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Youth Attitude Tracking Study II
Wave 16 -- Fall 1985

Supplementary Tabulations

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YOUTH ATTITUDE TRACKING STUDY II
Supplementary Tabulations of Data Collected
in the Fall, 1985

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RTI/3365/05-01FR
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The views, opinions, and findings contained in this report are those of the authors and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

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INTRODUCTION

Effective targeting of recruiting efforts requires that the Department of Defense understands the backgrounds, attitudes and motivations of young men and women, and their intentions to serve in the military. In the past, two survey series provided data on these issues: the Youth Attitude Tracking Study (YATS) and the Reserve Component Attitude Study (RCAS). The Youth Attitude Tracking Study II (YATS II) is a reconfigured survey begun in 1983 that merges the former YATS and the non-prior service portion of RCAS into a single study.

This volume presents supplementary tabulations for the 1985 YATS II. These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study. The interpretive analyses appear in a companion volume, Youth Attitude Tracking Study II: Fall, 1985.

Definitions and Organization of Data Tables

Respondents. Respondents to the 1985 YATS II were drawn from three market groups:

- . Young Males aged 16-21,
- . Older Males aged 22-29, and
- . Females, aged 16-21.

Consistent with past YATS surveys, eligible individuals had no prior or current military service and were not beyond the second year of college. Analyses are based on interviews from 5,478 young males, 1,180 older males, and 3,301 females.

Tabular Content. Data tables for the 1985 YATS II survey present two types of information:

- Marginal item distributions for each market group, and
- Cross tabulations of items with the key analysis variable of "composite propensity to serve in the military."

Item cross tabulations with propensity are presented separately for each market group.

The 1985 YATS II survey assessed propensity to serve in the active military and propensity to serve in the Reserve Components (defined below). To provide maximum information about each type of propensity, tabular results are presented in two parts, one part showing active propensity and the other part showing Reserve propensity. In Part 1 tables, propensity refers to composite propensity to join the active Services; in Part 2 tables, propensity refers to composite propensity to join the National Guard or Reserves.

Measurement of Propensity. The term "propensity" refers to the self-reported likelihood of a respondent enlisting in the military. Composite Active Propensity is based on four questions assessing the likelihood of serving in the Army (Q510 in the questionnaire), the Navy (Q513), the Marine Corps (Q512), or the Air Force (Q511).

These questions were asked with the following format:

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

How likely is it that you will be serving on active duty in the _____ (Army, Navy, Marine Corps, Air Force)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

Composite Active Propensity is constructed as the most positive response given to the four questions. For example, an individual who indicated that he would "probably enlist" in the Army, but "probably not enlist" in the Navy, the Air Force, or the Marine Corps was assigned a value of "probably enlist" on the Composite Active Propensity measure. Respondents with values of "definitely enlist" or "probably enlist" on the composite measure are defined as having "positive propensity." Respondents whose values on the composite measure were "probably not," "definitely not," "don't know," or "refuse" are defined as having "negative propensity."

The 1985 YATS II survey also assessed Reserve propensity based on two questions--one about joining the National Guard (Q505) and the other about joining the Reserves (Q507). The questions were as follows:

How likely is it that you will be serving in the _____
(National Guard or Reserves)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

A Composite Reserve Propensity measure was formed from these two items and was constructed in the same manner as the Composite Active Propensity measure.

Composite Reserve propensity computed for the 1985 and 1984 YATS II tables differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The former are based on the two items noted above whereas the latter is based on six items used in the Reserve Component Attitude Study (RCAS). Thus, results of Reserve propensity in 1983 are not directly comparable to those for 1984 and 1985. In contrast, composite Active Propensity is based on the same items for the three years and results are comparable.

Table Format

The Supplementary Tabulations provide information about the distributions of items for the 1985 YATS II data. Tables present percentages based on sample data weighted to yield population counts.* Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on small numbers of respondents are less reliable than those based on larger numbers.

Because of considerable variation in the design effects associated with individual items, generalized standard errors are not provided for the tables. Data from the tables should be used for determining how respondents reacted to individual items or sets of items and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

*It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1985 study's stratified, two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily-populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

A maximum of 9 different subgroups appear in the tables. These are:

- 1) Young males with positive propensity.
- 2) Young males with negative propensity.
- 3) Older males with positive propensity.
- 4) Older males with negative propensity.
- 5) Females with positive propensity.
- 6) Females with negative propensity.
- 7) Young males overall (total of groups 1 & 2).
- 8) Older males overall (total of groups 3 & 4).
- 9) Females overall (total of groups 5 & 6).

Some questionnaire items were asked only of specific market groups (e.g., older males only). In these cases the tables have fewer columns.

Reading the Tables

In most cases, percentages in the tables are column percentages and sum to 100. A few tables, which are specially noted, summarize responses to questions that allowed multiple responses and, consequently, have varying totals. Percentages are within market group and level of propensity for the first six columns. The three right-most columns present percentages within each market group as a whole. Care must be taken to interpret a percentage within the appropriate subgroup.

The table format used allows direct comparison of the different subgroups. For example, in Table Q404 on page 14, one can see that 61.9 percent of the older males report the 12th grade as their highest grade completed, whereas only 33.0 percent of the young males report

the 12th grade as their highest. Similarly, for young males with positive propensity to serve in the active military, 25.0 percent report the 12th grade as the highest grade completed; for young males with negative propensity, 36.4 percent indicate the 12th grade as their highest.

It is important to interpret the column percentages correctly for positive and negative propensity and not to confuse them with row percentages. For example, in Table Q404, if the existing data for positive propensity were row percentages, their interpretation would be that among respondents whose highest grade attended is the twelfth grade, 25.0 percent of young males have positive propensity. Care should be taken not to interpret the tables using a row percentage.

Questionnaire Skip Patterns and Study Respondents

The 1985 YATS II questionnaire is very similar to the 1984 YATS II questionnaire (see Appendix A) and was designed to obtain necessary information for the study and at the same time to minimize respondent burden. The latter was accomplished by use of skip patterns within the questionnaire. Thus respondents were asked items only that were applicable based on their answers to other items. For instance, respondents who said they did not plan to attend school or a training program in the fall (Q407) were not asked about the kind of school in which they would be enrolled (Q408). The latter question (called a "filtered" question) was asked only of the subset of individuals who were planning to attend school. Accordingly, the numbers of respondents to these filtered questionnaire items are smaller, and the percentages are based only on

the relevant subgroup. Questions within a skip pattern can be identified by smaller numbers of respondents and, often, by a parenthetical remark in the table title. Skip pattern instructions appear in the questionnaire (Appendix B).

Parts 1 and 2 of the Supplementary Tabulations are based on the same questionnaire items (403-717) with the exception of one set of items, questions 551-583. Of these items, questions 551-562 apply only to active duty service and appear only in part 1 tables. Similarly, questions 571-583 apply only to service in the Reserve components and appear only in part 2 tables. The sample sizes for these subsets of items and for the total study appear below in Table 1.1. Note that except for young males on questions 571-583, all other items were asked of all respondents.

Table 1.1. Question Sets and Sample Respondents

| Tabulation Part | Question Sets | Young Males | Older Males | Females |
|-----------------|--------------------|-------------|-------------|---------|
| Active only | 551-562 | 5,478 | 1,180 | 3,301 |
| Reserve only | 571-583 | 2,736 | 1,180 | 3,301 |
| All respondents | 403-524 601-717 | 5,478 | 1,180 | 3,301 |

Note: Item numbers 525-550, 563-570, and 584-600 were not used in the questionnaire. Table entries indicate the total number of interviews for the question sets. Numbers responding to specific items vary due to missing data and questionnaire routing (skip) patterns.

Part I

Active Service Propensity Tables

The first part of the report discusses the general situation of the country and the progress of the work. It is followed by a detailed account of the various projects and the results obtained. The report concludes with a summary of the work done and the conclusions reached.

The work has been carried out in accordance with the programme of work approved by the Council of the Institute. It has been supported by the Government of the United Kingdom and the Government of the Republic of India.

The following are the names of the members of the staff who have been engaged in the work during the year:

The following are the names of the members of the Council of the Institute who have met during the year:

Q403 - AGE ON LAST BIRTHDAY?

| --RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|-------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|-------------|-------------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| 16 | 31.0 | 21.1 | 0 | 0 | 28.0 | 0 | 20.4 | 0 | 24.0 | 0 | 21.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | 27.8 | 20.3 | 0 | 0 | 28.8 | 0 | 22.4 | 0 | 22.6 | 0 | 23.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 18 | 16.0 | 17.8 | 0 | 0 | 17.1 | 0 | 18.5 | 0 | 17.2 | 0 | 18.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 19 | 11.1 | 15.2 | 0 | 0 | 13.4 | 0 | 16.4 | 0 | 14.0 | 0 | 16.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20 | 7.1 | 13.2 | 0 | 0 | 7.0 | 0 | 11.2 | 0 | 11.3 | 0 | 10.7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 21 | 7.0 | 12.4 | 0 | 0 | 5.7 | 0 | 11.1 | 0 | 10.8 | 0 | 10.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 22 | 0 | 0 | 27.2 | 12.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.5 | 0 | 0 | 0 | 0 | 0 |
| 23 | 0 | 0 | 11.3 | 11.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11.0 | 0 | 0 | 0 | 0 | 0 |
| 24 | 0 | 0 | 16.2 | 14.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14.4 | 0 | 0 | 0 | 0 | 0 |
| 25 | 0 | 0 | 17.1 | 14.8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16.0 | 0 | 0 | 0 | 0 | 0 |
| 26 | 0 | 0 | 9.5 | 12.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11.8 | 0 | 0 | 0 | 0 | 0 |
| 27 | 0 | 0 | 5.7 | 11.1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10.7 | 0 | 0 | 0 | 0 | 0 |
| 28 | 0 | 0 | 3.0 | 11.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10.3 | 0 | 0 | 0 | 0 | 0 |
| 29 | 0 | 0 | 10.0 | 13.7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.4 | 0 | 0 | 0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | | | | | | | |

Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | |
| 7 GRADES OR LESS | 0.7 | 0.5 | 4.0 | 0.4 | 1.1 | 0.2 | 0.5 | 0.7 | 0.3 |
| 8TH GRADE | 2.6 | 1.1 | 1.7 | 1.7 | 2.9 | 1.1 | 1.5 | 1.7 | 1.4 |
| 9TH GRADE | 10.9 | 5.3 | 3.9 | 1.9 | 9.4 | 4.0 | 7.0 | 2.1 | 4.7 |
| 10TH GRADE | 29.7 | 19.6 | 10.2 | 5.5 | 20.9 | 10.2 | 22.0 | 5.9 | 19.5 |
| 11TH GRADE | 20.1 | 24.0 | 11.0 | 7.5 | 20.0 | 25.4 | 25.2 | 7.0 | 25.5 |
| 12TH GRADE | 25.0 | 36.4 | 50.0 | 02.2 | 25.7 | 37.5 | 33.0 | 01.9 | 30.1 |
| 13TH | 2.9 | 11.0 | 7.3 | 15.0 | 5.0 | 12.4 | 9.2 | 14.3 | 11.5 |
| 14TH | 0.1 | 1.2 | 2.0 | 5.9 | 0.2 | 1.1 | 0.9 | 5.0 | 1.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1007 | 3011 | 110 | 1070 | 392 | 2009 | 5470 | 1100 | 3301 |

Q406 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | |
|----------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES | FEMALES |
| | | | | | | | | | | | | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| HS DIPLOMA | 94.9 | 97.3 | 86.9 | 94.2 | 91.4 | 96.5 | 96.8 | 93.6 | 96.1 | | | | | | |
| ABE CERTIFICATE | 0 | 0.4 | 2.9 | 0.4 | 1.4 | 0.3 | 0.3 | 0.6 | 0.4 | | | | | | |
| GED CERTIFICATE | 3.7 | 1.8 | 8.4 | 4.7 | 7.2 | 2.6 | 2.2 | 5.0 | 2.8 | | | | | | |
| OTHER HS CERTIFICATE | 0.6 | 0.4 | 0.6 | 0.2 | 0 | 0.6 | 0.5 | 0.2 | 0.5 | | | | | | |
| NO, NONE | 0.8 | 0.1 | 1.3 | 0.6 | 0 | 0.2 | 0.3 | 0.6 | 0.1 | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 432 | 1775 | 74 | 840 | 117 | 1416 | 2207 | 914 | 1533 | | | | | | |

--RESPONSES

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT 1)
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT 1)

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 63.7 | 59.6 | 12.7 | 11.9 | 69.4 | 61.4 | 60.8 | 12.0 | 62.3 | |
| NO | 35.2 | 39.8 | 87.3 | 86.9 | 30.2 | 38.6 | 38.4 | 86.9 | 37.6 | |
| MISSING | 0.1 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | |
| DONT KNOW | 1.0 | 0.6 | 0 | 1.1 | 0.4 | 0.1 | 0.7 | 1.0 | 0.1 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 116 | 1070 | 392 | 2909 | 6478 | 1180 | 3301 | |

--RESPONSES

Q499 - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| NONE | 1.1 | 0.9 | 8.0 | 3.4 | 0.4 | 1.0 | 0.9 | 3.0 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| ABE | 1.1 | 0.8 | 0 | 0.7 | 2.0 | 1.5 | 0.7 | 1.7 | 0.9 | 0.9 | 0.7 | 1.7 | 0.7 | 1.7 | 0.7 | 1.7 |
| HIGH SCHOOL | 73.1 | 55.8 | 0 | 0 | 74.4 | 50.0 | 0 | 0 | 61.2 | 61.2 | 0 | 58.9 | 0 | 58.9 | 0 | 58.9 |
| GED | 2.1 | 1.0 | 0 | 1.0 | 1.5 | 1.7 | 1.3 | 1.4 | 1.3 | 1.3 | 1.4 | 1.7 | 1.4 | 1.7 | 1.4 | 1.7 |
| JOBS/WIN/CETA | 1.1 | 0.4 | 0 | 5.1 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | 0.0 | 4.0 | 0.0 | 4.0 | 0.0 |
| OJT PROGRAM | 2.3 | 1.3 | 14.9 | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 | 1.0 | 1.0 | 9.0 | 0.0 | 9.0 | 0.0 | 9.0 | 0.0 |
| APPRENTICE | 1.3 | 1.2 | 10.5 | 12.0 | 1.3 | 0.3 | 0.3 | 0.3 | 1.3 | 1.3 | 12.4 | 0.4 | 12.4 | 0.4 | 12.4 | 0.4 |
| VOC/BUS/TRADE | 7.4 | 7.2 | 0.2 | 20.1 | 3.9 | 0.0 | 0.0 | 0.0 | 7.3 | 7.3 | 24.4 | 5.7 | 24.4 | 5.7 | 24.4 | 5.7 |
| JR COLLEGE | 0.1 | 12.4 | 37.0 | 25.7 | 7.0 | 12.0 | 10.4 | 12.0 | 10.4 | 10.4 | 20.9 | 11.5 | 20.9 | 11.5 | 20.9 | 11.5 |
| COLLEGE | 4.6 | 19.0 | 14.7 | 17.0 | 7.4 | 19.7 | 14.5 | 19.7 | 14.5 | 14.5 | 10.7 | 10.1 | 10.7 | 10.1 | 10.7 | 10.1 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0.0 | 0.0 | 0 | 0 | 0 | 0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1073 | 2314 | 14 | 130 | 271 | 1792 | 3387 | 144 | 3387 | 3387 | 144 | 2003 | 144 | 2003 | 144 | 2003 |

--RESPONSES

Q489 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| FULL-TIME | 88.7 | 87.8 | 28.1 | 35.9 | 86.1 | 87.2 | 88.1 | 35.2 | 87.0 | |
| PART-TIME | 11.3 | 11.9 | 71.9 | 63.8 | 13.9 | 12.8 | 11.7 | 64.5 | 13.0 | |
| DONT KNOW | 0 | 0.3 | 0 | 0.3 | 0 | 0 | 0.2 | 0.3 | 0 | |
| CG --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1063 | 2295 | 13 | 126 | 270 | 1772 | 3358 | 139 | 2842 | |

--RESPONSES

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1980-87?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 78.4 | 75.7 | 73.6 | 49.6 | 86.1 | 78.9 | 76.5 | 61.7 | 79.8 | |
| NO | 17.5 | 22.0 | 25.1 | 47.1 | 11.2 | 18.3 | 20.7 | 45.1 | 17.5 | |
| DONT KNOW | 4.1 | 2.3 | 1.3 | 3.2 | 2.7 | 2.8 | 2.8 | 3.1 | 2.8 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

NO REFUSED

Q410B - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1980-87?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 68.4 | 45.2 | 46.9 | 38.1 | 75.2 | 55.0 | 49.3 | 38.5 | 58.7 | |
| NO | 34.0 | 44.6 | 53.1 | 55.3 | 17.1 | 35.9 | 41.7 | 55.2 | 34.3 | |
| DONT KNOW | 5.6 | 10.3 | 0 | 6.4 | 7.7 | 9.1 | 9.0 | 6.1 | 9.0 | |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 333 | 867 | 29 | 541 | 56 | 596 | 1200 | 570 | 652 | |

--RESPONSES

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

| RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | YOUNG MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| HIGH SCHOOL | 20.2 | 10.4 | 4.0 | 3.2 | 21.5 | 17.4 | 21.4 | 3.3 | 17.9 | |
| VOC/BUS/TRADE | 20.1 | 22.0 | 50.2 | 40.6 | 20.3 | 20.4 | 24.2 | 47.0 | 20.4 | |
| JR COLLEGE | 12.5 | 16.7 | 13.1 | 23.7 | 20.7 | 19.9 | 16.4 | 22.6 | 20.0 | |
| COLLEGE | 24.0 | 30.2 | 26.0 | 19.0 | 31.4 | 37.7 | 34.0 | 20.5 | 36.9 | |
| GRADUATE/PROFESSIONAL | 0.7 | 0.0 | 1.0 | 1.0 | 0.5 | 0.7 | 0.0 | 1.0 | 0.7 | |
| DONT KNOW | 4.0 | 3.7 | 5.7 | 5.0 | 5.7 | 3.9 | 4.1 | 5.7 | 4.1 | |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1535 | 3345 | 96 | 731 | 379 | 2640 | 4800 | 827 | 3019 | |

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| 23 FULL-TIME | 58.4 | 63.2 | 25.6 | 17.1 | 61.9 | 59.8 | 61.9 | 16.0 | 66.6 |
| PART-TIME | 36.6 | 34.2 | 72.6 | 86.2 | 35.6 | 38.1 | 35.5 | 79.3 | 37.8 |
| DONT KNOW | 2.9 | 2.5 | 2.4 | 2.7 | 2.5 | 2.1 | 2.6 | 2.7 | 2.2 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 |
| --TOTAL-- | 166.0 | 166.0 | 166.0 | 166.0 | 166.0 | 166.0 | 166.0 | 166.0 | 166.0 |
| --COUNT-- | 1167 | 2724 | 92 | 768 | 298 | 2176 | 3831 | 888 | 2474 |

Q413 - HOW MUCH WOULD 1 YEAR OF EDUCATION COST YOU?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| LESS THAN \$1000 | 10.8 | 10.7 | 15.4 | 22.8 | 11.3 | 11.0 | 10.8 | 22.0 | 11.0 | 11.0 |
| \$1000-\$1999 | 17.9 | 19.8 | 24.5 | 20.3 | 21.1 | 18.2 | 19.3 | 20.7 | 18.5 | 18.5 |
| \$2000-\$2999 | 23.2 | 18.3 | 21.7 | 18.9 | 27.1 | 21.5 | 19.7 | 19.2 | 22.2 | 22.2 |
| \$3000-\$3999 | 14.8 | 12.6 | 11.7 | 10.1 | 13.5 | 13.0 | 13.2 | 10.3 | 13.1 | 13.1 |
| \$4000-\$4999 | 8.4 | 9.9 | 3.8 | 7.7 | 8.3 | 10.5 | 9.5 | 7.3 | 10.3 | 10.3 |
| MORE THAN \$5000 | 23.1 | 28.0 | 22.3 | 18.6 | 18.3 | 25.1 | 20.6 | 19.0 | 24.3 | 24.3 |
| REFUSED | 1.7 | 0.7 | 0.6 | 1.6 | 0.3 | 0.7 | 1.0 | 1.5 | 0.7 | 0.7 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1107 | 2724 | 92 | 708 | 298 | 2176 | 3831 | 800 | 2474 | 2474 |

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|---------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------|-------------|-------|-------|-------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | | | |
| | 18.5 | 30.8 | 27.7 | 42.4 | 18.4 | 25.6 | 27.3 | 40.8 | 24.8 | 18.5 | 30.8 | 28.2 | 42.4 | 18.4 | 25.6 | 27.3 | 40.8 | 24.8 |
| ALL EXPENSES | 18.5 | 30.8 | 27.7 | 42.4 | 18.4 | 25.6 | 27.3 | 40.8 | 24.8 | 18.5 | 30.8 | 28.2 | 42.4 | 18.4 | 25.6 | 27.3 | 40.8 | 24.8 |
| MORE THAN 3/4 | 4.1 | 6.0 | 3.0 | 3.1 | 3.3 | 3.0 | 5.4 | 3.1 | 3.0 | 4.1 | 6.0 | 3.0 | 3.1 | 3.3 | 3.0 | 5.4 | 3.1 | 3.0 |
| ABOUT 3/4 | 17.5 | 13.9 | 14.5 | 8.0 | 11.9 | 12.5 | 14.9 | 8.7 | 12.4 | 17.5 | 13.9 | 14.5 | 8.0 | 11.9 | 12.5 | 14.9 | 8.7 | 12.4 |
| ABOUT 1/2 | 36.3 | 28.3 | 28.2 | 23.6 | 38.2 | 30.8 | 30.6 | 24.1 | 31.7 | 36.3 | 28.3 | 28.2 | 23.6 | 38.2 | 30.8 | 30.6 | 24.1 | 31.7 |
| ABOUT 1/4 | 13.6 | 11.6 | 19.1 | 12.0 | 16.1 | 16.5 | 12.1 | 12.8 | 16.4 | 13.6 | 11.6 | 19.1 | 12.0 | 16.1 | 16.5 | 12.1 | 12.8 | 16.4 |
| LESS THAN 1/4 | 3.8 | 5.2 | 3.0 | 4.1 | 4.8 | 5.4 | 4.8 | 4.0 | 5.3 | 3.8 | 5.2 | 3.0 | 4.1 | 4.8 | 5.4 | 4.8 | 4.0 | 5.3 |
| NONE | 5.5 | 3.7 | 3.2 | 6.4 | 6.4 | 5.5 | 4.2 | 6.0 | 5.6 | 5.5 | 3.7 | 3.2 | 6.4 | 6.4 | 5.5 | 4.2 | 6.0 | 5.6 |
| REFUSED | 0.7 | 0.7 | 0 | 0.4 | 0.8 | 0.7 | 0.7 | 0.4 | 0.7 | 0.7 | 0.7 | 0 | 0.4 | 0.8 | 0.7 | 0.7 | 0.4 | 0.7 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1107 | 2724 | 92 | 708 | 298 | 2176 | 3831 | 800 | 2474 | 1107 | 2724 | 92 | 708 | 298 | 2176 | 3831 | 800 | 2474 |

--RESPONSES

25

Q416 - HIGHEST GRADE YOU WOULD EVENTUALLY LIKE TO COMPLETE ?

| ---RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| 8TH | 0.1 | 0.2 | 0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.0 | 0.1 | 0.3 | 0.3 | 0.1 | 0.3 | 0.1 |
| 9TH | 0.3 | 0.2 | 0 | 0.2 | 0 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| 10TH | 0.3 | 0.3 | 0 | 0.9 | 0 | 0.1 | 0.1 | 0.1 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| 11TH | 0.6 | 0.4 | 0 | 0.4 | 0 | 0.2 | 0.2 | 0.2 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| 12TH/HIGH SCHOOL | 19.9 | 13.2 | 22.6 | 21.8 | 12.3 | 10.8 | 10.8 | 10.8 | 12.3 | 12.3 | 12.3 | 12.3 | 12.3 | 12.3 |
| 13TH | 2.7 | 2.6 | 2.3 | 6.0 | 1.2 | 4.4 | 4.4 | 4.4 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 |
| 14TH | 19.8 | 19.1 | 24.0 | 27.5 | 22.2 | 10.0 | 10.0 | 10.0 | 22.2 | 22.2 | 22.2 | 22.2 | 22.2 | 22.2 |
| 15TH | 2.6 | 1.7 | 3.9 | 2.0 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 |
| 16TH/COLLEGE | 40.2 | 43.9 | 37.2 | 24.9 | 46.0 | 42.0 | 42.0 | 42.0 | 46.0 | 46.0 | 46.0 | 46.0 | 46.0 | 46.0 |
| 17TH | 1.0 | 2.3 | 1.0 | 0.7 | 1.1 | 1.0 | 1.0 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| 18TH | 3.5 | 5.4 | 4.0 | 2.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| 19TH | 1.3 | 2.2 | 0.8 | 0.6 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 | 1.4 |
| 20TH | 2.9 | 4.0 | 2.0 | 1.9 | 3.2 | 4.0 | 4.0 | 4.0 | 3.2 | 3.2 | 3.2 | 3.2 | 3.2 | 3.2 |
| DONT KNOW | 4.9 | 4.5 | 2.2 | 9.8 | 3.1 | 4.3 | 4.3 | 4.3 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0.1 | 0.1 | 0.1 | 0 | 0 | 0 | 0 | 0 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 2909 | 2909 | 392 | 392 | 392 | 392 | 392 | 392 |

Q416 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

| | MARKET | | | | MARKET | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 51.9 | 62.7 | 82.7 | 91.8 | 37.4 | 55.2 | 59.5 | 91.0 | 53.1 |
| NO | 48.1 | 37.3 | 17.3 | 8.2 | 62.6 | 44.8 | 40.5 | 9.0 | 46.9 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1100 | 3301 |

--RESPONSES

Q417 - ARE YOU LOOKING FOR WORK NOW?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 71.6 | 50.3 | 72.2 | 61.3 | 65.9 | 43.8 | 57.8 | 63.2 | 47.3 | |
| NO | 28.4 | 49.7 | 27.8 | 38.7 | 34.1 | 56.2 | 42.2 | 36.8 | 52.7 | |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 787 | 1420 | 18 | 98 | 246 | 1301 | 2207 | 106 | 1547 | |

--RESPONSES

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----

YOUNG MALES OLDER MALES FEMALES YOUNG MALES OLDER MALES FEMALES

POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT)

TOTAL (PCT) TOTAL (PCT) TOTAL (PCT) TOTAL (PCT) TOTAL (PCT) TOTAL (PCT)

--RESPONSES

| | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| YES | 78.8 | 77.1 | 78.6 | 98.1 | 58.5 | 68.6 | 77.7 | 88.1 | 66.7 |
| NO | 21.2 | 22.8 | 21.4 | 9.9 | 43.5 | 31.4 | 22.3 | 11.9 | 33.3 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 787 | 1420 | 18 | 88 | 246 | 1361 | 2267 | 166 | 1547 |

Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

| | -----MARKET----- | | | | | | -----MARKET----- | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|---------------------|
| | YOUNG MALES | | | OLD MALES | | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| A NEW JOB | 28.7 | 20.1 | 32.2 | 20.4 | 36.7 | 22.6 | 22.4 | 21.4 | 23.7 |
| A SECOND JOB | 8.8 | 6.9 | 2.8 | 6.4 | 13.6 | 7.8 | 7.4 | 6.1 | 8.2 |
| ANOTHER WAY | 9.0 | 6.6 | 18.2 | 9.8 | 8.4 | 4.9 | 7.2 | 10.5 | 6.2 |
| NOT LOOKING | 53.5 | 66.3 | 46.8 | 63.3 | 42.3 | 64.8 | 63.0 | 62.0 | 62.9 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 880 | 2391 | 92 | 982 | 146 | 1608 | 3271 | 1074 | 1754 |

--RESPONSES

Q424 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| 1-34 | 53.2 | 47.6 | 13.6 | 7.0 | 62.6 | 58.9 | 49.2 | 7.5 | 59.3 | |
| 35-44 | 34.3 | 34.3 | 44.6 | 52.4 | 33.0 | 35.3 | 34.3 | 51.7 | 35.0 | |
| OVER 44 | 12.1 | 17.4 | 41.9 | 40.0 | 4.2 | 5.0 | 15.8 | 40.2 | 4.9 | |
| DONT KNOW | 0.4 | 0.6 | 0 | 0.6 | 0.3 | 0.8 | 0.6 | 0.6 | 0.7 | |
| REFUSED | 0.0 | 0.1 | 0 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1492 | 3481 | 107 | 1061 | 286 | 2498 | 4973 | 1168 | 2784 | |

--RESPONSES

Q425 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| EVERY WEEK | 46.7 | 42.3 | 39.5 | 26.0 | 39.8 | 47.9 | 43.3 | 27.2 | 47.1 |
| 2-3 TIMES/MONTH | 15.4 | 16.0 | 21.2 | 16.1 | 19.2 | 14.4 | 15.0 | 16.5 | 14.9 |
| ONCE/MONTH | 6.0 | 6.5 | 7.8 | 9.9 | 4.1 | 3.4 | 6.6 | 9.7 | 3.5 |
| < ONCE/MONTH | 2.5 | 3.3 | 8.2 | 8.6 | 5.0 | 1.6 | 3.1 | 8.6 | 2.0 |
| NEVER | 29.5 | 31.9 | 23.3 | 39.3 | 31.6 | 32.6 | 31.2 | 37.9 | 32.5 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0.3 | 0.0 | 0.0 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1492 | 3481 | 107 | 1661 | 206 | 2498 | 4973 | 1168 | 2784 |

--RESPONSES

Q438 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------|-------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG | OLDER | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | MALES TOTAL (PCT) | MALES TOTAL (PCT) | |
| PRIVATE COMPANY | 78.8 | 84.9 | 86.2 | 80.8 | 79.4 | 83.8 | 83.1 | 81.3 | 83.3 |
| GOVERNMENT | 12.1 | 7.4 | 6.0 | 9.1 | 12.7 | 10.8 | 8.8 | 8.8 | 11.0 |
| SELF EMPLOYED | 5.3 | 4.0 | 6.9 | 9.1 | 5.3 | 3.6 | 4.6 | 8.9 | 3.9 |
| NO PAY/FAMILY | 3.3 | 3.0 | 0.0 | 1.0 | 2.3 | 1.4 | 3.1 | 1.0 | 1.5 |
| REFUSED | 0.5 | 0.1 | 0 | 0.1 | 0.3 | 0.2 | 0.2 | 0.0 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1492 | 3481 | 107 | 1061 | 286 | 2498 | 4973 | 1168 | 2784 |

--RESPONSES

Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EXTREMELY SATISFIED | 25.4 | 28.9 | 27.3 | 29.1 | 31.3 | 30.1 | 27.8 | 28.9 | 30.2 |
| SOMEWHAT SATISFIED | 52.0 | 49.5 | 51.3 | 50.3 | 40.1 | 45.8 | 50.2 | 50.4 | 45.2 |
| NEITHER | 8.0 | 9.9 | 6.5 | 9.0 | 9.9 | 10.4 | 9.3 | 8.8 | 10.3 |
| SOMEWHAT DISSATISFIED | 9.3 | 8.3 | 10.6 | 8.4 | 10.6 | 9.4 | 8.6 | 8.6 | 9.5 |
| EXTREMELY DISSATISFIED | 5.1 | 3.3 | 4.2 | 2.6 | 8.1 | 4.3 | 3.8 | 2.9 | 4.7 |
| DONT KNOW | 0.3 | 0.1 | 0 | 0.3 | 0 | 0.1 | 0.2 | 0.3 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1492 | 3481 | 107 | 1061 | 286 | 2498 | 4973 | 1168 | 2784 |

--RESPONSES

Q432 - HAVE YOUR EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 35.7 | 39.2 | 98.0 | 82.9 | 38.7 | 33.6 | 38.1 | 84.0 | 34.2 | |
| NO | 64.3 | 60.8 | 10.0 | 17.1 | 61.3 | 66.4 | 61.9 | 16.0 | 65.8 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 799 | 1663 | 16 | 78 | 176 | 1488 | 2462 | 94 | 1664 | |

Q434-436WAGE - EXPECTED MONTHLY RATE OF PAY FOR A DIFFERENT FULLTIME JOB

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| 0-500 | 3.2 | 2.9 | 1.6 | 4.7 | 3.9 | 3.8 | 3.0 | 4.4 | 3.0 | 4.4 | 3.0 | 3.0 |
| 501-600 | 21.9 | 15.9 | 3.8 | 1.4 | 35.5 | 26.5 | 17.7 | 1.6 | 17.7 | 1.6 | 27.5 | 27.5 |
| 601-700 | 20.0 | 15.3 | 7.2 | 2.2 | 19.8 | 22.3 | 16.7 | 2.6 | 16.7 | 2.6 | 22.0 | 22.0 |
| 701-800 | 7.3 | 7.6 | 3.8 | 0.7 | 8.0 | 7.3 | 7.5 | 1.0 | 7.5 | 1.0 | 7.4 | 7.4 |
| 801-900 | 15.4 | 17.6 | 9.4 | 5.5 | 14.3 | 16.0 | 16.9 | 5.8 | 16.9 | 5.8 | 15.8 | 15.8 |
| 901-1100 | 11.7 | 12.1 | 13.3 | 9.5 | 8.3 | 10.6 | 12.0 | 9.8 | 12.0 | 9.8 | 10.3 | 10.3 |
| 1101-1300 | 7.7 | 8.0 | 16.2 | 10.5 | 3.5 | 5.1 | 7.9 | 11.1 | 7.9 | 11.1 | 4.9 | 4.9 |
| 1301-1500 | 4.3 | 6.3 | 10.2 | 9.0 | 2.2 | 3.1 | 5.7 | 9.1 | 5.7 | 9.1 | 3.0 | 3.0 |
| 1501-1700 | 3.9 | 5.8 | 11.3 | 20.4 | 2.0 | 2.7 | 5.3 | 19.5 | 5.3 | 19.5 | 2.0 | 2.0 |
| 1701-1900 | 0.8 | 1.5 | 10.5 | 4.4 | 0.3 | 0.6 | 1.3 | 5.0 | 1.3 | 5.0 | 0.5 | 0.5 |
| 1901 + | 3.7 | 6.9 | 12.6 | 31.9 | 2.2 | 2.0 | 6.0 | 30.1 | 6.0 | 30.1 | 2.1 | 2.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1000 | 3661 | 100 | 1612 | 370 | 2749 | 5267 | 1118 | 5267 | 1118 | 3119 | 3119 |

--RESPONSES

Q436 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| | | | | | | | | | | | | |
| ALMOST IMPOSSIBLE | 11.1 | 8.0 | 15.8 | 9.8 | 18.1 | 10.6 | 8.9 | 10.4 | 11.5 | | | |
| VERY DIFFICULT | 24.5 | 21.6 | 28.2 | 21.2 | 30.1 | 24.5 | 22.0 | 21.1 | 25.1 | | | |
| DIFFICULT | 44.0 | 44.2 | 31.2 | 41.6 | 37.4 | 46.3 | 44.1 | 40.1 | 45.3 | | | |
| NOT DIFFICULT | 19.5 | 25.8 | 32.8 | 27.0 | 14.0 | 17.6 | 23.9 | 27.5 | 17.2 | | | |
| DONT KNOW | 1.0 | 1.0 | 0 | 0.9 | 0.4 | 1.1 | 1.0 | 0.8 | 1.0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | |

--RESPONSES

Q437 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET PART-TIME JOB IN YOUR COMMUNITY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ALMOST IMPOSSIBLE | 4.1 | 3.0 | 10.3 | 6.1 | 7.5 | 3.2 | 3.4 | 6.5 | 3.7 | 3.7 |
| VERY DIFFICULT | 8.4 | 8.1 | 16.7 | 8.4 | 12.8 | 7.3 | 8.2 | 9.1 | 8.0 | 8.0 |
| DIFFICULT | 33.0 | 28.5 | 24.3 | 31.0 | 37.0 | 32.6 | 30.1 | 30.4 | 33.1 | 33.1 |
| NOT DIFFICULT | 53.0 | 59.5 | 47.5 | 52.0 | 42.1 | 56.1 | 57.5 | 52.3 | 54.5 | 54.5 |
| DONT KNOW | 0.7 | 0.9 | 1.1 | 1.8 | 0.7 | 0.8 | 0.8 | 1.7 | 0.8 | 0.8 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2999 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q439 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| SAME JOB | 41.3 | 51.2 | 55.4 | 77.1 | 38.6 | 44.4 | 49.6 | 75.4 | 43.9 | |
| DIFFERENT JOB | 57.0 | 47.5 | 42.8 | 21.9 | 61.4 | 55.2 | 49.7 | 23.5 | 55.6 | |
| DONT KNOW | 1.7 | 1.3 | 1.8 | 1.0 | 0 | 0.5 | 1.4 | 1.0 | 0.4 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 568 | 1876 | 81 | 965 | 102 | 1233 | 2444 | 986 | 1335 | |

--RESPONSES

Q440 - (IF Q438=JOIN MILITARY) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|-------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | NEGATIVE PROPENSITY (PCT) |
| AIR FORCE | 28.2 | 40.3 | 0 | 18.0 | 40.3 | 100.0 | 29.1 | 18.0 | 43.0 | |
| ARMY | 29.9 | 30.2 | 0 | 40.2 | 44.4 | 0 | 29.9 | 48.2 | 41.9 | |
| COAST GUARD | 0.7 | 7.0 | 0 | 33.3 | 0 | 0 | 1.1 | 33.3 | 0 | |
| MARINE CORPS | 21.5 | 5.4 | 0 | 0 | 7.0 | 0 | 20.3 | 0 | 7.1 | |
| NAVY | 16.9 | 14.7 | 0 | 0 | 7.7 | 0 | 16.7 | 0 | 7.3 | |
| DONT KNOW | 2.3 | 2.4 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0 | |
| REFUSED | 0.6 | 0 | 0 | 0 | 0 | 0 | 0.5 | 0 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 393 | 26 | 0 | 6 | 53 | 3 | 419 | 6 | 56 | |

Q441 - (IF Q438=JOIN MILITARY) WHAT TYPE OF SERVICE WOULD THAT BE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ACTIVE DUTY | 73.7 | 40.5 | 0 | 18.6 | 57.9 | 60.9 | 71.2 | 18.6 | 58.1 | |
| RESERVES | 14.4 | 46.8 | 0 | 17.3 | 32.5 | 39.1 | 16.7 | 17.3 | 32.8 | |
| NATL GUARD | 11.0 | 12.7 | 0 | 64.1 | 1.1 | 0 | 11.2 | 64.1 | 1.0 | |
| DONT KNOW | 0.9 | 0 | 0 | 0 | 8.5 | 0 | 0.9 | 0 | 8.0 | |
| --TOTAL-- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 383 | 25 | 0 | 0 | 53 | 3 | 408 | 6 | 56 | |

--RESPONSES

Q442 - (IF Q438=JOIN MILITARY) WHICH BRANCH WOULD BE YOUR SECOND CHOICE ?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| | | | | | | | | | | | | |
| AIR FORCE | 18.6 | 32.0 | 0 | 34.7 | 24.9 | 0 | 19.6 | 34.7 | 23.0 | 19.6 | 34.7 | 23.0 |
| ARMY | 27.0 | 17.1 | 0 | 0 | 23.1 | 0 | 26.8 | 0 | 21.9 | 26.8 | 0 | 21.9 |
| COAST GUARD | 2.0 | 9.0 | 0 | 0 | 6.7 | 0 | 3.1 | 0 | 6.3 | 3.1 | 0 | 6.3 |
| MARINE CORPS | 19.0 | 3.0 | 0 | 13.4 | 8.0 | 0 | 17.9 | 13.4 | 7.5 | 17.9 | 13.4 | 7.5 |
| NAVY | 16.0 | 28.0 | 0 | 18.0 | 22.9 | 39.1 | 16.9 | 18.0 | 23.8 | 16.9 | 18.0 | 23.8 |
| NONE | 15.0 | 9.7 | 0 | 33.3 | 10.6 | 60.9 | 14.6 | 33.3 | 13.4 | 14.6 | 33.3 | 13.4 |
| DONT KNOW | 1.3 | 0 | 0 | 0 | 3.8 | 0 | 1.2 | 0 | 3.6 | 1.2 | 0 | 3.6 |
| --TOTAL-- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 383 | 25 | 0 | 0 | 53 | 3 | 408 | 0 | 50 | 408 | 0 | 50 |

Q443 - (IF Q439=JOIN MILITARY) WHAT TYPE OF SERVICE WOULD THAT (YOUR SECOND CHOICE) BE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ACTIVE DUTY | 72.1 | 31.0 | 0 | 27.9 | 64.5 | 0 | 68.8 | 27.9 | 62.8 | |
| RESERVES | 17.0 | 47.0 | 0 | 0 | 29.9 | 100.0 | 19.4 | 0 | 31.8 | |
| NATL GUARD | 10.7 | 22.1 | 0 | 72.1 | 3.9 | 0 | 11.6 | 72.1 | 3.8 | |
| DONT KNOW | 0.1 | 0 | 0 | 0 | 1.6 | 0 | 0.1 | 0 | 1.6 | |
| ---TOTAL--- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 325 | 23 | 0 | 4 | 45 | 1 | 348 | 4 | 46 | |

---RESPONSES

Q501 - HOW LIKELY ARE YOU TO WORK AS WAITRESS/LABORER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| --RESPONSES | | | | | | | | | | |
| DEFINITELY | 5.4 | 5.0 | 4.7 | 8.6 | 3.7 | 3.5 | 5.1 | 8.2 | 3.5 | |
| PROBABLY | 36.2 | 18.9 | 35.5 | 18.2 | 27.1 | 16.4 | 24.0 | 19.7 | 17.7 | |
| PROBABLY NOT | 34.4 | 41.0 | 38.2 | 32.3 | 28.5 | 31.8 | 39.1 | 32.9 | 31.4 | |
| DEFINITELY NOT | 23.8 | 34.9 | 20.8 | 40.8 | 40.8 | 48.3 | 31.6 | 39.0 | 47.4 | |
| DONT KNOW | 0.2 | 0.2 | 0.8 | 0.1 | 0 | 0.0 | 0.2 | 0.2 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 116 | 1070 | 392 | 2009 | 5478 | 1100 | 3301 | |

Q602 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 3.6 | 4.6 | 7.6 | 7.7 | 10.7 | 10.8 | 4.2 | 7.7 | 10.7 |
| PROBABLY | 29.7 | 26.3 | 24.7 | 20.4 | 51.3 | 44.2 | 27.3 | 20.8 | 45.0 |
| PROBABLY NOT | 35.6 | 38.4 | 32.1 | 32.3 | 20.3 | 30.0 | 37.6 | 32.3 | 29.6 |
| DEFINITELY NOT | 30.9 | 30.7 | 35.6 | 39.6 | 11.7 | 15.0 | 30.0 | 39.2 | 14.6 |
| DONT KNOW | 0.2 | 0.2 | 0 | 0 | 0 | 0.1 | 0.2 | 0 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1007 | 3011 | 110 | 1070 | 392 | 2909 | 6478 | 1100 | 3301 |

--RESPONSES

Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

| | MARKET----- | | | | MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 14.9 | 0.4 | 2.8 | 0.3 | 9.6 | 0.2 | 4.7 | 0.5 | 1.3 | |
| PROBABLY | 55.0 | 3.5 | 45.5 | 1.9 | 51.0 | 1.7 | 18.8 | 5.8 | 7.5 | |
| PROBABLY NOT | 20.6 | 39.9 | 32.9 | 31.9 | 24.1 | 20.5 | 34.1 | 32.0 | 21.0 | |
| DEFINITELY NOT | 9.3 | 55.9 | 18.0 | 65.6 | 15.4 | 77.6 | 42.0 | 61.3 | 70.1 | |
| DONT KNOW | 0.1 | 0.3 | 0.8 | 0.3 | 0 | 0.0 | 0.3 | 0.3 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1190 | 3301 | |

--RESPONSES

DEFINITELY NOT

Q504 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 2.0 | 3.1 | 6.3 | 5.9 | 3.5 | 4.7 | 3.0 | 5.9 | 4.6 | |
| PROBABLY | 23.4 | 23.6 | 26.2 | 16.5 | 34.3 | 35.8 | 23.6 | 17.3 | 35.0 | |
| PROBABLY NOT | 33.9 | 37.8 | 24.2 | 29.2 | 29.4 | 32.1 | 36.6 | 28.7 | 31.8 | |
| DEFINITELY NOT | 39.7 | 35.3 | 42.5 | 48.4 | 32.9 | 27.3 | 36.6 | 47.9 | 28.0 | |
| DONT KNOW | 6.1 | 0.2 | 0.8 | 0.1 | 0 | 0.1 | 0.2 | 0.1 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

Q505 - HOW LIKELY ARE YOU TO SERVE IN NATIONAL GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 3.2 | 0.1 | 2.8 | 0.4 | 2.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.3 |
| PROBABLY | 26.5 | 3.0 | 38.5 | 3.4 | 23.7 | 0.8 | 10.6 | 6.5 | 3.5 | 3.5 |
| PROBABLY NOT | 39.7 | 39.0 | 30.7 | 31.9 | 41.9 | 20.2 | 39.2 | 31.0 | 22.0 | 22.0 |
| DEFINITELY NOT | 30.1 | 56.8 | 28.1 | 64.1 | 32.5 | 78.9 | 48.9 | 60.9 | 73.4 | 73.4 |
| DONT KNOW | 0.5 | 0.3 | 0 | 0.2 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

↳

Q500 - (IF Q505=YES) SPECIFY BRANCH OF THE NATIONAL GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| AIR NATL GUARD | 39.6 | 29.7 | 15.3 | 37.4 | 51.7 | 14.6 | 36.5 | 25.9 | 44.3 | |
| ARMY NATL GUARD | 58.9 | 66.7 | 88.3 | 68.6 | 46.5 | 81.5 | 68.8 | 78.9 | 53.3 | |
| DONT KNOW | 2.0 | 3.6 | 4.4 | 1.8 | 0.9 | 4.4 | 2.3 | 3.1 | 1.6 | |
| REFUSED | 0.5 | 0 | 0 | 0 | 1.0 | 0 | 0.4 | 0 | 0.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 518 | 151 | 45 | 38 | 99 | 25 | 669 | 83 | 124 | |

--RESPONSES

50

Q607 - HOW LIKELY ARE YOU TO SERVE IN RESERVES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 5.1 | 0.2 | 2.7 | 0 | 3.5 | 0 | 1.6 | 0.2 | 0.4 | |
| PROBABLY | 37.3 | 5.1 | 44.1 | 3.9 | 39.6 | 1.5 | 14.7 | 7.5 | 6.0 | |
| PROBABLY NOT | 34.8 | 41.9 | 31.8 | 34.1 | 34.7 | 22.4 | 39.8 | 33.9 | 23.9 | |
| 51 DEFINITELY NOT | 22.7 | 52.6 | 20.6 | 61.4 | 22.2 | 76.6 | 43.7 | 57.8 | 69.6 | |
| DONT KNOW | 0.2 | 0.2 | 0.8 | 0.5 | 0 | 0.1 | 0.2 | 0.6 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 5478 | 1180 | 3301 | |

Q600 - (IF Q607=YES)--SPECIFY BRANCH OF RESERVES

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|-------------------------------|-------------------------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) |
| AIR FORCE RESERVE | 32.0 | 26.9 | 29.4 | 20.2 | 41.2 | 34.4 | 30.9 | 25.2 | 39.7 | 39.7 |
| ARMY RESERVE | 37.7 | 43.6 | 42.3 | 41.9 | 34.3 | 34.2 | 39.0 | 42.1 | 34.3 | 34.3 |
| C.G. RESERVE | 4.6 | 10.2 | 4.4 | 11.0 | 3.4 | 16.1 | 5.8 | 7.4 | 5.8 | 5.8 |
| 5 MARINE RESERVE | 13.5 | 10.1 | 21.3 | 8.9 | 5.9 | 2.2 | 12.7 | 15.6 | 5.2 | 5.2 |
| NAVAL RESERVE | 10.4 | 8.7 | 2.5 | 10.0 | 13.6 | 11.7 | 10.0 | 5.9 | 13.2 | 13.2 |
| DONT KNOW | 1.8 | 0.7 | 0 | 0.0 | 1.5 | 2.4 | 1.5 | 3.7 | 1.7 | 1.7 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 720 | 207 | 54 | 41 | 160 | 46 | 927 | 95 | 212 | 212 |

Q509 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN COAST GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 1.0 | 0.2 | 4.3 | 0.1 | 1.0 | 0.1 | 0.5 | 0.5 | 0.5 | 0.2 |
| PROBABLY | 16.2 | 1.8 | 17.6 | 0.9 | 17.8 | 0.7 | 5.8 | 2.4 | 2.4 | 2.7 |
| PROBABLY NOT | 43.0 | 36.3 | 42.6 | 29.7 | 46.6 | 19.5 | 38.3 | 30.8 | 30.8 | 22.7 |
| DEFINITELY NOT | 40.8 | 61.5 | 35.5 | 68.9 | 34.3 | 79.6 | 55.3 | 65.9 | 65.9 | 74.3 |
| DONT KNOW | 0.1 | 0.2 | 0 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.4 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 1180 | 3301 |

--RESPONSES

Q610 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 7.1 | 0 | 5.5 | 0 | 0.6 | 0 | 2.1 | 0.5 | 0.8 | 0.8 |
| PROBABLY | 42.4 | 0 | 43.3 | 0 | 42.8 | 0 | 12.0 | 3.9 | 5.1 | 5.1 |
| PROBABLY NOT | 26.3 | 39.0 | 28.5 | 28.8 | 26.4 | 19.7 | 35.2 | 28.7 | 20.5 | 20.5 |
| DEFINITELY NOT | 24.1 | 60.0 | 22.7 | 70.9 | 24.0 | 80.2 | 49.8 | 66.0 | 73.5 | 73.5 |
| DONT KNOW | 0.2 | 0.3 | 0 | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q511 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 8.8 | 0 | 1.1 | 0 | 7.8 | 0 | 2.6 | 0.1 | 0.9 | 0.9 |
| PROBABLY | 41.4 | 0 | 54.9 | 0 | 47.2 | 0 | 12.3 | 4.9 | 5.0 | 5.0 |
| PROBABLY NOT | 29.8 | 40.0 | 17.9 | 29.5 | 27.7 | 20.0 | 37.4 | 28.5 | 21.0 | 21.0 |
| DEFINITELY NOT | 19.9 | 59.1 | 20.1 | 70.2 | 17.3 | 79.1 | 47.5 | 60.2 | 71.0 | 71.0 |
| DONT KNOW | 0.1 | 0.3 | 0 | 0.2 | 0 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1100 | 3301 | 3301 |

Q612 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 5.5 | 0 | 4.7 | 0 | 3.1 | 0 | 1.0 | 0.4 | 0.4 | 0.4 |
| PROBABLY | 28.0 | 0 | 33.6 | 0 | 22.0 | 0 | 8.6 | 3.0 | 3.0 | 2.6 |
| PROBABLY NOT | 33.1 | 35.4 | 28.2 | 27.1 | 37.5 | 19.0 | 34.7 | 27.2 | 27.2 | 21.2 |
| DEFINITELY NOT | 32.4 | 64.4 | 33.5 | 72.7 | 37.2 | 81.0 | 54.8 | 69.2 | 69.2 | 75.8 |
| DONT KNOW | 0.2 | 0.2 | 0 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1100 | 1100 | 3361 |

--RESPONSES

55

Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| DEFINITELY | 4.4 | 0 | 3.4 | 0 | 3.5 | 0 | 1.3 | 0.3 | 0.4 | |
| PROBABLY | 31.3 | 0 | 32.5 | 0 | 34.0 | 0 | 9.3 | 2.9 | 4.0 | |
| PROBABLY NOT | 32.0 | 36.0 | 39.1 | 28.2 | 32.4 | 19.0 | 35.3 | 29.2 | 21.2 | |
| DEFINITELY NOT | 31.9 | 63.1 | 25.0 | 71.0 | 30.1 | 80.3 | 53.8 | 67.4 | 74.3 | |
| DONT KNOW | 0.4 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

U) DEFINITELY NOT

Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| DEFINITELY | 34.9 | 47.2 | 12.1 | 10.2 | 49.4 | 52.5 | 43.5 | 10.3 | 52.1 | |
| PROBABLY | 37.7 | 26.6 | 47.9 | 33.9 | 37.2 | 27.5 | 29.9 | 35.1 | 28.7 | |
| PROBABLY NOT | 18.3 | 16.1 | 24.8 | 35.0 | 9.9 | 14.4 | 16.7 | 34.1 | 13.9 | |
| DEFINITELY NOT | 8.7 | 10.2 | 15.3 | 20.4 | 3.5 | 5.4 | 9.7 | 20.0 | 5.2 | |
| DONT KNOW | 0.4 | 0.0 | 0 | 0.5 | 0 | 0.1 | 0.1 | 0.5 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2009 | 5478 | 1180 | 3301 | |

--RESPONSES

58

Q616 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|-------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) |
| DEFINITELY | 16.6 | 12.7 | 13.2 | 8.8 | 13.3 | 9.6 | 13.8 | 9.2 | 10.0 | |
| PROBABLY | 44.3 | 31.6 | 49.4 | 39.8 | 43.0 | 29.2 | 35.4 | 40.0 | 30.9 | |
| PROBABLY NOT | 27.5 | 36.0 | 24.9 | 34.3 | 29.3 | 38.0 | 33.5 | 33.5 | 37.0 | |
| DEFINITELY NOT | 10.8 | 19.3 | 12.5 | 16.4 | 14.5 | 22.7 | 16.8 | 16.0 | 21.7 | |
| DONT KNOW | 0.8 | 0.3 | 0 | 0.7 | 0 | 0.5 | 0.5 | 0.0 | 0.4 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2000 | 5478 | 1180 | 3301 | |

--RESPONSES

50

Q516 - HOW LIKELY IS IT THAT YOU WILL BE A FULLTIME HOMEMAKER?

| | FEMALES | | MARKET | |
|----------------|---------------------------|---------------------------|--------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL | (PCT) |
| DEFINITELY | 7.5 | 5.5 | 5.7 | |
| PROBABLY | 23.0 | 19.4 | 19.8 | |
| PROBABLY NOT | 30.4 | 38.6 | 37.6 | |
| DEFINITELY NOT | 38.9 | 36.9 | 36.4 | |
| DONT KNOW | 0.2 | 0.4 | 0.4 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 292 | 2909 | 3301 | |

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCTOBER, 1966?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| --RESPONSES | | | | | | | | | | | |
| SCHOOL - PARTTIME | 33.3 | 50.5 | 10.1 | 6.1 | 43.3 | 51.4 | 45.4 | 6.5 | 50.5 | | |
| SCHOOL - FULLTIME | 10.8 | 7.4 | 15.0 | 5.0 | 11.7 | 11.1 | 8.4 | 6.7 | 11.2 | | |
| WORK - PARTTIME | 20.3 | 35.2 | 62.6 | 81.2 | 24.7 | 25.5 | 33.2 | 79.0 | 25.4 | | |
| WORK - FULLTIME | 3.0 | 2.9 | 2.9 | 2.0 | 2.1 | 4.3 | 2.9 | 2.8 | 4.0 | | |
| MILITARY SERVICE | 19.0 | 0.1 | 3.4 | 0 | 12.3 | 0 | 0.0 | 0.3 | 1.5 | | |
| HOMEMAKER | 0 | 0.1 | 0 | 0 | 2.9 | 5.3 | 0.1 | 0 | 5.0 | | |
| OTHER | 3.2 | 2.2 | 4.3 | 2.4 | 1.0 | 1.2 | 2.5 | 2.5 | 1.3 | | |
| DONT KNOW | 1.0 | 1.4 | 0.9 | 1.0 | 1.3 | 1.1 | 1.5 | 1.7 | 1.2 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1667 | 3011 | 110 | 1070 | 392 | 2000 | 5478 | 1100 | 3301 | | |

Q520 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

| | -----MARKET----- | | -----MARKET----- | |
|-------------|---------------------------------|---------------------------------|------------------|----------------|
| | YOUNG MALES | FEMALES | YOUNG MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | |
| AIR FORCE | 30.1 | 38.4 | 30.1 | 38.4 |
| ARMY | 28.6 | 24.8 | 28.6 | 24.8 |
| MARINES | 21.0 | 13.6 | 21.0 | 13.6 |
| NAVY | 17.6 | 21.3 | 17.6 | 21.3 |
| DONT KNOW | 2.7 | 1.9 | 2.7 | 1.9 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 788 | 167 | 788 | 167 |

Q521 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| WITHIN 6 MOS | 11.3 | 5.9 | 9.7 | 8.1 | 9.9 | 4.8 | 8.4 | 8.5 | 8.5 | 6.5 |
| 6 MOS TO YEAR | 13.8 | 10.4 | 18.6 | 10.8 | 16.1 | 12.9 | 12.6 | 12.5 | 12.5 | 14.0 |
| 1-2 YEARS | 23.1 | 20.1 | 22.7 | 14.8 | 26.4 | 18.3 | 21.5 | 16.5 | 16.5 | 21.1 |
| > 2 YEARS | 51.7 | 62.8 | 48.1 | 63.4 | 47.3 | 62.4 | 57.6 | 60.0 | 60.0 | 57.2 |
| REFUSED | 0.1 | 0.9 | 1.0 | 3.0 | 0.4 | 1.6 | 0.5 | 2.5 | 2.5 | 1.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 1823 | 116 | 386 | 392 | 742 | 3490 | 496 | 496 | 1134 |

Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|----------------|----------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| LOWEST(0) | 4.3 | 37.5 | 15.4 | 57.0 | 3.8 | 59.2 | 27.0 | 53.3 | 52.6 | |
| 1 | 1.6 | 12.3 | 4.2 | 10.1 | 1.6 | 10.6 | 9.1 | 9.0 | 9.5 | |
| 2 | 3.3 | 12.6 | 6.7 | 10.8 | 3.7 | 8.9 | 9.8 | 10.4 | 8.3 | |
| 3 | 6.1 | 11.4 | 5.8 | 5.2 | 5.2 | 7.6 | 9.8 | 5.2 | 7.3 | |
| 4 | 9.6 | 9.5 | 8.6 | 5.1 | 7.7 | 5.7 | 9.5 | 5.4 | 6.0 | |
| 5 | 21.4 | 10.6 | 30.9 | 7.8 | 21.7 | 5.2 | 13.8 | 9.8 | 7.2 | |
| 6 | 10.0 | 3.4 | 8.3 | 1.4 | 14.1 | 1.4 | 5.4 | 2.0 | 2.9 | |
| 7 | 14.5 | 1.8 | 11.6 | 1.2 | 13.9 | 0.8 | 5.6 | 2.2 | 2.2 | |
| 8 | 12.7 | 0.4 | 5.1 | 0.6 | 12.5 | 0.4 | 4.1 | 1.0 | 1.8 | |
| 9 | 5.9 | 0.2 | 0.9 | 0.1 | 5.6 | 0.1 | 1.9 | 0.2 | 0.8 | |
| HIGHEST(10) | 10.6 | 0.1 | 2.5 | 0.5 | 10.1 | 0.2 | 3.2 | 0.7 | 1.4 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0 | 0.0 | 0.1 | 0.2 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1160 | 3361 | |

--RESPONSES

Q623-BEFORE TODAY, HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 86.0 | 56.4 | 79.7 | 57.5 | 81.3 | 36.3 | 63.7 | 59.5 | 41.1 | |
| NO | 14.0 | 43.6 | 19.5 | 42.4 | 18.7 | 63.6 | 36.3 | 40.3 | 58.8 | |
| DONT KNOW | 0 | 0 | 0.8 | 0.2 | 0 | 0.1 | 0 | 0.2 | 0.1 | |
| Σ --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1274 | 3785 | 110 | 1064 | 339 | 2908 | 5059 | 1174 | 3245 | |

Q624 - (IF Q623=YES) HOW SERIOUSLY DID YOU CONSIDER JOINING THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| VERY SERIOUSLY | 39.7 | 17.9 | 38.6 | 32.9 | 39.2 | 14.9 | 26.6 | 33.5 | 20.6 | 20.6 |
| SOMEWHAT SERIOUSLY | 36.9 | 30.7 | 33.5 | 23.6 | 37.6 | 23.4 | 33.2 | 24.3 | 26.6 | 26.6 |
| SLIGHTLY SERIOUSLY | 19.0 | 33.4 | 23.2 | 31.7 | 18.5 | 38.8 | 27.6 | 30.7 | 34.0 | 34.0 |
| NOT SERIOUSLY | 4.3 | 17.9 | 4.7 | 12.2 | 5.4 | 22.8 | 12.5 | 11.3 | 18.7 | 18.7 |
| MISSING | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.0 |
| DONT KNOW | 0.1 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0 |
| REFUSED | 0.0 | 0 | 0 | 0.3 | 0 | 0 | 0.0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1486 | 2197 | 88 | 619 | 338 | 1051 | 3683 | 707 | 1381 | 1381 |

Q551 - WHAT IS THE STARTING MONTHLY PAY, BEFORE TAXES, FOR AN ENLISTED PERSON?

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | | | | | |
| \$100-\$274 | 7.9 | 9.4 | 5.7 | 6.7 | 11.4 | 7.9 | 7.9 | 7.9 | 9.0 | 6.0 | 8.3 | 9.0 | 6.0 | 8.3 |
| \$275-\$374 | 8.0 | 7.5 | 5.4 | 5.8 | 5.3 | 6.5 | 6.5 | 6.5 | 7.7 | 5.8 | 6.4 | 7.7 | 5.8 | 6.4 |
| \$375-\$474 | 8.6 | 8.9 | 14.1 | 8.5 | 7.5 | 6.0 | 6.0 | 6.0 | 8.8 | 9.0 | 6.2 | 8.8 | 9.0 | 6.2 |
| \$475-\$574 | 16.7 | 15.0 | 10.3 | 10.4 | 11.4 | 13.1 | 13.1 | 13.1 | 15.5 | 10.4 | 12.9 | 15.5 | 10.4 | 12.9 |
| \$575-\$674 | 8.2 | 7.7 | 11.3 | 9.2 | 6.3 | 5.6 | 5.6 | 5.6 | 7.8 | 9.4 | 5.7 | 7.8 | 9.4 | 5.7 |
| \$675-\$774 | 3.5 | 3.2 | 5.9 | 5.8 | 4.6 | 2.7 | 2.7 | 2.7 | 3.3 | 5.8 | 3.0 | 3.3 | 5.8 | 3.0 |
| \$775-\$874 | 5.3 | 6.0 | 4.5 | 11.8 | 4.1 | 4.5 | 4.5 | 4.5 | 5.8 | 11.2 | 4.4 | 5.8 | 11.2 | 4.4 |
| OVER \$874 | 14.1 | 15.5 | 23.2 | 20.2 | 8.8 | 16.2 | 16.2 | 16.2 | 15.0 | 20.5 | 16.4 | 15.0 | 20.5 | 16.4 |
| MISSING | 0.1 | 0.1 | 0 | 0.1 | 0 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0 |
| DONT KNOW | 27.4 | 26.7 | 19.7 | 21.3 | 40.5 | 37.1 | 37.1 | 37.1 | 26.9 | 21.1 | 37.5 | 26.9 | 21.1 | 37.5 |
| REFUSED | 0.1 | 0.1 | 0 | 0.1 | 0 | 0.3 | 0.3 | 0.3 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.3 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 2909 | 2909 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

Q662 - (IF Q661=DK) WHAT IS YOUR BEST GUESS (OF STARTING PAY)?

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| 8100-8274 | 8.3 | 8.5 | 3.7 | 3.4 | 10.5 | 6.8 | 8.4 | 3.4 | 7.3 | 8.4 | 3.4 | 7.3 | 8.4 | 3.4 | 7.3 | 8.4 | 3.4 | |
| 8275-8374 | 6.0 | 8.0 | 0 | 3.1 | 10.1 | 5.2 | 7.4 | 2.9 | 5.8 | 7.4 | 2.9 | 5.8 | 7.4 | 2.9 | 5.8 | 7.4 | 2.9 | |
| 8375-8474 | 6.8 | 7.2 | 0 | 6.1 | 6.8 | 4.7 | 7.1 | 5.6 | 5.0 | 7.1 | 5.6 | 5.0 | 7.1 | 5.6 | 5.0 | 7.1 | 5.6 | |
| 8475-8574 | 10.0 | 8.8 | 14.0 | 5.5 | 8.3 | 9.5 | 9.1 | 6.2 | 9.4 | 9.1 | 6.2 | 9.4 | 9.1 | 6.2 | 9.4 | 9.1 | 6.2 | |
| 8575-8674 | 6.5 | 4.6 | 7.6 | 11.0 | 4.6 | 5.4 | 5.2 | 10.7 | 5.3 | 5.2 | 10.7 | 5.3 | 5.2 | 10.7 | 5.3 | 5.2 | 10.7 | |
| 8675-8774 | 1.2 | 2.9 | 0 | 2.8 | 2.8 | 2.4 | 2.4 | 2.6 | 2.4 | 2.4 | 2.6 | 2.4 | 2.4 | 2.6 | 2.4 | 2.4 | 2.6 | |
| 8775-8874 | 4.0 | 4.6 | 19.9 | 7.9 | 3.5 | 5.6 | 4.4 | 8.9 | 5.3 | 4.4 | 8.9 | 5.3 | 4.4 | 8.9 | 5.3 | 4.4 | 8.9 | |
| OVER 8874 | 17.5 | 16.6 | 3.9 | 20.3 | 10.4 | 14.1 | 16.9 | 18.9 | 13.7 | 16.9 | 18.9 | 13.7 | 16.9 | 18.9 | 13.7 | 16.9 | 18.9 | |
| MISSING | 0.4 | 0.1 | 0 | 0 | 0 | 0.2 | 0.2 | 0 | 0.2 | 0.2 | 0 | 0.2 | 0.2 | 0 | 0.2 | 0.2 | 0 | |
| DONT KNOW | 39.0 | 37.9 | 50.9 | 39.1 | 43.1 | 45.1 | 38.2 | 40.1 | 44.8 | 38.2 | 40.1 | 44.8 | 38.2 | 40.1 | 44.8 | 38.2 | 40.1 | |
| REFUSED | 0.4 | 0.7 | 0 | 0.8 | 0 | 1.0 | 0.6 | 0.8 | 0.9 | 0.6 | 0.8 | 0.9 | 0.6 | 0.8 | 0.9 | 0.6 | 0.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 462 | 1034 | 22 | 225 | 161 | 1104 | 1496 | 247 | 1265 | 1496 | 247 | 1265 | 1496 | 247 | 1265 | 1496 | 247 | |

--RESPONSES

00

Q553 - DID YOU INCLUDE BENEFITS SUCH AS FOOD, HOUSING & MEDICAL BENEFITS (IN YOUR ESTIMATE OF STARTING PAY)?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 31.6 | 24.4 | 23.3 | 20.1 | 30.0 | 19.2 | 26.5 | 20.4 | 20.4 | 20.4 |
| NO | 68.3 | 75.6 | 76.7 | 79.9 | 70.0 | 80.7 | 73.5 | 79.6 | 79.6 | 79.5 |
| REFUSED | 0.0 | 0 | 0 | 0 | 0 | 0.1 | 0.0 | 0 | 0 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1486 | 3401 | 99 | 979 | 325 | 2391 | 4887 | 1078 | 1078 | 2710 |

--RESPONSES

69

Q554 - KNOWING PAY IS \$676, HOW LIKELY ARE YOU TO SERVE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| DEFINITELY | 16.8 | 0.2 | 2.8 | 0.1 | 13.4 | 0.2 | 0.2 | 0.2 | 5.1 | 0.3 | 1.7 | 0.3 | 0.3 | 0.3 | 0.3 | 1.7 |
| PROBABLY | 56.8 | 6.3 | 43.8 | 3.2 | 61.9 | 4.1 | 4.1 | 4.1 | 21.4 | 6.8 | 11.0 | 6.8 | 6.8 | 6.8 | 6.8 | 11.0 |
| PROBABLY NOT | 21.0 | 45.1 | 28.1 | 31.0 | 20.8 | 31.5 | 31.5 | 31.5 | 37.9 | 30.8 | 30.2 | 30.8 | 30.8 | 30.8 | 30.8 | 30.2 |
| DEFINITELY NOT | 5.4 | 48.4 | 24.5 | 65.6 | 3.9 | 64.1 | 64.1 | 64.1 | 35.6 | 61.9 | 57.0 | 61.9 | 61.9 | 61.9 | 61.9 | 57.0 |
| REFUSED | 0 | 0.0 | 0.0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 2909 | 2909 | 5478 | 1180 | 3301 | 1180 | 1180 | 1180 | 1180 | 3301 |

--RESPONSES

Q666 - DOES ANY SERVICE PAY A CASH BONUS FOR ENLISTING?

-----MARKET-----

| --RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| YES | 27.4 | 27.1 | 39.1 | 34.8 | 20.3 | 18.1 | 27.2 | 35.2 | 18.4 | 27.2 | 35.2 | 18.4 | 27.2 | 35.2 | 18.4 | 27.2 | 35.2 | 18.4 |
| NO | 58.9 | 61.4 | 47.6 | 55.8 | 59.5 | 65.9 | 60.7 | 55.1 | 65.2 | 60.7 | 55.1 | 65.2 | 60.7 | 55.1 | 65.2 | 60.7 | 55.1 | 65.2 |
| DONT KNOW | 13.7 | 11.5 | 13.2 | 9.4 | 20.2 | 16.0 | 12.1 | 9.7 | 16.4 | 12.1 | 9.7 | 16.4 | 12.1 | 9.7 | 16.4 | 12.1 | 9.7 | 16.4 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 948 | 2210 | 62 | 638 | 209 | 1684 | 3158 | 700 | 1893 | 3158 | 700 | 1893 | 3158 | 700 | 1893 | 3158 | 700 | 1893 |

Q556 - WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| AIR FORCE | 41.0 | 33.9 | 23.4 | 47.5 | 27.6 | 30.7 | 36.0 | 45.3 | 30.3 | |
| ARMY | 61.7 | 66.1 | 69.3 | 63.3 | 47.6 | 53.9 | 64.8 | 63.9 | 53.1 | |
| MARINE CORPS | 41.6 | 37.1 | 25.4 | 43.8 | 33.7 | 28.7 | 38.4 | 42.1 | 29.3 | |
| NAVY | 34.8 | 33.9 | 23.0 | 44.1 | 18.7 | 29.8 | 34.1 | 42.1 | 28.4 | |
| ---TOTAL--- | | | | | | | | | | |
| ---COUNT--- | 266 | 599 | 24 | 221 | 40 | 307 | 865 | 245 | 347 | |

QUESTIONS PERMITTED AS MANY AS 4 RESPONSES

Q657 - (IF Q656>=2 SVCS) WHICH SERVICE PAYS THE BIGGEST BONUS?

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| AIR FORCE | 28.4 | 17.6 | 12.4 | 17.7 | 6.6 | 18.7 | 21.0 | 17.4 | 17.2 | | | | | | | | | |
| ARMY | 17.7 | 16.6 | 11.4 | 6.7 | 4.4 | 17.0 | 16.9 | 6.0 | 15.4 | | | | | | | | | |
| MARINES | 12.4 | 13.3 | 12.5 | 11.4 | 10.7 | 9.7 | 13.0 | 11.5 | 9.8 | | | | | | | | | |
| NAVY | 6.1 | 9.0 | 0 | 11.2 | 20.8 | 9.9 | 8.1 | 10.5 | 11.3 | | | | | | | | | |
| SAME | 29.4 | 35.9 | 48.7 | 36.5 | 57.5 | 40.9 | 33.8 | 37.3 | 43.0 | | | | | | | | | |
| DONT KNOW | 6.1 | 7.6 | 15.0 | 17.5 | 0 | 3.8 | 7.2 | 17.3 | 3.4 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 122 | 250 | 8 | 102 | 14 | 101 | 372 | 110 | 115 | | | | | | | | | |

--RESPONSES

Q658 - WHAT IS THE BIGGEST CASH BONUS A PERSON CAN GET FOR ENLISTING?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| \$1-\$499 | 26.2 | 20.5 | 6.0 | 13.3 | 18.9 | 30.4 | 22.3 | 12.6 | 28.8 | |
| \$500-\$999 | 12.5 | 11.7 | 6.2 | 7.7 | 10.2 | 13.0 | 11.9 | 7.6 | 12.6 | |
| \$1,000-\$1,999 | 17.0 | 20.8 | 46.2 | 21.9 | 23.0 | 16.0 | 19.6 | 24.0 | 16.9 | |
| \$2,000-\$4,999 | 14.7 | 18.3 | 27.0 | 26.3 | 13.4 | 14.1 | 17.2 | 26.4 | 14.0 | |
| \$5,000 + | 20.9 | 17.6 | 4.0 | 17.0 | 15.9 | 9.7 | 18.6 | 15.9 | 10.5 | |
| DONT KNOW | 8.8 | 11.1 | 10.5 | 13.8 | 10.7 | 16.9 | 10.4 | 13.5 | 17.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 239 | 497 | 20 | 100 | 33 | 236 | 736 | 216 | 269 | |

--RESPONSES

74

Q559 - DOES ANY SERVICE PAY FOR COLLEGE/TRAINING AFTER DISCHARGE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| YES | 66.9 | 68.4 | 69.6 | 62.9 | 51.3 | 57.7 | 68.0 | 63.6 | 56.9 | |
| NO | 28.9 | 27.8 | 26.3 | 33.3 | 45.7 | 36.8 | 28.1 | 32.6 | 37.9 | |
| DONT KNOW | 4.2 | 3.8 | 4.1 | 3.8 | 3.0 | 5.5 | 3.9 | 3.8 | 5.2 | |
| 75 ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 719 | 1601 | 48 | 432 | 183 | 1225 | 2320 | 480 | 1408 | |

--RESPONSES

Q500 - WHICH SERVICES PAY FOR COLLEGE/TRAINING AFTER DISCHARGE?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| AIR FORCE | 54.8 | 49.0 | 57.1 | 65.0 | 56.8 | 48.5 | 50.7 | 64.2 | 49.5 | |
| ARMY | 85.3 | 82.5 | 80.1 | 82.9 | 80.4 | 71.3 | 83.4 | 82.6 | 72.4 | |
| MARINE CORPS | 40.2 | 46.3 | 51.6 | 58.6 | 42.2 | 41.9 | 44.4 | 50.1 | 42.0 | |
| NAVY | 46.6 | 46.7 | 50.3 | 61.0 | 49.6 | 42.9 | 46.7 | 59.9 | 43.7 | |

--RESPONSES

QUESTIONS PERMITTED AS MANY AS 4 RESPONSES

| | | | | | | | | | | |
|-------------|-----|------|----|-----|----|-----|------|-----|-----|--|
| ---TOTAL--- | 478 | 1094 | 34 | 266 | 90 | 708 | 1572 | 300 | 798 | |
| --COUNT-- | | | | | | | | | | |

Q561 - WHICH SERVICES OFFER THE LARGEST EDUCATIONAL BENEFITS?

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| | | | | | | | | | | | | |

--RESPONSES

| | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 23.5 | 15.6 | 51.6 | 18.3 | 26.0 | 9.0 | 18.1 | 21.4 | 11.4 |
| ARMY | 19.3 | 26.9 | 10.2 | 19.7 | 20.9 | 24.1 | 24.4 | 18.8 | 23.6 |
| MARINES | 1.3 | 5.5 | 9.4 | 1.7 | 5.0 | 7.0 | 4.1 | 2.4 | 6.7 |
| NAVY | 5.9 | 3.9 | 0 | 5.0 | 4.0 | 5.7 | 4.5 | 4.5 | 5.5 |
| SAME | 45.8 | 41.6 | 28.7 | 51.4 | 37.0 | 47.9 | 42.9 | 49.3 | 46.3 |
| DONT KNOW | 4.3 | 6.7 | 0 | 3.4 | 7.2 | 6.3 | 5.9 | 3.1 | 6.4 |
| REFUSED | 0 | 0 | 0 | 0.5 | 0 | 0 | 0 | 0.4 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 285 | 623 | 19 | 177 | 50 | 350 | 908 | 190 | 412 |

Q562 - WHAT IS THE MAXIMUM EDUCATION BENEFIT FOR 4 YEARS SERVICE?

| | MARKET | | | | MARKET | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| 78 \$1-\$2,499 | 16.7 | 12.6 | 11.8 | 15.7 | 26.2 | 17.8 | 13.9 | 15.3 | 18.8 | 18.8 |
| \$2,500-\$4,999 | 9.3 | 6.6 | 13.2 | 8.1 | 8.8 | 11.8 | 7.5 | 8.6 | 11.4 | 11.4 |
| \$5,000-\$9,999 | 13.4 | 15.2 | 16.7 | 25.0 | 8.9 | 15.1 | 14.6 | 23.4 | 14.4 | 14.4 |
| \$10,000-\$14,999 | 14.2 | 17.1 | 15.8 | 15.5 | 14.3 | 11.1 | 16.2 | 15.5 | 11.5 | 11.5 |
| \$15,000-\$19,999 | 5.1 | 6.8 | 3.6 | 5.9 | 1.6 | 4.1 | 6.3 | 5.6 | 3.8 | 3.8 |
| \$20,000 + | 23.2 | 25.3 | 18.1 | 16.8 | 12.7 | 20.1 | 24.6 | 16.9 | 19.2 | 19.2 |
| DONT KNOW | 18.1 | 15.8 | 26.8 | 13.0 | 27.5 | 20.0 | 16.5 | 14.5 | 20.9 | 20.9 |
| REFUSED | 0 | 0.6 | 0 | 0 | 0 | 0.1 | 0.4 | 0 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 460 | 995 | 32 | 250 | 82 | 608 | 1455 | 282 | 690 | 690 |

Q001 - WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?

| | MARKET | | | | MARKET | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| AIR FORCE | 59.3 | 61.1 | 56.8 | 54.2 | 55.0 | 59.0 | 60.6 | 54.4 | 59.5 | |
| ARMY | 70.9 | 73.1 | 68.0 | 72.1 | 73.5 | 73.3 | 72.4 | 71.7 | 73.3 | |
| COAST GUARD | 19.6 | 26.9 | 22.1 | 24.1 | 14.4 | 18.6 | 24.7 | 24.0 | 18.1 | |
| MARINES | 57.1 | 61.8 | 59.8 | 57.6 | 52.4 | 57.7 | 60.4 | 57.8 | 57.1 | |
| NAVY | 48.6 | 55.6 | 43.3 | 52.0 | 54.4 | 53.3 | 53.5 | 51.3 | 53.6 | |
| GUARD/RESERVES | 23.8 | 29.7 | 35.0 | 32.7 | 22.1 | 24.7 | 27.9 | 32.9 | 24.4 | |
| ALL SERVICES | 15.2 | 20.3 | 18.4 | 18.1 | 9.2 | 13.3 | 18.8 | 18.1 | 12.8 | |
| --TOTAL-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |
| ---COUNT--- | | | | | | | | | | |

QUESTION PERMITTED AS MANY AS 7 RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q602 - THE AIR FORCE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|-------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------|-------------|------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | 18.7 | 19.9 | 18.7 | 13.9 | 18.4 | 21.5 | 18.3 | 19.1 | 18.0 | 18.7 | 19.1 | 18.0 | 18.7 | 19.1 | 18.0 | 18.7 |
| YES | 19.9 | 18.7 | 13.9 | 18.4 | 21.5 | 18.3 | 19.1 | 18.0 | 18.7 | 19.1 | 18.0 | 18.7 | 19.1 | 18.0 | 18.7 | |
| NO | 20.3 | 19.9 | 29.3 | 27.2 | 23.2 | 22.5 | 20.1 | 27.4 | 22.5 | 20.1 | 27.4 | 22.5 | 20.1 | 27.4 | 22.5 | |
| MENTIONED IN Q601 | 59.4 | 61.1 | 56.8 | 54.2 | 55.0 | 59.0 | 60.6 | 54.5 | 58.5 | 60.6 | 54.5 | 58.5 | 60.6 | 54.5 | 58.5 | |
| MISSING | 0.1 | 0.1 | 0 | 0.1 | 0.4 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | |
| DONT KNOW | 0.3 | 0.2 | 0 | 0 | 0 | 0.2 | 0.2 | 0 | 0.1 | 0.2 | 0 | 0.1 | 0.2 | 0 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1666 | 3811 | 110 | 1069 | 392 | 2909 | 5477 | 1179 | 3301 | 5477 | 1179 | 3301 | 5477 | 1179 | 3301 | |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q603 - THE ARMY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| YES | 17.7 | 15.1 | 16.1 | 13.5 | 14.5 | 14.3 | 15.9 | 13.8 | 14.3 | 14.3 |
| NO | 11.3 | 11.7 | 15.8 | 14.3 | 11.9 | 12.3 | 11.5 | 14.4 | 12.3 | 12.3 |
| MENTIONED IN Q601 | 70.9 | 73.1 | 68.0 | 72.2 | 73.5 | 73.3 | 72.5 | 71.8 | 73.3 | 73.3 |
| MISSING | 0.1 | 0.2 | 0 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.0 |
| DONT KNOW | 0 | 0.0 | 0 | 0 | 0 | 0.0 | 0.0 | 0 | 0.0 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1666 | 3811 | 110 | 1069 | 392 | 2909 | 5477 | 1179 | 3301 | 3301 |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q604 - THE COAST GUARD?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|-------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------|-------------|-------|---------|-------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | | | | | | |
| YES | 19.8 | 17.8 | 22.1 | 21.3 | 23.0 | 19.5 | 18.4 | 21.4 | 19.9 | 18.4 | 21.4 | 19.5 | 18.4 | 21.4 | 19.9 | 18.4 | 21.4 | 19.9 |
| NO | 60.6 | 55.1 | 54.2 | 54.4 | 61.9 | 61.5 | 56.7 | 54.3 | 61.6 | 56.7 | 54.3 | 61.5 | 56.7 | 54.3 | 61.6 | 56.7 | 54.3 | 61.6 |
| MENTIONED IN Q601 | 19.6 | 26.9 | 22.1 | 24.2 | 14.4 | 18.6 | 24.7 | 24.0 | 18.1 | 24.7 | 24.0 | 18.6 | 24.7 | 24.0 | 18.1 | 24.7 | 24.0 | 18.1 |
| MISSING | 0.0 | 0.1 | 0 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 |
| DONT KNOW | 0.0 | 0.1 | 1.6 | 0.1 | 0.3 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1666 | 3811 | 110 | 1069 | 392 | 2909 | 5477 | 1179 | 3301 | 5477 | 1179 | 2909 | 5477 | 1179 | 3301 | 5477 | 1179 | 3301 |

--RESPONSES

82 MENTIONED IN Q601

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q665 - THE MARINE CORPS?

-----MARKET-----

-----MARKET-----

YOUNG MALES OLDER MALES FEMALES
 POSITIVE POSITIVE POSITIVE POSITIVE POSITIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT)

YOUNG MALES OLDER MALES FEMALES
 NEGATIVE NEGATIVE NEGATIVE NEGATIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT)

YOUNG MALES OLDER MALES FEMALES
 TOTAL TOTAL TOTAL
 (PCT) (PCT) (PCT)

YOUNG MALES OLDER MALES FEMALES
 TOTAL TOTAL TOTAL
 (PCT) (PCT) (PCT)

--RESPONSES

| | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| YES | 22.4 | 19.1 | 18.5 | 17.6 | 21.6 | 17.7 | 20.1 | 17.7 | 18.2 |
| NO | 20.5 | 18.9 | 21.8 | 24.8 | 25.4 | 24.4 | 19.4 | 24.4 | 24.6 |
| MENTIONED IN Q661 | 57.1 | 61.8 | 59.8 | 57.7 | 52.4 | 57.7 | 60.4 | 57.9 | 57.1 |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.0 |
| DONT KNOW | 0 | 0.0 | 0 | 0.1 | 0.6 | 0.1 | 0.0 | 0.1 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1666 | 3811 | 110 | 1059 | 392 | 2908 | 5477 | 1179 | 3300 |

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q006 - THE NAVY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| YES | 22.5 | 17.8 | 19.6 | 16.5 | 20.0 | 17.3 | 19.2 | 16.7 | 17.6 | |
| NO | 28.6 | 26.4 | 37.1 | 31.4 | 25.6 | 29.2 | 27.1 | 31.9 | 28.8 | |
| MENTIONED IN Q001 | 48.7 | 55.6 | 43.3 | 52.1 | 54.4 | 53.3 | 53.5 | 51.3 | 53.5 | |
| MISSING | 0.1 | 0.1 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1666 | 3811 | 110 | 1069 | 392 | 2998 | 5477 | 1179 | 3300 | |

--RESPONSES

84

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q007 - THE NATIONAL GUARD/RESERVES?

| | ---MARKET--- | | | | ---MARKET--- | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 36.3 | 31.2 | 26.4 | 30.9 | 30.8 | 27.1 | 32.7 | 30.5 | 27.6 |
| NO | 39.8 | 38.6 | 37.8 | 36.1 | 46.8 | 47.9 | 39.0 | 36.3 | 47.8 |
| MENTIONED IN Q001 | 23.8 | 29.7 | 35.0 | 32.8 | 22.1 | 24.7 | 27.9 | 33.0 | 24.4 |
| MISSING | 0 | 0.0 | 0 | 0.1 | 0 | 0.0 | 0.0 | 0.1 | 0.0 |
| DONT KNOW | 0.1 | 0.5 | 0.8 | 0.1 | 0.3 | 0.2 | 0.4 | 0.2 | 0.2 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1666 | 3811 | 110 | 1069 | 392 | 2909 | 5477 | 1179 | 3301 |

--RESPONSES

05

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q608 - ONE AD FOR ALL THE SERVICES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 39.7 | 39.9 | 39.1 | 35.6 | 42.2 | 37.1 | 39.9 | 35.9 | 37.7 | |
| NO | 44.8 | 39.5 | 42.5 | 46.1 | 48.4 | 49.5 | 41.1 | 45.8 | 49.3 | |
| MENTIONED IN Q601 | 16.2 | 20.3 | 18.4 | 18.1 | 9.2 | 13.3 | 18.8 | 18.1 | 12.8 | |
| MISSING | 0.1 | 0.1 | 0 | 0.2 | 0 | 0 | 0.1 | 0.1 | 0 | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 | 0.2 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1666 | 3811 | 110 | 1069 | 392 | 2909 | 6477 | 1179 | 3301 | |

--RESPONSES

Tables for question 699A--699B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q610 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 8.8 | 7.8 | 12.1 | 10.8 | 11.5 | 10.4 | 8.1 | 10.9 | 10.6 | 8.1 | 10.9 | 10.6 |
| ARMY | 33.6 | 32.9 | 30.9 | 30.2 | 32.5 | 35.5 | 33.1 | 30.3 | 35.1 | 33.1 | 30.3 | 35.1 |
| MARINES | 12.8 | 13.2 | 11.1 | 8.7 | 17.2 | 12.6 | 13.1 | 8.9 | 13.2 | 13.1 | 8.9 | 13.2 |
| ∞ NAVY | 32.3 | 34.2 | 29.1 | 35.7 | 23.1 | 23.6 | 33.6 | 35.1 | 23.5 | 33.6 | 35.1 | 23.5 |
| ALL 4-SAME AD | 6.7 | 6.4 | 10.4 | 6.2 | 7.0 | 7.4 | 6.5 | 6.6 | 7.3 | 6.5 | 6.6 | 7.3 |
| MISSING | 1.2 | 0.4 | 0 | 0.8 | 0.2 | 0.5 | 0.6 | 0.7 | 0.5 | 0.6 | 0.7 | 0.5 |
| DONT KNOW | 4.6 | 5.0 | 6.4 | 7.4 | 8.4 | 10.0 | 4.9 | 7.3 | 9.8 | 4.9 | 7.3 | 9.8 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE BLANK"?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|-------|-------------|---------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES | TOTAL (PCT) | MALES | TOTAL (PCT) | FEMALES |

--RESPONSES

| | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 2.3 | 1.9 | 2.6 | 2.4 | 3.5 | 3.7 | 2.0 | 2.5 | 3.7 | 2.0 | 2.5 | 3.7 |
| ARMY | 6.2 | 3.4 | 3.1 | 2.8 | 7.7 | 5.9 | 4.2 | 2.9 | 6.1 | 4.2 | 2.9 | 6.1 |
| MARINES | 88.2 | 86.3 | 74.9 | 84.4 | 63.6 | 73.3 | 84.5 | 83.6 | 72.1 | 84.5 | 83.6 | 72.1 |
| NAVY | 3.6 | 2.6 | 7.1 | 2.2 | 10.0 | 5.2 | 2.9 | 2.6 | 5.8 | 2.9 | 2.6 | 5.8 |
| ALL 4-SAME AD | 2.6 | 1.3 | 1.5 | 1.9 | 5.9 | 2.7 | 1.7 | 1.9 | 3.1 | 1.7 | 1.9 | 3.1 |
| MISSING | 0.6 | 1.0 | 1.6 | 0.5 | 0.3 | 0.6 | 0.9 | 0.6 | 0.6 | 0.9 | 0.6 | 0.6 |
| DONT KNOW | 4.6 | 3.5 | 9.3 | 5.6 | 8.9 | 8.6 | 3.8 | 6.0 | 8.7 | 3.8 | 6.0 | 8.7 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3611 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|
| AIR FORCE | 4.2 | 4.1 | 8.6 | 6.9 | 8.0 | 4.6 | 4.1 | 7.0 | 5.0 | | | |
| ARMY | 77.7 | 78.0 | 71.9 | 68.4 | 73.1 | 74.9 | 77.9 | 68.7 | 74.7 | | | |
| MARINES | 5.3 | 5.2 | 6.7 | 5.8 | 2.9 | 3.8 | 5.2 | 5.8 | 3.7 | | | |
| NAVY | 4.5 | 4.5 | 3.4 | 6.6 | 6.3 | 6.1 | 4.5 | 6.3 | 6.1 | | | |
| ALL 4-SAME AD | 5.0 | 5.0 | 2.3 | 4.4 | 6.0 | 6.4 | 5.0 | 4.2 | 6.4 | | | |
| MISSING | 1.0 | 0.7 | 0 | 1.4 | 0.7 | 0.8 | 0.8 | 1.3 | 0.8 | | | |
| DONT KNOW | 2.2 | 2.4 | 7.2 | 6.5 | 3.0 | 3.4 | 2.4 | 6.5 | 3.4 | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | |

Q613 - WHO USES THE SLOGAN, "BLANK, A GREAT WAY OF LIFE"?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|-------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | (PCT) | TOTAL (PCT) | (PCT) | TOTAL (PCT) | (PCT) |

--RESPONSES

| | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 24.4 | 20.8 | 24.4 | 16.6 | 21.6 | 17.9 | 21.9 | 17.3 | 18.4 |
| ARMY | 26.0 | 27.4 | 35.7 | 25.1 | 16.6 | 25.5 | 27.0 | 26.0 | 24.4 |
| MARINES | 9.3 | 7.3 | 4.7 | 5.0 | 10.4 | 9.2 | 7.9 | 5.0 | 9.4 |
| NAVY | 20.0 | 22.6 | 20.9 | 25.8 | 16.8 | 19.4 | 21.8 | 25.4 | 19.1 |
| ALL 4-SAME AD | 9.3 | 9.6 | 1.5 | 7.7 | 12.1 | 8.6 | 9.5 | 7.1 | 9.0 |
| MISSING | 0.6 | 0.7 | 1.0 | 0.4 | 1.0 | 0.4 | 0.6 | 0.5 | 0.5 |
| DONT KNOW | 10.5 | 11.6 | 11.8 | 19.3 | 21.5 | 19.0 | 11.3 | 18.7 | 19.3 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2009 | 5478 | 1180 | 3301 |

Q613A - WHO USES THE SLOGAN, "WERE LOOKING FOR A FEW GOOD MEN"?

| | -----MARKET----- | | | | | | -----MARKET----- | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 4.9 | 4.0 | 2.0 | 2.8 | 7.2 | 5.9 | 4.3 | 2.7 | 6.0 |
| ARMY | 14.5 | 14.1 | 16.1 | 14.9 | 22.9 | 21.5 | 14.2 | 15.0 | 21.7 |
| MARINES | 59.2 | 59.7 | 67.8 | 68.0 | 35.1 | 35.7 | 59.5 | 68.0 | 35.7 |
| NAVY | 8.0 | 8.6 | 4.0 | 4.1 | 13.8 | 12.6 | 8.6 | 4.0 | 12.8 |
| ALL 4-SAME AD | 5.2 | 4.9 | 1.9 | 3.3 | 6.8 | 7.4 | 5.0 | 3.2 | 7.4 |
| MISSING | 0.8 | 0.9 | 0.8 | 0.7 | 0.6 | 0.6 | 0.9 | 0.7 | 0.6 |
| DONT KNOW | 6.8 | 7.8 | 7.3 | 6.0 | 13.5 | 16.3 | 7.5 | 6.1 | 16.0 |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 |

--RESPONSES

Q814 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 10.8 | 9.6 | 14.3 | 10.1 | 7.1 | 9.5 | 9.9 | 10.4 | 9.2 | |
| ARMY | 40.1 | 38.1 | 33.8 | 39.4 | 32.3 | 30.1 | 38.7 | 38.9 | 30.4 | |
| MARINES | 6.4 | 7.1 | 7.0 | 5.7 | 14.2 | 9.3 | 6.9 | 5.8 | 9.9 | |
| US NAVY | 16.0 | 13.2 | 17.8 | 13.4 | 15.8 | 14.4 | 14.0 | 13.6 | 14.6 | |
| ALL 4-SAME AD | 16.9 | 18.0 | 9.5 | 13.0 | 14.0 | 16.2 | 18.2 | 12.6 | 16.0 | |
| MISSING | 0.2 | 0.6 | 2.1 | 1.0 | 0 | 0.4 | 0.5 | 1.1 | 0.4 | |
| DONT KNOW | 9.5 | 12.0 | 15.6 | 17.4 | 16.7 | 20.0 | 11.7 | 17.2 | 19.6 | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 6478 | 1180 | 3301 | |

Q615 - WHO USES THE SLOGAN, "AIM HIGH. BLANK#?"

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| AIR FORCE | 88.8 | 87.0 | 77.7 | 80.8 | 78.6 | 74.3 | 87.5 | 80.6 | 74.8 | 87.5 | 80.6 | 74.8 |
| ARMY | 3.3 | 2.8 | 7.6 | 2.9 | 6.3 | 5.6 | 3.0 | 3.3 | 5.7 | 3.0 | 3.3 | 5.7 |
| MARINES | 1.9 | 2.0 | 2.3 | 3.4 | 3.8 | 4.8 | 2.0 | 3.3 | 4.7 | 2.0 | 3.3 | 4.7 |
| NAVY | 1.7 | 2.6 | 3.9 | 2.9 | 2.5 | 4.4 | 2.3 | 3.0 | 4.1 | 2.3 | 3.0 | 4.1 |
| ALL 4-SAME AD | 1.1 | 1.1 | 3.9 | 1.0 | 1.0 | 2.2 | 1.1 | 1.3 | 2.1 | 1.1 | 1.3 | 2.1 |
| MISSING | 0.4 | 0.8 | 1.0 | 0.7 | 0.2 | 0.3 | 0.7 | 0.7 | 0.3 | 0.7 | 0.7 | 0.3 |
| DONT KNOW | 2.8 | 3.6 | 3.6 | 8.2 | 7.6 | 8.5 | 3.4 | 7.7 | 8.4 | 3.4 | 7.7 | 8.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

--RESPONSES

Q818 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|---------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 77.3 | 74.3 | 74.0 | 72.5 | 75.2 | 72.7 | | |
| NO | 22.5 | 25.0 | 25.3 | 27.3 | 24.7 | 27.0 | | |
| DONT KNOW | 0.1 | 0.2 | 0.7 | 0.2 | 0.2 | 0.3 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1667 | 3811 | 392 | 2908 | 5478 | 3300 | | |

AD-A169 245

YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1988

2/5

SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

RESEARCH TRIANGLE PARK NC R M DRAY ET AL. FEB 86

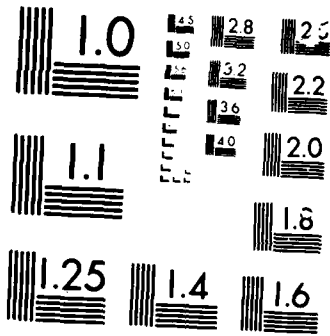
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MICROCOPY

11071

Q617 - (IF Q616=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINE/NEWSPAPER/BILLBOARD ADS?

-----MARKET-----

| --RESPONSES | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|---------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES | TOTAL (PCT) | FEMALES |
| | | | | | | | | |
| ARMY | 64.9 | 64.4 | 72.1 | 67.0 | 64.5 | | 67.7 | |
| NAVY | 32.2 | 34.7 | 31.0 | 31.2 | 33.9 | | 31.2 | |
| AIR FORCE | 49.3 | 46.0 | 44.4 | 38.3 | 47.0 | | 39.0 | |
| MARINES | 47.3 | 43.2 | 42.0 | 40.1 | 44.5 | | 40.3 | |
| COAST GUARD | 5.9 | 6.3 | 3.9 | 5.2 | 6.2 | | 5.1 | |
| ALL ACTIVE | 19.3 | 21.5 | 11.4 | 16.2 | 20.9 | | 16.6 | |
| ARMY NG | 4.4 | 3.5 | 1.4 | 3.4 | 3.8 | | 3.1 | |
| ARMY RESERVE | 3.1 | 2.0 | 1.0 | 2.0 | 2.7 | | 1.9 | |
| NAVY RESERVE | 1.0 | 0.8 | 0.2 | 0.2 | 0.9 | | 0.2 | |
| AIR NG | 1.5 | 1.1 | 1.1 | 1.4 | 1.2 | | 1.3 | |
| AIR FORCE RESERVE | 0.9 | 1.0 | 1.1 | 0.8 | 0.9 | | 0.8 | |
| MARINE RESERVE | 0.9 | 0.5 | 0.5 | 0.5 | 0.6 | | 0.5 | |
| ALL RESERVE/NG | 3.8 | 5.3 | 2.5 | 3.8 | 4.8 | | 3.7 | |

-----QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

---TOTAL--- 1292 2856 290 2098 4148 2388

---COUNT---

Q618 - SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 85.8 | 86.4 | 83.1 | 85.2 | 86.2 | 86.2 | 85.0 | |
| NO | 14.0 | 13.4 | 16.3 | 14.6 | 13.6 | 13.6 | 14.8 | |
| DONT KNOW | 0.2 | 0.2 | 0.7 | 0.2 | 0.2 | 0.2 | 0.3 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 1667 | 3811 | 392 | 2908 | 5478 | 5478 | 3300 | |

--RESPONSES

Q019 - (IF Q018=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADS?

-----MARKET-----

| --RESPONSES | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| ARMY | 65.8 | 60.9 | 68.7 | 66.0 | 62.3 | 62.3 | 66.3 | 66.3 |
| NAVY | 42.8 | 40.2 | 41.0 | 39.1 | 41.0 | 41.0 | 39.3 | 39.3 |
| AIR FORCE | 53.5 | 47.2 | 48.8 | 44.7 | 49.1 | 49.1 | 45.1 | 45.1 |
| MARINES | 51.4 | 48.8 | 48.5 | 45.5 | 49.5 | 49.5 | 45.8 | 45.8 |
| COAST GUARD | 10.6 | 12.4 | 8.5 | 9.2 | 11.9 | 11.9 | 9.1 | 9.1 |
| ALL ACTIVE | 28.3 | 35.4 | 24.2 | 27.8 | 33.3 | 33.3 | 27.4 | 27.4 |
| ARMY NAT GUARD | 7.3 | 6.4 | 5.3 | 3.5 | 6.6 | 6.6 | 3.7 | 3.7 |
| ARMY RESERVE | 3.3 | 4.5 | 1.8 | 3.2 | 4.1 | 4.1 | 3.0 | 3.0 |
| NAVAL RESERVE | 0.9 | 1.6 | 0.7 | 1.0 | 1.4 | 1.4 | 1.0 | 1.0 |
| AIR NG | 2.3 | 2.7 | 0.6 | 1.6 | 2.6 | 2.6 | 1.4 | 1.4 |
| AIR FORCE RESERVE | 1.4 | 1.6 | 0.7 | 0.8 | 1.6 | 1.6 | 0.8 | 0.8 |
| MARINE RESERVE | 1.2 | 1.3 | 0.4 | 0.8 | 1.3 | 1.3 | 0.7 | 0.7 |
| ALL RESERVE/NG | 7.6 | 8.8 | 4.8 | 5.8 | 8.5 | 8.5 | 5.7 | 5.7 |

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL-- 1427 3314 327 2474 4741 2801

--COUNT--

Q626 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 39.9 | 48.9 | 28.1 | 28.5 | 46.2 | 27.5 | | |
| NO | 60.1 | 51.0 | 79.9 | 71.4 | 53.7 | 72.4 | | |
| DONT KNOW | 0.0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1667 | 3811 | 392 | 2908 | 6478 | 3300 | | |

--RESPONSES

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED MAIL?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|--------------|---|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | |
| AIR FORCE | 35.8 | 32.3 | 29.9 | 28.7 | 33.2 | 28.8 | | |
| ARMY | 62.6 | 63.7 | 66.3 | 62.6 | 63.5 | 62.4 | | |
| MARINES | 46.9 | 42.6 | 14.6 | 15.5 | 43.7 | 15.5 | | |
| NAVY | 31.3 | 34.8 | 14.7 | 17.5 | 33.9 | 17.3 | | |
| ALL SERVICES | 8.1 | 9.3 | 2.1 | 6.2 | 9.6 | 5.9 | | |
| NATL GUARD | 6.7 | 6.2 | 2.1 | 4.4 | 6.3 | 4.2 | | |
| RESERVES | 2.7 | 4.7 | 5.6 | 3.3 | 4.2 | 3.5 | | |
| --TOTAL-- | | | | | | | | |
| | ----- QUESTION PERMITTED AS MANY AS 7 RESPONSES ----- | | | | | | | |
| --COUNT-- | 674 | 1858 | 81 | 814 | 2532 | 895 | | |

Q822 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

| | -----MARKET----- | | | -----MARKET----- | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 4.9 | 1.5 | 5.3 | 0.7 | 2.5 | 1.2 |
| NO | 95.1 | 98.5 | 94.7 | 99.3 | 97.5 | 98.7 |
| DONT KNOW | 0.1 | 0 | 0 | 0.0 | 0.0 | 0.0 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0.0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 392 | 2988 | 5478 | 3306 |

Q623 (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL ABOUT?

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | |
| AIR FORCE | 17.9 | 32.1 | 46.2 | 23.9 | 23.8 | 35.1 | | |
| ARMY | 28.1 | 46.7 | 37.9 | 27.2 | 33.4 | 32.6 | | |
| MARINES | 26.3 | 13.2 | 11.2 | 7.6 | 20.9 | 9.4 | | |
| NAVY | 30.3 | 29.4 | 27.1 | 13.8 | 29.9 | 20.5 | | |
| ALL SERVICES | 1.6 | 2.6 | 0 | 0 | 2.0 | 0 | | |
| NATL GUARD | 9.0 | 4.5 | 4.7 | 10.9 | 7.1 | 7.8 | | |
| RESERVES | 1.6 | 7.8 | 0 | 12.9 | 4.2 | 6.4 | | |
| --TOTAL-- | | | | | | | | |
| --COUNT-- | 93 | 55 | 21 | 22 | 148 | 43 | | |

QUESTION PERMITTED AS MANY AS 7 RESPONSES

Q626 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 18.4 | 6.3 | 15.1 | 2.5 | 9.9 | 9.9 | 4.0 | |
| NO | 81.6 | 93.7 | 84.5 | 97.4 | 90.1 | 90.1 | 95.9 | |
| DONT KNOW | 0 | 0 | 0.4 | 0.1 | 0 | 0 | 0.1 | |
| REFUSED | 0 | 0.0 | 0 | 0 | 0.0 | 0.0 | 0 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 1667 | 3611 | 392 | 2908 | 5478 | 5478 | 3300 | |

---RESPONSES

Q626 - (IF Q626=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| AIR FORCE | 37.4 | 23.8 | 36.7 | 36.5 | 31.3 | 31.3 | 36.6 | 36.6 |
| ARMY | 41.6 | 41.2 | 48.1 | 49.4 | 41.4 | 41.4 | 48.8 | 48.8 |
| MARINES | 34.7 | 31.6 | 8.1 | 15.8 | 33.3 | 33.3 | 12.3 | 12.3 |
| NAVY | 16.6 | 21.0 | 15.9 | 21.2 | 18.6 | 18.6 | 18.8 | 18.8 |
| ALL SERVICES | 1.6 | 2.2 | 1.5 | 5.1 | 1.8 | 1.8 | 3.5 | 3.5 |
| NATL GUARD | 3.5 | 3.6 | 6.2 | 3.3 | 3.5 | 3.5 | 4.6 | 4.6 |
| RESERVES | 2.6 | 5.4 | 1.1 | 7.0 | 3.8 | 3.8 | 4.3 | 4.3 |

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL-- 318 262 63 80 580 143

--COUNT--

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| YES | 53.1 | 34.6 | 49.3 | 38.8 | 41.0 | 19.4 | 40.1 | 39.7 | 21.9 | | | |
| NO | 48.9 | 65.4 | 50.7 | 60.9 | 59.0 | 80.6 | 59.9 | 60.0 | 78.0 | | | |
| DONT KNOW | 0 | 0.0 | 0 | 0.2 | 0 | 0.0 | 0.0 | 0.2 | 0.0 | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---CO'INT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | |

--RESPONSES

Q829 - (IF Q828=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 27.4 | 22.2 | 22.0 | 28.5 | 30.9 | 27.4 | 24.3 | 27.8 | 28.1 | |
| ARMY | 51.5 | 55.1 | 53.3 | 49.1 | 53.0 | 54.2 | 53.7 | 49.5 | 53.9 | |
| MARINES | 35.2 | 27.8 | 26.4 | 29.1 | 18.0 | 18.3 | 30.7 | 28.8 | 18.3 | |
| NAVY | 27.6 | 29.1 | 30.3 | 29.0 | 19.8 | 17.4 | 28.5 | 29.2 | 17.9 | |
| ---TOTAL--- | 885 | 1323 | 55 | 424 | 161 | 563 | 2208 | 479 | 724 | |

QUESTION PERMITTED AS MANY AS 4 RESPONSES

--RESPONSES

Q630 - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

| | MARKET | | | | MARKET | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 77.8 | 23.0 | 59.3 | 10.9 | 81.2 | 14.8 | 36.8 | 14.6 | 20.7 | |
| NO | 18.6 | 74.8 | 37.5 | 87.1 | 17.3 | 83.3 | 61.7 | 83.4 | 77.4 | |
| DONT KNOW | 3.5 | 2.1 | 3.1 | 1.7 | 1.5 | 1.9 | 2.5 | 1.8 | 1.8 | |
| REFUSED | 0 | 0 | 0 | 0.3 | 0 | 0 | 0 | 0.3 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 782 | 2488 | 55 | 646 | 231 | 2346 | 3270 | 701 | 2577 | |

--RESPONSES

Q691 - DID THE AIR FORCE RECRUITER (YOU TALKED TO) REPRESENT THE....

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| ACTIVE AIR FORCE | 64.1 | 69.3 | 79.7 | 84.8 | 55.3 | 66.3 | 67.0 | 84.4 | 63.6 | |
| AIR RESERVE | 12.3 | 11.1 | 20.3 | 1.9 | 5.5 | 11.1 | 11.6 | 3.5 | 9.7 | |
| AIR NG | 6.2 | 6.1 | 0 | 1.6 | 9.7 | 5.7 | 6.1 | 1.4 | 6.7 | |
| 2+ OF ABOVE | 11.2 | 7.5 | 0 | 7.7 | 21.4 | 3.5 | 9.2 | 7.0 | 7.9 | |
| DONT KNOW | 6.2 | 6.0 | 0 | 4.0 | 8.0 | 13.4 | 6.1 | 3.7 | 12.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 247 | 304 | 11 | 126 | 55 | 151 | 551 | 131 | 206 | |

--RESPONSES

Q632 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| RECRUITER CALLED | 10.6 | 22.4 | 23.1 | 3.7 | 1.4 | 10.3 | 17.1 | 5.4 | 8.1 | |
| CALLED RECRUITER | 7.2 | 4.4 | 7.8 | 11.3 | 21.0 | 7.7 | 5.7 | 11.0 | 10.9 | |
| RECRUITING STATION | 12.6 | 17.2 | 14.9 | 40.7 | 19.0 | 24.5 | 15.2 | 38.4 | 23.2 | |
| JOB FAIR | 4.3 | 3.1 | 0 | 0.9 | 3.8 | 2.9 | 3.7 | 0.8 | 3.1 | |
| AT SCHOOL | 53.9 | 43.7 | 37.1 | 39.2 | 49.2 | 49.0 | 48.2 | 39.0 | 49.0 | |
| OTHER WAY | 11.3 | 9.2 | 17.1 | 4.3 | 5.7 | 5.6 | 10.1 | 5.4 | 5.6 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 247 | 304 | 11 | 120 | 55 | 151 | 551 | 131 | 206 | |

--RESPONSES

Q633TIME -NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| UP TO 1 MONTH | 14.8 | 6.5 | 0 | 0 | 14.4 | 6.8 | 10.2 | 0 | 0 | 8.8 |
| ONE MONTH | 9.5 | 5.0 | 0 | 2.0 | 12.0 | 3.0 | 7.0 | 1.8 | 1.8 | 5.3 |
| 2 MONTHS | 6.7 | 6.9 | 0 | 0 | 1.0 | 2.7 | 6.8 | 0 | 0 | 2.2 |
| 3 MONTHS | 4.9 | 2.2 | 0 | 1.0 | 14.0 | 1.5 | 3.4 | 0.9 | 0.9 | 4.9 |
| 4 TO 6 MONTHS | 17.2 | 16.5 | 23.9 | 0.8 | 9.1 | 16.7 | 16.8 | 2.8 | 2.8 | 14.7 |
| 7 TO 12 MONTHS | 18.1 | 22.5 | 0 | 5.8 | 9.2 | 16.1 | 20.6 | 5.3 | 5.3 | 14.3 |
| 13 TO 18 MONTHS | 16.0 | 15.7 | 18.7 | 1.1 | 16.7 | 14.8 | 15.8 | 2.6 | 2.6 | 15.3 |
| 19 TO 24 MONTHS | 4.6 | 7.6 | 0 | 1.9 | 12.1 | 5.9 | 6.3 | 1.7 | 1.7 | 7.5 |
| 25 MONTHS OR MORE | 8.1 | 17.1 | 57.4 | 87.5 | 11.0 | 32.5 | 13.2 | 84.9 | 84.9 | 26.9 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 226 | 278 | 9 | 103 | 54 | 138 | 504 | 112 | 112 | 192 |

--RESPONSES

Q634 - DID THE ARMY RECRUITER (YOU TALKED TO) REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| ---RESPONSES | | | | | | | | | | | |
| ACTIVE ARMY | 49.7 | 64.7 | 69.9 | 75.4 | 41.1 | 42.4 | 59.1 | 74.8 | 42.1 | | |
| ARMY RESERVE | 19.4 | 15.9 | 17.1 | 9.1 | 27.3 | 32.3 | 17.2 | 10.0 | 31.2 | | |
| ARMY NG | 9.1 | 3.9 | 4.4 | 2.7 | 9.9 | 7.8 | 5.8 | 2.9 | 8.2 | | |
| 2+ OF ABOVE | 17.6 | 11.4 | 5.5 | 7.5 | 14.6 | 8.7 | 13.7 | 7.3 | 9.9 | | |
| DONT KNOW | 4.2 | 4.0 | 3.0 | 5.3 | 7.2 | 8.6 | 4.1 | 5.0 | 8.5 | | |
| REFUSED | 0 | 0.2 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| ---COUNT--- | 451 | 722 | 30 | 207 | 82 | 295 | 1173 | 237 | 377 | | |

Q636 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| RECRUITER CALLED | 19.5 | 36.0 | 4.4 | 15.6 | 14.5 | 28.9 | 29.8 | 14.3 | 25.8 | |
| CALLED RECRUITER | 8.4 | 5.6 | 23.7 | 9.0 | 12.6 | 5.6 | 6.7 | 10.8 | 7.1 | |
| RECRUITING STATION | 20.3 | 14.2 | 35.0 | 28.4 | 16.0 | 8.9 | 16.5 | 29.2 | 10.5 | |
| JOB FAIR | 1.1 | 0.6 | 0 | 1.6 | 4.1 | 2.0 | 0.8 | 1.4 | 2.5 | |
| AT SCHOOL | 37.9 | 36.1 | 17.0 | 33.8 | 44.7 | 50.0 | 36.8 | 31.8 | 48.8 | |
| OTHER WAY | 12.5 | 7.3 | 19.9 | 11.2 | 8.1 | 4.0 | 9.3 | 12.2 | 5.4 | |
| DONT KNOW | 0.3 | 0.2 | 0 | 0.4 | 0 | 0 | 0.2 | 0.3 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 451 | 722 | 30 | 207 | 82 | 295 | 1173 | 237 | 377 | |

Q036TIME -NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| UP TO 1 MONTH | 15.9 | 6.4 | 3.5 | 0.8 | 16.7 | 7.5 | 10.0 | 1.1 | 9.5 | |
| ONE MONTH | 10.5 | 7.2 | 0 | 0.5 | 13.8 | 6.1 | 8.5 | 0.5 | 7.8 | |
| 2 MONTHS | 8.8 | 6.3 | 4.5 | 0 | 7.1 | 4.9 | 7.2 | 0.6 | 5.4 | |
| 3 MONTHS | 8.0 | 6.3 | 6.4 | 1.1 | 6.6 | 6.4 | 6.9 | 1.8 | 6.4 | |
| 4 TO 6 MONTHS | 12.8 | 16.7 | 5.2 | 0.6 | 20.6 | 17.0 | 15.3 | 1.2 | 17.8 | |
| 7 TO 12 MONTHS | 17.0 | 13.4 | 13.4 | 1.1 | 5.4 | 15.8 | 14.8 | 2.7 | 13.5 | |
| 13 TO 18 MONTHS | 11.8 | 15.3 | 25.5 | 2.8 | 15.4 | 14.9 | 14.0 | 5.6 | 15.0 | |
| 19 TO 24 MONTHS | 3.7 | 6.8 | 0 | 0.9 | 3.1 | 5.4 | 5.7 | 0.8 | 4.9 | |
| 26 MONTHS OR MORE | 11.4 | 21.6 | 41.5 | 92.1 | 11.3 | 22.1 | 17.8 | 85.8 | 19.7 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 419 | 670 | 26 | 171 | 75 | 268 | 1089 | 197 | 343 | |

--RESPONSES

Q637 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| ACTIVE MARINES | 54.9 | 59.3 | 73.0 | 71.3 | 39.4 | 51.6 | 57.3 | 71.5 | 48.9 |
| MARINE RESERVES | 15.2 | 13.0 | 0 | 1.9 | 21.0 | 23.1 | 14.0 | 1.8 | 22.7 |
| BOTH | 24.7 | 20.7 | 27.0 | 21.8 | 32.6 | 20.1 | 22.5 | 22.3 | 22.8 |
| MISSING | 0 | 0 | 0 | 0 | 0 | 1.0 | 0 | 0 | 1.4 |
| DONT KNOW | 5.2 | 7.0 | 0 | 4.9 | 7.0 | 3.4 | 6.2 | 4.4 | 4.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 309 | 374 | 15 | 122 | 29 | 106 | 683 | 137 | 135 |

--RESPONSES

Q638 - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------------|-------------|-------|----------|-------|-------------|-------|----------|-------|----------|-------|----------|-------|-------------|-------|-------------|-------|---------|-------|
| | NEGATIVE | | POSITIVE | | NEGATIVE | | POSITIVE | | NEGATIVE | | POSITIVE | | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL |
| | PROPSITY | (PCT) | PROPSITY | (PCT) | PROPSITY | (PCT) | PROPSITY | (PCT) | PROPSITY | (PCT) | PROPSITY | (PCT) | (PCT) | (PCT) | (PCT) | (PCT) | (PCT) | (PCT) |
| RECRUITER CALLED | 19.6 | 34.1 | 8.8 | 13.1 | 11.2 | 15.1 | 27.6 | 12.7 | 14.3 | | | | | | | | | |
| CALLED RECRUITER | 7.6 | 2.6 | 0 | 6.8 | 0 | 2.4 | 4.8 | 6.1 | 1.9 | | | | | | | | | |
| RECRUITING STATION | 17.8 | 16.0 | 44.8 | 36.4 | 17.2 | 11.1 | 18.8 | 37.3 | 12.5 | | | | | | | | | |
| JOB FAIR | 1.4 | 0.8 | 0 | 4.2 | 0 | 1.1 | 1.1 | 3.7 | 0.9 | | | | | | | | | |
| AT SCHOOL | 44.9 | 36.1 | 12.2 | 25.5 | 46.8 | 53.1 | 46.1 | 24.2 | 61.7 | | | | | | | | | |
| OTHER WAY | 8.7 | 9.5 | 34.2 | 12.2 | 21.0 | 15.3 | 9.2 | 14.5 | 16.5 | | | | | | | | | |
| MISSING | 0 | 0 | 0 | 0 | 0 | 1.8 | 0 | 0 | 1.4 | | | | | | | | | |
| DONT KNOW | 0 | 0.8 | 0 | 1.8 | 3.8 | 0 | 0.5 | 1.6 | 0.8 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 389 | 375 | 15 | 122 | 29 | 106 | 684 | 137 | 135 | | | | | | | | | |

--RESPONSES

Q639TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| UP TO 1 MONTH | 22.3 | 7.6 | 14.8 | 0 | 19.4 | 8.0 | 14.3 | 1.8 | 10.4 |
| ONE MONTH | 18.9 | 6.1 | 0 | 0 | 7.3 | 6.1 | 12.0 | 0 | 6.3 |
| 2 MONTHS | 7.2 | 6.3 | 8.2 | 0 | 16.4 | 2.3 | 6.7 | 1.0 | 5.3 |
| 3 MONTHS | 6.9 | 7.7 | 13.2 | 0 | 11.5 | 3.9 | 7.3 | 1.6 | 5.5 |
| 4 TO 6 MONTHS | 10.9 | 15.9 | 0 | 1.2 | 16.7 | 23.8 | 13.6 | 1.0 | 22.3 |
| 7 TO 12 MONTHS | 11.8 | 17.4 | 6.8 | 2.3 | 10.4 | 10.5 | 14.8 | 2.9 | 10.5 |
| 13 TO 18 MONTHS | 8.6 | 13.0 | 12.8 | 3.6 | 14.1 | 26.4 | 11.0 | 4.7 | 23.8 |
| 19 TO 24 MONTHS | 5.9 | 8.2 | 0 | 1.0 | 0 | 7.2 | 7.1 | 0.9 | 5.7 |
| 26 MONTHS OR MORE | 7.5 | 17.9 | 44.2 | 92.0 | 4.1 | 11.8 | 13.1 | 86.3 | 10.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 289 | 343 | 14 | 97 | 26 | 92 | 632 | 111 | 117 |

--RESPONSES

Q640 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLD MALES | | FEMALES | | YOUNG MALES | | OLD MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| ACTIVE NAVY | 64.1 | 65.8 | 81.5 | 76.1 | 52.3 | 42.0 | 65.2 | 76.7 | 44.6 | |
| NAVAL RESERVES | 10.4 | 10.0 | 10.2 | 5.7 | 18.9 | 29.5 | 10.1 | 6.2 | 26.9 | |
| BOTH | 21.6 | 16.2 | 8.3 | 14.6 | 17.8 | 18.1 | 18.3 | 13.9 | 18.1 | |
| DONT KNOW | 3.8 | 8.0 | 0 | 3.6 | 11.0 | 10.3 | 6.4 | 3.2 | 10.5 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 233 | 370 | 17 | 129 | 35 | 97 | 603 | 146 | 132 | |

Q641 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG | OLDER | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | MALES (PCT) | MALES (PCT) | |
| RECRUITER CALLED | 21.8 | 37.3 | 4.6 | 12.4 | 3.8 | 12.0 | 31.4 | 11.5 | 10.0 |
| CALLED RECRUITER | 6.5 | 4.7 | 11.3 | 9.7 | 14.2 | 12.2 | 5.3 | 9.9 | 12.7 |
| RECRUITING STATION | 20.9 | 18.2 | 38.5 | 41.0 | 19.7 | 6.7 | 18.0 | 40.7 | 9.9 |
| JOB FAIR | 3.3 | 0.8 | 0 | 0.9 | 3.0 | 4.9 | 1.7 | 0.8 | 4.5 |
| AT SCHOOL | 38.8 | 35.5 | 15.8 | 25.8 | 47.0 | 57.3 | 36.8 | 24.0 | 54.9 |
| OTHER WAY | 7.4 | 5.2 | 29.9 | 9.7 | 11.7 | 5.1 | 6.0 | 12.1 | 6.7 |
| DONT KNOW | 1.4 | 0.4 | 0 | 0.6 | 0 | 1.7 | 0.8 | 0.5 | 1.3 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 233 | 370 | 17 | 129 | 35 | 97 | 603 | 146 | 132 |

Q842TIME -NO. OF MONTHS SINCE TALKED WITH NAVY RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| UP TO 1 MONTH | 20.6 | 9.5 | 5.7 | 1.0 | 19.1 | 7.0 | 13.9 | 1.6 | 10.1 |
| ONE MONTH | 13.6 | 7.3 | 0 | 0 | 6.1 | 4.4 | 9.7 | 0 | 4.8 |
| 2 MONTHS | 8.4 | 7.3 | 7.2 | 0 | 2.9 | 2.5 | 7.7 | 0.9 | 2.6 |
| 3 MONTHS | 8.4 | 7.7 | 0 | 0 | 9.7 | 4.0 | 8.0 | 0 | 5.5 |
| 4 TO 6 MONTHS | 13.2 | 12.6 | 5.9 | 0 | 13.9 | 16.6 | 12.8 | 0.8 | 15.9 |
| 7 TO 12 MONTHS | 10.8 | 15.3 | 5.9 | 3.2 | 15.6 | 18.8 | 13.5 | 3.5 | 17.9 |
| 13 TO 18 MONTHS | 13.5 | 10.0 | 8.7 | 3.6 | 20.0 | 16.7 | 15.0 | 4.2 | 17.5 |
| 19 TO 24 MONTHS | 4.9 | 7.6 | 0 | 2.1 | 2.3 | 3.3 | 6.5 | 1.8 | 3.0 |
| 25 MONTHS OR MORE | 6.6 | 16.6 | 66.6 | 90.2 | 10.5 | 26.8 | 12.7 | 87.2 | 22.5 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 222 | 336 | 16 | 109 | 32 | 81 | 558 | 125 | 113 |

--RESPONSES

Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| CASH BONUS | 12.2 | 12.2 | 19.4 | 15.0 | 7.3 | 8.3 | 12.2 | 15.5 | 8.1 |
| MONEY FOR EDUCATN | 36.5 | 42.8 | 22.2 | 26.1 | 45.4 | 43.3 | 40.3 | 25.6 | 43.7 |
| GUARANTEED TRAINING | 12.7 | 7.4 | 10.9 | 6.1 | 4.6 | 6.5 | 9.5 | 6.7 | 6.1 |
| 2 YEAR ENLISTMENT | 1.5 | 1.8 | 0 | 2.7 | 1.4 | 0.8 | 1.7 | 2.4 | 0.9 |
| GUARANTEED TRNG LOCATION | 2.0 | 2.3 | 2.1 | 2.7 | 2.9 | 1.6 | 2.2 | 2.6 | 1.9 |
| ASSURED JOB ASSIGNMENT | 5.4 | 3.6 | 10.0 | 5.7 | 7.4 | 4.6 | 4.3 | 6.2 | 5.2 |
| ADVANCE PAY GRADE | 1.7 | 1.7 | 5.2 | 1.8 | 2.0 | 1.4 | 1.7 | 2.2 | 1.5 |
| GOOD PAY | 12.6 | 12.3 | 11.5 | 4.4 | 15.4 | 12.2 | 12.4 | 5.2 | 12.9 |
| TRAVEL | 12.2 | 11.3 | 20.5 | 10.9 | 9.3 | 9.5 | 11.7 | 12.0 | 9.4 |

--RESPONSES

(CONTINUED)

Q046 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET-----
 YOUNG MALES OLDER MALES FEMALES
 POSITIVE NEGATIVE POSITIVE NEGATIVE POSITIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)
 -----MARKET-----

--RESPONSES

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-----------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------|---------------------------------|---------------------------------|----------------|---------------------------------|---------------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| YES | 22.2 | 19.7 | 34.3 | 19.0 | 17.1 | 14.0 | 20.4 | 20.4 | 20.4 | 14.4 | 20.4 | 14.4 |
| NO | 77.5 | 80.1 | 65.7 | 80.4 | 82.9 | 85.6 | 79.3 | 79.3 | 79.3 | 85.3 | 79.3 | 85.3 |
| DONT KNOW | 0.2 | 0.2 | 0 | 0.5 | 0 | 0.4 | 0.2 | 0.2 | 0.5 | 0.4 | 0.2 | 0.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0.1 | 0 | 0.0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 1180 | 3301 | 5478 | 3301 |

Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 81.4 | 22.9 | 64.2 | 11.6 | 84.9 | 14.2 | 40.0 | 15.5 | 22.3 | |
| NO | 14.9 | 73.3 | 34.6 | 86.4 | 13.2 | 83.6 | 56.3 | 82.6 | 75.5 | |
| DONT KNOW | 3.7 | 3.8 | 1.2 | 1.8 | 1.9 | 2.3 | 3.8 | 1.7 | 2.2 | |
| 123 REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1287 | 3082 | 73 | 862 | 323 | 2604 | 4369 | 935 | 2627 | |

Q047 - (IF YES TO Q046) WHERE DID YOU TAKE THE ASVAB?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| AT HIGH SCHOOL | 59.3 | 67.3 | 42.0 | 41.1 | 77.5 | 89.5 | 64.7 | 41.2 | 87.8 |
| AT MEPS | 35.5 | 25.2 | 39.3 | 46.4 | 21.3 | 7.4 | 28.0 | 45.3 | 9.4 |
| ELSEWHERE | 5.2 | 7.4 | 18.7 | 11.6 | 1.2 | 3.1 | 0.7 | 12.7 | 2.8 |
| DONT KNOW | 0 | 0.1 | 0 | 0.9 | 0 | 0 | 0.1 | 0.8 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 380 | 729 | 37 | 208 | 69 | 405 | 1109 | 245 | 474 |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q649 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 13.9 | 17.2 | 20.1 | 26.0 | 12.2 | 22.9 | 16.2 | 25.5 | 21.7 | | | |
| VERY IMPORTANT | 26.7 | 30.9 | 22.5 | 31.4 | 28.9 | 30.4 | 29.6 | 30.6 | 30.2 | | | |
| SOMEWHAT IMPORTANT | 41.8 | 38.5 | 45.6 | 31.0 | 38.0 | 35.6 | 39.5 | 32.3 | 35.9 | | | |
| NOT IMPORTANT | 17.2 | 13.4 | 11.9 | 11.3 | 20.0 | 10.9 | 14.5 | 11.3 | 12.0 | | | |
| MISSING | 0.2 | 0.1 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.1 | | | |
| DONT KNOW | 0.1 | 0.0 | 0 | 0.2 | 0.3 | 0.1 | 0.0 | 0.2 | 0.1 | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5470 | 1180 | 3301 | | | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q650 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|-------------|-------------|-------------|--|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | 5.8 | 2.2 | 1.7 | 1.1 | 6.7 | 2.2 | 3.3 | 1.2 | 2.8 | 60.8 | 62.1 | 57.9 | 35.3 | 36.2 | 38.6 | 0.1 | 0.1 | |
| MILITARY JOB | 5.8 | 2.2 | 1.7 | 1.1 | 6.7 | 2.2 | 3.3 | 1.2 | 2.8 | 60.8 | 62.1 | 57.9 | 35.3 | 36.2 | 38.6 | 0.1 | 0.1 | |
| CIVILIAN JOB | 52.3 | 64.4 | 48.1 | 63.6 | 45.4 | 59.6 | 60.8 | 62.1 | 57.9 | 35.3 | 36.2 | 38.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | |
| EITHER ONE | 41.1 | 32.9 | 48.6 | 34.9 | 46.4 | 37.6 | 35.3 | 36.2 | 38.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | |
| MISSING | 0.2 | 0.1 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.5 | 0.4 | 0.6 | 0.5 | 0.4 | 0.6 | 0.1 | 0.1 | |
| DONT KNOW | 0.7 | 0.4 | 1.6 | 0.3 | 1.5 | 0.5 | 0.5 | 0.4 | 0.6 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0 | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | |
| --COUNT-- | 1667 | 3811 | 116 | 1070 | 392 | 2009 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q651 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 31.7 | 16.7 | 26.4 | 20.5 | 30.9 | 14.9 | 21.1 | 21.0 | 16.8 | 36.0 | 36.0 | 41.3 |
| VERY IMPORTANT | 39.8 | 36.9 | 47.5 | 38.0 | 44.2 | 34.9 | 37.8 | 38.8 | 36.0 | 34.7 | 4.3 | 4.9 |
| SOMEWHAT IMPORTANT | 25.9 | 40.0 | 23.1 | 35.8 | 20.1 | 44.1 | 35.8 | 34.7 | 41.3 | 4.3 | 0.7 | 0.7 |
| NOT IMPORTANT | 1.8 | 5.3 | 0.9 | 4.7 | 2.5 | 5.3 | 4.3 | 4.3 | 4.9 | 0.6 | 0.2 | 0.2 |
| MISSING | 0.5 | 0.8 | 1.2 | 0.3 | 1.8 | 0.5 | 0.7 | 0.4 | 0.7 | 0.1 | 0.1 | 0 |
| DONT KNOW | 0.3 | 0.2 | 0.8 | 0.0 | 0.5 | 0.2 | 0.2 | 0.6 | 0.2 | 100.0 | 100.0 | 100.0 |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | 5478 | 1180 | 3301 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 2909 | 2909 | 2909 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q662 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

| | MARKET | | | | MARKET | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| MILITARY JOB | 56.1 | 48.4 | 45.2 | 41.4 | 53.4 | 48.6 | 50.7 | 41.7 | 49.1 | |
| CIVILIAN JOB | 2.8 | 6.1 | 3.4 | 7.0 | 2.3 | 5.3 | 5.1 | 6.7 | 4.9 | |
| EITHER ONE | 40.2 | 44.4 | 48.5 | 50.6 | 41.8 | 45.2 | 43.1 | 50.4 | 44.8 | |
| MISSING | 0.5 | 0.8 | 1.2 | 0.3 | 1.8 | 0.6 | 0.7 | 0.4 | 0.7 | |
| DONT KNOW | 0.3 | 0.2 | 1.0 | 0.6 | 0.7 | 0.4 | 0.2 | 0.7 | 0.4 | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2009 | 5478 | 1180 | 3301 | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q653 - BEING ABLE TO GET MONEY FOR EDUCATION?

| | ---MARKET--- | | | | ---MARKET--- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------|-------------|-------------|-------------|-------|
| | YOUNG MALES | | OLDER MALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| EXTREMELY IMPORTANT | 30.9 | 25.9 | 24.4 | 15.8 | 44.3 | 30.3 | 27.4 | 16.6 | 32.6 |
| VERY IMPORTANT | 41.4 | 34.8 | 38.6 | 32.3 | 37.6 | 38.9 | 36.8 | 32.9 | 38.8 |
| SOMEWHAT IMPORTANT | 21.7 | 29.2 | 20.0 | 35.0 | 15.9 | 25.1 | 27.0 | 34.2 | 24.0 |
| NOT IMPORTANT | 5.5 | 9.6 | 9.6 | 10.2 | 1.1 | 5.2 | 8.4 | 15.0 | 4.7 |
| MISSING | 0.4 | 0.4 | 1.4 | 0.3 | 0.7 | 0.4 | 0.4 | 0.4 | 0.4 |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.2 | 0.5 | 0.1 | 0.1 | 0.2 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3611 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q654 - BEING ABLE TO GET MONEY FOR EDUCATION?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|--|---------------------------|--|-------------|--|-------------|--|---------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | | | | | | |
| MILITARY JOB | 39.3 | 32.1 | 43.6 | 37.8 | 40.0 | 33.5 | 34.2 | 38.3 | 34.3 | | | | | | | | | |
| CIVILIAN JOB | 7.8 | 11.8 | 12.9 | 9.2 | 4.9 | 8.5 | 10.6 | 9.6 | 8.1 | | | | | | | | | |
| EITHER ONE | 52.3 | 55.4 | 41.3 | 52.0 | 53.0 | 56.9 | 54.5 | 51.1 | 56.5 | | | | | | | | | |
| MISSING | 0.4 | 0.4 | 1.4 | 0.3 | 0.7 | 0.4 | 0.4 | 0.4 | 0.4 | | | | | | | | | |
| DONT KNOW | 0.2 | 0.3 | 0.8 | 0.6 | 0.7 | 0.7 | 0.2 | 0.5 | 0.7 | | | | | | | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 1667 | 3011 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | | | | | | | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q666 - PERSONAL FREEDOM?

| | ---MARKET--- | | | | ---MARKET--- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|---------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| EXTREMELY IMPORTANT | 34.6 | 41.3 | 32.7 | 41.1 | 36.9 | 41.7 | 39.3 | 40.4 | 41.1 |
| VERY IMPORTANT | 43.1 | 43.1 | 40.4 | 41.8 | 41.4 | 41.0 | 43.1 | 41.7 | 41.1 |
| SOMEWHAT IMPORTANT | 18.4 | 13.1 | 22.6 | 13.3 | 17.8 | 14.9 | 14.7 | 14.1 | 15.2 |
| NOT IMPORTANT | 3.0 | 1.8 | 2.8 | 2.9 | 3.1 | 1.4 | 2.1 | 2.9 | 1.6 |
| MISSING | 0.8 | 0.5 | 0 | 0.4 | 0.5 | 0.9 | 0.6 | 0.3 | 0.8 |
| DONT KNOW | 0.1 | 0.1 | 1.0 | 0.4 | 0.2 | 0.1 | 0.1 | 0.5 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q856 - PERSONAL FREEDOM?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | 7.7 | 3.0 | 1.2 | 1.9 | 1.9 | 8.4 | 3.1 | 4.4 | 1.8 | 3.8 | 4.4 | 1.8 | 3.8 | |
| MILITARY JOB | 43.6 | 61.8 | 44.8 | 57.9 | 52.4 | 56.7 | 50.3 | 56.4 | 56.7 | 50.3 | 56.4 | 56.7 | 50.3 | |
| CIVILIAN JOB | 47.4 | 34.1 | 51.6 | 39.2 | 43.1 | 46.3 | 44.6 | 38.1 | 46.3 | 44.6 | 38.1 | 46.3 | 44.6 | |
| EITHER ONE | 0.8 | 0.5 | 0 | 0.4 | 0.9 | 0.3 | 0.8 | 0.6 | 0.3 | 0.8 | 0.6 | 0.3 | 0.8 | |
| MISSING | 0.5 | 0.6 | 2.4 | 0.4 | 0.4 | 1.9 | 0.4 | 0.5 | 0.6 | 0.6 | 0.5 | 0.6 | 0.6 | |
| DONT KNOW | 0 | 0.0 | 0 | 0.2 | 0.1 | 0.2 | 0.1 | 0.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.1 | |
| REFUSED | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --TOTAL-- | 1667 | 3811 | 110 | 1070 | 2909 | 392 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | |
| --COUNT-- | | | | | | | | | | | | | | |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q667 - GOOD INCOME?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| | | | | | | | | | | | | |
| EXTREMELY IMPORTANT | 43.1 | 41.3 | 38.9 | 44.2 | 43.8 | 41.3 | 41.8 | 43.7 | 41.6 | 42.2 | 41.8 | 41.6 |
| VERY IMPORTANT | 42.1 | 42.8 | 41.6 | 43.6 | 39.4 | 42.6 | 42.6 | 42.9 | 42.9 | 42.2 | 42.6 | 42.2 |
| SOMEWHAT IMPORTANT | 12.1 | 13.6 | 19.5 | 16.6 | 13.2 | 14.5 | 13.2 | 11.4 | 11.4 | 14.3 | 13.2 | 14.3 |
| NOT IMPORTANT | 2.1 | 1.5 | 0 | 0.9 | 1.9 | 1.0 | 1.6 | 0.9 | 0.9 | 1.1 | 1.6 | 1.1 |
| MISSING | 0.6 | 0.9 | 0 | 0.9 | 0.9 | 0.5 | 0.8 | 0.8 | 0.8 | 0.5 | 0.8 | 0.5 |
| DONT KNOW | 0.0 | 0.0 | 0 | 0.2 | 0.7 | 0.1 | 0.0 | 0.2 | 0.2 | 0.2 | 0.0 | 0.2 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0.1 | 0 | 0.0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 116 | 1676 | 392 | 2909 | 5478 | 1186 | 1186 | 3361 | 5478 | 3361 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q658 - GOOD INCOME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| MILITARY JOB | 11.3 | 3.2 | 12.2 | 2.0 | 10.4 | 7.4 | 5.6 | 2.9 | 0.5 | 9.5 |
| CIVILIAN JOB | 20.1 | 39.4 | 25.6 | 42.4 | 8.6 | 20.6 | 33.7 | 40.9 | 19.1 | 19.1 |
| EITHER ONE | 67.4 | 56.3 | 61.4 | 54.1 | 73.9 | 71.2 | 59.6 | 54.8 | 71.5 | 71.5 |
| MISSING | 0.0 | 0.8 | 0 | 0.9 | 0.9 | 0.5 | 0.8 | 0.8 | 0.5 | 0.5 |
| DONT KNOW | 0.6 | 0.3 | 0.8 | 0.5 | 0.3 | 0.4 | 0.4 | 0.5 | 0.4 | 0.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q659 - HIGH STATUS AND PRESTIGE?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| EXTREMELY IMPORTANT | 16.5 | 14.6 | 17.9 | 11.0 | 19.9 | 12.6 | 15.2 | 11.6 | 13.4 | 15.2 | 11.6 | 15.2 | 11.6 | 13.4 | 15.2 | 11.6 | 13.4 | |
| VERY IMPORTANT | 38.2 | 34.1 | 36.5 | 30.2 | 35.3 | 35.0 | 35.4 | 30.7 | 35.0 | 35.4 | 30.7 | 35.4 | 30.7 | 35.0 | 35.4 | 30.7 | 35.0 | |
| SOMEWHAT IMPORTANT | 33.5 | 37.8 | 30.1 | 35.6 | 32.5 | 40.4 | 36.6 | 35.1 | 39.4 | 36.6 | 35.1 | 36.6 | 35.1 | 39.4 | 36.6 | 35.1 | 39.4 | |
| NOT IMPORTANT | 10.5 | 12.2 | 13.9 | 21.7 | 10.6 | 11.3 | 11.7 | 21.0 | 11.2 | 11.7 | 21.0 | 11.7 | 21.0 | 11.2 | 11.7 | 21.0 | 11.2 | |
| MISSING | 0.6 | 0.7 | 0 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | |
| DONT KNOW | 0.0 | 0.5 | 1.0 | 0.0 | 0.9 | 0.2 | 0.5 | 0.7 | 0.3 | 0.5 | 0.7 | 0.5 | 0.7 | 0.3 | 0.5 | 0.7 | 0.3 | |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 | 0.0 | 0.2 | 0.0 | 0.2 | 0 | 0.0 | 0.2 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1100 | 3301 | 5478 | 1100 | 5478 | 1100 | 3301 | 5478 | 1100 | 3301 | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q666 - HIGH STATUS AND PRESTIGE?

| | -----MARKET----- | | | | | | -----MARKET----- | | |
|--------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------------------------|----------------------------------|---------------------------|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| --RESPONSES | | | | | | | | | |
| MILITARY JOB | 21.8 | 12.1 | 15.2 | 10.7 | 22.7 | 10.7 | 15.0 | 11.1 | 12.1 |
| CIVILIAN JOB | 8.5 | 16.2 | 11.6 | 13.4 | 5.7 | 11.5 | 13.9 | 13.2 | 10.8 |
| EITHER ONE | 68.0 | 70.3 | 71.6 | 74.3 | 69.6 | 76.6 | 69.6 | 74.1 | 75.8 |
| MISSING | 0.8 | 0.7 | 0 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| DONT KNOW | 1.0 | 0.7 | 1.6 | 0.7 | 1.4 | 0.6 | 0.8 | 0.8 | 0.6 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 116 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q661 - YOUR PARENTS APPROVAL?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | |
|---------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|---------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES | FEMALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL |
| EXTREMELY IMPORTANT | 16.8 | 13.1 | 8.5 | 6.8 | 21.0 | 18.3 | 14.2 | 6.9 | 18.6 | 18.6 | 18.6 | 14.2 | 6.9 | 18.6 | 18.6 |
| VERY IMPORTANT | 32.6 | 27.4 | 27.7 | 28.4 | 33.4 | 36.5 | 29.6 | 21.1 | 30.8 | 30.8 | 30.8 | 29.6 | 21.1 | 30.8 | 30.8 |
| SOMEWHAT IMPORTANT | 34.5 | 48.5 | 36.2 | 36.5 | 32.9 | 38.3 | 38.7 | 36.5 | 37.6 | 37.6 | 37.6 | 38.7 | 36.5 | 37.6 | 37.6 |
| NOT IMPORTANT | 15.4 | 18.1 | 26.4 | 34.8 | 18.8 | 12.6 | 17.3 | 34.6 | 12.4 | 12.4 | 12.4 | 17.3 | 34.6 | 12.4 | 12.4 |
| MISSING | 0.5 | 0.7 | 0.4 | 0.5 | 1.4 | 0.3 | 0.7 | 0.5 | 0.4 | 0.4 | 0.4 | 0.7 | 0.5 | 0.4 | 0.4 |
| DONT KNOW | 0.1 | 0.0 | 0.8 | 0.8 | 0.5 | 0 | 0.1 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.8 | 0.1 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2009 | 5478 | 1180 | 3301 | 3301 | 3301 | 5478 | 1180 | 3301 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q662 - YOUR PARENTS APPROVAL?

| | -----MARKET----- | | | | | | -----MARKET----- | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | YOUNG MALES | OLDER MALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| MILITARY JOB | 12.3 | 4.9 | 12.0 | 4.8 | 11.6 | 4.3 | 7.1 | 5.4 | 5.1 | |
| CIVILIAN JOB | 15.5 | 31.9 | 18.0 | 17.9 | 16.8 | 31.6 | 27.0 | 17.9 | 29.9 | |
| EITHER ONE | 70.9 | 62.1 | 67.9 | 75.1 | 70.0 | 63.3 | 64.7 | 74.4 | 64.1 | |
| MISSING | 0.5 | 0.7 | 0.4 | 0.5 | 1.4 | 0.3 | 0.7 | 0.5 | 0.4 | |
| DONT KNOW | 0.3 | 0.4 | 1.6 | 1.6 | 0.2 | 0.4 | 0.4 | 1.6 | 0.4 | |
| REFUSED | 0.4 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q663 - LEARNING A SKILL OR TRADE?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 38.7 | 31.5 | 39.4 | 33.8 | 45.3 | 31.6 | 33.7 | 34.3 | 33.2 | 33.2 |
| VERY IMPORTANT | 45.6 | 44.8 | 49.4 | 47.5 | 39.4 | 45.8 | 45.1 | 47.7 | 45.0 | 45.0 |
| SOMEWHAT IMPORTANT | 12.4 | 20.1 | 10.3 | 16.1 | 11.5 | 19.9 | 17.8 | 15.5 | 18.9 | 18.9 |
| NOT IMPORTANT | 2.1 | 3.0 | 0.9 | 2.0 | 2.4 | 1.9 | 2.7 | 1.9 | 1.9 | 1.9 |
| MISSING | 1.0 | 0.5 | 0 | 0.4 | 1.4 | 0.9 | 0.7 | 0.4 | 0.9 | 0.9 |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.2 | 0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2969 | 6478 | 1180 | 3301 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q664 - LEARNING A SKILL OR TRADE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| MILITARY JOB | 24.3 | 15.7 | 25.3 | 14.3 | 27.3 | 14.3 | 18.2 | 16.3 | 15.9 | 16.9 |
| CIVILIAN JOB | 5.3 | 10.7 | 9.8 | 8.9 | 3.7 | 7.6 | 9.1 | 9.0 | 7.1 | 7.1 |
| EITHER ONE | 69.1 | 72.6 | 63.1 | 75.7 | 67.6 | 76.7 | 71.5 | 74.6 | 75.6 | 75.6 |
| MISSING | 1.0 | 0.5 | 0 | 0.5 | 1.4 | 0.9 | 0.7 | 0.5 | 0.9 | 0.9 |
| DONT KNOW | 0.4 | 0.4 | 1.8 | 0.4 | 0 | 0.5 | 0.4 | 0.5 | 0.4 | 0.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2969 | 5478 | 1180 | 3361 | 3361 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q665 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 19.3 | 17.3 | 12.7 | 18.3 | 18.2 | 16.2 | 17.9 | 17.8 | 16.4 | 16.4 |
| VERY IMPORTANT | 38.3 | 35.7 | 45.4 | 35.6 | 36.4 | 35.4 | 36.4 | 36.5 | 35.6 | 35.6 |
| SOMEWHAT IMPORTANT | 33.5 | 37.7 | 36.0 | 35.4 | 33.8 | 41.4 | 36.4 | 35.4 | 40.5 | 40.5 |
| NOT IMPORTANT | 8.6 | 9.2 | 5.1 | 10.1 | 11.3 | 6.8 | 9.0 | 9.7 | 7.3 | 7.3 |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 |
| DONT KNOW | 0.2 | 0.0 | 0.0 | 0.5 | 0.3 | 0.1 | 0.1 | 0.5 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q666 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|--|---------------------------|--|-------------|-------|-------------|-------|---------|-------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| --RESPONSES | | | | | | | | | | | | | | | | | | |
| MILITARY JOB | 14.3 | 10.5 | 15.3 | 9.8 | 10.9 | 10.1 | 11.6 | 10.3 | 10.2 | | | | | | | | | |
| CIVILIAN JOB | 10.5 | 17.2 | 6.5 | 13.5 | 8.6 | 12.1 | 15.2 | 12.9 | 11.7 | | | | | | | | | |
| EITHER ONE | 74.9 | 71.7 | 75.8 | 75.9 | 80.4 | 77.2 | 72.7 | 75.9 | 77.6 | | | | | | | | | |
| MISSING | 0 | 0.1 | 0 | 0 | 0.3 | 0.1 | 0.1 | 0 | 0.1 | | | | | | | | | |
| DONT KNOW | 0.3 | 0.5 | 2.4 | 0.7 | 0.4 | 0.4 | 0.4 | 0.8 | 0.4 | | | | | | | | | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 1667 | 3811 | 116 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | | | | | | | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q667 - ENJOYING YOUR WORK?

| | MARKET | | | | MARKET | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 48.5 | 55.9 | 40.9 | 52.3 | 56.8 | 60.0 | 53.7 | 51.3 | 59.6 | |
| VERY IMPORTANT | 41.2 | 34.8 | 52.1 | 38.2 | 39.1 | 34.3 | 36.7 | 39.5 | 34.8 | |
| SOMEWHAT IMPORTANT | 7.8 | 7.5 | 4.1 | 7.9 | 3.4 | 4.7 | 7.6 | 7.6 | 4.6 | |
| NOT IMPORTANT | 1.7 | 1.0 | 2.8 | 0.5 | 0.4 | 0.5 | 1.2 | 0.7 | 0.4 | |
| MISSING | 0.6 | 0.7 | 0 | 0.6 | 0.2 | 0.4 | 0.7 | 0.5 | 0.4 | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.3 | 0 | 0.1 | 0.1 | 0.3 | 0.1 | |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q668 - ENJOYING YOUR WORK?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|--------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|----------------|----------------|----------------|----------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) |
| MILITARY JOB | 9.1 | 1.9 | 11.9 | 1.7 | 8.7 | 1.7 | 1.7 | 1.7 | 4.0 | 2.7 | 2.6 | 2.6 | 2.6 | 2.6 | 2.6 | 2.6 |
| CIVILIAN JOB | 13.0 | 34.8 | 13.9 | 30.2 | 7.4 | 31.2 | 31.2 | 31.2 | 28.3 | 28.7 | 28.4 | 28.4 | 28.4 | 28.4 | 28.4 | 28.4 |
| EITHER ONE | 76.7 | 62.2 | 73.4 | 66.7 | 82.4 | 66.3 | 66.3 | 66.3 | 66.5 | 67.3 | 68.2 | 68.2 | 68.2 | 68.2 | 68.2 | 68.2 |
| MISSING | 0.6 | 0.7 | 0 | 0.6 | 0.2 | 0.4 | 0.4 | 0.4 | 0.7 | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| DONT KNOW | 0.6 | 0.4 | 0.8 | 0.7 | 1.1 | 0.4 | 0.4 | 0.4 | 0.5 | 0.7 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 2909 | 2909 | 5478 | 1180 | 3301 | 3301 | 3301 | 3301 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT ARE...
 Q669 - PROMOTION OPPORTUNITIES?

| | MARKET | | | | MARKET | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 29.9 | 27.5 | 30.3 | 30.3 | 29.4 | 28.5 | 28.2 | 30.3 | 28.6 | 28.6 |
| VERY IMPORTANT | 44.7 | 43.0 | 45.4 | 38.9 | 44.5 | 43.8 | 43.5 | 39.5 | 43.9 | 43.9 |
| SOMEWHAT IMPORTANT | 19.8 | 23.8 | 17.3 | 24.6 | 21.8 | 23.6 | 22.6 | 24.0 | 23.4 | 23.4 |
| NOT IMPORTANT | 4.9 | 4.8 | 5.4 | 5.4 | 3.2 | 3.4 | 4.8 | 5.4 | 3.3 | 3.3 |
| MISSING | 0.5 | 0.8 | 0 | 0.4 | 0.6 | 0.5 | 0.7 | 0.3 | 0.5 | 0.5 |
| DONT KNOW | 0.2 | 0.1 | 1.6 | 0.2 | 0.5 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 5478 | 1180 | 3301 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q670 - ARE PROMOTION OPPORTUNITIES?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| MILITARY JOB | 18.4 | 11.7 | 19.6 | 13.1 | 18.7 | 11.2 | 13.7 | 12.1 | 13.7 | 13.7 | 13.7 | 13.7 | 13.7 | 12.1 |
| CIVILIAN JOB | 6.7 | 13.0 | 8.8 | 9.5 | 6.1 | 8.4 | 11.1 | 8.1 | 11.1 | 11.1 | 11.1 | 11.1 | 9.4 | 8.1 |
| EITHER ONE | 73.9 | 74.0 | 69.1 | 76.1 | 73.5 | 79.4 | 74.0 | 78.7 | 74.0 | 74.0 | 74.0 | 74.0 | 75.6 | 78.7 |
| MISSING | 0.5 | 0.3 | 0 | 0.4 | 0.0 | 0.5 | 0.7 | 0.5 | 0.7 | 0.7 | 0.7 | 0.7 | 0.3 | 0.5 |
| DONT KNOW | 0.5 | 0.5 | 2.4 | 0.8 | 1.1 | 0.5 | 0.5 | 0.6 | 0.5 | 0.5 | 0.5 | 0.5 | 1.0 | 0.6 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 5478 | 3301 | 5478 | 5478 | 5478 | 5478 | 1180 | 3301 |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT ARE...
 Q671 - ADEQUATE RETIREMENT BENEFITS?

| | MARKET | | | | MARKET | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 33.9 | 32.1 | 38.1 | 39.1 | 36.5 | 31.3 | 32.6 | 39.0 | 31.9 | |
| VERY IMPORTANT | 42.2 | 41.9 | 49.1 | 39.8 | 39.8 | 42.9 | 42.0 | 40.6 | 42.6 | |
| SOMEWHAT IMPORTANT | 18.8 | 20.8 | 8.1 | 16.2 | 18.5 | 21.9 | 20.2 | 15.5 | 21.5 | |
| NOT IMPORTANT | 4.1 | 4.5 | 3.9 | 4.3 | 3.3 | 3.0 | 4.4 | 4.2 | 3.0 | |
| MISSING | 0.9 | 0.7 | 0 | 0.4 | 1.3 | 0.5 | 0.7 | 0.3 | 0.6 | |
| DONT KNOW | 0.0 | 0.0 | 0.0 | 0.1 | 0.7 | 0.4 | 0.0 | 0.1 | 0.5 | |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q672 - ADEQUATE RETIREMENT BENEFITS?

| | ---MARKET--- | | | | ---MARKET--- | | | | |
|--------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | |
| MILITARY JOB | 25.9 | 19.4 | 26.2 | 22.9 | 29.1 | 21.5 | 21.3 | 23.2 | 22.4 |
| CIVILIAN JOB | 6.6 | 8.9 | 6.6 | 6.9 | 3.9 | 7.2 | 8.2 | 6.9 | 6.8 |
| EITHER ONE | 66.1 | 70.6 | 65.7 | 69.4 | 65.5 | 70.1 | 69.3 | 69.0 | 69.6 |
| MISSING | 0.9 | 0.7 | 0 | 0.4 | 1.3 | 0.5 | 0.7 | 0.3 | 0.6 |
| DONT KNOW | 0.4 | 0.5 | 1.6 | 0.4 | 0.3 | 0.7 | 0.4 | 0.5 | 0.6 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3361 |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q673 - GETTING TRAINED FOR LEADERSHIP?

| | ---MARKET--- | | | | ---MARKET--- | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| EXTREMELY IMPORTANT | 24.4 | 16.7 | 33.7 | 19.9 | 26.4 | 15.1 | 19.0 | 21.1 |
| VERY IMPORTANT | 38.6 | 35.7 | 32.0 | 37.2 | 40.5 | 36.1 | 36.6 | 36.8 |
| SOMEWHAT IMPORTANT | 30.3 | 36.5 | 30.2 | 31.0 | 27.2 | 40.6 | 34.7 | 30.9 |
| NOT IMPORTANT | 6.4 | 10.5 | 3.2 | 10.9 | 5.1 | 8.5 | 9.0 | 10.2 |
| MISSING | 1.2 | 0.5 | 0 | 0.4 | 0.2 | 0.6 | 0.7 | 0.4 |
| DONT KNOW | 0.1 | 0.2 | 0.0 | 0.4 | 0.6 | 0.2 | 0.2 | 0.4 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q874 - GETTING TRAINED FOR LEADERSHIP?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| MILITARY JOB | 46.1 | 40.9 | 38.4 | 33.8 | 41.6 | 36.3 | 42.5 | 34.2 | 36.9 | | | | | |
| CIVILIAN JOB | 3.0 | 0.5 | 0.8 | 5.4 | 3.0 | 5.2 | 5.7 | 5.5 | 5.0 | | | | | |
| EITHER ONE | 48.7 | 61.7 | 63.2 | 59.5 | 53.8 | 57.5 | 50.8 | 58.9 | 57.1 | | | | | |
| MISSING | 1.2 | 0.5 | 0 | 0.4 | 0.2 | 0.6 | 0.7 | 0.4 | 0.5 | | | | | |
| DONT KNOW | 0.3 | 0.3 | 1.6 | 0.8 | 0.5 | 0.5 | 0.3 | 0.9 | 0.5 | | | | | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1160 | 3361 | | | | | |

--RESPONSES

Q675 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN
 IN CHOOSING A JOB, HOW IMPORTANT IS...

| --RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| EXTREMELY IMPORTANT | 26.8 | 22.0 | 31.2 | 21.9 | 45.7 | 46.3 | 23.4 | 22.7 | 46.2 | 38.0 | 40.3 | 28.1 | 25.6 | 13.5 | 9.6 | 10.7 | 2.1 | |
| VERY IMPORTANT | 39.4 | 37.5 | 42.6 | 40.0 | 40.0 | 36.8 | 38.0 | 40.3 | 37.2 | 23.2 | 18.1 | 26.3 | 10.0 | 13.9 | 2.0 | 0.9 | 0.9 | |
| SOMEWHAT IMPORTANT | 23.2 | 30.1 | 18.1 | 26.3 | 10.0 | 13.9 | 28.1 | 25.6 | 13.5 | 9.8 | 9.5 | 6.5 | 11.2 | 3.2 | 0.1 | 0.1 | 0.1 | |
| NOT IMPORTANT | 9.8 | 9.5 | 6.5 | 11.2 | 3.2 | 2.0 | 9.6 | 10.7 | 2.1 | 0.6 | 0.6 | 0 | 0.5 | 0.8 | 0.9 | 0.4 | 0.9 | |
| MISSING | 0.6 | 0.6 | 0 | 0.5 | 0.8 | 0.9 | 0.6 | 0.4 | 0.9 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 | |
| DONT KNOW | 0.2 | 0.2 | 1.6 | 0.1 | 0.3 | 0.1 | 0.2 | 0.2 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0 | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --TOTAL-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 6478 | 1180 | 3301 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | | | | | | | | | | | | | | | | | | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q676 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

-----MARKET-----
 YOUNG MALES OLDER MALES FEMALES
 POSITIVE NEGATIVE POSITIVE NEGATIVE POSITIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------|---------------------------------|---------------------------------|----------------|---------------------------------|---------------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| ---RESPONSES | | | | | | | | | | | | |
| MILITARY JOB | 26.2 | 27.4 | 43.8 | 38.2 | 26.3 | 28.3 | 27.1 | 31.5 | 7.0 | 21.0 | 8.8 | 8.8 |
| CIVILIAN JOB | 5.8 | 9.3 | 4.9 | 7.2 | 7.6 | 9.6 | 8.3 | 7.0 | 59.7 | 68.5 | 6.4 | 6.9 |
| EITHER ONE | 67.0 | 62.0 | 48.8 | 60.8 | 64.8 | 69.0 | 63.5 | 59.7 | 1.2 | 68.5 | 0.1 | 0.9 |
| MISSING | 0.0 | 0.0 | 0.0 | 0.5 | 0.8 | 0.9 | 0.6 | 0.4 | 100.0 | 100.0 | 100.0 | 100.0 |
| DONT KNOW | 0.4 | 0.5 | 2.4 | 1.1 | 0.5 | 0.9 | 0.5 | 1.2 | 0.0 | 0.9 | 0.0 | 0.0 |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q677 - JOB SECURITY?

| --RESPONSES | MARKET----- | | | | MARKET----- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 48.1 | 47.6 | 48.8 | 55.2 | 53.8 | 49.5 | 47.7 | 54.6 | 49.9 | |
| VERY IMPORTANT | 39.4 | 39.3 | 43.3 | 34.3 | 34.1 | 39.8 | 39.3 | 35.1 | 38.4 | |
| SOMEWHAT IMPORTANT | 9.8 | 10.6 | 5.1 | 7.8 | 9.2 | 9.6 | 9.9 | 7.5 | 9.5 | |
| NOT IMPORTANT | 1.9 | 2.3 | 2.8 | 2.1 | 3.4 | 1.4 | 2.2 | 2.2 | 1.6 | |
| MISSING | 0.8 | 0.7 | 0 | 0.3 | 0.3 | 0.6 | 0.7 | 0.3 | 0.5 | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.2 | 0 | 0.1 | 0.1 | 0.2 | 0.0 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q678 - JOB SECURITY?

| | YOUNG MALES | | | | OLD MALES | | | | FEMALES | | | | MARKET | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| ---RESPONSES | | | | | | | | | | | | | | | | |
| MILITARY JOB | 32.3 | 27.2 | 36.0 | 28.9 | 40.1 | 24.9 | 28.7 | 29.5 | 26.7 | 29.5 | 26.7 | | | | | |
| CIVILIAN JOB | 7.5 | 11.4 | 1.8 | 6.6 | 5.3 | 8.6 | 10.2 | 6.2 | 8.2 | 6.2 | 8.2 | | | | | |
| EITHER ONE | 59.0 | 60.3 | 60.6 | 63.0 | 53.1 | 65.4 | 59.9 | 62.8 | 64.0 | 62.8 | 64.0 | | | | | |
| MISSING | 0.8 | 0.7 | 0 | 0.3 | 0.3 | 0.3 | 0.7 | 0.3 | 0.5 | 0.3 | 0.5 | | | | | |
| DONT KNOW | 0.4 | 0.4 | 1.6 | 1.0 | 1.1 | 0.5 | 0.4 | 1.1 | 0.6 | 1.1 | 0.6 | | | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.1 | 0 | | | | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | |
| ---COUNT--- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 1180 | 3301 | | | | | |

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 50.2 | 39.3 | 33.6 | 18.9 | 46.5 | 38.4 | 42.6 | 20.2 | 39.3 | |
| NO | 49.1 | 60.5 | 64.7 | 80.2 | 52.0 | 61.1 | 57.1 | 78.8 | 60.0 | |
| DONT KNOW | 0.7 | 0.1 | 1.6 | 0.8 | 1.5 | 0.5 | 0.3 | 0.9 | 0.7 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

Q683 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 66.1 | 32.5 | 53.1 | 9.5 | 58.0 | 16.9 | 42.5 | 13.4 | 21.7 | |
| NO | 33.9 | 67.4 | 46.9 | 90.1 | 42.0 | 83.1 | 57.4 | 86.3 | 78.3 | |
| DONT KNOW | 0 | 0.1 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 5478 | 1180 | 3301 | |

--RESPONSES

Q684 - (IF Q683=YES) WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

| | MARKET----- | | | | MARKET----- | | | | | |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| FRIENDS | 51.4 | 52.9 | 63.4 | 63.6 | 49.7 | 46.7 | 52.3 | 63.5 | 47.6 | |
| MOTHER | 41.5 | 25.5 | 16.5 | 9.4 | 42.5 | 31.1 | 32.9 | 11.9 | 34.7 | |
| FATHER | 42.1 | 29.8 | 17.5 | 12.3 | 31.4 | 28.3 | 35.5 | 14.2 | 29.3 | |
| BROTHER/SISTER | 11.7 | 8.1 | 13.2 | 12.2 | 16.7 | 9.1 | 9.8 | 12.6 | 11.5 | |
| OTHER RELATIVE | 15.6 | 8.1 | 18.6 | 12.2 | 19.6 | 8.4 | 11.7 | 14.3 | 11.8 | |
| BOY/GIRL FRIEND/SPOUSE | 4.5 | 3.6 | 6.8 | 15.5 | 7.3 | 9.8 | 3.7 | 12.4 | 9.0 | |
| TEACHER | 3.4 | 2.2 | 1.7 | 6 | 4.1 | 2.2 | 2.8 | 6.6 | 2.8 | |
| SCHOOL COUNSELOR | 5.2 | 2.6 | 6 | 6 | 1.6 | 3.3 | 3.8 | 6 | 2.8 | |
| RECRUITER | 27.6 | 29.2 | 26.5 | 13.4 | 26.6 | 22.2 | 28.2 | 15.9 | 21.5 | |
| ---TOTAL--- | 1087 | 1236 | 58 | 167 | 229 | 496 | 2323 | 165 | 719 | |

QUESTION PERMITTED AS MANY AS 6 RESPONSES

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM SCHOOL?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 79.2 | 75.2 | 35.4 | 31.6 | 66.6 | 65.2 | 77.6 | 32.9 | 65.5 | |
| NO | 20.8 | 24.8 | 64.6 | 68.4 | 34.0 | 34.8 | 23.0 | 67.1 | 34.5 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| 158 --COUNT-- | 567 | 647 | 37 | 70 | 117 | 229 | 1214 | 107 | 346 | |

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM WORK?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 24.5 | 21.0 | 45.8 | 59.2 | 24.5 | 19.6 | 22.0 | 54.5 | 21.2 | |
| NO | 75.5 | 79.0 | 54.2 | 40.8 | 75.5 | 80.4 | 77.4 | 45.5 | 78.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 587 | 647 | 37 | 70 | 117 | 229 | 1214 | 107 | 346 | |

Q687 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND IN THE SERVICE?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 47.8 | 41.3 | 50.8 | 52.0 | 53.5 | 45.5 | 44.3 | 51.6 | 48.2 | |
| NO | 52.2 | 58.7 | 49.2 | 48.0 | 45.6 | 54.5 | 55.7 | 48.4 | 51.6 | |
| REFUSED | 0 | 0 | 0 | 0 | 0.9 | 0 | 0 | 0 | 0.3 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 567 | 647 | 37 | 70 | 117 | 229 | 1214 | 107 | 346 | |

---RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...
 Q688 - ANY CO-WORKERS?

| | -----MARKET----- | | -----MARKET----- | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | OLDER MALES | FEMALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| | | | TOTAL (PCT) | TOTAL (PCT) |
| YES | 49.5 | 51.9 | 10.4 | 7.3 |
| NO | 50.5 | 48.1 | 89.6 | 92.7 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 35 | 68 | 65 | 171 |
| | | | 103 | 236 |

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...
 Q689 - ANY EMPLOYER?

| | -----MARKET----- | | -----MARKET----- | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|
| | OLDER MALES | FEMALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) |
| | NEGATIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| | TOTAL | TOTAL | TOTAL | TOTAL |
| | (PCT) | (PCT) | (PCT) | (PCT) |
| YES | 13.5 | 9.6 | 13.6 | 4.3 |
| NO | 86.5 | 90.4 | 86.4 | 95.7 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 35 | 65 | 103 | 236 |

Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
 WOULD YOU SAY IT WAS...

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| WASTE OF TIME | 1.7 | 6.9 | 3.0 | 6.5 | 0.8 | 6.3 | 5.3 | 6.2 | 5.8 | 5.8 |
| UP TO HIM/HER | 41.9 | 68.3 | 39.8 | 63.7 | 33.4 | 68.4 | 60.5 | 61.6 | 64.2 | 64.2 |
| GOOD IDEA | 56.1 | 24.2 | 56.4 | 28.2 | 65.3 | 25.1 | 33.7 | 30.7 | 29.8 | 29.8 |
| DONT KNOW | 0.3 | 0.5 | 0.8 | 1.4 | 0.5 | 0.3 | 0.5 | 1.4 | 0.3 | 0.3 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
 WOULD YOU SAY THAT MOST OF THEM ARE...?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| VERY FAVORABLE | 23.4 | 4.4 | 15.4 | 5.5 | 24.8 | 4.2 | 10.0 | 6.4 | 6.6 | 6.6 |
| SOMEWHAT FAVORABLE | 43.2 | 26.3 | 39.9 | 20.7 | 37.0 | 19.3 | 31.3 | 22.4 | 21.4 | 21.4 |
| NEITHER | 15.7 | 34.8 | 15.2 | 33.6 | 16.2 | 39.0 | 29.1 | 32.0 | 36.3 | 36.3 |
| SOMEWHAT UNFAVORABLE | 10.4 | 20.4 | 13.3 | 20.7 | 11.3 | 18.7 | 17.4 | 20.0 | 17.8 | 17.8 |
| VERY UNFAVORABLE | 6.4 | 13.1 | 14.7 | 17.5 | 9.4 | 17.4 | 11.1 | 17.2 | 16.5 | 16.5 |
| DONT KNOW | 0.9 | 0.9 | 1.0 | 1.0 | 1.3 | 1.3 | 0.9 | 1.8 | 1.3 | 1.3 |
| REFUSED | 0.1 | 0.0 | 0 | 0.2 | 0 | 0 | 0.1 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1100 | 3301 | 3301 |

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
 WOULD YOU SAY THAT YOU ARE...?

| | -----MARKET----- | | | | | | -----MARKET----- | | |
|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| VERY FAVORABLE | 34.3 | 2.9 | 22.5 | 4.9 | 37.1 | 2.2 | 12.2 | 6.5 | 6.3 |
| SOMEWHAT FAVORABLE | 44.9 | 21.7 | 44.0 | 18.7 | 44.1 | 15.0 | 28.6 | 21.0 | 18.4 |
| NEITHER | 12.1 | 24.5 | 8.3 | 21.0 | 9.5 | 23.0 | 20.8 | 20.6 | 21.4 |
| SOMEWHAT UNFAVORABLE | 5.7 | 25.4 | 19.0 | 22.9 | 3.7 | 23.7 | 19.5 | 22.6 | 21.4 |
| VERY UNFAVORABLE | 2.0 | 25.1 | 5.5 | 31.2 | 5.5 | 35.7 | 18.4 | 28.9 | 32.1 |
| DONT KNOW | 0.3 | 0.3 | 0.0 | 0.3 | 0 | 0.4 | 0.3 | 0.3 | 0.3 |
| REFUSED | 0 | 0.2 | 0 | 0.2 | 0 | 0.0 | 0.1 | 0.2 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 |

--RESPONSES

Q893 - WHAT IS YOUR CURRENT MARITAL STATUS?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| MARRIED | 1.8 | 4.3 | 32.7 | 49.6 | 5.1 | 12.5 | 3.5 | 48.1 | 11.6 | | | | | | | |
| WIDOWED | 0.4 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | | | | | | | |
| SEPARATED | 0 | 0.2 | 2.1 | 1.0 | 2.3 | 0.9 | 0.2 | 1.7 | 1.0 | | | | | | | |
| DIVORCED | 0.1 | 0.3 | 9.2 | 6.1 | 0.8 | 1.0 | 0.3 | 6.4 | 1.0 | | | | | | | |
| NEVER MARRIED | 97.7 | 95.0 | 56.1 | 42.2 | 91.8 | 85.5 | 95.8 | 43.5 | 88.2 | | | | | | | |
| DONT KNOW | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | | | | | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.1 | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | | | | | | | |

--RESPONSES

Q694 - HOW MANY DEPENDENTS DO YOU HAVE (NOT COUNTING SELF)?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| NONE | 91.7 | 91.3 | 48.2 | 39.1 | 86.9 | 84.8 | 91.4 | 39.9 | 85.0 |
| 1 | 4.9 | 5.1 | 13.6 | 16.4 | 9.1 | 9.7 | 5.1 | 17.9 | 8.7 |
| 2 | 2.2 | 2.7 | 18.3 | 20.1 | 3.4 | 4.8 | 2.5 | 20.0 | 4.7 |
| 3 | 0.9 | 0.6 | 14.7 | 14.7 | 0.6 | 1.3 | 0.7 | 14.7 | 1.2 |
| 4 + | 0.3 | 0.3 | 5.2 | 7.5 | 0 | 0.4 | 0.3 | 7.3 | 0.3 |
| REFUSED | 0 | 0.0 | 0 | 0.3 | 0 | 0.1 | 0.0 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2989 | 5478 | 1180 | 3301 |

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 31.7 | 51.4 | 31.3 | 37.8 | 33.2 | 55.2 | 45.6 | 37.2 | 52.6 | |
| NO | 68.2 | 48.2 | 68.7 | 61.6 | 66.8 | 44.6 | 54.2 | 62.3 | 47.2 | |
| DONT KNOW | 0.1 | 0.3 | 0 | 0.5 | 0 | 0.1 | 0.2 | 0.5 | 0.1 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3361 | |

--RESPONSES

168

Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

-----MARKET----- MARKET-----

YOUNG MALES OLDER MALES FEMALES YOUNG MALES OLDER MALES FEMALES

POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) TOTAL (PCT)

TOTAL (PCT)

--RESPONSES

| | | | | | | | | | |
|-----------|-------|-------|---|-------|-------|-------|-------|-------|-------|
| YES | 71.9 | 58.4 | 0 | 17.0 | 80.6 | 68.6 | 63.5 | 17.0 | 70.6 |
| NO | 24.1 | 39.0 | 0 | 44.0 | 17.0 | 28.1 | 33.5 | 44.0 | 26.2 |
| DONT KNOW | 4.0 | 2.5 | 0 | 19.6 | 2.4 | 3.1 | 3.0 | 19.6 | 3.0 |
| REFUSED | 0 | 0.1 | 0 | 19.3 | 0 | 0.2 | 0.0 | 19.3 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1101 | 1812 | 0 | 6 | 257 | 1281 | 2913 | 6 | 1538 |

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | | | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------|-------|-------|-------|-------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| --RESPONSES | | | | | | | | | | | | | | | | | | |
| MOSTLY A'S | 3.7 | 7.5 | 1.0 | 2.8 | 5.2 | 12.2 | 6.4 | 2.6 | 11.4 | 16.0 | 17.9 | 12.8 | 11.8 | 18.6 | 27.1 | 17.4 | 11.9 | 26.1 |
| A'S & B'S | 19.1 | 25.0 | 22.4 | 26.1 | 26.0 | 26.0 | 23.2 | 25.8 | 26.0 | 34.1 | 28.0 | 26.5 | 29.1 | 29.8 | 22.4 | 29.8 | 28.8 | 23.3 |
| MOSTLY B'S | 19.6 | 17.0 | 23.1 | 22.6 | 16.0 | 9.3 | 17.8 | 22.6 | 10.1 | 6.1 | 3.5 | 8.7 | 5.5 | 3.7 | 1.9 | 4.3 | 5.8 | 2.1 |
| B'S & C'S | 1.0 | 0.7 | 3.6 | 1.1 | 0.4 | 0.6 | 0.8 | 1.4 | 0.6 | 0.4 | 0.3 | 2.0 | 0.9 | 0.3 | 0.3 | 0.3 | 1.0 | 0.3 |
| MOSTLY C'S | 0 | 0.1 | 0 | 0.2 | 0 | 0.1 | 0.1 | 0.2 | 0.1 | 0.4 | 0.3 | 0.3 | 0.9 | 0.3 | 0.3 | 0.3 | 1.0 | 0.3 |
| C'S & D'S | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| D'S & F'S | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1156 | 3272 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| DONT KNOW | | | | | | | | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| REFUSED | | | | | | | | | | | | | | | | | | |
| --TOTAL-- | | | | | | | | | | | | | | | | | | |
| --COUNT-- | | | | | | | | | | | | | | | | | | |

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| COLLEGE PREP | 59.4 | 70.3 | 46.8 | 56.0 | 60.8 | 71.3 | 67.1 | 55.2 | 70.0 | 67.1 | 55.2 | 70.0 |
| BUSINESS | 6.9 | 6.3 | 3.3 | 9.9 | 14.3 | 13.6 | 6.5 | 9.4 | 13.7 | 6.5 | 9.4 | 13.7 |
| VOC/TECH | 31.3 | 21.9 | 44.1 | 30.8 | 22.2 | 13.2 | 24.7 | 32.0 | 14.3 | 24.7 | 32.0 | 14.3 |
| DONT KNOW | 2.4 | 1.5 | 5.8 | 3.0 | 2.7 | 1.8 | 1.8 | 3.3 | 1.9 | 1.8 | 3.3 | 1.9 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0 | 0.1 | 0.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1150 | 3272 | 5422 | 1150 | 3272 |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q702 - ELEMENTARY ALGEBRA?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES, TAKEN | 71.6 | 80.7 | 70.0 | 73.6 | 76.2 | 83.6 | 78.0 | 73.3 | 82.7 | |
| YES, PLAN TO | 6.7 | 2.3 | 1.9 | 1.1 | 7.2 | 1.7 | 3.6 | 1.1 | 2.3 | |
| NO | 21.4 | 16.9 | 26.2 | 25.1 | 16.2 | 14.5 | 18.2 | 25.2 | 14.7 | |
| DONT KNOW | 0.3 | 0.0 | 2.0 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1156 | 3272 | |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES, TAKEN | 48.3 | 61.4 | 47.1 | 53.7 | 40.2 | 60.5 | 57.5 | 53.1 | 58.8 | |
| YES, PLAN TO | 12.5 | 5.8 | 2.6 | 1.2 | 14.7 | 5.0 | 7.8 | 1.3 | 6.2 | |
| NO | 38.9 | 32.5 | 48.5 | 44.8 | 38.6 | 34.2 | 34.4 | 45.1 | 34.7 | |
| DONT KNOW | 0.3 | 0.1 | 2.0 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.2 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1156 | 3272 | |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q704 - BUSINESS MATH?

| | -----MARKET----- | | | | | | -----MARKET----- | | | | | | | | |
|--------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|----------------|----------------|----------------|--|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | | YOUNG MALES | | | OLDER MALES | | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| YES, TAKEN | 40.2 | 34.8 | 44.9 | 48.9 | 40.7 | 39.1 | 36.4 | 48.6 | 39.3 | | | | | | |
| YES, PLAN TO | 10.8 | 7.1 | 3.6 | 2.2 | 9.3 | 6.8 | 8.2 | 2.3 | 7.1 | | | | | | |
| NO | 48.6 | 57.8 | 49.0 | 48.4 | 49.0 | 53.7 | 55.1 | 48.6 | 53.2 | | | | | | |
| DONT KNOW | 0.4 | 0.1 | 2.0 | 0.3 | 0.9 | 0.2 | 0.2 | 0.4 | 0.3 | | | | | | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.2 | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1156 | 3272 | | | | | | |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q705 - COMPUTER SCIENCE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| YES, TAKEN | 21.6 | 28.9 | 16.7 | 6.6 | 22.1 | 27.4 | 26.8 | 9.3 | 26.8 | 26.8 |
| YES, PLAN TO | 17.5 | 9.6 | 4.6 | 2.9 | 14.4 | 9.8 | 11.5 | 3.1 | 11.5 | 9.5 |
| NO | 60.8 | 61.9 | 76.7 | 88.2 | 62.8 | 63.5 | 61.6 | 87.2 | 61.6 | 63.4 |
| DONT KNOW | 0.1 | 0.6 | 2.0 | 0.1 | 0.6 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 |
| REFUSED | 0 | 0.2 | 0 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2987 | 5422 | 1156 | 5422 | 3272 |

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q700 - INTERMEDIATE ALGEBRA?

| | -----MARKET----- | | | | | | | | |
|--------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------|-------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | | | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | | | |
| YES, TAKEN | 40.4 | 54.2 | 38.4 | 48.4 | 39.7 | 54.7 | 50.1 | 47.6 | 53.0 |
| YES, PLAN TO | 11.9 | 6.8 | 2.6 | 1.6 | 16.4 | 6.9 | 8.3 | 1.7 | 7.1 |
| NO | 47.2 | 38.8 | 57.0 | 49.6 | 43.5 | 39.1 | 41.3 | 50.3 | 39.6 |
| DONT KNOW | 0.4 | 0.1 | 2.0 | 0.1 | 0.3 | 0.2 | 0.2 | 0.3 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1156 | 3272 |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q707 - TRIGONOMETRY?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| YES, TAKEN | 14.9 | 28.2 | 22.4 | 21.3 | 14.6 | 24.2 | 24.2 | 21.4 | 23.1 | 24.2 | 24.2 | 24.2 | 24.2 | 21.4 | 23.1 |
| YES, PLAN TO | 14.4 | 11.0 | 2.5 | 2.0 | 13.6 | 8.0 | 8.0 | 2.1 | 8.6 | 8.0 | 8.0 | 12.0 | 2.1 | 2.1 | 8.6 |
| NO | 70.4 | 60.6 | 73.2 | 76.4 | 71.1 | 67.5 | 67.5 | 76.1 | 67.9 | 67.5 | 67.5 | 63.5 | 76.1 | 76.1 | 67.9 |
| DONT KNOW | 0.4 | 0.1 | 2.0 | 0.1 | 0.5 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 2887 | 1156 | 3272 | 2887 | 2887 | 5422 | 1156 | 1156 | 3272 |

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q708 - CALCULUS?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 6.4 | 11.3 | 13.3 | 8.8 | 5.8 | 8.5 | 9.8 | 9.2 | 8.2 |
| YES, PLAN TO | 12.6 | 10.9 | 2.5 | 3.2 | 9.6 | 8.7 | 11.4 | 3.1 | 8.8 |
| NO | 80.5 | 77.7 | 82.2 | 87.6 | 83.7 | 82.5 | 78.5 | 87.1 | 82.7 |
| DONT KNOW | 0.0 | 0.1 | 2.0 | 0.2 | 0.9 | 0.1 | 0.2 | 0.4 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1150 | 3272 |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q709 - PHYSICS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 19.9 | 23.6 | 21.7 | 20.9 | 20.4 | 16.4 | 22.5 | 21.0 | 18.9 | |
| YES, PLAN TO | 15.8 | 10.4 | 4.9 | 2.3 | 14.8 | 8.6 | 12.0 | 2.5 | 9.3 | |
| NO | 64.0 | 65.8 | 71.4 | 76.3 | 63.9 | 74.5 | 65.2 | 75.9 | 73.3 | |
| DONT KNOW | 0.3 | 0.1 | 2.0 | 0.2 | 0.8 | 0.2 | 0.2 | 0.4 | 0.3 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.2 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1649 | 3773 | 105 | 1051 | 385 | 2887 | 5422 | 1150 | 3272 | |

--RESPONSES

Q710 - DOES/DID YOUR HS HAVE CAREER INFORMATION ON COMPUTER?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 55.5 | 54.7 | 54.9 | 53.6 | 55.0 | 53.7 | 53.7 | 53.7 |
| NO | 37.2 | 38.8 | 36.6 | 40.3 | 38.3 | 39.8 | 39.8 | 39.8 |
| DONT KNOW | 7.3 | 6.4 | 8.4 | 6.0 | 6.7 | 6.3 | 6.3 | 6.3 |
| REFUSED | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1649 | 3773 | 385 | 2886 | 5422 | 3271 | 3271 | 3271 |

--RESPONSES

Q711 - DOES/DID THIS COMPUTER HAVE INFORMATION ON THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 30.4 | 25.0 | 28.9 | 20.7 | 26.6 | 21.7 | | |
| NO | 50.7 | 59.1 | 52.6 | 62.6 | 56.6 | 61.4 | | |
| DID NOT USE | 18.4 | 15.2 | 18.4 | 16.0 | 16.2 | 16.3 | | |
| DONT KNOW | 0.5 | 0.7 | 0 | 0.7 | 0.6 | 0.6 | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| ---COUNT--- | 905 | 2550 | 207 | 1533 | 2955 | 1740 | | |

--RESPONSES

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY ?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 68.4 | 30.3 | 84.7 | 29.6 | 43.4 | 39.4 | | |
| NO | 31.2 | 67.9 | 15.3 | 69.3 | 55.3 | 60.7 | | |
| DONT KNOW | 0 | 1.8 | 0 | 1.1 | 1.2 | 0.9 | | |
| REFUSED | 0.4 | 0 | 0 | 0 | 0.1 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 288 | 505 | 59 | 319 | 773 | 378 | | |

--RESPONSES

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|-------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| 7 GRADES OR LESS | 5.0 | 3.5 | 17.0 | 9.6 | 9.4 | 3.7 | 3.9 | 10.3 | 4.4 | | | | | |
| 8TH GRADE | 2.5 | 2.8 | 2.4 | 9.4 | 4.3 | 3.3 | 2.7 | 8.7 | 3.4 | | | | | |
| 9TH GRADE | 2.9 | 2.3 | 4.0 | 3.4 | 2.7 | 1.8 | 2.6 | 3.4 | 1.9 | | | | | |
| 10TH GRADE | 4.9 | 3.4 | 5.4 | 6.1 | 4.0 | 3.4 | 3.8 | 6.1 | 3.4 | | | | | |
| 11TH GRADE | 5.3 | 3.2 | 3.8 | 2.6 | 6.3 | 3.8 | 3.8 | 2.9 | 4.1 | | | | | |
| 12TH GRADE | 38.6 | 36.6 | 34.6 | 34.0 | 34.1 | 36.6 | 37.2 | 34.1 | 36.2 | | | | | |
| 13TH | 2.0 | 1.8 | 0 | 1.2 | 2.1 | 3.0 | 1.8 | 1.1 | 2.9 | | | | | |
| 14TH | 5.7 | 7.7 | 1.8 | 3.4 | 3.8 | 7.5 | 7.1 | 3.3 | 7.1 | | | | | |
| 15TH | 1.0 | 1.8 | 0 | 0.8 | 0.8 | 1.6 | 1.6 | 0.7 | 1.6 | | | | | |
| 16TH COLLEGE SR | 9.3 | 14.4 | 4.4 | 7.0 | 7.8 | 14.5 | 12.9 | 6.8 | 13.7 | | | | | |
| 17TH, GRAD SCHOOL | 0.1 | 1.0 | 0 | 0.1 | 0.4 | 0.7 | 0.7 | 0.1 | 0.7 | | | | | |

--RESPONSES

103

(CONTINUED)

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| 18TH, GRAD SCHOOL | 2.1 | 3.4 | 0.8 | 1.3 | 1.4 | 2.7 | 3.0 | 1.2 | 2.5 | |
| 19TH, GRAD SCHOOL | 0.3 | 1.0 | 0 | 0.2 | 0.0 | 0.2 | 0.8 | 0.2 | 0.3 | |
| 20 OR MORE | 1.2 | 3.1 | 1.5 | 1.2 | 1.0 | 3.0 | 2.5 | 1.2 | 2.9 | |
| MISSING | 0.6 | 0.6 | 2.9 | 0.5 | 0.5 | 0.2 | 0.6 | 0.7 | 0.2 | |
| DONT KNOW | 18.3 | 13.2 | 21.5 | 18.7 | 20.2 | 13.6 | 14.0 | 19.0 | 14.4 | |
| REFUSED | 0.0 | 0.4 | 0 | 0.2 | 0.1 | 0.2 | 0.3 | 0.2 | 0.2 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | |

--RESPONSES

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

-----MARKET-----
 YOUNG MALES OLDER MALES FEMALES YOUNG MALES OLDER MALES FEMALES

POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) TOTAL (PCT) TOTAL (PCT)

--RESPONSES

| | YOUNG MALES POSITIVE PROPENSITY (PCT) | YOUNG MALES NEGATIVE PROPENSITY (PCT) | OLDER MALES POSITIVE PROPENSITY (PCT) | OLDER MALES NEGATIVE PROPENSITY (PCT) | FEMALES POSITIVE PROPENSITY (PCT) | FEMALES NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
|-------------------|--|--|--|--|--------------------------------------|--------------------------------------|----------------------------|----------------------------|------------------------|
| 7 GRADES OR LESS | 3.6 | 1.7 | 13.3 | 4.0 | 6.6 | 2.4 | 2.3 | 4.8 | 2.9 |
| 8TH GRADE | 2.3 | 2.3 | 1.0 | 4.7 | 4.1 | 2.3 | 2.3 | 4.4 | 2.5 |
| 9TH GRADE | 4.2 | 2.1 | 6.3 | 2.3 | 3.5 | 2.2 | 2.7 | 2.7 | 2.3 |
| 10TH GRADE | 5.3 | 3.7 | 8.9 | 5.7 | 8.5 | 4.0 | 4.2 | 5.9 | 4.6 |
| 11TH GRADE | 6.1 | 3.9 | 2.5 | 4.2 | 11.2 | 5.2 | 4.6 | 4.0 | 5.9 |
| 12TH GRADE | 46.8 | 45.8 | 50.6 | 52.8 | 34.4 | 46.8 | 46.1 | 52.6 | 45.3 |
| 13TH | 3.1 | 3.1 | 0 | 1.3 | 3.2 | 5.2 | 3.1 | 1.2 | 4.9 |
| 14TH | 6.4 | 8.9 | 1.0 | 4.0 | 6.6 | 8.3 | 8.2 | 3.8 | 8.1 |
| 15TH | 1.1 | 1.3 | 0 | 0.6 | 1.0 | 1.9 | 1.3 | 0.5 | 1.8 |
| 16TH COLLEGE SR | 7.9 | 12.7 | 4.0 | 5.5 | 6.6 | 10.5 | 11.3 | 5.3 | 10.1 |
| 17TH, GRAD SCHOOL | 0.4 | 0.6 | 1.1 | 0.1 | 1.0 | 0.5 | 0.6 | 0.2 | 0.5 |

(CONTINUED)

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | |
|-------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | |
| | 1.1 | 2.3 | 0 | 0.6 | 0.9 | 2.2 | 2.0 | 0.5 | 2.0 | 0.3 | 0.1 | 0.3 |
| 18TH, GRAD SCHOOL | 1.1 | 2.3 | 0 | 0.6 | 0.9 | 2.2 | 2.0 | 0.5 | 2.0 | 0.3 | 0.1 | 0.3 |
| 19TH, GRAD SCHOOL | 0.2 | 0.3 | 0 | 0.1 | 0.1 | 0.3 | 0.3 | 0.1 | 0.3 | 0.3 | 0.1 | 0.3 |
| 20 OR MORE | 0.2 | 1.1 | 0 | 0.3 | 0 | 1.0 | 0.9 | 0.2 | 0.9 | 0.9 | 0.2 | 0.6 |
| 1866 DONT KNOW | 11.1 | 9.6 | 10.8 | 13.7 | 12.1 | 7.1 | 10.1 | 13.5 | 10.1 | 13.5 | 7.7 | 7.7 |
| REFUSED | 0.0 | 0.4 | 0 | 0.2 | 0.1 | 0.2 | 0.3 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 5478 | 1180 | 3301 | 3301 |

Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | |
|---------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | |
| | 71.0 | 87.9 | 71.1 | 89.7 | 55.0 | 85.9 | 82.9 | 88.0 | 82.3 | 82.9 | 88.0 | 82.3 |
| WHITE | 71.0 | 87.9 | 71.1 | 89.7 | 55.0 | 85.9 | 82.9 | 88.0 | 82.3 | 82.9 | 88.0 | 82.3 |
| BLACK | 21.3 | 8.1 | 16.7 | 7.4 | 35.9 | 10.1 | 12.0 | 8.3 | 13.1 | 12.0 | 8.3 | 13.1 |
| PACIFIC IS./ASIAN | 3.0 | 2.2 | 4.3 | 0.6 | 5.8 | 1.7 | 2.4 | 0.9 | 2.2 | 2.4 | 0.9 | 2.2 |
| AMER INDIAN/ALASKAN | 3.3 | 1.2 | 4.8 | 1.6 | 2.8 | 1.9 | 1.9 | 1.8 | 2.0 | 1.9 | 1.8 | 2.0 |
| DONT KNOW | 1.1 | 0.4 | 2.0 | 0.6 | 0.2 | 0.2 | 0.6 | 0.6 | 0.2 | 0.6 | 0.6 | 0.2 |
| REFUSED | 0.3 | 0.2 | 1.0 | 0.3 | 0.2 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 0.4 | 0.3 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

--RESPONSES

Q715 - ARE YOU OF HISPANIC BACKGROUND?

-----MARKET----- MARKET-----

--RESPONSES

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| HISPANIC | 13.6 | 7.3 | 15.1 | 8.0 | 16.5 | 7.8 | 9.2 | 90.6 | 8.6 | 90.7 | 91.1 | 8.8 |
| NOT HISPANIC | 86.2 | 92.4 | 82.6 | 91.5 | 83.4 | 92.1 | 90.6 | 90.6 | 90.7 | 90.7 | 91.1 | 8.8 |
| DONT KNOW | 0.1 | 0.1 | 1.3 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0.2 | 0.2 | 0 | 0 |
| REFUSED | 0.1 | 0.2 | 1.0 | 0.3 | 0.1 | 0.1 | 0.2 | 0.2 | 0.4 | 0.4 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1667 | 3811 | 110 | 1070 | 392 | 2909 | 5478 | 1180 | 1180 | 1180 | 3301 | 3301 |

Part II
Reserve Component Propensity Tables

The propensity measure used for the tables in this section is Composite Reserve Propensity. Composite Reserve Propensity is based on responses to two questions regarding the likelihood of serving in the National Guard (Q505) or in the Reserves (Q507).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Reserve Propensity is the respondent's most positive response to the two items about enlisting in the Reserve Components. For example, an individual who indicated that he would "probably enlist" in the National Guard, but "probably not enlist" in the Reserves was assigned a value of "probably enlist" on the Composite Reserve Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know" or "refuse" comprise the negative propensity category shown in the tables.

Composite Reserve propensity presented in these tables is the same as that in the 1984 YATS II supplementary tables but differs from the Composite Reserve Propensity computed for the 1983 YATS II tables. The 1983 measure was based on six items taken from the Reserve Component Attitude Study (RCAS) rather than the two items used here. Thus, results of Reserve propensity are directly comparable to the 1984 results, but not the 1983 results.

Q403 - AGE ON LAST BIRTHDAY?

| --RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|-------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| 16 | 28.3 | 22.9 | 0 | 0 | 26.7 | 20.8 | 24.0 | 0 | 21.3 | 24.0 | 0 | 21.3 | 0 | 0 | 21.3 | 0 | 21.3 | |
| 17 | 26.5 | 21.5 | 0 | 0 | 27.4 | 22.8 | 22.6 | 0 | 23.2 | 22.6 | 0 | 23.2 | 0 | 0 | 23.2 | 0 | 23.2 | |
| 18 | 18.6 | 17.4 | 0 | 0 | 12.0 | 18.9 | 17.2 | 0 | 18.3 | 17.2 | 0 | 18.3 | 0 | 0 | 18.3 | 0 | 18.3 | |
| 19 | 13.3 | 14.2 | 0 | 0 | 14.8 | 16.1 | 14.0 | 0 | 16.0 | 14.0 | 0 | 16.0 | 0 | 0 | 16.0 | 0 | 16.0 | |
| 20 | 8.2 | 12.2 | 0 | 0 | 8.0 | 11.0 | 11.3 | 0 | 10.7 | 11.3 | 0 | 10.7 | 0 | 0 | 10.7 | 0 | 10.7 | |
| 21 | 7.1 | 11.8 | 0 | 0 | 11.0 | 10.4 | 10.8 | 0 | 10.5 | 10.8 | 0 | 10.5 | 0 | 0 | 10.5 | 0 | 10.5 | |
| 22 | 0 | 0 | 23.9 | 12.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.5 | 0 | 0 | 0 | 0 | |
| 23 | 0 | 0 | 9.6 | 11.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11.0 | 0 | 0 | 0 | 0 | |
| 24 | 0 | 0 | 13.5 | 14.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14.4 | 0 | 0 | 0 | 0 | |
| 25 | 0 | 0 | 12.0 | 15.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15.0 | 0 | 0 | 0 | 0 | |
| 26 | 0 | 0 | 14.2 | 11.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11.8 | 0 | 0 | 0 | 0 | |
| 27 | 0 | 0 | 8.8 | 10.9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10.7 | 0 | 0 | 0 | 0 | |
| 28 | 0 | 0 | 6.1 | 10.7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10.3 | 0 | 0 | 0 | 0 | |
| 29 | 0 | 0 | 11.9 | 13.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.4 | 0 | 0 | 0 | 0 | |
| --TOTAL | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | |

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YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1985
SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R H BRAY ET AL. FEB 86

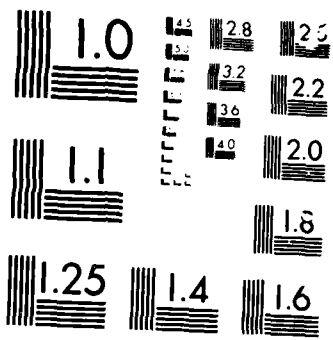
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Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| 7 GRADES OR LESS | 0.6 | 0.5 | 3.0 | 0.4 | 0.5 | 0.3 | 0.5 | 0.7 | 0.3 | 0.3 |
| 8TH GRADE | 2.5 | 1.3 | 1.5 | 1.7 | 3.5 | 1.2 | 1.5 | 1.7 | 1.4 | 1.4 |
| 9TH GRADE | 9.0 | 6.5 | 3.4 | 1.9 | 8.6 | 4.3 | 7.0 | 2.1 | 4.7 | 4.7 |
| 10TH GRADE | 27.8 | 21.2 | 10.0 | 6.5 | 25.0 | 19.0 | 22.6 | 5.9 | 19.5 | 19.5 |
| 11TH GRADE | 28.8 | 24.3 | 12.5 | 7.3 | 27.1 | 25.4 | 25.2 | 7.8 | 25.5 | 25.5 |
| 12TH GRADE | 27.1 | 34.6 | 55.6 | 62.6 | 25.4 | 37.0 | 33.0 | 61.9 | 36.1 | 36.1 |
| 13TH | 3.8 | 10.0 | 12.0 | 14.0 | 9.0 | 11.7 | 9.2 | 14.3 | 11.5 | 11.5 |
| 14TH | 0.4 | 1.0 | 1.4 | 0.0 | 0.3 | 1.1 | 0.9 | 5.6 | 1.0 | 1.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q485 - RESPONDENT DEGREES, DIPLOMAS OR CERTIFICATES

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| ABE | 0.2 | 0.3 | 0 | 0.7 | 0 | 0.3 | 0.3 | 0.3 | 0.7 | 0.2 |
| GED | 1.8 | 1.9 | 5.5 | 4.2 | 3.6 | 1.9 | 1.9 | 1.9 | 4.3 | 2.0 |
| HIGH SCHOOL | 29.1 | 42.6 | 64.9 | 72.7 | 29.3 | 46.9 | 39.6 | 39.6 | 71.9 | 45.5 |
| VOC/BUS/TRADE | 4.3 | 4.7 | 20.5 | 16.8 | 7.9 | 4.7 | 4.6 | 4.6 | 17.1 | 5.0 |
| OTHER DEGREE | 3.9 | 3.1 | 10.6 | 5.6 | 6.0 | 3.1 | 3.2 | 3.2 | 6.1 | 3.3 |
| ---TOTAL--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 5478 | 1180 | 3301 |

QUESTION PERMITTED AS MANY AS 5 RESPONSES

---COUNT---

Q406 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| HS DIPLOMA | 95.8 | 97.8 | 93.9 | 93.6 | 98.5 | 96.4 | 96.8 | 93.6 | 96.1 |
| ABE CERTIFICATE | 0 | 0.3 | 1.1 | 0.5 | 1.2 | 0.4 | 0.3 | 0.6 | 0.4 |
| GED CERTIFICATE | 2.7 | 2.1 | 4.4 | 5.6 | 8.4 | 2.5 | 2.2 | 5.6 | 2.8 |
| 10 0 OTHER HS CERTIFICATE | 0.5 | 0.5 | 0.5 | 0.2 | 0 | 0.5 | 0.5 | 0.2 | 0.5 |
| NO, NONE | 1.0 | 0.1 | 0 | 0.7 | 0 | 0.2 | 0.3 | 0.6 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 365 | 1852 | 82 | 832 | 83 | 1450 | 2207 | 914 | 1533 |

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT 1)
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT 1)

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| YES | 65.5 | 59.0 | 11.9 | 12.0 | 69.3 | 61.7 | 60.8 | 12.0 | 62.3 | | | |
| NO | 33.9 | 39.6 | 86.9 | 86.9 | 30.6 | 38.2 | 38.4 | 86.9 | 37.0 | | | |
| MISSING | 0.1 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | | | |
| DONT KNOW | 0.5 | 0.8 | 0.6 | 1.1 | 0.7 | 0.1 | 0.7 | 1.0 | 0.1 | | | |
| REFUSED | 0 | 0 | 0.6 | 0 | 0 | 0 | 0 | 0.1 | 0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | | |

--RESPONSES

Q488 - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

-----MARKET-----

YOUNG MALES OLDER MALES FEMALES

POSITIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) POSITIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) NEGATIVE PROPENSITY (PCT) TOTAL (PCT) TOTAL (PCT) TOTAL (PCT)

--RESPONSES

| | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| NONE | 1.4 | 0.8 | 7.6 | 3.4 | 0.6 | 0.9 | 0.9 | 3.8 | 0.9 |
| ABE | 1.1 | 0.8 | 0 | 0.7 | 3.3 | 1.6 | 0.9 | 0.7 | 1.7 |
| HIGH SCHOOL | 71.8 | 59.1 | 0 | 0 | 72.0 | 57.7 | 61.2 | 0 | 59.9 |
| GED | 1.9 | 1.1 | 0 | 1.6 | 1.5 | 1.7 | 1.3 | 1.4 | 1.7 |
| JOBS/WIN/CETA | 0.9 | 0.5 | 0 | 5.1 | 0.5 | 0.6 | 0.6 | 4.6 | 0.6 |
| OJT PROGRAM | 2.1 | 1.5 | 22.3 | 7.6 | 0.4 | 0.5 | 1.6 | 9.0 | 0.5 |
| APPRENTICE | 1.9 | 1.1 | 26.4 | 10.9 | 1.4 | 0.3 | 1.3 | 12.4 | 0.4 |
| VOC/BUS/TRADE | 0.4 | 0.9 | 10.8 | 25.3 | 7.5 | 5.6 | 7.3 | 24.4 | 5.7 |
| JR COLLEGE | 0.1 | 11.7 | 20.9 | 20.9 | 5.6 | 12.0 | 10.4 | 20.9 | 11.6 |
| COLLEGE | 4.3 | 17.5 | 0 | 10.6 | 7.1 | 19.1 | 14.5 | 16.7 | 19.1 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 762 | 2626 | 15 | 129 | 176 | 1887 | 3387 | 144 | 2003 |

Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| FULL-TIME | 87.1 | 88.4 | 13.9 | 37.4 | 88.2 | 86.9 | 88.1 | 35.2 | 87.0 | | |
| PART-TIME | 12.2 | 11.6 | 82.8 | 62.6 | 11.8 | 13.1 | 11.7 | 64.5 | 13.0 | | |
| DONT KNOW | 0.7 | 0.0 | 3.2 | 0 | 0 | 0 | 0.2 | 0.3 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 753 | 2605 | 14 | 125 | 175 | 1867 | 3358 | 139 | 2642 | | |

--RESPONSES

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1986-87?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 79.6 | 75.6 | 75.4 | 49.1 | 90.8 | 78.8 | 76.5 | 51.7 | 79.8 | |
| NO | 16.0 | 21.9 | 22.1 | 47.7 | 7.2 | 18.3 | 20.7 | 45.1 | 17.5 | |
| DONT KNOW | 4.3 | 2.4 | 2.6 | 3.1 | 2.0 | 2.8 | 2.8 | 3.1 | 2.8 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q4108 - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1986-87?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 60.9 | 46.8 | 53.6 | 37.7 | 92.4 | 55.4 | 49.3 | 38.5 | 56.7 | |
| NO | 30.6 | 44.1 | 31.2 | 56.5 | 3.4 | 35.4 | 41.7 | 55.2 | 34.3 | |
| DONT KNOW | 8.5 | 9.1 | 15.2 | 5.6 | 4.2 | 9.2 | 9.0 | 6.1 | 9.0 | |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 218 | 982 | 27 | 543 | 24 | 628 | 1200 | 570 | 652 | |

--RESPONSES

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ---RESPONSES | | | | | | | | | | |
| HIGH SCHOOL | 25.0 | 20.4 | 4.7 | 3.1 | 18.6 | 17.9 | 21.4 | 3.3 | 17.9 | 17.9 |
| VOC/BUS/TRADE | 29.6 | 22.8 | 46.7 | 47.1 | 22.0 | 20.3 | 24.2 | 47.0 | 20.4 | 20.4 |
| JR COLLEGE | 16.2 | 16.6 | 22.6 | 22.6 | 21.2 | 19.9 | 15.4 | 22.6 | 20.0 | 20.0 |
| COLLEGE | 25.3 | 36.5 | 18.4 | 20.8 | 33.6 | 37.2 | 34.0 | 20.5 | 36.9 | 36.9 |
| GRADUATE/PROFESSIONAL | 0.6 | 0.9 | 0.8 | 1.0 | 0.7 | 0.7 | 0.8 | 1.0 | 0.7 | 0.7 |
| DONT KNOW | 4.4 | 4.0 | 6.8 | 5.5 | 3.8 | 4.1 | 4.1 | 5.7 | 4.1 | 4.1 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | 0.0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1085 | 3795 | 108 | 719 | 253 | 2766 | 4886 | 827 | 3019 | 3019 |

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

| ---RESPONSES | -----MARKET----- | | | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| FULL-TIME | 57.3 | 63.1 | 21.8 | 17.5 | 60.3 | 60.0 | 61.9 | 19.0 | 60.0 | 37.8 | |
| PART-TIME | 40.3 | 34.2 | 71.1 | 80.5 | 37.4 | 37.9 | 35.5 | 79.3 | 37.9 | 37.8 | |
| DONT KNOW | 2.4 | 2.7 | 7.2 | 2.1 | 2.3 | 2.1 | 2.6 | 2.7 | 2.1 | 2.2 | |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 816 | 3015 | 163 | 697 | 207 | 2267 | 3831 | 800 | 2474 | 2474 | |

Q413 - HOW MUCH WOULD 1 YEAR OF EDUCATION COST YOU?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| LESS THAN \$1000 | 11.2 | 10.6 | 15.8 | 22.8 | 8.3 | 11.3 | 10.8 | 22.0 | 11.0 | |
| \$1000-\$1999 | 22.4 | 18.5 | 25.1 | 20.1 | 20.8 | 18.3 | 19.3 | 20.7 | 18.5 | |
| \$2000-\$2999 | 23.3 | 18.7 | 17.5 | 19.5 | 31.1 | 21.3 | 19.7 | 19.2 | 22.2 | |
| \$3000-\$3999 | 14.7 | 12.9 | 12.6 | 9.9 | 11.3 | 13.2 | 13.2 | 10.3 | 13.1 | |
| \$4000-\$4999 | 7.0 | 10.2 | 10.3 | 6.9 | 10.3 | 10.3 | 9.5 | 7.3 | 10.3 | |
| MORE THAN \$5000 | 19.7 | 28.4 | 18.0 | 19.2 | 18.3 | 24.8 | 26.6 | 19.0 | 24.3 | |
| REFUSED | 1.0 | 0.8 | 0.7 | 1.0 | 0 | 0.7 | 1.0 | 1.5 | 0.7 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 810 | 3015 | 103 | 697 | 207 | 2267 | 3831 | 800 | 2474 | |

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

-----MARKET-----

-----MARKET-----

YOUNG MALES OLDER MALES YOUNG MALES OLDER MALES

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

TOTAL (PCT)

YOUNG FEMALES OLDER FEMALES

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

POSITIVE PROPENSITY (PCT)

NEGATIVE PROPENSITY (PCT)

TOTAL (PCT)

--RESPONSES

ALL EXPENSES

MORE THAN 3/4

ABOUT 3/4

205 ABOUT 1/2

ABOUT 1/4

LESS THAN 1/4

NONE

REFUSED

--TOTAL--

--COUNT--

| | | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 16.7 | 30.1 | 30.6 | 42.2 | 19.7 | 26.2 | 27.3 | 40.8 | 24.8 |
| 4.8 | 5.6 | 3.6 | 3.0 | 1.8 | 3.1 | 5.4 | 3.1 | 3.0 |
| 16.7 | 14.4 | 11.9 | 8.3 | 12.2 | 12.4 | 14.9 | 8.7 | 12.4 |
| 38.7 | 28.5 | 30.9 | 23.2 | 32.5 | 31.6 | 30.6 | 24.1 | 31.7 |
| 13.1 | 11.9 | 14.8 | 12.6 | 19.0 | 16.2 | 12.1 | 12.8 | 16.4 |
| 3.9 | 5.0 | 3.4 | 4.1 | 6.6 | 5.2 | 4.8 | 4.0 | 5.3 |
| 5.1 | 3.9 | 4.2 | 6.3 | 7.7 | 5.4 | 4.2 | 6.0 | 5.6 |
| 0.9 | 0.6 | 0.7 | 0.3 | 0.5 | 0.8 | 0.7 | 0.4 | 0.7 |
| 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 816 | 3015 | 103 | 697 | 207 | 2267 | 3831 | 800 | 2474 |

Q416 - HIGHEST GRADE YOU WOULD EVENTUALLY LIKE TO COMPLETE ?

| ---RESPONSES | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|------------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|----------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | POSITIVE (PCT) | NEGATIVE (PCT) | YOUNG MALES TOTAL (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| 8TH | 0.1 | 0.1 | 0 | 0.3 | 0 | 0.3 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 |
| 9TH | 0 | 0.3 | 0 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0 | 0.1 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.1 |
| 10TH | 0.4 | 0.3 | 0 | 0.9 | 0 | 0.9 | 0 | 0.1 | 0 | 0.1 | 0.3 | 0.3 | 0.3 | 0.8 | 0.8 | 0.1 |
| 11TH | 0.3 | 0.5 | 0 | 0.4 | 0 | 0.4 | 0 | 0.1 | 0 | 0.1 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.1 |
| 12TH/HIGH SCHOOL | 18.0 | 14.3 | 18.0 | 22.3 | 8.1 | 22.3 | 8.1 | 11.3 | 11.3 | 11.3 | 15.2 | 15.2 | 15.2 | 21.8 | 21.8 | 11.0 |
| 13TH | 3.2 | 2.4 | 3.8 | 5.8 | 0.8 | 5.8 | 0.8 | 4.7 | 4.7 | 4.7 | 2.6 | 2.6 | 2.6 | 5.6 | 5.6 | 4.4 |
| 14TH | 20.4 | 19.1 | 31.9 | 26.7 | 25.3 | 26.7 | 25.3 | 20.4 | 20.4 | 20.4 | 19.3 | 19.3 | 19.3 | 27.2 | 27.2 | 20.8 |
| 15TH | 2.4 | 1.8 | 2.8 | 2.1 | 3.7 | 2.1 | 3.7 | 1.9 | 1.9 | 1.9 | 1.9 | 1.9 | 1.9 | 2.1 | 2.1 | 2.0 |
| 16TH/COLLEGE | 40.5 | 43.4 | 32.5 | 25.3 | 49.1 | 25.3 | 49.1 | 42.4 | 42.4 | 42.4 | 42.8 | 42.8 | 42.8 | 26.0 | 26.0 | 43.0 |
| 17TH | 0.9 | 2.2 | 0.9 | 0.8 | 1.2 | 0.8 | 1.2 | 1.7 | 1.7 | 1.7 | 1.9 | 1.9 | 1.9 | 0.8 | 0.8 | 1.7 |
| 18TH | 4.1 | 5.0 | 2.4 | 2.9 | 6.5 | 2.9 | 6.5 | 6.6 | 6.6 | 6.6 | 4.8 | 4.8 | 4.8 | 2.9 | 2.9 | 6.6 |
| 19TH | 1.7 | 2.0 | 0.9 | 0.6 | 1.1 | 0.6 | 1.1 | 1.4 | 1.4 | 1.4 | 1.9 | 1.9 | 1.9 | 0.6 | 0.6 | 1.4 |
| 20TH | 3.0 | 3.8 | 3.5 | 1.8 | 2.6 | 1.8 | 2.6 | 4.6 | 4.6 | 4.6 | 3.7 | 3.7 | 3.7 | 1.9 | 1.9 | 4.5 |
| DONT KNOW | 4.3 | 4.7 | 3.2 | 9.8 | 1.7 | 9.8 | 1.7 | 4.3 | 4.3 | 4.3 | 4.6 | 4.6 | 4.6 | 9.1 | 9.1 | 4.1 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 1059 | 255 | 3046 | 3046 | 3046 | 5478 | 5478 | 5478 | 1180 | 1180 | 3301 |

Q410 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| YES | 53.8 | 61.0 | 88.2 | 91.3 | 39.1 | 54.2 | 59.5 | 91.0 | 53.1 | | |
| NO | 46.2 | 39.0 | 11.8 | 8.7 | 60.9 | 45.8 | 40.5 | 9.0 | 46.9 | | |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | |

--RESPONSES

Q417 - ARE YOU LOOKING FOR WORK NOW?

| | MARKET | | | | MARKET | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 73.6 | 52.9 | 78.6 | 60.8 | 74.1 | 44.3 | 57.8 | 63.2 | 47.3 | |
| NO | 26.4 | 47.1 | 21.4 | 39.2 | 25.9 | 55.6 | 42.2 | 36.8 | 52.7 | |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 528 | 1679 | 15 | 91 | 152 | 1396 | 2267 | 106 | 1547 | |

--RESPONSES

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 77.6 | 77.8 | 100.0 | 86.3 | 62.9 | 67.1 | 77.7 | 88.1 | 66.7 |
| NO | 22.4 | 22.2 | 0 | 13.7 | 37.1 | 32.9 | 22.3 | 11.9 | 33.3 |
| REFUSED | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 628 | 1679 | 15 | 91 | 152 | 1395 | 2207 | 106 | 1547 |

209

Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| --RESPONSES | | | | | | | | | | |
| A NEW JOB | 32.0 | 20.1 | 22.6 | 21.2 | 38.9 | 22.7 | 22.4 | 21.4 | 23.7 | |
| A SECOND JOB | 8.6 | 7.1 | 5.6 | 6.2 | 11.8 | 8.0 | 7.4 | 6.1 | 8.2 | |
| ANOTHER WAY | 9.1 | 6.8 | 19.1 | 9.6 | 7.3 | 5.6 | 7.2 | 10.5 | 5.2 | |
| NOT LOOKING | 50.3 | 66.0 | 52.7 | 63.0 | 41.9 | 64.2 | 63.0 | 62.0 | 62.9 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 643 | 2628 | 106 | 988 | 103 | 1651 | 3271 | 1074 | 1754 | |

Q424 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| 1-34 | 49.4 | 49.2 | 9.7 | 7.3 | 57.1 | 59.5 | 49.2 | 7.5 | 59.3 | |
| 35-44 | 36.6 | 33.7 | 52.2 | 51.7 | 38.8 | 34.8 | 34.3 | 51.7 | 35.0 | |
| OVER 44 | 13.5 | 16.4 | 38.1 | 48.4 | 3.7 | 5.0 | 15.8 | 48.2 | 4.9 | |
| DONT KNOW | 0.5 | 0.6 | 0 | 0.6 | 0.4 | 0.7 | 0.6 | 0.6 | 0.7 | |
| REFUSED | 0.1 | 0.6 | 0 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1055 | 3918 | 121 | 1047 | 260 | 2584 | 4973 | 1168 | 2784 | |

--RESPONSES

Q425 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EVERY WEEK | 42.1 | 43.6 | 36.4 | 26.1 | 38.7 | 47.7 | 43.3 | 27.2 | 47.1 | |
| 2-3 TIMES/MONTH | 16.2 | 15.7 | 14.9 | 16.7 | 16.1 | 14.7 | 15.8 | 16.5 | 14.9 | |
| ONCE/MONTH | 7.0 | 6.4 | 7.5 | 9.9 | 6.0 | 3.3 | 6.6 | 9.7 | 3.5 | |
| < ONCE/MONTH | 3.9 | 2.8 | 8.5 | 8.6 | 3.6 | 1.8 | 3.1 | 8.6 | 2.0 | |
| NEVER | 30.7 | 31.4 | 32.7 | 38.4 | 33.5 | 32.4 | 31.2 | 37.9 | 32.5 | |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0.1 | 0.0 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1655 | 3918 | 121 | 1647 | 266 | 2584 | 4973 | 1168 | 2784 | |

--RESPONSES

Q436 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

-----MARKET-----
 YOUNG MALES OLDER MALES FEMALES
 POSITIVE NEGATIVE POSITIVE NEGATIVE POSITIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

| | YOUNG MALES | | OLDER MALES | | FEMALES | | MARKET | | |
|-----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------------------------|----------------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| PRIVATE COMPANY | 80.7 | 83.7 | 85.0 | 80.9 | 74.4 | 84.0 | 83.1 | 81.3 | 83.3 |
| GOVERNMENT | 11.1 | 8.2 | 7.0 | 9.0 | 18.3 | 10.5 | 8.8 | 8.8 | 11.0 |
| SELF EMPLOYED | 4.7 | 4.9 | 6.9 | 9.1 | 4.0 | 3.9 | 4.8 | 8.9 | 3.9 |
| NO PAY/FAMILY | 3.2 | 3.0 | 1.1 | 1.0 | 2.2 | 1.5 | 3.1 | 1.0 | 1.5 |
| REFUSED | 0.3 | 0.2 | 0 | 0.1 | 0.5 | 0.2 | 0.2 | 0.0 | 0.2 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1055 | 3918 | 121 | 1047 | 200 | 2584 | 4973 | 1108 | 2784 |

Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------|-------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG | OLDER | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | MALES TOTAL (PCT) | MALES TOTAL (PCT) | |
| EXTREMELY SATISFIED | 25.2 | 28.5 | 26.4 | 29.2 | 32.1 | 30.1 | 27.8 | 28.9 | 30.2 |
| SOMEWHAT SATISFIED | 53.1 | 49.6 | 45.7 | 50.9 | 37.4 | 45.8 | 50.2 | 50.4 | 45.2 |
| NEITHER | 8.5 | 9.6 | 4.9 | 9.2 | 12.7 | 10.1 | 9.3 | 8.8 | 10.3 |
| SOMEWHAT DISSATISFIED | 9.3 | 8.5 | 17.2 | 7.7 | 9.7 | 9.5 | 8.6 | 8.6 | 9.5 |
| EXTREMELY DISSATISFIED | 3.8 | 3.8 | 5.8 | 2.6 | 8.1 | 4.4 | 3.8 | 2.9 | 4.7 |
| DONT KNOW | 0.1 | 0.2 | 0.0 | 0.3 | 0.0 | 0.1 | 0.2 | 0.3 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1055 | 3918 | 121 | 1047 | 200 | 2584 | 4973 | 1108 | 2784 |

--RESPONSES

Q432 - HAVE YOU EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 36.8 | 38.4 | 86.6 | 84.6 | 40.6 | 33.7 | 38.1 | 84.0 | 34.2 | |
| NO | 63.2 | 61.6 | 19.4 | 15.4 | 59.4 | 66.3 | 61.9 | 16.0 | 65.8 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 532 | 1936 | 13 | 81 | 113 | 1551 | 2462 | 94 | 1664 | |

--RESPONSES

Q434-436WAGE - EXPECTED MONTHLY RATE OF PAY FOR DIFFERENT A FULLTIME JOB

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | | | | | | | | | |
| 0-500 | 3.0 | 3.0 | 1.6 | 4.7 | 4.0 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 |
| 501-600 | 19.1 | 17.3 | 1.2 | 1.6 | 35.2 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 | 26.9 |
| 601-700 | 19.1 | 16.1 | 3.8 | 2.5 | 22.3 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 | 22.0 |
| 701-800 | 8.5 | 7.2 | 2.9 | 8.8 | 8.4 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 |
| 801-900 | 10.5 | 17.0 | 8.4 | 5.7 | 11.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 | 16.2 |
| 901-1100 | 11.1 | 12.2 | 13.5 | 9.4 | 8.4 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 | 10.5 |
| 1101-1300 | 8.2 | 7.8 | 17.1 | 10.4 | 3.7 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 |
| 1301-1500 | 5.7 | 5.7 | 8.9 | 9.1 | 2.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 | 3.1 |
| 1501-1700 | 4.3 | 5.5 | 18.6 | 19.6 | 1.1 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 | 2.7 |
| 1701-1900 | 0.6 | 1.5 | 5.0 | 5.0 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| 1901 + | 3.8 | 6.5 | 21.0 | 31.1 | 3.3 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1126 | 4141 | 117 | 1001 | 242 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 | 2877 |

Q436 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | OLDER MALES | | YOUNG MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | FEMALES TOTAL (PCT) |
| ALMOST IMPOSSIBLE | 10.4 | 8.6 | 11.3 | 10.2 | 17.2 | 11.0 | 8.9 | 10.4 | 11.5 | |
| VERY DIFFICULT | 26.8 | 20.8 | 24.9 | 20.7 | 28.6 | 24.8 | 22.0 | 21.1 | 26.1 | |
| DIFFICULT | 43.2 | 44.4 | 28.1 | 41.5 | 41.0 | 46.6 | 44.1 | 40.1 | 46.3 | |
| NOT DIFFICULT | 18.6 | 26.3 | 35.7 | 26.6 | 12.7 | 17.6 | 23.9 | 27.6 | 17.2 | |
| DONT KNOW | 1.0 | 1.0 | 0 | 0.9 | 0.6 | 1.0 | 1.0 | 0.8 | 1.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 5478 | 1100 | 3301 | |

--RESPONSES

Q437 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET PART-TIME JOB IN YOUR COMMUNITY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | OLDER MALES | | YOUNG MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ALMOST IMPOSSIBLE | 4.0 | 3.2 | 4.9 | 6.7 | 8.7 | 3.3 | 3.4 | 6.5 | 3.7 | |
| VERY DIFFICULT | 16.8 | 7.6 | 14.6 | 8.6 | 17.3 | 7.2 | 8.2 | 9.1 | 8.0 | |
| DIFFICULT | 33.3 | 29.3 | 22.6 | 31.2 | 29.9 | 33.4 | 30.1 | 30.4 | 33.1 | |
| NOT DIFFICULT | 51.4 | 59.2 | 55.2 | 52.0 | 43.6 | 55.4 | 57.5 | 52.3 | 54.5 | |
| DONT KNOW | 0.5 | 0.9 | 3.3 | 1.5 | 0.6 | 0.8 | 0.8 | 1.7 | 0.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q438 - WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| SCHOOL | 65.7 | 69.5 | 40.0 | 31.2 | 76.7 | 74.6 | 68.7 | 32.0 | 74.8 | |
| WORKING | 63.9 | 70.1 | 86.9 | 90.2 | 70.6 | 68.2 | 68.8 | 89.9 | 68.4 | |
| DOING NOTHING | 0.5 | 0.9 | 0 | 1.2 | 0 | 0.8 | 0.8 | 1.1 | 0.7 | |
| OTHER | 11.8 | 9.4 | 20.3 | 14.7 | 10.4 | 14.0 | 9.9 | 15.3 | 13.7 | |
| JOINING MILITARY | 19.6 | 4.2 | 3.1 | 0.2 | 10.7 | 0.8 | 7.4 | 0.5 | 1.6 | |

--RESPONSES

----- QUESTION PERMITTED AS MANY AS 6 RESPONSES -----

--TOTAL-- 1171 4307 121 1059 255 3046 5478 1180 3301

--COUNT--

Q439 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| SAME JOB | 37.3 | 51.4 | 63.1 | 76.7 | 29.1 | 44.8 | 49.0 | 75.4 | 43.9 | |
| DIFFERENT JOB | 61.6 | 47.2 | 35.4 | 22.3 | 70.9 | 54.7 | 49.7 | 23.5 | 55.6 | |
| DONT KNOW | 1.1 | 1.4 | 1.5 | 1.0 | 0 | 0.5 | 1.4 | 1.0 | 0.4 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 437 | 2007 | 94 | 892 | 77 | 1258 | 2444 | 986 | 1335 | |

--RESPONSES

Q440 - (IF Q438=JOINING MILITARY) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | (PCT) | TOTAL (PCT) | (PCT) |
| ---RESPONSES | | | | | | | | | | |
| AIR FORCE | 26.2 | 32.7 | 0 | 51.7 | 33.1 | 55.3 | 29.1 | 18.6 | 43.6 | |
| ARMY | 36.0 | 22.4 | 75.2 | 0 | 58.3 | 23.8 | 29.9 | 48.2 | 41.9 | |
| COAST GUARD | 2.1 | 0 | 24.8 | 48.3 | 0 | 0 | 1.1 | 33.3 | 0 | |
| MARINE CORPS | 17.9 | 23.4 | 0 | 0 | 2.0 | 12.8 | 20.3 | 0 | 7.1 | |
| NAVY | 14.7 | 19.2 | 0 | 0 | 6.7 | 8.0 | 16.7 | 0 | 7.3 | |
| DONT KNOW | 3.1 | 1.3 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0 | |
| REFUSED | 0 | 1.1 | 0 | 0 | 0 | 0 | 0.5 | 0 | 0 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 236 | 184 | 4 | 2 | 30 | 20 | 419 | 0 | 56 | |

Q441 - (IF Q438=JOINING MILITARY) WHAT TYPE OF SERVICE WOULD THAT BE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ACTIVE DUTY | 53.2 | 93.2 | 0 | 51.7 | 46.4 | 71.0 | 71.2 | 18.6 | 59.1 | |
| RESERVES | 27.0 | 4.3 | 0 | 48.3 | 39.6 | 25.3 | 16.7 | 17.3 | 32.8 | |
| NATL GUARD | 19.2 | 1.4 | 100.0 | 0 | 2.0 | 0 | 11.2 | 64.1 | 1.0 | |
| DONT KNOW | 0.7 | 1.1 | 0 | 0 | 11.9 | 3.7 | 0.9 | 0 | 8.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 228 | 160 | 4 | 2 | 30 | 26 | 488 | 6 | 56 | |

--RESPONSES

Q442 - (IF Q438=JOINING MILITARY) WHICH BRANCH WOULD BE YOUR SECOND CHOICE ?

-----MARKET-----

-----MARKET-----

YOUNG MALES
 POSITIVE PROPENSITY (PCT)
 NEGATIVE PROPENSITY (PCT)
 YOUNG MALES
 TOTAL (PCT)

OLDER MALES
 POSITIVE PROPENSITY (PCT)
 NEGATIVE PROPENSITY (PCT)

FEMALES
 POSITIVE PROPENSITY (PCT)
 NEGATIVE PROPENSITY (PCT)

OLDER MALES
 POSITIVE PROPENSITY (PCT)
 NEGATIVE PROPENSITY (PCT)

FEMALES
 POSITIVE PROPENSITY (PCT)
 NEGATIVE PROPENSITY (PCT)
 TOTAL (PCT)

| | 18.5 | 20.7 | 54.2 | 0 | 29.0 | 17.5 | 19.5 | 34.7 | 23.6 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | | | | | | | | | |
| ARMY | 27.1 | 26.6 | 0 | 0 | 18.4 | 25.7 | 26.8 | 0 | 21.9 |
| COAST GUARD | 2.9 | 3.3 | 0 | 0 | 0 | 13.4 | 3.1 | 0 | 6.3 |
| MARINE CORPS | 18.3 | 17.3 | 21.0 | 0 | 7.9 | 7.0 | 17.9 | 13.4 | 7.5 |
| NAVY | 19.1 | 14.3 | 0 | 51.7 | 30.4 | 16.4 | 16.9 | 18.6 | 23.8 |
| NONE | 14.1 | 15.1 | 24.8 | 48.3 | 7.3 | 20.0 | 14.6 | 33.3 | 13.4 |
| DONT KNOW | 0 | 2.7 | 0 | 0 | 6.9 | 0 | 1.2 | 0 | 3.6 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 228 | 180 | 4 | 2 | 30 | 26 | 408 | 6 | 56 |

--RESPONSES

Q443 - (IF Q438=JOINING MILITARY) WHAT TYPE OF SERVICE WOULD THAT (YOUR SECOND CHOICE) BE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ACTIVE DUTY | 50.8 | 91.7 | 0 | 100.0 | 50.5 | 77.5 | 68.8 | 27.9 | 62.8 | |
| RESERVES | 30.1 | 6.8 | 0 | 0 | 39.6 | 22.5 | 19.4 | 0 | 31.8 | |
| NATL GUARD | 19.1 | 2.2 | 100.0 | 0 | 7.0 | 0 | 11.6 | 72.1 | 3.8 | |
| DONT KNOW | 0 | 0.3 | 0 | 0 | 2.9 | 0 | 0.1 | 0 | 1.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 195 | 153 | 3 | 1 | 25 | 21 | 348 | 4 | 46 | |

--RESPONSES

Q501 - HOW LIKELY ARE YOU TO WORK AS WAITRESS/LABORER?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 5.3 | 5.1 | 6.4 | 8.4 | 3.2 | 3.6 | 5.1 | 8.2 | 3.5 | |
| PROBABLY | 35.8 | 26.9 | 35.2 | 18.0 | 29.0 | 16.7 | 24.0 | 19.7 | 17.7 | |
| PROBABLY NOT | 36.1 | 39.8 | 28.7 | 33.3 | 25.6 | 31.9 | 39.1 | 32.9 | 31.4 | |
| DEFINITELY NOT | 22.8 | 33.9 | 29.8 | 40.6 | 42.3 | 47.8 | 31.6 | 39.0 | 47.4 | |
| DONT KNOW | 0 | 0.3 | 0 | 0.2 | 0 | 0.0 | 0.2 | 0.2 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4367 | 121 | 1659 | 266 | 3046 | 5478 | 1180 | 3361 | |

--RESPONSES

Q692 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| DEFINITELY | 3.9 | 4.3 | 4.1 | 8.1 | 12.7 | 10.6 | 4.2 | 7.7 | 10.7 | |
| PROBABLY | 29.2 | 26.8 | 21.3 | 20.7 | 52.4 | 44.4 | 27.3 | 20.8 | 45.0 | |
| PROBABLY NOT | 37.4 | 37.6 | 39.6 | 31.6 | 23.9 | 30.1 | 37.6 | 32.3 | 29.6 | |
| DEFINITELY NOT | 29.2 | 31.2 | 35.0 | 39.6 | 11.1 | 14.9 | 30.8 | 39.2 | 14.6 | |
| DONT KNOW | 0.2 | 0.2 | 0 | 0 | 0 | 0.1 | 0.2 | 0 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3646 | 5478 | 1180 | 3301 | |

--RESPONSES

Q603 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| --RESPONSES | | | | | | | | | | |
| DEFINITELY | 11.0 | 3.1 | 1.7 | 0.4 | 0.9 | 0.7 | 4.7 | 0.5 | 1.3 | |
| PROBABLY | 52.0 | 9.9 | 37.0 | 2.2 | 53.0 | 3.8 | 18.0 | 5.0 | 7.5 | |
| PROBABLY NOT | 25.2 | 36.5 | 37.7 | 31.4 | 22.5 | 20.8 | 34.1 | 32.0 | 21.0 | |
| DEFINITELY NOT | 11.0 | 50.2 | 22.0 | 65.7 | 15.0 | 74.7 | 42.0 | 61.3 | 70.1 | |
| DONT KNOW | 0.3 | 0.3 | 0.7 | 0.3 | 0 | 0.0 | 0.3 | 0.3 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 5478 | 1180 | 3301 | |

Q604 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 3.5 | 2.9 | 4.7 | 6.1 | 3.9 | 4.6 | 3.6 | 5.9 | 4.6 | |
| PROBABLY | 24.7 | 23.3 | 24.5 | 16.5 | 36.2 | 35.6 | 23.6 | 17.3 | 35.6 | |
| PROBABLY NOT | 31.6 | 38.0 | 30.4 | 28.5 | 29.3 | 32.0 | 36.6 | 28.7 | 31.8 | |
| DEFINITELY NOT | 40.0 | 35.7 | 39.7 | 48.8 | 30.2 | 27.8 | 36.6 | 47.9 | 28.0 | |
| DONT KNOW | 0.1 | 0.2 | 0.7 | 0.1 | 0.4 | 0.0 | 0.2 | 0.1 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1186 | 3301 | |

--RESPONSES

Q606 - HOW LIKELY ARE YOU TO SERVE IN NATIONAL GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 5.0 | 0 | 5.9 | 0 | 3.4 | 0 | 1.0 | 0.6 | 0.3 |
| PROBABLY | 50.6 | 0 | 64.9 | 0 | 45.8 | 0 | 10.6 | 6.5 | 3.5 |
| PROBABLY NOT | 29.7 | 42.0 | 18.5 | 33.3 | 26.7 | 22.5 | 39.2 | 31.8 | 22.8 |
| DEFINITELY NOT | 15.3 | 57.7 | 10.7 | 66.5 | 24.0 | 77.5 | 48.9 | 60.9 | 73.4 |
| DONT KNOW | 0.3 | 0.3 | 0 | 0.2 | 0 | 0.1 | 0.3 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

--RESPONSES

229

Q506 - (IF Q505=YES) SPECIFY BRANCH OF THE NATIONAL GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------------|------------------|----------------|--|--|----------------------------------|----------------------------------|---------------------------|---------------------------|
| | YOUNG MALES | OLDER MALES | FEMALES POSITIVE PROPSITY (PCT) | FEMALES POSITIVE PROPSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| ---RESPONSES | | | | | | | | |
| AIR NATL GUARD | 36.5 | 25.9 | 44.3 | 44.3 | 36.5 | 25.9 | 44.3 | 44.3 |
| ARMY NATL GUARD | 60.8 | 70.9 | 63.3 | 63.3 | 60.8 | 70.9 | 63.3 | 63.3 |
| DONT KNOW | 2.3 | 3.1 | 1.6 | 1.6 | 2.3 | 3.1 | 1.6 | 1.6 |
| REFUSED | 0.4 | 0 | 0.8 | 0.8 | 0.4 | 0 | 0.8 | 0.8 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 669 | 83 | 124 | 124 | 669 | 83 | 124 | 124 |

Q507 - HOW LIKELY ARE YOU TO SERVE IN RESERVES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| DEFINITELY | 7.7 | 0 | 2.4 | 0 | 5.4 | 0 | 1.6 | 0.2 | 0.4 | |
| PROBABLY | 70.4 | 0 | 74.0 | 0 | 78.8 | 0 | 14.7 | 7.5 | 6.0 | |
| PROBABLY NOT | 14.8 | 46.4 | 18.3 | 35.7 | 11.0 | 24.9 | 39.8 | 33.9 | 23.9 | |
| DEFINITELY NOT | 7.0 | 53.4 | 2.9 | 63.9 | 4.8 | 75.0 | 43.7 | 57.8 | 69.6 | |
| DONT KNOW | 0.0 | 0.3 | 1.7 | 0.4 | 0 | 0.1 | 0.2 | 0.6 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q500 - (IF Q507=YES)--SPECIFY BRANCH OF RESERVES

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------------|------------------|----------------|---------|-------------------------------|-------------------------------|----------------|----------------|---------|
| | YOUNG MALES | OLDER MALES | FEMALES | POSITIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | YOUNG MALES | OLDER MALES | FEMALES |
| AIR FORCE RESERVE | 30.9 | 25.2 | 39.7 | 39.7 | 30.9 | 25.2 | 39.7 | 39.7 |
| ARMY RESERVE | 39.0 | 42.1 | 34.3 | 34.3 | 39.0 | 42.1 | 34.3 | 34.3 |
| C.G. RESERVE | 5.8 | 7.4 | 5.8 | 5.8 | 5.8 | 7.4 | 5.8 | 5.8 |
| MARINE RESERVE | 12.7 | 15.6 | 5.2 | 5.2 | 12.7 | 15.6 | 5.2 | 5.2 |
| NAVAL RESERVE | 10.0 | 5.9 | 13.2 | 13.2 | 10.0 | 5.9 | 13.2 | 13.2 |
| DONT KNOW | 1.5 | 3.7 | 1.7 | 1.7 | 1.5 | 3.7 | 1.7 | 1.7 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 927 | 95 | 212 | 212 | 927 | 95 | 212 | 212 |

--RESPONSES

Q609 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN COAST GUARD?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| DEFINITELY | 1.2 | 0.3 | 4.3 | 0.1 | 1.2 | 0.2 | 0.5 | 0.5 | 0.5 | 0.2 |
| PROBABLY | 18.1 | 2.5 | 17.4 | 0.8 | 20.7 | 1.2 | 5.8 | 2.4 | 2.4 | 2.7 |
| PROBABLY NOT | 44.3 | 36.7 | 39.5 | 29.9 | 43.3 | 21.0 | 38.3 | 30.8 | 30.8 | 22.7 |
| DEFINITELY NOT | 36.4 | 60.3 | 37.2 | 69.1 | 34.7 | 77.6 | 55.3 | 65.9 | 65.9 | 74.3 |
| DONT KNOW | 0.0 | 0.2 | 1.7 | 0.2 | 0 | 0.1 | 0.2 | 0.4 | 0.4 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 1180 | 3301 |

--RESPONSES

23

Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 6.5 | 0.9 | 3.7 | 0.1 | 6.1 | 0.3 | 2.1 | 0.5 | 0.8 | 0.8 |
| PROBABLY | 36.7 | 6.3 | 31.4 | 0.8 | 40.4 | 2.1 | 12.6 | 3.9 | 6.1 | 6.1 |
| PROBABLY NOT | 33.6 | 35.6 | 29.3 | 28.7 | 27.7 | 19.9 | 35.2 | 28.7 | 20.5 | 20.5 |
| DEFINITELY NOT | 23.0 | 56.9 | 35.0 | 70.1 | 25.7 | 77.5 | 49.8 | 66.6 | 73.5 | 73.5 |
| DONT KNOW | 0.2 | 0.3 | 0 | 0.3 | 0 | 0.2 | 0.3 | 0.2 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0.6 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q611 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 6.7 | 1.0 | 1.0 | 0 | 9.4 | 0.2 | 2.6 | 0.1 | 0.9 | 0.9 |
| PROBABLY | 32.3 | 7.0 | 27.0 | 2.5 | 34.3 | 3.2 | 12.3 | 4.9 | 5.6 | 5.6 |
| PROBABLY NOT | 38.7 | 37.1 | 34.5 | 27.8 | 30.4 | 20.9 | 37.4 | 28.5 | 21.6 | 21.6 |
| DEFINITELY NOT | 23.1 | 53.9 | 30.9 | 69.5 | 25.8 | 75.6 | 47.5 | 66.2 | 71.8 | 71.8 |
| DONT KNOW | 0.1 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0.0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| DEFINITELY | 4.8 | 0.8 | 3.4 | 0.1 | 2.9 | 0.2 | 1.6 | 0.4 | 0.4 | 0.4 |
| PROBABLY | 23.0 | 4.8 | 20.7 | 1.0 | 19.1 | 1.2 | 8.6 | 3.0 | 3.0 | 2.6 |
| PROBABLY NOT | 38.7 | 33.7 | 34.8 | 26.3 | 45.2 | 19.6 | 34.7 | 27.2 | 27.2 | 21.2 |
| DEFINITELY NOT | 33.5 | 60.5 | 41.0 | 72.4 | 37.8 | 78.9 | 54.8 | 69.2 | 69.2 | 75.8 |
| DONT KNOW | 0.1 | 0.2 | 0 | 0.2 | 0 | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 1180 | 3301 |

--RESPONSES

Q613 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |
| DEFINITELY | 3.7 | 0.7 | 1.5 | 0.2 | 4.1 | 0.1 | 1.3 | 0.3 | 0.4 | 0.4 |
| PROBABLY | 25.2 | 5.1 | 19.1 | 1.1 | 29.1 | 1.9 | 9.3 | 2.9 | 4.0 | 4.0 |
| PROBABLY NOT | 37.2 | 34.0 | 39.1 | 28.1 | 33.9 | 20.1 | 35.3 | 29.2 | 21.2 | 21.2 |
| DEFINITELY NOT | 33.7 | 59.2 | 40.2 | 70.5 | 32.9 | 77.7 | 53.8 | 67.4 | 74.3 | 74.3 |
| DONT KNOW | 0.2 | 0.3 | 0 | 0.2 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q614 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

---RESPONSES

| | | | | | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| DEFINITELY | 34.0 | 46.0 | 7.6 | 10.6 | 53.9 | 52.0 | 43.5 | 10.3 | 62.1 | 43.5 | 10.3 | 52.1 |
| PROBABLY | 38.6 | 27.6 | 60.6 | 33.6 | 35.2 | 28.1 | 29.9 | 35.1 | 28.7 | 29.9 | 35.1 | 28.7 |
| PROBABLY NOT | 18.4 | 16.3 | 26.2 | 34.9 | 7.1 | 14.4 | 16.7 | 34.1 | 13.9 | 16.7 | 34.1 | 13.9 |
| DEFINITELY NOT | 8.8 | 10.0 | 16.2 | 20.4 | 3.8 | 5.3 | 9.7 | 20.0 | 5.2 | 9.7 | 20.0 | 5.2 |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.6 | 0 | 0.1 | 0.1 | 0.5 | 0.1 | 0.1 | 0.5 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1100 | 3301 | 5478 | 1100 | 3301 |

Q615 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY | 18.6 | 12.6 | 11.6 | 8.9 | 13.8 | 9.7 | 13.8 | 9.2 | 10.0 | 10.0 |
| PROBABLY | 46.3 | 32.5 | 55.4 | 39.0 | 46.5 | 29.6 | 35.4 | 48.6 | 36.9 | 36.9 |
| PROBABLY NOT | 25.4 | 35.7 | 25.9 | 34.3 | 27.8 | 37.8 | 33.5 | 33.5 | 37.0 | 37.0 |
| DEFINITELY NOT | 9.4 | 10.7 | 6.5 | 17.1 | 11.8 | 22.5 | 16.8 | 16.0 | 21.7 | 21.7 |
| DONT KNOW | 0.3 | 0.5 | 0 | 0.7 | 0.1 | 0.4 | 0.5 | 0.6 | 0.4 | 0.4 |
| REFUSED | 0 | 0 | 0.6 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3361 | 3361 |

Q516 - HOW LIKELY IS IT THAT YOU WILL BE A FULLTIME HOMEMAKER?

| --RESPONSES | -----MARKET----- | | MARKET----- | |
|----------------|------------------|---------|---------------------------|---------------------------|
| | FEMALES | FEMALES | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| DEFINITELY | 4.7 | 5.8 | 4.7 | 5.7 |
| PROBABLY | 25.7 | 19.4 | 25.7 | 19.8 |
| PROBABLY NOT | 27.5 | 38.5 | 27.5 | 37.6 |
| DEFINITELY NOT | 41.4 | 35.9 | 41.4 | 36.4 |
| DONT KNOW | 6.7 | 6.4 | 6.7 | 6.4 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 255 | 3646 | 255 | 3361 |

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCTOBER, 1986?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|---------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | | | |
| | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | | | |
| --RESPONSES | | | | | | | | | |
| SCHOOL - PARTTIME | 31.5 | 49.1 | 6.3 | 6.5 | 41.1 | 51.2 | 45.4 | 6.5 | 50.5 |
| SCHOOL - FULLTIME | 11.4 | 7.7 | 12.0 | 6.1 | 11.6 | 11.1 | 8.4 | 6.7 | 11.2 |
| WORK - PARTTIME | 32.6 | 33.3 | 73.1 | 80.3 | 27.4 | 25.2 | 33.2 | 79.6 | 25.4 |
| WORK - FULLTIME | 4.4 | 2.6 | 1.9 | 2.9 | 2.7 | 4.2 | 2.9 | 2.8 | 4.0 |
| MILITARY SERVICE | 14.7 | 3.7 | 3.1 | 0 | 13.5 | 0.5 | 0.0 | 0.3 | 1.5 |
| HOMEMAKER | 0 | 0.1 | 0 | 0 | 1.0 | 5.3 | 0.1 | 0 | 5.0 |
| OTHER | 4.1 | 2.1 | 1.7 | 2.6 | 1.1 | 1.3 | 2.5 | 2.5 | 1.3 |
| DONT KNOW | 1.4 | 1.5 | 2.0 | 1.7 | 1.2 | 1.2 | 1.5 | 1.7 | 1.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

Q520 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIRFORCE | 28.3 | 32.9 | 38.6 | 38.2 | 30.1 | 38.4 | | |
| ARMY | 32.5 | 22.4 | 29.2 | 17.9 | 28.6 | 24.8 | | |
| MARINES | 20.6 | 21.7 | 10.9 | 17.8 | 21.0 | 13.6 | | |
| NAVY | 16.5 | 19.3 | 20.2 | 23.0 | 17.6 | 21.3 | | |
| DONT KNOW | 2.1 | 3.7 | 1.1 | 3.1 | 2.7 | 1.9 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 489 | 299 | 99 | 68 | 788 | 167 | | |

--RESPONSES

Q521 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

| | MARKET | | | | MARKET | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| WITHIN 6 MOS | 11.0 | 7.3 | 7.3 | 8.7 | 12.3 | 5.1 | 8.4 | 8.5 | 6.5 | 6.5 |
| 6 MOS TO YEAR | 16.1 | 16.2 | 20.3 | 16.6 | 17.5 | 13.1 | 12.0 | 12.5 | 14.0 | 14.0 |
| 1-2 YEARS | 24.1 | 20.3 | 25.8 | 14.3 | 28.1 | 19.3 | 21.5 | 16.5 | 21.1 | 21.1 |
| > 2 YEARS | 48.5 | 61.7 | 44.7 | 63.7 | 42.1 | 61.0 | 57.6 | 60.0 | 57.2 | 57.2 |
| REFUSED | 0.4 | 0.6 | 1.9 | 2.7 | 0 | 1.5 | 0.5 | 2.5 | 1.2 | 1.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1161 | 2389 | 96 | 466 | 229 | 965 | 3490 | 496 | 1134 | 1134 |

--RESPONSES

Q622 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|-------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|----------------|----------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| LOWEST(0) | 4.5 | 33.7 | 14.8 | 57.6 | 4.6 | 56.6 | 27.6 | 53.3 | 52.6 | | | |
| 1 | 3.3 | 10.7 | 5.7 | 10.1 | 1.5 | 10.2 | 9.1 | 9.6 | 9.5 | | | |
| 2 | 4.6 | 11.2 | 9.9 | 10.5 | 5.8 | 8.5 | 9.8 | 10.4 | 8.3 | | | |
| 3 | 5.8 | 10.9 | 5.0 | 5.3 | 4.4 | 7.5 | 9.8 | 5.2 | 7.3 | | | |
| 4 | 11.5 | 9.0 | 8.8 | 5.0 | 10.6 | 5.6 | 9.5 | 5.4 | 6.0 | | | |
| 5 | 23.3 | 11.3 | 29.6 | 7.6 | 22.2 | 5.9 | 13.8 | 9.8 | 7.2 | | | |
| 6 | 10.6 | 4.0 | 6.0 | 1.6 | 12.0 | 2.1 | 5.4 | 2.0 | 2.9 | | | |
| 7 | 13.2 | 3.6 | 11.6 | 1.1 | 12.4 | 1.4 | 5.6 | 2.2 | 2.2 | | | |
| 8 | 9.4 | 2.7 | 4.0 | 0.7 | 13.7 | 0.8 | 4.1 | 1.0 | 1.8 | | | |
| 9 | 5.5 | 0.9 | 0 | 0.2 | 4.1 | 0.5 | 1.9 | 0.2 | 0.8 | | | |
| HIGHEST(10) | 8.2 | 1.9 | 4.0 | 0.3 | 8.6 | 0.8 | 3.2 | 0.7 | 1.4 | | | |
| REFUSED | 0 | 0.1 | 0.6 | 0.1 | 0 | 0.0 | 0.1 | 0.2 | 0.0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | | |

--RESPONSES

Q623--BEFORE TODAY, HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 84.5 | 59.2 | 85.9 | 56.6 | 84.9 | 37.8 | 63.7 | 59.5 | 41.1 | |
| NO | 15.5 | 40.8 | 12.6 | 43.3 | 15.1 | 62.1 | 36.3 | 40.3 | 58.8 | |
| DONT KNOW | 0 | 0 | 1.5 | 0.1 | 0 | 0.1 | 0 | 0.2 | 0.1 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 936 | 4123 | 117 | 1057 | 225 | 3020 | 5059 | 1174 | 3245 | |

--RESPONSES

Q524 - (IF Q523=YES) HOW SERIOUSLY DID YOU CONSIDER JOINING THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| VERY SERIOUSLY | 34.1 | 23.8 | 40.2 | 32.4 | 37.8 | 17.4 | 26.6 | 33.5 | 20.6 | 20.6 |
| SOMEWHAT SERIOUSLY | 40.0 | 30.6 | 35.5 | 22.4 | 35.7 | 24.9 | 33.2 | 24.3 | 26.6 | 26.6 |
| SLIGHTLY SERIOUSLY | 20.5 | 30.3 | 20.8 | 32.4 | 22.8 | 38.1 | 27.0 | 30.7 | 34.0 | 34.0 |
| NOT SERIOUSLY | 5.3 | 15.2 | 2.9 | 12.7 | 3.8 | 21.5 | 12.5 | 11.3 | 18.7 | 18.7 |
| MISSING | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.0 |
| DONT KNOW | 0 | 0.1 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0 |
| REFUSED | 0.1 | 0 | 0.7 | 0.1 | 0 | 0 | 0.0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1027 | 2656 | 104 | 603 | 223 | 1158 | 3683 | 707 | 1381 | 1381 |

--RESPONSES

Q671 - HOW MANY DAYS DO GUARD/RESERVES PARTICIPATE IN DRILLS EACH MONTH?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 | 2.4 | 4.7 | 2.0 | 6.1 | 3.6 | 4.1 | 4.2 | 5.7 | 4.0 | 4.0 | 4.0 | 4.0 |
| 2 | 34.2 | 37.7 | 57.7 | 55.1 | 31.4 | 27.2 | 37.0 | 55.4 | 27.5 | 27.5 | 27.5 | 27.5 |
| 3 | 6.2 | 7.2 | 6.9 | 6.0 | 9.4 | 5.9 | 7.0 | 6.1 | 6.2 | 6.2 | 6.2 | 6.2 |
| 4 | 9.8 | 11.6 | 14.2 | 9.6 | 12.3 | 10.2 | 11.2 | 10.1 | 10.4 | 10.4 | 10.4 | 10.4 |
| 5 | 6.1 | 4.9 | 2.6 | 3.3 | 6.2 | 6.0 | 5.2 | 3.2 | 6.1 | 6.1 | 6.1 | 6.1 |
| 6 | 1.9 | 2.9 | 2.1 | 0.6 | 3.2 | 1.9 | 2.7 | 0.7 | 2.0 | 2.0 | 2.0 | 2.0 |
| 7 | 5.8 | 4.0 | 3.1 | 3.4 | 2.8 | 4.3 | 4.4 | 3.4 | 4.1 | 4.1 | 4.1 | 4.1 |
| 8 + | 27.4 | 19.6 | 5.2 | 11.5 | 27.3 | 30.4 | 21.3 | 10.9 | 30.2 | 30.2 | 30.2 | 30.2 |
| MISSING | 0.5 | 0.3 | 0 | 0 | 0 | 0.1 | 0.3 | 0 | 0.1 | 0.1 | 0.1 | 0.1 |
| DONT KNOW | 5.6 | 6.9 | 6.2 | 4.4 | 3.9 | 9.8 | 6.6 | 4.6 | 9.4 | 9.4 | 9.4 | 9.4 |
| REFUSED | 0.1 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 1180 | 3300 | 3300 | 3300 | 3300 |

Q672 - DAYS GUARD/RESERVES SPEND IN SUMMER CAMP EACH YEAR?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1-6 | 9.4 | 9.5 | 3.3 | 11.1 | 15.0 | 8.1 | 9.5 | 10.3 | 8.6 |
| 7 | 2.0 | 5.9 | 4.9 | 6.3 | 3.8 | 4.9 | 5.1 | 6.2 | 4.8 |
| 8-13 | 4.5 | 4.6 | 3.0 | 4.5 | 4.0 | 4.4 | 4.6 | 4.4 | 4.3 |
| 14 | 23.8 | 26.5 | 56.5 | 50.2 | 17.5 | 19.1 | 26.0 | 50.9 | 19.0 |
| 15-20 | 8.1 | 3.1 | 0.8 | 2.5 | 3.4 | 4.2 | 4.1 | 2.3 | 4.2 |
| 21 | 3.0 | 4.6 | 1.9 | 2.5 | 4.1 | 3.6 | 4.3 | 2.5 | 3.6 |
| 22-29 | 3.0 | 2.8 | 2.1 | 1.8 | 2.7 | 2.7 | 2.8 | 1.8 | 2.7 |
| 30 | 11.2 | 12.1 | 5.9 | 7.4 | 13.3 | 15.0 | 11.9 | 7.2 | 14.8 |
| 31-90 | 29.2 | 23.1 | 11.8 | 8.1 | 30.8 | 27.5 | 24.3 | 8.5 | 27.8 |
| MISSING | 0.5 | 0.3 | 0 | 0 | 0 | 0.1 | 0.3 | 0 | 0.1 |
| DONT KNOW | 5.2 | 7.5 | 9.2 | 5.5 | 5.4 | 10.4 | 7.0 | 5.9 | 10.0 |
| REFUSED | 0.1 | 0.1 | 0.6 | 0 | 0 | 0.1 | 0.1 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 1180 | 3300 |

Q673 - WHAT IS BEGINNING PAY FOR GUARD/RESERVES PER 8-HR DRILL DAY?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| \$5-\$19 | 2.1 | 2.7 | 1.6 | 1.5 | 2.6 | 2.6 | 2.6 | 2.5 | 1.5 | 2.6 | 2.6 | 2.6 |
| \$20-\$29 | 5.4 | 5.0 | 3.2 | 4.3 | 5.9 | 5.3 | 5.1 | 5.1 | 4.2 | 5.4 | 5.4 | 5.4 |
| \$30-\$39 | 5.6 | 7.8 | 7.4 | 7.0 | 7.7 | 6.2 | 7.3 | 7.3 | 7.1 | 6.3 | 6.3 | 6.3 |
| \$40-\$49 | 9.4 | 9.8 | 11.7 | 11.3 | 9.7 | 7.9 | 9.7 | 9.7 | 11.4 | 8.0 | 8.0 | 8.0 |
| \$50-\$59 | 15.9 | 15.5 | 13.2 | 22.2 | 11.3 | 14.8 | 15.6 | 15.6 | 21.3 | 14.5 | 14.5 | 14.5 |
| \$60-\$99 | 12.4 | 13.7 | 23.5 | 17.3 | 12.9 | 10.0 | 13.5 | 13.5 | 17.9 | 10.2 | 10.2 | 10.2 |
| \$100 OR MORE | 37.7 | 31.3 | 27.8 | 24.8 | 38.2 | 35.6 | 32.6 | 32.6 | 25.1 | 35.8 | 35.8 | 35.8 |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0.1 |
| DONT KNOW | 11.5 | 13.8 | 11.7 | 11.5 | 11.3 | 17.5 | 13.3 | 13.3 | 11.5 | 17.0 | 17.0 | 17.0 |
| REFUSED | 0.1 | 0.4 | 0 | 0 | 0.4 | 0.2 | 0.3 | 0.3 | 0 | 0.2 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 2736 | 1180 | 3300 | 3300 | 3300 |

Q574 - WOULD AN EMPLOYER HOLD JOB FOR YOU IF YOU WERE AWAY
3 TO 6 MONTHS FOR ACTIVE DUTY TRAINING FOR GUARD/RESERVES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | |
|-----------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|-------------------------------|----------------|-------------------------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | POSITIVE PROPSITY (PCT) | TOTAL (PCT) | POSITIVE PROPSITY (PCT) | TOTAL (PCT) |
| YES | 48.8 | 49.0 | 69.4 | 51.5 | 49.7 | 40.4 | 48.9 | 53.3 | 41.0 | | |
| NO | 48.1 | 47.3 | 28.0 | 44.3 | 48.5 | 55.7 | 47.4 | 42.7 | 55.3 | | |
| DONT KNOW | 3.0 | 3.8 | 2.6 | 4.2 | 1.8 | 3.8 | 3.6 | 4.0 | 3.7 | | |
| REFUSED | 0.2 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 289 | 1205 | 97 | 864 | 98 | 1580 | 1494 | 961 | 1684 | | |

--RESPONSES

Q676 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY
DURING THE TRAINING PERIOD FOR GUARD/RESERVES?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 45.0 | 37.8 | 29.0 | 30.2 | 44.7 | 41.8 | 39.1 | 30.1 | 39.1 | 30.1 | 41.9 | 41.9 |
| NO | 53.7 | 58.4 | 68.6 | 68.9 | 53.3 | 54.7 | 57.5 | 67.0 | 57.5 | 67.0 | 54.6 | 54.6 |
| DONT KNOW | 1.1 | 3.8 | 2.4 | 2.9 | 2.0 | 3.5 | 3.3 | 2.8 | 3.3 | 2.8 | 3.4 | 3.4 |
| REFUSED | 0.2 | 0 | 0 | 0 | 0 | 0 | 0.0 | 0 | 0.0 | 0 | 0 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 289 | 1205 | 97 | 864 | 98 | 1586 | 1494 | 961 | 1494 | 961 | 1684 | 1684 |

---RESPONSES

Q676 - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTICIPATION?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 8.1 | 8.3 | 31.6 | 22.4 | 9.4 | 7.6 | 8.2 | 23.3 | 7.7 | |
| NO | 76.1 | 79.9 | 68.1 | 65.0 | 81.9 | 78.4 | 79.2 | 64.3 | 78.6 | |
| DONT KNOW | 15.7 | 11.7 | 10.3 | 12.6 | 8.7 | 14.0 | 12.5 | 12.4 | 13.7 | |
| REFUSED | 0.2 | 0.0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 289 | 1205 | 97 | 864 | 98 | 1586 | 1494 | 961 | 1684 | |

--RESPONSES

Q677 - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| POSITIVE | 38.9 | 25.8 | 49.2 | 39.3 | 31.9 | 23.1 | 28.3 | 40.3 | 23.6 |
| NEUTRAL | 45.6 | 61.6 | 42.4 | 49.1 | 53.7 | 64.5 | 58.5 | 48.4 | 63.9 |
| NEGATIVE | 11.8 | 7.3 | 5.0 | 7.5 | 12.3 | 6.5 | 8.2 | 7.2 | 6.8 |
| DONT KNOW | 3.7 | 5.2 | 3.5 | 4.1 | 2.1 | 5.9 | 4.9 | 4.1 | 5.7 |
| REFUSED | 0.2 | 0.2 | 0 | 0 | 0 | 0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 289 | 1265 | 97 | 864 | 98 | 1586 | 1494 | 961 | 1684 |

Q678 - HAVE YOU TALKED WITH SUPERVISOR ABOUT EMPLOYERS
 GUARD/RESERVE POLICY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|--------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | OLDERS (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 6.3 | 3.6 | 7.8 | 4.5 | 5.6 | 2.6 | 4.1 | 4.9 | 2.2 | |
| NO | 93.3 | 94.8 | 92.2 | 95.3 | 94.1 | 97.7 | 94.5 | 95.6 | 97.5 | |
| DONT KNOW | 0.2 | 1.6 | 0 | 0.1 | 1.6 | 0.3 | 1.3 | 0.1 | 0.4 | |
| REFUSED | 0.2 | 0.0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 289 | 1205 | 97 | 864 | 98 | 1586 | 1494 | 961 | 1684 | |

--RESPONSES

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
 Q579 - IF YOU RECEIVED A \$2,000 BONUS FOR JOINING?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| DEFINITELY ENLIST | 13.1 | 1.5 | 10.8 | 1.7 | 13.9 | 1.0 | 3.9 | 2.0 | 2.0 | 2.0 | 13.1 | 1.1 |
| PROBABLY ENLIST | 46.7 | 13.2 | 51.0 | 11.9 | 53.1 | 9.8 | 20.2 | 15.8 | 15.8 | 15.8 | 39.3 | 3.3 |
| PROBABLY NOT ENLIST | 32.8 | 49.5 | 29.7 | 40.1 | 24.3 | 40.5 | 46.1 | 39.1 | 39.1 | 39.1 | 45.0 | 6.0 |
| DEFINITELY NOT ENLIST | 7.0 | 34.7 | 7.9 | 45.9 | 8.7 | 48.0 | 28.9 | 42.1 | 42.1 | 42.1 | 45.0 | 3.0 |
| MISSING | 0.2 | 0.3 | 0 | 0 | 0 | 0.3 | 0.3 | 0 | 0 | 0 | 0.2 | 0.2 |
| DONT KNOW | 0.1 | 0.7 | 0 | 0.4 | 0 | 0.4 | 0.6 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| REFUSED | 0.1 | 0.1 | 0.0 | 0 | 0 | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 1180 | 1180 | 1180 | 3300 | 3300 |

--RESPONSES

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
 Q590 - IF YOU RECEIVED A \$4,000 BONUS FOR JOINING?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY ENLIST | 8.0 | 2.5 | 10.1 | 1.2 | 15.0 | 1.3 | 3.6 | 2.0 | 2.2 | |
| PROBABLY ENLIST | 59.7 | 20.3 | 58.4 | 15.8 | 55.7 | 15.9 | 27.7 | 19.7 | 18.6 | |
| PROBABLY NOT ENLIST | 28.2 | 46.6 | 23.3 | 39.6 | 20.2 | 38.7 | 43.2 | 38.1 | 37.5 | |
| DEFINITELY NOT ENLIST | 3.9 | 29.6 | 7.5 | 43.2 | 9.1 | 43.6 | 24.8 | 39.9 | 41.2 | |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | |
| DONT KNOW | 0.1 | 0.7 | 0 | 0.3 | 0 | 0.4 | 0.6 | 0.2 | 0.4 | |
| REFUSED | 0.1 | 0.1 | 0.7 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 510 | 2114 | 107 | 1041 | 210 | 3007 | 2624 | 1148 | 3225 | |

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
 Q581 - IF YOU RECEIVED A \$6,000 BONUS FOR JOINING?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| DEFINITELY ENLIST | 15.5 | 4.4 | 18.9 | 4.6 | 15.1 | 3.8 | 6.4 | 5.8 | 3.7 | |
| PROBABLY ENLIST | 59.3 | 26.8 | 58.6 | 18.3 | 59.1 | 21.8 | 32.6 | 21.7 | 23.2 | |
| PROBABLY NOT ENLIST | 22.7 | 48.9 | 15.7 | 36.8 | 19.3 | 35.1 | 37.6 | 35.6 | 34.2 | |
| DEFINITELY NOT ENLIST | 2.3 | 27.1 | 6.0 | 39.7 | 7.5 | 40.5 | 22.6 | 36.9 | 38.6 | |
| DONT KNOW | 0 | 0.7 | 0 | 0.6 | 0 | 0.4 | 0.6 | 0.6 | 0.4 | |
| REFUSED | 0.1 | 0.1 | 0.8 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 468 | 2059 | 98 | 1027 | 188 | 2971 | 2527 | 1125 | 3159 | |

--RESPONSES

Q582 - IS THERE A GUARD/RESERVE UNIT CLOSE ENOUGH FOR YOU TO JOIN?

| | -----MARKET----- | | | | | | -----MARKET----- | | | | | | | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | | YOUNG MALES | | | OLDER MALES | | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| YES | 76.5 | 71.1 | 88.1 | 80.4 | 68.6 | 59.0 | 72.2 | 81.2 | 59.8 | | | | | | | | | |
| NO | 11.2 | 15.3 | 9.1 | 9.9 | 17.9 | 22.1 | 14.4 | 9.8 | 21.7 | | | | | | | | | |
| MISSING | 0.5 | 0.3 | 0 | 0 | 0 | 0.1 | 0.3 | 0 | 0.1 | | | | | | | | | |
| DONT KNOW | 11.8 | 13.3 | 2.8 | 9.7 | 13.5 | 18.8 | 12.9 | 9.0 | 18.4 | | | | | | | | | |
| REFUSED | 0.1 | 0.1 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 1180 | 3300 | | | | | | | | | |

--RESPONSES

Q583 - IF YOU MOVED, WOULD MILITARY ALLOW YOU TO TRANSFER
UNITS OR GO INACTIVE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------|----------------|----------------|------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 78.4 | 75.7 | 75.2 | 77.7 | 83.3 | 75.9 | 76.2 | 77.4 | 76.5 | |
| NO | 12.1 | 15.9 | 10.6 | 13.4 | 11.1 | 14.8 | 16.1 | 13.1 | 14.5 | |
| MISSING | 0.5 | 0.3 | 0 | 0 | 0 | 0.1 | 0.3 | 0 | 0.1 | |
| DONT KNOW | 8.9 | 8.1 | 13.6 | 8.9 | 5.6 | 9.2 | 8.3 | 9.4 | 8.9 | |
| REFUSED | 0.1 | 0.1 | 0.6 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 582 | 2154 | 121 | 1059 | 255 | 3045 | 2736 | 1180 | 3360 | |

--RESPONSES

25
59

Q001 - WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| AIR FORCE | 55.9 | 61.8 | 55.2 | 54.3 | 57.9 | 58.6 | 60.5 | 54.4 | 58.5 | 58.5 |
| ARMY | 73.7 | 72.1 | 70.2 | 71.9 | 79.0 | 72.9 | 72.4 | 71.7 | 73.3 | 73.3 |
| COAST GUARD | 17.5 | 26.6 | 24.3 | 23.9 | 13.3 | 18.5 | 24.7 | 24.0 | 18.1 | 18.1 |
| MARINES | 58.0 | 60.8 | 61.0 | 57.5 | 52.8 | 57.4 | 60.4 | 57.8 | 57.1 | 57.1 |
| NAVY | 50.3 | 54.4 | 47.3 | 51.7 | 53.0 | 53.5 | 53.5 | 51.3 | 53.5 | 53.5 |
| GUARD/RESERVES | 24.9 | 28.7 | 38.1 | 32.4 | 22.0 | 24.6 | 27.9 | 32.9 | 24.4 | 24.4 |
| ALL SERVICES | 12.6 | 20.4 | 18.4 | 18.1 | 9.9 | 13.0 | 18.8 | 18.1 | 12.8 | 12.8 |

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

| | | | | | | | | | | |
|-------------|------|------|-----|------|-----|------|------|------|------|------|
| ---TOTAL--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3361 | 3361 |
| ---COUNT--- | | | | | | | | | | |

---RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q602 - THE AIR FORCE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 21.3 | 18.5 | 12.8 | 18.6 | 19.6 | 18.6 | 19.1 | 18.0 | 18.7 | |
| NO | 22.5 | 19.4 | 32.0 | 28.9 | 22.5 | 22.6 | 20.1 | 27.4 | 22.5 | |
| MENTIONED IN Q601 | 55.9 | 61.8 | 55.2 | 54.4 | 57.9 | 58.6 | 60.6 | 54.5 | 58.5 | |
| MISSING | 0 | 0.1 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| DONT KNOW | 0.2 | 0.2 | 0 | 0 | 0 | 0.2 | 0.2 | 0 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3046 | 5477 | 1179 | 3301 | |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q603 - THE ARMY?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| YES | 15.5 | 16.0 | 9.3 | 14.3 | 11.0 | 14.6 | 14.6 | 14.3 | 11.0 | 14.6 | 14.6 | 15.9 | 13.8 | 14.3 | 14.3 | 14.3 | 14.3 | |
| NO | 10.7 | 11.0 | 20.5 | 13.7 | 9.9 | 12.5 | 12.5 | 13.7 | 9.9 | 12.5 | 12.5 | 11.5 | 14.4 | 12.3 | 12.3 | 12.3 | 12.3 | |
| MENTIONED IN Q601 | 73.8 | 72.1 | 70.2 | 72.0 | 79.0 | 72.9 | 72.9 | 72.0 | 79.0 | 72.9 | 72.9 | 72.5 | 71.8 | 73.3 | 73.3 | 73.3 | 73.3 | |
| MISSING | 0 | 0.2 | 0 | 0 | 0 | 0.0 | 0.0 | 0 | 0 | 0.0 | 0.0 | 0.1 | 0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| DONT KNOW | 0 | 0.0 | 0 | 0 | 0 | 0.0 | 0.0 | 0 | 0 | 0.0 | 0.0 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3046 | 3046 | 1058 | 255 | 3046 | 3046 | 5477 | 1179 | 3301 | 3301 | 3301 | 3301 | |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q604 - THE COAST GUARD?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| | | | | | | | | | | | | |
| YES | 22.0 | 17.4 | 17.0 | 21.8 | 24.7 | 19.5 | 18.4 | 21.4 | 19.9 | | | |
| NO | 60.4 | 55.8 | 57.3 | 54.0 | 61.6 | 61.6 | 56.7 | 54.3 | 61.6 | | | |
| MENTIONED IN Q601 | 17.5 | 26.6 | 24.3 | 23.9 | 13.3 | 18.5 | 24.7 | 24.0 | 18.1 | | | |
| MISSING | 0.0 | 0.1 | 0 | 0.1 | 0.4 | 0.1 | 0.1 | 0.1 | 0.2 | | | |
| DONT KNOW | 0.0 | 0.1 | 1.5 | 0.1 | 0 | 0.2 | 0.0 | 0.2 | 0.2 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3046 | 5477 | 1179 | 3301 | | | |

--RESPONSES

63

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q605 - THE MARINE CORPS?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|-----------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| YES | 22.2 | 19.6 | 21.1 | 17.3 | 21.5 | 17.9 | 20.1 | 17.7 | 18.2 | | | | | |
| NO | 19.1 | 19.5 | 18.0 | 25.1 | 25.2 | 24.5 | 19.4 | 24.4 | 24.6 | | | | | |
| 264 MENTIONED IN Q601 | 58.6 | 60.8 | 61.0 | 57.5 | 52.8 | 57.4 | 60.4 | 57.9 | 57.1 | | | | | |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.0 | | | | | |
| DONT KNOW | 0 | 0.0 | 0 | 0.1 | 0.5 | 0.1 | 0.0 | 0.1 | 0.2 | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3045 | 5477 | 1179 | 3300 | | | | | |

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q606 - THE NAVY?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 20.3 | 18.9 | 22.4 | 16.1 | 19.9 | 17.4 | 19.2 | 16.7 | 17.6 |
| NO | 29.3 | 26.5 | 30.2 | 32.1 | 27.1 | 29.0 | 27.1 | 31.9 | 28.8 |
| MENTIONED IN Q601 | 50.3 | 54.4 | 47.3 | 51.8 | 53.0 | 53.5 | 53.5 | 51.3 | 53.5 |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 |
| DONT KNOW | 0.1 | 0.1 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3045 | 5477 | 1179 | 3300 |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q607 - THE NATIONAL GUARD/RESERVES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 39.8 | 30.9 | 31.0 | 30.5 | 36.4 | 26.8 | 32.7 | 30.5 | 27.6 | |
| NO | 35.0 | 40.0 | 30.1 | 37.0 | 41.6 | 48.3 | 39.0 | 36.3 | 47.8 | |
| MENTIONED IN Q601 | 25.0 | 28.7 | 38.1 | 32.4 | 22.0 | 24.6 | 27.9 | 33.0 | 24.4 | |
| MISSING | 0 | 0.0 | 0 | 0.1 | 0 | 0.0 | 0.0 | 0.1 | 0.0 | |
| DONT KNOW | 0.2 | 0.4 | 0.8 | 0.1 | 0 | 0.2 | 0.4 | 0.2 | 0.2 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 1170 | 4307 | 121 | 1058 | 255 | 3040 | 5477 | 1179 | 3301 | |

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
 Q608 - ONE AD FOR ALL THE SERVICES?

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|
| YES | 41.4 | 39.5 | 36.7 | 35.8 | 42.3 | 37.3 | 39.9 | 35.9 | 37.7 | | | |
| NO | 45.9 | 39.8 | 44.9 | 45.9 | 47.4 | 49.5 | 41.1 | 45.8 | 49.3 | | | |
| MENTIONED IN Q601 | 12.6 | 20.4 | 18.4 | 18.1 | 9.9 | 13.0 | 18.8 | 18.1 | 12.8 | | | |
| MISSING | 0 | 0.1 | 0 | 0.2 | 0 | 0 | 0.1 | 0.1 | 0 | | | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.1 | 0.4 | 0.2 | 0.1 | 0.1 | 0.2 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1170 | 4307 | 121 | 1058 | 255 | 3046 | 5477 | 1179 | 3301 | | | |

Tables for question 609A--609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q610 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| | | | | | | | | | | | | |
| ---RESPONSES | | | | | | | | | | | | |
| AIR FORCE | 7.5 | 8.3 | 13.5 | 10.6 | 12.7 | 10.4 | 8.1 | 10.9 | 10.6 | 10.9 | 10.6 | 10.6 |
| ARMY | 35.6 | 32.5 | 30.5 | 30.2 | 32.5 | 35.3 | 33.1 | 30.3 | 35.1 | 30.3 | 35.1 | 35.1 |
| MARINES | 12.9 | 13.2 | 11.0 | 8.6 | 17.1 | 12.8 | 13.1 | 8.9 | 13.2 | 8.9 | 13.2 | 13.2 |
| NAVY | 31.9 | 34.1 | 33.5 | 35.3 | 23.2 | 23.5 | 33.0 | 35.1 | 23.5 | 35.1 | 23.5 | 23.5 |
| ALL 4-SAME AD | 6.2 | 6.5 | 5.7 | 6.7 | 6.2 | 7.4 | 6.5 | 6.6 | 7.3 | 6.6 | 7.3 | 7.3 |
| MISSING | 1.2 | 0.5 | 0 | 0.8 | 0.3 | 0.5 | 0.6 | 0.7 | 0.5 | 0.7 | 0.5 | 0.5 |
| DONT KNOW | 4.7 | 5.0 | 5.1 | 7.6 | 7.9 | 10.0 | 4.9 | 7.3 | 9.8 | 7.3 | 9.8 | 9.8 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.1 | 0 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 1180 | 3301 | 3301 |

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE BLANK?"

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 2.0 | 2.0 | 3.3 | 2.4 | 2.9 | 3.6 | 2.6 | 2.5 | 3.7 |
| ARMY | 6.0 | 3.7 | 4.9 | 2.6 | 6.7 | 6.0 | 4.2 | 2.9 | 6.1 |
| MARINES | 86.7 | 85.5 | 76.5 | 84.3 | 65.0 | 72.7 | 84.5 | 83.6 | 72.1 |
| NAVY | 4.0 | 2.6 | 7.3 | 2.1 | 12.0 | 5.3 | 2.9 | 2.6 | 5.8 |
| ALL 4-SAME AD | 1.9 | 1.6 | 6.6 | 2.6 | 5.6 | 2.9 | 1.7 | 1.9 | 3.1 |
| MISSING | 0.6 | 0.9 | 2.3 | 0.4 | 0.5 | 0.6 | 0.9 | 0.6 | 0.6 |
| DONT KNOW | 4.9 | 3.6 | 5.1 | 6.1 | 7.4 | 8.8 | 3.8 | 6.0 | 8.7 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

--RESPONSES

Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 4.0 | 4.1 | 7.4 | 7.0 | 6.7 | 4.8 | 4.1 | 7.0 | 5.0 | 7.0 | 5.0 | 6.0 |
| ARMY | 78.1 | 77.9 | 73.2 | 68.2 | 73.0 | 74.8 | 77.9 | 68.7 | 77.9 | 68.7 | 74.7 | 74.7 |
| MARINES | 5.5 | 5.2 | 4.8 | 6.0 | 5.5 | 3.5 | 5.2 | 5.8 | 5.2 | 5.8 | 3.7 | 3.7 |
| NAVY | 4.9 | 4.4 | 4.5 | 6.5 | 6.7 | 6.1 | 4.5 | 6.3 | 4.5 | 6.3 | 6.1 | 6.1 |
| ALL 4-SAME AD | 4.5 | 5.1 | 3.5 | 4.3 | 6.7 | 6.3 | 5.0 | 4.2 | 5.0 | 4.2 | 6.4 | 6.4 |
| MISSING | 1.2 | 0.7 | 0 | 1.4 | 0.8 | 0.8 | 0.8 | 1.3 | 0.8 | 1.3 | 0.8 | 0.8 |
| DONT KNOW | 1.7 | 2.6 | 6.6 | 6.5 | 0.6 | 3.6 | 2.4 | 6.5 | 2.4 | 6.5 | 3.4 | 3.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0.0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 5478 | 1180 | 3301 | 3301 |

Q013 - WHO USES THE SLOGAN, "BLANK, A GREAT WAY OF LIFE"?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| AIR FORCE | 25.5 | 20.9 | 20.2 | 16.9 | 21.7 | 18.1 | 21.9 | 17.3 | 18.4 | |
| ARMY | 26.1 | 27.2 | 31.1 | 25.4 | 20.3 | 24.8 | 27.0 | 26.0 | 24.4 | |
| MARINES | 8.1 | 7.8 | 7.4 | 4.7 | 10.6 | 9.3 | 7.9 | 5.0 | 9.4 | |
| NAVY | 20.1 | 22.3 | 22.4 | 25.7 | 17.5 | 19.2 | 21.8 | 25.4 | 19.1 | |
| ALL 4-SAME AD | 9.6 | 9.5 | 3.1 | 7.6 | 11.7 | 8.8 | 9.5 | 7.1 | 9.0 | |
| MISSING | 0.6 | 0.6 | 1.7 | 0.3 | 0.9 | 0.5 | 0.6 | 0.5 | 0.5 | |
| DONT KNOW | 10.0 | 11.0 | 14.2 | 19.2 | 17.4 | 19.4 | 11.3 | 18.7 | 19.3 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1100 | 3301 | |

--RESPONSES

Q013A - WHO USES THE SLOGAN, "WERE LOOKING FOR A FEW GOOD MEN"?

-----MARKET-----
 -----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| | | | | | | | | | | | | |
| ---RESPONSES | | | | | | | | | | | | |
| AIR FORCE | 5.9 | 3.8 | 1.8 | 2.8 | 5.0 | 6.1 | 4.3 | 2.7 | 6.0 | | | |
| ARMY | 14.9 | 14.0 | 17.9 | 14.7 | 20.3 | 21.8 | 14.2 | 15.0 | 21.7 | | | |
| MARINES | 57.7 | 60.0 | 69.8 | 67.8 | 41.7 | 35.2 | 59.5 | 68.0 | 35.7 | | | |
| NAVY | 8.0 | 8.0 | 3.9 | 4.1 | 13.7 | 12.7 | 8.0 | 4.0 | 12.8 | | | |
| ALL 4-SAME AD | 6.3 | 4.0 | 1.0 | 3.4 | 9.8 | 7.1 | 5.0 | 3.2 | 7.4 | | | |
| MISSING | 0.0 | 0.9 | 0.7 | 0.7 | 0 | 0.7 | 0.9 | 0.7 | 0.0 | | | |
| DONT KNOW | 6.0 | 7.9 | 4.1 | 6.4 | 9.5 | 16.5 | 7.5 | 6.1 | 16.0 | | | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 5478 | 1180 | 3301 | | | |

Q014 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 10.2 | 9.9 | 11.7 | 10.3 | 7.4 | 9.4 | 9.9 | 10.4 | 9.2 |
| ARMY | 41.3 | 38.0 | 37.4 | 39.1 | 35.0 | 30.0 | 38.7 | 38.9 | 30.4 |
| MARINES | 6.7 | 6.9 | 8.2 | 5.5 | 12.9 | 9.6 | 6.9 | 5.8 | 9.9 |
| NAVY | 14.2 | 14.0 | 12.4 | 14.0 | 14.6 | 14.6 | 14.0 | 13.8 | 14.0 |
| ALL 4-SAME AD | 16.0 | 18.8 | 14.5 | 12.4 | 15.9 | 16.0 | 18.2 | 12.6 | 16.0 |
| MISSING | 0.3 | 0.5 | 4.0 | 0.8 | 0 | 0.4 | 0.5 | 1.1 | 0.4 |
| DONT KNOW | 11.4 | 11.8 | 11.8 | 17.8 | 14.1 | 20.0 | 11.7 | 17.2 | 19.6 |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 5478 | 1180 | 3301 |

--RESPONSES

Q016 - WHO USES THE SLOGAN, "AIM HIGH. BLANK?"

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |

--RESPONSES

| | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| AIR FORCE | 87.8 | 87.4 | 82.9 | 80.3 | 81.7 | 74.2 | 87.5 | 80.6 | 87.5 | 80.6 | 74.8 |
| ARMY | 3.6 | 2.8 | 4.7 | 3.2 | 6.3 | 5.6 | 3.0 | 3.3 | 3.0 | 3.3 | 5.7 |
| MARINES | 1.7 | 2.1 | 3.1 | 3.3 | 3.0 | 4.8 | 2.0 | 3.3 | 2.0 | 3.3 | 4.7 |
| NAVY | 1.9 | 2.4 | 5.3 | 2.8 | 1.7 | 4.4 | 2.3 | 3.0 | 2.3 | 3.0 | 4.1 |
| ALL 4-SAME AD | 1.2 | 1.1 | 1.8 | 1.2 | 1.8 | 2.1 | 1.1 | 1.3 | 1.1 | 1.3 | 2.1 |
| MISSING | 1.0 | 0.6 | 0 | 0.8 | 0 | 0.3 | 0.7 | 0.7 | 0.7 | 0.7 | 0.3 |
| DONT KNOW | 2.8 | 3.5 | 2.2 | 6.4 | 5.6 | 8.6 | 3.4 | 7.7 | 3.4 | 7.7 | 8.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 5478 | 1180 | 3301 |

Q616 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 78.0 | 74.4 | 82.0 | 71.9 | 75.2 | 72.7 | | |
| NO | 21.8 | 25.4 | 17.6 | 27.8 | 24.7 | 27.0 | | |
| DONT KNOW | 0.1 | 0.2 | 0.4 | 0.2 | 0.2 | 0.3 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4307 | 265 | 3045 | 5476 | 3300 | | |

--RESPONSES

Q017 - (IF Q016=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINE/NEWSPAPER/BILLBOARD ADS?

| ---RESPONSES | -----MARKET----- | | | -----MARKET----- | | | |
|-------------------|---|---------------------------|---------------------------|---------------------------|-------------|-------------|---------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| ARMY | 65.2 | 64.3 | 67.6 | 67.7 | 64.5 | 67.7 | |
| NAVY | 31.3 | 34.7 | 32.3 | 31.1 | 33.9 | 31.2 | |
| AIR FORCE | 48.4 | 46.7 | 45.0 | 38.4 | 47.0 | 39.0 | |
| MARINES | 47.7 | 43.6 | 46.2 | 39.7 | 44.5 | 40.3 | |
| COAST GUARD | 5.9 | 6.3 | 2.9 | 5.3 | 6.2 | 5.1 | |
| ALL ACTIVE | 18.9 | 21.4 | 16.4 | 16.1 | 20.9 | 16.6 | |
| ARMY NG | 4.0 | 3.8 | 1.1 | 3.3 | 3.8 | 3.1 | |
| ARMY RESERVE | 3.4 | 2.6 | 1.2 | 1.9 | 2.7 | 1.9 | |
| NAVY RESERVE | 1.0 | 0.8 | 0.3 | 0.2 | 0.9 | 0.2 | |
| AIR NG | 1.3 | 1.2 | 1.1 | 1.4 | 1.2 | 1.3 | |
| AIR FORCE RESERVE | 1.5 | 0.8 | 1.0 | 0.8 | 0.9 | 0.8 | |
| MARINE RESERVE | 1.1 | 0.5 | 0.7 | 0.5 | 0.6 | 0.5 | |
| ALL RESERVE/NG | 5.4 | 4.7 | 4.2 | 3.6 | 4.8 | 3.7 | |
| ---TOTAL--- | ----- QUESTION PERMITTED AS MANY AS 7 RESPONSES ----- | | | | | | |
| ---COUNT--- | 920 | 3228 | 210 | 2178 | 4148 | 2388 | |

Q618 - SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 87.2 | 85.9 | 88.3 | 84.7 | 86.2 | 85.0 | | |
| NO | 12.0 | 13.0 | 11.3 | 15.1 | 13.0 | 14.8 | | |
| DONT KNOW | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.3 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4307 | 255 | 3045 | 5478 | 3300 | | |

Q619- (IF Q618=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADS?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------------|---|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|---------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| ARMY | 67.8 | 60.9 | 68.7 | 66.1 | 62.3 | 62.3 | 66.3 | |
| NAVY | 40.9 | 41.0 | 36.8 | 39.6 | 41.0 | 41.0 | 39.3 | |
| AIR FORCE | 50.7 | 48.7 | 48.6 | 44.8 | 49.1 | 49.1 | 45.1 | |
| MARINES | 52.2 | 48.8 | 46.1 | 45.8 | 49.5 | 49.5 | 45.8 | |
| COAST GUARD | 10.6 | 12.2 | 9.3 | 9.1 | 11.9 | 11.9 | 9.1 | |
| ALL SERVICES | 27.7 | 34.8 | 23.9 | 27.7 | 33.3 | 33.3 | 27.4 | |
| ARMY NG | 7.2 | 6.5 | 5.1 | 3.6 | 6.6 | 6.6 | 3.7 | |
| ARMY RESERVE | 3.9 | 4.2 | 2.1 | 3.1 | 4.1 | 4.1 | 3.0 | |
| NAVAL RESERVE | 1.0 | 1.5 | 0.3 | 1.0 | 1.4 | 1.4 | 1.0 | |
| AIR NG | 2.3 | 2.7 | 0.5 | 1.4 | 2.6 | 2.6 | 1.4 | |
| AIR FORCE RESERVE | 1.0 | 1.7 | 0.7 | 0.8 | 1.6 | 1.6 | 0.8 | |
| MARINE RESERVE | 1.0 | 1.3 | 0.5 | 0.7 | 1.3 | 1.3 | 0.7 | |
| ALL RESERVE/NG | 7.9 | 8.6 | 5.0 | 5.7 | 8.5 | 8.5 | 5.7 | |
| ---TOTAL--- | ----- QUESTION PERMITTED AS MANY AS 7 RESPONSES ----- | | | | | | | |
| ---COUNT--- | 1023 | 3718 | 225 | 2576 | 4741 | 4741 | 2801 | |

Q620 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 42.2 | 47.3 | 17.1 | 28.4 | 46.2 | 46.2 | 27.5 | 27.5 |
| NO | 57.8 | 52.6 | 82.9 | 71.5 | 53.7 | 53.7 | 72.4 | 72.4 |
| DONT KNOW | 0.0 | 0.1 | 0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 255 | 3045 | 5478 | 5478 | 3300 | 3300 |

--RESPONSES

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED MAIL?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 33.3 | 33.2 | 20.9 | 29.2 | 33.2 | 29.8 | 33.2 | 28.8 |
| ARMY | 63.2 | 63.5 | 64.5 | 62.3 | 63.5 | 62.4 | 63.5 | 62.4 |
| MARINES | 49.5 | 42.3 | 13.9 | 15.5 | 43.7 | 15.5 | 43.7 | 15.5 |
| NAVY | 30.3 | 34.7 | 12.6 | 17.5 | 33.9 | 17.3 | 33.9 | 17.3 |
| ALL SERVICES | 8.4 | 9.1 | 8.1 | 5.8 | 9.0 | 5.9 | 9.0 | 5.9 |
| NATL GUARD | 6.8 | 6.2 | 0 | 4.4 | 6.3 | 4.2 | 6.3 | 4.2 |
| RESERVES | 3.9 | 4.3 | 3.3 | 3.5 | 4.2 | 3.5 | 4.2 | 3.5 |

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL-- 489 2043 45 850 2532 895

--COUNT--

Q622 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 4.6 | 1.9 | 5.4 | 0.9 | 2.5 | 1.2 | | |
| NO | 95.4 | 98.1 | 94.6 | 99.1 | 97.5 | 98.7 | | |
| DONT KNOW | 0.1 | 0.0 | 0 | 0.0 | 0.0 | 0.0 | | |
| REFUSED | 0 | 0.0 | 0 | 0 | 0.0 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4367 | 255 | 3045 | 5478 | 3300 | | |

--RESPONSES

Q623 (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL ABOUT?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | |
|--------------|---|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| AIR FORCE | 18.0 | 27.5 | 33.6 | 35.8 | 23.8 | 35.1 | | |
| ARMY | 34.8 | 32.4 | 35.0 | 31.5 | 33.4 | 32.6 | | |
| MARINES | 25.1 | 18.2 | 9.1 | 9.5 | 20.9 | 9.4 | | |
| NAVY | 27.5 | 31.4 | 28.9 | 16.4 | 29.9 | 20.5 | | |
| ALL SERVICES | 0 | 3.3 | 0 | 0 | 2.0 | 0 | | |
| NATL GUARD | 17.2 | 0.9 | 15.1 | 4.2 | 7.1 | 7.8 | | |
| RESERVES | 3.9 | 4.4 | 0 | 9.5 | 4.2 | 6.4 | | |
| --TOTAL-- | ----- QUESTION PERMITTED AS MANY AS 7 RESPONSES ----- | | | | | | | |
| --COUNT-- | 63 | 85 | 14 | 29 | 148 | 43 | | |

Q625 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 17.7 | 7.9 | 16.3 | 3.0 | 9.9 | 4.0 | | |
| NO | 82.3 | 92.1 | 83.1 | 96.9 | 90.1 | 95.9 | | |
| DONT KNOW | 0 | 0 | 0.6 | 0.1 | 0 | 0.1 | | |
| REFUSED | 0 | 0.0 | 0 | 0 | 0.0 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4307 | 255 | 3045 | 5478 | 3300 | | |

Q626 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

-----MARKET----- MARKET-----

| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
|--------------|---|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| --RESPONSES | | | | | | | | |
| AIR FORCE | 26.3 | 34.2 | 41.2 | 34.4 | 31.3 | 31.3 | 36.6 | 36.6 |
| ARMY | 46.8 | 38.2 | 54.2 | 46.3 | 41.4 | 41.4 | 48.8 | 48.8 |
| MARINES | 32.8 | 33.6 | 4.0 | 16.1 | 33.3 | 33.3 | 12.3 | 12.3 |
| NAVY | 17.6 | 19.1 | 14.0 | 21.0 | 18.6 | 18.6 | 18.8 | 18.8 |
| ALL SERVICES | 2.1 | 1.7 | 0 | 5.1 | 1.8 | 1.8 | 3.5 | 3.5 |
| NATL GUARD | 5.5 | 2.4 | 4.5 | 4.7 | 3.5 | 3.5 | 4.6 | 4.6 |
| RESERVES | 3.8 | 3.8 | 3.8 | 4.6 | 3.8 | 3.8 | 4.3 | 4.3 |
| --TOTAL-- | ----- QUESTION PERMITTED AS MANY AS 7 RESPONSES ----- | | | | | | | |
| --COUNT-- | 226 | 354 | 44 | 99 | 580 | 580 | 143 | 143 |

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 51.1 | 37.2 | 52.3 | 38.3 | 45.2 | 20.0 | 40.1 | 39.7 | 21.9 | |
| NO | 48.9 | 62.8 | 47.7 | 61.4 | 54.8 | 80.0 | 59.9 | 60.0 | 78.0 | |
| DONT KNOW | 0 | 0.0 | 0 | 0.2 | 0 | 0.0 | 0.0 | 0.2 | 0.0 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q629 - (IF Q628=YES) WHAT SERVICE(S) DID THE RECUITER REPRESENT?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| AIR FORCE | 23.7 | 24.5 | 14.9 | 29.7 | 30.1 | 27.8 | 24.3 | 27.8 | 28.1 | |
| ARMY | 54.2 | 53.5 | 56.9 | 48.4 | 50.6 | 54.5 | 53.7 | 49.5 | 53.9 | |
| MARINES | 29.2 | 31.3 | 29.7 | 28.6 | 16.4 | 18.6 | 30.7 | 28.8 | 18.3 | |
| NAVY | 24.4 | 30.0 | 24.2 | 29.9 | 16.4 | 18.2 | 28.5 | 29.2 | 17.9 | |
| ---TOTAL--- | 608 | 1602 | 66 | 413 | 118 | 606 | 2208 | 479 | 724 | |

QUESTION PERMITTED AS MANY AS 4 RESPONSES

--RESPONSES

Q030 - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 77.4 | 27.3 | 60.6 | 10.6 | 85.7 | 17.0 | 35.8 | 14.5 | 20.7 | |
| NO | 19.9 | 70.3 | 33.7 | 87.7 | 13.5 | 81.1 | 61.7 | 83.4 | 77.4 | |
| DONT KNOW | 2.6 | 2.4 | 4.4 | 1.6 | 0.7 | 1.9 | 2.5 | 1.8 | 1.8 | |
| REFUSED | 0 | 0 | 1.3 | 0.2 | 0 | 0 | 0 | 0.3 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 565 | 2705 | 55 | 646 | 137 | 2440 | 3270 | 701 | 2577 | |

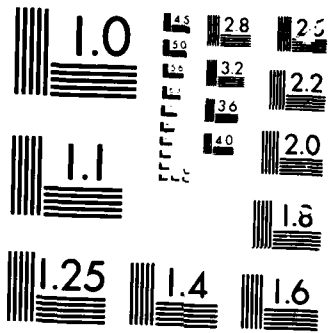
--RESPONSES

2000

Q631 - DID THE AIR FORCE RECRUITER (YOU TALKED TO) REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| ACTIVE AIR FORCE | 52.7 | 72.0 | 71.2 | 85.4 | 59.5 | 64.4 | 67.0 | 84.4 | 63.6 | |
| AIR RESERVE | 14.2 | 10.7 | 9.6 | 3.1 | 7.6 | 10.2 | 11.6 | 3.5 | 9.7 | |
| AIR NG | 16.9 | 2.3 | 0 | 1.5 | 3.2 | 7.4 | 6.1 | 1.4 | 6.7 | |
| 2+ OF ABOVE | 9.9 | 8.9 | 19.2 | 6.1 | 23.2 | 4.8 | 9.2 | 7.0 | 7.9 | |
| DONT KNOW | 6.2 | 6.0 | 0 | 3.9 | 6.5 | 13.2 | 6.1 | 3.7 | 12.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 144 | 407 | 9 | 122 | 37 | 169 | 551 | 131 | 206 | |

--RESPONSES



MICROCOPY

CHART

Q632 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------|----------------|----------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| RECRUITER CALLED | 11.3 | 19.2 | 13.1 | 4.8 | 5.1 | 8.8 | 17.1 | 5.4 | 8.1 | |
| CALLED RECRUITER | 8.3 | 4.7 | 18.5 | 10.4 | 23.3 | 8.4 | 6.7 | 11.0 | 10.9 | |
| RECRUITING STATION | 12.0 | 16.3 | 36.9 | 38.5 | 30.6 | 21.7 | 15.2 | 38.4 | 23.2 | |
| JOB FAIR | 3.8 | 3.6 | 0 | 0.9 | 2.6 | 3.3 | 3.7 | 0.8 | 3.1 | |
| AT SCHOOL | 56.0 | 45.5 | 10.3 | 41.2 | 38.3 | 51.2 | 48.2 | 39.0 | 49.0 | |
| OTHER WAY | 8.6 | 10.7 | 21.3 | 4.2 | 0 | 6.8 | 10.1 | 5.4 | 5.6 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 144 | 407 | 9 | 122 | 37 | 169 | 551 | 131 | 206 | |

--RESPONSES

Q633TIME -NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| UP TO 1 MONTH | 14.0 | 8.8 | 0 | 0 | 16.4 | 7.1 | 10.2 | 0 | 8.8 | |
| ONE MONTH | 7.0 | 7.0 | 0 | 2.0 | 6.9 | 5.0 | 7.0 | 1.0 | 5.3 | |
| 2 MONTHS | 5.5 | 7.3 | 0 | 0 | 1.4 | 2.4 | 6.8 | 0 | 2.2 | |
| 3 MONTHS | 1.9 | 3.9 | 0 | 0.9 | 12.8 | 3.2 | 3.4 | 0.9 | 4.9 | |
| 4 TO 6 MONTHS | 23.2 | 14.6 | 0 | 3.0 | 13.1 | 15.1 | 16.8 | 2.8 | 14.7 | |
| 7 TO 12 MONTHS | 22.1 | 20.0 | 0 | 5.7 | 4.0 | 16.4 | 20.0 | 5.3 | 14.3 | |
| 13 TO 18 MONTHS | 10.7 | 15.5 | 24.4 | 1.1 | 14.6 | 15.5 | 15.8 | 2.0 | 15.3 | |
| 19 TO 24 MONTHS | 3.0 | 7.4 | 0 | 1.9 | 18.0 | 5.3 | 6.3 | 1.7 | 7.5 | |
| 25 MONTHS OR MORE | 0.5 | 15.5 | 75.6 | 85.6 | 12.2 | 30.1 | 13.2 | 84.9 | 20.9 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 132 | 372 | 7 | 105 | 36 | 156 | 504 | 112 | 192 | |

--RESPONSES

Q634 - DID THE ARMY RECRUITER (YOU TALKED TO) REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| ACTIVE ARMY | 44.1 | 64.6 | 72.2 | 75.2 | 42.1 | 42.1 | 59.1 | 74.8 | 42.1 | 42.1 |
| ARMY RESERVE | 24.6 | 14.4 | 26.6 | 8.2 | 26.4 | 32.1 | 17.2 | 16.6 | 31.2 | 31.2 |
| ARMY NG | 11.9 | 3.6 | 3.5 | 2.8 | 9.9 | 8.0 | 5.8 | 2.9 | 8.2 | 8.2 |
| 2+ OF ABOVE | 14.3 | 13.5 | 4.4 | 7.8 | 12.6 | 9.6 | 13.7 | 7.3 | 9.9 | 9.9 |
| DONT KNOW | 5.6 | 3.7 | 6 | 5.9 | 9.6 | 8.3 | 4.1 | 5.6 | 8.5 | 8.5 |
| REFUSED | 6 | 6.2 | 6 | 6 | 6 | 6 | 6.1 | 6 | 6 | 6 |
| --TOTAL-- | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 | 100.6 |
| --COUNT-- | 329 | 844 | 38 | 199 | 59 | 318 | 1173 | 237 | 377 | 377 |

--RESPONSES

Q635 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| RECRUITER CALLED | 20.7 | 33.2 | 10.1 | 15.0 | 9.9 | 28.5 | 29.8 | 14.3 | 25.8 |
| CALLED RECRUITER | 7.5 | 6.4 | 16.3 | 9.8 | 12.9 | 6.1 | 6.7 | 10.8 | 7.1 |
| RECRUITING STATION | 18.1 | 15.9 | 30.5 | 29.0 | 6.9 | 11.1 | 16.5 | 29.2 | 10.5 |
| JOB FAIR | 0.4 | 0.9 | 1.5 | 1.4 | 7.7 | 1.6 | 0.8 | 1.4 | 2.5 |
| AT SCHOOL | 37.3 | 36.5 | 28.3 | 32.4 | 53.2 | 48.1 | 36.8 | 31.8 | 48.8 |
| OTHER WAY | 15.2 | 7.1 | 13.3 | 12.0 | 9.5 | 4.6 | 9.3 | 12.2 | 5.4 |
| DONT KNOW | 0.7 | 0.1 | 0 | 0.4 | 0 | 0 | 0.2 | 0.3 | 0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 329 | 844 | 38 | 199 | 59 | 318 | 1173 | 237 | 377 |

Q036 TIME -NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| UP TO 1 MONTH | 14.3 | 8.4 | 2.7 | 0.8 | 19.1 | 7.9 | 10.0 | 1.1 | 9.5 | |
| ONE MONTH | 9.2 | 8.2 | 2.9 | 0 | 8.0 | 7.8 | 8.5 | 0.5 | 7.8 | |
| 2 MONTHS | 10.5 | 6.0 | 3.4 | 0 | 4.5 | 5.5 | 7.2 | 0.6 | 5.4 | |
| 3 MONTHS | 8.3 | 6.4 | 2.7 | 1.0 | 6.6 | 6.4 | 6.9 | 1.8 | 6.4 | |
| 4 TO 6 MONTHS | 13.0 | 16.1 | 4.0 | 0.7 | 18.6 | 17.7 | 15.3 | 1.2 | 17.8 | |
| 7 TO 12 MONTHS | 14.9 | 14.7 | 7.6 | 1.7 | 11.0 | 13.9 | 14.8 | 2.7 | 13.5 | |
| 13 TO 18 MONTHS | 14.2 | 13.9 | 19.3 | 2.9 | 17.7 | 14.6 | 14.0 | 5.6 | 15.0 | |
| 19 TO 24 MONTHS | 3.7 | 6.4 | 4.9 | 0 | 3.3 | 5.2 | 5.7 | 0.8 | 4.9 | |
| 25 MONTHS OR MORE | 11.9 | 19.9 | 52.5 | 92.3 | 11.3 | 21.1 | 17.8 | 85.8 | 19.7 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 306 | 783 | 34 | 163 | 51 | 292 | 1089 | 197 | 343 | |

--RESPONSES

Q637 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | |
| ACTIVE MARINES | 44.1 | 61.8 | 60.3 | 73.3 | 35.6 | 51.1 | 57.3 | 71.5 | 48.9 |
| MARINE RESERVES | 19.4 | 12.2 | 0 | 2.0 | 21.3 | 22.9 | 14.0 | 1.8 | 22.7 |
| BOTH | 32.5 | 19.1 | 39.7 | 19.6 | 27.3 | 22.1 | 22.5 | 22.3 | 22.8 |
| MISSING | 0 | 0 | 0 | 0 | 10.0 | 0 | 0 | 0 | 1.4 |
| DONT KNOW | 4.0 | 7.0 | 0 | 5.1 | 5.8 | 3.9 | 6.2 | 4.4 | 4.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 188 | 495 | 19 | 118 | 19 | 116 | 683 | 137 | 135 |

Q638 - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| RECRUITER CALLED | 18.9 | 30.5 | 6.6 | 13.6 | 6.6 | 15.6 | 27.6 | 12.7 | 14.3 | |
| CALLED RECRUITER | 6.6 | 4.3 | 3.8 | 6.4 | 4.3 | 1.5 | 4.8 | 6.1 | 1.9 | |
| RECRUITING STATION | 13.0 | 18.1 | 49.2 | 35.4 | 11.1 | 12.7 | 16.8 | 37.3 | 12.5 | |
| JOB FAIR | 1.3 | 1.0 | 12.2 | 2.4 | 0 | 1.0 | 1.1 | 3.7 | 0.9 | |
| AT SCHOOL | 49.4 | 37.0 | 8.8 | 26.6 | 50.4 | 51.9 | 40.1 | 24.2 | 51.7 | |
| OTHER WAY | 10.5 | 8.7 | 19.4 | 13.7 | 11.8 | 17.3 | 9.2 | 14.5 | 16.5 | |
| MISSING | 0 | 0 | 0 | 0 | 10.0 | 0 | 0 | 0 | 1.4 | |
| DONT KNOW | 0.4 | 0.5 | 0 | 1.8 | 6.8 | 0 | 0.5 | 1.6 | 0.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 188 | 496 | 19 | 118 | 19 | 116 | 684 | 137 | 135 | |

Q639TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|-------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | (PCT) | TOTAL (PCT) | (PCT) | TOTAL (PCT) | (PCT) |

--RESPONSES

| | | | | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|--|--|
| UP TO 1 MONTH | 14.8 | 14.2 | 11.4 | 0 | 21.6 | 9.3 | 14.3 | 1.8 | 10.4 | | | |
| ONE MONTH | 15.3 | 10.9 | 0 | 0 | 6.1 | 6.4 | 12.0 | 0 | 6.3 | | | |
| 2 MONTHS | 9.0 | 6.0 | 6.3 | 0 | 28.5 | 2.8 | 6.7 | 1.0 | 5.3 | | | |
| 3 MONTHS | 8.7 | 6.9 | 10.1 | 0 | 0 | 6.1 | 7.3 | 1.6 | 5.5 | | | |
| 4 TO 6 MONTHS | 16.1 | 12.8 | 0 | 1.2 | 10.8 | 23.5 | 13.6 | 1.0 | 22.3 | | | |
| 7 TO 12 MONTHS | 16.2 | 14.4 | 5.3 | 2.4 | 7.3 | 10.8 | 14.8 | 2.9 | 10.5 | | | |
| 13 TO 18 MONTHS | 8.4 | 11.8 | 9.9 | 3.7 | 25.7 | 23.0 | 11.0 | 4.7 | 23.8 | | | |
| 19 TO 24 MONTHS | 5.1 | 7.8 | 0 | 1.0 | 0 | 6.3 | 7.1 | 0.9 | 5.7 | | | |
| 25 MONTHS OR MORE | 6.3 | 15.4 | 57.1 | 91.6 | 0 | 11.3 | 13.1 | 86.3 | 10.2 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 171 | 461 | 17 | 94 | 12 | 105 | 632 | 111 | 117 | | | |

Q640 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE....

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| ACTIVE NAVY | 56.3 | 67.8 | 71.3 | 77.4 | 55.9 | 42.6 | 65.2 | 76.7 | 44.5 | |
| NAVAL RESERVES | 16.7 | 8.2 | 11.5 | 5.6 | 12.4 | 29.4 | 18.1 | 6.2 | 26.9 | |
| BOTH | 23.0 | 16.9 | 17.2 | 13.5 | 23.2 | 17.2 | 18.3 | 13.9 | 18.1 | |
| DONT KNOW | 4.1 | 7.1 | 0 | 3.6 | 8.6 | 10.8 | 6.4 | 3.2 | 10.5 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 149 | 454 | 18 | 128 | 22 | 110 | 603 | 146 | 132 | |

--RESPONSES

Q641 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| --RESPONSES | | | | | | | | | | |
| RECRUITER CALLED | 25.0 | 33.2 | 4.8 | 12.3 | 0 | 11.7 | 31.4 | 11.5 | 10.0 | 10.0 |
| CALLED RECRUITER | 4.2 | 5.7 | 11.8 | 9.6 | 3.1 | 14.3 | 5.3 | 9.9 | 12.7 | 12.7 |
| RECRUITING STATION | 19.0 | 17.7 | 37.2 | 41.1 | 18.7 | 8.4 | 18.0 | 40.7 | 9.9 | 9.9 |
| JOB FAIR | 4.5 | 0.9 | 0 | 0.9 | 2.0 | 4.9 | 1.7 | 0.8 | 4.5 | 4.5 |
| AT SCHOOL | 42.7 | 35.0 | 33.3 | 23.5 | 63.0 | 53.6 | 36.8 | 24.6 | 54.9 | 54.9 |
| OTHER WAY | 3.0 | 6.9 | 12.8 | 12.0 | 13.1 | 5.7 | 6.0 | 12.1 | 6.7 | 6.7 |
| DONT KNOW | 1.6 | 0.5 | 0 | 0.6 | 0 | 1.5 | 0.8 | 0.5 | 1.3 | 1.3 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 149 | 454 | 18 | 128 | 22 | 110 | 603 | 146 | 132 | 132 |

Q642TIME -NO. OF MONTHS SINCE TALKED WITH NAVY RECRUITER

| | -----MARKET----- | | | | | | -----MARKET----- | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|---------------------|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
| UP TO 1 MONTH | 25.6 | 10.5 | 5.9 | 0.9 | 22.8 | 8.0 | 13.9 | 1.6 | 10.1 |
| ONE MONTH | 11.3 | 9.3 | 0 | 0 | 5.7 | 4.7 | 9.7 | 0 | 4.8 |
| 2 MONTHS | 6.0 | 8.2 | 7.5 | 0 | 0 | 3.0 | 7.7 | 0.9 | 2.0 |
| 3 MONTHS | 5.1 | 8.9 | 0 | 0 | 9.3 | 4.8 | 8.0 | 0 | 5.5 |
| 4 TO 6 MONTHS | 16.6 | 11.7 | 6.2 | 0 | 3.7 | 18.0 | 12.8 | 0.0 | 15.9 |
| 7 TO 12 MONTHS | 12.0 | 14.0 | 6.2 | 3.1 | 7.4 | 19.8 | 13.5 | 3.5 | 17.9 |
| 13 TO 18 MONTHS | 9.6 | 16.6 | 9.1 | 3.5 | 32.0 | 15.1 | 15.0 | 4.2 | 17.5 |
| 19 TO 24 MONTHS | 5.1 | 7.0 | 9.3 | 0.0 | 6.6 | 2.4 | 6.5 | 1.8 | 3.0 |
| 25 MONTHS OR MORE | 8.8 | 13.9 | 55.7 | 91.5 | 12.0 | 24.2 | 12.7 | 67.2 | 22.5 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 137 | 421 | 17 | 108 | 19 | 94 | 558 | 125 | 113 |

--RESPONSES

Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| --RESPONSES | | | | | | | | | | |
| CASH BONUS | 10.9 | 12.7 | 20.4 | 14.7 | 6.4 | 8.4 | 12.2 | 16.5 | 8.1 | |
| MONEY FOR EDUCATION | 38.4 | 41.0 | 16.4 | 27.0 | 42.9 | 43.9 | 40.3 | 25.6 | 43.7 | |
| GUARANTEED TRAINING | 10.7 | 9.1 | 10.2 | 6.1 | 4.3 | 6.5 | 9.5 | 6.7 | 6.1 | |
| 2 YEAR ENLISTMENT | 2.5 | 1.4 | 0 | 2.8 | 0.8 | 0.9 | 1.7 | 2.4 | 0.9 | |
| GUARANTEED TRNG LOCATION | 2.2 | 2.2 | 1.7 | 2.7 | 2.1 | 1.9 | 2.2 | 2.6 | 1.9 | |
| ASSURED JOB ASSIGNMENT | 4.8 | 4.1 | 8.6 | 5.8 | 5.6 | 5.1 | 4.3 | 6.2 | 5.2 | |
| ADVANCE PAY GRADE | 1.8 | 1.7 | 1.8 | 2.3 | 0.8 | 1.7 | 1.7 | 2.2 | 1.5 | |
| GOOD PAY | 12.5 | 12.4 | 10.1 | 4.5 | 18.4 | 11.9 | 12.4 | 5.2 | 12.9 | |
| TRAVEL | 12.6 | 11.3 | 13.0 | 11.9 | 10.0 | 9.3 | 11.7 | 12.0 | 9.4 | |

(CONTINUED)

Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| ADVENTURE | 4.0 | 2.0 | 1.0 | 1.3 | 3.3 | 3.0 | 2.5 | 1.3 | 3.1 | 3.1 | 3.1 | 3.1 |
| JOB SATISFACTION | 6.7 | 4.0 | 4.0 | 3.1 | 4.0 | 3.0 | 4.5 | 3.3 | 3.9 | 3.9 | 3.9 | 3.9 |
| GOOD COWORKERS | 1.3 | 1.3 | 0 | 0.0 | 0 | 1.7 | 1.3 | 0.7 | 1.4 | 1.4 | 1.4 | 1.4 |
| LEADERSHIP TRAINING | 3.2 | 2.0 | 2.0 | 4.7 | 5.0 | 2.2 | 2.9 | 4.4 | 2.0 | 2.0 | 2.0 | 2.0 |
| EQUAL OPPORTUNITY | 0.3 | 0.3 | 0 | 0.0 | 0 | 0.0 | 0.3 | 0.5 | 0.7 | 0.7 | 0.7 | 0.7 |
| SKILLS TRAINING | 11.0 | 10.0 | 6.0 | 9.7 | 19.0 | 9.0 | 10.7 | 9.3 | 10.0 | 10.0 | 10.0 | 10.0 |
| OTHER | 24.0 | 19.1 | 25.0 | 22.7 | 20.4 | 19.1 | 20.0 | 23.1 | 19.3 | 19.3 | 19.3 | 19.3 |

----- QUESTION PERMITTED AS MANY AS 8 RESPONSES -----

---COUNT--- 600 1002 60 413 110 600 2200 470 724

Q645 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET----- MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | |
|-----------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------------------------|----------------------------------|
| | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | POSITIVE PROPSITY (PCT) | NEGATIVE PROPSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| YES | 21.6 | 20.2 | 30.4 | 19.3 | 16.5 | 14.2 | 20.4 | 20.4 | 14.4 | 20.4 | 20.4 | 14.4 |
| NO | 78.3 | 79.0 | 68.2 | 80.3 | 83.2 | 85.4 | 79.3 | 79.0 | 85.3 | 79.3 | 79.0 | 85.3 |
| DONT KNOW | 0.2 | 0.2 | 1.4 | 0.4 | 0.3 | 0.4 | 0.2 | 0.5 | 0.4 | 0.2 | 0.5 | 0.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5470 | 1180 | 3301 | 5470 | 1180 | 3301 |

Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME ?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 78.6 | 38.1 | 61.6 | 11.1 | 85.7 | 17.2 | 48.0 | 15.5 | 22.3 | |
| NO | 17.6 | 66.3 | 32.5 | 87.4 | 13.2 | 88.5 | 56.3 | 82.6 | 75.5 | |
| DONT KNOW | 4.4 | 3.6 | 5.6 | 1.4 | 1.1 | 2.3 | 3.8 | 1.7 | 2.2 | |
| REFUSED | 0 | 0 | 0.9 | 0.1 | 0 | 0 | 0 | 0.2 | 0 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 917 | 3452 | 83 | 852 | 211 | 2616 | 4369 | 935 | 2827 | |

--RESPONSES

Q647 - (IF YES TO Q645) WHERE DID YOU TAKE THE ASVAB?

| | MARKET----- | | | | MARKET----- | | | | | |
|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| AT HIGH SCHOOL | 65.6 | 64.6 | 27.1 | 43.7 | 71.8 | 89.4 | 64.7 | 41.2 | 87.8 | |
| AT MEPS | 36.4 | 28.6 | 48.2 | 44.8 | 28.2 | 7.5 | 28.6 | 46.3 | 9.4 | |
| ELSEWHERE | 4.5 | 7.3 | 24.7 | 16.5 | 0 | 3.1 | 6.7 | 12.7 | 2.8 | |
| DONT KNOW | 0 | 0.1 | 0 | 6.9 | 0 | 0 | 0.1 | 0.8 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 254 | 855 | 38 | 267 | 44 | 436 | 1169 | 245 | 474 | |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q649 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 14.9 | 16.6 | 25.6 | 25.5 | 13.8 | 22.3 | 16.2 | 25.5 | 21.7 | |
| VERY IMPORTANT | 27.8 | 36.1 | 29.7 | 36.7 | 19.6 | 31.1 | 29.6 | 36.6 | 36.2 | |
| SOMEWHAT IMPORTANT | 46.3 | 39.2 | 36.7 | 32.4 | 41.8 | 35.4 | 39.5 | 32.3 | 35.9 | |
| NOT IMPORTANT | 16.9 | 13.9 | 13.9 | 11.1 | 24.5 | 11.0 | 14.5 | 11.3 | 12.0 | |
| MISSING | 0 | 0.1 | 0 | 0.1 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 | |
| DONT KNOW | 0.0 | 0.1 | 0 | 0.2 | 0 | 0.1 | 0.0 | 0.2 | 0.1 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q650 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| MILITARY JOB | 5.5 | 2.7 | 1.8 | 1.1 | 5.6 | 2.5 | 3.3 | 1.2 | 2.8 |
| CIVILIAN JOB | 54.2 | 62.5 | 51.2 | 63.3 | 41.0 | 59.3 | 60.8 | 62.1 | 57.9 |
| EITHER ONE | 39.3 | 34.3 | 46.2 | 35.0 | 51.5 | 37.0 | 35.3 | 36.2 | 38.6 |
| MISSING | 0 | 0.1 | 0 | 0.1 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 |
| DONT KNOW | 0.9 | 0.3 | 0.8 | 0.3 | 1.5 | 0.5 | 0.5 | 0.4 | 0.6 |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q651 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 33.1 | 18.0 | 29.3 | 20.1 | 32.9 | 16.5 | 21.1 | 21.0 | 16.8 | | | |
| VERY IMPORTANT | 39.1 | 37.4 | 50.3 | 37.6 | 37.8 | 35.9 | 37.8 | 39.8 | 36.0 | | | |
| SOMEWHAT IMPORTANT | 24.3 | 38.9 | 18.6 | 36.5 | 25.7 | 42.6 | 35.8 | 34.7 | 41.3 | | | |
| NOT IMPORTANT | 2.0 | 4.7 | 0 | 4.8 | 1.0 | 5.3 | 4.3 | 4.3 | 4.9 | | | |
| MISSING | 0.3 | 0.8 | 1.1 | 0.3 | 2.0 | 0.5 | 0.7 | 0.4 | 0.7 | | | |
| DONT KNOW | 0.3 | 0.2 | 0.7 | 0.6 | 0 | 0.3 | 0.2 | 0.6 | 0.2 | | | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3040 | 6478 | 1100 | 3301 | | | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q662 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| --- | 57.1 | 49.0 | 44.3 | 41.5 | 51.8 | 48.9 | 50.7 | 41.7 | 49.1 |
| MILITARY JOB | 2.3 | 5.9 | 2.7 | 7.1 | 2.1 | 5.1 | 5.1 | 6.7 | 4.9 |
| CIVILIAN JOB | 40.2 | 43.9 | 51.2 | 50.3 | 43.5 | 44.9 | 43.1 | 50.4 | 44.8 |
| EITHER ONE | 0.3 | 0.8 | 1.1 | 0.3 | 2.6 | 0.6 | 0.7 | 0.4 | 0.7 |
| MISSING | 0.2 | 0.2 | 0.7 | 0.7 | 0 | 0.5 | 0.2 | 0.7 | 0.4 |
| DONT KNOW | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 |
| REFUSED | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---TOTAL--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |
| ---COUNT--- | | | | | | | | | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q653 - BEING ABLE TO GET MONEY FOR EDUCATION?

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| EXTREMELY IMPORTANT | 33.2 | 25.8 | 23.2 | 15.8 | 48.8 | 30.6 | 27.4 | 16.6 | 32.0 | 32.0 | 32.0 | 27.4 | 16.6 | 32.0 | 32.0 | 32.0 | 32.0 | |
| VERY IMPORTANT | 38.6 | 36.4 | 41.0 | 32.0 | 34.8 | 39.1 | 36.8 | 32.9 | 38.8 | 38.8 | 38.8 | 36.8 | 32.9 | 38.8 | 38.8 | 38.8 | 38.8 | |
| SOMEWHAT IMPORTANT | 21.7 | 28.4 | 25.7 | 35.1 | 14.2 | 24.8 | 27.0 | 34.2 | 24.0 | 24.0 | 24.0 | 27.0 | 34.2 | 24.0 | 24.0 | 24.0 | 24.0 | |
| NOT IMPORTANT | 6.2 | 9.0 | 8.8 | 16.3 | 1.4 | 4.9 | 8.4 | 15.6 | 4.7 | 4.7 | 4.7 | 8.4 | 15.6 | 4.7 | 4.7 | 4.7 | 4.7 | |
| MISSING | 0.4 | 0.4 | 1.2 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | |
| DONT KNOW | 0.0 | 0.1 | 0 | 0.2 | 0.4 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 | 0 | 0 | 0.0 | 0.2 | 0 | 0 | 0 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 | 3301 | 5478 | 1180 | 3301 | 3301 | 3301 | 3301 | |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q854 - BEING ABLE TO GET MONEY FOR EDUCATION?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| MILITARY JOB | 40.2 | 32.7 | 44.2 | 37.7 | 40.8 | 33.7 | 34.2 | 38.3 | 34.3 | |
| CIVILIAN JOB | 7.5 | 11.4 | 6.7 | 9.9 | 5.2 | 8.3 | 10.6 | 9.6 | 8.1 | |
| EITHER ONE | 51.7 | 55.3 | 47.9 | 51.4 | 53.6 | 56.8 | 54.5 | 51.1 | 56.5 | |
| MISSING | 0.4 | 0.4 | 1.2 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | |
| DONT KNOW | 0.3 | 0.2 | 0 | 0.6 | 0 | 0.8 | 0.2 | 0.5 | 0.7 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

11

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q666 - PERSONAL FREEDOM?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 37.3 | 39.8 | 34.4 | 41.0 | 40.4 | 41.2 | 39.3 | 40.4 | 41.1 | 41.1 | 41.1 | 41.1 |
| VERY IMPORTANT | 41.4 | 43.6 | 43.6 | 41.5 | 33.7 | 41.7 | 43.1 | 41.7 | 41.1 | 41.1 | 41.1 | 41.1 |
| SOMEWHAT IMPORTANT | 17.0 | 14.1 | 16.9 | 13.8 | 22.7 | 14.6 | 14.7 | 14.1 | 15.2 | 15.2 | 15.2 | 15.2 |
| NOT IMPORTANT | 3.0 | 1.9 | 2.7 | 2.9 | 2.0 | 1.0 | 2.1 | 2.9 | 1.0 | 1.0 | 1.0 | 1.0 |
| MISSING | 0.9 | 0.5 | 0.9 | 0.3 | 1.1 | 0.8 | 0.6 | 0.3 | 0.8 | 0.8 | 0.8 | 0.8 |
| DONT KNOW | 0.3 | 0.1 | 1.5 | 0.4 | 0 | 0.1 | 0.1 | 0.5 | 0.1 | 0.1 | 0.1 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 5478 | 1180 | 3301 | 3301 | 3301 | 3301 |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q886 - PERSONAL FREEDOM?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| MILITARY JOB | 8.8 | 3.2 | 2.9 | 1.7 | 8.7 | 3.3 | 4.4 | 1.8 | 3.8 | |
| CIVILIAN JOB | 44.7 | 59.5 | 48.4 | 58.5 | 36.9 | 51.4 | 56.4 | 56.7 | 50.3 | |
| EITHER ONE | 44.6 | 36.3 | 54.4 | 38.8 | 51.8 | 43.9 | 39.1 | 48.3 | 44.5 | |
| MISSING | 0.9 | 0.5 | 0.9 | 0.3 | 1.1 | 0.8 | 0.6 | 0.3 | 0.8 | |
| DONT KNOW | 1.0 | 0.4 | 1.5 | 0.5 | 1.4 | 0.5 | 0.5 | 0.6 | 0.6 | |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0.1 | 0.0 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q657 - GOOD INCOME?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| EXTREMELY IMPORTANT | 43.2 | 41.4 | 33.1 | 44.9 | 48.9 | 41.0 | 41.8 | 43.7 | 41.6 | 41.8 | 43.7 | 41.6 | 41.8 | 43.7 |
| VERY IMPORTANT | 42.5 | 42.6 | 53.4 | 41.7 | 37.0 | 42.6 | 42.6 | 42.9 | 42.2 | 42.6 | 42.9 | 42.2 | 42.6 | 42.9 |
| SOMEWHAT IMPORTANT | 11.9 | 13.5 | 12.9 | 11.3 | 11.5 | 14.5 | 13.2 | 11.4 | 14.3 | 13.2 | 11.4 | 14.3 | 13.2 | 11.4 |
| NOT IMPORTANT | 2.0 | 1.5 | 0.6 | 0.9 | 1.6 | 1.1 | 1.6 | 0.9 | 1.1 | 1.6 | 0.9 | 1.1 | 1.6 | 0.9 |
| MISSING | 0.3 | 0.9 | 0 | 0.9 | 1.1 | 0.5 | 0.8 | 0.8 | 0.5 | 0.8 | 0.8 | 0.5 | 0.8 | 0.8 |
| DONT KNOW | 0 | 0.0 | 0 | 0.2 | 0 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q668 - GOOD INCOME?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| MILITARY JOB | 11.2 | 4.1 | 8.5 | 2.3 | 16.9 | 7.8 | 5.6 | 2.9 | 8.5 | 8.5 |
| CIVILIAN JOB | 28.0 | 37.3 | 27.7 | 42.4 | 8.9 | 20.1 | 33.7 | 40.9 | 19.1 | 19.1 |
| EITHER ONE | 68.0 | 57.4 | 63.0 | 53.9 | 75.0 | 71.2 | 59.8 | 54.8 | 71.5 | 71.5 |
| MISSING | 0.3 | 0.9 | 0 | 0.9 | 1.1 | 0.5 | 0.8 | 0.8 | 0.5 | 0.5 |
| DONT KNOW | 0.5 | 0.3 | 0.9 | 0.5 | 0 | 0.4 | 0.4 | 0.5 | 0.4 | 0.4 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q659 - HIGH STATUS AND PRESTIGE?

| | MARKET----- | | | | MARKET----- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | |
| EXTREMELY IMPORTANT | 17.5 | 14.5 | 17.7 | 10.9 | 23.0 | 12.5 | 15.2 | 11.6 | 13.4 |
| VERY IMPORTANT | 36.8 | 35.0 | 42.0 | 29.4 | 33.5 | 35.1 | 35.4 | 30.7 | 35.0 |
| SOMEWHAT IMPORTANT | 34.3 | 37.1 | 25.2 | 36.2 | 30.5 | 40.2 | 30.6 | 35.1 | 39.4 |
| NOT IMPORTANT | 10.1 | 12.2 | 12.9 | 21.9 | 11.1 | 11.2 | 11.7 | 21.0 | 11.2 |
| MISSING | 0.0 | 0.7 | 0.0 | 0.7 | 1.0 | 0.7 | 0.7 | 0.7 | 0.7 |
| DONT KNOW | 0.7 | 0.5 | 0.7 | 0.6 | 0 | 0.3 | 0.5 | 0.7 | 0.3 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q666 - HIGH STATUS AND PRESTIGE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) | TOTAL | (PCT) |
| MILITARY JOB | 23.3 | 12.8 | 19.6 | 10.1 | 21.1 | 11.4 | 15.6 | 11.1 | 12.1 | 15.6 | 11.1 | 12.1 | 15.6 | 11.1 |
| CIVILIAN JOB | 9.2 | 15.1 | 8.4 | 13.8 | 5.7 | 11.2 | 13.9 | 13.2 | 10.8 | 13.9 | 13.2 | 10.8 | 13.9 | 13.2 |
| EITHER ONE | 66.1 | 70.5 | 70.4 | 74.5 | 72.1 | 76.1 | 69.6 | 74.1 | 75.8 | 69.6 | 74.1 | 75.8 | 69.6 | 74.1 |
| MISSING | 0.6 | 0.8 | 0.8 | 0.7 | 1.0 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| DONT KNOW | 0.8 | 0.8 | 0.7 | 0.8 | 0 | 0.7 | 0.8 | 0.8 | 0.6 | 0.8 | 0.8 | 0.6 | 0.8 | 0.8 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 | 0 | 0.0 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q661 - YOUR PARENTS APPROVAL?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| EXTREMELY IMPORTANT | 17.7 | 13.2 | 9.7 | 6.6 | 22.9 | 18.3 | 14.2 | 6.9 | 18.6 |
| VERY IMPORTANT | 32.2 | 28.1 | 28.5 | 20.3 | 27.5 | 31.1 | 29.0 | 21.1 | 30.8 |
| SOMEWHAT IMPORTANT | 34.1 | 39.9 | 35.7 | 36.6 | 33.0 | 38.0 | 38.7 | 36.5 | 37.6 |
| NOT IMPORTANT | 15.1 | 17.9 | 23.1 | 35.3 | 13.9 | 12.3 | 17.3 | 34.0 | 12.4 |
| MISSING | 0.7 | 0.7 | 1.1 | 0.5 | 2.0 | 0.3 | 0.7 | 0.5 | 0.4 |
| DONT KNOW | 0.1 | 0.0 | 2.0 | 0.7 | 0 | 0.1 | 0.1 | 0.0 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q662 - YOUR PARENTS APPROVAL?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| MILITARY JOB | 11.4 | 5.9 | 8.8 | 5.0 | 10.9 | 4.6 | 7.1 | 5.4 | 5.1 | 5.1 |
| CIVILIAN JOB | 16.1 | 30.2 | 17.9 | 17.9 | 19.1 | 30.8 | 27.0 | 17.9 | 29.9 | 29.9 |
| EITHER ONE | 71.9 | 62.8 | 70.1 | 74.9 | 67.4 | 63.9 | 64.7 | 74.4 | 64.1 | 64.1 |
| MISSING | 0.7 | 0.7 | 1.1 | 0.5 | 2.6 | 0.3 | 0.7 | 0.5 | 0.4 | 0.4 |
| DONT KNOW | 0.3 | 0.4 | 2.0 | 1.0 | 0 | 0.4 | 0.4 | 1.0 | 0.4 | 0.4 |
| REFUSED | 0.6 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q663 - LEARNING A SKILL OR TRADE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | | | |
|---------------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|--|---------------------------|--|-------------|-------|-------------|-------|---------|-------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | | | | | | | | | | | | | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL |
| EXTREMELY IMPORTANT | 40.4 | 31.9 | 36.9 | 34.0 | 47.2 | 32.1 | 33.7 | 34.3 | 33.2 | | | | | | | | | |
| VERY IMPORTANT | 43.4 | 45.6 | 57.4 | 46.0 | 40.0 | 45.4 | 45.1 | 47.7 | 45.0 | | | | | | | | | |
| SOMEWHAT IMPORTANT | 13.6 | 18.9 | 5.7 | 16.6 | 11.1 | 19.5 | 17.8 | 16.6 | 18.9 | | | | | | | | | |
| NOT IMPORTANT | 2.1 | 2.9 | 0 | 2.1 | 0.7 | 2.0 | 2.7 | 1.9 | 1.9 | | | | | | | | | |
| MISSING | 0.6 | 0.7 | 0 | 0.4 | 1.0 | 0.9 | 0.7 | 0.4 | 0.9 | | | | | | | | | |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.2 | 0 | 0.0 | 0.1 | 0.2 | 0.0 | | | | | | | | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | | | | | | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | | | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | | | | | | | | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...
 Q664 - LEARNING A SKILL OR TRADE?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| ---RESPONSES | | | | | | | | | | | | | | | | |
| MILITARY JOB | 26.7 | 16.6 | 26.1 | 14.8 | 25.4 | 15.1 | 18.2 | 15.3 | 15.9 | | | | | | | |
| CIVILIAN JOB | 5.6 | 16.1 | 4.7 | 9.5 | 3.3 | 7.4 | 9.1 | 9.6 | 7.1 | | | | | | | |
| EITHER ONE | 66.7 | 72.8 | 75.2 | 74.5 | 78.3 | 76.1 | 71.5 | 74.6 | 75.6 | | | | | | | |
| MISSING | 0.6 | 0.7 | 0 | 0.5 | 1.6 | 0.9 | 0.7 | 0.5 | 0.9 | | | | | | | |
| DONT KNOW | 0.5 | 0.4 | 0 | 0.5 | 0 | 0.5 | 0.4 | 0.5 | 0.4 | | | | | | | |
| REFUSED | 0 | 0.6 | 0 | 0.1 | 0 | 0 | 0.6 | 0.1 | 0 | | | | | | | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | | | | | |
| ---COUNT--- | 1171 | 4367 | 121 | 1659 | 255 | 3646 | 5478 | 1186 | 3361 | | | | | | | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q665 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| --RESPONSES | | | | | | | | | | | | | | | | |
| EXTREMELY IMPORTANT | 20.7 | 17.2 | 16.7 | 17.9 | 19.8 | 16.1 | 17.9 | 17.8 | 16.1 | 17.9 | 17.8 | 16.1 | 17.9 | 17.8 | 16.1 | 16.4 |
| VERY IMPORTANT | 36.9 | 36.3 | 41.8 | 35.9 | 31.3 | 35.9 | 35.9 | 31.3 | 35.9 | 36.4 | 36.5 | 35.9 | 36.4 | 36.5 | 35.9 | 35.6 |
| SOMEWHAT IMPORTANT | 35.0 | 36.8 | 32.4 | 35.7 | 38.0 | 40.7 | 35.7 | 38.0 | 40.7 | 36.4 | 35.4 | 40.7 | 36.4 | 35.4 | 40.5 | 40.5 |
| NOT IMPORTANT | 7.1 | 9.6 | 8.3 | 9.8 | 10.9 | 7.0 | 9.8 | 10.9 | 7.0 | 9.0 | 9.7 | 7.0 | 9.0 | 9.7 | 7.3 | 7.3 |
| MISSING | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 |
| DONT KNOW | 0.3 | 0.0 | 0.8 | 0.5 | 0 | 0.1 | 0.5 | 0 | 0.1 | 0.1 | 0.5 | 0.1 | 0.1 | 0.5 | 0.1 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | 0 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3040 | 1059 | 255 | 3040 | 5478 | 1180 | 3040 | 5478 | 1180 | 3301 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 q666 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

| | -----MARKET----- | | | | | | -----MARKET----- | | | | | |
|--------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------|-----------------------|-------------------------|----------------|
| | YOUNG MALES | | | OLDER MALES | | | FEMALES | | | | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | OLD MALES (PCT) | YOUNG MALES (PCT) | TOTAL (PCT) |
| MILITARY JOB | 14.3 | 10.9 | 15.4 | 9.7 | 11.4 | 10.1 | 10.3 | 10.2 | 11.6 | 10.3 | 10.2 | 10.2 |
| CIVILIAN JOB | 11.1 | 16.3 | 6.4 | 13.6 | 8.3 | 11.9 | 12.9 | 11.7 | 15.2 | 12.9 | 11.7 | 11.7 |
| EITHER ONE | 74.2 | 72.3 | 75.4 | 75.9 | 79.8 | 77.4 | 75.9 | 77.6 | 72.7 | 75.9 | 77.6 | 77.6 |
| MISSING | 0 | 0.1 | 0 | 0 | 0.5 | 0.1 | 0 | 0.1 | 0.1 | 0 | 0.1 | 0.1 |
| DONT KNOW | 0.3 | 0.5 | 2.9 | 0.6 | 0 | 0.4 | 0.8 | 0.4 | 0.4 | 0.8 | 0.4 | 0.4 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4387 | 121 | 1059 | 255 | 3046 | 1180 | 3301 | 5478 | 1180 | 3301 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q667 - ENJOYING YOUR WORK?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| EXTREMELY IMPORTANT | 50.2 | 54.7 | 52.8 | 51.1 | 61.0 | 59.5 | 53.7 | 51.3 | 59.6 |
| VERY IMPORTANT | 40.1 | 35.8 | 44.7 | 38.9 | 34.9 | 34.8 | 36.7 | 39.5 | 34.8 |
| SOMEWHAT IMPORTANT | 6.7 | 7.8 | 1.7 | 8.2 | 3.6 | 4.7 | 7.6 | 7.6 | 4.6 |
| NOT IMPORTANT | 2.4 | 0.9 | 0.8 | 0.7 | 0.2 | 0.5 | 1.2 | 0.7 | 0.4 |
| MISSING | 0.5 | 0.7 | 0 | 0.6 | 0.4 | 0.4 | 0.7 | 0.5 | 0.4 |
| DONT KNOW | 0.1 | 0.1 | 0 | 0.3 | 0 | 0.1 | 0.1 | 0.3 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR
 Q668 - ENJOYING YOUR WORK?

-----MARKET-----

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | YOUNG MALES | | OLDER MALES | | FEMALES | |
|--------------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|---------------------------|-------|-------------|-------------|-------------|-------------|-------------|--|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| | 8.4 | 2.9 | 4.8 | 2.4 | 7.3 | 2.1 | 4.0 | 2.7 | 28.3 | 28.7 | 66.5 | 67.3 | 68.2 | 0.4 | 0.4 | 0.4 | 0.4 | |
| MILITARY JOB | 14.3 | 32.0 | 17.4 | 30.0 | 9.4 | 29.9 | 28.3 | 28.7 | 28.4 | 66.5 | 67.3 | 68.2 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | |
| CIVILIAN JOB | 76.2 | 64.0 | 77.0 | 66.1 | 82.9 | 67.0 | 66.5 | 67.3 | 68.2 | 0.5 | 0.8 | 0.7 | 0.5 | 0.7 | 0.5 | 0.7 | 0.4 | |
| EITHER ONE | 0.5 | 0.8 | 0 | 0.6 | 0.4 | 0.4 | 0.7 | 0.5 | 0.4 | 0.5 | 0.7 | 0.5 | 0.4 | 0.5 | 0.7 | 0.5 | 0.4 | |
| MISSING | 0.7 | 0.4 | 0 | 0.8 | 0 | 0.5 | 0.5 | 0.7 | 0.4 | 0.5 | 0.7 | 0.5 | 0.4 | 0.5 | 0.7 | 0.5 | 0.4 | |
| DONT KNOW | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | |
| REFUSED | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --TOTAL-- | 1171 | 4367 | 121 | 1659 | 255 | 3046 | 5478 | 1180 | 3361 | | | | | | | | | |
| --COUNT-- | | | | | | | | | | | | | | | | | | |

---RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT ARE...
Q669 - PROMOTION OPPORTUNITIES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|-------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 29.9 | 27.8 | 22.9 | 31.1 | 33.6 | 28.2 | 28.2 | 30.3 | 28.6 | 30.3 |
| VERY IMPORTANT | 43.6 | 43.4 | 50.2 | 38.3 | 41.0 | 44.1 | 43.5 | 39.5 | 43.9 | 39.5 |
| SOMEWHAT IMPORTANT | 21.4 | 22.9 | 19.8 | 24.4 | 23.3 | 23.4 | 22.6 | 24.0 | 23.4 | 24.0 |
| NOT IMPORTANT | 4.5 | 4.9 | 4.9 | 5.5 | 1.1 | 3.5 | 4.8 | 5.4 | 3.3 | 5.4 |
| MISSING | 0.5 | 0.8 | 0.8 | 0.3 | 0.9 | 0.5 | 0.7 | 0.3 | 0.5 | 0.3 |
| DONT KNOW | 0.1 | 0.2 | 1.5 | 0.2 | 0 | 0.3 | 0.2 | 0.3 | 0.2 | 0.3 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 1180 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q878 - ARE PROMOTION OPPORTUNITIES?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------|-------|-------|-------|-------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | | | | | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | | | | | | |
| --RESPONSES | | | | | | | | | | | | | | |
| MILITARY JOB | 17.8 | 12.6 | 19.7 | 13.0 | 15.9 | 11.8 | 13.7 | 13.7 | 13.7 | 13.7 | 12.1 | 13.7 | 13.7 | 12.1 |
| CIVILIAN JOB | 7.1 | 12.1 | 7.9 | 9.6 | 3.5 | 8.5 | 11.1 | 11.1 | 11.1 | 11.1 | 8.1 | 11.1 | 11.1 | 8.1 |
| EITHER ONE | 73.8 | 74.0 | 70.2 | 76.1 | 79.3 | 78.6 | 74.0 | 74.0 | 74.0 | 74.0 | 78.7 | 74.0 | 74.0 | 78.7 |
| MISSING | 0.5 | 0.8 | 0.8 | 0.3 | 0.9 | 0.5 | 0.7 | 0.7 | 0.7 | 0.7 | 0.5 | 0.7 | 0.7 | 0.5 |
| DONT KNOW | 0.7 | 0.4 | 1.5 | 0.9 | 0.3 | 0.6 | 0.5 | 0.5 | 0.5 | 0.5 | 0.6 | 0.5 | 0.5 | 0.6 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.0 | 0.0 | 0.0 | 0 | 0.0 | 0.0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 5478 | 5478 | 5478 | 3301 | 5478 | 5478 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT ARE...
Q671 - ADEQUATE RETIREMENT BENEFITS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| EXTREMELY IMPORTANT | 35.3 | 31.9 | 37.9 | 39.1 | 44.4 | 30.9 | 32.6 | 39.0 | 31.9 | |
| VERY IMPORTANT | 37.8 | 43.1 | 49.9 | 39.6 | 37.1 | 43.0 | 42.0 | 40.6 | 42.8 | |
| SOMEWHAT IMPORTANT | 21.3 | 19.9 | 7.2 | 16.4 | 13.9 | 22.1 | 20.2 | 15.5 | 21.5 | |
| NOT IMPORTANT | 4.5 | 4.4 | 4.2 | 4.2 | 3.3 | 3.0 | 4.4 | 4.2 | 3.0 | |
| MISSING | 1.0 | 0.7 | 0 | 0.4 | 1.2 | 0.6 | 0.7 | 0.3 | 0.6 | |
| DONT KNOW | 0.1 | 0.0 | 0.7 | 0.1 | 0 | 0.6 | 0.0 | 0.1 | 0.5 | |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q672 - ADEQUATE RETIREMENT BENEFITS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| MILITARY JOB | 25.5 | 28.2 | 34.7 | 21.9 | 27.4 | 22.8 | 21.3 | 23.2 | 22.4 | |
| CIVILIAN JOB | 6.3 | 8.7 | 4.9 | 7.1 | 2.9 | 7.1 | 8.2 | 6.9 | 6.8 | |
| EITHER ONE | 66.6 | 69.9 | 59.6 | 70.1 | 68.0 | 69.7 | 69.3 | 69.0 | 69.6 | |
| MISSING | 1.0 | 0.7 | 0 | 0.4 | 1.2 | 0.6 | 0.7 | 0.3 | 0.6 | |
| DONT KNOW | 0.5 | 0.4 | 0.7 | 0.5 | 0.4 | 0.7 | 0.4 | 0.5 | 0.6 | |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1160 | 3301 | |

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q073 - GETTING TRAINED FOR LEADERSHIP?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 22.5 | 18.0 | 31.0 | 20.0 | 27.9 | 16.5 | 19.0 | 21.1 | 16.5 | 19.0 | 21.1 | 16.5 |
| VERY IMPORTANT | 38.8 | 36.0 | 40.9 | 36.3 | 35.4 | 35.8 | 36.6 | 36.8 | 35.7 | 36.6 | 36.8 | 35.7 |
| SOMEWHAT IMPORTANT | 31.5 | 35.5 | 23.6 | 31.7 | 29.6 | 39.8 | 34.7 | 30.9 | 39.0 | 34.7 | 30.9 | 39.0 |
| NOT IMPORTANT | 6.3 | 9.7 | 1.7 | 11.1 | 7.1 | 8.2 | 9.0 | 10.2 | 8.1 | 9.0 | 10.2 | 8.1 |
| MISSING | 0.8 | 0.6 | 2.1 | 0.2 | 0 | 0.6 | 0.7 | 0.4 | 0.5 | 0.7 | 0.4 | 0.5 |
| DONT KNOW | 0.1 | 0.2 | 0.8 | 0.4 | 0 | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.4 | 0.2 |
| REFUSED | 0 | 0 | 0 | 0.2 | 0 | 0 | 0 | 0.2 | 0 | 0 | 0.2 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q674 - GETTING TRAINED FOR LEADERSHIP?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| ---RESPONSES | | | | | | | | | | | | | | | | |
| MILITARY JOB | 46.4 | 41.4 | 38.7 | 33.7 | 38.6 | 36.7 | 36.7 | 38.6 | 38.7 | 34.2 | 36.9 | 42.5 | 34.2 | 36.9 | 42.5 | 36.9 |
| CIVILIAN JOB | 4.1 | 6.1 | 4.6 | 5.6 | 3.6 | 5.1 | 5.1 | 3.6 | 5.1 | 5.5 | 5.0 | 5.7 | 5.5 | 5.0 | 5.7 | 5.0 |
| EITHER ONE | 48.0 | 51.6 | 53.8 | 59.5 | 57.8 | 57.0 | 57.0 | 57.8 | 57.0 | 58.9 | 57.1 | 50.8 | 58.9 | 57.1 | 50.8 | 57.1 |
| MISSING | 0.8 | 0.6 | 2.1 | 0.2 | 0 | 0.6 | 0.6 | 0 | 0.6 | 0.4 | 0.5 | 0.7 | 0.4 | 0.5 | 0.7 | 0.5 |
| DONT KNOW | 0.6 | 0.3 | 0.8 | 0.9 | 0 | 0.5 | 0.5 | 0 | 0.5 | 0.9 | 0.5 | 0.3 | 0.9 | 0.5 | 0.3 | 0.5 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 3046 | 255 | 3046 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 3301 |

IN CHOOSING A JOB, HOW IMPORTANT IS...
 Q676 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| --RESPONSES | | | | | | | | | | | | |
| EXTREMELY IMPORTANT | 26.4 | 22.6 | 30.4 | 21.8 | 53.8 | 45.6 | 23.4 | 22.7 | 46.2 | | | |
| VERY IMPORTANT | 38.6 | 37.9 | 42.3 | 40.6 | 36.1 | 37.3 | 38.6 | 40.3 | 37.2 | | | |
| SOMEWHAT IMPORTANT | 25.0 | 28.9 | 18.3 | 26.4 | 8.4 | 13.9 | 28.1 | 25.6 | 13.5 | | | |
| NOT IMPORTANT | 9.2 | 9.7 | 6.9 | 11.2 | 1.4 | 2.2 | 9.6 | 10.7 | 2.1 | | | |
| MISSING | 0.6 | 0.6 | 0.7 | 0.4 | 0.4 | 0.9 | 0.6 | 0.4 | 0.9 | | | |
| DONT KNOW | 0.3 | 0.2 | 1.5 | 0.1 | 0 | 0.1 | 0.2 | 0.2 | 0.1 | | | |
| REFUSED | 0 | 0.1 | 0 | 0.1 | 0 | 0 | 0.1 | 0.1 | 0 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | | |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q676 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| --RESPONSES | | | | | | | | | | |
| MILITARY JOB | 27.4 | 26.9 | 38.7 | 36.7 | 28.3 | 26.4 | 27.1 | 31.5 | 21.0 | |
| CIVILIAN JOB | 5.3 | 9.0 | 1.4 | 7.6 | 6.1 | 9.0 | 8.3 | 7.0 | 8.8 | |
| W EITHER ONE | 66.1 | 62.8 | 57.3 | 60.0 | 65.2 | 68.7 | 63.5 | 59.7 | 68.5 | |
| MISSING | 0.0 | 0.0 | 0.7 | 0.4 | 0.4 | 0.9 | 0.6 | 0.4 | 0.9 | |
| DONT KNOW | 0.5 | 0.5 | 1.8 | 1.2 | 0 | 0.9 | 0.5 | 1.2 | 0.9 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3846 | 5478 | 1180 | 3361 | |

IN CHOOSING A JOB, HOW IMPORTANT IS...
Q677 - JOB SECURITY?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | TOTAL (PCT) | | TOTAL (PCT) | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| EXTREMELY IMPORTANT | 49.1 | 47.4 | 50.4 | 55.1 | 55.8 | 49.4 | 47.7 | 54.6 | 49.9 | 47.7 | 54.6 | 49.9 | 47.7 | 54.6 | 49.9 | 47.7 |
| VERY IMPORTANT | 38.2 | 39.6 | 43.1 | 34.2 | 28.1 | 39.3 | 39.3 | 35.1 | 38.4 | 39.3 | 35.1 | 38.4 | 39.3 | 35.1 | 38.4 | 39.3 |
| SOMEWHAT IMPORTANT | 9.4 | 10.1 | 5.5 | 7.8 | 11.7 | 9.3 | 9.9 | 7.5 | 9.5 | 9.9 | 7.5 | 9.5 | 9.9 | 7.5 | 9.5 | 9.9 |
| NOT IMPORTANT | 1.9 | 2.2 | 0.9 | 2.3 | 3.8 | 1.4 | 2.2 | 2.2 | 1.6 | 2.2 | 2.2 | 1.6 | 2.2 | 2.2 | 1.6 | 2.2 |
| MISSING | 1.2 | 0.6 | 0 | 0.4 | 0.5 | 0.5 | 0.7 | 0.3 | 0.5 | 0.7 | 0.3 | 0.5 | 0.7 | 0.3 | 0.5 | 0.7 |
| DONT KNOW | 0.2 | 0.1 | 0 | 0.2 | 0 | 0.1 | 0.1 | 0.2 | 0.0 | 0.1 | 0.2 | 0.0 | 0.1 | 0.2 | 0.0 | 0.1 |
| REFUSED | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4367 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 | 1180 | 3301 | 5478 |

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...
 Q678 - JOB SECURITY?

| | MARKET | | | | MARKET | | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|--|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | |
| --RESPONSES | | | | | | | | | | | |
| MILITARY JOB | 33.2 | 27.5 | 28.1 | 29.7 | 41.2 | 25.5 | 28.7 | 29.5 | 26.7 | | |
| CIVILIAN JOB | 7.8 | 10.9 | 3.6 | 6.5 | 4.4 | 8.6 | 10.2 | 6.2 | 8.2 | | |
| EITHER ONE | 57.0 | 60.7 | 67.5 | 62.3 | 53.2 | 64.9 | 59.9 | 62.8 | 64.0 | | |
| MISSING | 1.2 | 0.6 | 0 | 0.4 | 0.5 | 0.5 | 0.7 | 0.3 | 0.5 | | |
| DONT KNOW | 0.8 | 0.3 | 0.7 | 1.1 | 0.6 | 0.6 | 0.4 | 1.1 | 0.6 | | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | |

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES | 51.2 | 40.3 | 29.7 | 19.2 | 49.1 | 38.5 | 42.6 | 20.2 | 39.3 | |
| NO | 48.3 | 59.5 | 69.6 | 79.8 | 49.4 | 60.9 | 57.1 | 78.8 | 60.6 | |
| DONT KNOW | 0.0 | 0.2 | 0.8 | 0.9 | 1.6 | 0.6 | 0.3 | 0.9 | 0.7 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 265 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q683 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 62.1 | 37.4 | 46.6 | 9.7 | 56.0 | 18.9 | 42.5 | 13.4 | 21.7 | |
| NO | 37.9 | 62.6 | 53.4 | 89.9 | 44.0 | 81.1 | 57.4 | 86.3 | 78.3 | |
| DONT KNOW | 0 | 0.1 | 0 | 0.2 | 0 | 0 | 0.0 | 0.2 | 0 | |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0 | 0.0 | 0.1 | 0 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | |

--RESPONSES

Q684 - (IF Q683=YES) WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

| | MARKET----- | | | | MARKET----- | | | | | |
|-----------------------|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| FRIENDS | 53.6 | 51.6 | 67.2 | 61.5 | 52.1 | 46.5 | 52.3 | 63.5 | 47.6 | |
| MOTHER | 37.2 | 31.1 | 13.0 | 11.4 | 40.9 | 33.2 | 32.9 | 11.9 | 34.7 | |
| FATHER | 34.8 | 35.8 | 16.0 | 13.2 | 29.4 | 29.3 | 35.5 | 14.2 | 29.3 | |
| BROTHER/SISTER | 12.2 | 8.7 | 11.4 | 13.2 | 14.8 | 10.7 | 9.8 | 12.6 | 11.5 | |
| OTHER RELATIVE | 13.7 | 10.8 | 14.2 | 14.3 | 21.9 | 9.3 | 11.7 | 14.3 | 11.8 | |
| BOY/GIRLFRIEND/SPOUSE | 4.5 | 3.3 | 16.1 | 10.5 | 8.5 | 9.2 | 3.7 | 12.4 | 9.0 | |
| TEACHER | 2.6 | 2.8 | 1.8 | 0 | 1.4 | 3.1 | 2.8 | 0.6 | 2.8 | |
| SCHOOL COUNSELOR | 4.0 | 3.7 | 0 | 0 | 2.2 | 2.9 | 3.8 | 0 | 2.8 | |
| RECRUITER | 27.9 | 28.3 | 18.7 | 14.4 | 19.4 | 22.0 | 28.2 | 15.9 | 21.5 | |
| --TOTAL-- | ----- QUESTION PERMITTED AS MANY AS 8 RESPONSES ----- | | | | | | | | | |
| --COUNT-- | 722 | 1601 | 56 | 109 | 145 | 574 | 2323 | 165 | 719 | |

--RESPONSES

Q086 - (IF FRIEND WAS MENTIONED IN Q084) WAS FRIEND FROM SCHOOL?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------|-------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES | TOTAL (PCT) | MALES |
| YES | 75.0 | 77.9 | 38.8 | 29.5 | 53.5 | 68.8 | 77.0 | 32.9 | 65.5 | 65.5 |
| NO | 25.0 | 22.1 | 61.2 | 70.5 | 46.5 | 31.2 | 23.0 | 67.1 | 34.5 | 34.5 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 402 | 812 | 38 | 69 | 75 | 271 | 1214 | 107 | 346 | 346 |

--RESPONSES

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM WORK?

| | ---MARKET--- | | | | ---MARKET--- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 24.4 | 21.8 | 63.5 | 49.3 | 26.8 | 19.7 | 22.6 | 54.5 | 21.2 | |
| NO | 75.6 | 78.2 | 36.5 | 50.7 | 73.2 | 80.3 | 77.4 | 45.5 | 78.8 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 402 | 812 | 38 | 69 | 75 | 271 | 1214 | 107 | 346 | |

--RESPONSES

Q687 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND IN THE SERVICE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 50.9 | 41.3 | 48.1 | 53.6 | 57.7 | 45.5 | 44.3 | 51.6 | 48.2 | |
| NO | 49.1 | 58.7 | 51.9 | 46.4 | 41.0 | 54.5 | 55.7 | 48.4 | 51.6 | |
| REFUSED | 0 | 0 | 0 | 0 | 1.3 | 0 | 0 | 0 | 0.3 | |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| ---COUNT--- | 402 | 612 | 38 | 69 | 75 | 271 | 1214 | 107 | 346 | |

--RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...
 Q688 - ANY CO-WORKERS?

| | -----MARKET----- | | -----MARKET----- | |
|-----------|---------------------------|---------------------------|------------------|-------------|
| | OLDER MALES | FEMALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 68.7 | 15.2 | 51.1 | 8.1 |
| NO | 31.3 | 84.8 | 48.9 | 91.9 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 34 | 48 | 103 | 236 |

--RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...
 Q889 - ANY EMPLOYER?

| | -----MARKET----- | | -----MARKET----- | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | OLDER MALES | FEMALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| YES | 19.2 | 10.6 | 14.1 | 2.0 |
| NO | 80.8 | 89.4 | 85.9 | 98.0 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 34 | 69 | 46 | 190 |
| | | | TOTAL (PCT) | TOTAL (PCT) |
| | | | 13.6 | 4.3 |
| | | | 86.4 | 95.7 |
| | | | 100.0 | 100.0 |
| | | | 103 | 236 |

Q690 - IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
 WOULD YOU SAY IT WAS...

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | YOUNG MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| WASTE OF TIME | 1.1 | 6.5 | 1.4 | 6.7 | 0 | 6.1 | 6.1 | 5.3 | 6.2 | 5.6 |
| UP TO HIM/HER | 43.9 | 64.8 | 45.3 | 63.4 | 35.6 | 66.6 | 66.6 | 60.5 | 61.6 | 64.2 |
| GOOD IDEA | 54.4 | 28.3 | 52.6 | 28.3 | 63.7 | 27.0 | 27.0 | 33.7 | 30.7 | 29.8 |
| DONT KNOW | 0.5 | 0.4 | 0 | 1.5 | 0.7 | 0.3 | 0.3 | 0.5 | 1.4 | 0.3 |
| REFUSED | 0 | 0.0 | 0.6 | 0.1 | 0 | 0 | 0 | 0.0 | 0.2 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 3046 | 5478 | 1180 | 3301 |

--RESPONSES

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
 WOULD YOU SAY THAT MOST OF THEM ARE...?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| VERY FAVORABLE | 20.8 | 7.2 | 14.8 | 5.4 | 24.5 | 5.1 | 10.0 | 6.4 | 6.6 | 6.6 |
| SOMEWHAT FAVORABLE | 44.3 | 27.9 | 37.4 | 20.8 | 36.0 | 20.2 | 31.3 | 22.4 | 21.4 | 21.4 |
| NEITHER | 17.5 | 32.2 | 15.3 | 33.8 | 16.4 | 38.0 | 29.1 | 32.0 | 36.3 | 36.3 |
| SOMEWHAT UNFAVORABLE | 10.7 | 19.2 | 15.2 | 20.6 | 13.2 | 18.2 | 17.4 | 20.0 | 17.8 | 17.8 |
| VERY UNFAVORABLE | 5.5 | 12.6 | 14.8 | 17.5 | 9.5 | 17.1 | 11.1 | 17.2 | 16.5 | 16.5 |
| DONT KNOW | 1.1 | 0.9 | 2.0 | 1.7 | 0.4 | 1.4 | 0.9 | 1.8 | 1.3 | 1.3 |
| REFUSED | 0 | 0.1 | 0.6 | 0.1 | 0 | 0 | 0.1 | 0.2 | 0 | 0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT YOU ARE...?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| VERY FAVORABLE | 28.4 | 8.0 | 17.6 | 5.2 | 33.8 | 4.1 | 12.2 | 6.5 | 6.3 | 6.3 |
| SOMEWHAT FAVORABLE | 47.1 | 23.7 | 45.3 | 18.3 | 47.8 | 16.0 | 28.6 | 21.0 | 18.4 | 18.4 |
| NEITHER | 14.4 | 22.5 | 12.0 | 21.5 | 10.2 | 22.3 | 20.8 | 20.6 | 21.4 | 21.4 |
| SOMEWHAT UNFAVORABLE | 6.5 | 23.0 | 17.6 | 23.1 | 4.5 | 22.8 | 19.5 | 22.6 | 21.4 | 21.4 |
| VERY UNFAVORABLE | 3.2 | 22.4 | 6.9 | 31.3 | 3.7 | 34.5 | 18.4 | 28.9 | 32.1 | 32.1 |
| DONT KNOW | 0.3 | 0.3 | 0 | 0.4 | 0 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| REFUSED | 0 | 0.1 | 0.6 | 0.1 | 0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

46

Q693 - WHAT IS YOUR CURRENT MARITAL STATUS?

-----MARKET-----

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|
| | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | YOUNG MALES | OLDER MALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| MARRIED | 3.0 | 3.7 | 45.8 | 48.4 | 6.9 | 12.0 | 3.5 | 48.1 | 11.6 | 3.5 | 48.1 | 11.6 | 48.1 | 11.6 |
| WIDOWED | 0.6 | 0.2 | 1.5 | 0 | 0 | 0.1 | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 0.2 | 0.1 |
| SEPARATED | 0 | 0.2 | 1.9 | 1.6 | 1.9 | 1.0 | 0.2 | 1.7 | 1.0 | 0.2 | 1.7 | 1.0 | 1.7 | 1.0 |
| DIVORCED | 0.1 | 0.3 | 8.3 | 8.2 | 1.2 | 1.0 | 0.3 | 6.4 | 1.0 | 0.3 | 6.4 | 1.0 | 6.4 | 1.0 |
| NEVER MARRIED | 96.4 | 95.6 | 42.5 | 43.6 | 98.0 | 85.9 | 95.8 | 43.5 | 86.2 | 95.8 | 43.5 | 86.2 | 43.5 | 86.2 |
| DONT KNOW | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0.1 | 0 | 0.1 | 0 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 266 | 3046 | 6478 | 1180 | 3301 | 6478 | 1180 | 3301 | 1180 | 3301 |

--RESPONSES

Q694 - HOW MANY DEPENDENTS DO YOU HAVE (NOT COUNTING SELF)?

-----MARKET-----
 YOUNG MALES OLDER MALES FEMALES
 POSITIVE POSITIVE POSITIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT)
 TOTAL TOTAL TOTAL TOTAL
 (PCT) (PCT) (PCT) (PCT)

---RESPONSES

| | YOUNG MALES POSITIVE PROPENSITY (PCT) | YOUNG MALES NEGATIVE PROPENSITY (PCT) | OLDER MALES POSITIVE PROPENSITY (PCT) | OLDER MALES NEGATIVE PROPENSITY (PCT) | FEMALES POSITIVE PROPENSITY (PCT) | FEMALES NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | FEMALES TOTAL (PCT) |
|-------------|--|--|--|--|--|--|-------------------------------|-------------------------------|---------------------------|
| NONE | 90.0 | 91.0 | 35.4 | 40.4 | 85.4 | 85.0 | 91.4 | 39.9 | 85.0 |
| 1 | 5.3 | 5.0 | 18.3 | 17.9 | 8.5 | 8.7 | 5.1 | 17.9 | 8.7 |
| 2 | 2.6 | 2.5 | 14.0 | 20.6 | 5.8 | 4.6 | 2.5 | 20.0 | 4.7 |
| 3 | 1.2 | 0.5 | 20.8 | 14.0 | 0.3 | 1.3 | 0.7 | 14.7 | 1.2 |
| 4 + | 0.3 | 0.3 | 11.5 | 6.9 | 0 | 0.4 | 0.3 | 7.3 | 0.3 |
| REFUSED | 0 | 0.0 | 0 | 0.3 | 0 | 0.1 | 0.0 | 0.2 | 0.1 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

-----MARKET----- MARKET-----

| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG | OLDER | TOTAL |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------|
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | MALES (PCT) | MALES (PCT) | |
| YES | 33.7 | 48.7 | 31.0 | 37.9 | 34.2 | 54.1 | 45.6 | 37.2 | 52.6 |
| NO | 66.2 | 51.0 | 69.0 | 61.5 | 65.8 | 45.7 | 54.2 | 62.3 | 47.2 |
| DONT KNOW | 0.1 | 0.3 | 0 | 0.5 | 0 | 0.1 | 0.2 | 0.5 | 0.1 |
| REFUSED | 0 | 0.0 | 0 | 0.1 | 0 | 0.1 | 0.0 | 0.1 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4907 | 121 | 1059 | 255 | 3040 | 5478 | 1180 | 3301 |

--RESPONSES

34
00

Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 71.6 | 60.7 | 0 | 17.0 | 86.5 | 68.7 | 63.5 | 17.0 | 70.6 | |
| NO | 24.7 | 36.5 | 0 | 44.0 | 12.4 | 27.9 | 33.5 | 44.0 | 26.2 | |
| DONT KNOW | 3.7 | 2.8 | 0 | 19.6 | 1.2 | 3.2 | 3.0 | 19.6 | 3.0 | |
| REFUSED | 0 | 0.0 | 0 | 19.3 | 0 | 0.1 | 0.0 | 19.3 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 763 | 2150 | 0 | 0 | 164 | 1374 | 2913 | 0 | 1538 | |

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

-----MARKET-----

YOUNG MALES OLDER MALES FEMALES YOUNG MALES OLDER MALES FEMALES

POSITIVE NEGATIVE POSITIVE NEGATIVE POSITIVE NEGATIVE POSITIVE NEGATIVE
 PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY PROPENSITY
 (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

TOTAL TOTAL TOTAL TOTAL TOTAL TOTAL
 (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

--RESPONSES

| | | | | | | | | | |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| MOSTLY A'S | 3.6 | 7.1 | 0 | 2.9 | 5.7 | 11.9 | 6.4 | 2.6 | 11.4 |
| A'S & B'S | 15.9 | 17.8 | 9.8 | 12.1 | 17.7 | 26.8 | 17.4 | 11.9 | 26.1 |
| MOSTLY B'S | 26.7 | 23.9 | 31.6 | 25.2 | 27.2 | 25.9 | 23.2 | 25.8 | 26.0 |
| B'S & C'S | 34.5 | 26.6 | 24.6 | 29.4 | 29.5 | 22.8 | 29.8 | 28.8 | 23.3 |
| MOSTLY C'S | 18.7 | 17.5 | 26.1 | 22.2 | 16.6 | 9.6 | 17.8 | 22.6 | 16.1 |
| C'S & D'S | 4.9 | 4.1 | 7.4 | 5.6 | 2.8 | 2.6 | 4.3 | 5.8 | 2.1 |
| D'S & F'S | 6.9 | 6.7 | 6 | 1.5 | 6 | 6.7 | 6.8 | 1.4 | 6.6 |
| DONT KNOW | 6.7 | 6.2 | 1.7 | 6.9 | 6.5 | 6.3 | 6.3 | 1.6 | 6.3 |
| REFUSED | 6 | 6.1 | 6 | 6.2 | 6 | 6.1 | 6.1 | 6.2 | 6.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1156 | 4266 | 116 | 1646 | 261 | 3621 | 5422 | 1156 | 3272 |

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| COLLEGE PREP | 57.0 | 69.7 | 45.5 | 56.3 | 62.4 | 70.7 | 67.1 | 55.2 | 70.0 |
| BUSINESS | 7.5 | 6.2 | 5.0 | 9.8 | 12.7 | 13.8 | 6.5 | 9.4 | 13.7 |
| VOC/TECH | 33.0 | 22.5 | 43.3 | 30.7 | 22.8 | 13.6 | 24.7 | 32.0 | 14.3 |
| DONT KNOW | 2.5 | 1.6 | 6.1 | 2.9 | 2.1 | 1.9 | 1.8 | 3.3 | 1.9 |
| REFUSED | 0 | 0.0 | 0 | 0.2 | 0 | 0.1 | 0.0 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1156 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q702 - ELEMENTARY ALGEBRA?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------|----------------|----------------|----------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 70.8 | 79.9 | 70.1 | 73.6 | 76.3 | 83.3 | 78.0 | 73.3 | 82.7 | |
| YES, PLAN TO | 7.2 | 2.7 | 2.5 | 1.0 | 6.9 | 1.9 | 3.6 | 1.1 | 2.3 | |
| NO | 21.0 | 17.3 | 25.7 | 25.1 | 17.2 | 14.5 | 18.2 | 25.2 | 14.7 | |
| DONT KNOW | 0.3 | 0.1 | 1.7 | 0.1 | 0.4 | 0.1 | 0.1 | 0.2 | 0.1 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1156 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1150 | 3272 | |

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 46.6 | 60.4 | 43.6 | 54.2 | 49.6 | 59.6 | 57.5 | 53.1 | 58.8 |
| YES, PLAN TO | 13.1 | 6.4 | 1.5 | 1.3 | 13.5 | 5.6 | 7.8 | 1.3 | 6.2 |
| NO | 40.2 | 32.9 | 53.2 | 44.3 | 36.3 | 34.6 | 34.4 | 45.1 | 34.7 |
| DONT KNOW | 0.1 | 0.1 | 1.7 | 0.1 | 0.4 | 0.1 | 0.1 | 0.2 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1156 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 |

--RESPONSES

354

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q704 - BUSINESS MATH?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 38.0 | 38.0 | 47.1 | 48.7 | 45.2 | 38.8 | 36.4 | 48.6 | 39.3 |
| YES, PLAN TO | 11.2 | 7.4 | 2.4 | 2.3 | 11.0 | 6.8 | 8.2 | 2.3 | 7.1 |
| NO | 50.3 | 56.3 | 48.8 | 48.5 | 42.2 | 54.1 | 55.1 | 48.5 | 53.2 |
| DONT KNOW | 0.5 | 0.1 | 1.7 | 0.3 | 0.8 | 0.2 | 0.2 | 0.4 | 0.3 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1166 | 4266 | 116 | 1640 | 251 | 3021 | 5422 | 1156 | 3272 |

--RESPONSES

NO
55

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q705 - COMPUTER SCIENCE?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES, TAKEN | 22.8 | 27.8 | 7.6 | 9.5 | 28.8 | 27.2 | 26.8 | 9.3 | 26.8 | 9.3 |
| YES, PLAN TO | 17.0 | 10.1 | 0.8 | 3.3 | 19.2 | 8.7 | 11.5 | 3.1 | 9.5 | 3.1 |
| NO | 60.1 | 62.0 | 89.9 | 86.9 | 59.1 | 63.8 | 61.0 | 87.2 | 63.4 | 87.2 |
| DONT KNOW | 0.1 | 0.0 | 1.7 | 0.1 | 0.6 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1150 | 4200 | 110 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 | 1156 |

--RESPONSES

356

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - INTERMEDIATE ALGEBRA?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES, TAKEN | 41.9 | 52.3 | 37.3 | 48.7 | 42.7 | 53.8 | 50.1 | 47.6 | 53.0 | |
| YES, PLAN TO | 11.0 | 7.6 | 2.2 | 1.6 | 15.7 | 6.4 | 8.3 | 1.7 | 7.1 | |
| DONT KNOW | 46.7 | 39.9 | 58.7 | 49.4 | 41.0 | 39.5 | 41.3 | 50.3 | 39.6 | |
| REFUSED | 0.4 | 0.1 | 1.7 | 0.1 | 0.4 | 0.2 | 0.2 | 0.3 | 0.2 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1150 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1150 | 3272 | |

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q707 - TRIGONOMETRY?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES, TAKEN | 15.0 | 20.7 | 20.4 | 21.5 | 14.3 | 23.8 | 24.2 | 21.4 | 23.1 | |
| YES, PLAN TO | 14.2 | 11.4 | 2.2 | 2.0 | 13.7 | 8.2 | 12.0 | 2.1 | 8.6 | |
| NO | 70.4 | 61.7 | 75.6 | 76.2 | 71.0 | 67.7 | 63.5 | 76.1 | 67.9 | |
| DONT KNOW | 0.4 | 0.1 | 1.7 | 0.1 | 0.8 | 0.2 | 0.1 | 0.2 | 0.2 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1166 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 | |

--RESPONSES

NO
58

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q700 - CALCULUS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| YES, TAKEN | 5.8 | 10.9 | 9.6 | 9.1 | 7.2 | 8.3 | 9.8 | 9.2 | 8.2 | 8.2 |
| YES, PLAN TO | 13.3 | 10.9 | 2.2 | 3.2 | 9.7 | 8.7 | 11.4 | 3.1 | 8.8 | 8.8 |
| NO | 80.2 | 78.1 | 86.4 | 87.2 | 81.7 | 82.7 | 78.5 | 87.1 | 82.7 | 82.7 |
| DONT KNOW | 0.7 | 0.1 | 1.7 | 0.2 | 1.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.2 |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1156 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 | 3272 |

--RESPONSES

NO
50

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q709 - PHYSICS?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|--------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|---------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| --RESPONSES | | | | | | | | | | |
| YES, TAKEN | 21.2 | 22.8 | 27.3 | 20.3 | 21.0 | 16.5 | 22.5 | 21.0 | 16.9 | |
| YES, PLAN TO | 14.7 | 11.4 | 2.2 | 2.6 | 16.0 | 8.8 | 12.0 | 2.5 | 9.3 | |
| NO | 63.6 | 65.6 | 68.7 | 76.6 | 62.0 | 74.2 | 65.2 | 75.9 | 73.3 | |
| DONT KNOW | 0.5 | 0.1 | 1.7 | 0.2 | 1.2 | 0.2 | 0.2 | 0.4 | 0.3 | |
| REFUSED | 0 | 0.1 | 0 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 1156 | 4266 | 116 | 1040 | 251 | 3021 | 5422 | 1156 | 3272 | |

Q710 - DOES/DID YOUR HS HAVE CAREER INFORMATION ON COMPUTER?

| | -----MARKET----- | | | | -----MARKET----- | | | |
|-----------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| YES | 56.6 | 54.6 | 54.9 | 53.6 | 55.0 | 53.7 | | |
| NO | 36.5 | 38.8 | 34.0 | 40.3 | 38.3 | 39.8 | | |
| DONT KNOW | 7.0 | 6.6 | 10.3 | 6.0 | 6.7 | 6.3 | | |
| REFUSED | 0 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | |
| --COUNT-- | 1156 | 4260 | 251 | 3020 | 5422 | 3271 | | |

--RESPONSES

Q711 - DOES/DID THIS COMPUTER HAVE INFORMATION ON THE MILITARY?

| | -----MARKET----- | | | | -----MARKET----- | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------|-------------|
| | YOUNG MALES | | FEMALES | | YOUNG | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | MALES TOTAL (PCT) | TOTAL (PCT) |
| YES | 32.8 | 24.9 | 30.3 | 20.9 | 26.6 | 21.7 |
| NO | 49.5 | 58.5 | 52.2 | 62.2 | 58.6 | 61.4 |
| DID NOT US | 17.5 | 15.8 | 17.4 | 16.2 | 16.2 | 16.3 |
| DONT KNOW | 0.2 | 0.7 | 0 | 0.7 | 0.6 | 0.6 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 646 | 2315 | 139 | 1601 | 2955 | 1740 |

--RESPONSES

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY ?

| --RESPONSES | -----MARKET----- | | | | -----MARKET----- | | | |
|-------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------|-------------|-------------|---------------|
| | YOUNG MALES | | FEMALES | | YOUNG MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | MALES (PCT) | TOTAL (PCT) | FEMALES (PCT) |
| YES | 59.9 | 37.5 | 88.2 | 32.3 | 43.4 | 43.4 | 38.4 | |
| NO | 37.2 | 61.7 | 11.8 | 66.6 | 55.3 | 55.3 | 66.7 | |
| DONT KNOW | 2.3 | 0.8 | 0 | 1.0 | 1.2 | 1.2 | 0.9 | |
| REFUSED | 0.5 | 0 | 0 | 0 | 0.1 | 0.1 | 0 | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| --COUNT-- | 198 | 575 | 40 | 338 | 773 | 773 | 378 | |

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| 7 GRADES OR LESS | 6.0 | 3.4 | 15.0 | 9.7 | 7.5 | 4.1 | 3.9 | 10.3 | 4.4 | |
| 8TH GRADE | 2.7 | 2.7 | 6.7 | 9.0 | 4.8 | 3.3 | 2.7 | 8.7 | 3.4 | |
| 9TH GRADE | 3.2 | 2.3 | 1.0 | 3.6 | 1.2 | 2.0 | 2.5 | 3.4 | 1.9 | |
| 10TH GRADE | 4.5 | 3.8 | 3.4 | 6.4 | 7.1 | 3.1 | 3.8 | 6.1 | 3.4 | |
| 11TH GRADE | 4.8 | 3.6 | 0.4 | 3.2 | 5.4 | 4.0 | 3.8 | 2.9 | 4.1 | |
| 12TH GRADE | 38.6 | 36.8 | 38.2 | 33.6 | 31.8 | 36.6 | 37.2 | 34.1 | 36.2 | |
| 13TH | 1.8 | 1.8 | 0 | 1.2 | 2.3 | 3.0 | 1.8 | 1.1 | 2.9 | |
| 14TH | 6.6 | 7.3 | 0.8 | 3.6 | 4.9 | 7.3 | 7.1 | 3.3 | 7.1 | |
| 15TH | 0.8 | 1.8 | 2.0 | 0.6 | 1.9 | 1.5 | 1.6 | 0.7 | 1.5 | |
| 16TH COLLEGE SR | 8.4 | 14.1 | 5.7 | 6.9 | 11.1 | 13.9 | 12.9 | 6.8 | 13.7 | |
| 17TH, GRAD SCHOOL | 0.2 | 0.8 | 0 | 0.1 | 0 | 0.8 | 0.7 | 0.1 | 0.7 | |

--RESPONSES

(CONTINUED)

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | FEMALES | | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) | |
| 18TH, GRAD SCHOOL | 2.0 | 3.3 | 0.7 | 1.3 | 1.2 | 2.6 | 3.0 | 1.2 | 2.5 |
| 19TH, GRAD SCHOOL | 0.2 | 0.9 | 0 | 0.2 | 0.6 | 0.2 | 0.8 | 0.2 | 0.3 |
| 20 OR MORE | 0.8 | 3.0 | 0.6 | 1.3 | 1.4 | 3.0 | 2.5 | 1.2 | 2.9 |
| 35 MISSING | 0.7 | 0.5 | 2.5 | 0.5 | 0.5 | 0.2 | 0.6 | 0.7 | 0.2 |
| 00NT KNOW | 18.6 | 13.7 | 21.9 | 18.6 | 18.0 | 14.1 | 14.8 | 19.0 | 14.4 |
| REFUSED | 0 | 0.4 | 0 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1160 | 3301 |

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

| | YOUNG MALES | | | | OLDER MALES | | | | FEMALES | | | | MARKET | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|
| | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | POSITIVE PROPENSITY (PCT) | | NEGATIVE PROPENSITY (PCT) | | YOUNG MALES TOTAL (PCT) | OLDER MALES TOTAL (PCT) |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| 7 GRADES OR LESS | 4.2 | 1.8 | 12.1 | 4.0 | 5.5 | 2.7 | 2.3 | 4.8 | 2.9 | 2.3 | 4.8 | 2.3 | 4.8 | 2.9 |
| 8TH GRADE | 2.6 | 2.3 | 3.2 | 4.6 | 3.2 | 2.5 | 2.3 | 4.4 | 2.5 | 2.3 | 4.4 | 2.3 | 4.4 | 2.5 |
| 9TH GRADE | 4.7 | 2.2 | 1.5 | 2.8 | 4.0 | 2.2 | 2.7 | 2.7 | 2.2 | 2.7 | 2.7 | 2.7 | 2.7 | 2.3 |
| 10TH GRADE | 6.5 | 3.5 | 6.9 | 5.8 | 6.5 | 4.4 | 4.2 | 5.9 | 4.4 | 4.2 | 5.9 | 4.2 | 5.9 | 4.6 |
| 11TH GRADE | 6.5 | 4.1 | 3.8 | 4.0 | 9.8 | 5.6 | 4.6 | 4.0 | 5.6 | 4.6 | 4.0 | 4.6 | 4.0 | 5.9 |
| 12TH GRADE | 44.1 | 46.8 | 52.1 | 52.7 | 39.0 | 45.9 | 46.1 | 52.6 | 45.9 | 46.1 | 52.6 | 46.1 | 52.6 | 45.3 |
| 13TH | 3.7 | 2.9 | 1.9 | 1.1 | 4.1 | 5.0 | 3.1 | 1.2 | 5.0 | 3.1 | 1.2 | 3.1 | 1.2 | 4.9 |
| 14TH | 5.4 | 8.9 | 1.1 | 4.1 | 4.7 | 8.4 | 8.2 | 3.8 | 8.4 | 8.2 | 3.8 | 8.2 | 3.8 | 8.1 |
| 15TH | 1.2 | 1.3 | 0 | 0.6 | 0.9 | 1.8 | 1.3 | 0.5 | 1.8 | 1.3 | 0.5 | 1.3 | 0.5 | 1.8 |
| 16TH, COLLEGE SR | 8.2 | 12.1 | 3.7 | 5.5 | 9.2 | 10.1 | 11.3 | 5.3 | 10.1 | 11.3 | 5.3 | 11.3 | 5.3 | 10.1 |
| 17TH, GRAD SCHOOL | 0.5 | 0.6 | 0 | 0.2 | 0.4 | 0.6 | 0.6 | 0.2 | 0.6 | 0.6 | 0.2 | 0.6 | 0.2 | 0.5 |

--RESPONSES

(CONTINUED)

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

| | -----MARKET----- | | | | -----MARKET----- | | | | | |
|-------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) |
| 18TH, GRAD SCHOOL | 1.3 | 2.2 | 0 | 0.6 | 1.3 | 2.1 | 2.0 | 0.5 | 2.0 | 2.0 |
| 19TH, GRAD SCHOOL | 0.1 | 0.3 | 0 | 0.1 | 0 | 0.3 | 0.3 | 0.1 | 0.3 | 0.3 |
| 20 OR MORE | 0.3 | 1.0 | 0 | 0.3 | 0 | 0.9 | 0.9 | 0.2 | 0.2 | 0.8 |
| DONT KNOW | 10.7 | 9.9 | 13.6 | 13.4 | 11.4 | 7.4 | 10.1 | 13.5 | 7.7 | 7.7 |
| REFUSED | 0 | 0.4 | 0 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 |
| ---TOTAL--- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ---COUNT--- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | 3301 |

--RESPONSES

Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

| | -----MARKET----- | | | | -----MARKET----- | | | | | | | |
|-------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|-------------|---------------------------|---------------------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | | OLDER MALES | | FEMALES | |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) |
| WHITE | 69.4 | 86.4 | 73.8 | 89.6 | 52.1 | 84.8 | 82.9 | 88.0 | 82.3 | | | |
| BLACK | 22.3 | 9.3 | 18.2 | 7.1 | 38.5 | 11.0 | 12.0 | 8.3 | 13.1 | | | |
| PACIFIC IS./ASIAN | 2.8 | 2.3 | 0.9 | 0.9 | 6.6 | 1.8 | 2.4 | 0.9 | 2.2 | | | |
| AMERICAN INDIAN/ALASKAN | 4.3 | 1.2 | 4.3 | 1.5 | 2.4 | 2.0 | 1.9 | 1.8 | 2.0 | | | |
| DONT KNOW | 0.9 | 0.5 | 1.8 | 0.5 | 0 | 0.2 | 0.6 | 0.6 | 0.2 | | | |
| REFUSED | 0.3 | 0.2 | 0.9 | 0.3 | 0.4 | 0.2 | 0.3 | 0.4 | 0.3 | | | |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 | | | |

--RESPONSES

30

Q716 - ARE YOU OF HISPANIC BACKGROUND?

| | -----MARKET----- | | | | -----MARKET----- | | | | |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|
| | YOUNG MALES | | OLDER MALES | | FEMALES | | YOUNG MALES | OLDER MALES | FEMALES |
| | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | POSITIVE PROPENSITY (PCT) | NEGATIVE PROPENSITY (PCT) | TOTAL (PCT) | TOTAL (PCT) | TOTAL (PCT) |
| HISPANIC | 13.3 | 8.1 | 16.6 | 7.8 | 14.3 | 8.4 | 9.2 | 8.6 | 8.8 |
| NOT HISPANIC | 86.5 | 91.6 | 82.5 | 91.7 | 85.5 | 91.5 | 90.6 | 90.7 | 91.1 |
| DONT KNOW | 0.2 | 0.1 | 0 | 0.3 | 0 | 0 | 0.1 | 0.2 | 0 |
| 30 90 REFUSED | 0 | 0.2 | 0.9 | 0.3 | 0.2 | 0.1 | 0.2 | 0.4 | 0.1 |
| --TOTAL-- | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| --COUNT-- | 1171 | 4307 | 121 | 1059 | 255 | 3046 | 5478 | 1180 | 3301 |

Appendix A

Cross Reference - 1985, 1984, and 1983 YATS Questionnaires

Appendix A

Cross Reference

1985, 1984, and 1983 YAVIS Questionnaires

| Question Number | | | Comments* |
|-----------------|------|---------|--------------------------------|
| 1985 | 1984 | 1983 | |
| 401 | 401 | A1 | Same |
| 402 | 402 | A2 | Same |
| 403 | 403 | A3 | Same |
| 404 | 404 | A4 | Reworded in 1984 |
| - | - | A5, A6 | Dropped in 1984 |
| 405 | 405 | A7 | Same |
| 406 | 406 | - | Added in 1984 |
| - | - | A10 | Dropped in 1984 |
| 407 | 407 | A11 | Same |
| 408 | 408 | A12 | Same |
| - | - | A13 | Dropped in 1984 |
| 409 | 409 | A14 | Same |
| 410A | 410A | - | Added in 1984 |
| 410B | 410B | A1 | Reworded in 1984 |
| 411 | 411 | A1 | Same |
| 412A | 412A | - | Added in 1984 |
| - | - | A1, A16 | Dropped in 1984 |
| 413 | 413 | A17 | Same |
| 414 | 414 | A17 | Expanded in 1984 |
| 415 | 415 | A18 | Added in 1984, dropped in 1985 |
| 416 | 416 | A19 | Same |
| 417 | 417 | A20 | Same |
| 418 | 418 | A21 | Same |
| 419 | 419 | A22 | Same |
| 420 | 420 | A23 | Same |
| 421 | 421 | A24 | Same |
| 422 | 422 | A25 | Same |
| 423 | 423 | A26 | Same |
| 424 | 424 | A27 | Same |
| 425 | 425 | A28 | Same |
| 426 | 426 | A29 | Same |
| 427 | 427 | A30 | Same |
| 428 | 428 | A31 | Same |
| 429 | 429 | A32 | Same |
| 430 | 430 | A33 | Same |
| 431 | 431 | A34 | Same |
| 432 | 432 | A35 | Same |
| 433 | 433 | A36 | Same |
| 434 | 434 | A37 | Same |
| 435 | 435 | A38 | Same |
| 436 | 436 | A39 | Same |
| 437 | 437 | A40 | Same |
| 438 | 438 | A41 | Same |
| 439 | 439 | A42 | Same |
| 440 | 440 | A43 | Same |
| 441 | 441 | A44 | Same |
| 442 | 442 | A45 | Same |
| 443 | 443 | A46 | Same |
| 444 | 444 | A47 | Same |
| 445 | 445 | A48 | Same |
| 446 | 446 | A49 | Same |
| 447 | 447 | A50 | Same |
| 448 | 448 | A51 | Same |
| 449 | 449 | A52 | Same |
| 450 | 450 | A53 | Same |
| 451 | 451 | A54 | Same |
| 452 | 452 | A55 | Same |
| 453 | 453 | A56 | Same |
| 454 | 454 | A57 | Same |
| 455 | 455 | A58 | Same |
| 456 | 456 | A59 | Same |
| 457 | 457 | A60 | Same |
| 458 | 458 | A61 | Same |
| 459 | 459 | A62 | Same |
| 460 | 460 | A63 | Same |
| 461 | 461 | A64 | Same |
| 462 | 462 | A65 | Same |
| 463 | 463 | A66 | Same |
| 464 | 464 | A67 | Same |
| 465 | 465 | A68 | Same |
| 466 | 466 | A69 | Same |
| 467 | 467 | A70 | Same |
| 468 | 468 | A71 | Same |
| 469 | 469 | A72 | Same |
| 470 | 470 | A73 | Same |
| 471 | 471 | A74 | Same |
| 472 | 472 | A75 | Same |
| 473 | 473 | A76 | Same |
| 474 | 474 | A77 | Same |
| 475 | 475 | A78 | Same |
| 476 | 476 | A79 | Same |
| 477 | 477 | A80 | Same |
| 478 | 478 | A81 | Same |
| 479 | 479 | A82 | Same |
| 480 | 480 | A83 | Same |
| 481 | 481 | A84 | Same |
| 482 | 482 | A85 | Same |
| 483 | 483 | A86 | Same |
| 484 | 484 | A87 | Same |
| 485 | 485 | A88 | Same |
| 486 | 486 | A89 | Same |
| 487 | 487 | A90 | Same |
| 488 | 488 | A91 | Same |
| 489 | 489 | A92 | Same |
| 490 | 490 | A93 | Same |
| 491 | 491 | A94 | Same |
| 492 | 492 | A95 | Same |
| 493 | 493 | A96 | Same |
| 494 | 494 | A97 | Same |
| 495 | 495 | A98 | Same |
| 496 | 496 | A99 | Same |
| 497 | 497 | A100 | Same |

Cross Reference

1985, 1984, and 1983 YATS Questionnaires
(continued)

| <u>Question Number</u> | | | <u>Comments*</u> |
|------------------------|-------------|-------------|-----------------------|
| <u>1985</u> | <u>1984</u> | <u>1983</u> | |
| --- | --- | A28/A29 | Dropped in 1984 |
| 430 | 430 | A30 | Same |
| --- | --- | A31-A34 | Dropped in 1984 |
| 431 | 431 | A35 | Same |
| 432 | 432 | A36 | Same |
| --- | 433 | A37 | Same; Dropped in 1985 |
| 434 | 434 | A38 | Reworded in 1984 |
| 435 | 435 | A39 | Probe added in 1984 |
| 436 | 436 | A40 | Same |
| 437 | 437 | A41 | Same |
| 438 | 438 | A42 | Same |
| 439 | 439 | A43 | Same |
| 440 | 440 | A44 | Same |
| 441 | 441 | A45 | Same |
| 442 | 442 | A46 | Same |
| 443 | 443 | A47 | Same |
| 444-500 | 444-500 | --- | Not used |
| 501 | 501 | B1 | Same |
| 502 | 502 | B2 | Same |
| 503 | 503 | B3 | Same |
| 504 | 504 | B4 | Same |
| 505 | 505 | B5 | Same |
| 506 | 506 | B6 | Same |
| 507 | 507 | B7 | Same |
| 508 | 508 | B8 | Same |
| 509 | 509 | B9 | Same |
| 510 | 510 | B10 | Same |
| 511 | 511 | B11 | Same |
| 512 | 512 | B12 | Same |
| 513 | 513 | B13 | Same |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Cross Reference

1985, 1984, and 1983 YATS Questionnaires
(continued)

| <u>Question Number</u> | | | <u>Comments*</u> |
|------------------------|-------------|-------------|--|
| <u>1985</u> | <u>1984</u> | <u>1983</u> | |
| 514 | 514 | B14 | Same |
| 515 | 515 | B15 | Same |
| 516/517 | 516/517 | — | Added in 1984 |
| 518/519 | 518/519 | — | Not used |
| 520 | 520 | B16 | Same |
| 521 | 521 | B17 | Same |
| — | — | B18 | Dropped in 1984 |
| 522 | 522 | B19 | Same |
| 523/524 | 523/524 | — | Added in 1984 |
| 525-550 | 525-550 | — | Not used |
| — | — | B20-B34 | Dropped in 1984 |
| 551 | 551 | B35 | Same |
| 552 | 552 | B36 | Same |
| 553 | 553 | B37 | Same |
| 554 | 554 | B38 | Same |
| 555 | 555 | B39 | Split sample with 559-562 |
| 556 | 556 | B40 | Split sample with 559-562 |
| 557 | 557 | B41 | Split sample with 559-562 |
| 558 | 558 | B42 | Split sample with 559-562 |
| 559-562 | 559-562 | — | Added in 1984; Split sample with 559-562; 559 and 560 reworded in 1985 |
| 563-570 | 563-570 | — | Not used |
| — | — | C31/C32 | Dropped in 1984 |
| 571 | 571 | C33 | Same |
| 572 | 572 | C34 | Same |
| 573 | 573 | C35 | Same |
| — | — | C36 | Dropped in 1984 |
| 574 | 574 | C37 | Same |
| 575 | 575 | C38 | Same |
| 576 | 576 | C39 | Same |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Cross Reference
1985, 1984, and 1983 YATS Questionnaires
(continued)

| Question Number | | | Comments* |
|-----------------|---------|------|---|
| 1985 | 1984 | 1983 | |
| 577 | 577 | C40 | Same |
| 578 | 578 | C41 | Same |
| -- | -- | C42 | Dropped in 1984 |
| 579 | 579 | C43 | Amount updated in 1984 |
| 580 | 580 | C44 | Amount updated in 1984 |
| 581 | 581 | C45 | Amount updated in 1984 |
| 582 | 582 | C49 | Same |
| 583 | 583 | C50 | Same |
| -- | 584 | C51 | Same; Dropped in 1985 |
| -- | 585 | C46 | Amount updated in 1984; Dropped in 1985 |
| -- | 586 | C47 | Amount updated in 1984; Dropped in 1985 |
| -- | 587 | C48 | Amount updated in 1984; Dropped in 1985 |
| -- | 588 | C52 | Split sample to test 6/8yrs in 1984; Dropped in 1985 |
| -- | 589 | C53 | Same; Dropped in 1985 |
| 590-600 | 590-600 | -- | Not used |
| 601 | 601 | D1 | Same |
| 602-608 | 602-608 | D2 | Same |
| 609 | 609 | D3 | Same |
| 610 | 610 | D4 | Same |
| 611 | 611 | D5 | Same |
| 612 | 612 | D6 | Same |
| 613 | 613 | -- | Added in 1984 |
| 613A | -- | -- | Added in 1985 |
| 614 | 614 | D7 | Same |
| 615 | 615 | D8 | Same |
| 616 | 616 | D9 | Same |
| 617 | 617 | D10 | Same |
| 618 | 618 | D11 | Same; Reworded in 1985 |
| 619 | 619 | D12 | Same |
| 620 | 620 | D13 | Same; Reworded in 1985 |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Cross Reference

1985, 1984, and 1983 YATS Questionnaires
(continued)

| Question Number | | | Comments* |
|-----------------|------|---------|--------------------------------|
| 1985 | 1984 | 1983 | |
| 621 | 621 | D14 | Same |
| 622 | 622 | D15 | Same; Reworded in 1985 |
| 623 | 623 | D16 | Same |
| -- | 624 | D17 | Same; Dropped in 1985 |
| 625 | 625 | D18 | Same; Reworded in 1985 |
| 626 | 626 | D19 | Same |
| -- | 627 | D20 | Same; Dropped in 1985 |
| 628 | 628 | D21 | Same |
| 629 | 629 | D22 | Same |
| 630 | 630 | D23 | Same |
| 631 | 631 | D24 | Same |
| 632 | 632 | D25 | Reworded in 1984 |
| -- | -- | D26/D27 | Dropped in 1984 |
| 633 | 633 | D28 | Same |
| 634 | 634 | D29 | Same |
| 635 | 635 | D30 | Reworded in 1984 |
| -- | -- | D31/D32 | Dropped in 1984 |
| 636 | 636 | D33 | Same |
| 637 | 637 | D34 | Same |
| 638 | 638 | D35 | Same |
| -- | -- | D36/D37 | Dropped in 1984 |
| 639 | 639 | D38 | Reworded in 1984 |
| 640 | 640 | D39 | Same |
| 641 | 641 | D40 | Reworded in 1984 |
| -- | -- | D41/D42 | Dropped in 1984 |
| 642 | 642 | D43 | Same |
| -- | -- | D44 | Dropped in 1984 |
| -- | 643 | -- | Added in 1984; Dropped in 1985 |
| 644 | 644 | D45 | Same |
| 645 | 645 | D46 | Reworded in 1984 |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Cross Reference

1985, 1984, and 1983 YATS Questionnaires (continued)

| Question Number | | | Comments* |
|-----------------|---------|---------|---|
| 1985 | 1984 | 1983 | |
| — | — | D47 | Dropped in 1984 |
| 646 | 646 | D48 | Reworded in 1984 |
| 647 | 647 | — | Added in 1984 |
| — | 648 | — | Added in 1984; Dropped in 1985 |
| 649-678 | 649-678 | — | Added in 1984 |
| — | 679 | D49 | Same; Dropped in 1984 |
| — | 680 | D50 | Reworded in 1984/Split Sample; Dropped in 1985 |
| — | 681 | D51 | Reworded in 1984/Split Sample; Dropped in 1985 |
| 682 | 682 | — | Added in 1984 |
| — | — | D52-58 | Dropped in 1984 |
| 683 | 683 | D59 | Same |
| 684 | 684 | D60 | Same |
| 685-687 | 685-687 | D61 | Same |
| 688/689 | 688/689 | D62 | Same |
| 690 | 690 | D63 | Same |
| 691/692 | 691/692 | — | Added in 1984 |
| 693 | 693 | D64 | Same |
| — | — | D65-D67 | Dropped in 1984 |
| 694 | 694 | D68 | Same |
| — | 695 | D69 | Same; Dropped in 1985 |
| — | 696 | — | Added in 1984; Dropped in 1985 |
| — | 697 | D79 | Reworded in 1984; Dropped in 1985 |
| 698 | 698 | D70 | Same |
| 699 | 699 | D71 | Same |
| 700 | 700 | D72 | Same |
| 701 | 701 | D73 | Same |
| 702-709 | 702-709 | D74 | Same |
| — | — | D75-D76 | Dropped in 1984 |
| 710-712 | 710-712 | — | Added in 1984 |
| 713 | 713 | D77 | Same |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Cross Reference

1985, 1984, and 1983 YATS Questionnaires
(continued)

| <u>Question Number</u> | | | <u>Comments*</u> |
|------------------------|-------------|-------------|------------------|
| <u>1985</u> | <u>1984</u> | <u>1983</u> | |
| -- | -- | D78 | Dropped in 1984 |
| 714 | 714 | D80 | Same |
| 715 | 715 | D81 | Same |
| 716 | 716 | D82 | Same |
| 717 | 717 | D83 | Same |

* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Appendix B

1985 YATS II Questionnaire

August 1, 1985

Youth Attitude Tracking Study II
1985

SURVEY QUESTIONNAIRE

OMB # 0704-0069
Expires 30 Sep 1986

Contract MDA903-83-C-0172
Expiration Date: 4/1/86

Questionnaire Section A -- Education and Employment Items

401 I would like to speak with (NAME). Is (he/she) available?

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AVAILABLE → [SKIP TO CALL BACK SCREEN]
- 3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON TO PHONE → [SKIP TO CONVERSION SCREEN]
- 4 = REFUSAL OF ELIGIBLE PERSON → [SKIP TO TERMINATION]

(Hello, my name is _____. I am calling from the (Research Triangle Institute/Amrignon), a private research organization in (North Carolina/Michigan).)

We are conducting a study to help the Federal Government learn more about the career and educational plans of youth and young adults. While you may choose not to answer any question, the information you give us is protected under the Privacy Act of 1974. This means your answers will be kept confidential and your identity will never be known to anyone except the research project staff.

402 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY: Are you male or female?]

- 1 = MALE
- 2 = FEMALE

403 Just to be sure that the information we got earlier is correct, what was your age on your last birthday?

ENTER AGE IN YEARS FORMAT: 12
RANGE: 16-29

404 Now I have a few questions about your educational experiences and plans. What is the highest grade or year of school or college that you have completed and gotten credit for?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL
- 99 = RE

RESOLVE }

405 What kinds of degrees, diplomas, or certificates have you received from the school(s) you've attended or for the training you've received? [ENTER CODE FOR EACH MENTION.]

- 01 = NONE → [ALLOWED FOR FIRST ENTRY ONLY, SKIP TO Q.407.]
 02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE (NIGHT SCHOOL)
 03 = GENERAL EDUCATIONAL DEVELOPMENT (GED) H.S. EQUIVALENCY CERTIFICATE
 04 = HIGH SCHOOL DIPLOMA
 05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).
 06 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE (ASSOCIATE) DEGREE
 07 = BACHELOR'S DEGREE
 08 = ADVANCED GRADUATE OR PROFESSIONAL DEGREE (e.g., Masters, Ph.D., M.D., J.D., D.D.S.)
 09 = OTHER DEGREE, DIPLOMA, CERTIFICATE

RESOLVE

SKIP

IF Q.404 ≤11, SKIP to Q.407.

406 Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate (of high school completion)?

- 1 = REGULAR HIGH SCHOOL DIPLOMA
 2 = ABE (ADULT BASIC EDUCATION) CERTIFICATE (e.g., CORRESPONDENCE, NIGHT SCHOOL)
 3 = GED (GENERAL EDUCATIONAL DEVELOPMENT) EQUIVALENCY CERTIFICATE
 4 = SOME OTHER KIND OF CERTIFICATE OF HIGH SCHOOL EQUIVALENCY
 5 = NONE OF THE ABOVE
 8 = DK
 9 = RE

407 (In October, will you be/are you) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

- 1 = YES
 2 = NO
 8 = DK
 9 = RE } → [SKIP TO Q.410A.]

408 What kind of school or training program will you be enrolled in?
[IF MULTIPLE RESPONSES, ENTER HIGHEST CODE.]

01 = NO SCHOOLS OR TRAINING PROGRAM → [1st ENTRY ONLY, SKIP TO Q.410A.]

IF Q.404
=>12,
RESOLVE { 02 = ADULT BASIC EDUCATION (ABE) (H.S. COURSES IN NIGHT SCHOOL
OR BY CORRESPONDENCE)
03 = TAKING HIGH SCHOOL COURSES IN REGULAR, DAY HIGH SCHOOL
04 = GED OR H.S. EQUIVALENCY PROGRAM
05 = SKILL DEVELOPMENT PROGRAM (e.g., PUBLIC
EMPLOYMENT, JOBS, OIC, WIN, CETA)
06 = ON-THE-JOB TRAINING PROGRAM
07 = APPRENTICESHIP PROGRAM

IF Q.404
<12,
RESOLVE { 08 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
09 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE
10 = 4-YEAR COLLEGE OR UNIVERSITY

409 Will you be enrolled ...

1 = full-time or
2 = part-time?

410A Think about the 1986-1987 school year--that is the school year after
the one that starts this fall. Would you like to get more education
or training by attending some kind of school or college during the
'86-'87 school year?

1 = YES → [SKIP TO Q.411]

2 = NO
8 = DK
9 = RE

410B How about sometime further into the future--would you like to get
more schooling?

1 = YES

2 = NO }
8 = DK } [SKIP TO Q.415.]
9 = RE }

411 What kind of school or college would you like to attend?

1 = HIGH SCHOOL → [SKIP TO Q.415]
2 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
3 = TWO-YEAR JUNIOR OR COMMUNITY COLLEGE
4 = FOUR-YEAR COLLEGE OR UNIVERSITY
5 = GRADUATE OR PROFESSIONAL SCHOOL

- 412 Would that be as a full-time or part-time student?
- 1 = FULL-TIME
2 = PART-TIME
8 = DK
- 413 Approximately how much, considering all school and living expenses, do you think it will cost you for one year of college or vocational training? Will it cost...
[PROBE: Just your best guess will do.]
- 1 = less than 1,000 dollars,
2 = at least 1,000 but less than 2,000 dollars,
3 = at least 2,000 but less than 3,000 dollars
4 = at least 3,000 but less than 4,000 dollars
5 = at least 4,000 but less than 5,000 dollars, or
6 = 5,000 dollars or more?
- 414 Taking into account scholarships, government grants and loans, your own savings and earnings, and help from your family, how much of your yearly school and living expenses could you cover if you go to school? Would you say...
- 1 = all of your expenses,
2 = more than three-fourths,
3 = about three-fourths,
4 = about half,
5 = about one-fourth,
6 = less than one-fourth, or
7 = none of your expenses?
- 415 (Although you do not plan to be attending school in 1986-1987, what/what) is the highest grade or year of school or college that you would eventually like to complete?
- 08 = 8th GRADE
09 = 9th GRADE
10 = 10th GRADE
11 = 11th GRADE
12 = 12th GRADE
13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
17 = 5th YEAR COLLEGE/1st YEAR GRADUATE OR PROFESSIONAL SCHOOL
18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

416 Are you currently employed, either full-time or part-time?

- 1 = YES → [SKIP TO Q.422.]
- 2 = NO

417 Are you looking for work now?

- 1 = YES
- 2 = NO

419 Have you ever had a job for pay?

- 1 = YES → [SKIP TO INTRO BEFORE Q.424.]
- 2 = NO } → [SKIP TO Q.434.]
- 9 = RE }

422 Have you been looking for ...

- 1 = a new job,
- 2 = an additional job, or
- 3 = some other way to increase your income?
- 4 = NOT LOOKING.

Now, I have some questions about your (present/last) employment.

424 How many hours per week (do/did) you usually work at your (main/last) job?

ENTER NUMBER OF HOURS FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-80

425 How often (do/did) you work on the weekend as a regularly scheduled part of your (main/last) job -- that is, weekend work that's not considered overtime? Would you say it (is/was) ...

- 1 = every week,
- 2 = two or three times a month,
- 3 = once a month,
- 4 = less than once a month, or
- 5 = never?

AD-A169 245

YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1983

5/3

SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

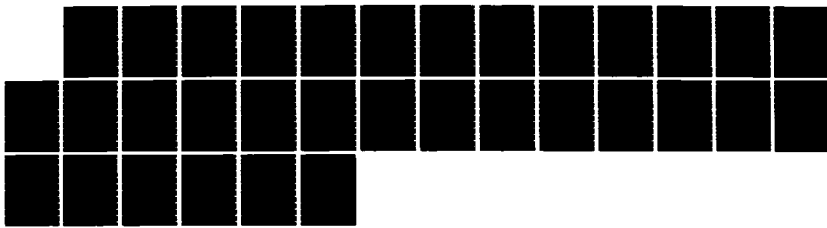
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 86

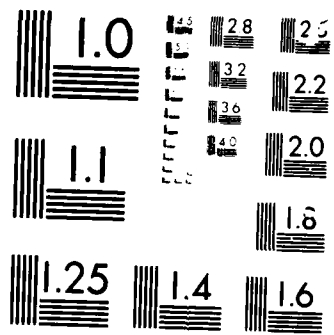
UNCLASSIFIED

RTI/3365/85-01FR MDA903-83-C-0172

F/G 5/10

NL





MICROGRAPH

437 And how easy or difficult is it for someone your age to get a part-time job in your community? Is it...

- 1 = almost impossible,
- 2 = very difficult,
- 3 = somewhat difficult, or
- 4 = not difficult at all?

438 Now, let's talk about your plans for the next few years. What do you think you might be doing? [PROBE: Anything else?] [ENTER CODE FOR ALL MENTIONS.]

- 1 = GOING TO SCHOOL
- 2 = WORKING
- 3 = DOING NOTHING
- 4 = OTHER
- 5 = JOINING THE (MILITARY/SERVICE)

| | |
|------|--|
| SKIP | IF Q.438 \neq 2 AND Q.438 = 5, SKIP TO Q.440. IF Q.438 \neq 2 AND Q.438 \neq 5, SKIP TO Q.501. IF Q.438 = 2 AND Q.416 \neq 1 AND Q.438 = 5, SKIP TO Q.440. IF Q.438 = 2 AND Q.416 \neq 1 AND Q.438 \neq 5, SKIP TO Q.501. |
|------|--|

439 Do you think that you will be working in...

- 1 = the same job or occupation you now have, or
- 2 = a different job or occupation?

| | |
|------|-----------------------------------|
| SKIP | IF Q.438 \neq 5, SKIP TO Q.501. |
|------|-----------------------------------|

440 You said you might be joining the military. Which branch of the service would that be?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 8 = DK
- 9 = RE }{ [SKIP TO Q.501].

441 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

442 If you found for some reason you couldn't join the (Q.440 SERVICE) what service would be your next choice?

- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = COAST GUARD
 - 4 = MARINE CORPS
 - 5 = NAVY
 - 6 = NONE
 - 8 = DK
 - 9 = RE
- } [SKIP TO Q.501.]

443 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?
- 8 = DK
- 9 = RE

Questionnaire Sections B and C

Now, I'm going to read you a list of several things which young (men/ women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

501 First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

502 How likely is it that you will be working at a desk in a business office? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

503 How likely is it that you will be serving in the military? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

504 How likely is it that you will be working as a (saleswoman/salesman)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

SERIES 505, 507, 509-513 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

- 505 How likely is it that you will be serving in the National Guard?
(Would you say...)
- 1 = definitely,
2 = probably,
3 = probably not,
4 = definitely not?) }
8 = DK } → [SKIP TO Q.507]
9 = RE }
- 506 Is that the...
- 1 = Air National Guard, or the
2 = Army National Guard?
- 507 How likely is it that you will be serving in the Reserves? (Would
you say...)
- 1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?) }
8 = DK } → [SKIP TO Q.509]
9 = RE }
- 508 Is that the...
- 1 = Air Force Reserve,
2 = the Army Reserve,
3 = the Coast Guard Reserve,
4 = the Marine Corps Reserve, or
5 = the Naval Reserve?
- 509 How likely is it that you will be serving on active duty in the
Coast Guard? (Would you say...)
- 1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)
- 510 How likely is it that you will be serving on active duty in the
Army? (Would you say...)
- 1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

511 How likely is it that you will be serving on active duty in the Air Force? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

512 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

513 How likely is it that you will be serving on active duty in the Navy? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

514 Now, how likely is it that you will be going to college? (Would you say...

- 1 = definitely
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

515 How likely is it that you will be going to vocational or technical school? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

| | |
|------|-------------------------|
| SKIP | IF MALE, SKIP TO Q.517. |
|------|-------------------------|

516 How likely is it that you will be a fulltime homemaker? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

517 We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing (in October 1986--that is, a year from this fall/after you finish high school)?

- | | |
|---------------------------------|-----------------------|
| 1 = GOING TO SCHOOL FULL-TIME | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME | OR "WORKING," PROBE: |
| 3 = WORKING FULL-TIME | Will that be full- |
| 4 = WORKING PART-TIME | time or part-time?] |
| 5 = SERVING IN THE MILITARY | |
| 6 = BEING A FULL-TIME HOMEMAKER | |
| 7 = OTHER | |

NOTE: Question numbers 518 and 519 were not used.

| | |
|------|---|
| SKIP | IF ONLY 1 OF Q.510-Q.513 <=2, SKIP TO Q.521. IF ALL OF Q.510-Q.513 =>4, SKIP TO Q.522. |
|------|---|

520 You mentioned that you might serve in more than one military service. Which service are you most likely to serve in?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY

521 If you were to join the military service, when do you think you would join? Would you join...

- 1 = within 6 months,
- 2 = between 6 months and 1 year from now,
- 3 = more than 1 year from now but less than 2 years, or
- 4 = would you join more than 2 years from now?

522 Now I'd like to ask you in another way about the likelihood of your serving in the military. Think of a scale from zero to ten, with ten standing for the very highest likelihood of serving and zero 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?

ENTER NUMBER FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00 (Lowest likelihood)--10 (Highest likelihood)

| | |
|------|------------------------------|
| SKIP | IF Q.438 = 5, SKIP TO Q.524. |
|------|------------------------------|

523 Before we talked today, had you ever even thought about joining the military?

- 1 = YES
2 = NO [SKIP TO Q.551.]

524 How seriously did you consider the possibility of joining the military? Would you say you considered joining the military...

- 1 = very seriously,
2 = somewhat seriously,
3 = only slightly seriously, or
4 = not really seriously at all?

NOTE: Question numbers 525 through 550 were not used.

551 As far as you know, what is the starting monthly pay for an enlisted person in the military -- before taxes are deducted?

ENTER PAY PER MONTH FORMAT: 1234
RANGE: 0100 - 9995 → [SKIP TO Q.553.]
9998 = DK
9999 = RE

552 Could you please give me your best guess? (PROBE: Just an estimate will do.)

ENTER PAY PER MONTH FORMAT: 1234
RANGE: 0100-9995
9998 = DK
9999 = RE } [SKIP TO Q.554]

553 When you thought of starting monthly pay, did you include any military benefits such as food, housing, and medical benefits?

- 1 = YES
2 = NO

554 The starting monthly pay for an enlisted person is approximately 575 dollars. Knowing this, how likely is it that you will be serving in the military in the next few years? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

| | |
|------|---------------------------------------|
| SKIP | IF RANDOM HALF-SAMPLE, SKIP TO Q.559. |
|------|---------------------------------------|

555 As far as you know, does any service pay a cash bonus for enlisting, in addition to regular monthly pay?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]
 [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

556 Which service or services pay a cash bonus for enlisting? [ENTER CODE FOR EACH MENTION. PROBE: Any others?]

- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 8 = DK
 - 9 = RE
- } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]
 [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

557 Which service pays the biggest bonus, or do they all pay the same bonus? [PROBE: Just your best guess will do.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL PAY THE SAME BONUS

558 How much is the biggest cash bonus a person can get for enlisting? [PROBE: Please give me your best estimate.]

ENTER AMOUNT FORMAT: 12345 [USE LEADING ZERO]
 RANGE: 00001 - 55555

| | |
|------|--|
| SKIP | IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601. |
|------|--|

559 As far as you know, does any service have a program that helps pay for civilian college or vocational training?

1 = YES

2 = NO

8 = DK

9 = RE

[IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.
IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

560 Which service or services offer a program that helps pay for college or vocational training? [ENTER CODE FOR EACH MENTION.
PROBE: Any others?]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

8 = DK

9 = RE

[IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.
IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

561 Which service offers the largest educational benefits or do they all offer the same benefits? [PROBE: Just your best guess will do.]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

5 = ALL SERVICES OFFER SAME BENEFITS.

562 If someone enlists for 4 years, what is the maximum amount of money they can receive under this educational benefits program? [PROBE: Please give me your best estimate.]

ENTER AMOUNT

FORMAT: 12345

RANGE: 00001 - 55555

| | |
|------|--|
| SKIP | IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601. |
|------|--|

NOTE: Question numbers 563 through 570 were not used.

Now, I'm going to ask you a few questions about the National Guard and the Reserves.

571 How many days do you think members of the National Guard and Reserve have to participate in drills each month, once their basic training is completed? Do not include summer training. [PROBE: Just your best guess will do.]

ENTER NUMBER OF DRILL DAYS PER MONTH

FORMAT: 12 [USE LEAD ZERO]

RANGE: 01-30

572 How many days do you think members of the National Guard and Reserves spend at summer training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER OF DAYS FOR SUMMER CAMP FORMAT: 12 [USE LEAD ZERO]
RANGE: 01-90

573 How much money do you think someone beginning service in the Guard or Reserve earns for each eight-hour weekend drill day? [PROBE: Just your best guess will do.]

ENTER AMOUNT OF PAY PER DAY FORMAT: 123 [USE LEAD ZERO]
RANGE: 001-555

| | |
|------|---|
| SKIP | IF Q.416 = >2, SKIP TO Q.579. IF Q.416 = 1 AND (3 <= Q.430 <= 4), SKIP TO Q.579. |
|------|---|

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

1 = YES
2 = NO

575 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 Reserves?

1 = YES
2 = NO

576 Does your employer have a specific policy about participation in the National Guard or Reserves?

1 = YES
2 = NO

577 With respect to Guard or Reserve participation, would you say your employer is...

1 = positive,
2 = neutral, or
3 = negative?

- 578 Have you ever talked with any supervisor about your employer's policy about the National Guard or Reserves or has any supervisor ever talked about this with you?
- 1 = YES
2 = NO
- 579 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive a 2,000 dollar bonus for joining? Would you...
- 1 = definitely enlist, → [SKIP TO Q.582.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?
- 580 What if you were to receive a 4,000 dollar bonus for six years in the National Guard or Reserves? Would you...
- 1 = definitely enlist, → [SKIP TO Q.582.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?
- IF Q.580
>Q.579,
RESOLVE {
- 581 How about a 6,000 dollar bonus for six years? (Would you...)
- 1 = definitely enlist,
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?)
- IF Q.581
>Q.580,
RESOLVE {
- 582 Is there a National Guard or Reserve unit located close enough to you for you to join?
- 1 = YES
2 = NO
- 583 Suppose you joined a National Guard or Reserve unit and then moved to another geographic area. Do you think the military would allow you to transfer to another unit or go inactive?
- 1 = YES, MILITARY WOULD ALLOW R TO TRANSFER OR GO INACTIVE
2 = NO

Questionnaire Section D -- Advertising, Recruiter Contact, and
Demographic Items

601 For what military service or services do you recall seeing or hearing advertising that encouraged people to enlist in one or more of the services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]

- 0 = NONE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 6 = NATIONAL GUARD/RESERVES
- 7 = ONE AD FOR ALL SERVICES
- 8 = DK → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 9 = RE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO INTRO. BEFORE Q.610.]

Do you recall seeing or hearing any advertising for [EACH SERVICE NOT MENTIONED IN Q.601] recently?

602 the Air Force?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

603 the Army?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

604 the Coast Guard?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

605 the Marine Corps?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

606 the Navy?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

607 the National Guard/Reserves?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

608 one ad for all the services?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

| | |
|------|--|
| SKIP | IF NONE OF Q.602 - Q.608 = 1 OR = 3, SKIP TO INTRO BEFORE Q.610. |
|------|--|

609A Other than trying to get you to enlist in the military, what was the main idea the advertising for the (SERVICE SELECTED RANDOMLY FROM ALL SERVICES MENTIONED IN Q.601 AND ANY ADDITIONAL SERVICES WHOSE ADVERTISING WAS RECALLED IN Q.602-Q.608) was trying to get across?

[PROBE: What did it say or show?]

ENTER VERBATIM RESPONSE.

609B What slogan do you recall seeing or hearing in the advertising for the (Q.609A SERVICE)?

ENTER VERBATIM RESPONSE.

| |
|---|
| SERIES Q.610-Q.615 ASKED IN RANDOM ORDER. |
|---|

I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by the...

| | | |
|---|---|-------------------------------------|
| Army, Air Force, Marine Corps, Navy, | } | → [SERVICES LISTED IN RANDOM ORDER] |
|---|---|-------------------------------------|

or, by all four active duty services together in the same ad or commercial?

610 Who in the military uses the advertising slogan, "Blank. It's not just a job. It's an adventure"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

- 611 Who in the military uses the advertising slogan, "The few. The proud. The Blank"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 612 Who in the military uses the advertising slogan, "Be all you can be"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 613 Who in the military uses the advertising slogan, "Blank, a great way of life"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 613A Who in the military uses the advertising slogan, "We're looking for a few good men"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 614 Who in the military uses the advertising slogan, "It's a great place to start"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 615 Who in the military uses the advertising slogan, "Aim high. Blank"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD

SKIP

IF OLDER MALE, SKIP TO Q.628.

616 Within the last twelve months, do you recall seeing any advertising for the military in magazines, newspapers, or on billboards?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.618.]

617 For which military services did you see this kind of advertising?
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

618 Within the last twelve months, do you recall any television or radio advertising for the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.620.]

619 For which military services did you see or hear this kind of advertising?
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

620 Within the last 12 months, have you received any military recruiting literature in the mail without asking for it?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.622.]

621 Which military services did you get literature about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

622 Within the last 12 months, have you made a toll-free call for information about the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.625]

623 Which military services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

625 Within the last 12 months, have you sent a post card or coupon for information about the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.628.]

626 Which military services did you send for information about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

628 Have you ever talked with any military recruiter to get information about the military?

- 1 = YES
- 2 = NO
- 8 = DK } → [SKIP TO Q.630.]
- 9 = RE

629 What service or services of the military did the recruiter represent? [ENTER CODE FOR EACH MENTION. PROBE: Any other service's recruiter? UNTIL NO MORE MENTIONS.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 8 = DK } [SKIP TO Q.644.]
- 9 = RE

| | |
|------|---|
| SKIP | IF 629 = 1, SKIP TO Q.631. IF 629 ≠ 1 AND Q.629 = 2, SKIP TO Q.634. IF 629 ≠ 1 OR 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 1 OR 2 OR 3 AND Q.629 = 4, SKIP TO Q.640. |
|------|---|

630 Do you think you might talk to a military recruiter to get information about the military in the future?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.645.]

631 Did the Air Force recruiter represent the..

- 1 = active Air Force,
- 2 = the Air Force Reserve, or
- 3 = the Air National Guard?
- 4 = TWO OR MORE OF THE COMPONENTS ABOVE

632 How did you and the Air Force recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
- 2 = did you call the recruiter, or
- 3 = talk at a recruiting station, or
- 4 = talk at a job fair, or
- 5 = talk at school, or
- 6 = did you get in touch some other way?

633 When did you last talk with the Air Force recruiter--what month and year was your last contact with an Air Force recruiter?

ENTER MONTH FORMAT: 12 [USE LEADING ZERO.]
 RANGE: 01-12

ENTER YEAR FORMAT: 12
 RANGE: 71-84

| | |
|------|---|
| SKIP | IF Q.629 ≠ 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 AND ≠ 2 OR 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 2 OR 3 OR 4, SKIP TO Q.644. |
|------|---|

634 Did the Army recruiter represent the...

- 1 = active Army,
- 2 = the Army Reserve, or
- 3 = the Army National Guard?
- 4 = TWO OR MORE OF THE COMPONENTS ABOVE

635 How did you and the Army recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
- 2 = did you call the recruiter, or
- 3 = talk at a recruiting station, or
- 4 = talk at a job fair, or
- 5 = talk at school, or
- 6 = did you get in touch some other way?

636 When did you last talk with the Army recruiter--what month and year was your last contact with an Army recruiter?

ENTER MONTH FORMAT: 12 [USE LEADING ZERO.]
 RANGE: 01-12

ENTER YEAR FORMAT: 12
 RANGE: 71-84

| | |
|------|---|
| SKIP | IF Q.629 ≠ 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 3 OR 4, SKIP TO Q.644. |
|------|---|

637 Did the Marine Corps recruiter represent the..

- 1 = active Marine Corps, or
- 2 = the Marine Corps Reserve?
- 3 = BOTH OF THE COMPONENTS ABOVE

638 How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
- 2 = did you call the recruiter, or
- 3 = talk at a recruiting station, or
- 4 = talk at a job fair, or
- 5 = talk at school, or
- 6 = did you get in touch some other way?

639 When did you last talk with the Marine Corps recruiter--what month and year was your last contact with a Marine Corps recruiter?

ENTER MONTH FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-12

ENTER YEAR FORMAT: 12
RANGE: 71-84

| | |
|------|------------------------------|
| SKIP | IF Q.629 ≠ 4, SKIP TO Q.644. |
|------|------------------------------|

640 Did the Navy recruiter represent the...

- 1 = active Navy, or
- 2 = the Naval Reserves?
- 3 = BOTH OF THE COMPONENTS ABOVE

641 How did you and the Navy recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
- 2 = did you call the recruiter, or
- 3 = talk at a recruiting station, or
- 4 = talk at a job fair, or
- 5 = talk at school, or
- 6 = did you get in touch some other way?

642 When did you last talk with the Navy recruiter--what month and year was your last contact with a Navy recruiter?

ENTER MONTH FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR FORMAT: 12
RANGE: 72-84

644 What enlistment options or advantages of joining the service do you remember? [DO NOT READ ITEMS. ENTER CODE FOR EACH MENTION FOR FIRST 8 MENTIONS.]

- 01 = CASH BONUS
- 02 = MONEY FOR EDUCATION
- 03 = GUARANTEED TYPE OF TRAINING
- 04 = TWO-YEAR ENLISTMENT
- 05 = GUARANTEED LOCATION FOR TRAINING
- 06 = GUARANTEED JOB ASSIGNMENT AT END OF TRAINING
- 07 = ADVANCE PAY GRADE
- 08 = GOOD PAY
- 09 = TRAVEL
- 10 = ADVENTURE
- 11 = JOB SATISFACTION
- 12 = GOOD PEOPLE TO WORK WITH
- 13 = TRAINING FOR LEADERSHIP
- 14 = EQUAL OPPORTUNITY
- 15 = SKILLS TRAINING
- 16 = OTHER

645 Have you ever taken the three-hour written test called the ASVAB that is required to enter the military?

- 1 = YES → [SKIP TO Q.647.]
- 2 = NO
- 8 = DK

646 Do you think you might take the written test required for the military in the future?

- 1 = YES
 - 2 = NO
 - 8 = DK
- } [SKIP TO Q.649.]

647 Where did you take this written test? Did you take the ASVAB...

- 1 = at your high school,
- 2 = at a Military Entrance Processing Station (MEPS), or
- 3 = somewhere else?

SERIES Q.649 - Q.678 ASKED IN RANDOM ORDER IN SETS OF 2.

Now, I'd like for you to give me your opinions on several topics. First, I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job.

649 (In choosing a job,) is being able to stay in the area near family and friends...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

650 Is being able to stay in the area near family and friends more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

651 (In choosing a job,) is being able to do something for your country...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

652 Is being able to do something for your country more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

653 (In choosing a job,) is being able to get money for education...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

- 654 Is being able to get money for education more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 655 (In choosing a job,) is personal freedom...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 656 Is personal freedom more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 657 (In choosing a job,) is good income ...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 658 Is good income more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 659 (In choosing a job,) are high status and prestige...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 660 Are high status and prestige more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 661 (In choosing a job,) is your parents' approval...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK

- 662 Is your parents' approval more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 663 (In choosing a job,) is being able to learn a valuable trade or skill...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 664 Is being able to learn a valuable trade or skill more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 665 (In choosing a job,) is having a lot in common with your co-workers...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 666 Is having a lot in common with your co-workers more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 667 (In choosing a job,) is enjoying your work...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 668 Is enjoying your work more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?

- 669 (In choosing a job,) are promotion opportunities...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 670 Are promotion opportunities more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 671 (In choosing a job,) are adequate retirement benefits...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 672 Are adequate retirement benefits more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 673 (In choosing a job,) is getting trained for leadership...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 674 Is getting trained for leadership more likely to occur in a...
1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 675 (In choosing a job,) is equal pay and opportunity for men and women...
1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK

- 676 Are equal pay and opportunity for men and women more likely to occur in a...
- 1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 677 (In choosing a job,) is job security--that is, having a steady job ...
- 1 = extremely important,
2 = very important,
3 = somewhat important, or
4 = not at all important to you?
8 = DK
- 678 Is job security--that is, having a steady job--more likely to occur in a...
- 1 = military job,
2 = in a civilian job, or
3 = could it occur in either one?
- 682 Has a good friend or close relative of yours signed up with one of the military services within the last 6 months?
- 1 = YES
2 = NO
8 = DK
9 = RE
- 683 Within the last year or so, have you discussed with anyone the possibility of your serving in the military?
- 1 = YES
2 = NO
8 = DK } → [SKIP TO Q.690.]
9 = RE }
- 684 With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Any one else?] [ENTER CODE FOR EACH MENTION.]
- 1 = FRIENDS
2 = MOTHER
3 = FATHER
4 = A BROTHER OR SISTER
5 = SOME OTHER RELATIVE
6 = (BOY/GIRL)FRIEND OR SPOUSE
7 = A TEACHER
8 = A COUNSELOR AT SCHOOL
9 = A RECRUITER

SKIP

IF Q.684 ≠ 1 AND OLDER MALE, SKIP TO Q.688.
IF Q.684 ≠ 1 AND NOT OLDER MALE, SKIP TO Q.690.

(Was this a friend.../Were these friends...)

685 ...from school?

1 = YES
2 = NO

686 ...at work?

1 = YES
2 = NO

687 ...in the service?

1 = YES
2 = NO

| | |
|------|-----------------------------------|
| SKIP | IF NOT OLDER MALE, SKIP TO Q.690. |
|------|-----------------------------------|

Have you ever discussed the possibility of serving in the military with...

688 any co-workers?

1 = YES
2 = NO

689 any employer?

1 = YES
2 = NO

690 If a good friend of yours asked your advice about seeing a military recruiter, would you say it was...

1 = a waste of time,
2 = up to him or her, or
3 = a good idea?

691 How do the people who matter most to you feel about your serving in the active military? Would you say that most of them are...

1 = very favorable
2 = somewhat favorable,
3 = neither favorable nor unfavorable,
4 = somewhat unfavorable, or
5 = very unfavorable toward your serving in the active military?

692 How do you feel about serving in the active military yourself? Are you...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable.
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

693 To help me ask the next few questions correctly, I need to know whether you are currently...

- 1 = married,
- 2 = widowed,
- 3 = separated,
- 4 = divorced, or
- 5 = have you never been married?
- 9 = RE

694 Not counting yourself, (but counting your spouse,) how many dependents do you have--that is, how many people do you support?

ENTER NUMBER OF DEPENDENTS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00 -10

698 Have you ever taken a college entrance examination such as the PSAT (Preliminary Scholastic Aptitude Test), the SAT (Scholastic Aptitude Test), or the ACT (American College Testing Program)?

- 1 = YES → [SKIP TO Q.700.]
- 2 = NO → [IF OLDER MALE, SKIP TO Q.700.]

699 In the future do you plan to take a college entrance examination?

- 1 = YES
- 2 = NO

| | |
|------|---|
| SKIP | IF Q.404 <9 AND Q.407 => 2, SKIP TO Q.713F. |
|------|---|

700 What grades (do/did) you usually get in high school?

- 1 = Mostly A's (A numerical average of 90-100)
- 2 = Mostly A's and B's (85-89)
- 3 = Mostly B's (80-84)
- 4 = Mostly B's and C's (75-79)
- 5 = Mostly C's (70-74)
- 6 = Mostly C's and D's (65-69)
- 7 = Mostly D's and F's (64 and below)

701 (Is/Was) your high school program...

- 1 = academic or college preparatory,
- 2 = commercial or business training,
- 3 = or vocational or technical?

Now I have a list of high school mathematics and technical courses. As I read each one, please tell me whether you have taken or plan to take that course in regular high school.

702 Elementary algebra (ALGEBRA I)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

703 Plane geometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

704 Business math

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

705 Computer science

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

706 Intermediate algebra (ALGEBRA II)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

- 707 Trigonometry
1 = TAKEN
2 = PLAN TO TAKE
3 = NOT TAKEN
- 708 Calculus
1 = TAKEN
2 = PLAN TO TAKE
3 = NOT TAKEN
- 709 Physics
1 = TAKEN
2 = PLAN TO TAKE
3 = NOT TAKEN

| | |
|------|--------------------------------|
| SKIP | IF OLDER MALE, SKIP TO Q.713F. |
|------|--------------------------------|

- 710 (Does/Did) your high school have a computerized system that provide(s/d) information about careers?
1 = YES
2 = NO
3 = DK } → [SKIP TO Q.713F.]
- 711 In using this system, did you get any information about the military?
1 = YES
2 = NO
3 = DID NOT USE SYSTEM } → [SKIP TO Q.713F]
- 712 Did the information about the military that you got from the system increase your interest in the military?
1 = YES
2 = NO

713F What is the highest grade or year of school or college that your father completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713 What is the highest grade or year of school or college that your mother completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

714 Just to be sure we are representing all groups in our survey, please tell me whether you consider yourself...
[IF "HISPANIC" PROBE: Do you consider your race to be white, black, Asian, or American Indian?]

- 1 = white?
- 2 = black?
- 3 = Asian or Pacific Islander? (INCLUDES CHINESE, JAPANESE, FILIPINO, KOREAN, VIETNAMESE, PACIFIC ISLANDER, ASIAN INDIAN, OR OTHER ASIAN)
- 4 = American Indian or Alaskan Native?

715 Are you of Hispanic background? [INCLUDES SPANISH-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, CHICANO, CUBAN-AMERICAN, ETC.]

1 = YES, HISPANIC BACKGROUND
2 = NO, NOT HISPANIC BACKGROUND

716 Now, I need to record your Social Security Number. By law, you do not have to tell me your Social Security Number, but it would help our study--so, can you tell me what it is? [PROBE: Would you look it up? I'll wait.]

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know

N = No SSN

RE = Refusal

X = Asked questions .

| | |
|------|--|
| SKIP | IF Q.716 ≠ RE or X, SKIP TO Closing Statement. |
|------|--|

717 We need this information for use in another study that matches enlistments in the Armed Forces to some of the ideas we've been discussing in this interview.

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know

N = No SSN

RE = Refusal

END

DATE

7-86