited heavily in the past. If implemented, the proposed IRR program may attract a high quality of NPS individuals to the military.

Conclusions relevant to the PS sample are highlighted below:

1. The bonus program associated with the highest percentage of both PS men and women with positive propensity to enlist in the IRR is the cash incentive plus refresher training accompanied by full pay and allowances.
2. Requiring Guard/Reserve enlistees to serve an additional two years in the IRR may lead to a significant decrease in propensity. This decrease would not be harmful if the number of qualified enlistees under the new program would be sufficient to meet Guard/Reserve quotas.

3. Because there is a 20 to 30 percent decrease in propensity to enlist in the Guard/Reserve when two additional years in the IRR are required, it is possible that PS individuals do not understand that the IRR requires no time commitment except in national emergencies. Further investigation of PS individuals' perceptions of IRR requirements and risks may be useful in determining why an additional two years in the IRR is associated with a substantial drop in propensity.

4. Attitudinal and demographic characteristics of PS individuals with positive propensity for the Guard/Reserve only are not the same as those of PS individuals who have positive propensity to re-enlist in the Guard/Reserve if required to serve two additional years in the IRR. The former tend to be more highly educated and expect to be more successful financially. On the other hand, the latter are more pro-military in general and are less likely to attribute negative characteristics to the Guard/Reserve. Given these findings and the finding that a high percentage of qualified NPS individuals have positive propensity for the IRR, increasing IRR membership by requiring those who enlist in the Active or Reserve Forces to serve two additional years in the IRR may not be advisable.

**5.0 PERCEIVED SUPPORT FROM AND FOR SPOUSES AND SIGNIFICANT OTHER
INDIVIDUALS JOINING THE GUARD/RESERVE**

When making an important life decision, individuals often seek the opinion or advice of others they respect or care for. Even when such people are not consulted directly, their reaction is anticipated and individuals consider this anticipated reaction in their decision-making process.

When an individual is young, parents are often the ones whose opinions are sought or whose anticipated reactions are considered. For young adults, however, the opinions of other significant individuals such as husbands, wives, boyfriends, girlfriends or fiance(e)s become of great importance. With this in mind, respondents were asked the following two questions:

"I'd 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 Reserve, he/she would be ..."

"And how about your own reaction if he/she would enlist. Would you be ...?"

Although these questions were designed to deal with reactions of and to a spouse, fiance(e) or a steady friend, for brevity's sake the term "spouse/friend" will be used in the remainder of this chapter to refer to this group of individuals.

5.1 NPS Sample

5.1.1 Anticipated Reaction of and Reaction to a "Spouse/Friend" Joining the Guard/Reserve. The percentage of NPS individuals giving each of the specific responses to the aforementioned questions can be found in Tables 5-1 and 5-2.

The data in Table 5-1 show that approximately 13 percent of the NPS men and 11 percent of the NPS women anticipate their "spouse/friend" would be very or somewhat pleased if they were to join the Guard/Reserve. (These percentages do not differ significantly.)

TABLE 5-1: ANTICIPATED REACTION OF "SPOUSE/FRIEND" IF RESPONDENT JOINED THE GUARD/RESERVE: NPS

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1092)	(1089)
Very or somewhat pleased	<u>12.9</u>	<u>10.7</u>
Very pleased	2.7	2.7
Somewhat pleased	10.2	8.0
Neither pleased nor displeased	19.1	16.3
Somewhat displeased	27.7	25.0
Very displeased	40.3	48.1

Table 5-2 shows that approximately 19 percent of the NPS men and 22 percent of the NPS women report they would be very or somewhat pleased themselves if their "spouse/friend" were to join the Guard/Reserve.

**5-2: RESPONDENT'S REACTION IF "SPOUSE/FRIEND" JOINED
THE GUARD/RESERVE: NPS**

<u>RESPONSE</u>	<u>SAMPLE</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1110)	(1100)
Very or somewhat pleased	<u>18.6</u>	<u>22.3</u>
Very pleased	5.0	7.6
Somewhat pleased	13.6	14.7
Neither pleased nor displeased	22.5	24.2
Somewhat displeased	21.4	22.2
Very displeased	37.5	31.3

The percentage of NPS females who state that they will be very or somewhat pleased if their "spouse/friend" joined the Guard/Reserve (22.3 percent) is significantly larger than the percentage of NPS men who state that they anticipate their "spouse/friend" would be very or somewhat pleased if they themselves were to join the Guard/Reserve (12.9 percent). A similar difference is evident when the percentage of NPS men who say they will be very or somewhat pleased if their "spouse/friend" joined the Guard/Reserve (18.6 percent) is compared to the percentage of NPS women who report that they anticipate their "spouse/friend" will be very or somewhat pleased if they were to join the Guard/Reserve (10.7 percent). These differences persist even when military background, attitude toward the military,¹⁾ income, marital status, and belief that Guardsmen/ Reservists will be called to serve in a conflict are controlled.

1) A military attitude scale is defined in Appendix C.

Approximately 18 percent of the NPS men said they would be more supportive of a "spouse/friend" who enlisted in the Guard/Reserve than that person would be of them. Nearly 70 percent of the NPS men reported they and their "spouse/friend" would be equally supportive of the other for joining the Guard/Reserve. (See Table 5-3.) Regarding NPS women, approximately 26 percent said they would be more supportive of a "spouse/friend" than that person would be of them. NPS women reported support would be mutual in 65 percent of the cases.

TABLE 5-3: PERCENTAGE OF INDIVIDUALS WITH SPECIFIC COMBINATIONS OF SUPPORT FOR AND FROM A "SPOUSE/FRIEND" FOR JOINING THE GUARD/RESERVE¹⁾

<u>RELATIVE SUPPORT FROM AND FOR A "SPOUSE/FRIEND"</u>	<u>NPS SAMPLE¹⁾</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1129)	(1117)
Greater support for "spouse/friend" than from "spouse/friend"	17.9	26.4*
Equal support for and from "spouse/friend"	69.5*	65.3
Less support for "spouse/friend" than from "spouse/friend"	8.4*	5.3

* Indicates that the percentage for men and women differ significantly ($p < .05$).

1) Percentages do not necessarily add to 100 percent because not all respondents answered these items.

5.1.2 The Relationship of Enlistment Propensity and Anticipated Reaction of a "Spouse/Friend". There is indeed a relationship between propensity and the expected reaction of a "spouse/friend" if one joined the Guard/Reserve.

- Among NPS men who expect their "spouse/friend" to be pleased if they joined the Guard/Reserve, 51.4 percent have positive propensity. Among those who anticipate that their "spouse's/friend's" reaction will be negative, only 15.2 percent have positive propensity. The difference between these percentages is statistically significant.
- Among NPS women who expect a positive reaction from their "spouse/friend," 34.5 percent have positive propensity. The relevant percentage for those who anticipate a negative reaction from their "spouse/friend" is 7.2 percent. The difference between these percentages is also statistically significant.

5.1.3 The Effect of the Anticipated Reaction of One's "Spouse/Friend" to Guard/Reserve Participation on the Degree of Influence of Enlistment Incentives. The anticipated reaction of one's "spouse/friend" to Guard/Reserve enlistment may also influence the degree to which a respondent's propensity is affected by monetary enlistment incentives. The data set forth in Table 5-4 indicate in general that, when cash enlistment bonuses are considered, NPS respondents who expect their "spouse/friend" to react positively toward Guard/Reserve enlistment show a significantly greater increase in propensity than do the NPS respondents who anticipate negative reactions from their "spouse/friend." The table also indicates that, in general, the anticipated reaction of a "spouse/friend" does not significantly affect the influence of tuition assistance on the propensity of NPS respondents. The only significant difference in the increase in propensity for NPS men occurs when the level of tuition assistance is \$2,000 (the maximum amount tested). Differences in increases in propensity were not significant for NPS females at any level of tuition assistance.

**TABLE 5-4: THE EFFECT OF THE ANTICIPATED REACTION OF
ONE'S "SPOUSE/FRIEND" TO GUARD/RESERVE ENLISTMENT
ON THE CHANGE IN PERCENTAGE WITH POSITIVE PROPENSITY^{1, 2)}
ASSOCIATED WITH INCENTIVES**

PROPOSED INCENTIVE	MALES		FEMALES	
	Anticipated Reaction of "Spouse/Friend"		Anticipated Reaction of "Spouse/Friend"	
	Positive	Negative	Positive	Negative
BASE (N)	(140)	(743)	(116)	(796)
Baseline Propensity	<u>51.4</u>	<u>15.2</u>	<u>34.5</u>	<u>7.2</u>
<u>Enlistment Bonuses</u>				
\$2,000	+2.6	+1.1	+24.3*	+15.9
\$3,000	+13.6*	+7.4	+31.6*	+24.3
\$4,000	+16.2*	+14.1	+34.2*	+28.7
<u>Tuition assistance annually for up to four years</u>				
\$1,000	-0.3	-4.8	+6.4	+4.7
\$1,500	+3.7	-0.2	+11.9	+8.7
\$2,000	+13.6*	+7.1	+17.1	+12.6

* Indicates the difference between the positive and negative group is significant ($p < .05$). Significance is based on the differences in the mean increase in propensity (not shown). The percentages with positive propensity are indicated for ease of presentation.

- 1) The data in this table represent changes in propensity. In other words, without an incentive, the percentage of NPS men who anticipate a positive reaction from their "spouse/friend" with positive propensity is 51.4 percent. When offered a \$3,000 bonus, the percentage increases 13.6 percent to 65.0 percent.
- 2) The underlying causal model involved in this analysis and the analysis summarized in Table 5-12 is somewhat complex. Therefore, the details will be discussed in a separate technical paper.

5.2 PS Sample

5.2.1 Anticipated Reaction of and Reaction to a "Spouse/Friend" Joining the Guard/Reserve. Tables 5-5 and 5-6 show the distribution of responses of the prior service samples to the questions dealing with the anticipated reaction of a "spouse/friend" if the individual joined the Guard/Reserve, and the respondent's own feelings if their "spouse/friend" joined the Guard/Reserve. The data in Table 5-5 show that approximately 20 percent of the PS male and PS female samples report they anticipate a "spouse/friend" would be very or somewhat pleased if they were to join the Guard/Reserve. There is no significant difference between the percentage of PS men and PS women who give these responses.

As can be seen in Table 5-6, approximately 17 percent of the PS men and 39 percent of the PS women say they would be pleased if their "spouse/friend" joined the Guard/Reserve. These percentages are significantly different.

TABLE 5-5: DISTRIBUTION OF ANTICIPATED REACTIONS OF A "SPOUSE/FRIEND" IF RESPONDENT JOINED THE GUARD/RESERVE

<u>RESPONSE</u>	<u>PS SAMPLE</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1747)	(550)
Very or somewhat pleased	<u>18.7</u>	<u>21.7</u>
Very pleased	3.7	5.2
Somewhat pleased	15.0	16.5
Neither pleased nor displeased	29.3	29.0
Somewhat displeased	25.4	20.8
Very displeased	26.6	28.6

**TABLE 5-6: RESPONDENT'S REACTION IF "SPOUSE/FRIEND" JOINED
THE GUARD/RESERVE**

<u>RESPONSE</u>	<u>PS SAMPLE</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1758)	(550)
Very or somewhat pleased	<u>16.9</u>	<u>38.9</u>
Very pleased	3.7	14.7
Somewhat pleased	13.2	24.2
Neither pleased nor displeased	24.3	31.8
Somewhat displeased	17.2	13.9
Very displeased	41.6	15.4

As in the case of the NPS samples, there are striking differences in the percentage of PS men and PS women who anticipate a positive reaction from their "spouse/friend" and the percentage of PS women and PS men who say they would be very or somewhat supportive of a "spouse/friend" who joined the Guard/Reserve. For example, only 18.7 percent of the PS men anticipate their "spouse/friend" will be very or somewhat pleased if their "spouse/friend" joined the Guard/Reserve, and 38.9 percent of the PS women report they would be very or somewhat pleased if their "spouse/friend" joined the Guard/Reserve.

In addition, a significantly higher percentage of PS women anticipate that their "spouse/friend" will be pleased if they joined the Guard/Reserve (21.7 percent) than the percentage of PS men who report they would be pleased if their "spouse/friend" were to join the Guard/Reserve (16.9 percent). These differences persist even when military background, income and belief that Guardsmen/Reservists will be called to active duty are controlled. Controlling for marital status reduces these differences, but only somewhat.¹⁾

Among PS men and PS women, approximately 15 percent and 30 percent, respectively, expected they would be more supportive of a "spouse/friend" who enlisted in the Guard/Reserve than that person would be of them. The percentage who reported that support would be mutual was 62 percent for PS men and 60 percent for PS women.

TABLE 5-7: PERCENTAGE OF INDIVIDUALS WITH SPECIFIC COMBINATIONS OF SUPPORT FOR AND FROM A "SPOUSE/FRIEND" FOR JOINING THE GUARD/RESERVE²⁾

<u>RELATIVE SUPPORT FROM AND FOR A "SPOUSE/FRIEND"</u>	<u>PS SAMPLE¹⁾</u>	
	<u>Males</u>	<u>Females</u>
BASE (N)	(1791)	(564)
Greater support for "spouse/friend" than from "spouse/friend"	14.7	30.2*
Equal support for and from "spouse/friend"	62.3	60.1
Less support for "spouse/friend" than from "spouse/friend"	19.7*	5.6

* Indicates the percentages for men and women are significantly different.

- 1) The reader should be reminded that these comparisons are being made on an aggregate level: PS men compared to PS women. The data are not derived by comparing the responses of actual husband/wife, boyfriend/girlfriend pairs, both of which have had prior military service.
- 2) Percentages will not add to 100 percent because not all respondents had answers to each relevant item.

5.2.2 The Relationship of Enlistment Propensity to the Anticipated Reaction of a "Spouse/Friend". As in the case of the NPS samples, the PS samples show a significant relationship between the anticipated reaction of their "spouse/friend" to the respondent joining the Guard/Reserve and enlistment propensity:

- PS men who expect their "spouse's/friend's" reaction to be positive to their joining the Guard/Reserve have significantly higher propensity than PS men who anticipate a negative reaction (48.7 percent and 15.1 percent, respectively).
- The comparable percentages for PS women are 53.3 percent and 18.8 percent, respectively. These percentages are also significantly different.

5.2.3 The Effect of the Anticipated Reaction of One's "Spouse/Friend" to Guard/Reserve Participation on the Influence of Enlistment Incentives. As indicated in Table 5-8, the pattern of responses for PS respondents associated with the effect of perceived support from a "spouse/friend" on the influence of bonuses differs from that of NPS respondents (see Table 5-4):

- PS men with a positive perception of the reaction of their "spouse/friend" are affected significantly more by five of the six hypothetical cash incentives or tuition assistance plans than PS men with a negative perception of their "spouse's/friend's" reaction.
- PS women who anticipate a positive reaction from their "spouse/friend" do not differ from those who expect a negative reaction in response to any of the hypothetical incentives. They are the only sample for which the two groups of respondents are not affected differently by incentives.

**TABLE 5-8: THE EFFECT OF THE ANTICIPATED REACTION OF
ONE'S "SPOUSE/FRIEND" TO GUARD/RESERVE ENLISTMENT
ON THE CHANGE IN PERCENTAGE WITH POSITIVE PROPENSITY¹⁾
ASSOCIATED WITH INCENTIVES**

PROPOSED INCENTIVE	MALES		FEMALES	
	Anticipated Reaction of "Spouse/Friend"		Anticipated Reaction of "Spouse/Friend"	
	Positive	Negative	Positive	Negative
BASE (N)	(326)	(910)	(119)	(271)
Baseline Propensity	<u>48.7</u>	<u>15.0</u>	<u>53.1</u>	<u>18.9</u>
<u>Enlistment bonus</u>				
\$2,000	+7.8*	+2.2	+5.0	+4.1
\$3,000	+18.0*	+9.4	+15.2	+12.6
\$4,000	+26.2*	+17.3	+19.4	+19.5
<u>Tuition assistance annually for up to four years</u>				
\$1,000	+0.6	-1.3	-3.4	+2.6
\$1,500	+9.1*	+3.2	+9.4	+8.7
\$2,000	+18.8*	+11.7	+18.8	+14.4

Only five of the comparisons in Table 5-8 yield statistically significant differences. It is significant,²⁾ however, that in 10 of the 12 comparisons, the groups that anticipate a positive reaction from their "spouse/friend" are influenced more by incentives than the groups that anticipate a negative reaction from their "spouse/friend."

* Indicates the difference between the positive and negative groups is significant ($p < .05$). Significance is based on the differences between the average increases in propensity.

1) The data in this table represent absolute increases in propensity. In other words, without an incentive, the percentage of NPS men who anticipate a positive reaction from their "spouse/friend" with positive propensity is 48.7 percent. When offered a \$2,000 bonus, the percentage increases 7.8 percent to 56.5 percent.

2) Significance was tested by a binomial test.

5.3 Summary and Implications

The data presented in Chapter 5 indicate that:

- There is a difference between the percentage of men or women who anticipate their "spouse/friend" will be pleased if they were to join the Guard/Reserve and the percentage of men or women who say they will be pleased if their "spouse/friend" joined the Guard/Reserve.
- In all the samples, the anticipated reaction of one's "spouse/friend" to one joining the Guard/Reserve is related significantly to enlistment propensity. In addition, this anticipated reaction is generally related to the degree to which enlistment propensity is affected by incentive programs.

These findings lead to the following suggestions:

- A more complete analysis of the anticipated and actual reaction to Guard/Reserve enlistment of husbands, wives, and other significant individuals would be helpful. Preliminary findings suggest that most individuals may underestimate the support they would get from their "spouse/friend" if they were to enlist in the Guard/Reserve. Because the anticipated reaction of a "spouse/friend" is related significantly to propensity, it is important to determine whether or not further analyses confirm this preliminary finding and clarify the causal factors involved.

- If individuals do underestimate the support of their "spouse/friend," advertising and promotional programs to increase individual's awareness of the positive reaction they may get from their "spouse/friend" may be called for. If people who underestimate the support that they would get from their "spouse/friend" no longer do so, propensity may increase and the effectiveness of incentives in increasing propensity may also increase.

6.0 REASONS FOR WANTING TO ENLIST AND REASONS FOR NOT WANTING TO ENLIST IN THE GUARD/RESERVE

In this and in previous surveys, demographic and experiential characteristics that differentiate positive from negative propensity individuals have been identified and described. In order to more effectively design strategies for enhancing propensity and for increasing the number and quality of accessions among positive propensity individuals, it is also useful to identify respondents' specific reasons for wanting or not wanting to enlist. Consequently, efforts were made this year to explore some of these reasons, and to determine whether or not different segments of individuals differ in their reasons for wanting or not wanting to enlist in the Guard/Reserve.

6.1 The Relative Importance of Different Reasons for Wanting to Enlist or Not Wanting to Enlist

Respondents who had positive enlistment propensity were asked to indicate the importance of each of nine specific reasons for wanting to serve in the military. Negative propensity individuals were asked to assess the importance of another set of nine reasons for not wanting to serve in the military. Some of the reasons for wanting to enlist or not to enlist were direct opposites, while others were not. A list of the reasons rated by respondents appears in Figure 6-1.

FIGURE 6-1: REASONS FOR WANTING OR NOT WANTING TO ENLIST RATED BY RESPONDENTS

<u>REASONS FOR ENLISTING</u>	<u>REASONS FOR NOT ENLISTING</u>
<u>Issues Relevant to Both Positive and Negative Propensity Respondents</u>	
● Teaches you a valuable trade or skill	● Lack of value in military training
● Good income	● Military pay
● Allows you to stay in the area near your family	● Separation from family and friends
<u>Issues Relevant Only to Positive Propensity Respondents</u>	
● Doing something for your country	X
● Job security	X
● Provides money for education	X
● An enjoyable job	X
● Trains you for leadership	X
● Provides men and women equal pay and opportunity	X
<u>Issues Relevant Only to Negative Propensity Respondents</u>	
X	● Disagree with military's defense policies or philosophy
X	● Expect to continue in school or college
X	● Lack of personal freedom
X	● Disapproval of parents
X	● Little in common with people in the service
X	● Plans for a civilian job

The percentage of each sample reporting a particular item to be a very or somewhat important reason for enlisting or not enlisting is set forth in Tables 6-1A and 6-1B. The percentage of individuals who said "doing something for your country" is a very or somewhat important reason for wanting to enlist was consistently one of the highest in each sample. The percentages giving these responses for NPS men, NPS women, PS men, and PS women were 86.8, 87.5, 85.3, and 85.6 percent, respectively. Among PS male respondents, the percentage who reported this reason to be very or somewhat important was higher than that for any other reason for wanting to enlist.

The highest percentages of positive propensity NPS men as well as NPS and PS women respondents rated the job-related reasons -- "teaches you a valuable trade or skill" (87.3 percent for NPS men and 90.1 percent for NPS women) and "job security" (89.8 percent for PS women) -- as very or somewhat important reasons.

It is interesting to note the similarities and differences in the importance assigned to selected reasons for wanting to enlist and not wanting to enlist by pairs of samples such as PS women and PS men, or NPS men and PS men. When most samples are compared, there is a significant relationship between the rankings of the two samples for a given set of reasons. This does not hold true, however, when the PS women's rankings of the pro-enlistment reasons are compared to the rankings of NPS women or PS men. PS women differ primarily from these other samples in placing more emphasis for wanting to enlist on the reason "provides men and women equal pay and opportunity" and less emphasis on the reason "provides money for education."

Among all of the reasons for not enlisting, "plans for a civilian job" received the highest percentage of very or somewhat important ratings for three of the samples (NPS men, PS men and PS women). "Separation from friends and family" received the highest percentage of very or somewhat important ratings from NPS women.

**TABLE 6-1A: PERCENTAGE OF THOSE WITH POSITIVE PROPENSITY
REPORTING AN ITEM TO BE A VERY OR SOMEWHAT IMPORTANT REASON
FOR WANTING TO ENLIST¹⁾**

<u>REASONS FOR ENLISTING</u>	<u>NPS</u>				<u>PS</u>			
	<u>MALES</u>		<u>FEMALES</u>		<u>MALES</u>		<u>FEMALES</u>	
	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>
BASE (N)	(220)		(122)		(432)		(167)	
Teaches a valuable trade or skill	87.3	1	90.1	1	81.2	3	81.6	5
Doing something for your country	86.8	2	87.5	3	85.3	1	85.6	3
Job security	82.1	3	86.8	4	83.0	2	90.1	1
Good income	76.7	4	86.7	5	69.8	7	76.3	8
Provides money for education	75.7	5	89.3	2	75.6	5	78.3	7
An enjoyable job	75.6	6	82.5	7	70.9	6	80.4	6
Trains you for leadership	73.7	7	75.8	8	79.0	4	83.5	4
Provides men and women equal pay and opportunity	71.1	8	85.0	6	66.8	8	85.7	2
Allows you to stay in the area near family and friends	53.2	9	59.5	9	44.0	9	36.1	9

1) Sampling tolerances for the 95 in 100 confidence interval for the above sample statistics are:

<u>SAMPLE</u>	<u>(N)</u>	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
NPS males	220	4	5	6	6	7
NPS females	122	5	7	8	9	9
PS males	432	3	4	4	5	5
PS females	167	5	6	7	7	8

These sampling tolerances can be used to determine the statistical significance of percentages within a given sample. For a more in-depth discussion of the use of sampling tolerances, see Volume 11, page 11.

**TABLE 6-1B: PERCENTAGE OF THOSE WITH NEGATIVE PROPENSITY
REPORTING AN ITEM TO BE A VERY OR SOMEWHAT IMPORTANT REASON
FOR NOT WANTING TO ENLIST**

<u>REASONS FOR NOT ENLISTING</u>	<u>NPS</u>				<u>PS</u>			
	<u>MALES</u>		<u>FEMALES</u>		<u>MALES</u>		<u>FEMALES</u>	
	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>
BASE (N)	(879)		(981)		(1309)		(382)	
Plans for a civilian job	75.5	1	67.6	2	78.9	1	69.5	1
Lack of personal freedom	63.1	2	62.7	3	67.6	2	60.1	2
Expect to continue in school or college	56.8	3	60.9	4	58.3	4	57.3	3
Separation from friends and family	55.1	4	69.2	1	55.8	5	53.1	4
Military pay	47.8	5	39.1	6	59.7	3	49.2	5
Disagree with military's defense policies or philosophy	38.8	6	43.7	5	36.0	7	38.2	6
Little in common with people in the service	29.3	8	30.6	7	29.8	8	22.3	8
Lack of value in military training	30.0	7	30.1	8	42.3	6	35.4	7
Disapproval of parents	15.4	9	20.6	9	8.6	9	7.3	9

1) Sampling tolerances for the 95 in 100 confidence interval for the above sample statistics are:

<u>SAMPLE</u>	<u>(N)</u>	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
NPS males	879	2	3	3	3	3
NPS females	981	2	2	3	3	3
PS males	1309	2	2	2	3	3
PS females	382	3	4	5	5	5

These sampling tolerances can be used to determine the statistical significance of percentages within a given sample. For a more in-depth discussion of the use of sampling tolerances, see Volume II, page 11.

Slight inconsistencies exist among samples regarding the reason that receives the highest percentage of very or somewhat important ratings for wanting to or not wanting to enlist. There is, however, no dispute regarding the item rated by the smallest percentage of respondents as a very or somewhat important reason for enlisting or for not enlisting. Among positive reasons for enlisting, "allows you to stay near family and friends" was rated as important least often, and among negative reasons for enlisting "disapproval of parents" was rated as important least often.

These findings are consistent with the fact that many respondents are at the stage of their lives during which the influence of their parents is decreasing or at least during which they would like to believe this is so. These individuals may be more concerned about the impact that a decision to join the Guard/Reserve will have on their friendships and on their more intimate relationships.

6.2 Reasons Given By Different Segments of MPS Individuals For Enlisting or For Not Enlisting

When reviewing the rankings in Tables 6-1A and 6-1B, it appears that specific reasons for wanting to enlist (or not wanting to enlist) may be associated with other specific reasons for wanting to enlist (or not wanting to enlist). For example, it appears as if goal-oriented items (both professional and personal) such as "plans for a civilian job," "lack of personal freedom,"¹⁾ and "expect to continue in school or college" are rated similarly, as are military-related items such as "disagree with military's defense policies or philosophy," "little in common with people in

1) "Lack of personal freedom" is included in this example because without it, an individual would not be free to pursue his or her personal or professional goals.

the service," and "lack of value in military training." In other words, it appears that groups of items such as these may be measuring broader constructs such as goal-orientation or an overall perception of military life. A series of analyses were undertaken to determine if this, in fact, is the case.

The notion that groups of variables such as those just discussed are components of more general constructs was not, however, confirmed by the analyses.¹⁾ One reason for this may be that the sample itself is not homogeneous. Previous analyses have shown that both the NPS and PS samples can be divided into five distinct segments based on demographic characteristics. If differences exist among these segments regarding how specific reasons for enlisting or not enlisting are rated, interesting findings relevant to the specific segments may be obscured if the data are analyzed at an aggregate level and the segments are not analyzed separately.

To determine whether known segments do indeed have identifiable reasons for wanting or not wanting to enlist that could be used to enhance accessions in the Guard/Reserve, this year's NPS respondents were divided into five segments. Characteristics that differentiated individuals from one another when the NPS sample was initially segmented, in 1980,²⁾ were applied to this year's data.³⁾

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- 1) This conclusion is based on a series of Factor-Analyses and other related analyses.
 - 2) NPS male and female samples are both included in these segments.
 - 3) The segments were determined in 1980 on the basis of demographic variables. The segments were: "Working Singles," "High Schoolers," "Collegiates," "Marrieds," and "Others." The segmentation of the NPS sample that was conducted originally in 1980 was tested this year and it was determined that these segments are still valid.

Figure 6-2 presents a summary of the key demographic characteristics of the individuals in each of these five segments. The degree of importance these five segments assigned to each of the different reasons for wanting to enlist or not wanting to enlist were examined for similarities and differences.

**FIGURE 6-2: DEMOGRAPHIC CHARACTERISTICS
OF THE FIVE NPS SEGMENTS**

<u>SEGMENT</u>	<u>PERCENTAGE OF THE TOTAL SAMPLE IN EACH SEGMENT</u>	<u>SELECTED DEMOGRAPHIC CHARACTERISTICS</u>
Working Singles	28.1	Young Unmarried Working
High Schoolers	24.2	Youngest Living with parents Unemployed Attending high school
Collegiates	23.3	Young Receiving scholastic aid Working part-time Attending school
Marrieds	13.3	Older Married More dependents, including pre-schoolers Don't plan more school Spouse works
Others	11.1	Don't know parental education Low grades in high school More siblings Likely to be black or Hispanic

6.2.1 Respondents With Positive Enlistment Propensity. When the five segments of the positive propensity NPS sample were evaluated on an overall basis, their reasons for wanting to enlist were not significantly different. Further analyses indicated, however, that the "Working Singles," "High Schoolers," "Collegiates," and "Others" were very similar and that the "Marrieds" were different from these other four segments. Consequently, the "Marrieds" were compared to the composite of the other four groups, and as shown in Table 6-2, significant differences emerged. Among positive propensity individuals, the composite of the four segments, compared to "Marrieds," rated good income and the fact that the Guard/Reserve trains enlistees for leadership as more important reasons for wanting to enlist. As noted in the table below, in only one case did the "Marrieds" segment rate a reason for enlisting to be more important than the other individuals. The fact that staying near family and friends is the only reason that was more important for "Marrieds" than for all others should be noted because it represents a significant difference in the pattern of ratings.

**TABLE 6-2: AVERAGE IMPORTANCE ASSIGNED TO
DIFFERENT REASONS FOR WANTING TO ENLIST¹⁾**

<u>REASONS FOR WANTING TO ENLIST</u>	<u>TOTAL SAMPLE</u>	<u>SEGMENT</u>	
		<u>Marrieds</u>	<u>Working Singles, High Schoolers, Collegiates, Others</u>
BASE (N)		(24)	(300)
Teaches you a valuable trade or skill	3.56	3.34	3.58
Doing something for your country	3.42	3.34	3.43
Job security	3.40	3.08	3.43
Good income	3.27	2.75	3.31*
Provides money for education	3.29	3.05	3.31
An enjoyable job	3.22	3.12	3.23
Trains you for leadership	3.11	2.62	3.15*
Provides men and women equal pay and opportunity	3.19	2.92	3.21
Allows you to stay in the area near family and friends	2.68	2.92	2.67

* Indicates a significant difference between the average response of the groups ($p < .05$).

+ The fact that the reason "allows you to stay in the area near family and friends is the only reason rated more important by the "Marrieds" than by the composite of the other segments is statistically significant by the binomial test ($p < .05$).

1) 1 = not at all important, 4 = very important.

6.2.2 Respondents With Negative Enlistment Propensity.

Negative propensity NPS respondents in the five different segments differed markedly from one another in their ratings of the importance of the various reasons for not wanting to enlist in any branch of the Active Military or component of the Guard/Reserve. (See Table 6-3.) It appears that each segment associates enlistment with a different personal opportunity cost. In other words, each segment feels they will have to forego something of personal value if they were to enlist in the Guard/Reserve.

TABLE 6-3: AVERAGE IMPORTANCE ASSIGNED TO DIFFERENT REASONS FOR NOT WANTING TO ENLIST¹⁾

<u>REASONS FOR NOT WANTING TO ENLIST</u>	<u>TOTAL SAMPLE</u>	<u>SEGMENT</u>				
		<u>Working Singles</u>	<u>High Schoolers</u>	<u>Colle-giates</u>	<u>Marrieds</u>	<u>Others</u>
BASE (N)		(429)	(347)	(299)	(340)	(202)
Separation from family and friends	2.78	2.63	2.56+	2.80	3.20*	2.70
Disagree with military's defense policies or philosophy	2.19	2.24	2.26	2.24	2.04	2.13
Expect to continue in school or college	2.73	2.43	3.25	3.32*	2.06+	2.72
Lack of personal freedom	2.44	2.84*	2.79	2.78	2.64	2.56+
Military pay	2.24	2.36*	2.12	2.28	2.26	2.13+
Disapproval of parents	1.57	1.52	1.66*	1.63	1.43+	1.65
Lack of value in military training	1.89	1.88	1.94	1.85	1.87	1.87
Little in common with people in the service	1.92	2.07*	1.95	1.99	1.73+	1.82
Current plans for a civilian job	3.05	3.20	3.06	3.23*	2.82+	2.87

* Indicates the segment that has the highest average response for any given reason on which the responses of the five segments differed significantly from one another ($p < .05$).

+ Indicates the segment that has the lowest average response for any given reason on which the responses of the five segments differed significantly from one another ($p < .05$).

1) 1 = not at all important, 4 = very important.

Although all the segments are concerned that they will lose something they value if they enlist in the Guard/Reserve, the segments differ with regard to what they are most afraid of losing.

- "Working Singles" and "Others" are most concerned that their career goals (as indicated by items such as "current plans for a civilian job," "lack of personal freedom," and "expect to continue in school or college") may be negatively affected by Guard/Reserve enlistment,
- "High Schoolers" and "Collegiates" are most concerned that their standing as students may be affected negatively by Guard/Reserve enlistment, and
- "Marrieds" are primarily concerned that Guard/Reserve enlistment will result in separation from people they care about.

The most important reason "Working Singles" report for not wanting to enlist is plans for a civilian job. Lack of personal freedom is the second most important reason, and separation from family and friends is another important reason. Overall, it appears that individuals in this group think of themselves as career-oriented, independent and devoted to their friends. It is likely that they choose not to enlist in the Guard/Reserve because they perceive a major opportunity cost of Guard/Reserve enlistment to be loss of personal freedom and restriction of future alternatives.

Among reasons for not enlisting, "High Schoolers" place the most importance on the fact that they expect to continue in school or college. They also place a great deal of emphasis on plans for civilian jobs. Even though most of these individuals are living with their parents, "High Schoolers" do not rate "disapproval of parents" as a very important reason for not enlisting. The

overall profile of this group seems to be that of individuals who are beginning to plan for a future that is independent of their parents and, like the "Working Singles," may be concerned that loss of future flexibility might result if they enlist in the Guard/Reserve.

Individuals classified as "Collegiates" appear to be very independent and goal-oriented. Plans for school and for a civilian job are their most important reasons for not enlisting, followed by separation from family and friends, and concern over lack of personal freedom. These individuals seem to want freedom to make the best plans for their future and may feel that Guard/Reserve enlistment would interfere with the fulfillment of their goals.

Based on their ratings of how important the nine different reasons are for not wanting to enlist, the "Marrieds" group can be characterized as follows: They appear to have established relationships with spouses and friends that they do not wish to jeopardize and to have career plans they do not want disturbed. (Although career reasons are important to "Marrieds," the importance they attach to this reason is lower than for each of the other four groups.) "Marrieds" place more importance on being separated from family and friends than does any other group, and appear to worry that they would lose something they value highly -- closeness to people who they care for -- if they were to enlist in the Guard/Reserve.

The factors of most importance to "Others" in deciding not to enlist in the military are essentially equivalent to those cited by "Collegiates." However, the level of importance assigned to these items is consistently lower for "Others" than for "Collegiates."

6.3 Summary and Implications

As described in the preceding pages, the importance of reasons for not wanting to enlist differs among the five segments of negative propensity respondents. This finding suggests that negative propensity individuals have quite specific and clearly defined reasons for not wanting to join the military and that they differentiate among various reasons for not enlisting. Moreover, individuals with different demographic characteristics do not necessarily share the same reasons for having negative enlistment propensity. Each segment appears to feel that if they enlisted in the Guard/Reserve they would lose something they valued.

In other words, each segment associates the Guard/Reserve with a specific opportunity cost. "Working Singles" and "Others" are afraid their career goals will be compromised. "High Schoolers" and "Collegiates" are afraid their scholastic standing will be hurt. "Marrieds" is the only segment that is primarily concerned with losing contact with their family and friends. These individuals do not seem to understand that participating in the Guard/Reserve does not require moving to a new area and losing contact with one's family and friends. Of course an alternative explanation is that "Marrieds" are simply unwilling to give up any block of time that could be spent with family and friends.

Reasons for wanting to enlist differentiate segments of positive propensity individuals only when "Working Singles," "Others," "High Schoolers" and "Collegiates" were combined and compared to "Marrieds." Furthermore, among positive propensity individuals, there is no detectible discrimination among different reasons for wanting to enlist. As a group, the average rating for each reason was "somewhat important." In addition, as seen in Table 6-4, the range between the average score for the most highly rated reason for wanting to enlist among positive propensity

individuals and the least highly rated reason for wanting to enlist is substantially smaller, for any given segment, than the range between the highest and lowest rated reasons for not wanting to enlist given by negative propensity individuals. These findings suggest that, as indicated in previous year's focus group reports, people do not have clearly articulated reasons for why they want to enlist. Once an individual develops positive propensity for the Guard/Reserve, whatever the reasons, the individual seems to rate all reasons for wanting to join the Guard/Reserve as being of equivalent importance. In other words, positive propensity is a general predisposed state. Negative propensity, on the other hand, is associated with very specific reasons some of which are very important while others are substantially less important. Furthermore, these reasons for not wanting to enlist are different for different types of people.

TABLE 6-4: DIFFERENCES BETWEEN THE AVERAGE SCORE FOR THE MOST IMPORTANT REASON AND THE LEAST IMPORTANT REASON FOR WANTING TO OR NOT WANTING TO ENLIST BY SEGMENT

<u>SEGMENT</u>	<u>POSITIVE PROPENSITY</u>			<u>NEGATIVE PROPENSITY</u>		
	<u>Average Score</u>		<u>Range/ Difference</u>	<u>Average Score</u>		<u>Range/ Difference</u>
	<u>Most Important Reason</u>	<u>Least Important Reason</u>		<u>Most Important Reason</u>	<u>Least Important Reason</u>	
Working singles	2.30	1.42	0.88	3.48	1.80	1.68
High schoolers	2.32	1.35	0.97	3.34	1.75	1.59
Collegiates	2.49	1.56	0.93	3.37	1.68	1.69
Marrieds	2.38	1.66	0.72	3.57	1.80	1.77
Others	2.26	1.39	0.87	3.35	2.13	1.22

These findings suggest that different methods are needed to increase accessions among positive and negative propensity individuals at least until the point that individuals with negative propensity become neutral or positive with regard to Guard/Reserve enlistment. Given the fact that individuals have very specific reasons for not wishing to enlist, the first step in increasing propensity among negative propensity individuals is to address these specific concerns. Fear of losing one's job, losing academic standing, or losing valued interpersonal relationships are so central to a person's life that such issues must be addressed explicitly before a person will even be receptive to pro-Guard/Reserve information. Because the different segments of the NPS negative propensity sample had significantly different perceptions of the opportunity costs associated with Guard/Reserve enlistment, recruiting efforts could be enhanced by dealing with the specific concerns of each unique segment.

Dispelling a person's specific fears and concerns about Guard/Reserve enlistment will not automatically make that person have positive propensity. As indicated earlier, positive propensity individuals do not have specific well-defined reasons for wanting to enlist. In addition, different segments of the positive propensity sample give similar reasons for their positive propensity. A campaign that stresses overall positive attributes of the Guard/Reserve may, therefore, be effective in enhancing propensity and accessions among positive propensity individuals.

7.0 THE RELATION BETWEEN EMPLOYMENT RELATED VARIABLES AND PROPENSITY

The purpose of this chapter is to explore the relationships between propensity and several employment-related issues. The majority of young adults who are no longer attending college or another type of school spend a large percentage of their time at work. Employers, supervisors and co-workers thus have the potential to influence an individual's attitudes and behavior, including attitudes toward decisions about Guard/Reserve enlistment. Especially in a time of economic uncertainty and high unemployment, potential enlistees may carefully consider the anticipated employment-related consequences (either positive or negative) of Guard/Reserve enlistment.

7.1 Overview of Employment Related Questions -- NPS and PS Samples

Among other employment-related questions, both NPS and PS respondents were asked the following questions:

- Do you think it would help you in a civilian job if you were to be a member of the National Guard or Reserves?
- Does your company have a specific policy about National Guard or Reserve participation?
- With respect to Guard/Reserve participation, would you say the company is positive, neutral, or negative?
- Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked to you?

Only respondents who were employed but not self-employed were asked the last three questions. Responses to all four questions and comparisons to last year's RCAS data can be found in Tables 7-1A through 7-4. As can be seen in these tables, responses to employment-related questions generally remained stable from last year to this year.

TABLE 7-1A: PERCENTAGE SAYING IT WOULD HELP IN A CIVILIAN JOB TO BE A GUARD/RESERVE MEMBER

<u>SAMPLE</u>	<u>1981</u>		<u>1982</u>	
	<u>%</u>	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>
Non-prior service men	50.4	(1181)	50.4	(1129)
Non-prior service women **	55.5*	(1096)	48.4	(1117)
Prior service men	23.4	(1812)	24.3	(1791)
Prior service women	24.9	(572)	27.3	(564)

It is evident from the data presented in Table 7-1A that NPS individuals are more likely than PS individuals to say that Guard/Reserve membership will help with a civilian job. Having no experience to indicate otherwise, NPS individuals, compared to PS individuals, may overestimate how helpful it is in a civilian job to have served in the military. As set forth in Table 7-1B, another noteworthy difference between the samples is that, among NPS men, NPS women, and PS women, significantly higher percentages of unemployed than employed individuals say Guard/Reserve membership will help with a civilian job. This does not hold true, however, for PS men.

* Indicates a significant difference between the 1981 and 1982 levels ($p < .05$).

** Indicates that for a given year the percentage of NPS respondents who say it will help in a civilian job to be a Guard/Reserve member is greater than the equivalent percentage of PS respondents.

**TABLE 7-1B: PERCENTAGE SAYING IT WOULD HELP IN A CIVILIAN JOB
TO BE A GUARD/RESERVE MEMBER BY EMPLOYMENT STATUS**

SAMPLE	1982 EMPLOYMENT STATUS			
	EMPLOYED		UNEMPLOYED ¹⁾	
	%	(BASE)	%	(BASE)
Non-prior service men	42.9*	(795)	60.3*	(214)
Non-prior service women **	39.5*	(653)	58.3*	(218)
Prior service men	22.5	(1355)	24.8	(302)
Prior service women	21.0*	(341)	34.9*	(88)

The data presented in Tables 7-2 through 7-4 indicate that significantly more PS than NPS respondents say their company has a specific policy regarding Guard/Reserve enlistment, that the company's attitude toward such enlistment is positive, and that they have actually talked to their supervisor about enlistment. PS respondents may be more aware of relevant Guard/Reserve policies because of their past military training and interactions with military career counselors. NPS respondents may be less likely to ask directly about employment-related Guard/Reserve issues or to pay attention to conversations about the subject unless someone, such as a supervisor, brings the topic to their attention.

**TABLE 7-2: PERCENTAGE OF THOSE EMPLOYED BY OTHERS SAYING
THEIR COMPANY HAS A SPECIFIC POLICY REGARDING
PARTICIPATION IN THE GUARD/RESERVE**

SAMPLE	1981		1982	
	%	(BASE)	%	(BASE)
Non-prior service men	18.4	(814)	15.5	(691)
Non-prior service women	14.3	(609)	13.5	(624)
Prior service men	31.3	(1325)	30.1	(1270)
Prior service women **	33.1	(354)	31.5	(327)

* Indicates a significant difference between the unemployed and employed individuals ($p < .05$).

** For the year indicated, the percentages for the NPS and PS samples are significantly different ($p < .05$).

1) Unemployed and looking for work.

TABLE 7-3A: PERCENTAGE OF THOSE EMPLOYED BY OTHERS WHO SAY PARTICIPATION IN THE GUARD/RESERVE IS PERCEIVED POSITIVELY BY THEIR COMPANY

SAMPLE	1981		1982	
	%	(BASE)	%	(BASE)
Non-prior service men	28.6	(814)	30.7	(691)
Non-prior service women	27.9	(609)	26.9	(624)
Prior service men	46.1	(1325)	42.4	(1270)
Prior service women	** 42.2	(354)	** 43.0	(327)

Another interesting finding shown in Table 7-3B is that whether or not respondents say their company has a policy regarding Guard/Reserve participation is associated with the respondent's perception of the company's attitude toward Guard/Reserve enlistment (positive, neutral, or negative). For each sample, the majority of those who said their company does have a policy said the company's attitude was positive. The majority of individuals who believed their company does not have an official policy felt the company's attitude about Guard/Reserve participation was neutral.

As seen in Table 7-3B, the percentage of individuals who think their company has a positive attitude about the Guard/Reserve is significantly greater among those who think their company has a policy than among those who do not. In addition, the percentage of individuals who think their company has a neutral attitude is significantly smaller among those who think their company has a policy than among those who do not. It should also be noted that among those individuals who thought their company does not have a policy regarding Guard/Reserve participation approximately 7 percent felt their company's attitude regarding such participation would be negative.

** For the year indicated, the percentages for the NPS and PS samples are significantly different ($p < .05$).

TABLE 7-3B: PERCENTAGE OF INDIVIDUALS WITH SPECIFIC PERCEPTIONS OF THEIR COMPANY'S ATTITUDE BY PERCEPTION OF COMPANY POLICY

SAMPLE	COMPANY DOES HAVE POLICY ¹⁾			COMPANY DOES NOT HAVE POLICY ²⁾		
	COMPANY ATTITUDE			COMPANY ATTITUDE		
	Positive	Neutral	Negative	Positive	Neutral	Negative
Non-prior service men	72.0	26.2	1.9	20.7	72.1	7.2
Non-prior service women	70.2	26.2	3.6	19.2	73.2	7.6
Prior service men	63.3	32.4	4.4	33.1	59.4	7.6
Prior service women	70.4	25.9	3.7	28.2	65.0	6.9

One of the few significant year-to-year changes in the employment-related variables already discussed is the increase in the percentage of PS men who reported having talked with their supervisor about Guard/ Reserve enlistment (see Table 7-4). This rise may be associated with changes in the economy over the past year. When the economy was more stable, individuals who were considering Guard/Reserve enlistment may not have been very likely to discuss the ramifications of such a decision with a work supervisor. Over the past year, however, layoffs have risen and job security has declined. As a result, individuals interested in the Guard/Reserve may have become more concerned about the effect Guard/Reserve enlistment will have on their employment status. Such individuals may, therefore, be more likely to discuss Guard/Reserve enlistment with a supervisor before coming to a decision on the matter. Interestingly, the PS women do not exhibit the same pattern as the PS men. The percentage of PS women who report having talked with their supervisor in 1982 has not changed substantially from the 1981 level.

- 1) The Bases for NPS men, NPS women, PS men and PS women are 107, 84, 382, and 103, respectively.
- 2) The Bases for NPS men, NPS women, PS men and PS women are 362, 354, 540, and 136, respectively.

TABLE 7-4: PERCENTAGE WHO REPORTED HAVING TALKED WITH THEIR SUPERVISOR ABOUT GUARD/RESERVE PARTICIPATION¹⁾

<u>SAMPLE</u>	<u>1981</u>	<u>1982</u>
Non-prior service men	5.3	5.8
Non-prior service women	3.6	3.5
Prior service men	13.7	16.7*
Prior service women	14.6	14.1

In addition to the questions already discussed, PS respondents were also asked whether or not they thought other members of their company belonged to the Guard/Reserve.

- Among the men, 33.0 percent responded affirmatively and, among the women, 28.4 percent responded affirmatively.
- These percentages are significantly lower than the comparable 1981 percentages (37.1 and 35.6 percent, respectively).

The reason for this decline cannot be ascertained from these data. However, the decline itself should be noted, because positive propensity is associated with being aware of others who have enlisted in the Guard/Reserve or who are considering doing so. (This finding is discussed in Chapter 3.)

* Indicates a significant difference between 1981 and 1982 levels ($p < .05$).

1) Only PS individuals who were employed by others were asked what they perceived their supervisor's attitude to be. The percentage of these PS men and PS women who had talked to their supervisor and perceived their attitude to be positive was 9.5 and 8.3 percent, respectively. This did not represent a significant change from 1981 levels.

7.2 The Relation Between Propensity and Employment Related Factors

7.2.1 The Relationship of Propensity and the Perception of Whether Guard/Reserve Enlistment Will Help With a Civilian Job.

Not surprisingly, there is a significant relationship between propensity to enlist in the Guard/Reserve and whether or not an individual believes being a Guard/Reserve member will help with a civilian job. Within each sample, the percentage of positive propensity individuals is significantly greater among those who feel Guard/Reserve enlistment will aid with a civilian job than among those who do not think so. (See Table 7-5.)

TABLE 7-5: PERCENTAGE OF POSITIVE PROPENSITY INDIVIDUALS AMONG THOSE WHO DO AND DO NOT THINK GUARD/RESERVE MEMBERSHIP WILL HELP WITH A CIVILIAN JOB

<u>SAMPLE</u>	<u>PERCEPTION</u>			
	<u>Guard/Reserve Will Help With a Civilian Job</u>		<u>Guard/Reserve Will Not Help With a Civilian Job</u>	
	<u>%</u>	<u>(BASE)</u>	<u>%</u>	<u>(BASE)</u>
Non-prior service men	28.7*	(534)	11.2	(526)
Non-prior service women	18.3*	(509)	4.6	(542)
Prior service men	49.3*	(410)	15.8	(1276)
Prior service women	45.8*	(142)	22.7	(379)

* Indicates a significant difference in propensity among those who feel Guard/Reserve membership will help with a civilian job and those who do not ($p < .05$).

7.2.2 The Relationship of Propensity and Perceived Employment-Related Ramifications of Guard/Reserve Participation:

NPS Sample. Misperceptions or ignorance concerning civilian employment rights may contribute to the negative enlistment propensity of some individuals. NPS respondents may have such misperceptions due to their general lack of knowledge about both the military and about employment rights because they have not had contact with sources of accurate information about these issues, such as military career counselors. Furthermore, NPS individuals are probably less likely to know Guard/Reserve members or to have inquired directly about relevant company policies. Consequently, only the NPS samples were asked the following question:

- Do you think an employer would hold a job for you if you were away in active duty training with the National Guard or Reserves for three to six months?

As shown in Table 7-6A, the percentage of NPS male and female respondents who thought attending Guard/Reserve training would lead to job loss were quite high, 50.8 and 60.9 percent, respectively. Compared to the 1981 data (46.7 and 52.1 respectively), these percentages have increased significantly.

TABLE 7-6A: PERCENTAGE OF INDIVIDUALS WITH PARTICULAR PERCEPTIONS REGARDING THE CONSEQUENCES OF ATTENDING GUARD/RESERVE TRAINING CAMP

	<u>(BASE)</u>	<u>PERCEPTION OF WHETHER OR NOT ATTENDING GUARD/RESERVE TRAINING WILL LEAD TO JOB LOSS</u>		
		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
<u>NPS Sample</u>				
Men	(1129)	50.8	41.9	7.4
Women	(1117)	60.9	33.7	5.5

The perception that attending the training camp may result in job loss was related significantly to enlistment propensity. The data which show this appear in Table 7-6B.

**TABLE 7-6B: PERCENTAGE OF POSITIVE PROPENSITY INDIVIDUALS
AMONG THOSE WHO THINK ATTENDING GUARD/RESERVE TRAINING CAMP
WILL AND WILL NOT LEAD TO JOB LOSS**

	<u>(BASE)</u>	<u>PERCEPTION THAT:</u>	
		<u>JOB WILL BE LOST</u>	<u>JOB WILL NOT BE LOST</u>
Non-prior service men	(1117)	15.9	24.5*
Non-prior service women	(1129)	7.8	16.0*

Among NPS males who thought their jobs would be held, 24.5 percent had positive propensity. Among those who did not think their jobs would be held, only 15.9 percent had positive propensity. These percentages are significantly different.

Among NPS females who thought their jobs would be held, 16.0 percent had positive propensity. But among their counterparts who did not think their jobs would be held, only 7.8 percent had positive propensity. These percentages are also significantly different.

* Indicates the percentage of positive propensity individuals among those who believe their jobs will be lost and those who do not believe they will be lost are significantly different ($p < .05$).

Among negative propensity NPS individuals, the type of job a respondent felt he or she was likely to hold, affected the degree of importance placed on the job as a reason for not enlisting in the Guard/Reserve. As seen in Table 7-7, for three of the samples the percentage who rated their job as a very or somewhat important reason for not enlisting was higher among those who thought they were likely to work at a desk in a business office in the next few years than among those who thought they were likely to work as a salesperson or in a factory.¹⁾

TABLE 7-7: PERCENTAGE OF NEGATIVE PROPENSITY RESPONDENTS RATING PLANS FOR A JOB AS A VERY OR SOMEWHAT IMPORTANT REASON FOR NOT ENLISTING BY LIKELY TYPE OF EMPLOYMENT

SAMPLE	TYPE OF EMPLOYMENT WHICH IS LIKELY ¹⁾					
	Desk in an Office		Sales		Factory Work	
	%	(BASE)	%	(BASE)	%	(BASE)
Non-prior service men	83.2	(374)	76.9	(275)	75.0	(152)
Non-prior service women	71.7	(533)	70.4	(364)	55.7	(113)
Prior service men	82.0	(383)	78.3	(217)	76.6	(299)
Prior service women	69.7	(210)	73.3	(106)	71.8	(37)

1) These employment categories are not necessarily mutually exclusive. As a result, significance tests have not been performed on these data.

7.2.3 Propensity and its Relation to Degree of Satisfaction in Meeting Financial Needs: PS Sample. As indicated in Table 7-8, the percentage of PS individuals with positive propensity is greater among those who are very or somewhat dissatisfied with their ability to meet their financial needs since separation than among those who are very or somewhat satisfied. For PS men, the difference between these percentages is statistically significant; for PS women, the difference between the comparable percentages approaches significance.¹⁾ Those in need of greater financial resources tend to view Guard/Reserve enlistment more positively. The propensity to enlist in the Guard/Reserve seems at least partially financially motivated for PS men, and a similar pattern is evident for PS women.

TABLE 7-8: PERCENTAGE OF POSITIVE PROPENSITY PS RESPONDENTS
AMONG THOSE SATISFIED AND DISSATISFIED
WITH THEIR ABILITY TO MEET FINANCIAL NEEDS

<u>SAMPLE</u>	<u>DEGREE OF SATISFACTION</u>	
	<u>Very or Somewhat Satisfied</u>	<u>Very or Somewhat Dissatisfied</u>
Prior service men	21.5	28.4*
Prior service women	28.0	35.1

* Indicates that the percentages for a particular sample differ significantly ($p < .05$).

1) Any reference to significance or approaching significance refers to the .05 level of significance.

7.3 Perceived Influence of Guard/Reserve Enlistment on a Civilian Job and the Effect of Incentives on Propensity

The data discussed in this chapter thus far indicate that employment-related factors are directly associated with enlistment propensity. Perceptions of the influence of Guard/Reserve participation on one's employment may also have an impact on the degree to which enlistment incentives increase propensity.

To explore this issue, respondents were divided into two groups: those who felt Guard/Reserve participation would help with a civilian job and those who did not believe this to be true. These groups were then compared with regard to the degree to which a particular bonus increased their propensity above the base propensity assessed earlier in the interview. These data are presented in Table 7-9.

In all but one comparison (the \$1,000 tuition assistance program for NPS men), bonuses increased enlistment propensity significantly more for NPS individuals who thought being a member of the Guard/Reserve would help with a civilian job than for those who did not.

The cash incentives had a similar effect on the propensity of the PS sample: in five out of six cases, those who thought Guard/Reserve membership would help with a civilian job exhibited a significantly greater increase in propensity when presented with a hypothetical cash bonus than did others who did not share this feeling. This effect was also evident to a lesser degree with hypothetical tuition assistance programs for PS women.

TABLE 7-9: THE EFFECT OF THE PERCEPTION THAT GUARD/RESERVE PARTICIPATION WILL OR WILL NOT HELP WITH A CIVILIAN JOB ON THE INFLUENCE OF INCENTIVES

	CHANGE IN PERCENTAGE WITH POSITIVE PROPENSITY ¹⁾			
	MALES		FEMALES	
	Guard/Reserve Membership Will Help	Guard/Reserve Membership Will Not Help	Guard/Reserve Membership Will Help	Guard/Reserve Membership Will Not Help
<u>NPS SAMPLE</u>				
BASE (N)	(534)	(526)	(509)	(542)
Baseline Propensity	<u>28.7</u>	<u>11.2</u>	<u>18.3</u>	<u>4.6</u>
<u>Incentive</u>				
\$2,000 bonus	+6.2*	-1.6	+13.8*	+3.6
\$3,000 bonus	+15.4*	+3.0	+20.1*	+9.0
\$4,000 bonus	+22.6*	+9.5	+25.6*	+13.8
<u>Tuition assistance annually for up to four years</u>				
\$1,000	-2.2	-4.9	+8.2*	+3.4
\$1,500	+5.1*	-3.1	+15.4*	+6.9
\$2,000	+15.4*	+3.3	+19.8*	+10.5
<u>PS SAMPLE</u>				
BASE (N)	(410)	(1276)	(142)	(379)
Baseline Propensity	<u>49.3</u>	<u>15.8</u>	<u>45.8</u>	<u>22.7</u>
<u>Incentive</u>				
\$2,000 bonus	+2.3	+3.9	+11.9*	+1.8
\$3,000 bonus	+13.8*	+11.4	+22.9*	+10.2
\$4,000 bonus	+22.6*	+19.7	+30.4*	+17.0
<u>Tuition assistance annually for up to four years</u>				
\$1,000	-4.2	-0.8	+0.5	-0.9
\$1,500	+5.8	+4.6	+15.4*	+4.3
\$2,000	+14.9	+12.5	+23.6*	+12.7

* Indicates a significant difference in the increase in propensity ($p < .05$) between those who think Guard/Reserve membership will help with a civilian job and those who do not. Significance is based on the difference between the average absolute increases in propensity.

1) The figures represent absolute increases in propensity from the standard propensity measure. For example, without any bonus offer, 28.7 percent of the NPS male sample had positive propensity. When a \$2,000 bonus was proposed, the percentage with positive propensity increased 6.2 percent to 34.9 percent.

In summary, individuals who think Guard/Reserve participation will help their civilian jobs are influenced more by enlistment incentives -- cash in particular -- than are individuals who do not feel Guard/Reserve membership will help their civilian jobs. Because work plays a very central role in most people's lives and because unemployment is high, individuals who feel Guard/Reserve enlistment will not help (and may even hurt) their jobs are not likely to consider Guard/Reserve enlistment. Moreover, because of the importance of work and the concern about unemployment at the present time, even enlistment incentives will not substantially affect such individuals' propensity to enlist in the Guard/Reserve.

7.4 Summary and Implications

Work plays a major role in the lives of people. Therefore, it comes as no surprise that for men and women, NPS and PS alike, propensity to enlist in the Guard/Reserve is linked to the anticipated effect that a decision to enlist or not to enlist will have on their working life. In a period of high unemployment, individuals are probably wary of taking actions which may jeopardize their jobs. Work-related factors are so important that, as discussed in the preceding pages, whether or not being a member of the Guard/Reserve is believed to help with a civilian job appears to influence the degree to which hypothetical cash and tuition-assistance programs increase propensity. Of course, many other factors may also affect the influence of incentive programs.

The findings discussed in this chapter indicate that, to be maximally effective, informational and advertising campaigns geared to increasing Guard/Reserve enlistment must deal with the concern that enlistment would threaten employment status. Even an individual that is very attracted to the Guard/Reserve will probably not enlist if that individual also thinks enlistment will hurt his or her employment status. Ensuring that individuals receive accurate information about company policies toward Guard/Reserve enlistment as well as about civilian-employment rights is therefore essential.

The decrease in the percentage of PS respondents who are aware of co-employees who are Guard/Reserve members is of concern. The fact that over 50 percent of the NPS sample feel that they will lose their jobs if they attended a Guard/Reserve training camp and that this percentage has increased significantly from 1981 to 1982 are also worrisome. It may be desirable, at this time, to review the communication and motivational strategies being used with employers. A review would involve a study of the

nature of the information being used, the incentives for distributing information, the efficacy of the channels being used for distribution within the companies, and efforts to involve first line supervisors, among other issues.

A breakdown anywhere in this information chain could prevent employees from receiving needed information about their employment rights with regard to Guard/Reserve participation and about their company's attitude and policy regarding such participation. The fact that the percentage of PS individuals who are aware of co-workers being Guard/Reserve members has declined from 1981 to 1982 and that approximately 50 percent of NPS individuals think they will lose their jobs for attending a Guard/Reserve training camp, indicates that this information chain may have a faulty link. This weak point needs to be identified and the cause of its weakness needs to be addressed so that employees will receive needed information.

8.0 THE RELATIONSHIP OF PROPENSITY TO JOIN THE GUARD/RESERVE AND NUMBER OF RESPONSIBILITIES AND OBLIGATIONS

Analyses from previous RCAS waves have demonstrated that, overall, incentive programs affect propensity positively. Data presented in Chapters 5 and 7 suggest, however, that there are certain barriers to enlistment that substantially lessen the impact of incentive programs. The purpose of this chapter is to investigate another potential barrier to enlistment: total number of financial and family responsibilities/obligations.¹⁾ In Chapter 8, the effect of this barrier on the four samples -- NPS men, NPS women, PS men and PS women -- will be explored. Also to be examined is whether or not incentive programs can be designed and positioned to overcome the responsibilities/obligations barrier and, in doing so, attract otherwise negative propensity, high quality individuals to the Guard/Reserve.

8.1 The Enlistment Propensity Model and Responsibilities/ Obligations

This discussion of the relationship of incentives, responsibilities/obligations and propensity is set in the framework of the decision model of enlistment propensity developed in the baseline RCAS and replicated in later waves. Simply put, enlistment propensity is seen as the result of a decision process in which the attractions of Guard/Reserve service, such as additional cash, are balanced against perceived losses and opportunity costs.

1) A complete list of specific items that comprise this scale can be found in Appendix C.

8.1.1 The Relationship of Responsibilities/Obligations and Propensity. The role of responsibilities/obligations in the individual's enlistment decision is likely to be complex, involving two opposing tendencies:

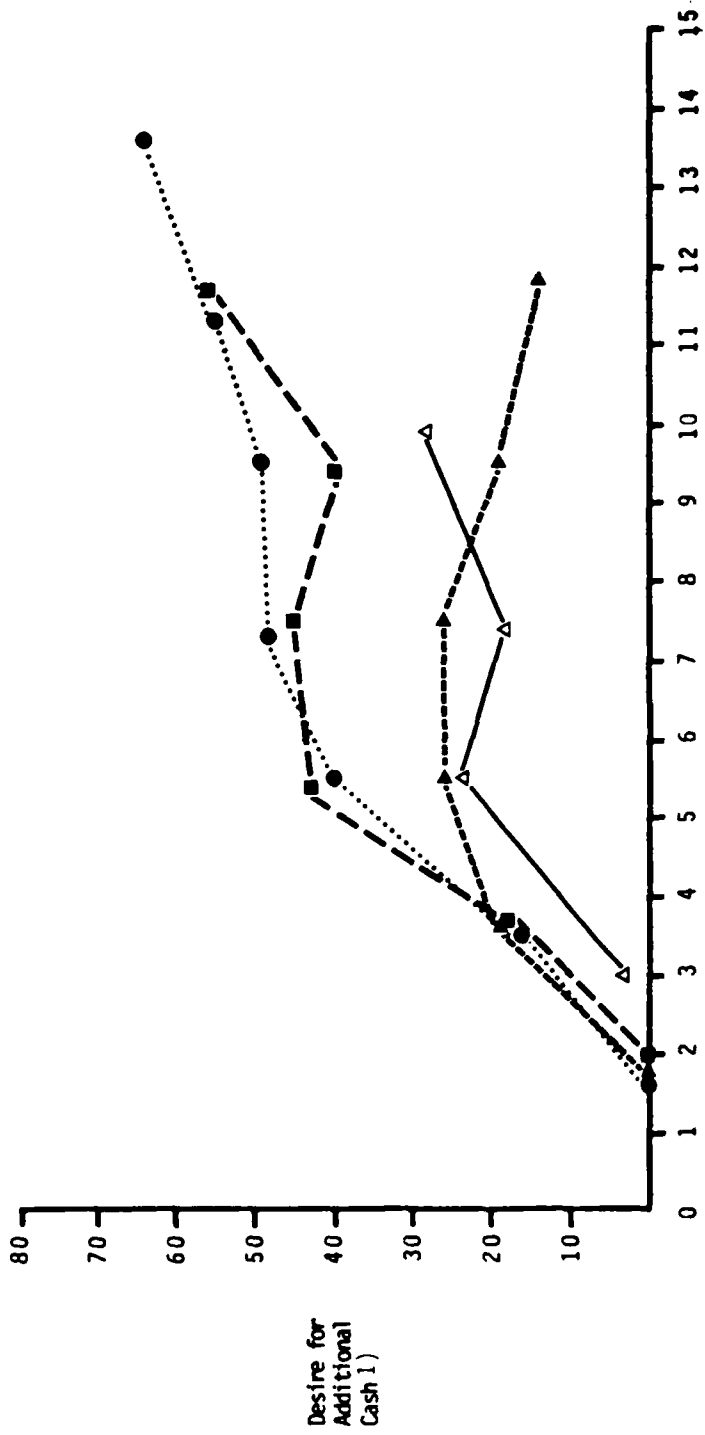
- As the individual's responsibilities/obligations increase, he or she may become more amenable to programs such as the Guard/Reserve that provide cash that will help discharge those responsibilities and obligations.
- As the individual's responsibilities/obligations increase, his or her interest in the Guard/Reserve may decrease due to concern over the opportunity costs of enlistment, especially loss of opportunities for personal or family time, which may already be at a premium.

To measure the need for additional income, two factors -- working more than 48 hours a week and looking for a second job -- were examined. As shown in Figure 8-1, as responsibilities/obligations increase, individuals are more likely to be working more than 48 hours a week or looking for a second job. This would suggest that, all else being equal, individuals with many responsibilities/obligations may be especially amenable to the Guard/Reserve because it will provide them with additional income.

As shown in Figure 8-2, however, as responsibilities/obligations increase, individuals are more likely to be concerned that Guard/Reserve enlistment would result in a loss of family time. This would suggest that, all else being equal, individuals with many responsibilities/obligations may not be especially amenable to giving up time for the Guard/Reserve that could be spent with one's family.

FIGURE 8-1
RELATIONSHIP OF WORKLIGHTING OR DESIRE
FOR SECOND JOB TO NUMBER OF
RESPONSIBILITIES/OBLIGATIONS

● NPS MEN
■ PS MEN
▲ NPS WOMEN
△ PS WOMEN



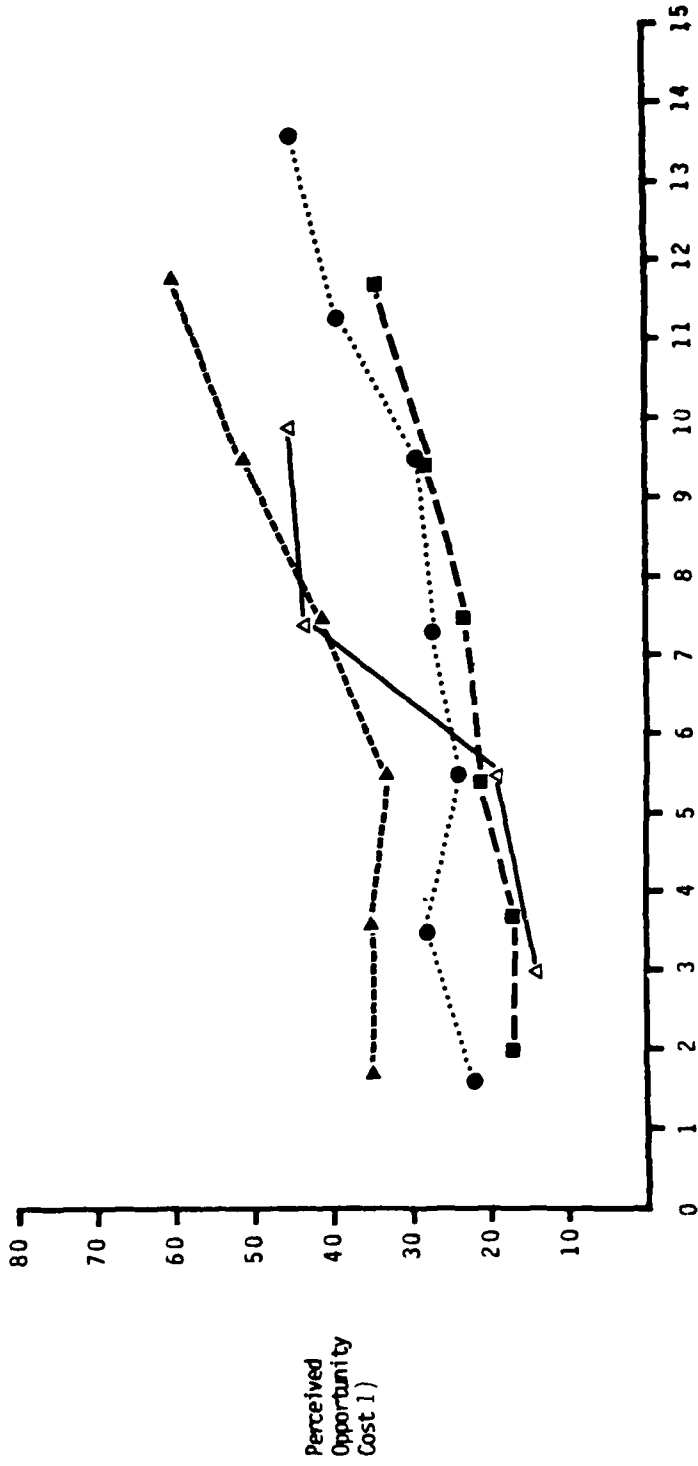
Number of Responsibilities/Obligations

1) Percentage working more than 48 hours a week or looking for a second job.



FIGURE 8-2
RELATIONSHIP OF CONCERN OVER LOSS OF
FAMILY TIME TO NUMBER OF
RESPONSIBILITIES/OBLIGATIONS

● NPS MEN
■ PS MEN
▲ NPS WOMEN
△ PS WOMEN



Number of Responsibilities/Obligations

1) Measured by degree of concern that Guard/Reserve enlistment will be associated with a loss of time with family and friends.

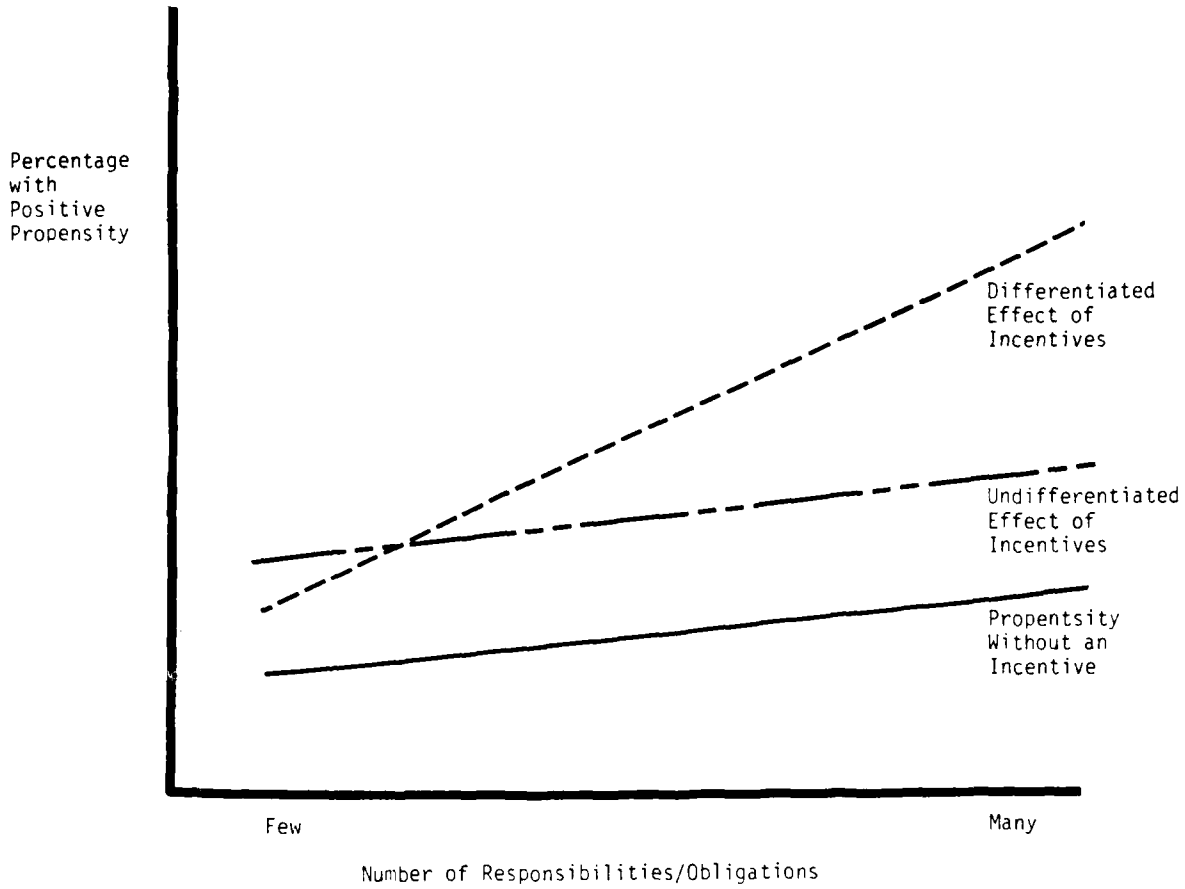


Given these two opposing tendencies, whether a person with many responsibilities/obligations will be attracted to the Guard/Reserve or not will depend on the relative importance he or she assigns to additional income and to loss of family time.

8.1.2 The Relationship of Responsibilities/Obligations and Receptivity to Financial Incentives. Given the conflict between additional income and additional family time among individuals with many responsibilities/obligations, the relationship between receptivity to enlistment incentives and responsibilities/obligations is not intuitively obvious. It is possible that as responsibilities/obligations increase, the need for additional income and additional free time completely offset one another resulting in Guard/Reserve enlistment incentives being valued equally by individuals at all responsibility/obligation levels. If this were the case, a financial incentive would simply increase the percentage of positive propensity men and women at each level of responsibilities/obligations. (See Figure 8-3 -- "Undifferentiated Effect.")

An alternate, equally plausible scenario is that, because of greater financial need, those with many responsibilities/obligations are more receptive than those with few responsibilities/obligations to the same financial incentives. If this were the case, a given incentive would increase the propensity of individuals with many responsibilities/obligations even more than the propensity among individuals with few responsibilities/obligations. (See Figure 8-3 -- "Differentiated Effect.") This outcome would be of particular interest if men and women with many responsibilities/obligations have a low level of propensity without an incentive, but are of particular value to the Guard/Reserve because they are more mature and have more settled lifestyles. If this were the case, incentive programs could be designed and positioned to increase enlistments among these more mature individuals.

FIGURE 8-3: HYPOTHESIZED EFFECTS OF INCENTIVES ON INDIVIDUALS WITH MANY AND FEW RESPONSIBILITIES/OBLIGATIONS

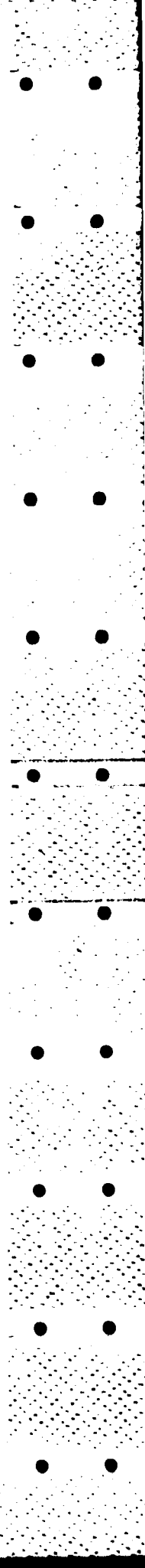
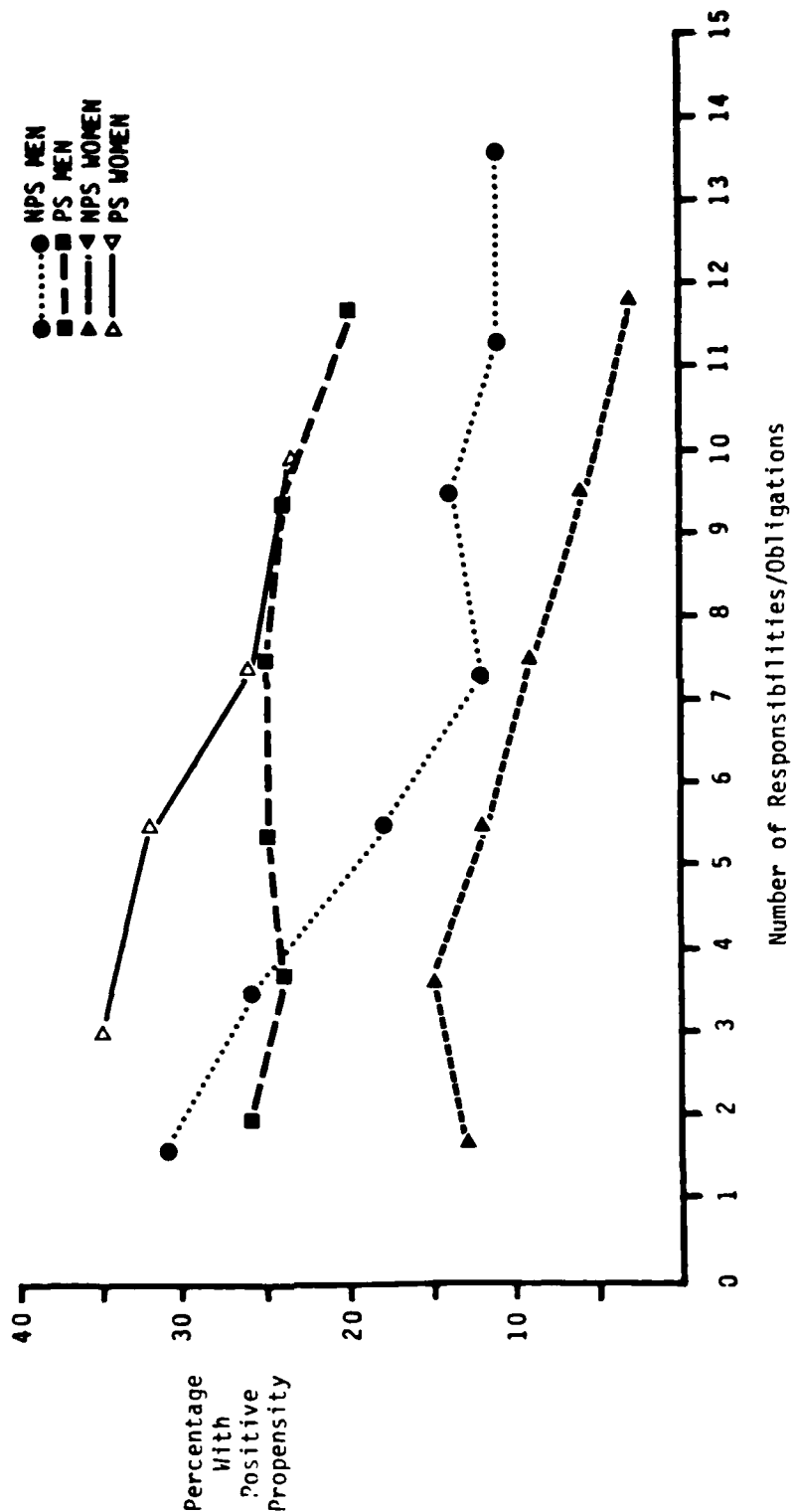


8.2 Data on Propensity, Incentive Programs, and Responsibilities/Obligations

We may now investigate the relationship between propensity, the number of individuals' responsibilities/obligations, and whether or not particular incentive programs are differentially attractive to individuals with different levels of responsibilities/obligations.

The relationship between propensity and number of responsibilities/obligations for each sample is presented in Figure 8-4. As depicted in this figure, propensity decreases as responsibilities/obligations increase. The propensity to enlist in the Guard/Reserve for the quartile (roughly 25 percent) of respondents in each sample with the fewest responsibilities/obligations and the propensity for the quartile (roughly 25 percent) with the most responsibilities/obligations are presented in Table 8-1. As can be seen in Figure 8-4 and Table 8-1, among both NPS men and NPS women, propensity is significantly greater among those with the fewest responsibilities/obligations compared to those with the most responsibilities/obligations. The same tendency is apparent among PS women (the difference approaches significance).

FIGURE 8-4: THE RELATION BETWEEN PROPENSITY AND NUMBER OF RESPONSIBILITIES/OBLIGATIONS



**TABLE 8-1: PERCENTAGE OF RESPONDENTS WITH THE
FEWEST AND MOST RESPONSIBILITIES/OBLIGATIONS
HAVING POSITIVE PROPENSITY**

<u>SAMPLE</u>	<u>OBLIGATIONS/RESPONSIBILITIES GROUPS</u>	
	<u>Fewest</u>	<u>Most</u>
Non-prior service men	29.4 *	11.5
Non-prior service women	13.8 *	5.5
Prior service men	25.5	22.0
Prior service women	35.2	23.2

These data suggest that with no incentive program, respondents with more responsibilities/obligations give greater weight to the opportunity cost of Guard/Reserve service than to its financial benefits. This pattern does not hold for PS men, however; their relative weighting of costs and attractions is unaffected by the number of their responsibilities/obligations -- whether because of their military acculturation, their maturity, or other factors such as perceiving Guard/Reserve participation as a way to meet their obligations through retirement planning, for example.

* Indicates that the percentage with positive propensity is significantly higher than that in the adjoining column.

As indicated earlier in this chapter, being able to design an incentive program that would not only increase the number of individuals interested in Guard/Reserve enlistment but that would attract mature, settled individuals (who tend to have many responsibilities/obligations) to Guard/Reserve service is particularly useful. Table 8-2 shows the percentage of members of each NPS demographic segment in the group with the fewest responsibilities/obligations and the percentage in the group with the most responsibilities/obligations. The data indicate that Marrieds -- mature, educated, nonminority individuals -- are greatly over-represented in the segment with the most responsibilities/obligations, and, as can be seen in Figure 8-5, men (PS and NPS alike) with many responsibilities/obligations are especially receptive to enlistment bonuses. (Figure 8-5 depicts the difference in the percentage of positive propensity individuals in the groups with the fewest and the most obligations at various levels of cash enlistment bonuses (\$0, \$2,000, \$3,000, and \$4,000).) Several major effects may be seen in Figure 8-5.

TABLE 8-2: DISTRIBUTION OF THE FIVE NPS SEGMENTS AMONG RESPONSIBILITIES/OBLIGATIONS GROUPS

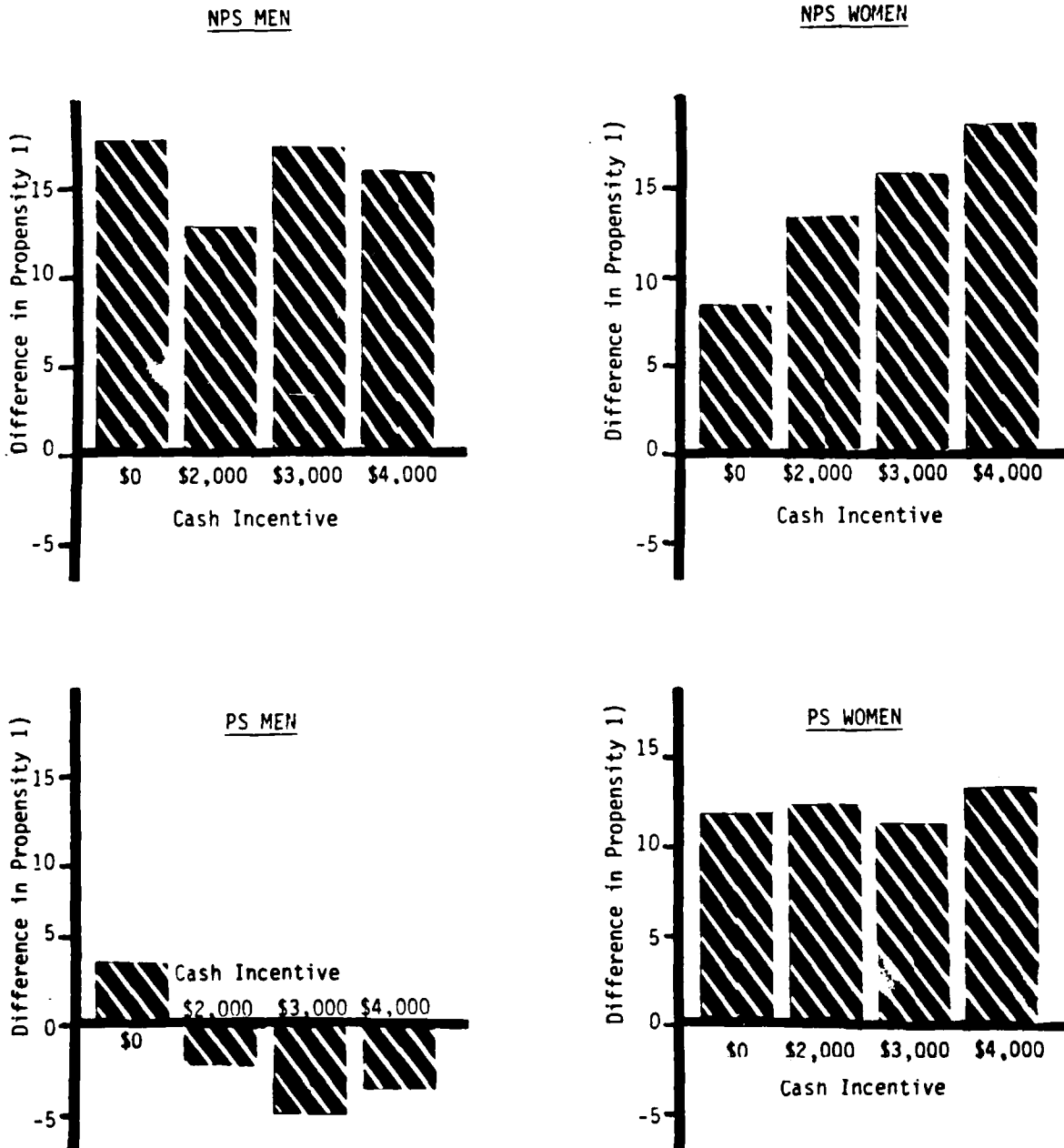
<u>NPS SAMPLE/GROUP</u>	<u>SEGMENT</u>					
	<u>Total</u>	<u>Working Singles</u>	<u>High Schoolers</u>	<u>Collegiates</u>	<u>Marrieds</u>	<u>Others</u>
<u>MEN</u>						
<u>Responsibilities/ Obligations Group</u>						
Fewest	26.5	0.0	89.5	11.0	0.0	31.6
Most	24.1	15.1	0.8	8.4	92.8	20.3
<u>WOMEN</u>						
<u>Responsibilities/ Obligations Group</u>						
Fewest	22.6	0.0	75.8	10.1	0.0	24.7
Most	26.1	13.3	1.6	18.1	75.7	18.4

First, the incentive programs studied decrease the degree to which the propensity among males with few responsibilities/obligations exceeds the propensity among those with many responsibilities/obligations. In fact, under the cash incentive programs the propensity of PS men with few responsibilities/obligations is even lower than the propensity of those with many responsibilities/obligations. This result is congruent with the earlier suggestion that as responsibilities/obligations increase, PS men, in particular, may give greater weight (compared to the NPS samples and the PS women) to Guard/Reserve financial attractions than to perceived opportunity costs.

Second, women with many responsibilities/obligations seem to weight the opportunity costs of Guard/Reserve service so highly compared to its financial attractions that increases in the Guard/Reserve's financial attractions have little impact on their propensity.

Cultural factors may be among the reasons that men and women with many responsibilities/obligations respond differently to enlistment incentives. Such factors may influence the importance attributed to certain responsibilities as well as the behavioral implications of certain responsibilities. For example, the relative importance the individual assigns to the desire for additional cash and to the perceived opportunity cost of Guard/Reserve enlistment may be affected by cultural factors. Referring back to Figure 8-1, it appears that men's desire to work for additional cash increases steadily as responsibilities/obligations increase. Since women are still generally expected to act as homemakers and caretakers, the relationship between the working for additional cash and number of responsibilities/obligations is neither as strong nor as regular among women. Indeed, the figure suggests that, among NPS women, once responsibilities/obligations reach a certain level, women are less likely to work for additional cash.

FIGURE 8-5: DIFFERENCES BETWEEN THE PROPENSITY OF INDIVIDUALS WITH MANY AND FEW OBLIGATIONS AT VARIOUS LEVELS OF HYPOTHETICAL CASH INCENTIVES



1) Represents the difference in the percentage with positive propensity among those with the fewest responsibilities/obligations and those with the most responsibilities/obligations.

Furthermore, as shown in Figure 8-2 the concern that Guard/Reserve service will interfere with family time is greater among women who have many responsibilities/obligations than among similar men. Given these findings, it is not surprising that men with many responsibilities/obligations appear to be more responsive than women to additional cash, and less affected by loss of opportunities for family contact.

In contrast to women with many responsibilities/obligations, those with few responsibilities/obligations are attracted even more strongly to the Guard/Reserve as financial incentives are increased. (This result is congruent with analyses presented in earlier RCAS reports indicating that positive propensity women without immediate ties to family, school, or a job are attracted to the Guard/Reserve as an exciting, "time-out" opportunity.) Only these women with few responsibilities/obligations appear to feel that they have enough personal freedom to be receptive to Guard/Reserve service initially as well as to be even more receptive to Guard/Reserve service when financial attractions are increased.

8.3 Summary and Implications

Taken as a whole, the results presented in this chapter indicate that:

- The number of responsibilities/obligations felt by an individual do affect his or her propensity.
- Responsiveness to incentive programs is also affected by the number of responsibilities/obligations felt by the individual.
- Financial incentive programs do have the potential of enhancing the propensity of men with many responsibilities/obligations, who might not otherwise be attracted to the Guard/Reserve. This potential may be realized if incentives and Guard/Reserve enlistment are explicitly positioned as ways of alleviating the financial pressures of increasing responsibilities/obligations.
- Financial incentive programs are, however, also likely to increase the attractiveness of the Guard/Reserve to women with few responsibilities/obligations, more than to those with many responsibilities/obligations. Other incentive programs may be necessary to reach women with many responsibilities/obligations.

APPENDIX A

SUMMARY OF RCAS FINDINGS AND RECOMMENDATIONS

SUMMARY OF RCAS FINDINGS AND RECOMMENDATIONS

Introduction

The Reserve Component Attitude Study (RCAS) which Associates for Research in Behavior (ARBOR), Inc. has conducted annually from 1978 to the present has shed considerable light on many issues relevant to enhancing the number and quality of National Guard and Reserve Forces (Guard/Reserve) accessions. Enlistment propensity in the Guard/Reserve has been tracked from year to year, and characteristics of individuals with positive and negative enlistment propensities have been explored. Other issues such as barriers to enlistment, relative efficacy of incentives, reactions to a mandatory National Training Requirement, degree of differentiation between the Guard/Reserve and the Active Military, as well as concerns of women about enlistment have also been addressed. Although many other issues have been researched by ARBOR over the preceding years, space does not permit discussion of them all. The purpose of this summary is to discuss some of the more important findings and recommendations from previous RCAS waves.

Often different substantive issues were addressed in different RCAS waves. Therefore, a topic given considerable attention in any one wave of the study may be given less attention in later waves or may not be dealt with at all in subsequent waves. It should be kept in mind that the recommendations discussed in this Appendix were based on data from specific previous years. Consequently, while all recommendations were applicable at the time they were made, some of the recommendations may no longer be applicable while others may still be relevant.

Differentiation Between the Active Military and the National Guard or Reserves

Problem. Before an individual decides to join the Guard/Reserve he or she must be aware of its existence, and all else being equal, must prefer the Guard/Reserve over other available options. Consequently, awareness of the Guard/Reserve and differentiation of it from the Active Forces are important.

Relevant Results (1978 and 1979 RCAS). The following results from the 1978 and 1979 RCAS indicate that respondents were only vaguely aware of the differences between the Guard/Reserve and the Active Military Forces.

- Over 75 percent of all respondents remembered seeing advertising for the military in the three months preceding the survey, but only 20 to 30 percent of the men and women sampled recalled advertisements specifically for the Guard/Reserve.
- Few respondents knew that Guard/Reserve service entails a six-year obligation. Requirements of the Active Military (two to three years of active duty) were commonly believed to be characteristic of the Guard/Reserve as well.
- Enlistment propensity in the Guard/Reserve was highly correlated with that in the Active Military, indicating that individuals do not differentiate between the two.
- Those who had indicated a positive propensity to join the Guard/Reserve and actually joined the military enlisted in the Active Forces; not in the Guard/Reserve.

Recommendations.

1. Guard/Reserve service should be distinguished from Active Forces service prior to a potential enlistee's decision to join the military. Powerful broad-based campaigns should highlight specific characteristics of the Guard/Reserve that differentiate it from the Active Forces.
2. The Guard/Reserve should be positioned as a local, part-time, dedicated force with community service functions.
3. Current Guardsmen and Reservists should be encouraged to introduce friends to the unique opportunities in the Guard/Reserve. Perhaps individuals currently in the Guard/Reserve who introduce a new enlistee to the Guard/Reserve should be given a bonus of some kind.

Differentiating Individuals Who Prefer the Active Forces and Those Who Prefer Guard/Reserve Service

Problem. Individuals interested in joining the military must decide between the Active Forces and the Guard/Reserve. Some potential enlistees may prefer the Active Forces, others may prefer the Guard/Reserve, while others may be equally attracted to both. From a recruiting perspective, determining who these three different groups of people are and if they have distinguishing characteristics is important for designing effective recruiting and accession policies. If those individuals who prefer Guard/Reserve service are distinct from those who prefer Active Military service, effective Guard/Reserve marketing strategies can be designed so not to interfere and overlap with Active Forces marketing strategies.

Relevant Results (1980 RCAS). Demographic characteristics of NPS and PS samples who preferred one form of service to another were analyzed in the 1980 RCAS wave. Overall, the individuals who preferred one form of service to another appeared quite similar. A few differences among the NPS female and PS male samples were evident, however.

The key results of the analyses designed to distinguish those who prefer the Guard/Reserve to the Active Forces or vice versa are presented below:

- There were no demographic characteristics of NPS males that were significant differentiators between those who preferred one type of service to the other.

- Among NPS women, those who preferred the Guard/Reserve to the Active Forces:
 - Were slightly older,
 - Were more likely to be white,
 - Reported higher high school grades, and
 - Had greater educational attainment.

-- Among PS men, those who preferred the Guard/Reserve to the Active Forces:

- Had greater educational attainment,
- Were more likely to know their mother's educational attainment,
- Had mothers with higher educational attainment, and
- Were more likely to be attending school.

-- There were no significant demographic differences between PS women who preferred the Guard/Reserve to the Active Forces or vice versa.

Additional analyses indicated that PS individuals who were more satisfied with their military experience were more likely to prefer to re-enlist in the Active Forces than PS individuals who were less satisfied.

Recommendations. Preference for the Guard/Reserve may be enhanced and a definite market for Guard/Reserve enlistment may emerge if efforts are made to distinguish service in the Guard/Reserve from that in the Active Forces. (As indicated earlier, individuals tend not to understand how the Guard/Reserve and Active Forces differ.) After all, if individuals are not really aware of the difference between the Active Forces and the Guard/Reserve, there is no reason to expect different types of people to be more attracted to one or another and, therefore, for distinct markets to exist. One way of accomplishing a differentiation between the Active Forces and the Guard/Reserve would be by stressing the positive attributes of service that are unique to Guard/Reserve service.

Barriers to Enlistment

Problem. Some individuals may not enlist in the Guard/Reserve not because they are uninterested in enlisting, but because of barriers created by the existing structure of the Guard/Reserve. Examples of potential barriers would be Guard/Reserve training and duty requirements that conflict with academic and employment commitments, distance to the nearest Guard/Reserve unit, lack of or inaccurate information about one's ability to transfer or go inactive, inability to find an opening compatible with one's skills, and fears that one's employer will react negatively to participation in the Guard/Reserve.

Relevant Results (1979 and 1981 RCAS). When individuals who had certain school, employment, and health limitations that prevented them from considering enlistment were deleted from the potential pool in the 1979 RCAS, the percentage of positive propensity NPS males, NPS females, and male veterans declined to 3.9, 2.9 and 3.8 percent of the respective samples. These percentages contrast markedly with the percentages with positive propensity if these individuals are not excluded (19.7, 8.8, and 20.4 percent, respectively). Other data on barriers that have been discussed are presented below.

- Data from the 1981 RCAS showed that 30 percent of the males and 38 percent of the females sampled either thought there was not a unit close enough for them to join or simply did not know whether there was one or not.

- In the 1981 RCAS, a study was made of the reported experiences of PS respondents who tried to find a Guard/Reserve unit and actually found one. It was found that only 41 percent of those PS males and 28 percent of those PS females reported finding an opening to fit their skills.

- Approximately 20 percent of those surveyed in the 1981 RCAS did not believe they would be allowed to transfer to another unit or to go inactive if they moved, and an additional 30 percent simply did not know what the relevant policies were.

- PS individuals who felt their company had a positive policy regarding Guard/Reserve participation were more likely to have positive enlistment propensity than others who did not believe their company would look favorably upon Guard/Reserve participation (1979 RCAS). However, only about one-half of the sample felt that their employers would respond positively to employee participation in the Guard/Reserve. These findings have remained consistent in subsequent years.

Recommendations.

1. Increase support of the Guard/Reserve by industry. Referrals between the Guard/Reserve and industry and placement of Guard/Reserve enlistees in companies should be encouraged.

2. Encourage positively inclined companies to have first line supervisors convey relevant company policies regarding service in the Guard/Reserve to employees.

3. Interested PS individuals who cannot find an opening in a nearby Guard/Reserve unit should be encouraged to check back later to see if an opening has become available or should be contacted directly in the event of a relevant opening. Recruiters making contact with other units in the area to see if a relevant position is available may also prove helpful.

4. Information campaigns dealing with the locations of Guard/Reserve units within a specific geographic area and with an enlistee's ability to transfer or go inactive if the individual moves to another location may help alleviate barriers created by lack of accurate information.

Finding Distinct Market Segments

Problem. If different market segments can be identified, and if they are each of substantial size, specific advertising campaigns can be designed to tap each subgroup most effectively, compared to a single broad based campaign.

Relevant Results (1980 RCAS).

-- Based on variables such as age, marital status, and education, five different clusters were found among NPS individuals when the 1980 RCAS was analyzed: "Working singles," "Marrieds," "High schoolers," "Collegiates," and "Others." These clusters differed from one another in propensity to enlist in the Guard/Reserve as well as in attitudinal variables. The strategies that results indicated might be most effective in recruiting each specific group have been highlighted above.

Recommendations. Based on ARBOR's findings that NPS individuals can be divided into five different market segments with distinct and identifiable characteristics, the following recommendations were made:

1. For the group characterized as "Working singles," stress that the Guard/Reserve is a route to vocational self-actualization and self-improvement. In other words, focus on the ideas that being a member of the Guard/Reserve is a source of pride, that it can help one obtain one's life goals and that it will be a valuable experience that any future prospective employer would look upon favorably.

2. For the market segment who are "High schoolers," themes such as gaining maturity and achieving important life goals may be especially effective.
3. A higher percentage of "Collegiates" may be drawn to the Guard/Reserve if recruiting efforts directed toward them highlight the opportunity to learn and exercise leadership in the Guard/Reserve.
4. "Others" may become even more attracted to Guard/Reserve if efforts to recruit members from this group focus on the fact that the Guard/Reserve is a good place to meet other similar people and the fact that many of their friends may already be Guard/Reserve members.
5. Lastly, the group characterized as "Marrieds" might be increasingly likely to enlist if advertisements geared to them deal with the positive support they may get from their spouse for joining the Guard/Reserve.

Impact of Enlistment Incentives

Problem. If the quantity and quality of current Guard/ Reserve enlistees is not optimal, what can be done to increase either the quantity or quality of accessions?

Relevant Results (1980 and 1981 RCAS).

- The two major types of incentives that have been investigated in the RCAS are cash bonuses and tuition assistance programs. Respondents were asked how likely they would be to enlist under these various incentive programs and their propensity to enlist was compared to what it was without the hypothetical incentive program. Different subgroups of the PS personnel responded to incentives differently (1981 RCAS). For example, from among the various PS subgroups, those influenced most by a hypothetical cash bonus of \$4,000 were generally "Middle class whites." Overall, incentive programs resulted in more highly educated PS individuals having a positive propensity toward Guard/Reserve enlistment.

- The hypothetical bonus programs affected the size but not the composition of the NPS pool of positively inclined individuals. Those who became more positively inclined to Guard/ Reserve enlistment under bonus programs were more similar to those individuals who initially had a positive propensity to enlist than to others who did not have a positive propensity to enlist and who were not significantly influenced by the hypothetical incentive programs.

- Findings from the 1980 RCAS indicated that low interest government loans may be as effective as cash bonuses in increasing enlistment propensity. Results also indicated that individuals who responded positively to one set of incentives such as tuition assistance or cash bonuses also responded positively to low interest loans.

Recommendations.

1. Use incentives such as cash bonuses to raise the number and educational level of the NPS individuals interested in the Guard/Reserve.
2. Field-test the relative efficacy of low interest government loans versus cash incentives.

Reactions to a Potential National Service Requirement

Problem. A National Service Requirement is another potential method of increasing accessions in the Guard/Reserve, as well as in other branches of the military. It is important to determine, however, if such a requirement would be regarded positively or negatively, and if it would, in fact, increase the number and quality of Guard/Reserve enlistees.

Relevant Results (1978 RCAS). RCAS respondents have been asked their feelings about a National Service Requirement and about various ways of filling it. Results showed that if ways of fulfilling the requirement were viewed as military-oriented, the demographic characteristics of those who favored such a requisite did not differ substantially from those of respondents who already had a high enlistment propensity. On the other hand, when some options for fulfilling the proposed National Service Requirement focused around community service, more highly educated and older individuals responded positively.

Recommendation.

If a National Service Requirement were imposed, it should not be positioned solely as a means of filling military quotas. More specifically, if the Guard/Reserve is to attract more individuals through the imposition of a National Service Requirement, the Guard/Reserve should be positioned as a community-oriented organization.

Women's Issues and the Military

Problem. Successful recruiting for today's Guard/Reserve requires effective accession policies for women as well as men. In this light, it is important to determine in what way recruiting efforts directed at women should differ, if at all, from those directed at men.

Relevant Results (1978 RCAS). Results showed that women were less affected by recruiting literature than by personal contact with recruiters. Furthermore, women tended to view service in the military as a way of breaking routine rather than a means of fulfilling life goals. When asked about their specific concerns about military service, women were concerned about taking orders in general, and were particularly concerned about taking orders from women. Lastly, the data indicated that women were not particularly concerned about losing their femininity if they served in the military.

Recommendations. The following three recommendations came from the 1978 RCAS which included a section specific to women's attitudes toward the military.

1. It would be helpful for recruiters to spend more time on a one-on-one basis with women who show an interest in enlisting.
2. Advertisements geared toward women might be made more effective by emphasizing that the Guard/Reserve presents an opportunity for them to change the current routine in their lives.
3. Women should be realistically prepared for what military service involves so that unrealistic hopes and expectations do not become a source of attrition.

APPENDIX B

SAMPLE QUESTIONNAIRES

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

September, 1982
Job #9719
OMB#0704-0107
Expires 12/31/83

TIME STARTED _____ : _____ (CIRCLE: AM PM)

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

ENLISTMENT STUDY -- NPS SAMPLE -- SCREENER

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 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 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)

1b. 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.)

1c. 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

1d. 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 to 26, for the Federal Government.

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

(IF YOUNG PERSON HANGS UP AT ANY POINT ON THE SCREENER FROM HERE ON, END INTERVIEW -- CODE 6)

1e. How many men age 17 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

1f. What are the names and ages of each man in your household age 17 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>	<u>IF NUMBER IN HH IS:</u>	<u>MALE SELECTION BOX INTERVIEW PERSON #:</u>
1.	_____	_____	1	_____
2.	_____	_____	2	_____
3.	_____	_____	3	_____
4.	_____	_____	4	_____
5.	_____	_____	5	_____
6.	_____	_____	6	_____
7.	_____	_____	7	_____

1g. How many women age 17 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

1h. What are the names and ages of each woman in your household age 17 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.

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

1i. 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 _____ 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

1j. 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 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.

- NO. 5-
- 6-
- BLK. 7-
- 8-
- 9-
- 10-
- 11-

1k. First, how old were you on your last birthday?

- 16- 1() 17 5() 21 9() 25 12-
- 2() 18 6() 22 0() 26 13-
- 3() 19 7() 23 14-
- 4() 20 8() 24 15-

() PERSON HANGS UP (END INTERVIEW -- CODE 6)
 () PERSON UNDER 17 OR OVER 26 YEARS OLD (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH Q. 11. 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)

1l. 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. 11. 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)

- 1m. 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. 11. 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)
- 1n. CHECK:
- 17- 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. _____

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

V 8-2
September, 1982
Job #9719
E F G H

ENLISTMENT STUDY -- MPS SAMPLE

OMB #0704-0107
Expires 12/31/83
18- (8)

- 1a. Do you have a high school diploma?
19- 1() Yes (#2a NEXT) 2() No
- 1b. Are you currently attending high school?
20- 1() Yes (#1d NEXT) 2() No 0() NA
- 1c. Do you plan to attend high school in the next year or so?
21- 1() Yes (#7a NEXT) 2() No (#7a NEXT) 0() NA
- 1d. IF HIGH SCHOOL IN #1b:
Do you plan to go on to further schooling after high school?
22- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() NA
- 1e. IF YES IN #1d:
Will that be:
23- 1() Vocational training, 9() Don't know (#7a NEXT)
2() A two-year college, or (#6a NEXT) 0() NA
3() A four-year college?
- 2a. IF YES IN #1a:
Is that:
24- 1() A regular diploma, or 0() NA
2() A high school equivalency -- GED -- diploma?
- 2b. Have you completed any additional formal schooling?
25- 1() Yes 2() No (#4a NEXT) 0() NA
- 2c. IF YES IN #2b:
What is the last year of school or college you completed after high school?
26- 1() Vocational school/training 0() NA
2() One year of college
3() Two years of college
4() Three years of college
5() Four years of college
6() Post graduate work
- 3a. Are you currently attending any type of school or college?
27- 1() Yes (#5 NEXT) 2() No 0() NA
- 3b. IF NO IN #3a:
Are you planning to attend any type of school or college in the next year or so?
28- 1() Yes (#5 NEXT) 2() No (#6a NEXT) 0() NA
- 4a. Are you currently attending any type of school or college?
29- 1() Yes (#5 NEXT) 2() No 0() NA
- 4b. IF NO IN #4a:
Are you planning to attend any type of school or college in the next year or so?
30- 1() Yes 2() No (#7a NEXT) 0() NA
5. IF ATTENDING/PLANNING TO ATTEND SCHOOL:
What type of school are you attending/planning to attend?
31- 1() Vocational training school after high school
2() Two-year college
3() Four-year college
4() Graduate or professional school
9() Don't know (#7a NEXT)
0() Not applicable

- 6a. Are you/will you be using/did you use any kind of financial assistance?
- 32- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() Not applicable
- 6b. IF YES IN #6a:
Which of the following does that financial assistance involve: (READ LIST; CHECK ALL THAT APPLY)
- 33- 1() Family assistance 9() Don't know
2() A federal grant or loan program 0() NA
3() Some other scholarship or loan program
- IF "FEDERAL GRANT OR LOAN PROGRAM" NOT MENTIONED IN #6b, ASK #7a NEXT.
- 6c. IF "FEDERAL GRANT OR LOAN PROGRAM" MENTIONED IN #6b:
Which federal program would that be -- is it: (READ LIST; CHECK ALL THAT APPLY)
- 34- 1() Basic Equal Opportunity Grant (BEOG), 9() Don't know
2() Federal Guaranteed Student Loan, 0() NA
3() National Direct Student Loan, or
4() GI Bill or Veterans Educational Assistance Program (VEAP)?
- 7a. Are you currently employed?
- 35- 1() Yes (#7c NEXT) 2() No
- 7b. IF NO IN #7a:
Are you looking for work?
- 36- 1() Yes } (#10 NEXT) 0() Not applicable
2() No }
- 7c. IF YES IN #7a:
Is that:
- 37- 1() Outside your home, or 0() NA
2() At home?
- 8a. Do you work for yourself, or are you employed by someone else?
- 38- 1() Work for yourself (#9a NEXT) 0() Not applicable
2() Employed by someone else
- 8b. How often do you work on the weekend? Would you say it is:
- 39- 1() Every week, 9() Don't know
2() Two or three times a month, 0() NA
3() Once a month, or
4() Hardly ever?
- 9a. How many hours a week do you regularly work? _____
40- IF 49 OR MORE, Q. 10 NEXT
41- 00() NA
- 9b. IF 48 OR FEWER HOURS IN #9a:
Have you been looking for a second job or another way to increase your income?
- 42- 1() Yes 0() Not applicable
2() No
10. How do things look for the next six months or a year? Do you think that, compared to now, you'll be:
- 43- 1() Much better off in the next six months or a year,
2() Somewhat better off,
3() Somewhat worse off, or
4() Much worse off in the next six months or a year?
9() Don't know
11. 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:
- 44- 1() Very difficult, 3() Don't know
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?

12. And how difficult do you think it is for someone like you to find a part-time job where you live? Is it:

- 45- 1() Very difficult, 9() Don't know
 2() Somewhat difficult,
 3() Somewhat easy, or
 4() Very easy?

13. 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 will be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-46
b. Working at a desk in a business office.....	1()	2()	3()	4()	9()-47
c. Working as a salesperson.....	1()	2()	3()	4()	9()-48

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

<input checked="" type="checkbox"/> d. Serving in the Army National Guard.....	1()	2()	3()	4()	9()-49
() e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-50
() f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-51
() g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-52
() h. Serving in the Marine Corps Reserve.....	1()	2()	3()	4()	9()-53
() i. Serving in the Naval Reserve.....	1()	2()	3()	4()	9()-54

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED

STATEMENT J IS ALWAYS ASKED LAST.					
j. Serving in the Active Military.....	1()	2()	3()	4()	9()-55

14. Now I'd like to ask you in another way about the likelihood of your serving in the military. Thinking of a scale from 0 to 10, with "10" standing for the very highest likelihood of serving and "0" standing for the very lowest likelihood of serving, how likely is it that you will be serving in the military in the next few years?

- 56- 0() Zero (Lowest) 5()
 1() 6()
 2() 7()
 3() 8()
 4() 9()
 X() Ten (Highest)

IF NO BOXED ITEM IN Q. 13 IS MARKED, GO TO Q. 15e.

15a. IF "DEFINITELY" OR "PROBABLY" IN ANY BOXED ITEM OF Q. 13, ASK:
 You said you are likely to serve in the military. I am going to read a list of some reasons people like yourself have given for wanting to serve in the military. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important for you personally.
 The first reason is (READ STARRED ITEM). Is that very important, somewhat important, only slightly important, or not at all important to you as a reason for serving in the military? REPEAT FOR EACH ITEM.

	Very	Somewhat	Only Slightly	Not At All	Don't Know	N/A
() a. Doing something for your country.....	1()	2()	3()	4()	9()	0()-57
() b. Teaches you a valuable trade or skill.....	1()	2()	3()	4()	9()	0()-58
() c. Job security.....	1()	2()	3()	4()	9()	0()-59
<input checked="" type="checkbox"/> d. Good income.....	1()	2()	3()	4()	9()	0()-60
() e. Provides money for education.....	1()	2()	3()	4()	9()	0()-61
() f. An enjoyable job.....	1()	2()	3()	4()	9()	0()-62
() g. Trains you for leadership....	1()	2()	3()	4()	9()	0()-63
() h. Provides men and women equal pay and opportunity.....	1()	2()	3()	4()	9()	0()-64
() i. Allows you to stay in the area near family and friends.....	1()	2()	3()	4()	9()	0()-65

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

15b. Would you hope to serve as an officer or as an enlisted person?

- 66- 1() Officer 9() Don't know (GO TO Q. 16)
 2() Enlisted person (GO TO Q. 16) 0() NA

15c. IF OFFICER IN Q. 15b:

Considering the educational and other requirements for officers, how likely do you think you will be to serve as an officer -- do you think it is:

- 67- 1() Very likely, DO NOT READ
 2() Somewhat likely, 9() Don't know
 3() Only slightly likely, or 0() NA
 4() Not at all likely?

15d. Suppose you were not able to serve as an officer. How likely is it that you will serve in the military then -- would you say:

- 68- 1() Definitely, DO NOT READ
 2() Probably, 9() Don't know
 3() Probably not, or 0() NA
 4() Definitely not?

GO TO Q. 16

15e. IF NO BOXED ITEMS IN Q. 13 CHECKED, ASK:

You said you would be unlikely to serve in the military. I am going to read a list of some reasons people like yourself have given for not wanting to serve in the military. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important for you personally.

The first reason is (READ STARRED ITEM). Is that very important, somewhat important, only slightly important, or not at all important to you as a reason for not serving in the military? REPEAT FOR EACH ITEM.

	Very	Somewhat	Only Slightly	Not At All	Don't Know	N/A
() a. Separation from friends and family.....	1()	2()	3()	4()	9()	0()-69
() b. Disagree with military's defense policies or philosophy.....	1()	2()	3()	4()	9()	0()-70
() c. Expect to continue in school or college.....	1()	2()	3()	4()	9()	0()-71
(*) d. Lack of personal freedom.....	1()	2()	3()	4()	9()	0()-72
() e. Military pay.....	1()	2()	3()	4()	9()	0()-73
() f. Disapproval of parents.....	1()	2()	3()	4()	9()	0()-74
() g. Lack of value in military training.....	1()	2()	3()	4()	9()	0()-75
() h. Little in common with people in the service.....	1()	2()	3()	4()	9()	0()-76

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

STATEMENT 1 IS ALWAYS READ LAST:

1. Current plans for a civilian job..... 1() 2() 3() 4() 9() 0()-77

16. ASK EVERYONE:

Within the past year, have you: (READ LIST.)

- a. Sent for recruiting literature from the National Guard/Reserves?..... 1() Yes 2() No -78
- b. Sent for recruiting literature from the Active Forces?..... 1() Yes 2() No -79
- c. Attended an open house for a National Guard/ Reserve unit in your area?..... 1() Yes 80-(1); 1-4-(DUP) 2() No -5
- d. Gone to a recruiting center to talk about joining the Active Forces?..... 1() Yes 2() No -6
- e. Gone to a recruiting center to talk about joining the National Guard/Reserves?..... 1() Yes 2() No -7
- f. Talked to or been called by a recruiter from the National Guard/Reserves?..... 1() Yes 2() No -8
- g. Talked to or been called by a recruiter from the Active Forces?..... 1() Yes 2() No -9

17. In the past year, have you talked with your parents, brothers, or sisters, spouse, or friends about joining any military component -- National Guard, Reserves or Active Forces?

- 10- 1() Yes
 2() No
 3() Don't recall

18. Which of the following benefits do you think are now available in the National Guard/ Reserve? As I read each one, please tell me whether it is now available, or not now available: (READ LIST.)

	<u>Now Available</u>	<u>Not Now Available</u>	<u>Don't Know</u>
a. Bonuses for joining.....	1()	2()	9() -11
b. Free travel overseas.....	1()	2()	9() -12
c. Skill training programs.....	1()	2()	9() -13
d. Tuition assistance for civilian education.....	1()	2()	9() -14

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

- 15- 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

20a. How many total days of participating in drills and training do you think members of the National Guard and Reserves have now, each year, once their basic training is completed?
 16- _____
 17- _____

WRITE IN

20b. How much money do you think someone beginning service in the Guard/Reserve makes, for each drill day -- each eight hours of drill?
 18- _____
 19- _____

WRITE IN

20c. Would you say that rate of pay is much more, somewhat more, about the same, somewhat less, or much less than you would get for the job you now hold, or for a job you could get in the next twelve months?

- 20- 1() Much more
 2() Somewhat more
 3() About the same
 4() Somewhat less
 5() Much less
 9() Don't know

21. Currently, members of the Guard/Reserve drill sixteen hours during one weekend each month. How likely are you to enlist in the Guard/Reserve if you can complete the required drills one evening each week, instead of one weekend each month? Will you:

- 21- 1() Definitely enlist,
 2() Probably enlist,
 3() Probably not enlist, or
 4() Definitely not enlist?
 9() Don't know

22. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

- 22- 1() Yes
 2() No
 9() Don't know

23. Currently, initial training for most National Guard or Reserve units requires 3 to 6 months of full-time training. Do you think an employer would hold a job for you if you were away in active duty training with the National Guard or the Reserves for 3 to 6 months?

- 23- 1() Yes
 2() No
 9() Don't know

24. If an employer did hold a position open, do you think you would lose your job seniority during the training period for the National Guard or the Reserves?

- 24- 1() Yes
 2() No
 9() Don't know

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2) OR IS SELF-EMPLOYED (Q. 8a, PAGE 2), SKIP TO Q. 26.

25a. Does your company have a specific policy about National Guard or Reserves participation?

- 25- 1() Yes
2() No
- 9() Don't know
0() Not applicable

25b. With respect to Guard/Reserve participation, would you say the company is:

- 26- 1() Positive,
2() Neutral, or
3() Negative?
- 9() Don't know
0() Not applicable

25c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

- 27- 1() Yes
2() No
- 9() Don't know
0() Not applicable

26. How likely are you to enlist in the Guard/Reserve if you receive (NAME ITEM) -- will you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (READ LIST.)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. Tuition assistance of \$2,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()-28
b. Tuition assistance of \$1,500 per year, for up to 4 years.....	1()	2()	3()	4()	9()-29
c. Tuition assistance of \$1,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()-30

27. 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 STARTING WITH STARRED STATEMENT.)

	AGREE		Neither	DISAGREE	
	Strongly	Somewhat		Somewhat	Strongly
() a. People look up to a person in the uniform of the National Guard or Reserves.....	1()	2()	3()	4()	5() -31
b. It's important for our country to be able to use military force in its relations with other countries..	1()	2()	3()	4()	5() -32
() c. A nation should always be ready to fight.....	1()	2()	3()	4()	5() -33
(*) d. Our country is too militaristic.....	1()	2()	3()	4()	5() -34
() e. The National Guard and the Reserves are highly respected in my community.....	1()	2()	3()	4()	5() -35
() f. I would be proud to be a member of the National Guard or Reserves.....	1()	2()	3()	4()	5() -36
() g. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.....	1()	2()	3()	4()	5() -37

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

28. 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 STARTING WITH STARRED STATEMENT.)

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
() a. Participating in religious activities.....1()	2()	3()	4()	9()-38	
* b. Going to a movie.....1()	2()	3()	4()	9()-39	
() c. Dining out.....1()	2()	3()	4()	9()-40	
() d. Fixing up a car or motorcycle.....1()	2()	3()	4()	9()-41	
() e. Working for a community group.....1()	2()	3()	4()	9()-42	
() f. Reading about foreign countries....1()	2()	3()	4()	9()-43	
() g. Working for a charity or a religious organization.....1()	2()	3()	4()	9()-44	
() h. Visiting friends.....1()	2()	3()	4()	9()-45	
() i. Reading articles on science.....1()	2()	3()	4()	9()-46	
() j. Fishing.....1()	2()	3()	4()	9()-47	
() k. Hunting.....1()	2()	3()	4()	9()-48	
() l. Studying the stock market.....1()	2()	3()	4()	9()-49	
() m. Talking with friends.....1()	2()	3()	4()	9()-50	
() n. Working for a political or social cause.....1()	2()	3()	4()	9()-51	

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

29. 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()-52	
b. Talk to a recruiter for one of the military services.....1()	2()	3()	4()	5()	9()-53	
c. Look for a job, or look to change jobs.....1()	2()	3()	4()	5()	9()-54	
d. Take a physical or written test for military service.....1()	2()	3()	4()	5()	9()-55	
e. Look for a way to change the routine in your life.....1()	2()	3()	4()	5()	9()-56	
f. Look for a way to make some extra money in your spare time.....1()	2()	3()	4()	5()	9()-57	
g. Train for a new or higher level job...1()	2()	3()	4()	5()	9()-58	
h. Talk to family or friends about joining military service.....1()	2()	3()	4()	5()	9()-59	
i. Find out more about bonus programs or educational incentives for joining the military.....1()	2()	3()	4()	5()	9()-60	

30. 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:

- 61- 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?

DO NOT READ
9() Don't know

31. 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 STARTING WITH STARRED STATEMENT.)

	LIKELY		Neither	UNLIKELY		Don't Know	
	Very	Somewhat		Somewhat	Very		
a. Getting a chance to travel.....	1()	2()	3()	4()	5()	9()	-62
*b. Having a chance to show your abilities....	1()	2()	3()	4()	5()	9()	-63
c. Having military supervisors who would hassle or harrass you.....	1()	2()	3()	4()	5()	9()	-64
d. Taking too much time away from your personal and social activities.....	1()	2()	3()	4()	5()	9()	-65
e. Learning self-discipline.....	1()	2()	3()	4()	5()	9()	-66
f. Being called to active duty in case of war.....	1()	2()	3()	4()	5()	9()	-67
g. Taking too much time away from your family during drills.....	1()	2()	3()	4()	5()	9()	-68
h. Being called to active duty in case of civil disturbances or riots.....	1()	2()	3()	4()	5()	9()	-69
i. Losing a chance for educational progress..	1()	2()	3()	4()	5()	9()	-70
j. Being in combat during a disturbance or a war.....	1()	2()	3()	4()	5()	9()	-71
k. Losing a chance to progress toward a solid job and job security.....	1()	2()	3()	4()	5()	9()	-72

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

32. 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:

- 73- 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

33a. How would you feel if there were 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:

- 74- 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

33b. And how would you feel if there were a draft of men to fill the Reserve Components of the military? Under such a plan, some men would be drafted to go through six months of basic training and then return to civilian life. They would not have to serve or drill any further unless there were an emergency during the time they were Reservists -- probably seven and a half years. Would you be:

- 75- 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

34. 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 STARTING WITH STARRED STATEMENT.)

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. The Active Forces have good, up-to-date equipment1()	2()	3()	4()	5()	9()-76	
b. The Guard/Reserve are well-trained1()	2()	3()	4()	5()	9()-77	
c. I like to become involved in projects in my community1()	2()	3()	4()	5()	9()-78	
d. I like to belong to organizations or groups which help me find more interesting things to do than being on my own1()	2()	3()	4()	5()	9()-79	
e. The Active Forces are well-trained1()	2()	3()	4()	5()	80-(2); 1-4-(DUP) 9()-5	
*f. The Reserves are needed to serve in combat roles during a military conflict1()	2()	3()	4()	5()	9()-6	
g. There are too many choices a young person has to make in today's world1()	2()	3()	4()	5()	9()-7	
h. The Guard/Reserve have good, up-to-date equipment1()	2()	3()	4()	5()	9()-8	
i. In my spare time I prefer doing things with others rather than being by myself1()	2()	3()	4()	5()	9()-9	

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

35. How likely are you to enlist in the Guard/Reserve if you receive (NAME ITEM) -- will you definitely enlist, probably enlist, probably not enlist, or definitely not enlist? (REPEAT FOR OTHER ITEMS)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. A \$4,000 bonus for joining.....1()	2()	3()	4()	9()-10	
b. A \$3,000 bonus for joining.....1()	2()	3()	4()	9()-11	
c. A \$2,000 bonus for joining.....1()	2()	3()	4()	9()-12	

36. And now a few questions to be sure we're talking to people from various different groups. Are you living with your parents?

13- 1() Yes 2() No

37a. Are you:

14- 1() Married, 3() Widowed, divorced, or (#37c NEXT)
2() Single, (#37c NEXT) 4() Separated? (#38 NEXT)

37b. IF MARRIED IN #37a:

Is your spouse working?

15- 1() Yes (#38 NEXT) 2() No (#38 NEXT) 0() NA

37c. IF SINGLE, WIDOWED, OR DIVORCED IN #37a:

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

16- 1() Yes 9() Don't know
2() No 0() NA

44. During your high school years, would you say you were an:
- 29- 1() A student, 4() D student, or
 2() B student, 5() F student?
 3() C student, 8() Refused
 9() Don't know
45. How many brothers and sisters do you have?
- 30- 1() One 5() Five
 2() Two 6() Six or more
 3() Three 0() None
 4() Four
46. 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?
- 31- 1() Yes 2() No
- 47a. 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?
- 32- 1() Very pleased 4() Somewhat displeased
 2() Somewhat pleased 5() Very displeased
 3() Neither pleased nor displeased 9() Don't know
- 47b. 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:
- 33- 1() Very pleased, 4() Somewhat displeased, or
 2() Somewhat pleased, 5() Very displeased?
 3() Neither pleased nor displeased, 9() Don't know
- 47c. And how about your own reaction if he/she were to enlist in the Guard/Reserves? Would you be:
- 34- 1() Very pleased, DO NOT READ
 2() Somewhat pleased, 9() Don't know
 3() Neither pleased nor displeased,
 4() Somewhat displeased, or
 5() Very displeased?
- 47d. How about your classmates or the people you graduated with -- would you say that most of them are very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable toward enlisting in the National Guard or Reserves?
- 35- 1() Very favorable, DO NOT READ
 2() Somewhat favorable, 9() Don't know
 3() Neither favorable nor unfavorable,
 4() Somewhat unfavorable, or
 5() Very unfavorable?
48. Is there a National Guard/Reserve unit close enough to you for you to join?
- 36- 1() Yes 2() No 9() Don't know
49. If you were to join a National Guard/Reserve unit, would you be allowed to transfer to another unit, or to go "inactive," if you moved to another geographic area?
- 37- 1() Yes 2() No 9() Don't know
- 50a. If it were possible to transfer or to go inactive if you moved to another geographic area, would that increase your interest in joining the National Guard/Reserve:
- 38- 1() Very much, 9() Don't know
 2() Somewhat,
 3() Only slightly, or
 4() Not at all?

50b. A new program is being developed by the Armed Forces. Volunteers for this program would become part of the Individual Ready Reserve for a period of six years and be subject to active duty only in case of a national emergency. Normally, the only obligation would be 12 weeks of basic combat training, during which the volunteers would get about \$560 per month and full benefits. There would be no obligation to attend regular meetings or drills during the remainder of the six year term. If such a program were available to you, how likely is it that you will join -- would you say it is:

- 39- 1() Very likely, (#51 NEXT) DO NOT READ
 2() Somewhat likely, 9() Don't know
 3() Only slightly likely, or
 4() Not at all likely?

50c. IF "SOMEWHAT," "ONLY SLIGHTLY" OR "NOT AT ALL" LIKELY IN Q. #50b, ASK:
 If you were to receive a \$1,000 bonus for enlisting in the program I just described, how likely is it that you will join -- would you say:

- 40- 1() Very likely, DO NOT READ
 2() Somewhat likely, 9() Don't know
 3() Only slightly likely, or 0() N/A
 4() Not at all likely?

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

- 41- 1() Hispanic, () Other _____
 2() American Indian or Alaskan Native, WRITE IN
 3() Black, not of Hispanic origin, 8() Refused
 4() Asian or Pacific Islander, or
 5() White, not of Hispanic origin?

52. How much do you expect to earn next year, or how much would you expect to earn next year if you were employed? Would you say you would earn:

- 42- 1() Under \$7,000, DO NOT READ
 2() \$7,000 to just under \$10,000, 9() Don't know
 3() \$10,000 to just under \$15,000, 0() Refused
 4() \$15,000 to just under \$20,000,
 5() \$20,000 to just under \$25,000,
 6() \$25,000 to just under \$35,000,
 7() \$35,000 to just under \$50,000, or
 8() \$50,000 or more?

53a. And last, what is your social security number? (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

- 1() _____ }
 2() Can't remember and can't find readily } GO TO RESPONDENT NAME, ETC.
 3() No social security number }
 4() Refusal } (GO TO #53b NEXT)
 5() Asks reasons }

53b. We need this information for use in a study relating later enlistments in the National Guard and Reserves to some of the ideas we've been discussing in this interview. (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

- 1() _____
 2() Can't remember and can't find readily
 3() No social security number
 4() Refusal
 0() Not applicable

SS #: 43-
 44-
 45-
 46-
 47-
 48-
 49-
 50-
 51-

AD-A149 382

RESERVE COMPONENT ATTITUDE STUDY WAVE V 1982 TRACKING
STUDY VOLUME 1 MAJG. (U) ASSOCIATES FOR RESEARCH IN
BEHAVIOR INC PHILADELPHIA PA MAY 83

3/3

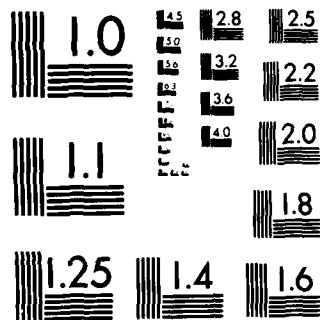
UNCLASSIFIED

DHDC/MRB-TR-82/2-VOL-1 MDA983-81-C-8617

F/G 5/9

NL





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

RESPONDENT _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____
 PHONE (____) _____

TIME ENDED: ____ : ____ (CIRCLE: AM PM)

INTERVIEWER: _____ (# _____) DATE _____

NO. _____ BLOCK _____

- 52- ___ TIME
- 53- ___
- 54- ___ INT
- 55- ___ NO.
- 56- ___ AREA
- 57- ___ CODE
- 58- ___
- 59- ___
- 60- ___ EXCH.
- 61- ___
- 62- ___
- 63- ___ TELE
- 64- ___ NO.
- 65- ___
- 66- ___
- 67- ___
- 68- ___ ZIP
- 69- ___
- 70- ___
- 71- ___ MONTH
- 72- ___
- 73- ___ DAY
- 74-79- (BLANK)
- 80- (3)

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

September, 1982
Job #9719
OMB #0704-0107
Expires 12/31/83

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

TIME STARTED : _____ (CIRCLE: AM PM)

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)

1a. Have you ever been in the military service?

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

1b. IF YES:
Are you now on active duty?

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

1c. 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?
 36- () 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() 5 years -- 5 years, 11 months
 () 6 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 October 1976 (END INTERVIEW -- CODE 17) No. 5-
 () June 1980 or later (END INTERVIEW -- CODE 17) 6-
 MONTH YEAR
 37- 1() January 7() July 6() 76 Blk. 7-
 2() February 8() August 7() 77 8-
 3() March 9() September 8() 78 9-
 4() April X() October 9() 79
 5() May Y() November 0() 80 St. 10-
 6() June 0() December 11-

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

1f. In what month and year were you separated from active duty? CHECK MONTH AND YEAR.
 () Before November 1978 (END INTERVIEW -- CODE 17) Srv. 12-
 MONTH YEAR Pers. 13-
 39- 01() January 07() July 8() 78 No. 14-
 02() February 08() August 41- 9() 79 15-
 03() March 09() September 0() 80 16-
 40- 04() April 10() October 1() 81 17-
 05() May 11() November 2() 82 18-
 06() June 12() December 19-

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

1g. In what branch of the military did you serve? 22-
 42- 1() Air Force 3() Marines 23-
 2() Army 4() Navy 24-
 () Coast Guard (END INTERVIEW -- CODE 18)

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

1h. CHECK SEX: 25-
 43- 1() Male 2() Female 26-
 27-
 28-
 29-
 30-
 31-
 32-
 33-
 34-
 35-

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. _____

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

V 1-1
September, 1982
Job #9719
C D E F G H

ENLISTMENT STUDY -- VETERANS SAMPLE

OMB #0704-0107
Expires 12/31/83
44- (1)

1. How old were you on your last birthday? _____
45- WRITE IN
46-
- 2a. Do you have a high school diploma?
47- 1() Yes (#2c NEXT) 2() No
- 2b. Are you:
48- 1() Currently attending high school,
2() Planning to attend high school in the next year or so, or
3() Neither attending high school nor planning to do so } (#7a NEXT)
DO NOT READ
9() Don't know
0() NA
- 2c. IF YES IN #2a:
Is that:
49- 1() A regular diploma, or 0() NA
2() A high school equivalency -- GED -- or a diploma
received while in military service?
- 2d. Have you completed any additional formal schooling?
50- 1() Yes 2() No (#4a NEXT) 0() NA
- 2e. IF YES IN #2d:
What is the last year of school or college you completed after high school?
51- 1() Vocational school/training 0() NA
2() One year of college
3() Two years of college
4() Three years of college
5() Four years of college
6() Post graduate work
- 3a. Are you currently attending any type of school or college?
52- 1() Yes (#5 NEXT) 2() No 0() NA
- 3b. IF NO IN #3a:
Are you planning to attend any type of school or college in the next year or so?
53- 1() Yes (#5 NEXT) 2() No (#6a NEXT) 0() NA
- 4a. IF NO IN #2d:
Are you currently attending any type of school or college?
54- 1() Yes (#5 NEXT) 2() No 0() NA
- 4b. IF NO IN #4a:
Are you planning to attend any type of school or college in the next year or so?
55- 1() Yes 2() No (#7a NEXT) 0() NA
5. IF ATTENDING/PLANNING TO ATTEND SCHOOL:
What type of school are you attending/planning to attend?
56- 2() Vocational training school after high school
3() Two-year college
4() Four-year college
5() Graduate or professional school
9() Don't know
0() Not applicable
- 6a. Are you/will you be using/did you use any kind of financial assistance?
57- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() NA
- 6b. IF YES IN #6a:
Does any of that financial assistance come to you as a result of your military service?
58- 1() Yes 9() Don't know
2() No 0() NA

- 7a. Are you currently employed?
59- 1() Yes (#7c NEXT) 2() No
- 7b. IF NO IN #7a:
Are you looking for work?
60- 1() Yes } 0() NA
2() No } (#10 NEXT)
- 7c. IF YES IN #7a:
Is that:
61- 1() Outside your home, or 0() NA
2() At home?
- 8a. Do you work for yourself, or are you employed by someone else?
62- 1() Work for yourself (#9a NEXT) 0() NA
2() Employed by someone else
- 8b. How often do you work on the weekend? Would you say it is:
63- 1() Every week, 9() Don't know
2() Two or three times a month, 0() NA
3() Once a month, or
4() Hardly ever?
- 9a. How many hours a week do you regularly work? _____
64- IF 49 OR MORE, Q. 10 NEXT
65- 0() NA
- 9b. IF 48 OR FEWER HOURS IN #9a:
Have you been looking for a second job or another way to increase your income?
66- 1() Yes 0() NA
2() No
10. How do things look for the next six months or a year? Do you think that, compared to now, you'll be:
67- 1() Much better off in six months or a year, 9() Don't know
2() Somewhat better off,
3() Somewhat worse off, or
4() Much worse off in six months or a year?
11. 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:
68- 1() Very difficult, 9() Don't know
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?
12. And how difficult do you think it is for someone like you to find a part-time job where you live? Is it:
69- 1() Very difficult, 9() Don't know
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?

13. 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? (REPEAT FOR OTHER ITEMS)

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-70
b. Working at a desk in a business office.....	1()	2()	3()	4()	9()-71
c. Working as a salesperson.....	1()	2()	3()	4()	9()-72

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()-73
() e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-74
() f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-75
() g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-76
() h. Serving in the Marine Corps Reserve.....	1()	2()	3()	4()	9()-77
() i. Serving in the Naval Reserve.....	1()	2()	3()	4()	9()-78

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

STATEMENT J IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....	1()	2()	3()	4()	9()-79 80-(1) 1-4-(DUP)
--	------	------	------	------	--------------------------------

14. Now I'd like to ask you in another way about the likelihood of your serving in the military. Thinking of a scale from 0 to 10, with "10" standing for the very highest likelihood of serving and "0" standing for the very lowest likelihood of serving, how likely is it that you will be serving in the military in the next few years?

0() Zero (Lowest)	5()	-5
1()	6()	
2()	7()	
3()	8()	
4()	9()	
	X() Ten (Highest)	

IF NO BOXED ITEM IN Q. 13 IS MARKED, GO TO Q. 15e.

15a. IF "DEFINITELY" OR "PROBABLY" IN ANY BOXED ITEM OF Q. 13, ASK:

You said you are likely to serve in the military. I am going to read a list of some reasons people like yourself have given for wanting to serve in the military. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important for you personally.

The first reason is (READ STARRED ITEM). Is that very important, somewhat important, only slightly important, or not at all important to you as a reason for serving in the military? REPEAT FOR EACH ITEM.

	Very	Somewhat	Only Slightly	Not At All	Don't Know	N/A
() a. Doing something for your country.....	1()	2()	3()	4()	9()	0() -6
() b. Teaches you a valuable trade or skill.....	1()	2()	3()	4()	9()	0() -7
() c. Job security.....	1()	2()	3()	4()	9()	0() -8
() d. Good income.....	1()	2()	3()	4()	9()	0() -9
() e. Provides money for education.....	1()	2()	3()	4()	9()	0() -10
() f. An enjoyable job.....	1()	2()	3()	4()	9()	0() -11
() g. Trains you for leadership.....	1()	2()	3()	4()	9()	0() -12
(*) h. Provides men and women equal pay and opportunity.....	1()	2()	3()	4()	9()	0() -13
() i. Allows you to stay in the area near family and friends.....	1()	2()	3()	4()	9()	0() -14

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

VETS

15b. Would you hope to serve as an officer or as an enlisted person?

- 15- 1() Officer 9() Don't know (GO TO Q. 16)
- 2() Enlisted person (GO TO Q. 16) 0() NA

15c. IF OFFICER IN Q. 15b:

Considering the educational and other requirements for officers, how likely do you think you will be to serve as an officer -- do you think it is:

- 16- 1() Very likely, DC NOT READ
- 2() Somewhat likely, 9() Don't know
- 3() Only slightly likely, 0() NA
- 4() Not at all likely?

15d. Suppose you were not able to serve as an officer. How likely is it that you would serve in the military then -- would you say:

- 17- 1() Definitely, DO NOT READ
- 2() Probably, 9() Don't know
- 3() Probably not, or 0() NA
- 4() Definitely not?

GO TO Q. 16 NEXT.

15e. IF NO BOXED ITEMS IN Q. 13 CHECKED, ASK:

You said you would be unlikely to serve in the military. I am going to read a list of some reasons people like yourself have given for not wanting to serve in the military. For each reason, please tell me if it is very important, somewhat important, only slightly important, or not at all important for you personally.

The first reason is (READ STARRED ITEM). Is that very important, somewhat important, only slightly important, or not at all important to you as a reason for not serving in the military? REPEAT FOR EACH ITEM.

	Very	Somewhat	Only Slightly	Not At All	Don't Know	N/A
() a. Separation from friends and family.....	1()	2()	3()	4()	9()	0()-18
() b. Disagree with military's defense policies or philosophy.....	1()	2()	3()	4()	9()	0()-19
() c. Expect to continue in school or college.....	1()	2()	3()	4()	9()	0()-20
() d. Lack of personal freedom.....	1()	2()	3()	4()	9()	0()-21
() e. Military pay.....	1()	2()	3()	4()	9()	0()-22
() f. Disapproval of parents.....	1()	2()	3()	4()	9()	0()-23
() g. Lack of value in military training.....	1()	2()	3()	4()	9()	0()-24
(*) h. Little in common with people in the service.....	1()	2()	3()	4()	9()	0()-25

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

STATEMENT 1 IS ALWAYS READ LAST:

- 1. Current plans for a civilian job..... 1() 2() 3() 4() 9() 0()-26

16. ASK EVERYONE:

Since you were separated from active service, have you: (READ LIST)

- a. Attended an open house for a National Guard/ Reserve unit in your area?.....1() Yes 2() No -27
- b. Gone to a recruiting center to talk about joining the National Guard/Reserves?.....1() Yes 2() No -28
- c. Talked to or been called by a recruiter from the National Guard/Reserves.....1() Yes 2() No -29

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:

- 30- 1() Very satisfied, 4() Somewhat dissatisfied, or
- 2() Somewhat satisfied, 5() Very dissatisfied with the service?
- 3() Neither satisfied nor dissatisfied 9() Don't know

VETS

-5-

18a. Were you trained in the skill you wanted when you joined the service?

31- 1() Yes 2() No

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

32- 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

18c. Overall, how satisfied were you with the skills you obtained in the service -- were you:

33- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with it?
3() Neither satisfied nor 9() Don't know
dissatisfied,

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

34- 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?

20. Think for a moment about other military personnel who had the same total years of service that you had. Which of the following statements best describes when you received your last promotion:

35- 1() Earlier than most people with the same years of service,
2() At about the same time as most people with the same years of service, or
3() Later than most people with the same years of service?

DO NOT READ

9() Don't know

21a. Do you remember discussing the Guard/Reserve with a career counselor before you left the service?

36- 1() Yes 2() No }
9() Not sure } (#22 NEXT)

21b. Do you feel the career counselors provided you with the information you need on how to join the Guard/Reserve -- where to go, and what to do?

37- 1() Yes 9() Don't know
2() No 0() N/A

21c. How encouraging do you feel the career counselors were about getting you into the Guard/Reserve -- would you say they were:

38- 1() Very encouraging, DO NOT READ
2() Somewhat encouraging, 9() Don't know
3() Only slightly encouraging, or 0() N/A
4() Not at all encouraging?

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

39- 1() Very useful, 9() Don't know
2() Somewhat useful,
3() Only slightly useful, or
4() Not at all useful?

23. Have you done any of the following things since you left the service? (READ LIST)

a. Gone back to school.....1() Yes 2() No -40
b. Gotten married.....1() Yes 2() No -41
c. Applied for a mortgage.....1() Yes 2() No -42
d. Bought a home.....1() Yes 2() No -43
e. Had a child.....1() Yes 2() No -44
f. Applied for a loan, other than a mortgage.....1() Yes 2() No -45
g. Taken out a loan, other than a home
mortgage loan.....1() Yes 2() No -46
h. Gotten divorced or separated.....1() Yes 2() No -47

24. And how satisfied have you been with your ability to meet your financial needs since you left the service? Would you say you are:

- 48- 1() Very satisfied, 4() Somewhat dissatisfied, or
 2() Somewhat satisfied, 5() Very dissatisfied?
 3() Neither satisfied nor dissatisfied, 9() Don't know

25a. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 49- 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

25b. Currently, members of the Guard/Reserve drill sixteen hours during one weekend each month. How likely would you be to enlist in the Guard/Reserve if you could complete the required drills one evening each week, instead of one weekend each month? Would you:

- 50- 1() Definitely enlist, 4() Definite not enlist?
 2() Probably enlist, 9() Don't know
 3() Probably not enlist, or

26. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

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

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

27a. Are there other persons employed in your company who are current members of the National Guard or Reserves?

- 52- 1() Yes 9() Don't know
 2() No 0() NA

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

- 53- 1() Yes 9() Don't know
 2() No 0() NA

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

- 54- 1() Positive, 9() Don't know
 2() Neutral, or 0() NA
 3() Negative?

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

- 55- 1() Yes 9() Don't know (#28 NEXT)
 2() No (#28 NEXT) 0() NA

27e. IF YES IN #27d:
 Would you say your supervisor was:

- 56- 1() Positive 9() Don't know
 2() Neutral, or 0() Not applicable
 3() Negative?

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? (READ LIST)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. A \$2,000 bonus for joining.....	1()	2()	3()	4()	9() -57
b. A \$3,000 bonus for joining.....	1()	2()	3()	4()	9() -58
c. A \$4,000 bonus for joining.....	1()	2()	3()	4()	9() -59

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 STARTING WITH STARRED STATEMENT)

	AGREE		Neither	DISAGREE	
	Strongly	Somewhat		Somewhat	Strongly
(*) a. People look up to a person in the uniform of the National Guard or Reserves.....	1()	2()	3()	4()	5() -60
() b. It's important for our country to be able to use military force in its relations with other countries...	1()	2()	3()	4()	5() -61
() c. A nation should always be ready to fight.....	1()	2()	3()	4()	5() -62
() d. Our country is too militaristic.....	1()	2()	3()	4()	5() -63
() e. The National Guard and the Reserves are highly respected in my community.	1()	2()	3()	4()	5() -64
() f. I would be proud to be a member of the National Guard or Reserves.....	1()	2()	3()	4()	5() -65
() g. It is unnecessary for us to spend billions and billions of dollars each year for military preparations..	1()	2()	3()	4()	5() -66

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

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 STARTING WITH STARRED STATEMENT)

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
() a. Participating in religious activities.....	1()	2()	3()	4()	9() -67
(*) b. Going to a movie.....	1()	2()	3()	4()	9() -68
() c. Dining out.....	1()	2()	3()	4()	9() -69
() d. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9() -70
() e. Working for a community group.....	1()	2()	3()	4()	9() -71
() f. Reading about foreign countries.....	1()	2()	3()	4()	9() -72
() g. Working for a charity or a religious organization.....	1()	2()	3()	4()	9() -73
() h. Visiting friends.....	1()	2()	3()	4()	9() -74
() i. Reading articles on science.....	1()	2()	3()	4()	9() -75
() j. Fishing.....	1()	2()	3()	4()	9() -76
() k. Hunting.....	1()	2()	3()	4()	9() -77
() l. Studying the stock market.....	1()	2()	3()	4()	9() -78
() m. Talking with friends.....	1()	2()	3()	4()	9() -79
() n. Working for a political or social cause.....	1()	2()	3()	4()	9() -80

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

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)

	<u>LIKELY</u>		<u>Might or</u>	<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Might Not</u>	<u>Somewhat</u>	<u>Very</u>	<u>Know</u>
a. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9() -6
b. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9() -7
c. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9() -8
d. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9() -9
e. Train for a new or higher level job.....	1()	2()	3()	4()	5()	9() -10
f. Talk to family or friends about joining military service.....	1()	2()	3()	4()	5()	9() -11
g. Find out more about bonus programs or educational incentives for joining the military.....	1()	2()	3()	4()	5()	9() -12

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:

- 13- 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 goals than some other part-time job or activity?
 9() Don't know

(THERE ARE NO QUESTIONS #33 OR #34)

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 STARTING WITH STARRED STATEMENT)

	<u>LIKELY</u>		<u>Neither</u>	<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Very</u>	<u>Know</u>
() a. Getting a chance to travel.....	1()	2()	3()	4()	5()	9() -14
() b. Having a chance to show your abilities.....	1()	2()	3()	4()	5()	9() -15
() c. Having military supervisors who would hassle or harrass you.....	1()	2()	3()	4()	5()	9() -16
() d. Taking too much time away from your personal and social activities.....	1()	2()	3()	4()	5()	9() -17
() e. Learning self-discipline.....	1()	2()	3()	4()	5()	9() -18
() f. Being called to active duty in case of war.....	1()	2()	3()	4()	5()	9() -19
() g. Taking too much time away from your family during drills.....	1()	2()	3()	4()	5()	9() -20
() h. Being called to active duty in case of civil disturbances or riots.....	1()	2()	3()	4()	5()	9() -21
() i. Losing a chance for educational progress.....	1()	2()	3()	4()	5()	9() -22
() j. Being in combat during a disturbance or a war.....	1()	2()	3()	4()	5()	9() -23
(*) k. Losing a chance to progress toward a solid job and job security.....	1()	2()	3()	4()	5()	9() -24

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

36. 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 STARTING WITH STARRED STATEMENT)

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
(*) a. The Active Forces have good, up-to-date equipment.....1()	2()	3()	4()	5()	9()-25	
() b. The Guard/Reserves are well-trained.....1()	2()	3()	4()	5()	9()-26	
() c. I like to become involved in projects in my community.....1()	2()	3()	4()	5()	9()-27	
() d. 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()	9()-28	
() e. The Active Forces are well-trained.....1()	2()	3()	4()	5()	9()-29	
() f. The Reserves are needed to serve in combat roles during a military conflict.....1()	2()	3()	4()	5()	9()-30	
() g. There are too many choices a young person has to make in today's world.....1()	2()	3()	4()	5()	9()-31	
() h. The Guard/Reserves have good, up-to-date equipment.....1()	2()	3()	4()	5()	9()-32	
() i. In my spare time I prefer doing things with others rather than being by myself1()	2()	3()	4()	5()	9()-33	

REMEMBER TO GO BACK TO THE TOP OF THE LIST IF THE FIRST STATEMENT IS NOT STARRED.

37. 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? (REPEAT FOR OTHER ITEMS)

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
a. Tuition assistance of \$1,000 per year, for up to 4 years.....1()	2()	3()	4()	9()-34	
b. Tuition assistance of \$1,500 per year, for up to 4 years.....1()	2()	3()	4()	9()-35	
c. Tuition assistance of \$2,000 per year, for up to 4 years.....1()	2()	3()	4()	9()-36	

38. And now a few questions to be sure we're talking to people from various different groups. Are you:

- 37- 1() Married, 3() Widowed, divorced, or (#40 NEXT)
 2() Single, (#40 NEXT) 4() Separated? (#41 NEXT)

39. IF MARRIED IN #38:

Is your spouse working?

- 38- 1() Yes (#41 NEXT) 2() No (#41 NEXT) 0() NA

40. IF SINGLE, WIDOWED, OR DIVORCED IN #38:

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

- 39- 1() Yes 9() Don't know
 2() No 0() NA

41. Do you own your own home?

- 40- 1() Yes 2() No
 3() Parents own home

42a. Did you live with your father, stepfather or male guardian during most of your first fourteen years of life?

41- 1() Yes
 2() No
 8() Refused } (#43a NEXT)

42b. IF YES IN #42a:

What was the last grade of school or college your father, stepfather or male guardian completed?

42- 1() Less than high school graduate 0() NA
 2() High school graduate
 3() Vocational/training school after high school (PROBE)
 4() Some college
 5() College graduate or more
 9() Don't know

43a. Did you live with your mother, stepmother or female guardian during most of your first fourteen years?

43- 1() Yes
 2() No
 8() Refused } (#44 NEXT)

43b. IF YES IN #43a:

What was the last grade of school or college your mother, stepmother or female guardian completed?

44- 1() Less than high school graduate 0() NA
 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. Not including yourself, how many dependents do you have?

45- 1() None (#46 NEXT) 4() Three
 2() One 5() Four
 3() Two 6() Five or more

45. IF ANY IN #44:

Do you have any children below the age of six?

46- 1() Yes 2() No
 0() NA

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

47- 1() A student, 4() D student, or
 2() B student, 5() F student?
 3() C student, 8() Refused
 9() Don't know

47. How many brothers and sisters do you have?

48- 1() One 5() Five
 2() Two 6() Six or more
 3() Three 0() None
 4() Four

48. 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?

49- 1() Yes 2() No

49. 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?

- 50- 1() Very pleased,
 - 2() Somewhat pleased,
 - 3() Neither pleased nor displeased,
 - 4() Somewhat displeased, or
 - 5() Very displeased?
- DO NOT READ
9() Don't know

50. 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:

- 51- 1() Very pleased,
 - 2() Somewhat pleased,
 - 3() Neither pleased nor displeased,
 - 4() Somewhat displeased, or
 - 5() Very displeased?
- DO NOT READ
9() Don't know

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

- 52- 1() Very pleased,
 - 2() Somewhat pleased,
 - 3() Neither pleased nor displeased,
 - 4() Somewhat displeased, or
 - 5() Very displeased?
- DO NOT READ
9() Don't know

52a. Have you tried to find out if there is a Guard/Reserve unit close enough to you to join?

- 53- 1() Yes
- 2() No (#53a NEXT)

52b. IF YES IN #52a: Is there one close enough for you to join?

- 54- 1() Yes
- 2() No (#53a NEXT)
- 0() NA

52c. IF YES IN #52b: Does it have an opening for someone with your skills or training?

- 55- 1() Yes
- 2() No
- 9() Don't know
- 0() Not applicable

53a. Do you have a remaining military obligation?

- 56- 1() Yes
- 2() No
- 9() Don't know } (#54a NEXT)

53b. IF YES IN #53a: How much longer does your obligation continue?

- 57- 0() NA

WRITE IN

59. 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, 8() Refused
- 4() Asian or Pacific Islander, or
- 5() White, not of Hispanic origin?

60. How much do you expect to earn next year, or how much would you expect to earn next year if you were employed? Would you say you would earn:

- 68- 1() Under \$7,000, DO NOT READ
- 2() \$7,000 to just under \$10,000, 9() Don't know
- 3() \$10,000 to just under \$15,000, 0() Refused
- 4() \$15,000 to just under \$20,000,
- 5() \$20,000 to just under \$25,000,
- 6() \$25,000 to just under \$35,000,
- 7() \$35,000 to just under \$50,000, or
- 8() \$50,000 or more?

61. Finally, what about re-entering the active forces -- how likely would you be to re-enlist in the active forces if you were to receive (NAME ITEM) for four years -- would you definitely re-enlist, probably re-enlist, probably not re-enlist, or definitely not re-enlist? (READ LIST)

	Definitely Enlist	Probably Enlist	Probably Not Enlist	Definitely Not Enlist	Don't Know
a. A \$1,000 bonus for re-enlisting	1()	2()	3()	4()	9()-69
b. A \$3,000 bonus for re-enlisting	1()	2()	3()	4()	9()-70
c. A \$5,000 bonus for re-enlisting	1()	2()	3()	4()	9()-71

TIME ENDED: _____ : _____ (CIRCLE AM PM) _____ - 72-73

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

74-75-

INTERVIEWER: _____ (# _____) DATE _____

SAMPLE SEGMENT _____

- 76- _____ AREA
- 77- _____ CODE
- 78- _____
- 79-(BLANK)
- 80-(3)
- 1-4-(DUP)
- 5- _____
- 6- _____ EXCH.
- 7- _____
- 8- _____
- 9- _____ NO.
- 10- _____
- 11- _____
- 12- _____
- 13- _____
- 14- _____ ZIP
- 15- _____
- 16- _____
- 17- _____ MONTH
- 18- _____
- 19- _____ DAY
- 20-79-(BLANK)
- 80-(4)

APPENDIX C

DEFINITIONS OF ATTITUDINAL
AND BEHAVIORAL INTENTION SCALES

In order to create reliable measures of attitudes and reported behavioral intentions, similar variables were combined into scales and the reliability of the scales were determined. Only reliable scales were used in the analyses. The table below sets forth summary descriptions of the scales of the attitudes or behavioral intentions and the variables used to construct the scales.

**TABLE C-1: DESCRIPTION AND COMPONENTS OF ATTITUDINAL
AND BEHAVIORAL INTENTION SCALES**

<u>SUMMARY DESCRIPTION OF SCALE</u>	<u>VARIABLES USED TO CONSTRUCT THE SCALE</u>
Disposition toward: The military	Responses to: - A nation should always be ready to fight. - It is important for our country to be able to use force in its relations with other countries. - It is unnecessary for us to spend billions and billions of dollars each year for military preparations. - Our country is too militaristic.
Religious and community activities	Degree to which one enjoys: - Participating in religious activities. - Working for a charity or religious group. - Working for a community group.
Hunting and fishing	Degree to which one enjoys: - Hunting. - Fishing.
Reading	Degree to which one enjoys: - Reading about foreign countries. - Reading articles on science. - Studying the stock market. - Working for a political or social cause.
Social activities with friends	Degree to which one enjoys: - Dining out. - Going to a movie - Talking with friends - Visiting friends

SUMMARY DESCRIPTION OF SCALEVARIABLES USED TO CONSTRUCT THE SCALE

Social activities with groups

Agreement with:

- I like to belong to organizations or groups which help me find more interesting things to do than being on my own.
- In my spare time, I prefer doing things with others rather than being by myself.
- I like to become involved in projects in my community.

Changing some aspect of one's job

Likelihood that one will:

- Look for a job or look to change jobs.
- Look for a way to change the routine in your life.
- Look for a way to make some extra money in your spare time.
- Train for a new or higher level job.

Actively seeking information about the military

Likelihood that one will:

- Send for literature about the military forces.
- Talk to a recruiter for one of the military services.
- Take a physical or written test for military service.
- Talk to family or friends about joining military service.
- Find out more about bonus programs or educational incentives for joining the military.

Perceptions of:

Being called into a conflict in the Guard/Reserve

If one joined the Guard/Reserve perceived likelihood of:

- Being called to active duty in case of war.
- Being in combat during a disturbance or a war.
- Being called to active duty in case of civil disturbances or riots.

Positive attributes of the Guard/Reserve

If one joined the Guard/Reserve perceived likelihood of:

- Getting a chance to travel.
- Getting a chance to show your abilities.
- Learning self-discipline.

Respect and pride of Guard/Reserve members

Agreement with:

- People look up to a person in the uniform of the National Guard or Reserves
- The National Guard and the Reserves are highly respected in my community.
- I would be proud to be a member of the National Guard or Reserves.

SUMMARY DESCRIPTION OF SCALEVARIABLES USED TO CONSTRUCT THE SCALE

Negative attributes of the
Guard/Reserve

If one joined the Guard/Reserve perceived likelihood of:

- Having military supervisors who would hassle or harass you.
- Taking too much time away from your personal and social activities.
- Taking too much time away from your family during drills.
- Losing a chance for educational progress.
- Losing a chance to progress toward a solid job and job security.

How well equipped and
trained the military is

Agreement with:

- The Active Forces have good, up-to-date equipment.
- The Guard/Reserve have good, up-to-date equipment.
- The Active Forces are well-trained.
- The Guard/Reserve are well-trained.

Responsibilities/obligations

Variables included:

- Home ownership.
- Marital status.
- Number of children.
- Having or not having children under six years old.
- Employment status.
- Employment status of spouse.
- Hours worked, i.e., not at all, part-time, full-time, or considerable overtime.

END

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2-85

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