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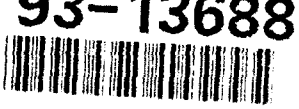
DEFENSE MANPOWER DATA CENTER

Youth Attitude Tracking Study
1991
Propensity and Advertising Report

Market Research & Analysis Branch



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6. AUTHOR(S)
Veronica Nieva, Michael Wilson, Elizabeth Kolmstetter, James Greenlees, Mary Madigan

7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)
Westat, Inc.
1650 Research Blvd.
Rockville, MD 20850

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9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)
Defense Manpower Data Center
Attn: Mrs. Randolph T. Lougee
1600 N. Wilson Blvd., Suite 400
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13. ABSTRACT *(Maximum 200 words)*

This Propensity Report provides a summary of the Fall 1991 Youth Attitude Tracking Study. It includes a discussion of the demographic characteristics of the YATS population, as well as data on enlistment propensity and its sociodemographic correlates for the various active and Reserve components, respectively. This year's report also includes a section on military advertising awareness and slogan recognition among the youth interviewed. Advertising awareness is discussed in relation to selected demographic data, recruiter contacts, and positive and negative propensity. In addition, this year's report includes a section on trends in youth enlistment propensity from 1984 to 1991. Positive enlistment propensity among males is discussed in relation to age, race/ethnicity, school status, and employment circumstance across this eight year period.

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YOUTH ATTITUDE TRACKING STUDY 1991: PROPENSITY AND ADVERTISING REPORT

Submitted to:

Defense Manpower Data Center
Attn: Mrs. Randolph T. Lougee
Suite 400
1600 N. Wilson Blvd.
Arlington, VA 22209-2593

Submitted by:

Westat, Inc.
Dr. Veronica F. Nieva, Project Director
1650 Research Boulevard
Rockville, MD 20850

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This report is one in a series of reports produced to document the methods and analytic findings of the 1991 Youth Attitude Tracking Study (YATS). YATS is a national study of youth, performed by Westat, Inc. under Contract MDA903-90-C-0236 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Force Management and Personnel).

YATS has, since 1975, provided the DoD and the individual Military Services with information regarding the enlistment propensity of American youth. In the Fall of 1991, the YATS questionnaire was administered nationally to approximately 10,000 youth 16 to 24 years of age. In addition to questions regarding enlistment propensity, the YATS questionnaire contained items asking about future career and educational plans, perceptions of the Military Services, awareness of military advertising, and the effects of friends and family upon career plans.

The Project Directors for the 1991 YATS, Dr. Veronica F. Nieva and Dr. Michael J. Wilson, acknowledge the efforts and guidance provided by individuals from the Department of Defense as central to the successful completion of the YATS administration. Chief among those guiding the development of this report was Dr. W. Steve Sellman. At the Defense Manpower Data Center (DMDC), Dr. Betty Maxfield provided continuing assistance and direction throughout this administration, and Dr. Jerry Lehnus provided much appreciated technical review at critical project stages. In the final stages of report preparation, valuable guidance was provided by Ms. Randy Lougee. We would also like to thank the executive committee members of the Joint Market Analysis and Research Committee (JMARC) who contributed valuable suggestions regarding questionnaire development.

Survey sample design and administration at Westat were the responsibilities of Dr. David Morganstein, Dr. Mansour Fahimi, and Westat's Telephone Research Center (TRC) director, Ms. Patricia Skinner, respectively. Dr. Elizabeth Kolmstetter reviewed and provided comments and suggestions on successive questionnaire versions. Programming of the computer assisted telephone interview (CATI) and general data processing were supervised by Ms. Taube Wilson.

Finally, we would like to thank over three hundred interviewers who worked diligently to collect data for this study and more than ten thousand youth who took the time to provide the data presented in this and other reports in the series.

Executive Summary

This report summarizes Fall 1991 enlistment propensity, advertising awareness, and military advertising slogan recognition levels for youth in the United States. The data were drawn from the 1991 Youth Attitude Tracking Study (YATS), sponsored by the Department of Defense. YATS is an ongoing survey that has been conducted annually since 1975. The Fall 1991 YATS survey was conducted between October 5, 1991 and November 27, 1991 and includes responses from approximately 10,000 young men and women between the ages of 16 and 24. Interviews were conducted using the computer assisted telephone interviewing (CATI) methodology and required approximately 30 minutes per interview to complete.

As indicated above, the Fall 1991 YATS administration is a continuation of a long-standing program of study. Two features of this report, however, constitute departures from previous reports. First, in contrast to the previous YATS report (i.e., 1990), discussions of the military advertising awareness and slogan recognition of youth are included. Second, this report includes a discussion of the trends in youth enlistment propensity across eight years, from 1984 to 1991.

The YATS questionnaire focused specifically on enlistment propensity. Youth were asked several questions about the likelihood of their serving in the active Military Services (i.e., Army, Navy, Air Force, Marine Corps, and Coast Guard) or Reserve Components (i.e., National Guard and Reserves) in the near future. While some decrease in positive propensity was observed vis-a-vis the Fall 1990 YATS, the decline was generally not statistically significant. Analyses of the active Service enlistment likelihood, or propensity, showed that approximately 23 percent of the males and 9.5 percent of the females expressed interest in joining the military. For the Reserve Components, approximately 17.5 percent of the males and 7 percent of the females indicated positive enlistment propensity. These contrast with Fall 1990 YATS propensity measures of 29 percent and 11 percent of males and females, respectively, for the active Services and 21 percent of males and 7 percent of females reporting positive Reserve Component propensity.

The demographic characteristics of respondents exhibited several expected patterns given findings from previous YATS surveys. For example, school, employment, and marital status were all found to be related to respondent age. Sixteen to eighteen year-olds were primarily high school students, whereas the majority of the 19 to 21 year-olds were postsecondary students. As expected, the 22 to 24 year-olds were, in the majority, high school graduates. Also, the percentage of young

people employed increased with age for both males and females. Within age groups, however, males were more likely than females to be employed. Regarding marital status, youth in the older age categories were more likely to be married than the younger youth. Whites accounted for more than 75 percent of the population, whereas Blacks comprised approximately 14 percent and Hispanics comprised approximately 6 percent.

In general, the Army and Air Force were the most popular active Services (as measured by positive enlistment propensity) among males and females, and the Army National Guard was the most popular Reserve Service for males. As expected, based on previous survey results, the youngest youth group, 16 to 18 years of age, expressed a greater interest in enlistment in military service than older youth. Furthermore, nonwhites were more likely than Whites to express an interest in enlisting in the Armed Forces.

Advertising awareness and slogan recognition questions clearly distinguish the Services in terms of advertising messages recognized. Most youth recalled hearing or seeing some form of military advertising. The most commonly recalled advertising was that for the Army, and the next most commonly recalled was for the Marine Corps. By and large, no differences were observed in advertising awareness for those who indicated positive enlistment propensity and those who were negatively inclined toward enlistment in the Services. Statistically significant differences were found between youth who reported having contact with a military recruiter and those who reported they had never had any contact with a recruiter. In general, those who had had contact with a military recruiter were more likely to recall military advertising than those who had not had contact with a recruiter. In addition, the Army, Air Force, and Marine Corps slogans were the most often correctly recognized slogans by respondents.

Trends in youth enlistment propensity were also examined for the eight-year period from 1984 to 1991. In order to assure data comparability, the 1990 and 1991 data were restricted to include only individuals within the 1989 and earlier YATS sample frames (i.e., the exclusion of individuals residing in Alaska and Hawaii or with more than two years of college education). Examination of propensity across these eight years indicated an importance of the 1989 through 1991 period. In many of the series studied, a steep decline in positive propensity occurred between 1989 and 1990 -- a period coinciding with the activities of Desert Shield and Desert Storm. For some youth (e.g., Blacks, Hispanics, and youth residing in the Southern region of the U.S.), the decline in percentage of youth expressing positive propensity continued into the 1991 YATS administration. For White youth, however, such a decline did not generally take place. Instead, the percentage of White youth

expressing positive propensity often increased between 1990 and 1991.

In summary, besides presenting a demographic "snapshot" of American youth, the 1991 YATS continues to provide valuable information about enlistment propensity.

1. INTRODUCTION

This report presents findings from the Fall 1991 administration of the Communications and Enlistment Decision Studies/Youth Attitude Tracking Study III (YATS). These results are the most recent information from an on-going annual survey of youth in the United States. The main body of the report focuses on analyses of youth enlistment propensity and their recall of military advertising.

Overview of the Fall 1991 YATS Administration

The Fall 1991 YATS administration represents a continuation of the YATS tracking surveys that have been sponsored by the Department of Defense (DoD) since the Fall of 1975. Once again, the 1991 Fall YATS entailed conducting a 30-minute interview with approximately 10,000 youth nationally, using computer assisted telephone interviewing (CATI) technology. As in previous administrations, respondents were selected using random digit dialing (RDD) methodology. The survey methodology for the YATS is documented in various design reports (Morganstein, 1990; Morganstein and Fahimi, 1991a; and Morganstein and Fahimi, 1991b).

The sample frame used for this report differs from that used in previous YATS reports. Excluded previously, but included in this report are residents of Alaska and Hawaii, and youth with more than two years of college education. This change is considered a refinement with regard to estimates of propensity for youth nationally.

The Fall 1991 YATS survey was administered from October 5, 1991 through November 27, 1991. Unlike the Fall 1990 administration (administered during Operations Desert Shield and Desert Storm), no major U.S. military deployments occurred during this period. Data collection proceeded smoothly throughout this period resulting in the completion of interviews on schedule.

The Fall 1991 Propensity Report

For readers of past YATS Propensity Reports, much of the 1991 report includes material that will be familiar. Chapter 2 describes the demographic characteristics of the YATS population, and Chapters 3 and 4 provide data on enlistment propensity and its sociodemographic correlates for the various active and Reserve Components, respectively. These chapters closely parallel the reporting structure established in previous reports.

New, this year, is the inclusion of the results for advertising awareness and slogan recognition among the youth interviewed. Chapter 5 presents data on unaided advertising

awareness for each of the four Services, National Guard/Reserves, and Joint Services (advertising in which all Services are represented). Advertising awareness is discussed in relation to selected demographic data, recruiter contacts, and positive and negative propensity. To some extent, the success of the Military Services' slogan advertising campaigns is also represented by the percentage of youth who correctly identified the Service advertising slogans.

Also new this year is the discussion of propensity across eight years of YATS administrations. Chapter 6 presents the trends in youth enlistment propensity from 1984 to 1991. Trends in active composite propensity are discussed by age group, school status, employment circumstance, race, and region. In addition, Service-Specific propensity and unaided mention of enlistment likelihood are discussed by age group. This chapter also includes discussion of significant changes in propensity between 1989 and 1991.

Tables reporting responses to the old (i.e., 1989) and current versions of the propensity questions are presented in Appendix A. Appendix B provides additional detailed tables that support the findings on military advertising presented in Chapter 5. Chapter 6's statistics of youth enlistment propensity from 1984 to 1991 are exhibited in Appendix C. Appendix D provides a discussion of the methodology used in Chapter 6 for the testing of significance differences in propensity between 1989 and 1990 and between 1990 and 1991.

2. DEMOGRAPHIC CHARACTERISTICS OF THE 1991 YATS POPULATION

Chapter 2 summarizes the sociodemographic characteristics of the 1991 YATS population. The description provides the Department of Defense (DoD) with information regarding characteristics and attributes of military-aged youth. These include age, gender, race, marital status, employment and school status, geographic location, and the estimated aptitude of the YATS population.

This chapter is similar in organization to that prepared for the 1990 YATS propensity report (Nieva et al., 1990). To provide some measure of continuity with this earlier report, the 1991 report uses the same age categories: 16-18 year-olds, 19-21 year-olds, and 22-24 year-olds. The two reports, however, are not strictly comparable since different sample frames were used. The 1990 report considers only youth included in the 1989 YATS sample frame (i.e., the exclusion of youth residing in Alaska or Hawaii or with more than three years of college). In the present report, all surveyed youth are included. Thus, findings presented in this report are not strictly comparable to those in previous YATS reports.

Age Distribution and Estimated Population Counts

Table 2-1 presents the unweighted age distribution of YATS survey respondents and the estimated (i.e., weighted) age distribution of the YATS population. Unweighted counts indicate the number of interviews on which the estimates are based (6,695 males and 3,696 females within the 16 to 24 age-range). The 1991 YATS population consisted of approximately 14.9 million males and 16 million females, ages 16 to 24 years. Unlike the 1990 study, the population distribution of youth across the 16-24 year-old age group for the 1991 study is relatively constant.

Marital Status, Gender, and Age

Table 2-2 provides data describing the marital status of the 1991 YATS population partitioned by gender and age range. As noted in the 1990 YATS report, differences in marital status were primarily a function of age. The majority (88.6 percent of the males and 76.5 percent of the females) of the 1991 YATS population had never been married. The proportion of the population that was married at the time of the survey or in the "other" category (widowed, divorced, or separated) increased with age. Also, females were more likely than males to be married (20.2 percent vs. 10.4 percent, respectively).

For 16-18 year-old males and females, differences in marital status were virtually nonexistent. For 19-21 year-olds, however,

Table 2-1. Fall 1991 YATS - Age Distribution of the YATS Survey Population

	Males			Females		
	Unweighted	Estimated Population		Unweighted	Estimated Population	
Age	N	Count*	Percent■	N	Count*	Percent■
16	605	1,688	11.3	291	1,606	10.0
17	1,036	1,702	11.4	563	1,631	10.2
18	875	1,741	11.7	427	1,762	11.0
19	782	1,742	11.7	432	1,903	11.9
20	781	1,603	10.7	476	1,781	11.1
21	773	1,622	10.9	433	1,730	10.8
22	654	1,533	10.3	395	1,886	11.8
23	598	1,575	10.6	351	1,855	11.6
24	591	1,711	11.5	328	1,836	11.5
TOTAL	6,695	14,918	100.0	3,696	15,991	100.0

Notes: * Estimated population counts are in thousands.
■ Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
■ Percentage distributions may not sum to 100.0 due to rounding.

Source: Q402 and Q403A.

the difference between the percentages of currently married males and females was 9.2 percentage points. This difference increased to 15.6 percentage points for 22-24 year-olds.

Race, Gender, and Age

The estimated population counts and percentages of the YATS population by race, gender, and age are given in Table 2-3. For this table, the designations "White," "Black," and "Hispanic" are mutually exclusive. Whites comprised 79 percent of the population of 16-24 year-old males and 76.4 percent of the 16-24 year-old female population. Blacks made up approximately 13 percent of the male population and 15 percent of the female, whereas Hispanics accounted for approximately 6 percent of the males and 7 percent of the females. Blacks outnumbered Hispanics by more than a 2:1 margin for 16-18 year-old males and females, and 19-21 year-old males.

School Status, Gender, and Age

Table 2-4 provides estimated population counts and percentages of the 1991 YATS population by school status, gender, and age. In general, postsecondary students, defined as high school graduates currently attending college or a business/vocational

Table 2-2. Fall 1991 YATS - Marital Status by Gender and Age

Gender/Marital Status	16-18 Year-Olds Count*	16-18 Year-Olds Percent#	19-21 Year-Olds Count*	19-21 Year-Olds Percent#	22-24 Year-Olds Count*	22-24 Year-Olds Percent#	Total Percent#
Males							
Never Married	5,095	99.3	4,592	92.5	3,526	73.2	88.6
Currently Married	26	0.5	346	7.0	1,186	24.6	10.4
Other[a]	10	0.2	26	0.5	99	2.1	0.9
TOTAL	5,132	100.0	4,967	100.0	4,819	100.0	100.0
Females							
Never Married	4,874	97.5	4,388	81.1	2,976	53.4	76.5
Currently Married	103	2.1	879	16.2	2,245	40.2	20.2
Other[a]	17	0.3	132	2.4	353	6.3	3.1
TOTAL	4,999	100.0	5,414	100.0	5,578	100.0	100.0

Notes: * Estimated population counts are in thousands.

Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

Percentage distributions may not sum to 100.0 due to rounding.

[a]Includes widowed, divorced, or separated.

Source: Q402, Q713C, and CALCAGE.

school, represented the largest percentage of the YATS population (30.6 percent of the males and 36.4 percent of the females). This differs from the 1990 survey population, where high school graduates represented the largest percentage of the population. This difference is explained by the inclusion of college juniors and seniors in the 1991 analyses.

As expected, 16-18 year-olds were predominantly non-senior high school students, defined as those in high school below the 12th grade (42.1 percent of the males and 33.6 percent of the females), or seniors (34.1 percent of the males and 36.7 percent of the females).

Approximately 29 percent of both males and females in the 19-21 year-old age group had completed high school (and were not currently enrolled in school). The largest proportion of the population that had gone on for postsecondary education was also found in this age group (47.8 percent of the males and 56.4 percent of the females). Among 22-24 year-olds, 45.3 percent of males and females were high school graduates, and not currently enrolled in school, and over 34 percent of both

Table 2-3. Fall 1991 YATS - Race by Gender and Age

Gender/Race	16-18 Year-Olds Count*	16-18 Year-Olds Percent*	19-21 Year-Olds Count*	19-21 Year-Olds Percent*	22-24 Year-Olds Count*	22-24 Year-Olds Percent*	Total Percent*
Males							
White	3,962	77.3	3,878	78.4	3,900	81.5	79.0
Black	781	15.2	678	13.7	448	9.4	12.8
Hispanic	281	5.5	284	5.8	321	6.7	6.0
Other[a]	99	1.9	110	2.2	118	2.5	2.2
TOTAL	5,123	100.0	4,950	100.0	4,787	32.2	100.0
Females							
White	3,587	71.8	4,214	78.3	4,390	78.8	76.4
Black	993	19.9	693	12.9	727	13.0	15.1
Hispanic	336	6.7	358	6.7	379	6.8	6.7
Other[a]	80	1.6	119	2.2	79	1.4	1.7
TOTAL	4,996	100.0	5,385	100.0	5,574	100.0	100.0

Notes: * Estimated population counts are in thousands.
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- Percentage distributions may not sum to 100.0 due to rounding.

[a]Includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

Source: Q402, Q714, Q715, and CALCAGE.

genders had gone on for postsecondary training. However, this age group also had the highest percentage of non-completers, i.e., youth not enrolled in high school at the time of the interview and who had not graduated from high school (19.2 percent of the males and 20.1 percent of the females).

Employment Status by School Status, Gender, and Age

The employment status of the YATS male population by school status and age is given in Table 2-5. In general, the majority of males who wanted to work were doing so, either in full-time or in part-time jobs (62.7 percent). There was only one exception: more 16-18 year-old non-completers (8.7 percent) were looking for work than were working (7.8 percent).

Overall, 44.2 percent of the 16-18 year-olds were employed. Not surprisingly, the older the respondent group, the more likely they were to be employed. Sixty-eight percent of the 19-21 year-olds and 80.2 percent of the

Table 2-4. Fall 1991 YATS - School Status by Gender and Age

Gender/School Status[a]	16-18 Year-Olds Count*	16-18 Year-Olds Percent[a]	19-21 Year-Olds Count*	19-21 Year-Olds Percent[a]	22-24 Year-Olds Count*	22-24 Year-Olds Percent[a]	Total Percent[a]
Males							
Postsecondary Student	610	11.9	2,260	47.8	1,355	34.4	30.6
High School Graduate	285	5.6	1,384	29.3	1,786	45.3	25.0
High School Senior	1,747	34.1	234	5.0	33	0.9	14.6
Non-Senior High School Student	2,159	42.1	41	0.9	9	0.2	16.0
Non-Completer	326	6.4	813	17.2	756	19.2	13.7
TOTAL	5,127	100.0	4,732	100.0	3,939	100.0	100.0
Females							
Postsecondary Student	909	18.2	2,826	56.4	1,500	34.2	36.4
High School Graduate	314	6.3	1,423	28.4	1,984	45.3	25.9
High School Senior	1,828	36.7	86	1.7	16	0.4	13.4
Non-Senior High School Student	1,675	33.6	14	0.3	0	0.0	11.8
Non-Completer	259	5.2	658	13.1	881	20.1	12.5
TOTAL	4,984	100.0	5,007	100.0	4,380	100.0	100.0

Notes:
- * Estimated population counts are in thousands.
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- ▪ Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

Source: Q402, Q404A, Q407, Q408C, and CALCAGE.

22-24 year-olds were employed in full-time or part-time jobs.

High school graduates had the highest employment rate across all three of the age groups: 75.8 percent of the 16-18 year-olds; 85.1 percent of the 19-21 year-olds; and 88.3 percent of the 22-24 year-olds. Non-completers in the two older age groups also had relatively high employment rates (74.4 percent for 19-21 year-olds and 82.1 percent of the 22-24 year-olds).

Data describing the employment status of the YATS female population by school status and age are provided in Table 2-6. As true for the male population, the majority of females who wanted to work were employed (55.7 percent). However, differences in employment status between males and females

Table 2-5. Fall 1991 YATS - Employment Status of Males by School Status and Age

Age/School Status[a]	Employment Status: Employed Count*	Employed Percent*	Not Employed, Looking Count*	Not Employed, Looking Percent*	Not Employed, Not Looking Count*	Not Employed, Not Looking Percent*
16-18 Year-Olds						
Postsecondary Student	271	44.9	116	19.2	217	35.9
High School Graduate	216	75.8	60	21.0	9	3.2
High School Senior	842	48.3	392	22.5	509	29.2
Non-Senior High School Student	752	35.0	753	35.0	643	29.9
Non-Completer	177	7.8	126	8.7	24	1.7
TOTAL 16-18 YEAR-OLDS	2,258	44.2	1,447	28.3	1,402	27.5
19-21 Year-Olds						
Postsecondary Student	1,305	57.8	286	12.6	669	29.6
High School Graduate	1,178	85.1	162	11.7	44	3.2
High School Senior	108	46.2	71	30.5	55	23.3
Non-Senior High School Student	21	51.3	18	43.3	2	5.4
Non-Completer	605	74.4	192	23.6	17	2.1
TOTAL 19-21 YEAR-OLDS	3,217	68.0	728	15.4	787	16.6
22-24 Year-Olds						
Postsecondary Student	933	68.9	156	11.5	267	19.7
High School Graduate	1,576	88.3	178	10.0	32	1.8
High School Senior	26	77.8	7	22.2	0	0.0
Non-Senior High School Student	5	57.9	4	42.1	0	0.0
Non-Completer	620	82.1	101	13.4	34	4.6
TOTAL 22-24 YEAR-OLDS	3,160	80.2	446	11.3	333	8.5
TOTAL MALES	8,635	62.7	2,621	19.0	2,522	18.3

Notes:
- * Estimated population counts are in thousands.
- * Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
- * Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

Source: Q402, Q404A, Q407, Q408C, Q416, Q417, and CALCAGE.

Table 2-6. Fall 1991 YATS - Employment Status of Females by School Status and Age

Age/School Status[a]	Employment Status: Employed Count*	Employed Percent*	Not Employed, Looking Count*	Not Employed, Looking Percent*	Not Employed, Not Looking Count*	Not Employed, Not Looking Percent*
16-18 Year-Olds						
Postsecondary Student	421	46.3	150	16.5	339	37.3
High School Graduate	213	68.0	67	21.3	34	10.8
High School Senior	889	48.6	448	24.5	491	26.9
Non-Senior High School Student	518	30.9	577	34.5	580	34.6
Non-Completer	89	34.5	93	35.9	77	29.6
TOTAL 16-18 YEAR-OLDS	2,130	42.7	1,334	26.8	1,519	30.5
19-21 Year-Olds						
Postsecondary Student	1,716	60.8	267	9.5	841	29.8
High School Graduate	1,106	77.7	175	12.3	143	10.0
High School Senior	38	43.9	31	35.5	18	20.6
Non-Senior High School Student	7	47.7	7	52.4	0	0.0
Non-Completer	194	29.5	209	31.7	255	38.8
TOTAL 19-21 YEAR-OLDS	3,060	61.1	689	13.8	1,257	25.1
22-24 Year-Olds						
Postsecondary Student	992	66.1	166	11.1	342	22.8
High School Graduate	1,290	65.0	308	15.5	386	19.5
High School Senior	0	0.0	16	100.0	0	0.0
Non-Senior High School Student	0	0.0	0	0.0	0	0.0
Non-Completer	528	59.9	88	10.0	265	30.1
TOTAL 22-24 YEAR-OLDS	2,810	64.1	578	13.2	993	22.7
TOTAL FEMALES	8,000	55.7	2,600	18.1	3,769	26.2

Notes: * Estimated population counts are in thousands.

- Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
- Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

Source: Q402, Q404A, Q407, Q408C, Q416, Q417, and CALCAGE.

were quite pronounced, especially in the older age ranges. For example, the percentage of 16-18 year-old males and females who were employed was nearly equal (approximately 44 percent for males and 43 percent for females). However, for 19-21 year-olds, the differences in these percentages increased to a difference of 6.9 percentage points (68.0 percent for males and 61.1 percent for females). Among 22-24 year-olds, the difference increased to 16.1 percentage points (80.2 percent for males and 64.1 percent for females).

Region, Gender, and Age

Table 2-7 provides estimated population counts and percentages of the 1991 YATS population by region of the country, gender, and age. The largest representations for all three age groups and both genders were in the South. Over one-third (approximately 38 percent for males and females) of the YATS population lived in this region.

The next largest area represented was the North Central region where slightly more than one-fourth (approximately 27 percent) of the YATS population resided. The smallest percentage of YATS respondents (approximately 15 percent) resided in the West region. These representation figures were relatively constant across gender and age. This distribution corresponds to Census estimates.

Aptitude Status and Age

The estimated aptitude of the respondents in the 1991 YATS population by gender and age is provided in Table 2-8. High aptitude is defined as a predicted score in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT), and low aptitude is defined as a predicted score below the 50th percentile. These AFQT categories were predicted using an approach originally developed by Orvis and Gahart (1989) and subsequently revised by Stone (1991). Predicted AFQT categories were determined using a nonlinear equation to estimate the probability that an individual would score at or above the 50th percentile on the AFQT.

The variables used to predict AFQT categories included such self-reported information as age, race, geographic region, father's education, number and type of high school math courses completed, approximate high school grades, current job and education status, and other information such as general intention to enlist, recruiter contact, perceived ease of finding full-time employment, and having talked with one's parents about enlisting. As shown, with the exception of 16-18 year-old females, over half of the respondents in both genders were predicted to be in the high aptitude category.

Table 2-7. Fall 1991 YATS - Region by Gender and Age

Gender/Region	16-18 Year-Olds Count*	16-18 Year-Olds Percent*	19-21 Year-Olds Count*	19-21 Year-Olds Percent*	22-24 Year-Olds Count*	22-24 Year-Olds Percent*	Total Percent*
Males							
Northeast	919	17.9	1,008	20.3	918	19.0	19.1
North Central	1,465	28.6	1,306	26.3	1,366	28.4	27.7
South	1,945	37.9	1,855	37.3	1,758	36.5	37.3
West	803	15.7	798	16.1	777	16.1	15.9
TOTAL	5,132	100.0	4,967	100.0	4,819	32.3	100.0
Females							
Northeast	918	18.4	1,065	19.7	1,050	18.8	19.0
North Central	1,356	27.1	1,439	26.6	1,576	28.3	27.3
South	2,003	40.1	2,031	37.5	2,125	38.1	38.5
West	722	14.5	879	16.2	826	14.8	15.2
TOTAL	4,999	100.0	5,414	100.0	5,578	100.0	100.0

Notes: * Estimated population counts are in thousands.
- Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
- Percentage distributions may not sum to 100.0 due to rounding.

Source: Q402, REGION, and CALCAGE.

Summary of Population Characteristics

The YATS population has been described in terms of eight demographic characteristics. These include age, gender, marital status, race, school status, employment status, geographical location, and aptitude. The age distribution of the 1991 YATS population was similar to the national distribution of youth in the 16-24 year-old age range. This was attributed to the fact that the 1991 YATS sampling frame includes young people with three or more years of college education. Therefore, it did not reflect the decline in size for the older cohorts reported in the 1990 report.

Marital status, school status, and employment status were found to be related to respondent age. In addition, marital and employment status were found to be gender sensitive. Youth in the older age groups were more likely to be married than younger youth, and, when age and gender comparisons were made, females were found to be more likely to be married than males. Similar gender differences were noted for employment status. The proportion of the population that was

employed increased with age, both for males and females. Within age groups, however, males were more likely than females to be employed. This distinction was especially true for the 22-24 age group.

As expected, school status was linked to age. The 16-18 year-olds were primarily high school students, whereas 19-21 year-olds were mainly postsecondary students. The majority of the 22-24 year-olds, on the other hand, were high school graduates.

Race distributions did not vary substantially across gender or age groupings. Whites accounted for more than 75 percent of the population, whereas Blacks and Hispanics comprised approximately 14 and 6 percent, respectively.

An evaluation of predicted aptitude for both males and females illustrated that over half of each age group, with the exception of 16-18 year-old females, were in the high aptitude category.

Table 2-8. Fall 1991 YATS - Aptitude Status by Gender and Age

	16-18 Year-Olds		19-21 Year-Olds		22-24 Year-Olds		
Gender/Aptitude[a]	Count*	Percent#	Count*	Percent#	Count*	Percent#	Total Percent#
Males							
High Aptitude	3,058	59.6	3,150	63.4	3,115	64.6	62.5
Low Aptitude	2,074	40.4	1,818	36.6	1,704	35.4	37.5
TOTAL	5,132	100.0	4,967	100.0	4,819	100.0	100.0
Females							
High Aptitude	2,307	46.2	3,911	72.3	3,591	64.4	61.4
Low Aptitude	2,691	53.8	1,502	27.7	1,987	35.6	38.6
TOTAL	4,999	100.0	5,414	100.0	5,578	100.0	100.0

Notes: * Estimated population counts are in thousands.
Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.
Percentage distributions may not sum to 100.0 due to rounding.

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT

Source: CALCAGE, AFQTHIGP, AFQTLOGP, and Q402.

3. ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY SERVICES

Composite and Service-specific enlistment propensity levels have been measured annually using the YATS survey data for sixteen years. For the Department of Defense (DoD) and the individual Military Services, these propensity measures have been used as key indicators regarding the state of their recruiting markets and efforts. This chapter presents basic findings, from analysis of the 1991 YATS survey, on the likelihood of enlistment in each of the active Military Services. The composite and Service-specific propensity results for 1991 YATS respondents, along with sociodemographic correlates of propensity, are discussed in this chapter.

Propensity Measures

Propensity for active military service was measured using questions in which respondents were asked about their likelihood (i.e., definitely, probably, probably not, or definitely not) of serving in the active Army, Navy, Air Force, Marine Corps, or Coast Guard. These questions were asked for each Service using the format: "How likely is it that you will be serving on active duty in the [Service]?" Enlistment propensity for each Service is defined as "positive" if the youth responded "definitely" or "probably" to the question. "Negative" propensity is represented by the responses "probably not" or "definitely not" or if the youth responded "don't know" or refused to answer the question. Positive **composite** active propensity is the percentage of respondents who indicated they would "definitely" or "probably" enlist in one or more of the Services. (The Coast Guard is not included in the measurement of composite active propensity.)

An additional measure used to assess level of interest in joining one of the active Military Services is termed "unaided mention." This refers to a response that was volunteered without a specific prompt from the interviewer. Prior to any mention of military enlistment by the interviewer, the following question was asked: "Now let's talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?" "Positive" propensity was recorded when the respondent indicated his or her intention to join the military (in general or one of the Services specifically). After stating this intention, the respondent was asked for a first and second choice of Service that he or she planned to join (if not already indicated), and whether the type of Service would be active, Reserves, or National Guard.

Composite Active and Service-Specific Propensity

Table 3-1 presents positive composite and Service-specific active propensity as reported by males and females during the YATS Fall 1991 administration. Propensity measures are presented by three age groups commonly used in YATS analyses (16-18, 19-21, and 22-24 year-olds) for males. Propensity measures are collapsed into one group for females (where sample size does not support the three age groups reporting). YATS 1991 findings are similar to those reported in previous YATS administrations. Overall, positive composite active propensity was 22.9 percent for the males and 9.5 percent for the females. Approximately 6 percent of the males and 2 percent of the females gave an unaided mention of joining the active military, with

Table 3-1. Fall 1991 YATS - Positive Active Composite, Unaided Mention, and Service-Specific Propensity by Gender (and Age for Males)

	Males				Females
	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
Composite	34.0 (1.3)	20.5 (1.2)	13.4 (1.0)	22.9 (0.7)	9.5 (0.5)
Unaided Mention	12.9 (0.9)	3.7 (0.5)	1.5 (0.4)	6.1 (0.4)	1.6 (0.2)
Army	16.7 (1.0)	9.7 (0.9)	5.8 (0.8)	10.8 (0.5)	3.9 (0.4)
Navy	12.6 (0.8)	7.5 (0.7)	4.5 (0.6)	8.3 (0.4)	3.1 (0.4)
Air Force	17.6 (1.0)	9.0 (0.7)	6.1 (0.8)	11.0 (0.4)	6.0 (0.5)
Marine Corps	11.0 (0.7)	6.8 (0.6)	5.0 (0.7)	7.7 (0.4)	1.7 (0.2)
Coast Guard	8.7 (0.6)	6.7 (0.8)	4.1 (0.6)	6.5 (0.4)	1.7 (0.3)

Note: • Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.
[e]Estimates are based on 3,696 interviews.

Source: Q402, CALCAGE, CPYATS82, Q438JOIN, and Q509-Q513.

the 16-18 year-old males being the most likely (12.9 percent) to give such a response.

Similar to 1990 YATS survey results, positive composite active propensity for males is approximately twice the magnitude of the highest Service-specific measure of propensity. Also, there is an inverse relationship between positive propensity and age, with propensity declining as the age of the respondent increases. For example, of the 16-18 year-old youth, positive composite propensity was 34.0 percent for males and 15.5 percent for females. This measure dropped, for 19-21 year-olds, to 20.5 percent for males and 7.5 percent for females, and for 22-24 year-olds, to 13.4 percent for males and 6.2 percent for females.

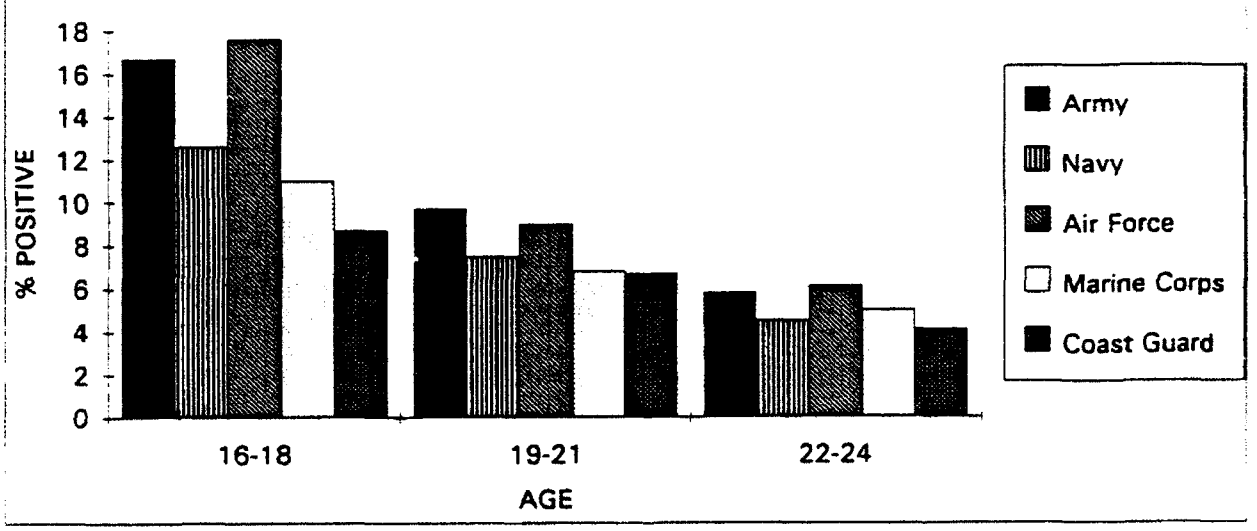
For the three age groups of males (see Figure 3-1) and the total group of females, the highest stated propensity responses were for the Army and the Air Force. While the Coast Guard had the lowest propensity response for both males and females, the females also indicated a low level of propensity for the Marine Corps.

Generally, males indicated higher propensity to enlist in the Navy than in the Marine Corps, with the one exception of the 22-24 year-old males who exhibited slightly greater propensity for the Marine Corps (5.0 percent) than for the Navy (4.5 percent).

Propensity by Sociodemographic Characteristics

The percentages of males in the three age groups (16-18, 19-21, and 22-24

Figure 3-1. Fall 1991 YATS - Active Service-Specific Propensity Among Males by Age



year-olds) and the combined group of females who expressed positive propensity are categorized according to race, school status, region of residence, aptitude, and employment status.

Propensity and Race Patterns. Table 3-2 provides the positive composite propensity percentages of males (by age group) and females by race. There was a strong relationship between race and propensity, with nonwhites more likely than Whites to express interest in joining the active military. This pattern occurred for females and across all age groups for males (see Figure 3-2). Among 16-18 year-old males, Blacks (45.2 percent) and Hispanics (44.7 percent) were more likely to have positive propensity than were Whites (31 percent). Similarly, for 19-21 year-old males, 39.5 percent of Blacks and 34.5 percent of Hispanics indicated positive propensity

Table 3-2. Fall 1991 YATS - Positive Active Composite Propensity by Race and Gender (and Age for Males)

	Males				Females
Race	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
White	31.0 (1.5)	16.0 (1.3)	11.5 (1.0)	19.6 (0.8)	6.8 (0.5)
Black	45.2 (3.7)	39.5 (5.0)	26.5 (4.7)	38.8 (2.7)	19.1 (2.7)
Hispanic	44.7 (4.5)	34.5 (4.8)	17.1 (3.8)	31.4 (2.4)	16.8 (2.6)
Other[f]	38.3 (5.5)	31.8 (6.1)	11.5 (--)	26.4 (2.7)	15.4 (3.4)
Total	34.0 (1.3)	20.5 (1.2)	13.4 (1.0)	22.9 (0.7)	9.5 (0.5)

Note: ▪ Tabled values are percentages with standard errors in parentheses.

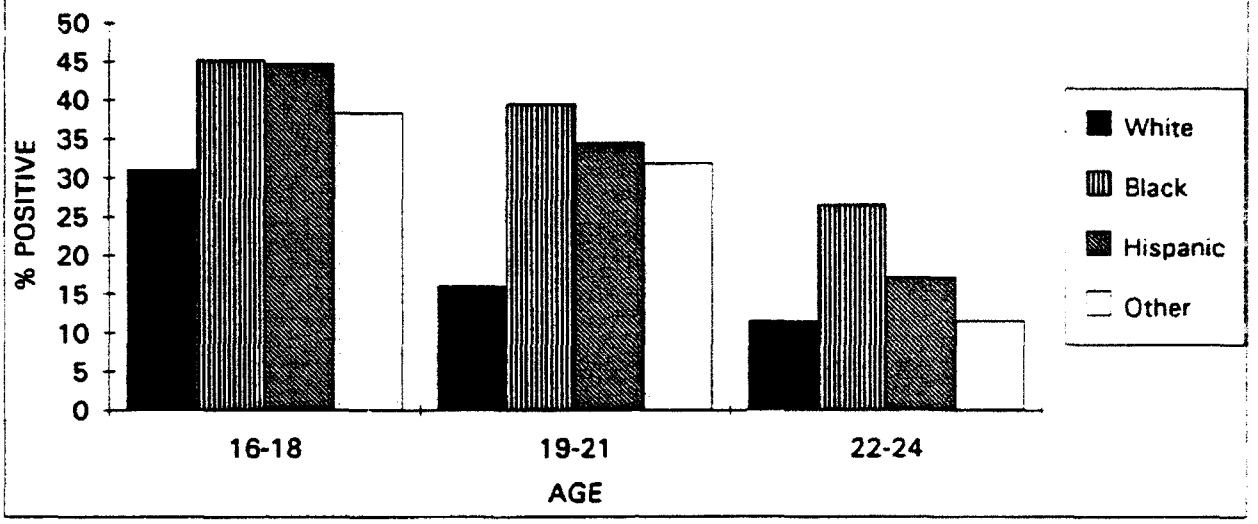
[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.
[e]Estimates are based on 3,696 interviews.

[f]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, APPOSNEG, Q714, and Q715.

Figure 3-2. Fall 1991 YATS - Positive Active Composite Propensity Among Males by Race and Age



compared to 16 percent of the Whites. A similar pattern held for 22-24 year-old males, where 26.5 percent of Blacks and 17.1 percent of Hispanics, compared to 11.5 percent of Whites, held positive intentions with regard to enlistment in the military.

Because fewer than half as many women as men were interviewed (a consequence of the sample design), it was not feasible to evaluate female propensity at the same level of detail as male propensity. Nonetheless, it is clear that minority women (19.1 percent of Blacks and 16.8 percent of Hispanics) expressed enlistment propensity more frequently than White women (6.8 percent). Of the White women, the 16-18 year-olds (11.9 percent) were more likely than their older counterparts (5.5 percent for 19-21 year-olds and 4 percent for 22-24 year-olds) to indicate positive propensity for active Service enlistment.

These trends are consistent with previous YATS data. It has been suggested that perhaps nonwhites view the military as offering better career opportunities and avenues for advancement than the civilian employment sector.

Propensity and School Status Patterns. Table 3-3 presents positive composite active propensity of the YATS sample by school status and gender, as well as by age group for males. Youth who were the most likely to express positive propensity were non-senior high school students (44.5 percent of males [see Figure 3-3] and 20.6 percent of females). For females, the next group most

Table 3-3. Fall 1991 YATS - Positive Active Composite Propensity by School Status and Gender (and Age for Males)

School Status[a]	Males 16-18[b] Year-Olds	Males 19-21[c] Year-Olds	Males 22-24[d] Year-Olds	Males Total[e]	Females Total[f]
Postsecondary Student	14.1 (2.2)	9.6 (1.0)	9.4 (1.5)	10.2 (0.9)	6.2 (0.7)
High School Graduate	27.7 (4.0)	24.9 (2.1)	15.6 (1.8)	20.3 (1.3)	8.8 (1.4)
High School Senior	26.3 (1.6)	61.8 (8.7)	25.2 (--)	30.4 (1.9)	14.4 (1.7)
Non-Senior High School Student	44.2 (2.2)	66.1 (--)	0.0 (--)	44.5 (2.1)	20.6 (2.6)
Non-Completer	51.3 (5.4)	32.2 (4.5)	19.7 (4.3)	30.5 (2.8)	9.8 (2.2)
Total	34.0 (1.3)	20.5 (1.2)	13.4 (1.0)	22.9 (0.7)	9.5 (0.5)

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

[b]Estimates are based on 2,516 interviews.

[c]Estimates are based on 2,336 interviews.

[d]Estimates are based on 1,843 interviews.

[e]Estimates are based on 6,695 interviews.

[f]Estimates are based on 3,696 interviews.

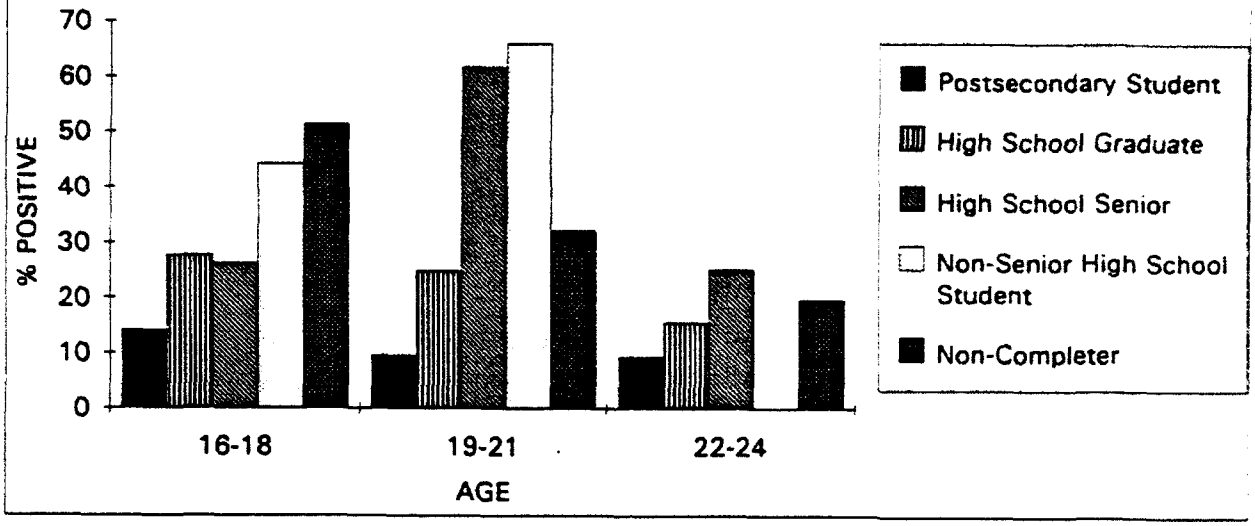
(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, APPOSNEG, Q404A, Q407, and Q408C.

likely to exhibit positive propensity was the high school seniors (14.4 percent). However, for males, both high school seniors (30.4 percent) as well as those who had not graduated from high school but were no longer in school (i.e., non-completers, 30.5 percent), were the next groups most likely to enlist. Postsecondary males and females were the least likely to exhibit positive propensity to serve in the active military (10.2 percent for males and 6.2 percent for females).

Propensity and Regional Patterns. Table 3-4 presents the positive composite active propensity for the 1991 YATS sample

Figure 3-3. Fall 1991 YATS - Positive Active Composite Propensity Among Males by School Status and Age



by region and gender, and age for males. Consistent with historical patterns, males in the South expressed the highest levels of propensity (28.1 percent), with 39.1 percent of the 16-18 year-olds, 26.7 percent of the 19-21 year-olds, and 17.4 percent of the 22-24 year-olds. The next region in which positive propensity was highest was the Western region, with 21.8 percent of males indicating an interest in the military. While this pattern held true for the older males (19.2 percent of the 19-21 year-olds and 15.3 percent of the 22-24 year-olds in the Western region), the younger males in the North Central region (31.5 percent) expressed slightly higher propensity than those in the West (30.8 percent).

For females, a similar pattern emerged, with those from the South expressing the highest propensity (11.3 percent) for active military service, and those from the West, the second highest propensity (10.3 percent).

Propensity and Aptitude Patterns. As discussed previously, aptitude scores were calculated from survey variables used to construct predicted scores on the Armed Forces Qualification Test (AFQT). High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT and low aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 3-5 presents the percentage of high and low aptitude YATS respondents by age and gender who indicated positive composite active propensity. Low aptitude youth were more likely than high aptitude youth to indicate positive propensity. Low

Table 3-4. Fall 1991 YATS - Positive Active Composite Propensity by Region and Gender (and Age for Males)

Region	Males				Females
	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
Northeast	30.2 (2.8)	19.1 (2.8)	10.6 (2.4)	19.9 (1.7)	7.9 (1.3)
North Central	31.5 (2.2)	13.7 (1.7)	9.0 (1.4)	18.4 (1.1)	7.8 (1.3)
South	39.1 (1.8)	26.7 (1.7)	17.4 (2.2)	28.1 (1.1)	11.3 (1.2)
West	30.8 (2.4)	19.2 (3.1)	15.3 (2.2)	21.8 (1.5)	10.3 (1.6)
Total	34.0 (1.3)	20.5 (1.2)	13.4 (1.0)	22.9 (0.7)	9.5 (0.5)

Note: • Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.
[e]Estimates are based on 3,696 interviews.

Source: Q402, CALCAGE, REGION, and APPOSNEG.

aptitude youth who were 16-18 years of age had the highest propensity (46.3 percent for males and 20.6 percent for females), while in the high aptitude category, 22-24 year-olds showed the lowest propensity (10.3 percent for males and 4.4 percent for females).

These data provide useful information about the expected aptitude of the YATS population. There were substantial differences between propensity of those with high aptitude and those with low aptitude for both males (16.4 percent vs. 33.7 percent, respectively) and females (6.5 percent vs. 14.3 percent, respectively). In general, youth with low aptitude were more likely to express interest in joining active military service. This result is consistent with the Military Services' recruiting experience; they find it more difficult to recruit high aptitude youth.

Propensity and Employment Status Patterns. Respondents' employment status also appears to be related to the expression of propensity. Table 3-6 presents positive propensity by employment status and gender,

Table 3-5. Fall 1991 YATS - Positive Active Composite Propensity by Aptitude, Gender, and Age

Aptitude[a]	16-18[b] Year-Olds	19-21[c] Year-Olds	22-24[d] Year-Olds	Total[e]
Males				
High Aptitude	25.7 (1.5)	13.3 (1.3)	10.3 (1.0)	16.4 (0.7)
Low Aptitude	46.3 (2.1)	33.1 (2.4)	19.0 (2.2)	33.7 (1.5)
Total	34.0 (1.3)	20.5 (1.2)	13.4 (1.0)	22.9 (0.7)
	16-18[f] Year-Olds	19-21[g] Year-Olds	22-24[h] Year-Olds	Total[i]
Females				
High Aptitude	9.5 (1.3)	6.7 (1.1)	4.4 (1.0)	6.5 (0.7)
Low Aptitude	20.6 (1.8)	9.6 (2.3)	9.5 (2.4)	14.3 (1.1)
Total	15.5 (1.1)	7.5 (0.9)	6.2 (1.2)	9.5 (0.5)

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[b]Estimates are based on 2,516 interviews.

[c]Estimates are based on 2,336 interviews.

[d]Estimates are based on 1,843 interviews.

[e]Estimates are based on 6,695 interviews.

[f]Estimates are based on 1,281 interviews.

[g]Estimates are based on 1,341 interviews.

[h]Estimates are based on 1,074 interviews.

[i]Estimates are based on 3,696 interviews.

Source: *AFQTHIGP, AFQTLOGP, Q402, CALCAGE,* and *APPOSNEG.*

and age group for males. Youth who were not employed but looking for work were more likely to indicate a propensity for active military service (38.1 percent of males and 19.3 percent of females). This is also an expected finding.

When examining differences among the age groupings of males, those who were 16-18 year-olds and were not employed but looking for work expressed the highest positive propensity (44.8 percent), (see Figure 3-4). Of the males in the 16-18 and 19-21 age groups,

Table 3-6. Fall 1991 YATS - Positive Active Composite Propensity by Employment Status and Gender (and Age for Males)

Employment Status	Males				Females
	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
Employed	33.9 (1.8)	20.1 (1.3)	11.9 (1.1)	20.0 (0.7)	8.1 (0.7)
Not Employed, Looking	44.8 (2.2)	33.4 (4.1)	26.6 (4.6)	38.1 (1.9)	19.3 (1.7)
Not Employed, Not Looking	23.1 (1.7)	10.1 (1.7)	10.5 (--)	17.3 (1.3)	6.3 (0.9)

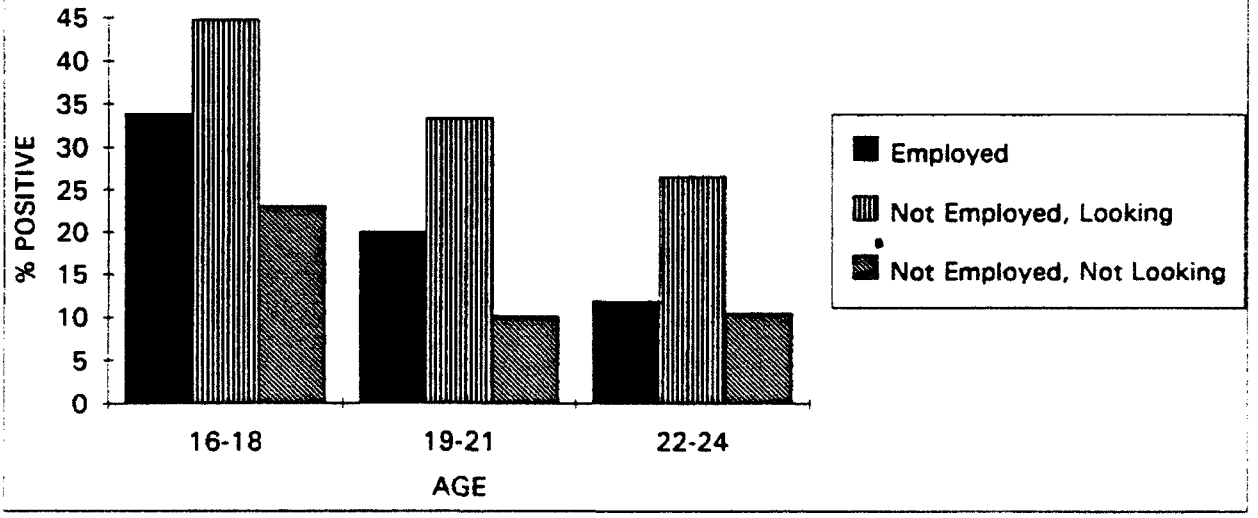
Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.
[e]Estimates are based on 3,696 interviews.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q403A, Q404A, Q407, Q408C, Q416, Q417, CALCAGE, and APPOSNEG.

Figure 3-4. Fall 1991 YATS - Positive Active Composite Propensity Among Males by Employment Status and Age



those who were not employed and not looking for work had the lowest propensity (23.1 percent and 10.1 percent, respectively). For the employed male respondents, the 16-18 year-olds had the highest propensity (33.9 percent), whereas the 22-24 year-olds showed the lowest propensity (11.9 percent).

Summary of Sociodemographic Correlates of Propensity

The general findings from the analysis of the 1991 YATS sample on the likelihood of enlistment in each of the active Military Services were presented in this chapter. Composite and Service-specific propensity were also examined for socio-demographic groups. The sociodemographic characteristics of individuals with positive propensity were categorized according to race, school status, region of residence, aptitude, and employment status.

Overall, positive composite active propensity was 22.9 percent for the males and 9.5 percent for the females. There is an inverse relationship between positive propensity and age, with propensity declining as the age of the respondent increases. The highest propensity responses by both males and females were for the Army and Air Force.

Consistent with previous YATS surveys, there exists a strong relationship between race and propensity, with nonwhites more likely than Whites to express interest in joining the active military. This trend occurred across all age groups for males, and for females in general. Sixteen to eighteen year-old Black males were the most likely group to report positive propensity.

School status analyses found that non-senior high school students were the most likely to express positive propensity. For females, the next group most likely to exhibit positive propensity was the high school seniors. However, for males, high school seniors as well as non-completers were the next groups most likely to enlist.

Consistent with historical trends, respondents in the South region expressed the highest levels of propensity. The next region in which positive propensity was highest was the West region. This pattern held true for older males; however, the younger males in the North Central region expressed slightly higher propensity than those in the West.

There were substantial differences between propensity of youth with high aptitude and those with low aptitude for both males and females. Consistent with the Military Services' recruiting experience, youth with low aptitude were more likely than high aptitude youth to express interest in joining active military service.

Respondents' employment status also appears to be related to propensity. Youth who were not employed but looking for work were more likely to indicate a propensity for active military service. This also appears to be related to age: 16-18 year-old males who were not employed but looking for work expressed the highest positive propensity of all the age groupings.

4. ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD AND RESERVES

This chapter examines 1991 YATS respondents' likelihood of enlistment in the Reserve Components. Recall that for the 1991 YATS, half of the respondents were asked the 1989 version of propensity questions and half of the respondents were asked the 1990 version. There were no new propensity questions in 1991. Only respondents who received the 1989 version of the Reserve propensity questions are reported in this chapter because significant differences were found between the 1989 and 1990 versions, and the 1989 version has been adopted as standard at this time. Appendix A provides a comparison of the results gathered during this 1991 administration using the 1989 and 1990 Reserve propensity question versions.

Propensity Measures

The composite and Service- and component-specific propensity measures presented in this chapter are the same as those discussed in Chapter 2 and are similar to those used for active propensity. The measurement of Reserve propensity is based on answers to two questions: "How likely is it that you will be serving in the National Guard?" and "How likely is it that you will be serving in the Reserves?" As in the case of active component propensity, positive National Guard and Reserve propensity is defined as a "definitely" or "probably" response to the corresponding questions. All other responses are considered indicators of negative propensity. The aggregate of positive responses is the measure of **composite** Reserve propensity.

Composite Reserve and Service-Specific Propensity by Age

Overall, positive composite Reserve propensity was reported by 17.5 percent of males and 7.1 percent of the females sampled (Table 4-1). As observed in the active component measures, there was a general decline in the proportion of youth reporting positive Reserve Component propensity as age increased (see Figure 4-1). For example, positive Reserve composite propensity declined from a high of 25.6 percent for 16-18 year-old males, to 15.6 percent for 19-21 year-old males, to a low of 11.5 percent for 22-24 year-old males. The number of females with positive propensity was also small, although the age pattern differed from that of males. The survey results showed that 16-18 year-old females had the highest Reserve propensity, 11.1 percent, while 22-24 year-olds had the next highest Reserve propensity, 5.8 percent, and the 19-21 year-olds had the lowest propensity at 4.7 percent. Additionally, males

Table 4-1. Fall 1991 YATS - Positive Composite Reserve, Unaided Mention, and Component-Specific Propensity by Gender (and Age for Males)

	Males				Females
	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
Composite	25.6 (1.4)	15.6 (1.6)	11.5 (1.2)	17.5 (0.9)	7.1 (0.7)
Unaided Mention	12.6 (1.0)	3.5 (0.7)	1.0 (--)	5.6 (0.4)	1.5 (0.3)
National Guard	13.1 (1.0)	7.9 (1.1)	5.6 (0.9)	8.8 (0.6)	2.4 (0.3)
Army National Guard	8.1 (1.0)	5.3 (1.0)	3.1 (0.6)	5.4 (0.5)	1.2 (0.3)
Air National Guard	4.6 (0.7)	2.4 (0.5)	2.2 (--)	3.1 (0.3)	1.1 (0.2)
Reserves	21.0 (1.4)	13.0 (1.5)	8.8 (1.0)	14.2 (0.8)	6.4 (0.7)
Army Reserve	7.1 (1.1)	4.6 (0.9)	3.6 (0.8)	5.1 (0.5)	2.2 (0.4)
Naval Reserve	2.7 (0.6)	1.9 (0.6)	1.0 (--)	1.8 (0.3)	0.9 (--)
Air Force Reserve	4.5 (0.8)	2.5 (0.5)	2.2 (--)	3.1 (0.4)	2.6 (0.5)
Marine Corps Reserve	4.2 (0.9)	2.1 (--)	1.3 (--)	2.5 (0.4)	0.4 (--)
Coast Guard Reserve	1.8 (0.5)	1.8 (--)	0.5 (--)	1.3 (0.3)	0.1 (--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 1,115 interviews.
[b]Estimates are based on 1,010 interviews.
[c]Estimates are based on 919 interviews.
[d]Estimates are based on 3,044 interviews.
[e]Estimates are based on 1,809 interviews.

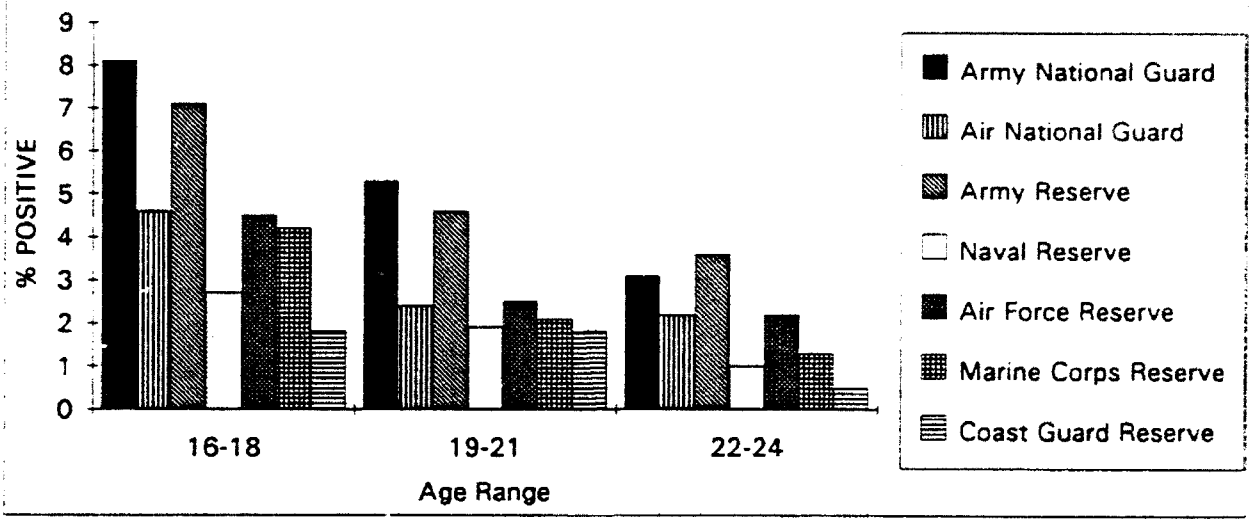
(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable

Source: Q402, CALCAGE, RSVNG84, Q438JOIN, and Q505-Q508.

had more unaided mentions for Reserve propensity (5.6 percent) than did females (1.5 percent).

Service-specific National Guard and Reserve propensity levels are also reported in Table 4-1. The pattern for Service-specific Reserve propensity is similar to the pattern observed for active propensity. The Army and the Air Force had the highest proportion of youth with positive propensity, and the Navy and the Marine Corps had somewhat lower proportions. For both the Reserve and National Guard Service-specific measures, a greater proportion of males reported positive propensity for the Army than for the Air Force. Female respondents indicated nearly the same propensity for joining the Army National Guard (1.2 percent) as the Air Force National Guard (1.1 percent), but indicated slightly higher propensity for joining the Air

Figure 4-1. Fall 1991 YATS - Positive Reserve Component-Specific Propensity by Age for Males



Force Reserve (2.6 percent) than for joining the Army Reserve (2.2 percent).

Sociodemographic Correlates of Propensity

The sociodemographic characteristics of individuals with positive propensity (i.e., those most likely to join the Reserves) are discussed in the following section. The percentages of males and females who expressed positive propensity are classified according to race, school status, region of residence, aptitude, and employment status as they were in the previous chapter.

Propensity and Race Patterns. Table 4-2 provides percentages of youth with positive composite Reserve propensity for males and females by race. Analogous with active propensity, Reserve propensity also exhibited a relationship with race: nonwhites were more likely than Whites to express positive propensity. Black males (32.9 percent) and Hispanic males (17.8 percent) were more likely to express positive propensity than were White males (15.0 percent). Among females, Blacks (15.5 percent) and Hispanics (20.6 percent) also indicated that they were more likely to enlist than Whites (4.2 percent).

Among White males, the 16-18 year-old group had the highest positive propensity, 22.7 percent; the 19-21 year-olds the next highest, 12.8 percent; and the 22-24 year-olds the lowest, 10 percent. For the 16-18 year-old males, 39.4 percent of the Blacks indicated they were likely to enlist in the Reserves compared to 33.0 percent of the Hispanics and 22.7 percent of the Whites.

Table 4-2. Fall 1991 YATS - Positive Composite Reserve Propensity by Race and Gender

Race	Males Total[a]	Females Total[b]
White	15.0 (1.0)	4.2 (0.6)
Black	32.9 (3.7)	15.5 (3.8)
Hispanic	17.8 (3.5)	20.6 (4.9)
Other[c]	19.9 (3.8)	8.4 (--)
Total	17.5 (0.9)	7.1 (0.7)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 3,044 interviews.

[b]Estimates are based on 1,809 interviews.

[c]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, RPPOSNEG, Q714, and Q715.

Propensity and School Status Patterns. Table 4-3 presents the percentage of respondents indicating positive composite Reserve propensity by school status and gender. Similar to the active propensity data, it appears that the youth most likely to enlist in the Reserves are those who are non-senior high school students (34 percent of the males and 14.4 percent of the females). Youth who are in postsecondary school are the least likely group to enlist in the Reserves (8.9 percent of the males and 5.2 percent of the females).

Propensity and Region Patterns. Table 4-4 presents the positive composite Reserve propensity by region and gender. The highest propensity was indicated by males in the South region (23.2 percent). Among the males in the South, Reserve propensity is related to age, with the 16-18 year-olds having the highest Reserve propensity (30.5 percent); the 19-21 year-olds the second highest (21.4 percent); and the 22-24 year-olds the lowest (18.1 percent). Unlike the active propensity reports, the next highest region reporting positive Reserve propensity was the Northeast (17.1 percent).

Females in the South also showed the highest positive Reserve propensity (9.1 percent). However, the next highest propensity among females was in the West (6.9 percent).

Table 4-3. Fall 1991 YATS - Positive Composite Reserve Propensity by School Status and Gender

School Status[a]	Males Total[b]	Females Total[c]
Postsecondary Student	8.9 (1.1)	5.2 (1.0)
High School Graduate	13.6 (1.5)	5.5 (–)
High School Senior	20.8 (2.0)	11.4 (2.0)
Non-Senior High School Student	34.0 (2.5)	14.4 (–)
Non-Completer	27.4 (3.9)	7.9 (–)
Total	17.5 (0.9)	7.1 (0.7)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

[b]Estimates are based on 3,044 interviews.

[c]Estimates are based on 1,809 interviews.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, RPPOSNEG, Q404A, Q407, and Q408C.

Propensity and Aptitude Patterns. As discussed previously, aptitude scores were calculated from survey variables used to predict respondents' scores on the Armed Forces Qualification Test (AFQT). High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT and low aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 4-5 presents the percentages of the YATS male (total and age groupings) and female (total only) respondents with positive composite Reserve propensity for the predicted high and low aptitude groups. Consistent with comparisons made for active propensity, Reserve propensity was more often indicated by low aptitude males (26.2 percent) and females (10.6 percent) than by high aptitude males and females (12.4 percent and 4.9 percent, respectively). Low aptitude males, 16-18 years of age, showed the highest propensity (36.8 percent), while high aptitude

Table 4-4. Fall 1991 YATS - Positive Composite Reserve Propensity by Region and Gender

Region	Males Total[a]	Females Total[b]
Northeast	17.1 (1.9)	3.7 (--)
North Central	13.5 (1.5)	6.6 (1.7)
South	23.2 (1.5)	9.1 (1.4)
West	11.5 (1.6)	6.9 (1.4)
Total	17.5 (0.9)	7.1 (0.7)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 3,044 interviews.
[b]Estimates are based on 1,809 interviews.
(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.
Source: Q402, CALCAGE, REGION, and RPPOSNEG.

22-24 year-olds showed the lowest propensity (8.4 percent), (see Figure 4-2). These data show sizeable differences in positive Reserve propensity. Those males with the highest interest in joining the Guard and Reserves, on the average, are those with the lowest predicted aptitude.

Propensity and Employment Status Patterns. Respondents' employment status also appears to be related to positive composite Reserve propensity. Table 4-6 presents positive propensity by employment status and gender, as well as by age group for males. Overall, the males and females who were not employed but looking for work indicated the most interest in joining the Reserves (29.3 percent for males, 15.1 percent for females). More specifically among the males, it was the 16-18 year-olds who were not employed but looking for work who expressed the highest amount of positive propensity (32.1 percent). The 19-21 year-old and 22-24 year-old males who were not employed but looking for work showed similar enlistment propensity (26.5 percent and 26.0 percent, respectively). Within the 16-18 year-old male group, those most interested in enlisting were youth who were not employed but looking for work, and the least interested in enlistment were youth who were not employed and not looking for work (19.3 percent).

Table 4-5. Fall 1991 YATS - Positive Composite Reserve Propensity by Aptitude, Gender, and Age

Aptitude[a]	16-18[b] Year-Olds		19-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
Males								
High Aptitude	18.4	(1.7)	10.8	(1.6)	8.4	(1.1)	12.4	(0.8)
Low Aptitude	36.8	(2.7)	23.4	(3.1)	17.5	(2.9)	26.2	(2.0)
Total	25.6	(1.4)	15.6	(1.6)	11.5	(1.2)	17.5	(0.9)
	16-18[f] Year-Olds		19-21[g] Year-Olds		22-24[h] Year-Olds		Total[i]	
Females								
High Aptitude	6.6	(1.3)	4.7	(1.1)	4.2	(--)	4.9	(0.7)
Low Aptitude	15.2	(3.2)	4.8	(--)	8.7	(--)	10.6	(1.6)
Total	11.1	(1.8)	4.7	(0.9)	5.8	(1.5)	7.1	(0.7)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[b]Estimates are based on 1,115 interviews.

[c]Estimates are based on 1,010 interviews.

[d]Estimates are based on 919 interviews.

[e]Estimates are based on 3,044 interviews.

[f]Estimates are based on 624 interviews.

[g]Estimates are based on 657 interviews.

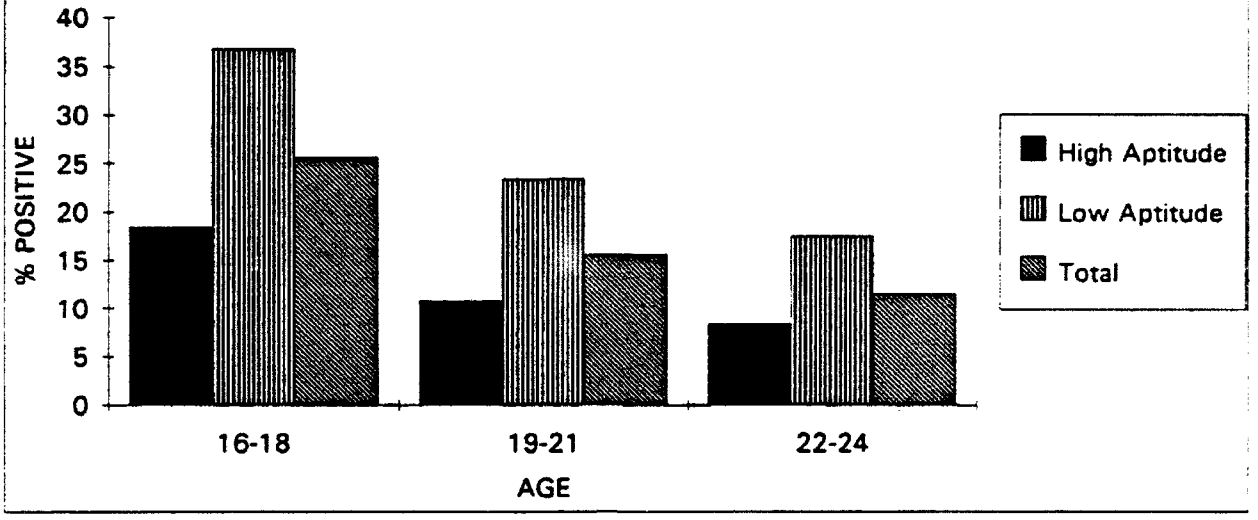
[h]Estimates are based on 528 interviews.

[i]Estimates are based on 1,809 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: AFQTHIGP, AFQTLOGP, Q402, CALCAGE, and RPPOSNEG.

Figure 4-2. Fall 1991 YATS - Positive Composite Reserve Propensity by Aptitude and Age for Males



Summary of Sociodemographic Correlates of Propensity

Only those respondents who were administered the 1989 version of propensity questions were used to assess likelihood of enlisting in the Reserve Components (i.e., half sample). The sociodemographic characteristics used to describe respondents with positive Reserve propensity were identical to those used in Chapter 3.

Overall, positive Reserve composite propensity was 17.5 percent for the males and 7.1 percent for the females. As observed in the active component measures, there was a general decline in the proportion of males reporting positive Reserve Component propensity as age increased. However, this pattern did not hold for females. Sixteen to eighteen year-old females had the highest Reserve propensity; while 22-24 year-olds had the next highest Reserve propensity; and the 19-21 year-olds had the lowest propensity. The highest propensity responses by both males and females were for the Army and the Air Force.

Consistent with active propensity, Reserve propensity also showed a relationship to race, with nonwhites more likely than Whites to express interest in joining the military. Black males and Hispanic males were far more likely to have positive propensity than were White males. This pattern held for females as well.

Similar to the active propensity data, it appears as though youth most likely to enlist in the Reserves are those who are non-senior high

school students. The least likely group to enlist are those in postsecondary programs.

Youth in the South region expressed the highest levels of overall propensity. Unlike the active propensity reports, males in the Northeast region reported the next highest levels of positive propensity. However, the next highest propensity among females was in the West.

There were substantial differences between propensity of youth with high aptitude and those with low aptitude, for both males and females. Reserve propensity was more often indicated by males and females with predicted low aptitude than by those with predicted high aptitude.

Respondents' employment status also appears to be related to positive composite Reserve propensity. Overall, the males and females who were not employed but looking for work indicated the most interest in joining the Reserves. Least interested in joining the Reserves were those who were not employed and not looking for work.

Table 4-6. Fall 1991 YATS - Positive Composite Reserve Propensity by Employment Status and Gender (and Age for Males)

	Males				Females
Employment Status	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds	Total[d]	Total[e]
Employed	25.0 (2.1)	15.4 (2.3)	9.2 (1.3)	14.8 (1.0)	5.7 (0.8)
Not Employed, Looking	32.1 (2.7)	26.5 (5.2)	26.0 (5.9)	29.3 (2.2)	15.1 (3.1)
Not Employed, Not Looking	19.3 (3.1)	6.0 (--)	15.5 (--)	14.7 (2.1)	4.5 (--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 1,115 interviews.
[b]Estimates are based on 1,010 interviews.
[c]Estimates are based on 919 interviews.
[d]Estimates are based on 3,044 interviews.
[e]Estimates are based on 1,809 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q403A, Q404A, Q407, Q408C, Q416, Q417, CALCAGE, and RPPOSNEG.

5. MILITARY ADVERTISING

The YATS respondents' awareness of military advertising and their recognition of Service-specific advertising slogans are discussed in this chapter. In describing military advertising awareness among young people, the population is divided into gender and age groupings. Within these groups, further distinctions are made by selected sociodemographic and propensity/behavioral subgroups. Also discussed in the chapter are respondents' recognition of Service-specific advertising slogans.

Unaided Advertising Awareness

The question "Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?" was used to measure "unaided" advertising awareness. The qualifier, "unaided," is used because respondents were allowed to indicate recall of specific Service advertising, without first being presented a list of Services. In general, unaided measures of advertising awareness provide lower estimates of awareness than aided measures where respondents are presented a list of products/Services and asked if they have seen or heard advertising for each.

If the unaided advertising awareness question received a positive reply, respondents were then asked to indicate whether they had seen or heard any military enlistment advertisements for the Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard/Reserves, or Joint Service (i.e., all Services in one advertisement).

Altogether, nearly all youth reported seeing or hearing advertising for the military within the past year (97.0 percent of males and 97.5 percent of females). Table 5-1A presents estimates of the frequency of unaided advertising awareness for all surveyed youth by gender. Youth most often recalled Army advertising (75.6 percent of males and 76.8 percent of females). The next most frequently recalled advertising was for the Marine Corps (64.3 percent of males and 61.6 percent of females). Only a small percentage of youth recalled seeing or hearing Joint Service advertising (for all Services in one advertisement, 11.2 percent of males and 8.0 percent of females).[1]

As presented in Figure 5-1, the relative ordering of the various Services' advertising is similar for both males and females. In general, however, males were more likely to be aware of military advertising than females. The relative ranking of the various Services in terms of the percentage of youth recalling their

[1]Recall that the questionnaire asked "...for which Services did you..." and did not provide respondents with response categories; therefore, respondents might have thought only of specific Services for their answers.

Table 5-1A. Fall 1991 YATS - Unaided Advertising Awareness by Gender

	Males[a]		Females[b]	
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?				
Army	75.6	(0.9)	76.8	(1.3)
Navy	47.8	(1.3)*	43.5	(1.4)
Air Force	53.8	(1.1)*	49.7	(1.6)
Marine Corps	64.3	(0.9)	61.6	(1.6)
Coast Guard	22.1	(0.9)*	16.0	(0.8)
National Guard/Reserves	20.8	(0.9)*	17.7	(1.2)
Joint Service[c]	11.2	(0.5)*	8.0	(0.8)
None	3.0	(0.4)	2.5	(0.5)

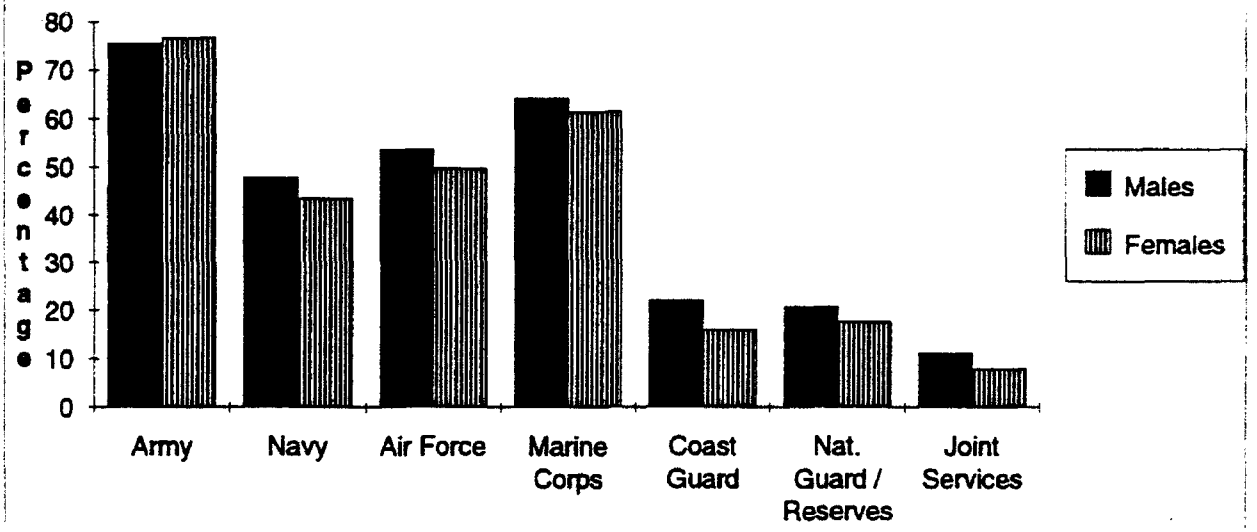
Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.
[b]Estimates are based on 1,858 interviews.
[c]All Services in one advertisement.
*Gender differences were statistically significant at the p=.05 level.
Source: Q402 and Q601.

advertising is consistent throughout the remainder of the chapter. For the Active Services, recall of Army and Marine Corps advertising is most frequently reported by respondents, whereas Air Force and Navy advertising is less likely to be recalled by the respondents. Awareness of Coast Guard, National Guard/Reserve, and Joint Service advertising is even less prevalent.

Sociodemographic characteristics of individuals who recalled seeing or hearing advertising for specific Services are presented in this section. This examination is undertaken to determine whether specific population subgroups have a significantly greater or lesser proportion of youth reporting advertising awareness. All tables present male and female responses separately. Some tables further disaggregate responses by age groups. In this section, advertising awareness is presented for youth by school status, aptitude, and geographic region of residence (i.e., Northeast, North Central, South, and West). Appendix B

Figure 5-1. Fall 1991 YATS - Unaided Advertising Awareness by Gender



presents advertising awareness for youth by race and employment status.

Gender and Age. With the one exception of Army advertising, males reported seeing or hearing military advertising more than their female counterparts. This general level of advertising awareness, by gender, is consistently observed in the tables presented in this chapter.

Tables 5-1B and 5-1C present unaided advertising awareness by gender and the age groupings of 16-18 year-olds, 19-21 year-olds, and 22-24 year-olds. In these tables, the general patterns observed previously are repeated with few exceptions. Males report a higher frequency of advertising awareness than females, except for Army advertising, and the greatest frequency of recall for both males and females is for Army advertising. In declining order, the Marine Corps, Air Force, and the Navy followed the Army in aggregate advertising awareness. Also, as noted above, a significant drop in frequency of recall is observed for Coast Guard and National Guard/Reserve advertisements as well as Joint Service advertising.

School Status. Table 5-2A presents the proportion of males and females in different school status groups who reported unaided awareness for Military Service advertising. Postsecondary youth are those who have attended, or are currently attending, either college, graduate school, or a postsecondary vocational training program. High school graduates are defined as youth who have graduated from high school but are not enrolled in school. High school seniors and non-seniors are those who were attending high school at the

Table 5-1B. Fall 1991 YATS - Unaided Advertising Awareness Among Males by Age

	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?			
Army	74.9 (1.6)	76.6 (1.6)	75.3 (1.6)
Navy	47.1 (1.6)	48.8 (2.3)	47.6 (2.1)
Air Force	54.3 (1.9)	51.7 (1.8)	55.5 (2.1)
Marine Corps	63.2 (1.8)	65.0 (1.6)	64.8 (1.7)
Coast Guard	18.6 (1.3)*#	23.8 (1.6)	23.9 (1.8)
National Guard/Reserves	18.5 (1.4)#	20.9 (1.3)	23.0 (1.7)
Joint Service[d]	9.0 (1.0)#	11.0 (0.8)	13.6 (1.4)
None	2.9 (0.5)	4.0 (0.8)+	2.0 (0.4)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.
[b]Estimates are based on 1,169 interviews.
[c]Estimates are based on 938 interviews.
[d]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.
#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.
+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, and Q601.

time of survey administration. Non-completers are defined as youth who never completed high school and are not currently enrolled in school or a vocational training program.

In general, young people who were in postsecondary school, or had completed postsecondary school, were more likely to report that they recalled military advertising than were young people in any other educational status. This is the only situation where the level of education attainment and recall of military advertising were positively related. For the remaining educational groups, there was no consistent relationship between gender, educational status, and active Service advertising awareness.

Table 5-1C. Fall 1991 YATS - Unaided Advertising Awareness Among Females by Age

	16-18[a] Year-Olds	19-21[b] Year-Olds	22-24[c] Year-Olds
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?			
Army	74.7 (2.3)	77.5 (2.2)	78.1 (2.2)
Navy	43.8 (2.1)	42.7 (2.2)	44.1 (2.7)
Air Force	45.2 (2.2)#	48.7 (2.8)	54.6 (2.6)
Marine Corps	59.0 (2.3)	59.8 (2.9)	65.8 (2.7)
Coast Guard	14.1 (1.3)	17.3 (1.4)	16.3 (1.8)
National Guard/Reserves	13.1 (1.6)*#	18.8 (1.8)	20.6 (2.4)
Joint Service[d]	8.1 (1.6)	8.8 (1.5)	7.1 (1.2)
None	2.8 (--)	3.6 (1.0)	1.1 (--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 630 interviews.
[b]Estimates are based on 691 interviews.
[c]Estimates are based on 537 interviews.
[d]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.
#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, and Q601.

For example, relatively high percentages of both male and female respondents who had dropped out of high school reported that they had seen or heard Army, Air Force, and Navy (for females only) advertising. However, this was not true for Marine Corps advertising which was heard and seen more often by high school seniors and graduates.

For the Coast Guard, National Guard/Reserves, and Joint Service advertising, school status and advertising awareness were positively related. Those with the most education reported recalling advertising more frequently than those with less education. This was true for both men and women. It should be noted, however, that the percentages of young people reporting awareness of

Table 5-2A. Fall 1991 YATS - Unaided Advertising Awareness by School Status and Gender

	Males[a] Total		Females[b] Total	
Army				
Postsecondary Student	77.2	(1.4)	79.7	(2.0)
High School Graduate	75.5	(1.8)	79.2	(2.1)
High School Senior	75.1	(2.6)	74.4	(3.8)
Non-Senior High School Student	72.4	(2.7)	70.1	(4.7)
Non-Completer	76.9	(3.6)	76.1	(5.6)
Navy				
Postsecondary Student	53.6	(1.8)*	43.7	(2.2)
High School Graduate	46.5	(2.5)	41.0	(3.3)
High School Senior	48.6	(2.7)	40.7	(3.0)
Non-Senior High School Student	42.3	(2.8)	50.6	(4.7)
Non-Completer	41.0	(5.0)	45.3	(6.4)
Air Force				
Postsecondary Student	58.0	(1.5)	53.2	(2.5)
High School Graduate	50.4	(1.9)	49.3	(3.0)
High School Senior	52.7	(3.0)	43.4	(3.9)
Non-Senior High School Student	51.4	(2.8)	43.5	(4.2)
Non-Completer	54.3	(3.9)	49.6	(6.6)
Marine Corps				
Postsecondary Student	66.6	(1.3)	68.0	(2.3)
High School Graduate	64.8	(2.4)	58.5	(3.1)
High School Senior	65.9	(2.6)	61.2	(3.8)
Non-Senior High School Student	60.0	(3.0)	56.2	(4.2)
Non-Completer	62.8	(3.9)	51.3	(5.5)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]All Services in one advertisement.

*Gender differences were statistically significant at the p=.05 level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q404A, Q407, and Q408C.

Table 5-2A. Fall 1991 YATS - Unaided Advertising Awareness by School Status and Gender (Continued)

	Males[a] Total		Females[b] Total	
Coast Guard				
Postsecondary Student	27.5	(1.7)*	20.4	(1.7)
High School Graduate	22.0	(2.4)*	15.0	(2.4)
High School Senior	17.4	(2.1)	12.9	(2.4)
Non-Senior High School Student	19.0	(2.0)*	11.6	(2.6)
Non-Completer	16.5	(3.0)	13.3	(--)
National Guard/Reserves				
Postsecondary Student	24.5	(1.7)	21.1	(1.9)
High School Graduate	22.0	(1.6)	17.3	(2.5)
High School Senior	18.6	(2.1)	14.2	(2.0)
Non-Senior High School Student	16.4	(1.8)	10.1	(--)
Non-Completer	15.3	(3.0)	15.0	(--)
Joint Service[c]				
Postsecondary Student	13.2	(1.1)*	8.3	(1.1)
High School Graduate	12.6	(1.8)*	6.3	(1.6)
High School Senior	11.6	(1.8)	10.9	(3.0)
Non-Senior High School Student	8.6	(1.5)	7.2	(--)
Non-Completer	7.0	(--)	2.1	(--)

Notes: * Tabled values are percentages with standard errors in parentheses.
* Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]All Services in one advertisement.

*Gender differences were statistically significant at the p=.05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q404A, Q407, and Q408C.

advertisements for the Coast Guard, National Guard/Reserves, and Joint Service were far less than those who were aware of the active Service advertising.

Results of unaided advertising awareness for males by age groups and school status are presented in Table 5-2B and Figure 5-2, and for females in Table 5-2C and Figure 5-3. These tables show that those with postsecondary educational status have the highest advertising awareness across the Services and across the age categories for both males and females. The exception to this was Marine Corps advertising which was more frequently recalled by males who were high school graduates in the age categories of 16-18

Table 5-2B. Fall 1991 YATS - Unaided Advertising Awareness Among Males by School Status and Age

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Army						
Postsecondary Student	81.6	(3.1)	78.4	(1.9)	73.4	(2.8)
High School Graduate	81.6	(5.3)	78.2	(2.7)	72.3	(2.9)
High School Senior	75.3	(2.4)	68.1	(--)	100.0	(--)
Non-Senior High School Student	72.7	(2.7)	45.0	(--)	100.0	(--)
Non-Completer	67.3	(7.3)	73.7	(4.7)	84.0	(4.9)
Navy						
Postsecondary Student	51.4	(4.4)	55.9	(2.3)	51.2	(3.3)
High School Graduate	45.3	(6.5)	44.4	(3.7)	48.3	(3.6)
High School Senior	50.8	(2.7)	31.2	(--)	41.3	(--)
Non-Senior High School Student	42.8	(3.0)	27.1	(--)	0.0	
Non-Completer	45.8	(7.6)	44.4	(7.0)	35.7	(--)
Air Force						
Postsecondary Student	59.3	(3.8)	58.6	(2.4)	56.5	(3.3)
High School Graduate	54.0	(6.8)	45.5	(3.0)	53.7	(3.2)
High School Senior	55.1	(2.7)	30.8	(--)	61.0	(--)
Non-Senior High School Student	51.6	(2.8)	53.6	(--)	0.0	
Non-Completer	58.2	(7.7)	52.6	(6.1)	54.6	(7.3)
Marine Corps						
Postsecondary Student	62.2	(4.4)	69.6	(2.0)	64.1	(2.7)
High School Graduate	68.8	(7.0)	60.2	(3.9)	67.8	(3.3)
High School Senior	67.7	(2.4)	49.0	(--)	74.0	(--)
Non-Senior High School Student	60.5	(3.0)	49.5	(--)	0.0	
Non-Completer	52.2	(6.9)*	69.6	(5.2)	60.0	(6.8)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.

[b]Estimates are based on 1,169 interviews.

[c]Estimates are based on 938 interviews.

[d]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p = .05 level.

+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, Q404A, Q407, and Q408C.

Table 5-2B. Fall 1991 YATS - Unaided Advertising Awareness Among Males by School Status and Age (Continued)

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Coast Guard						
Postsecondary Student	23.9	(3.5)	28.8	(2.2)	27.2	(2.8)
High School Graduate	12.1	(–)	19.9	(2.8)	25.4	(3.9)
High School Senior	17.4	(2.0)	14.9	(–)	26.0	(–)
Non-Senior High School Student	19.0	(2.0)	27.1	(–)	0.0	
Non-Completer	17.5	(–)	19.1	(–)	13.3	(–)
National Guard/Reserves						
Postsecondary Student	24.6	(3.2)	25.4	(2.0)	23.0	(3.2)
High School Graduate	18.8	(–)	16.6	(2.0)+	26.9	(2.6)
High School Senior	18.1	(2.2)	22.3	(–)	23.6	(–)
Non-Senior High School Student	16.3	(1.8)	27.2	(–)	0.0	
Non-Completer	22.5	(–)	13.4	(–)	14.5	(–)
Joint Service[d]						
Postsecondary Student	12.8	(2.4)	12.3	(1.4)	14.6	(2.3)
High School Graduate	4.1	(–)	9.0	(1.5)+	16.9	(3.2)
High School Senior	10.4	(1.9)	24.6	(–)	0.0	
Non-Senior High School Student	8.3	(1.5)	0.0		100.0	(–)
Non-Completer	3.9	(–)	8.4	(–)	6.7	(–)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.

[b]Estimates are based on 1,169 interviews.

[c]Estimates are based on 938 interviews.

[d]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.

+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, Q404A, Q407, and Q408C.

Table 5-2C. Fall 1991 YATS - Unaided Advertising Awareness Among Females by School Status and Age

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Army						
Postsecondary Student	78.1	(4.1)	80.4	(2.4)	79.4	(3.7)
High School Graduate	74.6	(6.2)	78.5	(3.1)	80.3	(3.2)
High School Senior	76.6	(3.0)	25.2	(--)	100.0	(--)
Non-Senior High School Student	69.8	(4.7)	100.0	(--)	N/A	
Non-Completer	83.3	(--)	76.3	(6.6)	74.6	(9.7)
Navy						
Postsecondary Student	39.0	(4.4)	46.3	(2.8)	41.6	(4.9)
High School Graduate	40.5	(7.6)	40.4	(4.8)	41.5	(5.1)
High School Senior	41.1	(3.1)	25.2	(--)	100.0	(--)
Non-Senior High School Student	50.2	(4.8)	100.0	(--)	N/A	
Non-Completer	40.8	(--)	39.5	(--)	51.1	(--)
Air Force						
Postsecondary Student	51.4	(5.4)	52.0	(2.9)	56.6	(4.7)
High School Graduate	48.6	(7.8)	43.6	(4.9)	53.7	(4.7)
High School Senior	45.2	(3.5)	0.0		100.0	(--)
Non-Senior High School Student	43.1	(4.2)	100.0	(--)	N/A	
Non-Completer	25.8	(--)	48.6	(9.0)	55.2	(--)
Marine Corps						
Postsecondary Student	62.9	(5.3)	69.1	(2.8)	68.9	(4.7)
High School Graduate	51.9	(7.7)	53.6	(5.7)	63.4	(4.9)
High School Senior	62.2	(3.8)	37.1	(--)	100.0	(--)
Non-Senior High School Student	55.8	(4.2)	100.0	(--)	N/A	
Non-Completer	49.3	(--)	37.1	(7.6)+	63.9	(8.8)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 630 interviews.

[b]Estimates are based on 691 interviews.

[c]Estimates are based on 537 interviews.

[d]All Services in one advertisement.

+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

N/A = Not Applicable.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, Q404A, Q407, and Q408C.

Table 5-2C. Fall 1991 YATS - Unaided Advertising Awareness Among Females by School Status and Age (Continued)

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Coast Guard						
Postsecondary Student	20.4	(3.8)	20.2	(2.0)	20.7	(3.9)
High School Graduate	14.4	(--)	13.7	(--)	16.1	(3.0)
High School Senior	13.5	(2.5)	0.0		0.0	
Non-Senior High School Student	11.7	(2.7)	0.0		N/A	
Non-Completer	8.6	(--)	17.3	(--)	10.9	(--)
National Guard/Reserves						
Postsecondary Student	14.8	(3.4)	22.4	(2.7)	22.5	(4.1)
High School Graduate	23.6	(--)	15.8	(3.4)	17.4	(3.6)
High School Senior	14.1	(2.1)	18.5	(--)	0.0	
Non-Senior High School Student	10.2	(--)	0.0		N/A	
Non-Completer	4.4	(--)	10.8	(--)	20.7	(--)
Joint Service[d]						
Postsecondary Student	12.0	(--)	6.8	(1.4)	8.8	(--)
High School Graduate	2.0	(--)	9.2	(--)	4.7	(--)
High School Senior	8.8	(2.2)	56.2	(--)	0.0	
Non-Senior High School Student	7.2	(--)	0.0		N/A	
Non-Completer	0.0		4.4	(--)	0.5	(--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 630 interviews.

[b]Estimates are based on 691 interviews.

[c]Estimates are based on 537 interviews.

[d]All Services in one advertisement.

+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

N/A = Not Applicable.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, Q404A, Q407, and Q408C.

Figure 5-2. Fall 1991 YATS - Unaided Advertising Awareness by School Status Among Males

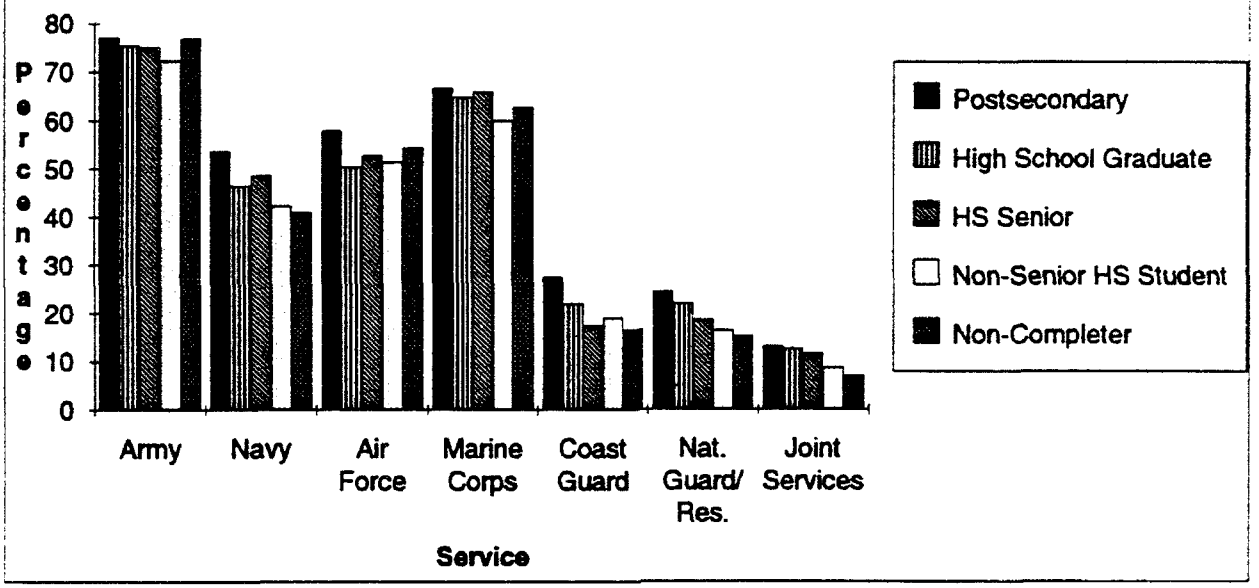
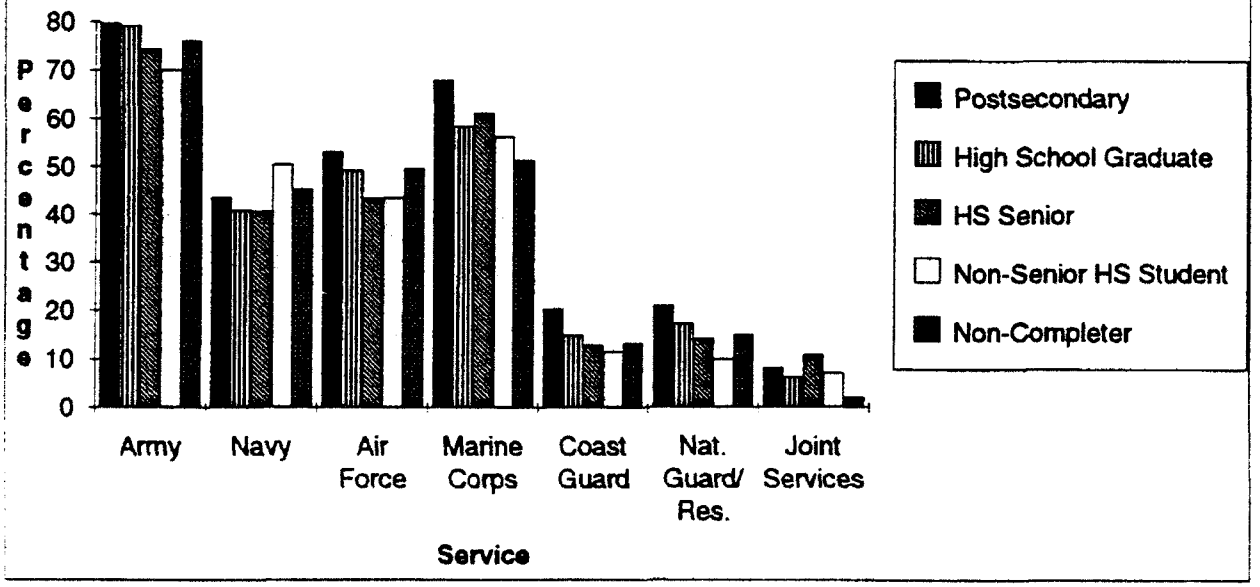


Figure 5-3. Fall 1991 YATS - Unaided Advertising Awareness by School Status Among Females



and 22-24 years. The reader should note, however, that many of the estimates presented in the tables are based on small numbers of respondents and are therefore subject to large sampling errors.

AFQT Groups. As discussed in previous chapters, an aptitude classification (i.e., high or low) was made for each respondent. Responses to survey questions about background, school status, grades, and other factors were combined to predict a youth's probable score on the Armed Forces Qualification Test (AFQT), had he or she taken the test. High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT, and low aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 5-3A presents the percentage of youth who reported unaided awareness of military advertising displayed by aptitude group and gender. Tables 5-3B and 5-3C present the percentage of males and females, respectively, by age group, who reported unaided awareness of military advertising. Comparisons are made both between aptitude groups and genders. Cell percentages represent the proportion of youth in that cell who reported being aware of that Service's advertising. For example, of the males with high aptitude, 50.7 percent responded that they recalled Navy advertising, whereas for males with low aptitude, only 43.0 percent indicated an awareness of Navy advertising.

In general, high aptitude youth were more likely to report seeing or hearing military advertising than youth classified as low aptitude. Among males, significantly more of those with high aptitude reported advertising awareness compared to those with low aptitude for the following Services: Navy (50.7 percent vs. 43 percent); Air Force (57.1 percent vs. 48.4 percent); Coast Guard (24.6 percent vs. 17.9 percent); National Guard/Reserves (23.8 percent vs. 15.9 percent); and Joint Service (12.6 percent vs. 8.9 percent).

Interestingly, there were no statistically significant differences in awareness of Army advertising between high and low aptitude males (75.2 percent for high aptitude and 76.3 percent for low aptitude) or females (78.4 percent for high aptitude and 74.2 percent for low aptitude). On further examination, it appears as though the low aptitude 19-21 and 22-24 year-old males were more aware than their high aptitude counterparts, but that the 16-18 year-old high aptitude males were more aware of advertising than their low aptitude counterparts (Table 5-3B). Note, however, that none of these differences were statistically significant.

By age groupings, the greatest difference in advertising awareness between the high and low aptitude youth was reported by young males in the 16-18 year-old category. It is also of interest to note that the highest percentage of advertising awareness was reported for Army advertising by males with low aptitude in the 19-21 and 22-24 year-old categories.

Table 5-3A. Fall 1991 YATS - Unaided Advertising Awareness by Aptitude and Gender

	Males[a] Total		Females[b] Total	
Army				
High Aptitude[c]	75.2	(1.0)	78.4	(1.4)
Low Aptitude	76.3	(1.9)	74.2	(2.7)
Navy				
High Aptitude	50.7	(1.3)*#	44.4	(1.7)
Low Aptitude	43.0	(2.4)	41.9	(2.8)
Air Force				
High Aptitude	57.1	(1.1)*#	52.3	(1.8)#
Low Aptitude	48.4	(2.2)	45.1	(2.8)
Marine Corps				
High Aptitude	65.8	(1.0)	65.9	(1.6)#
Low Aptitude	61.9	(2.0)*	54.2	(3.0)
Coast Guard				
High Aptitude	24.6	(1.1)*#	17.6	(1.1)#
Low Aptitude	17.9	(1.5)*	13.2	(1.6)
National Guard/Reserves				
High Aptitude	23.8	(1.1)#	20.6	(1.3)#
Low Aptitude	15.9	(1.3)	12.8	(2.2)
Joint Service[d]				
High Aptitude	12.6	(0.7)*#	10.1	(1.0)#
Low Aptitude	8.9	(1.1)*	4.3	(1.3)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[d]All Services in one advertisement.

*Gender differences were statistically significant at the p = .05 level.

#Aptitude differences were statistically significant at the p = .05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, and AFQTHIGP.

Table 5-3B. Fall 1991 YATS - Unaided Advertising Awareness Among Males by Aptitude and Age

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Army						
High Aptitude[d]	76.3	(1.9)	75.6	(1.9)	73.8	(1.7)
Low Aptitude	72.9	(2.6)	78.1	(2.8)	78.2	(3.5)
Navy						
High Aptitude	51.4	(2.1)@	50.5	(1.9)	50.3	(2.0)
Low Aptitude	40.5	(2.8)	46.1	(4.0)	42.5	(4.7)
Air Force						
High Aptitude	59.2	(2.1)@	54.7	(2.0)@	57.4	(1.9)
Low Aptitude	46.8	(3.3)	47.0	(3.0)	51.8	(4.3)
Marine Corps						
High Aptitude	65.3	(1.9)	66.8	(1.9)	65.3	(2.0)
Low Aptitude	60.0	(3.3)	62.2	(3.5)	63.7	(3.6)
Coast Guard						
High Aptitude	21.9	(1.7)#@	24.7	(1.9)	27.0	(1.9)@
Low Aptitude	13.5	(1.9)*	22.4	(3.1)	18.1	(3.7)
National Guard/Reserves						
High Aptitude	21.4	(1.8)@	22.9	(1.5)	26.6	(2.0)@
Low Aptitude	14.1	(1.9)	17.7	(2.2)	16.1	(2.3)
Joint Service[e]						
High Aptitude	11.2	(1.5)@	11.2	(1.3)	15.2	(1.6)
Low Aptitude	5.7	(1.2)*	10.7	(1.9)	10.6	(2.4)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.

[b]Estimates are based on 1,169 interviews.

[c]Estimates are based on 938 interviews.

[d]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[e]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.

#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

@Aptitude differences were statistically significant at the p=.05 level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, and AFQTHIGP.

Table 5-3C. Fall 1991 YATS - Unaided Advertising Awareness Among Females by Aptitude and Age

	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds	
Army						
High Aptitude[d]	74.7	(2.3)	80.3	(1.8)	78.6	(2.3)
Low Aptitude	74.6	(3.7)	70.5	(5.3)	77.0	(4.5)
Navy						
High Aptitude	41.2	(2.4)	46.5	(2.6)@	44.3	(2.8)
Low Aptitude	46.5	(3.6)*	33.4	(5.0)	43.7	(6.0)
Air Force						
High Aptitude	48.1	(3.1)	53.1	(2.6)@	54.1	(3.0)
Low Aptitude	42.4	(3.0)	37.9	(5.9)+	55.6	(6.1)
Marine Corps						
High Aptitude	58.9	(2.9)*#	67.1	(2.5)@	69.3	(2.6)
Low Aptitude	59.1	(3.4)*	41.9	(5.6)+	58.7	(5.6)
Coast Guard						
High Aptitude	15.5	(1.8)	19.3	(1.6)	17.0	(2.0)
Low Aptitude	12.7	(2.5)	12.3	(--)	14.8	(--)
National Guard/Reserves						
High Aptitude	16.5	(2.4)@	21.8	(2.1)	21.8	(2.3)
Low Aptitude	9.7	(2.4)	11.5	(--)	18.1	(--)
Joint Service[e]						
High Aptitude	11.1	(2.1)	10.8	(1.7)	8.8	(1.7)
Low Aptitude	5.1	(--)	4.0	(--)	3.5	(--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 630 interviews.

[b]Estimates are based on 691 interviews.

[c]Estimates are based on 537 interviews.

[d]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[e]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.

#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

@Aptitude differences were statistically significant at the p=.05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q601, and AFQTHIGP.

Among females, proportionately more of the high aptitude group reported advertising awareness compared to the low aptitude group. This was particularly true for the Air Force (52.3 percent vs. 45.1 percent), Marine Corps (65.9 percent vs. 54.2 percent), National Guard/Reserves (20.6 percent vs. 12.8 percent), Coast Guard (17.6 percent vs. 13.2 percent), and Joint Service advertising (10.1 percent vs. 4.3 percent).

As Table 5-3C shows, high aptitude females tend to be more aware of military advertising than low aptitude females. The one exception to this is low aptitude females in the 16-18 year-old age group. These women are more aware of Navy advertising than are their

Table 5-4. Fall 1991 YATS - Unaided Advertising Awareness by Region and Gender

	Males[a] Total		Females[b] Total	
Army				
Northeast	75.1	(2.0)	78.1	(3.0)
North Central	78.5	(1.6)	75.5	(2.4)
South	74.6	(1.8)	79.6	(2.2)
West	73.9	(2.0)	70.8	(3.5)
Navy				
Northeast	46.9	(2.6)	42.4	(2.7)
North Central	49.1	(2.1)	45.8	(2.3)
South	47.8	(1.9)	41.8	(2.5)
West	46.9	(2.5)	44.8	(4.2)
Air Force				
Northeast	52.1	(2.2)	47.7	(2.9)
North Central	56.0	(2.2)	51.1	(2.7)
South	53.6	(2.1)	47.7	(2.6)
West	53.0	(2.5)	54.4	(4.2)
Marine Corps				
Northeast	64.2	(2.2)	55.7	(3.6)
North Central	65.5	(1.9)	61.6	(2.4)
South	64.2	(1.6)	64.3	(2.4)
West	63.0	(2.2)	61.9	(3.6)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601 and REGION.

Table 5-4. Fall 1991 YATS - Unaided Advertising Awareness by Region and Gender (Continued)

	Males[a] Total		Females[b] Total	
Coast Guard				
Northeast	23.3	(1.8)	15.3	(1.9)
North Central	22.9	(1.6)	13.7	(1.4)
South	20.8	(1.7)	17.9	(1.5)
West	22.2	(1.9)	16.1	(2.7)
National Guard/Reserves				
Northeast	19.0	(1.7)	19.2	(2.7)
North Central	22.1	(1.6)	18.8	(2.1)
South	20.3	(1.5)	18.7	(2.3)
West	22.0	(2.0)	11.6	(2.2)
All Services in One Ad				
Northeast	11.8	(1.4)	6.3	(1.3)
North Central	9.1	(1.1)	8.2	(1.3)
South	12.4	(1.2)	8.6	(1.3)
West	11.1	(1.3)	8.0	(1.8)
None				
Northeast	2.3	(–)	3.3	(–)
North Central	2.7	(0.7)	1.9	(–)
South	3.2	(0.7)	2.5	(–)
West	3.6	(0.8)	2.5	(–)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601 and REGION.

high aptitude counterparts (46.5 percent vs. 41.2 percent).

Region. Table 5-4 presents male and female unaided advertising awareness by geographic region of the United States. Although advertising awareness varied by specific Service, little variation is observed by region. For males, the region of the country with youth exhibiting the highest level of advertising awareness was the North Central region. Males' advertising awareness by region of the country are shown for the Army, Navy, Air Force, and Marine Corps in Figures 5-4, 5-5, 5-6, and 5-7, respectively. Males who live in the North Central region indicated seeing or hearing Army advertising most

Figure 5-4. Fall 1991 YATS - Unaided Advertising Awareness for the Army for Males by Region of Country

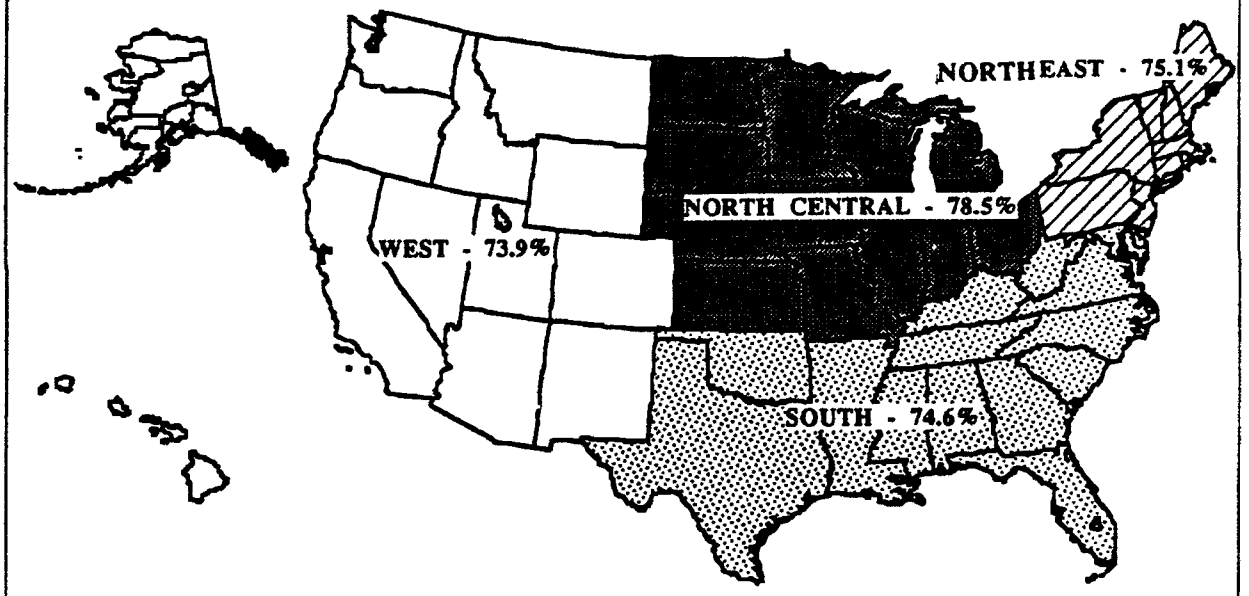


Figure 5-5. Fall 1991 YATS - Unaided Advertising Awareness for the Navy for Males by Region of Country

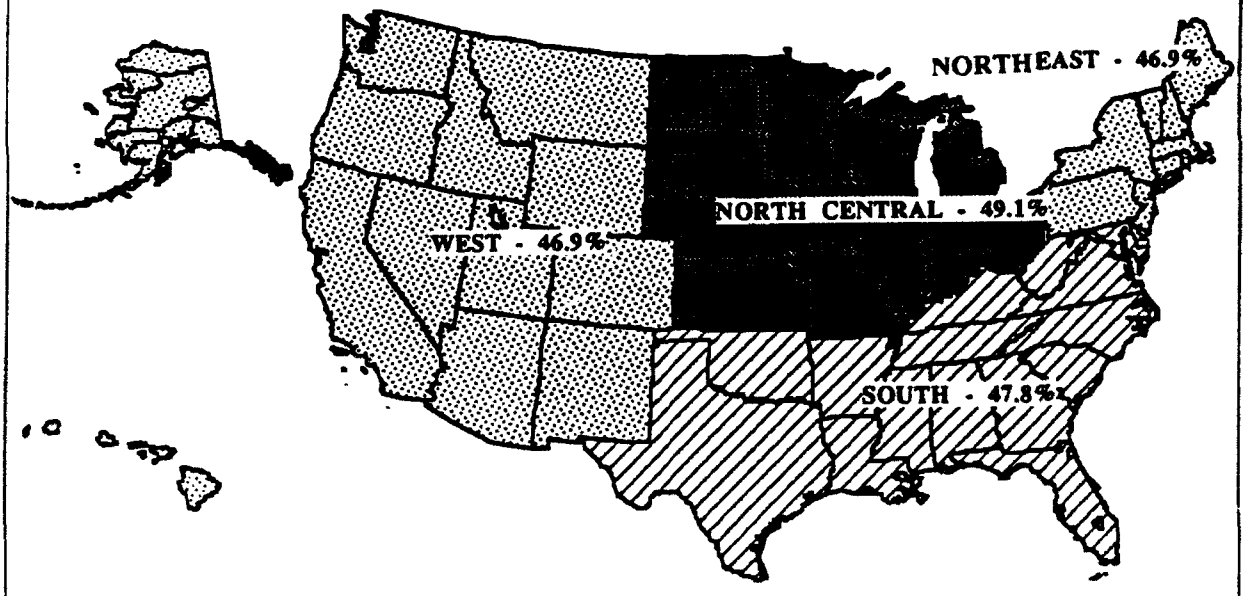


Figure 5-6. Fall 1991 YATS - Unaided Advertising Awareness for the Air Force for Males by Region of Country

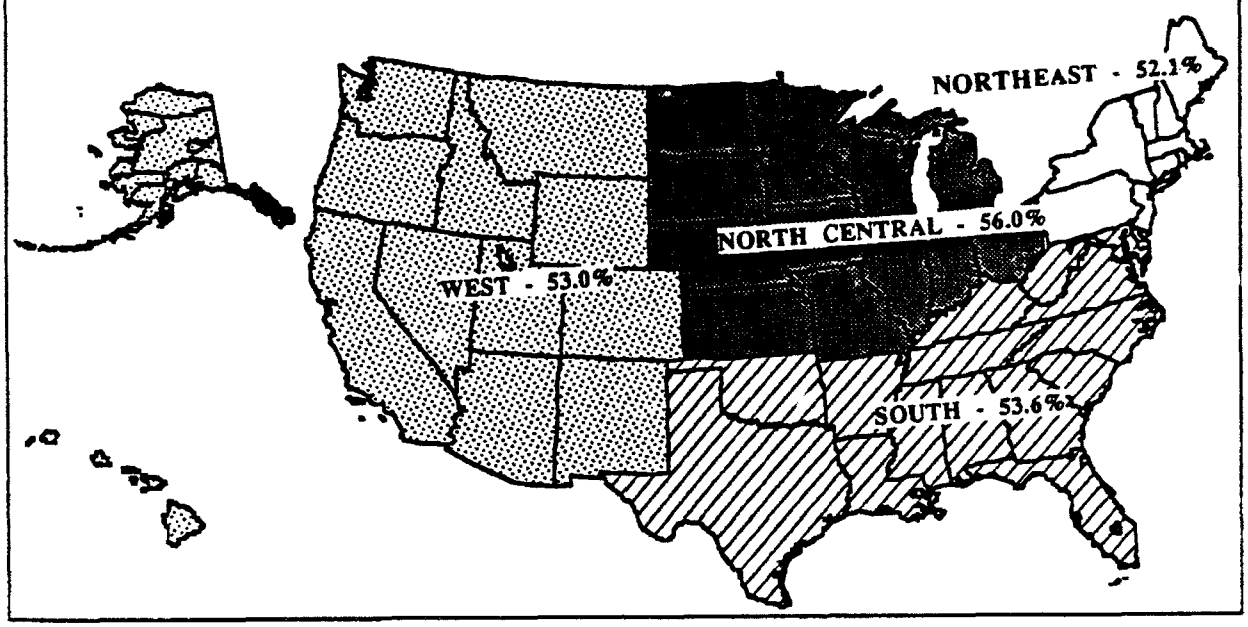
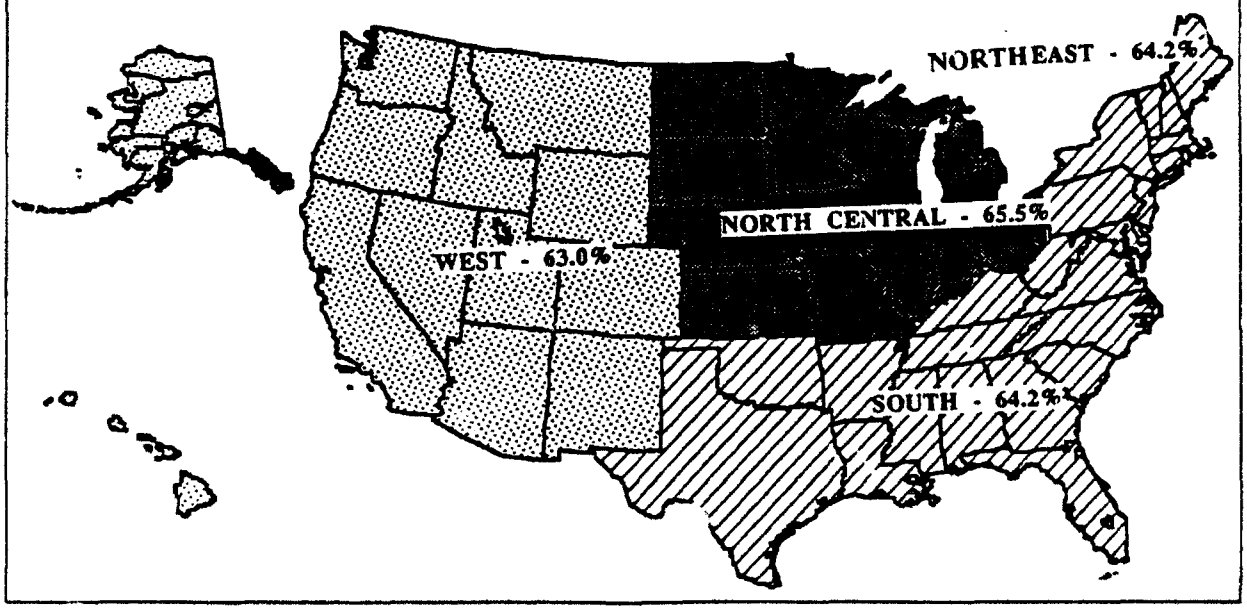


Figure 5-7. Fall 1991 YATS - Unaided Advertising Awareness for the Marine Corps for Males by Region of Country



frequently (78.5 percent) (Figure 5-4). The second most frequently cited advertising in this region was for the Marine Corps (65.5 percent) (Figure 5-7), followed in frequency by the Air Force (56 percent) (Figure 5-6), and Navy advertisements (49.1 percent) (Figure 5-5).

The pattern noted for males was not observed for females. Female advertising awareness shows far more variation among regions than for males. Females in the South were more likely to be aware of advertising for the Marine Corps (64.3 percent) and the Army (79.6 percent), whereas females in the West indicated the greatest awareness of Air Force advertising (54.4 percent), and females in the North Central region had the greatest advertising awareness of the Navy (45.8 percent).

Unaided Advertising Awareness by Recruiter Contact

Respondents were also asked whether they had had any contact with a military recruiter (i.e., "Have you ever talked with any military recruiter?"). As many as 70 percent of the male respondents indicated they had spoken at some time with a military recruiter, while 30 percent recounted no recruiter contact. These proportions were approximately reversed for females. Only 33 percent of the females indicated they had spoken with a recruiter, while 66 percent reported no contact with a military recruiter. (Note that some youth failed to answer this question.)

Table 5-5 presents the percentages of youth who had reported seeing or hearing advertising for a Military Service, grouped by those who had and those who had not talked with a military recruiter. Males who had contact with a military recruiter (i.e., 70 percent of all males) were not unlike those who had no contact in their recall of military advertising (see Figure 5-8). This finding is reinforced by the pattern of responses for specific Services. The difference between the contact with recruiter group and no contact with recruiter group of youth reporting advertising awareness was insignificant for the Navy advertisements (49.4 percent vs. 44.8). For the Army (77.2 percent vs. 72.8 percent), Air Force (56.1 percent vs. 49.8 percent), Marine Corps (67.7 percent vs. 58.1 percent), Coast Guard (23.6 percent vs. 19.2 percent), and National Guard/Reserves (22.7 percent vs. 17.3 percent), the percentage differences in awareness of military advertising were statistically significant.

This pattern of results, while generally similar, was less pronounced for females (see Figure 5-9). Areas where recruiter contact appeared to have a statistically significant impact on respondents' advertising awareness, as compared to those who had had no contact, were the Air Force (53.5 percent vs. 46.8 percent), Coast Guard (18.8 percent vs. 13.9 percent), and the National Guard/Reserves

Table 5-5. Fall 1991 YATS - Recruiter Contact by Unaided Advertising Awareness and Gender

	MALES[a]				FEMALES[b]			
	Contact		No Contact		Contact		No Contact	
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?								
Army	77.2	(1.1)*	72.8	(1.5)	77.4	(2.0)	76.3	(1.8)
Navy	49.4	(1.4)	44.8	(2.4)	41.6	(2.1)	45.1	(2.0)
Air Force	56.1	(1.3)*	49.8	(1.8)	53.3	(2.2)*	46.8	(1.9)
Marine Corps	67.7	(0.8)*	58.1	(2.0)	62.9	(2.7)	60.5	(1.8)
Coast Guard	23.6	(1.1)*	19.2	(1.5)	18.8	(1.4)*	13.9	(1.2)
National Guard/Reserves	22.7	(1.2)*	17.3	(1.3)	21.3	(1.5)*	15.0	(1.7)
Joint Service[c]	11.6	(0.6)	10.3	(1.0)	9.5	(1.2)	6.8	(1.0)
None	2.8	(0.5)	3.3	(0.5)	1.9	(–)	2.9	(0.8)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]All Services in one advertisement.

*Recruiter Contact differences were statistically significant at the $p = .05$ level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, and Q628.

Figure 5-8. Fall 1991 YATS - Recruiter Contact by Unaided Advertising Awareness Among Males

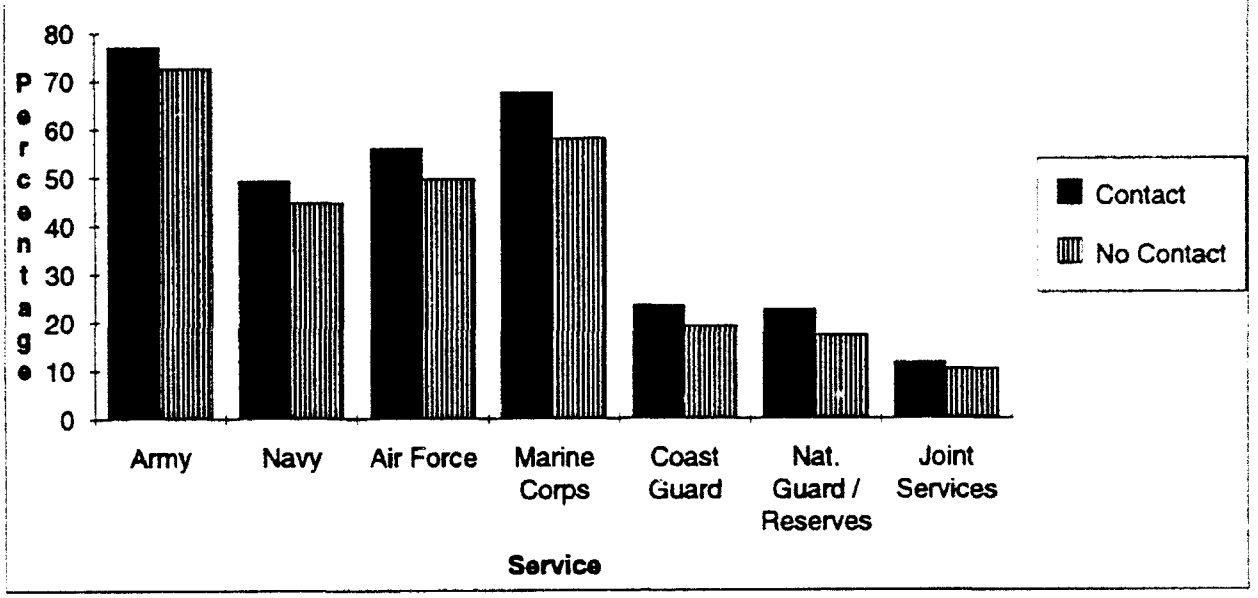
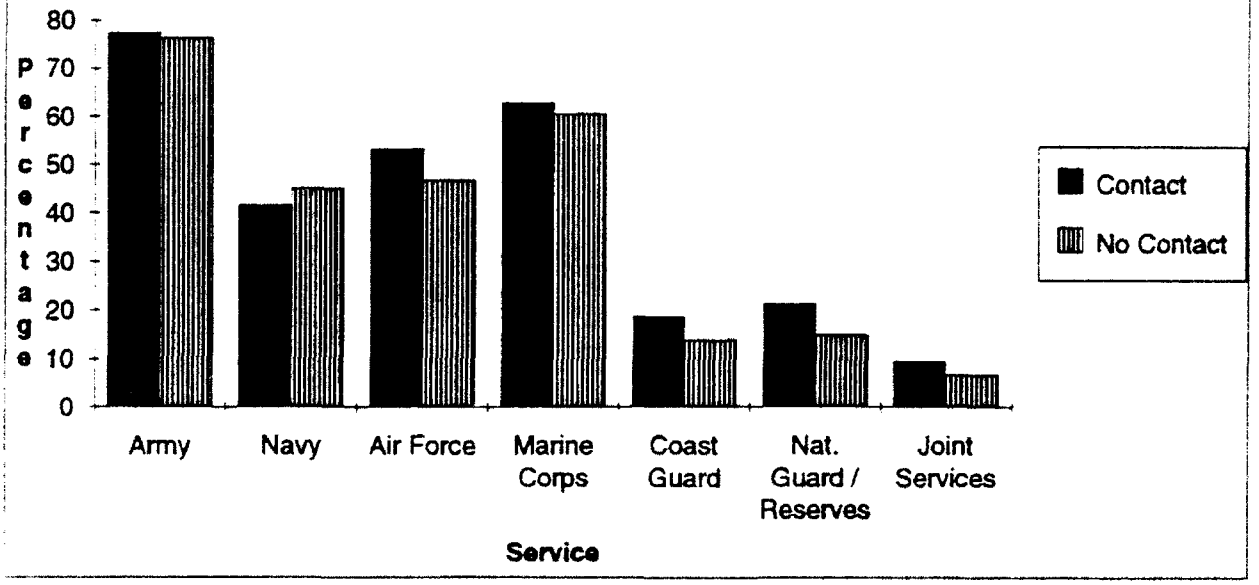


Figure 5-9. Fall 1991 YATS - Recruiter Contact by Unaided Advertising Awareness Among Females



(21.3 percent vs. 15 percent). No differences in advertising awareness between those who had some contact with recruiters and those who had not were found for Army advertising (77.4 percent vs. 76.3 percent), Marine Corps advertising (62.9 percent vs. 60.5 percent), and Joint Service advertising (9.5 percent vs. 6.8 percent). Interestingly, this positive relationship of awareness and recruiter contact reversed for females' awareness of Navy advertising. Those who reported having some recruiter contact were less likely to be aware of Navy advertising than females with no recruiter contact (41.6 percent vs. 45.1 percent, respectively).

Unaided Advertising Awareness by Service-Specific Propensity

Unaided advertising awareness for both those respondents with positive Service-specific propensity and those with negative Service-specific propensity is reported in Table 5-6. The data were broken into age categories for males, but given as a composite age category for females where there were too few members to analyze separately.

Although Table 5-6 shows only one statistically significant difference between positive and negative enlistment propensity groups (female Air Force advertising awareness), the pattern in the results is quite dramatic. In approximately 85 percent of the comparisons, youth with positive enlistment propensity exhibited more advertising awareness than those with negative propensity. This pattern was consistent for the Navy, Air Force, and Marine Corps, but did not predominate for the Army. It is also worth noting that for all Services, a greater percentage of positive propensity females indicated that they had seen or heard military advertising than positive propensity males.

In light of these patterns, two significant differences should be mentioned. First, females with positive propensity reported seeing or hearing significantly more Air Force advertising than did those females with negative propensity (63.9 percent vs. 48.8 percent). Second, 13.9 percent of the males with positive propensity reported seeing or hearing National Guard/Reserve advertising, while 21.6 percent of negative propensity males reported awareness of National Guard/Reserve advertising.

Advertising Slogan Recognition

As part of the advertising segment of YATS, youth were read a number of advertising "slogans" and asked to indicate which Military Service used the slogan in its advertising. For each slogan, the percentage of youth who correctly identified the Service associated with the slogan is presented in Table 5-7 (males) and Table 5-8 (females). Appendix B provides additional information on the percentage of respondents who incorrectly identified a Service with advertising that was

Table 5-6. Fall 1991 YATS - Unaided Advertising Awareness by Propensity and Gender (and Age for Males)

	MALES								FEMALES	
	16-18 Year-Olds[a]		19-21 Year-Olds[b]		22-24 Year-Olds[c]		Total[d]		Total[e]	
	Propensity		Propensity		Propensity		Propensity		Propensity	
	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?										
Army	72.0 (4.1)	75.5 (1.6)	77.8 (6.7)	76.4 (1.5)	74.7 (7.2)	75.4 (1.7)	74.3 (3.0)	75.8 (0.9)	81.1 (6.4)	76.7 (1.2)
Navy	53.5 (3.6)	46.0 (1.8)	49.5 (8.1)	48.7 (2.2)	51.4 (10.8)	47.4 (2.2)	52.0 (3.7)	47.4 (1.3)	61.8 (9.7)	42.9 (1.4)
Air Force	59.3 (5.0)	53.3 (1.8)	58.4 (6.0)	51.1 (1.8)	60.8 (7.6)	55.1 (2.1)	59.4 (3.3)	53.2 (1.1)	63.9 (6.2)	48.8 (1.6)
Marine Corps	67.3 (5.9)	62.7 (2.0)	73.2 (7.9)	64.5 (1.7)	68.0 (7.9)	64.6 (1.7)	69.1 (3.6)	64.0 (1.0)	78.2 (--)	61.3 (1.6)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).
- Responses for National Guard/Reserve are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.
[b]Estimates are based on 1,169 interviews.
[c]Estimates are based on 938 interviews.
[d]Estimates are based on 3,350 interviews.
[e]Estimates are based on 1,858 interviews.
[f]All Services in one advertisement.

*Propensity differences were statistically significant at the p = .05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q509-Q513, and CALCAGE.

Table 5-6. Fall 1991 YATS - Unaided Advertising Awareness by Propensity and Gender (and Age for Males) (Continued)

	MALES								FEMALES	
	16-18 Year-Olds[a]		19-21 Year-Olds[b]		22-24 Year-Olds[c]		Total[d]		Total[e]	
	Propensity		Propensity		Propensity		Propensity		Propensity	
	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
Within the past year, for which Services did you see or hear any advertising that encouraged people to enlist in one or more of the Services?										
Coast Guard	12.6 (--)	19.1 (1.4)	40.3 (--)	22.7 (1.6)	18.9 (--)	24.1 (1.8)	23.3 (4.2)	22.0 (0.9)	15.6 (--)	16.0 (0.9)
National Guard/ Reserves	10.6 (--)	18.8 (2.5)	9.3 (--)	22.5 (2.3)	25.9 (--)	23.1 (2.4)	13.9 (3.0)*	21.6 (1.5)	18.8 (--)	17.4 (1.8)
Joint Service[f]	6.4 (1.4)*	10.3 (1.4)	9.4 (--)	11.4 (1.0)	15.3 (--)	13.4 (1.4)	9.1 (1.4)	11.8 (0.6)	5.5 (--)	8.3 (0.9)
None	3.4 (--)	2.6 (0.6)	5.1 (--)	3.7 (0.7)	1.7 (--)	2.1 (--)	3.6 (0.9)	2.8 (0.3)	1.6 (--)	2.6 (0.5)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).
- Responses for National Guard/Reserve are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 1,243 interviews.
[b]Estimates are based on 1,169 interviews.
[c]Estimates are based on 938 interviews.
[d]Estimates are based on 3,350 interviews.
[e]Estimates are based on 1,858 interviews.
[f]All Services in one advertisement.

*Propensity differences were statistically significant at the p = .05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q509-Q513, and CALCAGE.

actually for another Service (the false positive recall).

Overall, youth most frequently identified Air Force, Army, and Marine Corps slogans correctly. This is consistent with the finding that youth most often indicated seeing or hearing advertising for the Army and Marine Corps.

"Be All You Can Be" was recognized as an Army slogan by most of the respondents (87.4 percent of the males and 88.1 percent of the females). For females, this was also the most frequently recognized slogan. The Marine Corps' slogan, "The Few. The Proud. The _____." was also correctly identified by 85 percent of the males and approximately two-thirds of the females.

The respondents were not as knowledgeable about slogans used by the Navy. The most recognizable Navy slogan was "You and the _____. Full Speed Ahead." Over half of the males (52.2 percent) and over a third of the females (39.6 percent) were able to correctly identify this slogan with the Navy. The least identifiable Navy slogan was "_____. It's Not Just a Job. It's an Adventure." Only 14.1 percent of the males and 11.3 percent of the females correctly identified this slogan as a Navy advertisement. Interestingly, over half of the males (51.2 percent) and 41.7 percent of the females thought this slogan was an advertisement for the Army.

Very few youth identified "Be Part of the Action" as a Coast Guard slogan (5.4 percent of the males and 4.7 percent of the females). Similarly, youth do not appear to be as aware of the Joint Service slogans.[2] For example, the Joint Service slogan, "It's a Great Place to Start" was reported to be an Army slogan by 34.8 percent of the males and 26.1 percent of the females. Only about 13 percent of the males and 11 percent of the females correctly identified the slogan as being a Joint Service advertisement.

Several differences between specific age groups are noteworthy. Among males, the younger males (16-18 year-olds) showed greater recognition of the Army slogans than their older (22-24 year-olds) counterparts (see Table 5-7). Conversely, the older males showed greater recognition of the Marine Corps slogans than their younger counterparts. This relationship between slogan recognition and age was less pronounced for females (see Table 5-8).

Summary of Military Advertising and Youth Awareness

The majority of respondents recalled seeing or hearing some form of military advertising (97.0 percent of males and 97.5 percent of females). The most commonly

[2]Recall that the questionnaire asked respondents "Who in the military used the advertising slogan:" and did not provide respondents with response categories; therefore, respondents might have thought only of specific Services for their answers

Table 5-7. Fall 1991 YATS - Slogan Recognition Among Males by Age

Slogan/Response	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds		Total[d]	
"Be All You Can Be."								
Army	89.1	(0.8)#	88.0	(0.9)+	84.9	(0.9)	87.4	(0.5)
"Get an Edge on Life."								
Army	63.3	(1.1)*#	56.8	(1.4)+	49.5	(1.6)	56.7	(0.8)
"_____." It's Not Just a Job. It's an Adventure."								
Navy	12.9	(0.8)#	13.5	(0.7)+	15.9	(1.0)	14.1	(0.5)
"You are Tomorrow. You are the _____."								
Navy	45.3	(1.1)#	44.2	(1.2)	41.3	(1.4)	43.6	(0.7)
"You and the _____. Full Speed Ahead."								
Navy	53.3	(1.3)	50.4	(1.2)	52.7	(1.2)	52.2	(0.7)
"A'm High. _____."								
Air Force	90.9	(0.6)	90.8	(0.9)	90.9	(1.0)	90.9	(0.5)
"The Few. The Proud. "_____."								
Marine Corps	77.5	(1.0)*#	86.3	(1.0)+	92.0	(0.8)	85.1	(0.5)
"We're looking for a Few Good Men."								
Marine Corps	67.6	(1.1)*#	75.1	(1.1)	77.7	(1.5)	73.4	(0.6)
"Be Part of the Action."								
Coast Guard	5.9	(0.5)#	6.1	(0.4)+	4.0	(0.5)	5.4	(0.2)
"It's a Great Place to Start."								
Joint Service[e]	11.9	(0.6)	13.7	(0.7)	13.5	(0.9)	13.0	(0.5)
"Opportunity is Waiting for You."								
Joint Service[e]	17.2	(0.8)	18.3	(0.9)	18.0	(1.1)	17.8	(0.5)
"Stand Up, Stand Out."								
Joint Service[e]	7.8	(0.6)#	7.1	(0.7)+	4.7	(0.7)	6.6	(0.4)

Note: • Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.
[e]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p = .05 level.
#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
+Differences between 19-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, Q615G, and CALCAGE.

Table 5-8. Fall 1991 YATS - Slogan Recognition Among Females by Age

Slogan/Response	16-18[a] Year-Olds		19-21[b] Year-Olds		22-24[c] Year-Olds		Total[d]	
"Be All You Can Be."								
Army	88.2	(1.2)	89.2	(1.1)	86.9	(1.2)	88.1	(0.7)
"Get an Edge on Life."								
Army	59.0	(1.8)*#	49.5	(1.8)	39.1	(2.0)	48.8	(1.1)
"_____." It's Not Just a Job. It's an Adventure."								
Navy	10.8	(1.0)	11.0	(1.1)	11.9	(1.4)	11.3	(0.6)
"You are Tomorrow. You are the _____."								
Navy	40.8	(1.5)#	37.9	(1.5)	31.6	(1.8)	36.6	(0.9)
"You and the _____. Full Speed Ahead."								
Navy	39.8	(1.8)	39.3	(1.6)	39.7	(2.0)	39.6	(1.0)
"Aim High. _____."								
Air Force	73.7	(1.4)#	77.7	(1.6)	80.1	(1.5)	77.3	(0.9)
"The Few. The Proud. "_____."								
Marine Corps	51.6	(1.6)*#	72.8	(1.8)	77.8	(1.9)	67.9	(1.1)
"We're Looking for a Few Good Men."								
Marine Corps	42.4	(1.7)*#	52.5	(1.7)	49.3	(2.1)	48.2	(1.0)
"Be Part of the Action."								
Coast Guard	5.0	(0.7)	4.9	(0.7)	4.2	(0.8)	4.7	(0.5)
"It's a Great Place to Start."								
Joint Service[e]	12.0	(1.1)	11.2	(1.1)	10.1	(1.2)	11.1	(0.7)
"Opportunity is Waiting for You."								
Joint Service[e]	16.0	(1.2)*	19.4	(1.2)	16.6	(1.4)	17.3	(0.8)
"Stand Up, Stand Out."								
Joint Service[e]	7.0	(0.7)	5.4	(0.8)	5.9	(0.9)	6.1	(0.5)

Note: • Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,281 interviews.
[b]Estimates are based on 1,341 interviews.
[c]Estimates are based on 1,074 interviews.
[d]Estimates are based on 3,696 interviews.
[e]All Services in one advertisement.

*Differences between 16-18 year-olds and 19-21 year-olds were statistically significant at the p=.05 level.
#Differences between 16-18 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, Q615G, and CALCAGE.

recalled advertising was for the Army (75.6 percent of males and 76.8 percent of females). In decreasing frequency of recall, respondents remembered seeing or hearing advertising for the Marine Corps, the Air Force, and the Navy. The frequency of advertising recall for the Coast Guard, the National Guard/Reserves, and Joint Service were considerably lower than those observed for the active military services.

Advertising awareness was also examined by selected sociodemographic and behavioral characteristics such as school status, AFQT group, geographic region of residence, recruiter contact, and propensity. Few strong associations were observed between these characteristics for the YATS population and their advertising awareness.

There were no differences in advertising awareness by geographic region for either gender. By and large, no differences were observed in advertising awareness for those who were positive about the possibility of enlisting in the military and those who were negatively inclined toward enlistment in the military.

Among the patterns that were observed was a relationship between school status and advertising awareness. For example, a larger percentage of postsecondary students recalled military advertising than did those with less education. Furthermore, youth categorized in the high AFQT group (i.e., those estimated to score in AFQT percentiles 50-99) more frequently recalled military advertising than youth categorized in the low AFQT group (AFQT percentiles 1-49).

In addition, statistically significant differences were found between youth who reported having contact with a military recruiter and those who said they had never had any contact with a recruiter. Except for the Navy and Joint Service advertisements (where no difference was observed), there was a positive relationship between recruiter contact and advertising awareness. Respondents who had had contact with a recruiter were more likely to recall military advertising than were respondents who had not had contact with a recruiter.

Recognition of various military advertising slogans followed the patterns observed for overall advertising awareness. That is, males more frequently associated slogans with the correct Service than did females. The Army, Air Force, and Marine Corps slogans were the most often correctly recognized slogans by respondents. Navy slogans were less likely to be correctly identified as Navy advertising. National Guard/Reserve and Joint Service advertising slogans were seldom recognized or correctly attributed to the correct Service.

6. TRENDS IN YOUTH ENLISTMENT PROPENSITY: 1984-1991

The findings reported in Chapters 1 through 5 have focused exclusively on data collected during the 1991 YATS administration. In this chapter, attention shifts to historical trends in propensity to provide a context for interpreting 1991 results. Data spanning eight years (1984 through 1991) are presented in this chapter (see Appendix C for tables containing the data used to create the figures for this chapter). Because the greatest systematic variations in propensity occurred in the years 1989 through 1991 -- the time surrounding Operations Desert Shield and Desert Storm -- the data for these years receive particular focus.

Several unique elements characterize the data appearing in this chapter. The data reported here cover propensity for male youth only. (As female youth propensity has remained relatively stable across the period examined, it is not reported in this chapter.) To ensure comparability across the 1984 through 1991 YATS administrations, some adjustments to the data were necessary in order to accommodate changes in weighting adjustment methodology over time.[1]

Standard errors of estimates and tests of significant differences among year-to-year differences are not generally reported. However, for the period between 1989 and 1991, where there was the greatest change in propensity, the significance of year-to-year changes in propensity overall and by demographic subgroups are examined (see Appendix D for a discussion of the significance testing performed in this chapter).

Potential Effects of World Events on Propensity (1984-1991)

The conditions confronting the YATS population in the years from 1984 through 1991 were complex. When Ronald Reagan assumed the presidency in 1984, the national unemployment rate was beginning a gradual drop, which continued through 1989. National optimism, as reflected in public opinion polls, generally rose during this

[1] Two forms of adjustment were required for alignment of 1984-1989 and 1990-1991 survey estimates. The first addressed sample frames. Prior to 1990, residents of Alaska and Hawaii and youth with more than two years of postsecondary educational attainment were considered ineligible for survey administration. These youth, eligible in 1990 and 1991 administrations, were deleted from the analytic file for the later years. The second adjustment considered populations to which survey results were "adjusted to." Prior to 1990, weighting adjustments were implemented to reflect total number of households. In 1990 and subsequently, weighting adjustments have been made to reflect Current Population Survey (CPS) estimates of YATS eligible youth (by gender and age). The survey weighting implemented for the 1984-1989 administrations has been modified to reflect CPS estimates. Together, the sample frame and target population adjustments have assured comparability of survey estimates from 1984 through 1991.

period, although signs of fiscal and economic difficulty surfaced towards the latter part of the 1984-1991 period.

World events and the implications for America's military roles and responsibilities were prominent in the public mind. The Berlin Wall was torn down in 1989, signaling the onset of a major change in postures of the Cold War. The most momentous events of the period began in 1990, when Iraq invaded Kuwait, ultimately leading to the deployment of over 500,000 U.S. troops to the Persian Gulf in Operations Desert Shield and Desert Storm. These latter events led to media emphasis on the obligations borne by those who serve in the military. Attention focused on the demographics and characteristics of U.S. Service members (active and Reserve) in the Gulf, and the relative exposure of each subpopulation to harm's way. Following the Persian Gulf experience, a call for downsizing the military resumed, as part of a desire for a "peace dividend" sought as a result of the end of the Cold War. Together, these events, combined with the historical propensity series provided by the YATS survey, focus attention on the transition years 1989, 1990, and 1991.

Discussion of Trends

The figures in this section present measurements of male propensity broken into several categories:

- overall propensity to enlist in one or more active Service – known as composite active enlistment propensity;
- composite active enlistment propensity by selected demographics;
- enlistment propensity for each Service; and
- unaided mention of intention to enlist in the military, e.g., citing the military in response to a general question about "future plans."

Toward the end of the series of years considered here, a drop in general levels of propensity was observed, beginning during the period of the Gulf War. While the dynamics of this change differed somewhat by age group, enlistment propensity clearly experienced a general decline.

Composite Positive Propensity

Positive propensity remained relatively stable throughout the 1984-1991 period and reflects known distinctions by age groups. As may be seen in Figure 6-1, positive composite propensity during this time period ranged from approximately 36 percent for 16-18 year-olds, to 22 percent for 19-21 year-olds, to approximately 16 percent for 22-24 year-olds. It is important to note that, in line with later observations, a statistically

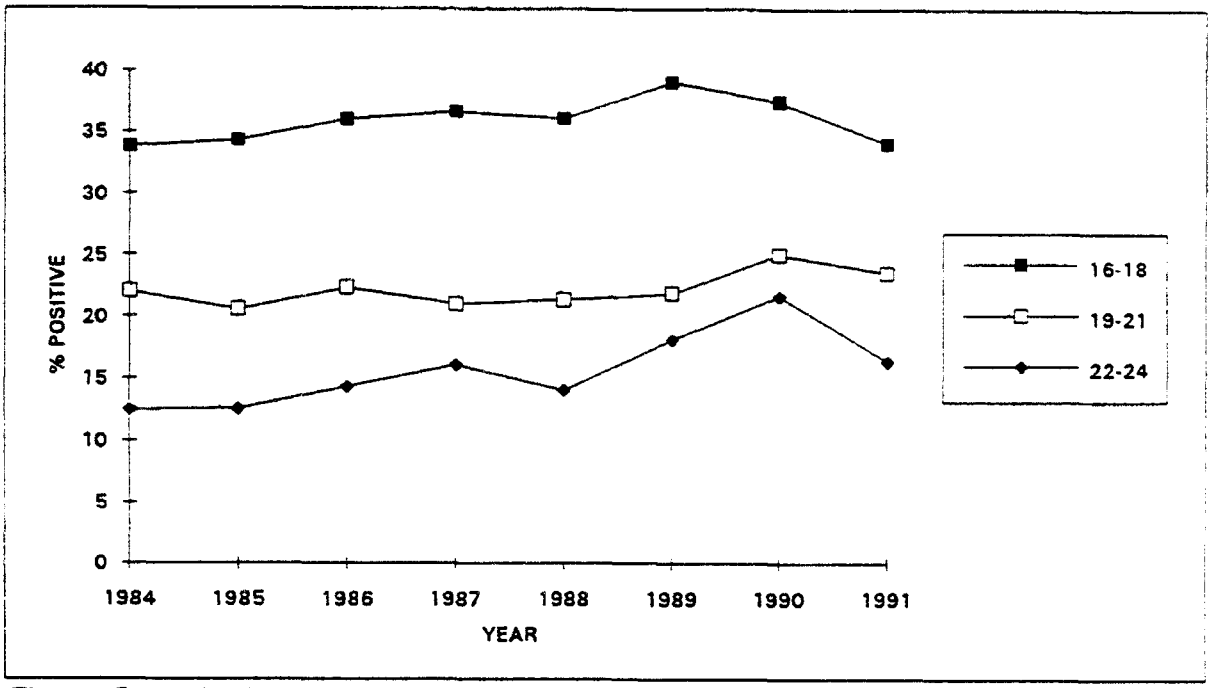


Figure 6-1. Active composite propensity among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

significant year-to-year change occurred for 16-18 year-olds between 1990 and 1991 -- a downturn in composite propensity.

From 1984 through 1988, composite active propensity increased modestly from year-to-year, although there are a few instances of drops, then recovery, in propensity. Among 16-18 and 22-24 year-old males, propensity increased from 1988 to 1989, although the propensity of 19-21 year-olds appears stable. From 1989 to 1990, propensity rose among 19-24 year-old males, but dropped slightly among 16-18 year-olds. And from 1990 through 1991, propensity dropped for all age groups.

Propensity and School Status. Figure 6-2 displays composite propensity trends according to education status. Only among high school seniors is there a significant drop in propensity from 1989 to 1990. There is also a modest drop among high school non-seniors, but it is slight relative to the drop among seniors, and is not statistically significant. As noted in Chapter 2, 16-18 year-olds are predominantly high school students, with non-seniors outnumbering seniors. Very few high school students are older than 18. Thus, the drop in propensity among 16-18 year-olds reflects a change in attitude of high school seniors, not other groups. The 1989-1990 increase in propensity among 19-21 and 22-24 year-olds reflects propensity of those no longer in school, both high school graduates and dropouts, as little change is evident among postsecondary students. On the other hand, from 1990 to 1991, propensity declined among every group except high school seniors.

Trends in Youth Enlistment Propensity: 1984-1991

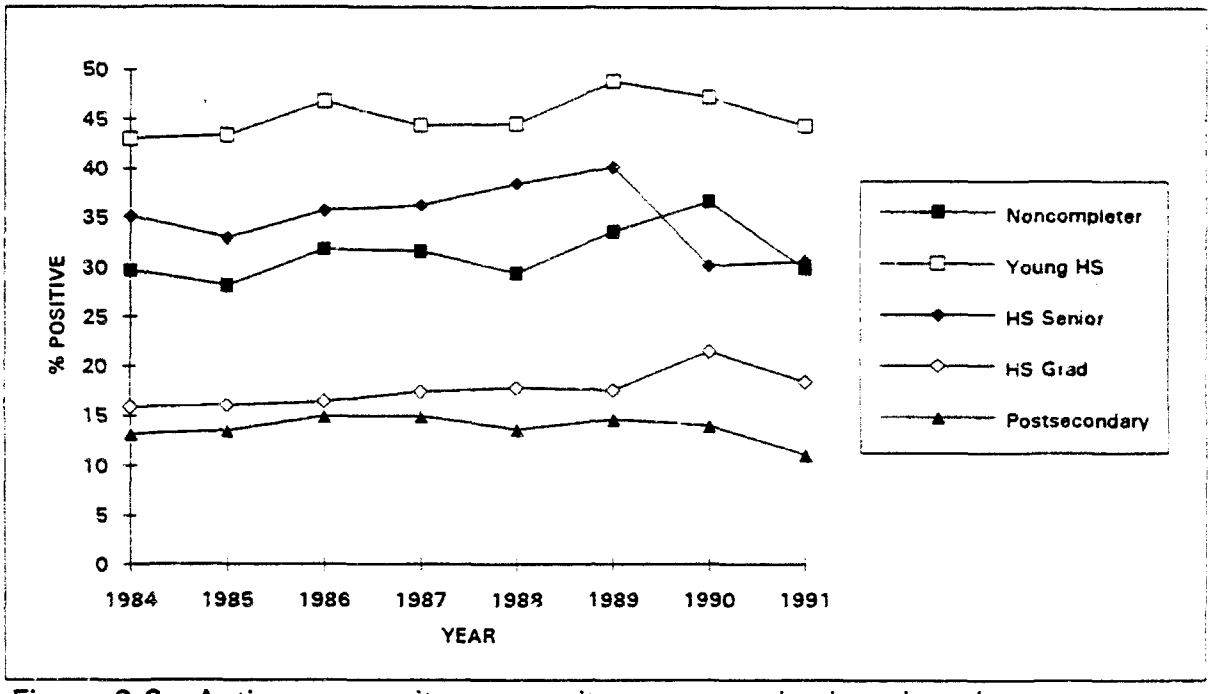


Figure 6-2. Active composite propensity among males by education status, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

Propensity and Employment Status. Propensity among male non-students out of work, whether or not they are looking for a job, is much more volatile than propensity among other demographic groups. As shown in Figure 6-3, propensity among employed non-students generally follows the trend seen among 19-24 year-old males in Figure 6-1 – a gradual increase from 1984 through 1989, with a large increase from 1989 to 1990, and a subsequent drop from 1990 to 1991. In contrast, there are greater shifts in propensity among those without a job than among any other group. Although the propensity of young men not seeking work is consistently lower than the propensity of those looking for work, enlistment propensity generally follows the same year-to-year pattern for both groups. While the propensity of those out of work increased substantially from 1990 to 1991, this increase is more than offset by the decreased propensity of those with jobs.

Propensity and Race. Trends in propensity of minorities differ from that of young White males. As Figure 6-4 shows, while the propensity of 16-24 year-old White males rose steadily from 1985 through 1990, the propensity of Black males dropped from 1986 to 1987, and again from 1989 to 1990. The 1989 to 1990 drop is important, coinciding with the Gulf War and public concerns that Blacks would be put in harm's way in disproportionate numbers.

Propensity and Region. From 1985 through 1990, propensity rose in all regions of the country at about the same rate (Figure 6 5).

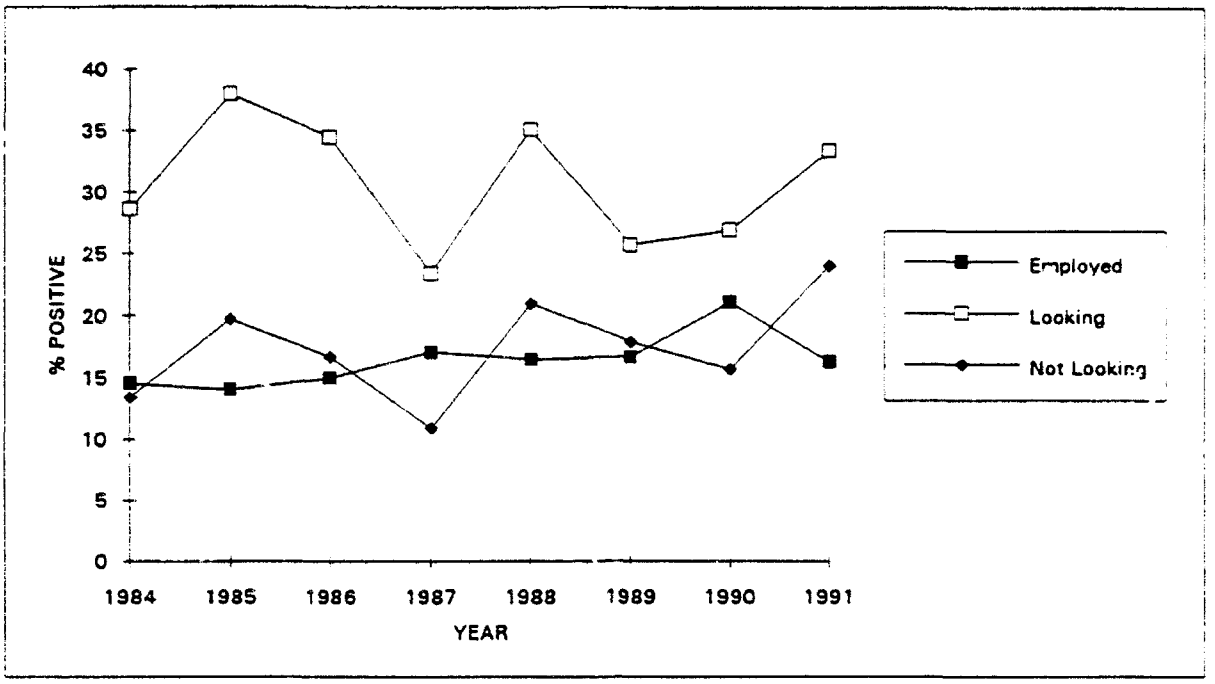


Figure 6-3. Active composite propensity among male high school graduates not currently enrolled by employment status, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

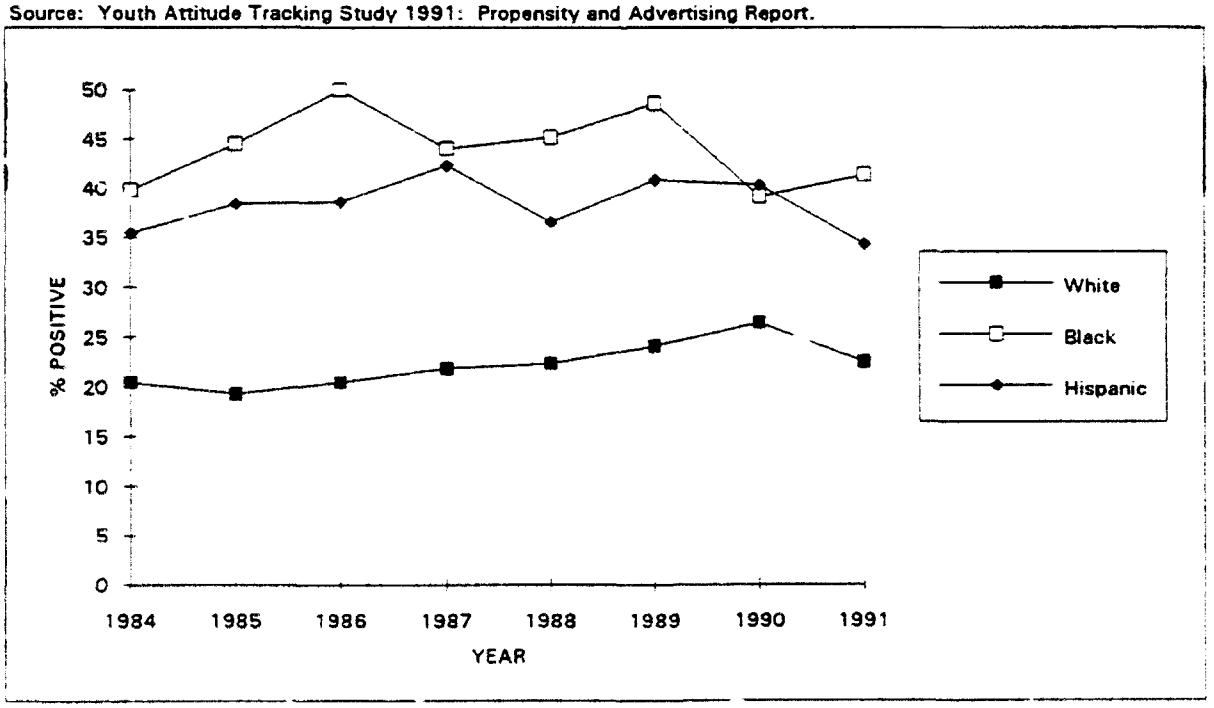


Figure 6-4. Active composite propensity among males by race, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

More recently, from 1990 to 1991, propensity fell across the country. Propensity in the West appears somewhat more variable than in the rest of the country, being lower than that in the South in 1985, and higher than in the North East and North Central two years later.

Service-Specific Propensity

The rank order of propensity for the four active Services, shown in Figures 6-6 through 6-9, was relatively stable from 1984 through 1991 across all age groups. The Army and Air Force were most frequently cited as enlistment possibilities, while the Navy and Marine Corps were less frequently mentioned.

Examination of propensity for these Services reveals that the 1989-90 increase in composite propensity among 19-21 and 22-24 year-olds reflects an increase in Army propensity alone. Although propensity trends appear approximately the same for all Services from 1988 to 1989, Navy and Air Force propensity decreased from 1989 to 1990 among 19-21 and 22-24 year-olds. Increased propensity among both 19-21 and 22-24 year-olds is evident only for the Army. Marine Corps propensity increased only among 22-24 year-olds from 1989 to 1990. It appears that the 1989-1990 increase seen in active composite propensity is a function of an increase in Army propensity (Figure 6-6).

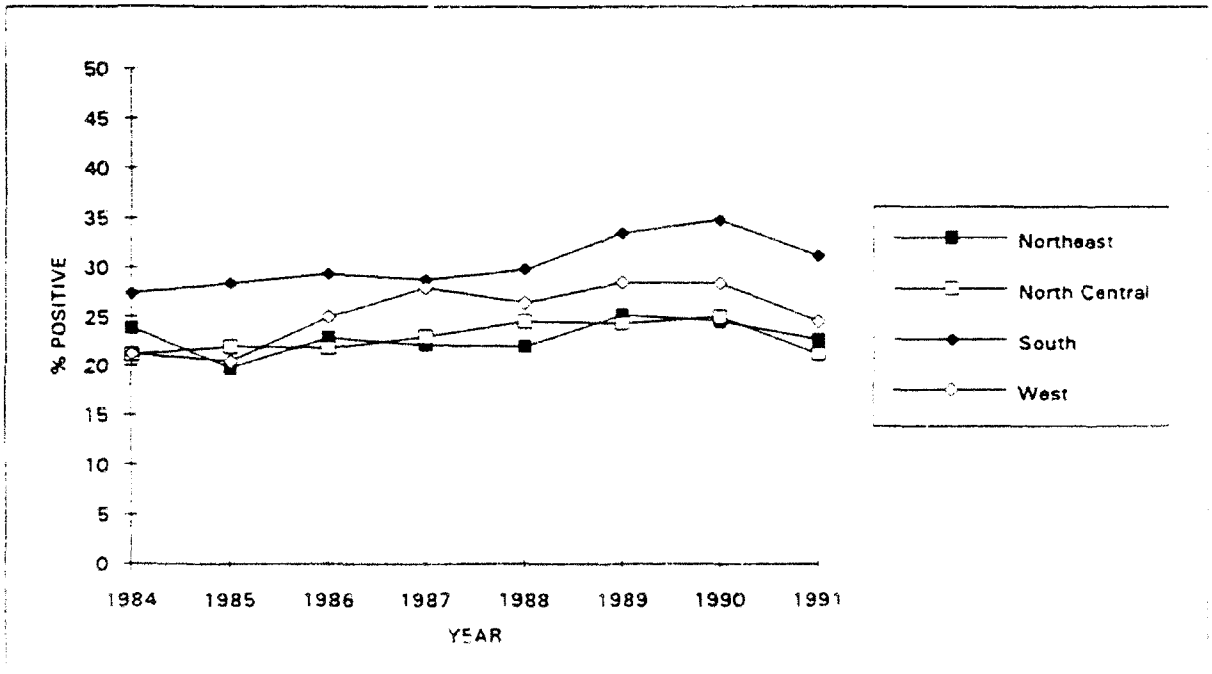


Figure 6-5. Active composite propensity among males by region, 1984-1991.

Source: Youth Attitude Tracking Study 1991: *Propensity and Advertising Report*

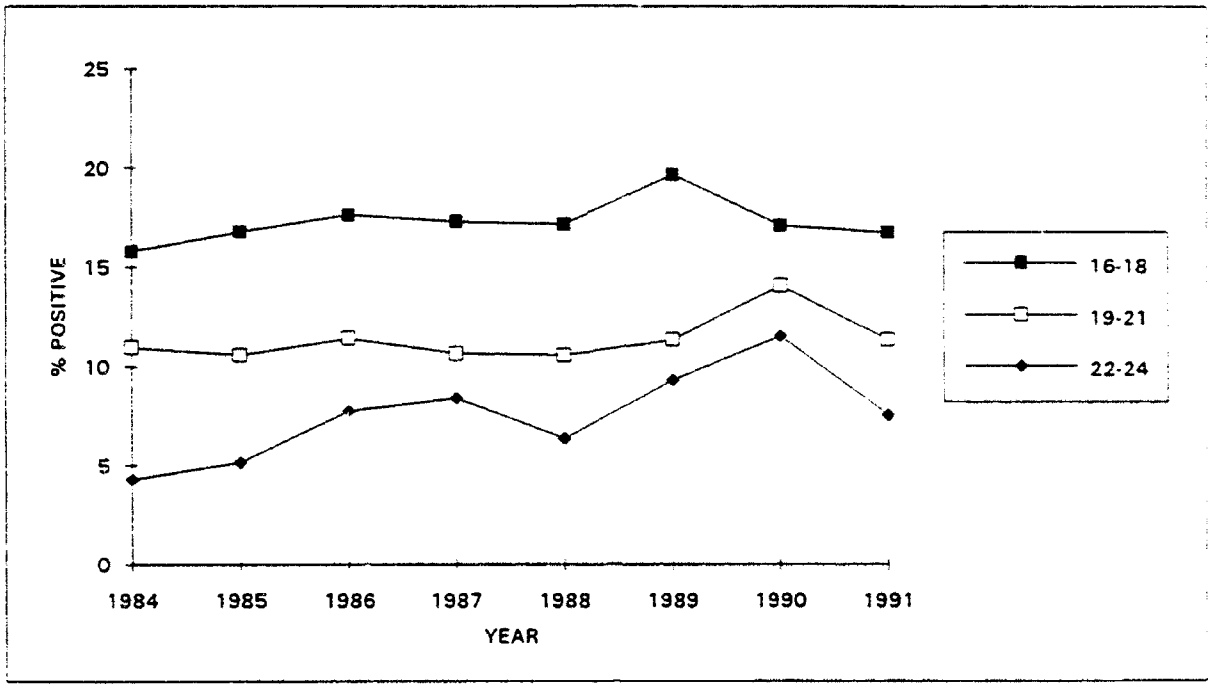


Figure 6-6. Army propensity among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

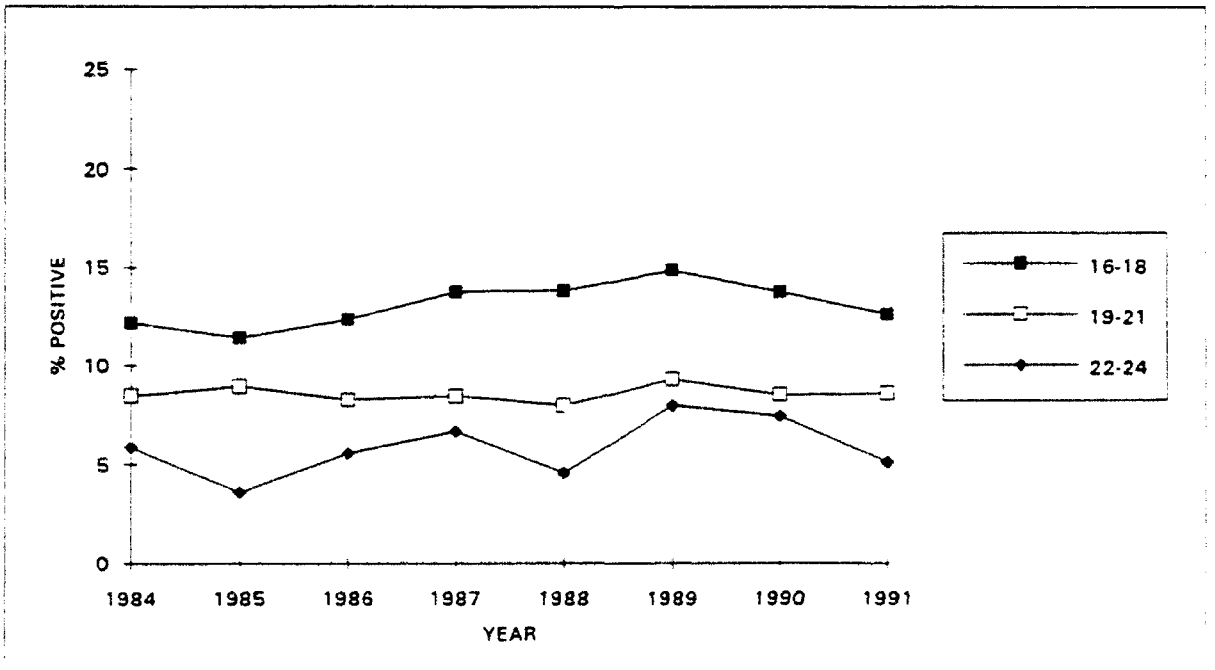


Figure 6-7. Navy propensity among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

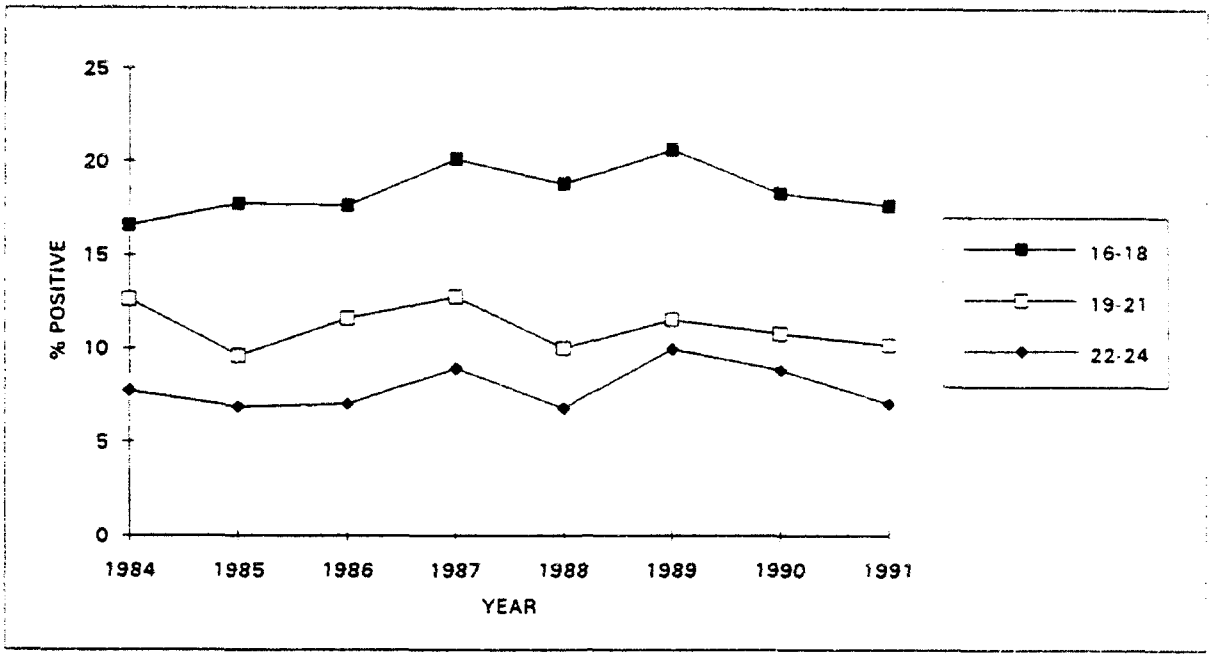


Figure 6-8. Air Force propensity among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

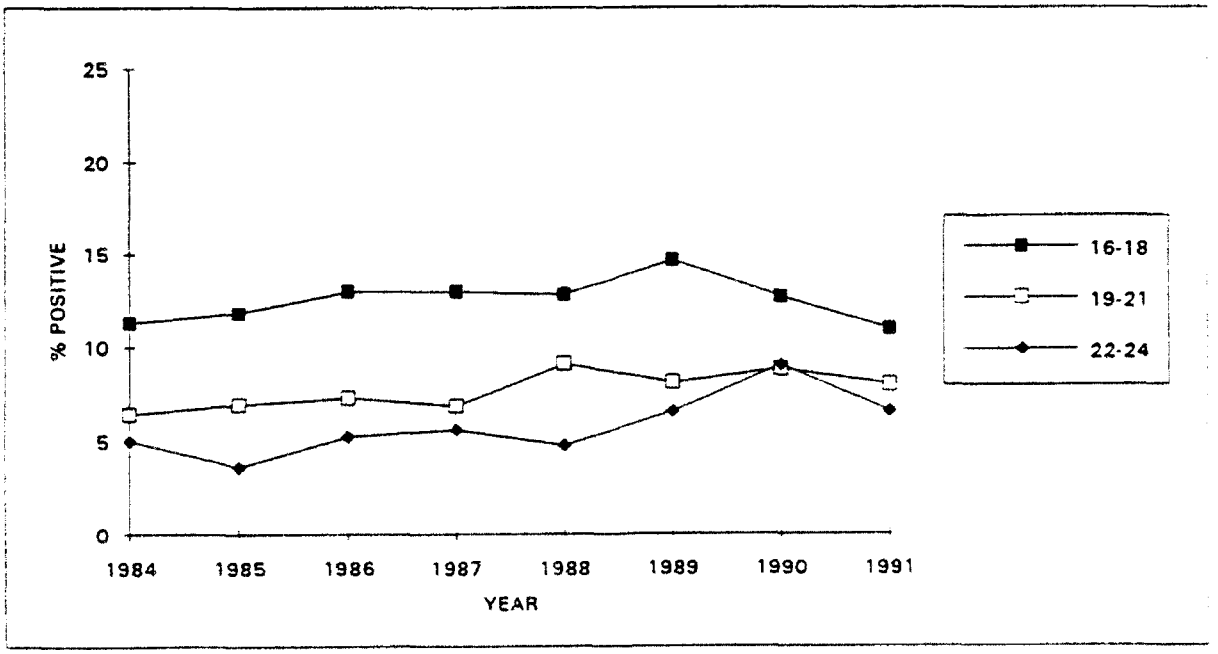


Figure 6-9. Marine Corps propensity among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

Unaided Mentions

Prior to any specific questions in YATS regarding propensity to join the military, respondents were asked, in general terms, about their plans for the next few years. The percentage indicating a likelihood of joining the military, without prompting from the interviewer, is reported as "unaided" propensity. Figure 6-10 shows trends in unaided propensity.

Individuals who volunteered an enlistment propensity (unaided) were fewer in number than those who responded to the direct (aided) propensity questions. Unaided mentions of enlistment in the military as a possible course of action for the future generally rose for the youngest age group. In 1984, 9.1 percent of 16-18 year-olds mentioned military enlistment, while the figure for 1991 was 12.9 percent. Unaided mentions essentially showed no change for the older two age groups. While active composite propensity fell from 1990 to 1991 among 16-18 year-old males, unaided mentions increased, suggesting that while the propensity to enlist was dropping, awareness of the military as a job option was increasing.

Summary of Trends in Youth Propensity 1984 - 1991

This chapter presents an overview of trends in male propensity from the 1984 through the 1991 YATS administrations. Propensity has generally increased, with minor

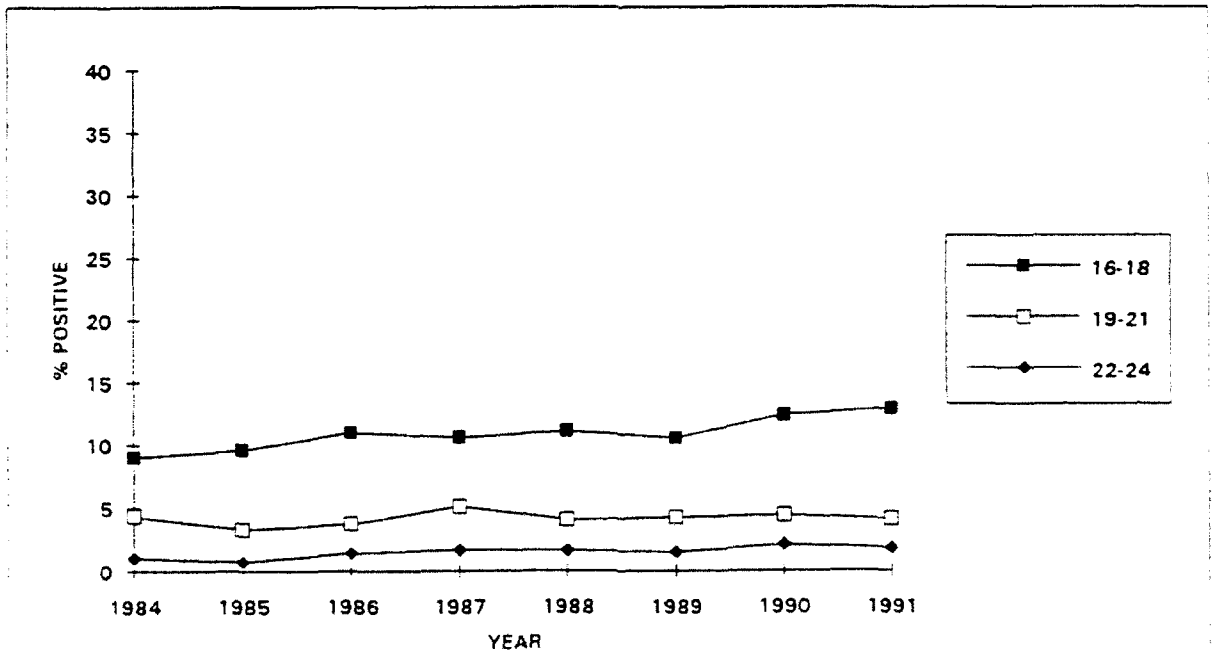


Figure 6-10. Unaided mentions among males by age group, 1984-1991.

Source: Youth Attitude Tracking Study 1991: Propensity and Advertising Report.

fluctuations, through the 1980s. Between 1989 and 1990, propensity dropped for 16-18 year-olds, high school seniors, and Blacks, while it rose among 19-21 and 22-24 year-olds, and non-students in the labor market. The increase in propensity among 19-21 and 22-24 year-olds seems to be driven primarily by propensity to enlist in the Army, as similar trends are not observed for the Navy and Air Force, and only among 22-24 year-olds for the Marine Corps.

From 1990 to 1991, propensity decreased slightly among nearly all demographic groups. The sole exception observed was non-student high school graduates who do not have a job. However, unaided mention of possible enlistment increased in frequency at the same time propensity was dropping, suggesting youth are generally more aware of enlistment as a job option, although fewer of them expect to enlist.

It was also observed that propensity varied more among non-student high school graduates who do not have a job and among minorities than among other groups. Although propensity among unemployed high school graduates (i.e., those who do not have a job, but are looking for work) is higher than among others without a job, the trends in propensity among these groups follow the pattern.

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APPENDIX A

COMPARISON OF RESERVE PROPENSITY AS MEASURED BY OLD (1989) AND NEW (1990) QUESTIONNAIRE VERSIONS

COMPARISON OF RESERVE PROPENSITY AS MEASURED BY OLD (1989) AND NEW (1990) QUESTIONNAIRE VERSIONS

Since its first administration in 1975, the YATS questionnaire has undergone continual revision in response to changes in the Department of Defense's (DoD) information needs. In 1990, major revisions were made to the YATS instrument. For example, new questions were added asking American youth about their perceptions of opportunities offered by the military and about their views and reactions to world events such as Operations Desert Storm/Shield. One of the more significant changes to the survey instrument occurred in the section measuring enlistment propensity.

Unlike previous YATS surveys, the Fall 1990 instrument contained two alternative versions of the propensity section. One-half of the sample was administered the propensity section as it appeared in the 1989 YATS. The other half of the sample was administered a new propensity section developed expressly for the Fall 1990 administration. For this appendix, the terms "old" and "new" will be used to refer to the 1989 and 1990 versions of the propensity sections, respectively. The 1990 version was designed to be shorter and more streamlined than the 1989 version. Although each section contained the same general and Service-specific propensity questions, they differed in the placement of propensity questions within sections, as well as the context in which questions were asked. Both versions were used again during the Fall 1991 administration. Consistent with the 1990 findings, analyses of the 1991 data revealed no differences between the 1989 and 1990 versions of **active propensity**. It is evident that both propensity versions yield the same measure of active propensity, despite differences in ordering and nesting. For this reason, this appendix only examines the estimates produced by the two versions measuring **Reserve propensity**. Specifically, this appendix evaluates whether the two versions yielded essentially the same estimates. Based upon findings, this appendix also provides analysts with recommendations regarding the analysis of Reserve propensity from the Fall 1991 YATS survey.

An extensive series of comparisons were made to determine the effects of the two propensity versions upon the measurement of Reserve Component propensity. Following an overview of the differences in estimates provided by the two propensity versions, these comparisons are presented. Finally, in the last section of this appendix, recommendations regarding use of the alternative versions of propensity for analysis purposes are presented.

Comparison of 1989 and 1990 Reserve Propensity Measures

Measuring Propensity - 1989 and 1990 Versions

The two versions of the propensity section administered during the Fall 1991 YATS are summarized in Table A-1. They are labeled old (referring to the version administered during YATS, Fall 1989) and new (the version introduced during YATS, Fall 1990).[1] This table presents the old and new versions in the order in which questions were presented to respondents. Where needed for establishing context, introductory material is included. Active Service questions are included to aid in establishing context for the Reserve Component questions.

In these versions of the propensity sections, the order of presentation for the active and Reserve Component questions were reversed. The 1989 version begins military propensity questions by asking a generalized propensity question and then asks the Reserve/Guard questions (i.e., Q503, then Q505, Q506, Q507, Q508, Q582, and Q566). In contrast, following the generalized propensity question, the 1990 version asks the active Service propensity questions (i.e., Q503, then Q509, Q510, Q511, Q512, and Q513) before asking Reserve Component questions. The final group of military-specific questions (i.e., Q520/Q520A, Q521, Q525, Q526, Q527, and Q528) are, in each version, asked in order as the final questions in the section.

Besides a reversal in the ordering of active and Reserve Component questions, the two versions also differ in the contexts within which the questions were placed. Most propensity questions in the 1989 version were nested in the sense of being surrounded or introduced by other questions asking about civilian opportunities or activities. These questions account for the greater length of the 1989 version. Although dispensing with many of these questions, the 1990 version included a lengthy introduction to the Reserve Component questions. The purpose of this introduction was to prompt a more informed response to Reserve Component questions, as it was felt that not all respondents were sufficiently aware of these Military Service options.

In the following sections, the effects of these questionnaire changes on the measurement of Reserve Component propensity and whether the 1989 and 1990 responses can be combined for analysis purposes are discussed.

Comparing Reserve Propensity Measures - 1989 and 1990 Versions

Many comparisons were made between the 1989 and 1990 propensity estimates. As random half-samples were assigned to each, for administration, any

[1]The 1989 version was administered to a total of 4,853 respondents and the 1990 version to 5,538 respondents during the Fall 1991 YATS administration.

differences in measurement were assumed due to the versions themselves, not other artifacts. The Reserve Component comparisons are presented in Tables A-2 through A-11. Each table reports positive composite and component-specific propensity as measured by the 1989 and 1990 versions of the propensity section.[2] Total sample results are presented first; then respondents are further subdivided by gender, gender and age groups, gender and ethnicity, gender and estimated AFQT group, and gender and region of the country.

It should be noted that a number of tables contain missing entries. Estimates were not reported when the number of respondents upon which an estimate would be based was less than twenty. It was decided that estimates based upon less than twenty individuals were too unreliable to use for comparative purposes.

Reserve Propensity. Tables A-2 through A-11 present the comparisons made for Reserve Component propensity by version. Reserve Component comparisons were made for the total sample and then for selected demographic/market subgroups. The pattern of findings is quite clear. Of the more than eighty significance tests performed, forty-seven yielded statistically significant differences between the 1989 and 1990 version estimates. The pattern and context of findings lead to the following general observations:

- 1990 estimates of composite Reserve propensity were significantly higher than corresponding 1989 estimates; and
- differences in Reserve propensity are primarily a function of elevated 1990 propensity estimates on the composite measure as well as the component measures.

Among the significant differences, it appears as though certain gender/ethnicity subgroups exhibit more differences than others. These differences, however, are felt to be more a function of sample size than anything else. The real differences in component propensity are between propensity versions, not sample subgroups.

Summary and Recommendations

This appendix has documented the differences in two versions of the propensity section used during the Fall 1991 YATS administration. The primary differences between the two versions were in the ordering of questions and the presence or absence of questions or introductory statements at the beginning of each group of active or Reserve Component propensity questions.

Consistent with the 1990 YATS findings, it is not possible to combine

[2]Composite Reserve propensity is reported as the most positive response to questions Q505 and Q507. Positive propensity is defined as at least one response to these two questions as "Definitely" or Probably" likely to be serving on Reserve duty in the _____ Service. If neither of the component-specific questions elicits a positive response, composite Reserve propensity is coded as negative. Service-specific propensity is directly measured from the root question.

responses when considering Reserve Component propensity. Although order did not appear to have an effect on Reserve propensity measurement, addition of an introduction to the Reserve propensity questions first used in the 1990 YATS questionnaire did have an effect. This introduction, revised in 1991, was designed to increase respondent awareness of the National Guard and Reserves.

The characteristics stressed in this introduction focus upon service in the National Guard and Reserves (e.g., keep civilian full-time jobs, and/or attend school while serving part-time in the military, minimal time obligation for training, and extended periods of active duty in time of emergency or local disaster). The introduction appears to have had the intended result of increasing awareness and the unintended consequence of raising National Guard and Reserve propensities.

Although analysts may choose for one reason or another to analyze aided or unaided propensity when drawing comparisons with previous YATS propensity estimates, only estimates using the 1989 version of propensity should be produced. Approximately one-half of the comparisons made between the versions proved to be statistically different. As a result, **analysts are advised not to combine 1989 and 1990 Reserve Component propensity responses for analytic purposes**. Instead, we **recommend using only responses from the 1989 propensity version for analysis**. This last recommendation is made in order to help preserve continuity of propensity measurement with past YATS administrations.

Table A-1. YATS Old and New Propensity Versions

Old Propensity		New Propensity	
Q501.	First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)?	Q503.	Now, I'd like to ask you how likely it is that you will be serving in the military in the next few years.
Q502.	How likely is it that you will be working at a desk in a business office?	Q509.	How likely is it that you will be serving on active duty in the Coast Guard?
Q503.	How likely is it that you will be serving in the military?	Q510.	How likely is it that you will be serving on active duty in the Army?
Q504.	How likely is it that you will be working as a (saleswoman/salesman)?	Q511.	How likely is it that you will be serving on active duty in the Air Force?
Q505.	How likely is it that you will be serving in the National Guard?	Q512.	How likely is it that you will be serving on active duty in the Marine Corps?
Q506.	Is that the Air National Guard, or the Army National Guard?	Q513.	How likely is it that you will be serving on active duty in the Navy?
Q507.	How likely is it that you will be serving in the Reserves?	2A7.	Reserve and National Guard military service allows people to keep their civilian, full-time jobs and attend school while serving part-time in the military. Reservists and National Guardsmen normally train one weekend a month, in addition to two weeks a year on active duty training. In the event of a national emergency - for example, a natural disaster or military threat - Reservists and Guardsmen can be called up for extended periods of active duty, military service. With this in mind . . .
Q508.	Is that the Air Force Reserve, the Army Reserve, the Coast Guard Reserve, the Marine Corps Reserve, or the Naval Reserve?	Q505.	How likely is it that you will be serving in the National Guard?
Q582.	Is there a National Guard or Reserve unit located close enough to you for you to join?	Q506.	Is that the Air National Guard or the Army National Guard?
Q566.	What Service would that be?	Q507.	How likely is it that you will be serving in the Reserves?
Q509.	How likely is it that you will be serving on active duty in the Coast Guard?	Q508.	Is that the Air Force Reserve, or the Army Reserve, the Coast Guard Reserve, the Marine Corps Reserve, or the Naval Reserve?
Q510.	How likely is it that you will be serving on active duty in the Army?	Q507A.	How likely is it that you will be serving in the (Randomly chosen response category from Q506 or Q508)?
Q511.	How likely is it that you will be serving on active duty in the Air Force?	Q582A.	Is there a National Guard or Reserve unit located in your area?

Table A-1. YATS Old and New Propensity Versions (Continued)

Old Propensity		New Propensity	
Q512.	How likely is it that you will be serving on active duty in the Marine Corps?	Q566.	What Service would that be?
Q513.	How likely is it that you will be serving on active duty in the Navy?	Q517.	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 (after you finish high school/in the next few years)?
Q514.	Now, how likely is it that you will be going to college?	Q520A.	You mentioned that you might serve in more than one Military Service. Which Service are you most likely to serve in?
Q515.	How likely is it that you will be going to vocational or technical school?	Q521.	If you were to join the military service, how soon do you think you would join?
Q516.	How likely is it that you will a be full-time homemaker?	Q525.	Before we talked today, had you ever considered the possibility of joining the military?
Q517.	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 (after you finish high school/in the next few years)?	Q526A.	If you were to consider joining the military, what would be the main reasons?
Q520.	You mentioned earlier that you might serve in more than one Military Service. Which Service are you most likely to serve in?	Q527.	If you were to enlist, do you think you would serve a single tour of duty, about 4 years? Or would you plan on making military service your career?
Q521.	If you were to join the military service, how soon do you think you would join?	Q528A.	What is the main reason you would not consider enlisting in the military service?
Q525.	Before we talked today, had you ever considered the possibility of joining the military?	Q529.	If you were to enlist, do you think you would enlist full-time in an active Service, or part-time in a Reserve or Guard unit?
Q526A.	If you were to consider joining the military, what would be the main reasons?		
Q527.	If you were to enlist, do you think you would serve a single tour of duty, about 4 years? Or would you plan on making military service your career?		
Q528A.	What is the main reason you would not consider enlisting in the military service?		
Q529.	If you were to enlist, do you think you would enlist full-time in an active Service, or part-time in a Reserve or Guard unit?		

Table A-2. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity by Propensity Version

	Old[a] Propensity	New[b] Propensity
Composite	11.9 (0.5)	17.0 (0.5)*
National Guard	5.4 (0.3)	10.1 (0.5)*
Reserves	10.0 (0.5)	13.7 (0.5)*

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based upon 4,853 interviews.
[b]Estimates are based upon 5,538 interviews.

*Old and New propensity version differences were statistically significant at the p = .05 level.

Source: Q505, Q507, and P.SVNG84.

Table A-3. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity by Propensity Version and Respondent Gender

	Total Sample		Males		Females	
	Old[a] Propensity	New[b] Propensity	Old[c] Propensity	New[d] Propensity	Old[e] Propensity	New[f] Propensity
Composite	11.9 (0.5)	17.0 (0.5)*	17.5 (0.9)	22.6 (0.9)*	7.1 (0.7)	11.5 (0.8)*
National Guard	5.4 (0.3)	10.1 (0.5)*	8.8 (0.6)	13.3 (0.6)*	2.4 (0.3)	6.9 (0.8)*
Reserves	10.0 (0.5)	13.7 (0.5)*	14.2 (0.8)	17.9 (0.8)*	6.4 (0.7)	9.6 (0.8)*

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 4,853 interviews.
[b]Estimates are based on 5,538 interviews.
[c]Estimates are based on 3,044 interviews.
[d]Estimates are based on 3,651 interviews.
[e]Estimates are based on 1,809 interviews.
[f]Estimates are based on 1,887 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, and RSVNG84.

Table A-4. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity Among Males by Propensity Version and Respondent Age

	16-18 Year-Olds		19-21 Year-Olds		22-24 Year-Olds	
	Old[a] Propensity	New[b] Propensity	Old[c] Propensity	New[d] Propensity	Old[e] Propensity	New[f] Propensity
Composite	25.6 (1.4)	32.5 (1.7)*	15.6 (1.6)	19.0 (1.5)	11.5 (1.2)	15.0 (1.3)*
National Guard	13.1 (1.0)	18.0 (1.1)*	7.9 (1.1)	11.6 (1.2)*	5.6 (0.9)	9.7 (1.3)*
Reserves	21.0 (1.4)	25.2 (1.7)	13.0 (1.5)	15.1 (1.4)	8.8 (1.0)	12.5 (1.1)*

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,115 interviews.
[b]Estimates are based on 1,401 interviews.
[c]Estimates are based on 1,010 interviews.
[d]Estimates are based on 1,326 interviews.
[e]Estimates are based on 919 interviews.
[f]Estimates are based on 924 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, RSVNG84, and CALCAGE.

Table A-5. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity Among Females by Propensity Version and Respondent Age

	16-18 Year-Olds		19-21 Year-Olds		22-24 Year-Olds	
	Old[a] Propensity	New[b] Propensity	Old[c] Propensity	New[d] Propensity	Old[e] Propensity	New[f] Propensity
Composite	11.1 (1.8)	16.4 (1.8)*	4.7 (0.9)	9.1 (1.4)*	5.8 (1.5)	9.3 (1.6)
National Guard	4.5 (0.8)	8.3 (1.4)*	1.5 (--)	6.4 (1.3)	1.4 (--)	6.0 (1.4)
Reserves	9.4 (1.7)	13.5 (1.8)	4.3 (0.9)	7.8 (1.3)*	5.6 (1.5)	7.7 (1.4)

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 624 interviews.
[b]Estimates are based on 657 interviews.
[c]Estimates are based on 657 interviews.
[d]Estimates are based on 684 interviews.
[e]Estimates are based on 528 interviews.
[f]Estimates are based on 546 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q505, Q507, RSVNG84, and CALCAGE.

Table A-6. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity Among Males by Propensity Version and Racial Background

	White		Black		Other	
	Old[a] Propensity	New[b] Propensity	Old[c] Propensity	New[d] Propensity	Old[e] Propensity	New[f] Propensity
Composite	15.0 (1.0)	19.3 (0.9)*	32.7 (3.7)	39.2 (3.2)	20.2 (2.9)	35.0 (2.9)*
National Guard	7.7 (0.6)	10.7 (0.7)*	16.1 (2.5)	26.8 (3.3)*	9.9 (2.3)	22.9 (2.7)*
Reserves	12.1 (0.9)	14.9 (0.8)*	26.5 (3.6)	32.5 (2.9)	17.6 (2.7)	30.7 (3.1)*

Notes: ▪ Tabled values are percentages with standard errors in parentheses.
▪ Some cases had missing data, therefore the number of interviews on which estimates are based will not sum to total number of interviews.

[a]Estimates are based on 2,534 interviews.
[b]Estimates are based on 2,995 interviews.
[c]Estimates are based on 228 interviews.
[d]Estimates are based on 295 interviews.
[e]Estimates are based on 269 interviews.
[f]Estimates are based on 339 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, Q714, and RSVNG84.

Table A-7. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity Among Females by Propensity Version and Racial Background

	White		Black		Other	
	Old[a] Propensity	New[b] Propensity	Old[c] Propensity	New[d] Propensity	Old[e] Propensity	New[f] Propensity
Composite	5.1 (0.7)	9.4 (0.9)*	16.3 (3.6)	20.3 (3.3)	10.3 (--)	20.3 (4.0)
National Guard	1.5 (0.3)	5.6 (0.9)*	6.7 (--)	11.7 (--)	5.6 (--)	14.4 (3.9)
Reserves	4.6 (0.7)	7.7 (0.8)*	15.3 (3.6)	18.6 (3.2)	7.9 (--)	14.2 (2.5)

Notes: ▪ Tabled values are percentages with standard errors in parentheses.
▪ Some cases had missing data, therefore the number of interviews on which estimates are based will not sum to total number of interviews.

[a]Estimates are based on 1,478 interviews.
[b]Estimates are based on 1,535 interviews.
[c]Estimates are based on 169 interviews.
[d]Estimates are based on 190 interviews.
[e]Estimates are based on 152 interviews.
[f]Estimates are based on 148 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

(--) Indicates a cell size of less than 20 respondents; estimate is not reliable.

Source: Q402, Q505, Q507, Q714, and RSVNG84.

Table A-8. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity for Males by Propensity Version and AFQT Score

	Old PROPENSITY				New PROPENSITY			
	Low AFQT[a]		High AFQT[b]		Low AFQT[c]		High AFQT[d]	
Composite	26.2	(2.0)	12.4	(0.8)	32.1	(1.6)*	16.8	(0.9)*
National Guard	14.7	(1.3)	5.4	(0.6)	20.4	(1.4)*	8.9	(0.7)*
Reserves	19.9	(1.6)	10.8	(0.9)	25.8	(1.5)*	13.1	(0.7)

Note: ■ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 878 interviews.
[b]Estimates are based on 2,166 interviews.
[c]Estimates are based on 1,057 interviews.
[d]Estimates are based on 2,594 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, RSVNG84, and AFQTHIGP.

Table A-9. Fall 1991 YATS - Positive Composite Reserve and Reserve Component Propensity for Females by Propensity Version and AFQT Score

	Old PROPENSITY				New PROPENSITY			
	Low AFQT[a]		High AFQT[b]		Low AFQT[c]		High AFQT[d]	
Composite	10.6	(1.6)	4.9	(0.7)	17.4	(1.9)*	7.6	(0.9)*
National Guard	3.6	(0.8)	1.6	(0.3)	10.3	(1.6)*	4.5	(0.7)*
Reserves	10.1	(1.6)	4.2	(0.7)	15.0	(1.8)*	6.0	(0.8)

Note: ■ Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 527 interviews.
[b]Estimates are based on 1,282 interviews.
[c]Estimates are based on 590 interviews.
[d]Estimates are based on 1,297 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, RSVNG84, and AFQTHIGP.

Tat' · A-10. Fall 1991 YATS - Positive Composite Reserve Service-Specific Propensity for Males by Propensity Version and Region

	OLD PROPENSITY				NEW PROPENSITY			
	Northeast [a]	North Central [b]	South [c]	West [d]	Northeast [e]	North Central [f]	South [g]	West [h]
Composite	17.1 (1.9)	13.5 (1.5)	23.2 (1.5)	11.5 (1.6)	19.9(1.7)	18.9(1.7)*	26.9(1.5)	21.8(1.9)*
National Guard	7.3 (1.5)	7.1 (1.1)	12.3 (1.1)	5.7 (1.4)	9.4 (1.0)	10.7(1.2)*	17.0(1.4)*	13.4 (1.5)*
Reserves	16.5 (1.9)	10.7 (1.4)	17.2 (1.2)	10.6(1.5)	16.5(1.6)	14.6(1.5)	20.7(1.4)	18.5(1.9)*

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a] Estimates are based on 612 interviews.
[b] Estimates are based on 872 interviews.
[c] Estimates are based on 1,041 interviews.
[d] Estimates are based on 519 interviews.
[e] Estimates are based on 722 interviews.
[f] Estimates are based on 967 interviews.
[g] Estimates are based on 1,265 interviews.
[h] Estimates are based on 697 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

Source: Q402, Q505, Q507, RSVNG84 and REGION.

Table A-11. Fall 1991 YATS - Positive Composite Reserve Service-Specific Propensity for Females by Propensity Version and Region

	OLD PROPENSITY				NEW PROPENSITY			
	Northeast [a]	North Central [b]	South [c]	West [d]	Northeast [e]	North Central [f]	South [g]	West [h]
Composite	3.7 (--)	6.6 (1.7)	9.1 (1.4)	6.9 (1.4)	11.8 (2.0)	10.3 (1.9)	12.1 (1.6)	11.7(2.3)
National Guard	1.3 (--)	1.9 (--)	3.4 (0.6)	2.0 (--)	7.6 (1.7)	6.0 (1.5)	6.8(1.3)*	7.6(1.8)
Reserves	3.1 (--)	5.2 (--)	8.7(1.3)	6.4(1.4)	9.4 (1.8)	7.9 (1.6)	10.9(1.6)	9.6(2.2)

Note: ▪ Tabled values are percentages with standard errors in parentheses.

[a] Estimates are based on 351 interviews.
[b] Estimates are based on 508 interviews.
[c] Estimates are based on 643 interviews.
[d] Estimates are based on 307 interviews.
[e] Estimates are based on 411 interviews.
[f] Estimates are based on 503 interviews.
[g] Estimates are based on 659 interviews.
[h] Estimates are based on 314 interviews.

*Old and New propensity version differences were statistically significant at the p=.05 level.

(--) Indicates a cell size of less than 20 respondents; estimate is not reliable.

Source: Q402, Q505, Q507, RSVNG84, and REGION.

APPENDIX B

ADDITIONAL FINDINGS ON MILITARY ADVERTISING

Appendix B

Table B-1. Fall 1991 YATS - Unaided Advertising Awareness by Race and Gender

	Males[a] Total		Females[b] Total	
Army				
White	75.3	(1.0)	75.5	(1.5)
Black	78.8	(3.2)	83.8	(3.7)
Hispanic	72.9	(3.1)	77.4	(4.0)
Other[c]	74.7	(3.3)	69.8	(5.4)
Navy				
White	48.3	(1.4)	44.0	(1.6)
Black	45.2	(4.0)	42.8	(4.6)
Hispanic	46.4	(4.7)	39.2	(5.1)
Other[c]	46.4	(4.7)	47.3	(6.0)
Air Force				
White	55.1	(1.3)	51.1	(1.8)
Black	46.1	(3.8)	45.1	(4.9)
Hispanic	51.4	(2.9)	45.9	(4.9)
Other[c]	56.0	(4.9)	43.5	(7.1)
Marine Corps				
White	64.8	(1.1)	61.0	(1.7)
Black	63.8	(4.2)	61.9	(4.2)
Hispanic	58.1	(3.4)	66.3	(5.2)
Other[c]	64.3	(5.1)	66.3	(6.3)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]Includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

Source: Q402, Q601, Q714 and Q715.

Table B-1. Fall 1991 YATS - Unaided Advertising Awareness by Race and Gender (Continued)

	Males[a] Total		Females[b] Total	
Coast Guard				
White	22.6	(0.9)	16.7	(1.0)
Black	18.2	(3.0)	13.8	(2.9)
Hispanic	23.8	(3.6)	12.5	(--)
Other[c]	15.3	(3.5)	17.3	(--)
National Guard/Reserves				
White	22.0	(1.0)	19.5	(1.5)
Black	13.7	(2.2)	10.8	(--)
Hispanic	21.0	(3.3)	14.0	(3.6)
Other[c]	16.0	(3.7)	17.8	(--)
Joint Service				
White	11.8	(0.6)	8.9	(0.8)
Black	9.8	(2.0)	5.8	(--)
Hispanic	6.2	(--)	4.5	(--)
Other[c]	8.8	(--)	0.9	(--)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a]Estimates are based on 3,350 interviews.

[b]Estimates are based on 1,858 interviews.

[c]Includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q714 and Q715.

Table B-2. Fall 1991 YATS - Unaided Advertising Awareness by Employment Status and Gender

	Males[a] Total		Females[b] Total	
Army				
Employed	76.4	(1.1)	78.2	(1.5)
Not Employed, Looking	74.9	(2.5)	70.5	(3.4)
Not Employed, Not Looking	73.0	(2.4)	77.5	(2.7)
Navy				
Employed	48.7	(1.6)	43.5	(2.1)
Not Employed, Looking	42.8	(2.5)	42.3	(3.6)
Not Employed, Not Looking	49.9	(2.3)	44.4	(3.1)
Air Force				
Employed	54.4	(1.4)	52.8	(1.9)
Not Employed, Looking	50.8	(2.7)	40.4	(3.4)
Not Employed, Not Looking	54.8	(2.1)	47.6	(3.0)
Marine Corps				
Employed	64.7	(1.3)	65.3	(2.0)
Not Employed, Looking	62.5	(2.8)	55.6	(4.0)
Not Employed, Not Looking	64.5	(2.3)	55.9	(3.1)
Coast Guard				
Employed	22.7	(1.1)	15.6	(1.1)
Not Employed, Looking	18.3	(1.8)	14.0	(2.8)
Not Employed, Not Looking	23.6	(1.9)	18.1	(2.1)
National Guard/Reserves				
Employed	21.6	(1.2)	19.6	(1.6)
Not Employed, Looking	14.7	(1.6)	14.9	(2.6)
Not Employed, Not Looking	24.2	(1.9)	14.6	(2.0)
Joint Service				
Employed	11.0	(0.7)	8.2	(1.0)
Not Employed, Looking	10.6	(1.3)	5.9	(--)
Not Employed, Not Looking	13.0	(1.6)	8.9	(1.8)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Responses reported only for individuals administered the 1989 version of advertising awareness questions (1/2 sample).

[a] Estimates are based on 3,350 interviews.

[b] Estimates are based on 1,858 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q601, Q416 and Q417.

Table B-3A. Fall 1991 YATS - Slogan Recognition Among Males by Age

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"Be All You Can Be."								
Army	89.1	(0.8)	88.0	(0.9)	84.9	(0.9)	87.4	(0.5)
Navy	3.3	(0.6)	2.4	(0.4)	4.9	(0.6)	3.5	(0.3)
Air Force	3.4	(0.5)	3.8	(0.4)	3.3	(0.5)	3.5	(0.3)
Marine Corps	1.5	(0.3)	1.2	(0.3)	2.0	(0.4)	1.6	(0.2)
Coast Guard	0.1	(–)	0.1	(–)	0.2	(–)	0.1	(–)
Joint Service	1.8	(0.2)	2.9	(0.5)	3.0	(0.4)	2.6	(0.2)
Don't Know/Refused	0.8	(0.2)	1.6	(0.3)	1.6	(0.4)	1.3	(0.2)
"Get an Edge on Life."								
Army	63.3	(1.1)	56.8	(1.4)	49.5	(1.6)	56.7	(0.8)
Navy	6.3	(0.6)	5.5	(0.6)	5.1	(0.6)	5.7	(0.4)
Air Force	6.8	(0.6)	6.9	(0.6)	7.1	(0.7)	6.9	(0.4)
Marine Corps	9.9	(0.7)	11.5	(0.8)	11.4	(0.8)	10.9	(0.5)
Coast Guard	0.9	(0.2)	1.7	(0.3)	1.8	(0.4)	1.5	(0.2)
Joint Service	2.9	(0.4)	3.7	(0.4)	5.2	(0.7)	3.9	(0.3)
Don't Know/Refused	9.9	(0.7)	13.8	(0.9)	19.9	(1.1)	14.4	(0.5)
"_____." It's Not Just a Job. It's an Adventure."								
Navy	12.9	(0.8)	13.5	(0.7)	15.9	(1.0)	14.1	(0.5)
Army	44.4	(1.2)	53.6	(1.3)	56.0	(1.4)	51.2	(0.8)
Air Force	7.0	(0.7)	5.2	(0.6)	6.1	(0.8)	6.1	(0.4)
Marine Corps	16.9	(0.8)	14.2	(0.7)	11.0	(0.9)	14.1	(0.5)
Coast Guard	2.2	(0.4)	1.5	(0.3)	0.3	(–)	1.3	(0.2)
Joint Service	5.0	(0.7)	3.4	(0.5)	3.9	(0.5)	4.1	(0.3)
Don't Know/Refused	11.6	(0.7)	8.7	(0.7)	6.8	(0.8)	9.1	(0.4)
"You are Tomorrow. You are the _____."								
Navy	45.3	(1.1)	44.2	(1.2)	41.3	(1.4)	43.6	(0.7)
Army	13.1	(0.6)	13.0	(0.9)	13.0	(1.0)	13.1	(0.4)
Air Force	5.1	(0.5)	4.9	(0.5)	5.0	(0.6)	5.0	(0.3)
Marine Corps	13.3	(0.8)	11.7	(0.9)	12.3	(1.0)	12.4	(0.5)
Coast Guard	2.2	(0.3)	2.5	(0.4)	2.1	(0.4)	2.3	(0.2)
Joint Service	4.4	(0.4)	4.5	(0.5)	4.8	(0.6)	4.6	(0.3)
Don't Know/Refused	16.6	(0.9)	19.2	(1.0)	21.4	(1.5)	19.0	(0.6)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.

(–) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

Table B-3A. Fall 1991 YATS - Slogan Recognition Among Males by Age (Continued)

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"You and the _____. Full Speed Ahead."								
Navy	53.3	(1.3)	50.4	(1.2)	52.7	(1.2)	52.2	(0.7)
Army	11.1	(0.7)	14.0	(1.0)	13.0	(1.1)	12.7	(0.5)
Air Force	13.6	(0.9)	11.8	(0.9)	9.4	(0.7)	11.7	(0.4)
Marine Corps	3.9	(0.5)	3.1	(0.6)	3.3	(0.5)	3.5	(0.3)
Coast Guard	5.1	(0.5)	5.0	(0.7)	3.6	(0.5)	4.6	(0.3)
Joint Service	1.0	(0.2)	1.2	(0.3)	1.1	(0.3)	1.1	(0.2)
Don't Know/Refused	11.9	(0.8)	14.4	(0.9)	16.8	(1.2)	14.3	(0.6)
"Aim High. _____."								
Air Force	90.9	(0.6)	90.8	(0.9)	90.9	(1.0)	90.9	(0.5)
Army	2.2	(0.3)	2.2	(0.4)	1.9	(0.5)	2.1	(0.2)
Navy	1.9	(0.3)	1.5	(0.3)	1.2	(0.3)	1.6	(0.2)
Marine Corps	0.9	(0.2)	1.3	(0.4)	1.4	(–)	1.2	(0.2)
Coast Guard	0.2	(–)	0.2	(–)	0.2	(–)	0.2	(–)
Joint Service	0.9	(0.2)	0.6	(–)	0.4	(–)	0.6	(0.1)
Don't Know/Refused	3.0	(0.4)	3.4	(0.5)	3.9	(0.6)	3.4	(0.3)
"The Few. The Proud. "_____."								
Marine Corps	77.5	(1.0)	86.3	(1.0)	92.0	(0.8)	85.1	(0.5)
Army	6.4	(0.6)	4.3	(0.6)	2.4	(0.5)	4.4	(0.3)
Navy	4.1	(0.5)	2.0	(0.3)	1.3	(0.3)	2.5	(0.2)
Air Force	2.2	(0.4)	1.5	(0.3)	0.9	(–)	1.6	(0.2)
Coast Guard	0.8	(0.2)	0.6	(–)	0.0		0.5	(0.1)
Joint Service	1.8	(0.3)	1.4	(0.4)	0.3	(–)	1.2	(0.2)
Don't Know/Refused	7.2	(0.6)	3.9	(0.5)	3.0	(0.5)	4.7	(0.3)
"We're Looking for a Few Good Men."								
Marine Corps	67.6	(1.1)	75.1	(1.1)	77.7	(1.5)	73.4	(0.6)
Army	13.8	(0.9)	9.2	(0.8)	9.5	(0.9)	10.9	(0.5)
Navy	7.3	(0.6)	5.2	(0.5)	3.1	(0.4)	5.2	(0.3)
Air Force	3.0	(0.4)	2.2	(0.4)	2.5	(0.5)	2.6	(0.2)
Coast Guard	0.7	(–)	0.3	(–)	0.8	(–)	0.6	(0.1)
Joint Service	4.3	(0.5)	4.5	(0.5)	3.0	(0.4)	3.9	(0.3)
Don't Know/Refused	3.3	(0.4)	3.5	(0.4)	3.4	(0.5)	3.4	(0.3)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.

(–) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

Table B-3A. Fall 1991 YATS - Slogan Recognition Among Males by Age (Continued)

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"Be Part of the Action."								
Coast Guard	5.9	(0.5)	6.1	(0.4)	4.0	(0.5)	5.4	(0.2)
Army	19.9	(1.0)	21.3	(1.0)	20.6	(1.1)	20.6	(0.5)
Navy	8.4	(0.8)	6.5	(0.7)	6.5	(0.6)	7.2	(0.4)
Air Force	5.9	(0.6)	4.2	(0.5)	4.7	(0.7)	4.9	(0.3)
Marine Corps	20.7	(0.9)	21.9	(1.1)	20.9	(1.3)	21.2	(0.6)
Joint Service	11.0	(0.7)	9.9	(0.7)	9.7	(0.8)	10.2	(0.3)
Don't Know/Refused	28.2	(1.1)	30.1	(1.3)	33.7	(1.4)	30.6	(0.7)
"It's a Great Place to Start."								
Joint Service	11.9	(0.6)	13.7	(0.7)	13.5	(0.9)	13.0	(0.5)
Army	31.1	(1.2)	36.6	(1.0)	36.8	(1.5)	34.8	(0.7)
Navy	16.4	(0.8)	13.4	(0.8)	13.1	(1.0)	14.3	(0.5)
Air Force	11.9	(0.7)	13.9	(0.8)	14.2	(1.1)	13.3	(0.5)
Marine Corps	5.2	(0.7)	2.6	(0.4)	3.4	(0.5)	3.7	(0.3)
Coast Guard	3.9	(0.5)	3.0	(0.5)	2.1	(0.5)	3.0	(0.3)
Don't Know/Refused	19.6	(0.9)	16.9	(0.9)	16.9	(1.0)	17.8	(0.5)
"Opportunity is Waiting for You."								
Joint Service	17.2	(0.8)	18.3	(0.9)	18.0	(1.1)	17.8	(0.5)
Army	22.6	(0.9)	21.2	(1.3)	19.7	(1.3)	21.2	(0.6)
Navy	17.2	(0.8)	16.1	(0.9)	17.1	(1.2)	16.8	(0.5)
Air Force	3.2	(0.4)	4.6	(0.5)	3.4	(0.5)	3.8	(0.3)
Marine Corps	9.9	(0.8)	6.6	(0.7)	4.7	(0.6)	7.1	(0.4)
Coast Guard	6.7	(0.6)	6.0	(0.6)	7.8	(0.9)	6.9	(0.4)
Don't Know/Refused	23.1	(1.0)	27.2	(1.2)	29.3	(1.2)	26.5	(0.6)
"Stand Up, Stand Out."								
Joint Service	7.8	(0.6)	7.1	(0.7)	4.7	(0.7)	6.6	(0.4)
Army	13.1	(0.9)	9.6	(0.7)	9.9	(1.0)	10.9	(0.5)
Navy	4.8	(0.6)	4.3	(0.5)	3.8	(0.5)	4.3	(0.3)
Air Force	4.6	(0.5)	5.2	(0.6)	4.8	(0.6)	4.9	(0.4)
Marine Corps	28.4	(1.2)	32.4	(1.3)	33.3	(1.3)	31.3	(0.7)
Coast Guard	4.6	(0.5)	4.3	(0.5)	2.7	(0.4)	3.9	(0.3)
Don't Know/Refused	36.7	(1.2)	37.1	(1.2)	40.8	(1.4)	38.2	(0.8)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 2,516 interviews.
[b]Estimates are based on 2,336 interviews.
[c]Estimates are based on 1,843 interviews.
[d]Estimates are based on 6,695 interviews.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

Table B-3B. Fall 1991 YATS - Slogan Recognition Among Females by Age

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"Be All You Can Be."								
Army	88.2	(1.2)	89.2	(1.1)	86.9	(1.2)	88.1	(0.7)
Navy	2.6	(0.6)	3.4	(0.7)	3.1	(0.7)	3.0	(0.4)
Air Force	3.6	(0.7)	3.0	(0.8)	3.6	(0.7)	3.4	(0.4)
Marine Corps	1.1	(–)	0.9	(–)	1.3	(–)	1.1	(0.2)
Coast Guard	0.2	(–)	0.0		0.0		0.0	
Joint Service	2.7	(0.5)	2.2	(0.6)	2.9	(0.7)	2.6	(0.3)
Don't Know/Refused	1.7	(0.4)	1.3	(0.4)	2.2	(0.6)	1.8	(0.3)
"Get an Edge on Life."								
Army	59.0	(1.8)	49.5	(1.8)	39.1	(2.0)	48.8	(1.1)
Navy	4.1	(0.6)	5.9	(0.8)	6.6	(0.9)	5.5	(0.5)
Air Force	5.7	(1.1)	6.8	(0.9)	7.7	(1.0)	6.8	(0.6)
Marine Corps	6.4	(0.9)	9.0	(1.1)	11.8	(1.2)	9.1	(0.7)
Coast Guard	1.8	(0.5)	2.0	(0.4)	1.9	(–)	1.9	(0.3)
Joint Service	4.0	(0.6)	3.6	(0.5)	5.5	(1.1)	4.4	(0.5)
Don't Know/Refused	19.1	(1.5)	23.2	(1.6)	27.4	(1.8)	23.4	(0.9)
"_____." It's Not Just a Job. It's an Adventure."								
Navy	10.8	(1.0)	11.0	(1.1)	11.9	(1.4)	11.3	(0.6)
Army	32.6	(1.8)	43.0	(1.5)	48.5	(1.7)	41.7	(1.0)
Air Force	11.1	(1.2)	7.9	(0.9)	6.9	(0.8)	8.6	(0.6)
Marine Corps	13.7	(1.1)	13.0	(1.2)	11.8	(1.4)	12.8	(0.7)
Coast Guard	3.8	(0.5)	2.6	(0.6)	2.0	(–)	2.8	(0.4)
Joint Service	5.1	(0.8)	4.7	(0.7)	5.4	(1.0)	5.1	(0.5)
Don't Know/Refused	22.9	(1.5)	17.8	(1.2)	13.4	(1.4)	17.9	(0.9)
"You are Tomorrow. You are the _____."								
Navy	40.8	(1.5)	37.9	(1.5)	31.6	(1.8)	36.6	(0.9)
Army	14.7	(1.2)	13.1	(1.1)	15.5	(1.5)	14.4	(0.7)
Air Force	2.6	(0.5)	4.1	(0.8)	4.8	(0.9)	3.9	(0.4)
Marine Corps	10.1	(0.8)	10.7	(0.9)	12.6	(1.2)	11.2	(0.6)
Coast Guard	1.8	(0.4)	2.6	(0.6)	2.8	(0.6)	2.4	(0.3)
Joint Service	4.3	(0.9)	3.0	(0.5)	4.2	(0.8)	3.8	(0.4)
Don't Know/Refused	25.7	(1.5)	28.6	(1.5)	28.4	(1.7)	27.6	(0.9)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 1,281 interviews.
[b]Estimates are based on 1,341 interviews.
[c]Estimates are based on 1,074 interviews.
[d]Estimates are based on 3,696 interviews.

(–) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

Table B-3B. Fall 1991 YATS - Slogan Recognition Among Females by Age (Continued)

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"You and the _____. Full Speed Ahead."								
Navy	39.8	(1.8)	39.3	(1.6)	39.7	(2.0)	39.6	(1.0)
Army	13.1	(1.2)	10.1	(1.2)	10.4	(1.6)	11.1	(0.9)
Air Force	16.0	(1.4)	15.2	(1.4)	15.3	(1.5)	15.5	(0.8)
Marine Corps	4.1	(0.6)	4.0	(0.6)	3.9	(1.0)	4.0	(0.5)
Coast Guard	4.1	(0.6)	5.7	(0.9)	3.2	(0.5)	4.3	(0.4)
Joint Service	2.0	(0.5)	1.5	(--)	1.3	(--)	1.6	(0.3)
Don't Know/Refused	21.0	(1.8)	24.4	(1.4)	26.3	(1.8)	24.0	(0.9)
"Aim High. _____."								
Air Force	73.7	(1.4)	77.7	(1.6)	80.1	(1.5)	77.3	(0.9)
Army	6.5	(0.9)	5.5	(0.9)	4.2	(0.8)	5.4	(0.5)
Navy	4.7	(0.7)	3.4	(0.4)	3.3	(0.7)	3.8	(0.3)
Marine Corps	2.4	(0.5)	2.6	(0.4)	3.0	(0.7)	2.7	(0.3)
Coast Guard	0.5	(--)	0.6	(--)	0.0		0.4	(--)
Joint Service	1.6	(--)	0.6	(--)	0.4	(--)	0.8	(0.2)
Don't Know/Refused	10.7	(1.3)	9.6	(1.1)	9.0	(1.0)	9.7	(0.6)
"The Few. The Proud. "_____."								
Marine Corps	51.6	(1.6)	72.8	(1.8)	77.8	(1.9)	67.9	(1.1)
Army	9.8	(1.1)	6.0	(0.9)	4.2	(0.7)	6.6	(0.4)
Navy	8.6	(1.0)	5.1	(0.7)	4.4	(1.0)	5.9	(0.6)
Air Force	2.6	(0.5)	1.4	(--)	2.3	(--)	2.1	(0.3)
Coast Guard	1.8	(0.4)	0.3	(--)	0.1	(--)	0.7	(0.2)
Joint Service	3.2	(0.5)	1.9	(0.4)	2.1	(--)	2.4	(0.3)
Don't Know/Refused	22.4	(1.4)	12.5	(1.2)	9.1	(1.2)	14.4	(0.8)
"We're Looking for a Few Good Men."								
Marine Corps	42.4	(1.7)	52.5	(1.7)	49.3	(2.1)	48.2	(1.0)
Army	19.5	(1.4)	13.8	(1.2)	15.0	(1.5)	16.0	(0.7)
Navy	12.7	(1.3)	8.3	(0.9)	11.0	(1.5)	10.6	(0.7)
Air Force	4.2	(0.6)	5.7	(0.8)	5.4	(1.0)	5.1	(0.4)
Coast Guard	1.9	(0.4)	1.6	(0.3)	1.9	(--)	1.8	(0.3)
Joint Service	5.9	(0.7)	4.8	(0.6)	4.6	(0.7)	5.1	(0.3)
Don't Know/Refused	13.4	(1.3)	13.2	(1.2)	12.9	(1.3)	13.1	(0.6)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 1,281 interviews.
[b]Estimates are based on 1,341 interviews.
[c]Estimates are based on 1,074 interviews.
[d]Estimates are based on 3,696 interviews.

(--) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

Table B-3B. Fall 1991 YATS - Slogan Recognition Among Females by Age (Continued)

Slogan/Response	16-18[a] Year Olds		19-21[b] Year Olds		22-24[c] Year Olds		Total[d]	
"Be Part of the Action."								
Coast Guard	5.0	(0.7)	4.9	(0.7)	4.2	(0.8)	4.7	(0.5)
Army	18.5	(1.3)	18.9	(1.3)	22.0	(1.9)	19.9	(0.8)
Navy	6.7	(1.2)	5.7	(0.8)	5.1	(1.0)	5.8	(0.5)
Air Force	6.0	(0.8)	6.2	(0.8)	6.4	(1.0)	6.2	(0.6)
Marine Corps	15.8	(1.1)	16.5	(1.2)	15.9	(1.2)	16.1	(0.7)
Joint Service	10.9	(1.0)	9.6	(1.1)	9.2	(1.1)	9.9	(0.7)
Don't Know/Refused	37.2	(1.6)	38.1	(1.7)	37.2	(1.7)	37.5	(1.0)
"It's a Great Place to Start."								
Joint Service	12.0	(1.1)	11.2	(1.1)	10.1	(1.2)	11.1	(0.7)
Army	22.8	(1.6)	26.9	(1.4)	28.3	(1.4)	26.1	(0.7)
Navy	10.2	(0.9)	10.4	(0.7)	10.2	(1.1)	10.3	(0.6)
Air Force	9.9	(0.9)	10.8	(1.1)	12.3	(1.4)	11.0	(0.7)
Marine Corps	5.0	(0.7)	4.0	(0.6)	3.9	(0.8)	4.3	(0.4)
Coast Guard	5.5	(0.9)	3.0	(0.6)	3.0	(0.7)	3.8	(0.4)
Don't Know/Refused	34.6	(1.7)	33.8	(1.6)	32.2	(1.7)	33.5	(0.8)
"Opportunity is Waiting for You."								
Joint Service .	16.0	(1.2)	19.4	(1.2)	16.6	(1.4)	17.3	(0.8)
Army	20.1	(1.4)	19.3	(1.3)	18.5	(1.6)	19.3	(0.9)
Navy	13.1	(1.3)	10.2	(1.1)	11.6	(1.2)	11.6	(0.7)
Air Force	3.0	(0.6)	2.3	(0.5)	3.5	(0.9)	2.9	(0.4)
Marine Corps	9.6	(1.2)	7.2	(0.8)	6.2	(1.1)	7.6	(0.6)
Coast Guard	4.8	(0.7)	6.6	(0.8)	5.7	(0.8)	5.7	(0.5)
Don't Know/Refused	33.4	(1.5)	35.0	(1.7)	38.0	(1.7)	35.6	(1.0)
"Stand Up, Stand Out."								
Joint Service	7.0	(0.7)	5.4	(0.8)	5.9	(0.9)	6.1	(0.5)
Army	13.3	(1.0)	11.5	(1.2)	12.3	(1.4)	12.3	(0.8)
Navy	5.0	(0.6)	4.1	(0.8)	5.1	(0.9)	4.7	(0.5)
Air Force	4.1	(0.6)	3.8	(0.6)	5.8	(1.2)	4.6	(0.5)
Marine Corps	18.6	(1.2)	21.6	(1.3)	24.9	(1.7)	21.8	(0.9)
Coast Guard	4.5	(0.7)	3.8	(0.5)	3.1	(0.7)	3.8	(0.4)
Don't Know/Refused	47.4	(1.7)	49.8	(1.6)	42.9	(1.6)	46.6	(1.0)

Notes:
- Tabled values are percentages with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a]Estimates are based on 1,281 interviews.
[b]Estimates are based on 1,341 interviews.
[c]Estimates are based on 1,074 interviews.
[d]Estimates are based on 3,696 interviews.

Source: Q402, Q610, Q611, Q612, Q613A, Q614, Q615B, Q615C, Q615D, Q615E, Q615F, and Q615G.

APPENDIX C

YOUTH ENLISTMENT PROPENSITY 1984-1991

SUPPLEMENTAL TABLES FOR CHAPTER SIX

YOUTH ENLISTMENT PROPENSITY 1984-1991

SUPPLEMENTAL TABLES FOR CHAPTER SIX

Table C-1. Active Composite Propensity Among Males, by Age Group, 1984-1991 YATS

	Year							
Age	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	33.9	34.3	36.0	36.7	36.1	39.1	37.5	34.1
19 - 21 Year-Olds	22.1	20.6	22.4	21.0	21.4	21.9	25.1	23.6
22 - 24 Year-Olds	12.5	12.5	14.3	16.1	14.0	18.1	21.7	16.4

Note: Tabled values are percentages.

Table C-2. Active Composite Propensity Among Males, by Education Status, 1984-1991 YATS

	Year							
School Status[a]	1984	1985	1986	1987	1988	1989	1990	1991
Postsecondary Student	13.2	13.5	14.9	14.9	13.6	14.6	14.0	11.1
High School Graduate	15.9	16.0	16.4	17.4	17.7	17.5	21.5	18.4
High School Senior	35.1	32.9	35.4	36.2	38.4	40.1	30.1	30.6
Non-Senior High School Student	43.0	43.3	46.8	44.3	44.5	48.8	47.2	44.3
Non-Completer	29.7	28.1	31.8	31.6	29.4	33.5	36.6	29.8

Note: Tabled values are percentages.

[a]Postsecondary students are high school graduates currently attending a college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

Table C-3. Active Composite Propensity Among High School Graduates, Non-Student Males, by Employment Status, 1984-1991 YATS

	Year							
Employment Status	1984	1985	1986	1987	1988	1989	1990	1991
Employed	14.5	14.0	15.0	17.1	16.5	16.7	21.1	16.3
Not Employed-Looking	28.6	38.0	34.5	23.4	35.1	25.7	26.9	33.4
Not Employed-Not Looking	13.4	19.7	16.7	10.9	21.0	17.9	15.7	24.0

Note: Tabled values are percentages.

Table C-4. Active Composite Propensity Among Males, by Race, 1984-1991 YATS

	Year							
Race	1984	1985	1986	1987	1988	1989	1990	1991
White	20.4	19.3	20.4	21.8	22.3	24.1	26.4	22.5
Black	39.8	44.5	50.0	44.0	45.2	48.6	39.1	41.3
Hispanic	35.4	38.4	38.6	42.3	36.5	40.8	40.3	34.3

Note: Tabled values are percentages.

Table C-5. Active Composite Propensity Among Males, by Geographic Region, 1984-1991 YATS

	Year							
Region	1984	1985	1986	1987	1988	1989	1990	1991
Northeast	23.9	19.8	22.9	22.1	22.0	25.2	24.6	22.7
North Central	21.1	22.0	21.8	23.0	24.6	24.3	25.0	21.2
South	27.4	28.4	29.4	28.8	29.8	33.5	34.8	31.2
West	21.2	20.5	25.0	28.0	26.5	28.5	28.4	24.6

Note: Tabled values are percentages.

Table C-6. Army Propensity Among Males, by Age Group, 1984-1991 YATS

Age	Year							
	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	15.8	16.8	17.6	17.3	17.2	19.7	17.1	16.7
19 - 21 Year-Olds	11.0	10.6	11.4	10.7	10.6	11.4	14.1	11.4
22 - 24 Year-Olds	4.3	5.2	7.8	8.4	6.4	9.3	11.6	7.6

Note: Tabled values are percentages.

Table C-7. Navy Propensity Among Males, by Age Group, 1984-1991 YATS

Age	Year							
	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	12.2	11.4	12.4	13.8	13.8	14.9	13.8	12.6
19 - 21 Year-Olds	8.5	9.0	8.3	8.5	8.0	9.3	8.6	8.6
22 - 24 Year-Olds	5.9	3.6	5.6	6.7	4.6	8.0	7.5	5.2

Note: Tabled values are percentages.

Table C-8. Air Force Propensity Among Males, by Age Group, 1984-1991 YATS

Age	Year							
	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	16.6	17.7	17.6	20.1	18.8	20.6	18.3	17.7
19 - 21 Year-Olds	12.6	9.6	11.6	12.8	10.0	11.6	10.8	10.2
22 - 24 Year-Olds	7.7	6.9	7.0	8.9	6.8	10.0	8.8	7.0

Note: Tabled values are percentages.

Table C-9. Marine Corps Propensity Among Males, by Age Group, 1984-1991 YATS

	Year							
Age	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	11.3	11.8	13.0	13.0	12.9	14.6	12.7	11.0
19 - 21 Year-Olds	6.4	6.9	7.3	6.9	9.1	8.1	8.9	8.0
22 - 24 Year-Olds	5.0	3.6	5.2	5.6	4.8	6.6	9.1	6.6

Note: Tabled values are percentages.

Table C-10. Unaided Mentions Among Males, by Age Group, 1984-1991 YATS

	Year							
Age	1984	1985	1986	1987	1988	1989	1990	1991
16 - 18 Year-Olds	9.1	9.6	11.0	10.6	11.1	10.6	12.4	12.9
19 - 21 Year-Olds	4.4	3.3	3.8	5.2	4.0	4.2	4.4	4.1
22 - 24 Year-Olds	1.0	0.7	1.5	1.7	1.6	1.5	2.1	1.8

Note: Tabled values are percentages.

APPENDIX D

EVALUATION OF SIGNIFICANT ACROSS-YEAR DIFFERENCES FOR CHAPTER SIX

EVALUATION OF SIGNIFICANT ACROSS-YEAR DIFFERENCES FOR CHAPTER SIX

Several factors mitigated against the direct calculation of statistical significance for all between-year differences in Chapter 6. First, the volume of calculations would have been considerable. Second, and perhaps more importantly, differences in sample selection and weighting adjustment methodologies used between 1984 and 1991 provided significant obstacles.

In response to these circun. ances, statistical tests were first restricted to the period 1989 through 1991, and generalized tables were produced to evaluate the significance of across-year differences. Table D-1 presents the information used to evaluate the significance of 1989-1990 and 1990-1991 differences in unaided mention and observed propensity.

Table entries are minimally detectable significant percentage differences (at the p = .05 level). For example, in the first row (corresponding to the 1989-1990 comparison on unaided mentions) and first column (corresponding to youth 16-18 years old), the entry is 2.1 percent. This indicates that if a difference between 1989 and 1990 unaided mentions of military enlistment for 16-18 year-olds is less than 2.1 percent, it is not statistically significant. Conversely, if the difference is 2.1 percent or greater, the change is significant.

This table was constructed using:

- simple random sampling (SRS) algorithms for calculation;
- adjustment of SRS algorithm to account for sample design effect (DEFF); and
- examination of empirical levels of unaided mention and propensity by selected sample groups.

Each of these three steps in this process is briefly documented below.

Examination of Survey Estimates

Using the algorithm adopted, variance estimates, and therefore, statistical tests, are dependent upon the magnitude of the estimates evaluated. Therefore, all estimates (by sample group and question) were evaluated to determine the highest reported unaided mention or propensity across the yearly comparison under consideration. (It is the case that less than 50 percent of respondents ever expressed positive enlistment propensity.)

The result of this examination and adoption of a baseline percentage was done in order to make the significance test conservative. That is, false positives were made less likely.

Significance Test Algorithm

Initial calculation of significance tests were accomplished using a difference in proportions test that assumed equal variances in the two yearly estimates. The test was computed as

$$Z = \frac{(P_{y1} - P_{y2})}{\sigma'_{P_{y1} - P_{y2}}}$$

where: P_{y1} = Proportion for year 1;

P_{y2} = Proportion for year 2; and

$\sigma'_{P_{y1} - P_{y2}}$ = Estimated standard deviation of the difference in proportions.

The standard deviation of the difference is

$$\sigma'_{P_{y1} - P_{y2}} = \sqrt{p'q'}\sqrt{\frac{N_1 + N_2}{N_1 * N_2}}$$

where: N_1 = Unweighted sample size for year 1;

N_2 = Unweighted sample size for year 2;

p' = A weighted average of the sample proportions computed as

$$p' = \frac{N_1 P_{y1} + N_2 P_{y2}}{N_1 + N_2}$$

and;

$q' = 1 - p'$.

Test results were evaluated as a Z test at the p = .05 level of significance.

Adjustment for DEFF

Following the establishment of a baseline for consideration of differences (Step 1) and application of the SRS algorithm (Step 2), a final adjustment was made. This adjustment accounted, in a generalized manner, for the departure from SRS. It is known, for example, that designs such as that used by YATS which utilize clustering, are less efficient than an SRS design. To compensate, an estimated design effect of 1.2 was factored into final table production.

Reviews of YATS design effects suggested that the design for males was approximately 80 percent as efficient as an SRS design. Therefore, all Z scores computed using the difference in proportion test were divided by 1.2 prior to evaluation. The resulting Z score was then used to evaluate the statistical significance of across-year differences.

Table D-1. Minimal Detectable Significant Percentage Differences for YATS Comparison Years, by Age and Race/Ethnic Groups and Question Type*

	Age Group								
	16 - 18			19 - 21			22 - 24		
Comparison Years	Total	White	Black	Total	White	Black	Total	White	Black
1989-1990									
Unaided	2.1	2.4	8.7	1.8	2.0	10.1	1.8	1.8	11.2
Composite	3.1	3.5	10.1	3.8	3.9	13.0	4.4	4.8	18.5
Army	2.5	2.7	10.0	2.9	3.0	12.8	3.5	3.7	17.4
Navy	2.3	2.5	8.9	2.5	2.6	11.9	3.0	3.1	15.6
Air Force	2.6	2.8	9.7	2.7	2.8	12.4	3.3	3.5	16.5
Marine Corps	2.3	2.4	8.9	2.4	2.6	11.7	3.2	3.2	16.2
1990-1991									
Unaided	2.4	2.7	9.4	1.8	1.9	9.7	1.8	1.9	14.0
Composite	3.3	3.7	11.2	3.5	3.8	13.5	4.4	4.8	20.5
Army	2.6	2.9	10.7	2.9	2.9	13.0	3.6	3.6	(–)
Navy	2.4	2.7	9.2	2.4	2.5	11.0	3.0	3.1	(–)
Air Force	2.7	3.0	10.2	2.6	2.7	11.8	3.1	3.1	(–)
Marine Corps	2.4	2.6	9.0	2.4	2.5	11.8	3.2	3.3	(–)

* Table entries are the minimum percentage difference between years required for statistical significance of difference at p = .05 level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.