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**Military Advertising
Awareness and Effectiveness**

**Findings from the 1991
Youth Attitude Tracking Study**

Market Research & Analysis Branch

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Military Advertising Awareness and Effectiveness:

Findings from the 1991 Youth Attitude Tracking Study

October, 1993

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FOREWORD

This report focuses on the 1991 Youth Attitude Tracking Study (YATS) of American youth. The Human Resources Research Organization (HumRRO) prepared the report under contract MDA-903-90-C-0126, Communications and Enlistment Decisions: Topical Survey Reports, part of the Office of the Assistant Secretary of Defense for Personnel and Readiness' (OASD [P&R]) Joint Market Research Program.

YATS is part of an ongoing research program in support of military manpower and recruiting efforts. A nationally representative sample of American 16 - 24 year-old youth was interviewed by telephone to obtain information about their backgrounds, current status and future plans, self-reported likelihood of enlisting in the military, and perceptions concerning a wide variety of relevant issues.

This report examines data from the 1991 YATS survey concerning youth awareness of military and Service advertising, the Services' images among youth, and actions taken by young people to seek information about the military. Advertising variables were analyzed by demographic and background characteristics to determine if differences existed between subgroups of American youth in their awareness of military advertising.

The Contracting Officer's Technical Representative was Ms. Candace Fryburger of the Defense Manpower Data Center (DMDC). Mr. Pat Lerro was the principal author of the report, with contributions from Mr. Jeffrey Barnes and Dr. Brian Waters. Mr. Jack Dempsey was the principal statistician, and Ms. Pamela Croom and Ms. Emma James provided graphic arts and administrative support. Dr. W. S. Sellman, OASD/P&R Director for Accession Policy, provided policy guidance, and Dr. Jerome Lehnus, Chief, Market Research Branch at DMDC, provided technical direction and guidance.

The opinions expressed in this report are those of the authors and do not represent official Department of Defense position or policy.

EXECUTIVE SUMMARY

This report examines data from the 1991 Youth Attitude Tracking Study (YATS) survey concerning youth awareness of military advertising. It was designed to aid in determining the effectiveness of military advertising. Data regarding Service advertising awareness levels, slogan recognition, reactions to receipt of Service literature, and actions taken by young people to seek information about the military were analyzed in terms of pertinent demographic characteristics. The demographics included gender, age, school status, estimated quality, propensity to enlist into the military, race/ethnicity, geographic region and area of residence, and employment status.

YATS is an annual survey of approximately 10,000 men and women, aged 16-24. Respondents are identified through random selection of telephone numbers, and computer-assisted-telephone-interviews (CATI) are used to collect information. CATI presents questions on a computer screen for the interviewer, and interviewers type responses into a database as the interview is being conducted. This technology eliminates inappropriate questions based on a respondent's earlier answers and identifies inconsistent data entries during the interview.

A key measure in YATS is self-reported enlistment propensity. The measure is based on a series of questions asking the likelihood the respondent will be in the Army, Navy, Air Force, or Marine Corps in the next few years. Respondents indicating they will "definitely" or "probably" be on active duty in one of these Services are said to have positive propensity. Others are said to have negative propensity.

Summary of Findings

Advertising Recall. Two different questions explored recall of military advertising. One-half of those surveyed in 1991 were asked to recall for which Service(s) they recalled seeing or hearing advertising encouraging people to enlist; the other half were asked first whether they recalled any advertising for the military, and, if so, for which Service(s). Percentage differences in recall for the two groups were small. Side-by-side data comparisons by demographic and background variables reflected differences within subgroups, particularly in the race/ethnicity, employment status, and education categories.

For those asked the two-part question, the overall advertising recall rate was 89 percent and ranged from 79 to 94 percent among demographic subgroups. Males with estimated above average AFQT scores, college students, and rural area residents had the highest advertising recall (94, 93, and 93 percent, respectively). Hispanic respondents and nongraduates had the lowest recall levels (79 and 83 percent, respectively). Advertising recall in 1991 was slightly lower than that of 1990 respondents, where recall rates ranged from 81 to 96 percent among demographic subgroups.

When asked which Service advertisements they recalled, Army was mentioned first about three times more often than the Marine Corps and the Air Force, and six times more often than the Navy. Army advertisements generated the highest total recall among all demographic groups, followed by the Marine Corps, Air Force, Navy, and combined National Guard/Reserve Components.

Television was the most often mentioned medium in which military advertising was recalled (approximately 75 percent mentioned television first when asked where they recalled seeing military advertising; when interviewers probed for all possible media where military advertising may have been seen or heard, television was mentioned by 90 percent of respondents). Radio, magazine, and billboard/poster advertising were mentioned in fairly equal amounts, with newspapers being mentioned least often. Television recall increased substantially from 1990 to 1991 (69 and 78 percent, respectively). However, the 1991 recall rates were about two or three percent less than the 1990 recall levels for military advertisements on radio and in magazines and newspapers.

Slogan Recognition. There were slight declines in correct slogan recognition from the previous year. A greater proportion of respondents misidentified Service slogans, and there was an increase in the proportions indicating "Don't Know" for a number of slogans.

Differences existed in slogan recognition among subgroups of respondents representing various demographic and background characteristics. The Army's "Be All You Can Be" slogan was the only one with consistently high recognition across all demographic/background variables (ranging from 86 to 93 percent). There were substantial differences in slogan recognition among all subgroups except propensity segments in regard to the "Aim High" (Air Force), "Full Speed Ahead" (Navy), and "The Few, the Proud" (Marine Corps) slogans, with subgroup differences of up to 19 percentage points. For example, only 37 percent of high school dropouts correctly identified the Navy slogan, compared to 50 percent of high school seniors.

Unsolicited Direct Mail. High school seniors reported the highest incidence of receipt of literature (53 percent), followed by males with estimated high AFQT scores (45 percent). Lowest receipt levels were among 22-24 year-old and high school non-senior respondents, both at 17 percent. Approximately two-thirds of those who received literature reported reading it. Seventy-two percent who stated they definitely will enlist claimed the material increased their interest. About one-third of all recipients stated the literature increased their interest in the military, while 10 percent stated it decreased their interest. A greater proportion of Blacks than any other subgroup stated the material decreased their interest (18 percent). Relatively few respondents found the amount of literature annoying. Annoyance levels were at or over 25 percent for only 3 of the 28 subgroups: those from the North Central census region (26 percent), males with estimated high AFQT scores (25 percent), and respondents who stated they definitely will not enlist (25 percent). Those least annoyed with the amount of unsolicited military literature were those who stated they definitely or probably will enlist (13 and 16 percent, respectively) and women (17 percent).

There were significant differences among the demographic groups regarding the first-mentioned Service that sent literature. Youth more frequently first mentioned receiving literature from the Army. The female and high school graduate subgroups had the highest reported incidence of receipt of Army literature (49 and 48 percent, respectively). The Navy was the only Service where more male respondents with estimated high than low AFQT scores reported receipt of literature. Females had the lowest reported rate of first-mention receipt for Navy and Marine Corps literature (nine percent).

Futures Magazine. Twenty-five percent of high school seniors reported receiving *Futures*. Of those, 77 percent said they read the magazine.

Recruiter Contact. For both ever having contact with a recruiter, and having had contact within the past year, the Army was recalled most often across all subgroups. With one exception, the Marine Corps had the second highest level of contact recall (the Air Force had the second highest first-mention recall among women). Reported Army contact was highest among the Black (49 percent) and high school graduate, dropout, and 19-21 year-old subgroups (each at 46 percent). The Navy's highest reported contacts were from males with estimated high AFQT scores, high school non-seniors, and males (17, 16, and 16 percent respectively). The Marine Corps had higher proportions of high school non-seniors and high school seniors (27 and 23 percent, respectively). First mention recruiter contact for the Air Force was highest among females (18 percent), college students, and the "definitely will enlist" subgroup (17 percent each).

In almost all subgroups that reported recruiter contact, more respondents stated that the contact was initiated by calls from recruiters rather than respondent-initiated action. Of those who reported recruiter contact, approximately one-third stated they were called by a recruiter, while approximately five and ten percent, respectively, said they either called a recruiter or visited a recruiting office. The exception was among high school dropouts: 19 percent stated first contact was made by a recruiter call, but 20 percent through respondent visits to recruiting offices.

Search for Information. Relatively few respondents reported actively seeking information about the military. Eight percent visited a recruiting office, five percent sent in a reply card, and three percent made a toll-free call. Of those who sought information, response rates were highest among the positive propensity groups, where response to the three information seeking opportunities ranged from 10 to 29 percent.

Conclusions

Data from the 1991 YATS survey suggest that military advertising contributes to creating awareness of the military among youth. However, military advertising awareness levels, particularly for the Army, were slightly lower than the previous year. While recall of

military advertising remained above 85 percent, slogan recognition varied by Service, with only long-time slogans recalled at levels equal to prior years. Fewer respondents recalled receiving military literature in the mail in 1991 than in 1990, although greater proportions of those who received the literature stated that the material increased their interest in the military. There was a decline in recruiter contact in the past year; possibly a product of a smaller recruiting force brought about by the drawdown.

Similar to advertising in private industry, military advertising is intended to stimulate interest and influence recruiting prospects to seek (or be receptive to) additional information about the military (the product), ultimately leading toward enlistments (sales). The data indicated that military advertising awareness levels were high in 1991, slogan recognition remained fairly stable for most Services, and large proportions of respondents recalled receiving information about the military and having had contact with recruiters. However, some 1991 measures of advertising awareness and recall were consistently lower than measures from the 1990 YATS survey.

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Section 1

INTRODUCTION

Background

The Youth Attitude Tracking Study (YATS) has been conducted since 1975 to obtain information about the plans and perceptions of American youth, including attitudes toward military service. The Fall 1991 administration was carried out in October and November, during which time 10,391 men and women between the ages of 16-24 were interviewed. Individuals were selected randomly, and were representative of 16-24 year-old non-military youth living in households or non-institutionalized group homes with telephones. The only restriction placed on the sample was that persons who had served, were serving at the time, or were accepted to serve in the military (active or Reserves) were excluded. Demographic and background characteristics of the weighted sample are shown in Table 1.1.

Respondents were identified through random selection of telephone numbers. A computer-assisted-telephone-interviewing (CATI) technique was used to collect information. CATI presents questions on a computer screen to the interviewer to be read over the telephone, and interviewers type responses into a database as the interview is being conducted. This technology eliminates inappropriate questions based on a respondent's earlier answers and identifies inconsistent responses.

The 1991 YATS began with questions regarding the respondents' school and employment status, followed by an exploration of future plans. Propensity, or inclination to enlist in the military, was assessed through a series of questions asking the likelihood that the respondent will be in the Army, Navy, Air Force, or Marine Corps in the next few years.

Table 1.1. Population Characteristics, 1991 Youth Attitude Tracking Study (YATS) Respondents (Percent)¹

Gender		Employment Status⁵	
Male	48.3	Employed	61.4
Female	51.7	Unemployed	17.6
Age		Not employed, not looking	20.9
16-18	32.8	Region	
19-21	33.6	Northeast	19.0
22-24	33.6	North Central	27.5
Race/Ethnicity		South	37.9
Hispanic	6.3	West	15.6
Black, Non-Hispanic	13.9	Residential Jurisdiction	
White ²	79.7	Rural	11.3
Education Status		Non-Rural	88.6
Nongraduate (High School Dropout)	14.3	Propensity	
High School Non-Senior	12.8	Definitely will enlist	3.5
High School Senior	13.0	Probably will enlist	12.4
High School Graduate (not in school)	29.9	Probably will not enlist	30.1
Post-Secondary ³	29.5	Definitely will not enlist	53.9
Estimated Armed Forces Qualification Test Score (Males)⁴			
High Quality	62.0		
Low Quality	38.0		

¹ May not sum to 100% due to rounding.

² Throughout this report, "White" includes Whites and Non-Black, Non-Hispanic racial categories such as Asian- and Native-Americans.

³ Includes those attending junior college and vocational-technical schools through graduate level programs.

⁴ Aptitude percentages are based upon probability estimates given various responses in YATS as described in Stone, B.M., Turner, K.L., & Wiggins, V.L. (in preparation). *Population Propensity Measurement Model*. Bryan, TX: RRC Inc. The interpretation here is that 62 percent of the males sampled were estimated to score in the upper half of the APQT distribution. The APQT is the primary measure of trainability used by DoD; it is based on math and verbal tests in the Armed Services Vocational Aptitude Battery (ASVAB). These APQT quality estimates are available for males only.

⁵ The Bureau of the Census monthly Current Population Survey reports divide the civilian labor force into employed or unemployed categories. Employed are those who did any work for pay or profit in a reference week (minimum of one hour). Unemployed are those with no employment who made special efforts to find a job in the last four weeks. All others are classified as not in the labor force. For this report, the three categories were divided into employed; unemployed; and not employed, not looking.

Respondents indicating they will "definitely" or "probably" be on active duty in one of these Services are said to have positive propensity. Others are said to have negative propensity.

Participants responded concerning their awareness of military advertising, Service slogan recognition, and conversations they may have had with others about enlisting. Information was gathered about respondent contact with recruiters, receipt of unsolicited mail, perceptions of world events and government policies, and acquaintances who were already serving. Many personal and work-related objectives such as personal freedom, money for education, travel, and job training were also addressed. Respondents were randomly presented two of the active duty Services and asked to what extent they agreed that such goals or benefits could be achieved by enlisting in each. Finally, individual background information was collected.

Report Content

This report was designed to help answer the question, "How effective is military advertising?" First, it examines YATS items that addressed the youth population's reported awareness of military advertising and their accuracy in identifying various military advertising slogans. Next, the report provides data regarding reported receipt of and reaction to unsolicited direct mail and *Futures* magazine. This is followed by a section that documents the type, frequency, and effect of respondent contact with recruiters. The data are examined across demographic and other respondent characteristics.

The independent variables against which advertising-related questions were examined were respondent gender, age, school status (six categories - from dropout through post-

secondary), aptitude estimate (derived by combining factors such as school status, high school courses and grades, and parental information), self-reported enlistment propensity (four subgroups - from those who stated they "definitely" or "probably" would join the military in the next few years, to those who stated they would "definitely not" or "probably not" join the military), race/ethnicity, employment status (employed; unemployed; and not employed, not looking), Census region of residence (Northeast, North Central, South, and West), and whether the residential jurisdiction was in a rural or non-rural area.

In analyzing the data, chi square analyses were incorporated to identify significant differences among segments of the population in terms of respondents' recollections, perceptions, and opinions. Overall significance is indicated in the tables and figures, and individual contrast differences are cited in the text. The data in this report were analyzed in four broad categories: exposure to advertising; slogan recognition; information from Services; and recruiter contact.

Exposure to Advertising. The first topic addressed dealt with who was exposed to military advertising; that is, who recalled seeing or hearing military advertising, in which media advertising was recalled, and for which Service(s). The YATS sample was split in two groups: One group was asked a 1989 version of the advertising awareness question, and the other was asked the 1990 version of the question. Data were cross-tabulated with the demographic/background characteristics. Analyses were conducted on first-mentions and all-mentions of advertisements. First-mention indicates the Service or medium mentioned first by a respondent in response to a question. For a number of questions, after the first response was provided, the interviewer probed for additional responses. (All-mentions refers

to the compilation of the first, second, and third mention responses which comprised 87 percent of all responses given.) For example, respondents specified a medium in which they recalled seeing or hearing military advertising. This question was followed by asking whether they could identify other media in which they recalled military advertising. Due to the small numbers of respondents who mentioned recalling specific Reserve Component advertising, National Guard and Reserve Component data were combined for analyses.

Slogan Recognition. Interviewers asked respondents to identify Service slogans used in recruiting advertising for the specific Services and the Joint Recruiting Advertising Program. A summary matrix was created to ascertain the degree of slogan recognition. The matrix shows the percentage of respondents who correctly matched a slogan with a Service and the proportion who mistakenly matched the slogan to another Service. The data were compared to findings from the 1990 YATS survey. Data in the matrix incorporate recall rates by the total surveyed population. Additional analyses identified whether significant differences existed in slogan recognition by the various demographic and background characteristics.

Information from Services. A series of questions in the 1991 YATS survey asked whether the respondent recalled receiving or seeking information from the Services. Each respondent reported whether he or she had received unsolicited literature or other mail from the military, sent a reply postcard to the military, or made a toll-free call to the military. Respondents were asked from which Service(s) information was received and if it affected their level of interest in the military. Separate computations by Service first- and all-mention responses were made. The responses to each question were examined within demographic

and background characteristics to determine whether there were subgroup differences regarding information received or sought.

Respondents were asked whether they received the Joint Recruiting Advertising Program-sponsored magazine, *Futures*, mailed annually to high school seniors. Those who recalled receiving the magazine were asked whether they read it, and, if so, to what degree (e.g., "all," "quite a bit").

Recruiter Contact. Youth were asked whether they had ever visited a recruiting station or talked to a recruiter, and, if so, whether the contact occurred within the past year. Respondents reporting recruiter contact specified the Service(s) with which they had been in contact. Differences among demographic subgroups regarding recruiter contact were examined. Separate analyses were conducted on respondents' first-mentioned responses and, for those who reported contact with more than one Service, combined first, second, and third responses.

Report Organization

This report is organized into five sections. Section 2 provides findings regarding exposure to advertising. It supplies data on the proportions of respondents, by various demographics, who recalled seeing or hearing military advertising, for which Services they recalled such advertising, in what media military advertising was seen or heard, and the percentages who matched Service advertising slogans to particular Services.

Section 3 provides data regarding exposure to military advertising literature. It indicates the percentages of respondents who reported receiving unsolicited military literature

and their reaction both to the content and amount of material received. It presents the proportion of high school seniors who recalled receiving *Futures* magazine, and, of those who did, the proportion who read the magazine, and the degree to which it was read.

Section 4 details contact with recruiters and seeking information about the military. It reports the proportions of respondents who said they had spoken with recruiters, visited recruiting offices, sent in a postcard or coupon, or made an 800 toll-free telephone call for more information.

Section 5 provides a brief summary and some possible advertising implications associated with the research. The discussion also addresses differences regarding military advertising awareness between the FY 1990 and 1991 YATS survey findings.

Section 2

EXPOSURE TO ADVERTISING

For several years, the YATS opened its discussion of recruiting advertising with the question:

1989 VERSION	
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? [Probe: Any others?] [CODE ALL MENTIONS.]	Question 601

In 1990, a preliminary question was introduced, asking respondents whether they recalled seeing or hearing any advertising for the military. Follow-up questions were used to determine for which Services respondents had seen/heard advertising.

1990 VERSION	
Within the past year, do you recall seeing or hearing any advertising for the military?	Question 616
For which Military Services did you see this kind of advertising? [Probe: Any others?] [CODE ALL MENTIONS.]	Question 617A

In 1991, to address concerns that the preliminary question would affect the proportion of respondents identifying particular Services, both forms of the question were used. Half the respondents were asked the preliminary question, as introduced in 1990; half the respondents were asked advertising questions as they had appeared prior to 1990.

Figure 2.1 shows, by demographics, the percentage of respondents who recalled seeing or hearing any military advertising during the past year (1990 version). The overall awareness level was 89 percent. Examination by subgroup reveals few deviations from the overall high level of recall.

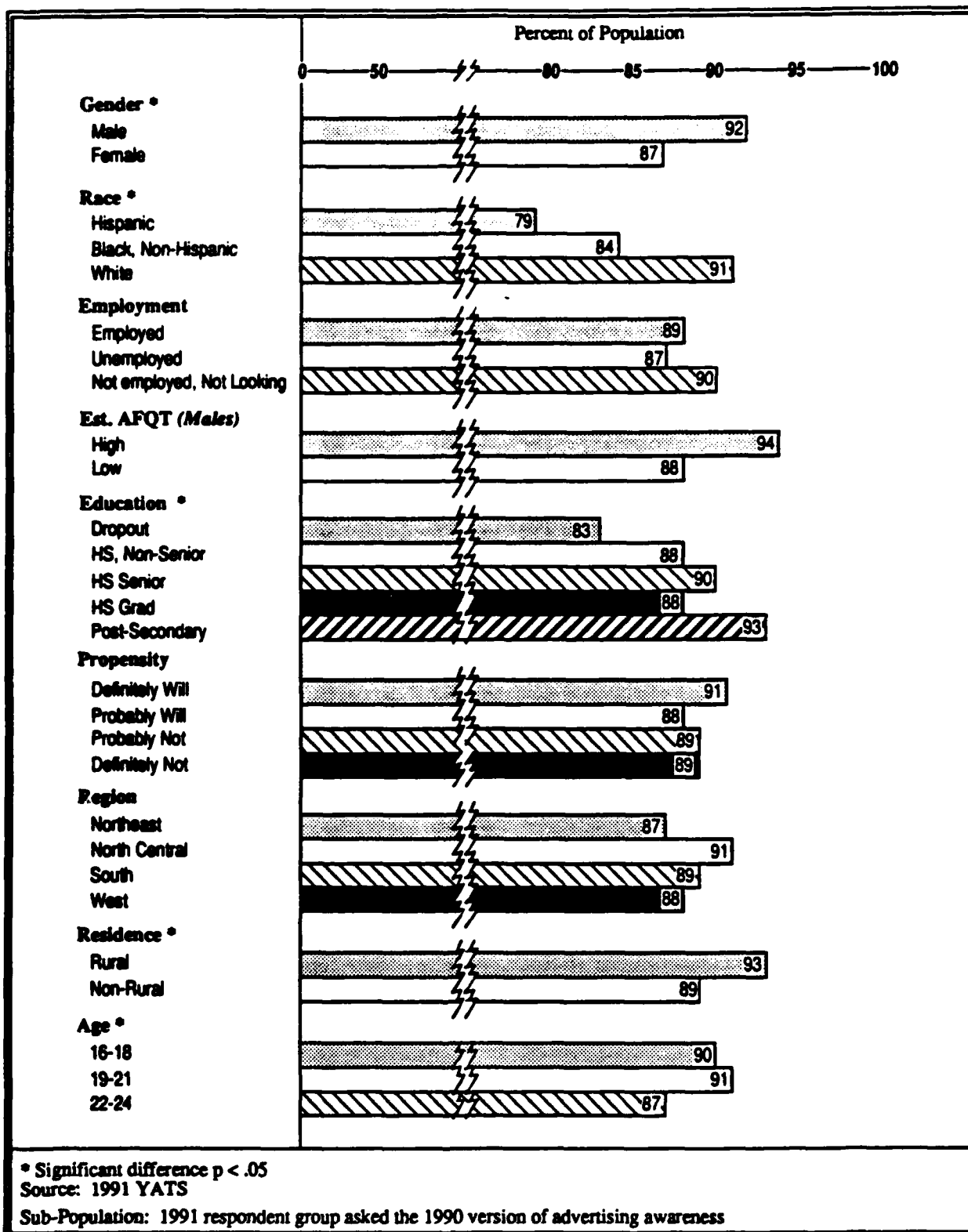


Figure 2.1 Recall Seeing/Hearing Military Advertising in Past Year, by Demographics

The recall rates ranged between 79 and 94 percent. Statistically significant differences were detected across all variables except propensity, employment, and region subgroups. The highest rate of recall was among the prime recruiting target market, males with estimated high AFQT (94 percent). High recall also was noted among college students and those from rural areas (each at 93 percent). Hispanics and dropouts had the lowest recall (79 and 83 percent, respectively).

Recall of Service Advertising

Tables 2.1 and 2.2 compare survey respondents' first- and all- mentions recall by specific Service for the 1989 and 1990 versions of the military advertising awareness question. Although some individual comparison percentage differences were not statistically different, the consistency of the rankings indicates that how the question was asked affected response rates.¹

First-Mention. The first mention of the individual Active Components across all demographic and background categories in both versions generally followed the sequence: Army, Marine Corps, Air Force, and Navy. However, for all practical considerations, first-mention recall rates for the Marine Corps and Air Force were nearly the same. The Army always had the highest first-mention recall (48 percent) while the Navy had the lowest. First-mention Army advertisement recall rates were about three times higher than the Marine Corps and Air Force, and six times higher than the Navy. Differences in the rank

¹A non-parametric "Signs Test" was used to test whether the pattern of results across demographic comparisons would occur by chance.

Table 2.1. Service for Which Respondents Recall Seeing/Hearing Military Advertising in Past Year -- First Mentions 1989 and 1990 Versions (Percent)

VERSION	Army		Navy		Air Force		USMC		All Active ¹		Reserve/ Guard	
	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990
OVERALL	48	48	7	8	15	14	16	17	6	8	1	3
GENDER ^{2*}												
Male	45	45	6	8	17	15	17	18	7	11	1	3
Female	50	51	8	8	14	12	16	17	5	6	1	3
RACE/ETHNICITY ^{2*}												
Hispanic	46	55	8	7	17	10	16	21	3	3	1	2
Black, Non-Hispanic	58	54	6	9	10	12	18	15	4	6	1	3
White	46	47	7	7	16	14	16	17	7	9	2	3
EMPLOYMENT STATUS ^{2*}												
Employed	49	48	7	7	16	14	16	17	6	9	1	3
Unemployed	46	49	6	11	13	15	20	16	6	6	2	2
Not Employed(Not Looking)	45	49	8	7	15	12	15	19	7	7	1	3
AFQT (Males) ^{2*}												
High	42	45	7	7	19	17	17	17	8	11	1	2
Low	49	46	5	9	14	12	18	19	4	9	1	4
EDUCATION ^{2*}												
Dropout	52	48	7	8	15	13	14	14	5	6	1	7
High School, Non-Senior	42	47	12	11	14	12	19	19	3	7	1	2
High School Senior	44	46	9	12	13	14	17	18	9	7	2	1
High School Graduate	51	49	5	6	15	14	16	19	6	10	2	2
Post-Secondary	46	50	7	6	17	15	17	17	7	9	2	2
PROPENSITY ²												
Definitely Will	45	42	7	10	19	20	17	19	4	8	1	1
Probably Will	43	48	8	7	17	19	20	15	5	6	1	3
Probably Not	47	48	6	8	15	12	17	18	6	9	1	3
Definitely Not	49	49	7	7	15	13	15	18	7	9	2	2
REGION ^{2*}												
Northeast	51	48	6	7	13	14	15	17	4	9	1	2
North Central	46	49	7	7	16	15	16	16	6	9	2	2
South	48	48	7	7	16	13	17	18	6	8	1	4
West	46	50	7	9	15	13	17	19	8	6	1	1
RESIDENCE												
Rural	49	47	6	9	14	12	16	19	6	10	1	2
Non-Rural	47	49	7	7	15	14	16	17	6	8	1	3
AGE ^{2*}												
16-18	45	48	10	11	14	14	17	17	6	7	1	2
19-21	47	49	6	6	15	13	16	18	6	9	2	2
22-24	50	48	6	6	17	14	16	17	6	9	1	4

¹ "All Active" column not directly comparable. 1989 version involved Recall of Joint Advertising; 1990 version involved recalling separate advertisements for all Services.

² Significant difference within variable across Components (1989 version) < .05.

* Significant difference within variable across Components (1990 version) < .05.

SOURCE: 1991 YATS

Table 2.2. Service for Which Respondents Recall Seeing/Hearing Military Advertising in Past Year - All Mentions 1989 and 1990 Versions (Percent)

VERSION	Army		Navy		Air Force		USMC		All Active ¹		Reserve/Guard	
	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990
OVERALL	76	79	46	49	52	52	63	63	26	25	19	21
GENDER				*	'	*		*	'	*	'	*
Male	76	78	48	52	54	56	64	68	29	32	21	24
Female	77	79	44	46	50	48	62	58	22	19	18	18
RACE/ETHNICITY												
Hispanic	76	81	42	49	48	51	63	66	21	23	17	19
Black, Non-Hispanic	82	82	44	48	46	45	63	63	20	22	12	18
White	75	79	46	49	53	53	63	63	27	26	21	22
EMPLOYMENT STATUS												
Employed	'				'		'		'	*	'	*
Unemployed	77	79	46	49	54	52	65	64	25	27	21	23
Not Employed(Not Looking)	73	80	42	50	46	55	59	62	23	20	15	21
	76	76	47	48	51	49	60	62	29	25	19	17
ESTIMATED AFQT (Males)												
High	75	79	51	53	47	58	66	70	33	34	24	25
Low	77	77	43	49	48	52	62	68	23	27	16	23
EDUCATION		*		*	'		'	*	'		'	*
Dropout	75	72	42	42	50	52	57	59	19	23	17	27
High School, Non-Senior	71	78	46	55	48	52	58	60	21	22	13	16
High School Senior	75	79	45	56	49	52	64	64	24	25	17	18
High School Graduate	77	78	45	47	51	50	63	63	25	27	20	20
Post-Secondary	79	81	48	48	56	53	68	67	31	27	23	22
PROPENSITY						*				*		
Definitely Will	77	75	49	52	57	57	64	65	21	30	12	20
Probably Will	71	81	44	52	52	60	64	65	23	22	16	23
Probably Not	78	78	47	48	54	53	66	64	27	28	21	22
Definitely Not	76	79	45	48	50	49	61	62	25	25	20	20
REGION						*						
Northeast	77	78	44	47	50	49	60	62	25	28	19	21
North Central	77	78	47	50	53	55	63	63	25	25	20	21
South	77	78	45	49	51	51	64	64	26	25	20	22
West	72	81	46	48	54	50	62	64	26	24	17	17
RESIDENCE												*
Rural	73	76	45	47	53	56	62	61	25	29	18	24
Non-Rural	77	79	46	49	52	51	63	63	26	25	19	21
AGE		*		*	'				'		'	*
16-18	75	80	45	54	50	53	61	64	22	24	16	19
19-21	77	80	46	47	50	52	62	64	27	26	20	22
22-24	77	76	46	45	55	50	65	61	27	27	22	23

¹ "All Active" columns not directly comparable. 1989 version involved Recall of Joint Advertising; 1990 version involved recalling separate advertisements for all Services.

' Significant difference within cell (1989 version) < .05. * Significant difference within cell (1990 version) < .05.

SOURCE: 1991 YATS

order of Service first-mentioned awareness across subpopulations generally involved a rotation between the Marine Corps and Air Force for second and third position.

All-Mentions. More than three-fourths of respondents recalled Army advertising, approximately two-thirds of respondents recalled Marine Corps, and one-half recalled Air Force and Navy advertising. Joint-Service and Reserve/Guard advertising were recalled by about one quarter of respondents.

Examination by subgroup revealed few significant differences:

- With the exception of the Army, proportionally more men recalled Service advertising than women.
- Blacks had higher recall of Army advertising and lower recall of advertising for the other Services.
- Dropouts had lower recall rates for all Services except the Air Force (where they are statistically equivalent) and the Reserve/Guard (where they are significantly higher).

Recall by Types of Media

All YATS respondents were asked to recall in what media they saw or heard any military advertising:

Where did you see or hear any military advertising? [PROBE: Anywhere else?]
[CODE ALL MENTIONS.] Question 616A

Table 2.3 shows advertising recall by media type. For each advertising medium column there are two breakouts: the left side reports "first-mention" recall (indicating the percentage of respondents identifying that medium as their first response); the right side reports all-mentions (regardless of order mentioned). "First-mention" recall may capture advertising

Table 2.3. Media Where Advertising Seen in Past Year -
 First Mentions and All Mentions by Selected Demographics
 (Percent)

	Newspaper		Magazine		Billboard/ Poster		TV		Radio	
	First	All	First	All	First	All	First	All	First	All
OVERALL	2	13	4	25	4	29	78	91	4	35
GENDER	*	*		*						
Males	1	14	4	29	3	29	79	91	3	34
Females	2	12	4	22	4	29	77	91	4	37
RACE/ETHNICITY	*		*	*						*
Hispanic	2	12	5	20	4	30	75	93	3	30
Black, Non-Hispanic	2	10	2	17	3	33	80	90	2	26
White	1	13	4	27	4	28	78	92	4	37
EMPLOYMENT STATUS	*							*		*
Employed	1	13	4	25	4	31	79	92	5	39
Unemployed	1	12	4	23	4	31	76	88	2	29
Not Employed (Not Looking)	2	14	4	27	3	23	79	91	2	29
AFQT (MALES)	*	*		*		*				*
High	1	15	4	33	3	28	79	92	3	37
Low	a	10	3	20	3	33	79	91	2	27
EDUCATION	*	*		*	*		*	*		*
Dropout	2	12	3	15	4	33	82	91	3	29
High School, Non-Senior	a	8	5	21	2	23	75	88	3	26
High School Senior	a	9	4	24	3	22	70	86	3	29
High School Graduate	2	14	3	25	3	31	82	94	5	41
Post-Secondary	2	16	5	33	4	31	78	92	3	39
PROPENSITY	*			*			*	*	*	*
Definitely Will	1	15	2	23	4	31	74	84	4	35
Probably Will	1	15	3	20	3	32	75	90	2	29
Probably Not	2	14	4	25	4	29	78	91	4	37
Definitely Not	2	12	4	27	4	28	80	92	4	35
REGION										*
Northeast	2	13	4	27	4	26	77	90	3	35
North Central	1	12	4	25	4	32	78	92	5	39
South	1	13	3	24	3	30	79	92	3	35
West	2	14	4	26	4	29	78	90	3	28
RESIDENCE										
Rural	1	11	5	28	4	29	77	93	3	35
Non-Rural	2	13	4	25	3	29	78	91	4	35
AGE	*	*				*	*	*		*
16-18	a	8	4	24	3	24	74	89	3	30
19-21	2	14	4	25	4	32	79	91	3	37
22-24	2	17	3	27	4	31	82	94	4	38

* Significant difference within cell < .05.

Totals will not add to 100 percent; data for "Don't Know" and "Other" media [handouts, brochures] not included.

a Less than .05 percent.

SOURCE: 1991 YATS

effectiveness better, since it represents a "top-of-mind" or spontaneous response. The "all-mentions" represents total recall, given interviewer probing. However, these data do not distinguish between multiple responses offered spontaneously before any probing or responses provided after probing.

First-Mention. Television was mentioned first most often. Slightly more than three-fourths of the respondents who recalled advertising mentioned television first. Radio, magazines, and billboard/posters generated fairly equal initial recall, each with first recall rates in the range of two to five percent, followed by newspapers with recall rates generally less than two percent.

Respondents in the high school graduate, dropout, and 22-24 year-old subgroups had the highest first-mention recall for TV advertising, each at 82 percent, while high school seniors had the lowest level of TV recall at 70 percent. First-mention recall varied only slightly across subgroups for the other advertising media --- between two and five percent for magazine and radio, and between two and four percent for billboards/posters.

All-Mentions. When the percentages within the "all-mentions" category are ranked, TV was first with an overall recall rate of 91 percent, followed by radio (35 percent), billboards/posters (29 percent), magazines (25 percent), and newspapers (13 percent). When examined by subgroup, television recall rates ranged between 84 to 94 percent. The other media also exhibited significant ranges of recall --- radio (26 to 41 percent), billboard/posters (22 to 33 percent), magazines (15 to 33 percent), and newspapers (8 to 17 percent). High school graduates and 22-24 year-old respondents had the highest overall TV recall at 94 percent.

Radio recall was strongest among the high school graduate (41 percent), high AFQT male (37 percent), employed (39 percent), North Central region (39 percent), and 22-24 year-old (38 percent) respondents. Radio recall was lowest for the Black (26 percent), high school non-senior (26 percent), and low AFQT male (27 percent) respondents. The strongest magazine advertising recall was among high AFQT males and post-secondary students (each 33 percent), while lowest recall was generated among high school dropouts (15 percent) and Blacks (17 percent). Overall newspaper advertising recall was highest among 22-24 year-olds (17 percent) and post-secondary students (16 percent), with the lowest recall among 16-18 year-olds and high school non-seniors (each at 8 percent).

Comparing 1990 to 1991 Respondent Recall of Military Advertising

Table 2.4 compares respondent first-mention recall of military advertising by Service

Table 2.4. Advertising Awareness Levels, 1990 and 1991 Comparisons - Overall, by Service First Mentions (Percent)		
	1990 YATS	1991 YATS
Overall Recall	90.2	89.2
Service Recall		
Army	52.9	48.5
Navy	5.5	7.5
Air Force	13.6	13.8
Marine Corps	14.9	17.3
All Services	9.9	9.3
Guard/Reserve	3.8	2.8

in the 1990 and 1991 YATS surveys. The comparison base is those who responded to the 1990 version of the advertising awareness question in 1991.

Table 2.5 compares respondent first-mention recall of military advertising by media type. Overall, television was the most frequently first-mentioned medium, with a substantial increase from 1990 to 1991 (69 and 78 percent, respectively). However, the 1991 recall rates were about 2 to 3 percent less than the 1990 recall levels for military advertisements on radio and in magazines and newspapers.

Table 2.5. Advertising Awareness Levels, 1990 and 1991 Comparisons - Overall, by Media First Mentions (Percent)		
	1990 YATS	1991 YATS
Overall Recall	90.2	89.2
Media Recall		
Newspaper	3.3	1.5
Magazine	6.3	3.9
Billboard/Poster	3.5	3.5
Television	68.8	78.2
Radio	6.3	3.6
Guard/Reserve	3.8	2.8

The 1990 YATS was administered during Operation Desert Shield/Storm, when the Armed Forces received a great degree of media attention. This increased media exposure may have resulted in respondents following news of military operations in various media sources, and reporting more awareness of military advertising in those media. The 1991 increase in TV awareness may be a residual effect of Operation Desert Storm news coverage. The Army was the only Service with a reported drop in awareness, from 53 percent in 1990 to 49 percent in 1991.

Slogan Recognition by Service

Correctly identifying a Service slogan may be a more reliable indicator of advertising awareness than self-reported recall in that correct recognition implies familiarity with a specific theme or message. Respondents were read all or portions² of the following slogans used in past and present Service promotional material and asked to name the Service which used the slogan.

Army "Be All You Can Be" "Get an Edge on Life"	Marine Corps "The Few, the Proud,..." "Looking for a Few Good Men"
Navy "It's Not Just a Job, It's an Adventure" "You Are Tomorrow..." "Full Speed Ahead"	Joint Service "It's a Great Place to Start" "Opportunity is Waiting for You" "Stand Up, Stand Out"
Air Force "Aim High"	Coast Guard "Be Part of the Action"

A matrix was calculated across slogans to provide correct and incorrect identifications. Tables 2.6 and 2.7 show slogan recognition rates for the 1990 and 1991 YATS survey years, respectively. The two tables indicate shifts in correct slogan recognition over a one-year period. In the tables, the boxed elements represent correct identifications. The off-diagonal figures represent the proportions mistakenly identified.

Army. "Be All You Can Be" received the highest level of correct identification among 1991 respondents (88 percent). Few respondents misidentified it as the slogan of another Service. 1991 recognition of the "Get an Edge on Life" slogan slipped from the previous year (from 56 to 53 percent), with 19 percent of respondents not identifying the

² Portions were presented in cases where the Service's name was part of the slogan itself.

Table 2.6 Service Identification of Advertising Slogans, 1990 Respondents (Percent)							
Slogan (Correct Service)	Service Identified						
	Army	Navy	Air Force	Marine Corps	Joint Service	Coast Guard	Don't Know
"Be All You Can Be"	86.7	2.9	3.1	1.5	3.5	0.1	2.1
"Get an Edge on Life" (Army)	56.2	5.0	6.0	9.2	3.8	1.2	18.4
"It's Not Just a Job, It's an Adventure"	49.0	13.5	6.5	12.6	5.1	1.4	11.8
"You Are Tomorrow"	13.3	39.8	4.4	10.8	3.6	2.1	25.7
"Full Speed Ahead" (Navy)	9.2	37.0	15.6	3.6	1.5	5.6	27.3
"Aim High" (Air Force)	3.5	2.4	84.5	1.9	0.7	0.3	6.6
"The Few, the Proud"	4.8	3.9	1.8	78.7	1.3	0.5	8.9
"Looking for a Few Good Men" (Marine Corps)	11.4	7.0	3.3	65.1	4.5	0.9	7.6
"It's a Great Place to Start"	33.3	11.5	11.6	3.3	13.7	2.5	23.8
"Opportunity is Waiting for You"	21.0	13.9	3.0	6.6	17.9	5.6	31.9
"Stand Up, Stand Out" (Joint Service)	10.9	4.0	3.8	24.3	6.1	3.0	47.6
"Be Part of the Action" (Coast Guard)	18.7	6.2	5.3	17.0	9.8	4.8	37.8

Source: 1990 YATS

Table 2.7 Service Identification of Advertising Slogans, 1991 Respondents (Percent)							
Slogan (Correct Service)	Service Identified						
	Army	Navy	Air Force	Marine Corps	Joint Service	Coast Guard	Don't Know
"Be All You Can Be"	87.8	3.3	3.5	1.3	2.6	0.1	1.5
"Get an Edge on Life" (Army)	52.6	5.6	6.9	10.0	4.2	1.7	19.0
"It's Not Just a Job, It's an Adventure"	46.3	12.6	7.4	13.4	4.6	2.1	13.5
"You Are Tomorrow"	13.8	40.0	4.4	11.8	4.1	2.4	23.3
"Full Speed Ahead" (Navy)	11.9	45.6	13.6	3.7	1.1	4.6	19.2
"Aim High" (Air Force)	3.8	2.7	83.9	2.0	0.8	0.3	6.6
"The Few, the Proud"	5.5	4.2	1.8	76.2	1.8	0.6	9.6
"Looking for a Few Good Men" (Marine Corps)	13.5	8.0	3.9	60.4	4.5	1.2	8.3
"It's a Great Place to Start"	30.2	12.2	12.1	4.0	12.0	3.4	25.7
"Opportunity is Waiting for You"	20.2	14.1	3.3	7.3	17.8	6.3	31.0
"Stand Up, Stand Out" (Joint Service)	11.7	4.5	4.7	26.4	6.6	3.8	42.3
"Be Part of the Action" (Coast Guard)	20.2	6.5	5.6	18.5	10.0	5.0	34.0

Source: 1991 YATS

slogan with any Service. Twenty-eight percent of 1991 respondents identified this slogan with another Service, compared to 25 percent in 1990.

Navy. Recognition of the Navy slogan, "Full Speed Ahead," increased almost 9 percentage points from 1990 to 1991, more than any other slogan. However, with a 1991 slogan recognition of 46 percent, it still had the lowest current slogan recognition among the four Active Component Services. Approximately 26 percent identified it as an Army (12 percent) or Air Force (14 percent) slogan. The slogan, "You Are Tomorrow," had equivalent recognition in both years (40 percent).

Air Force. Comparable to the percentage shown for the Army's "Be All You Can Be," Air Force slogan recognition remained high, and its recognition rate over the two years was fairly stable. The Air Force slogan, similar to the Army's, was not likely to be identified with another Service.

Marine Corps. The Marine Corps slogan, "The Few, the Proud,..." declined in correct recognition -- 3 points lower than in 1990 (dropping from 79 to 76 percent). The second and older slogan, "Looking for a Few Good Men," was correctly identified by 60 percent of respondents, compared to 65 percent in 1990, with 14 percent misidentifying it as an Army slogan.

Joint Recruiting Advertising. Joint advertising is designed as a "corporate umbrella" campaign, i.e., all Services are included in a single advertisement to increase overall interest in military enlistment. Since the word "Joint" is not mentioned in the advertisements, survey participants are not expected to differentiate the "Joint" concept from specific-Service advertising. Perceptions of joint advertising as "military" or Service-specific are consistent with program objectives to increase overall interest in the military.

Identification of Joint advertisements with particular Services may simply reflect respondent preference, familiarity, or image association with those Services. In 1991, 26 percent of respondents identified the "Stand Up, Stand Out" slogan with the Marine Corps, while 30 percent identified the slogan, "A Great Place to Start," with the Army. However, substantial proportions of respondents continued to respond, "Don't Know," rather than identify a Joint slogan as either an all-Service or specific-Service advertisement. "Stand Up, Stand Out" was the least recognized slogan (in 1991, 42 percent of respondents responded, "Don't Know," compared to 48 percent in 1990).

Demographic Differences in Slogan Recognition

Data in Tables 2.6 and 2.7 reflect responses from the total surveyed population. Further analyses identified whether significant differences existed in slogan recognition within respondent subgroups representing various demographic and background characteristics. Figure 2.2 displays the findings for four slogans. Propensity was not included in the figure, as there were no significant differences within the four propensity subgroups across slogans.

The Army's "Be All You Can Be" slogan had consistently high recognition within all respondent subgroups. There were wide demographic differences in correct slogan recognition for the other Services. For example, Table 2.5 shows an overall correct slogan recognition of 46 percent for the Navy's "Full Speed Ahead" slogan. However, the Navy slogan was correctly recognized by just 37 percent of high school dropouts, compared to 50 percent of high school seniors. With the exception of the "Be All You Can Be" slogan, larger differences were displayed within gender, race/ethnicity, and estimated AFQT subgroups.

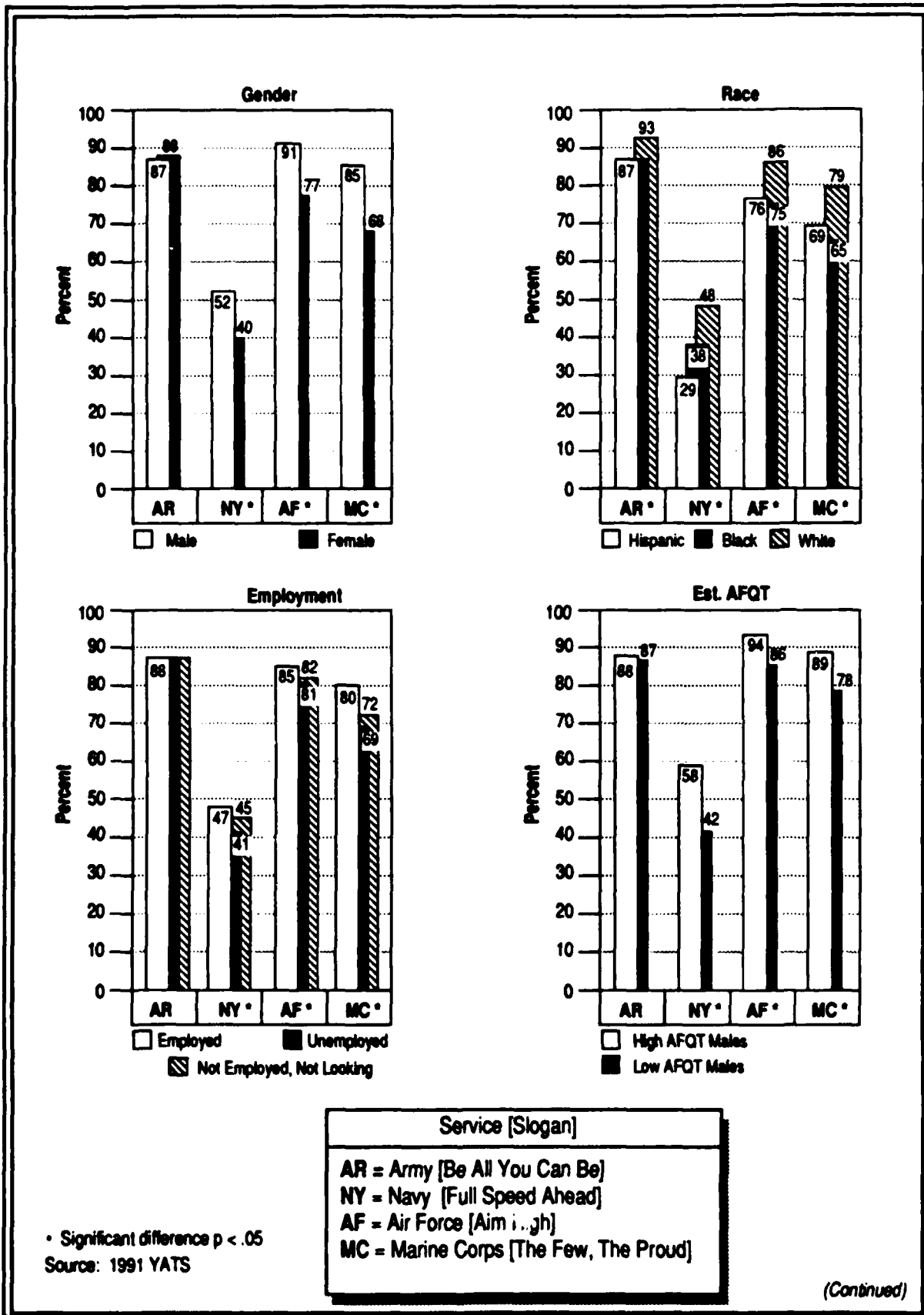


Figure 2.2 Service Identification of Advertising Slogans, By Demographic Characteristics

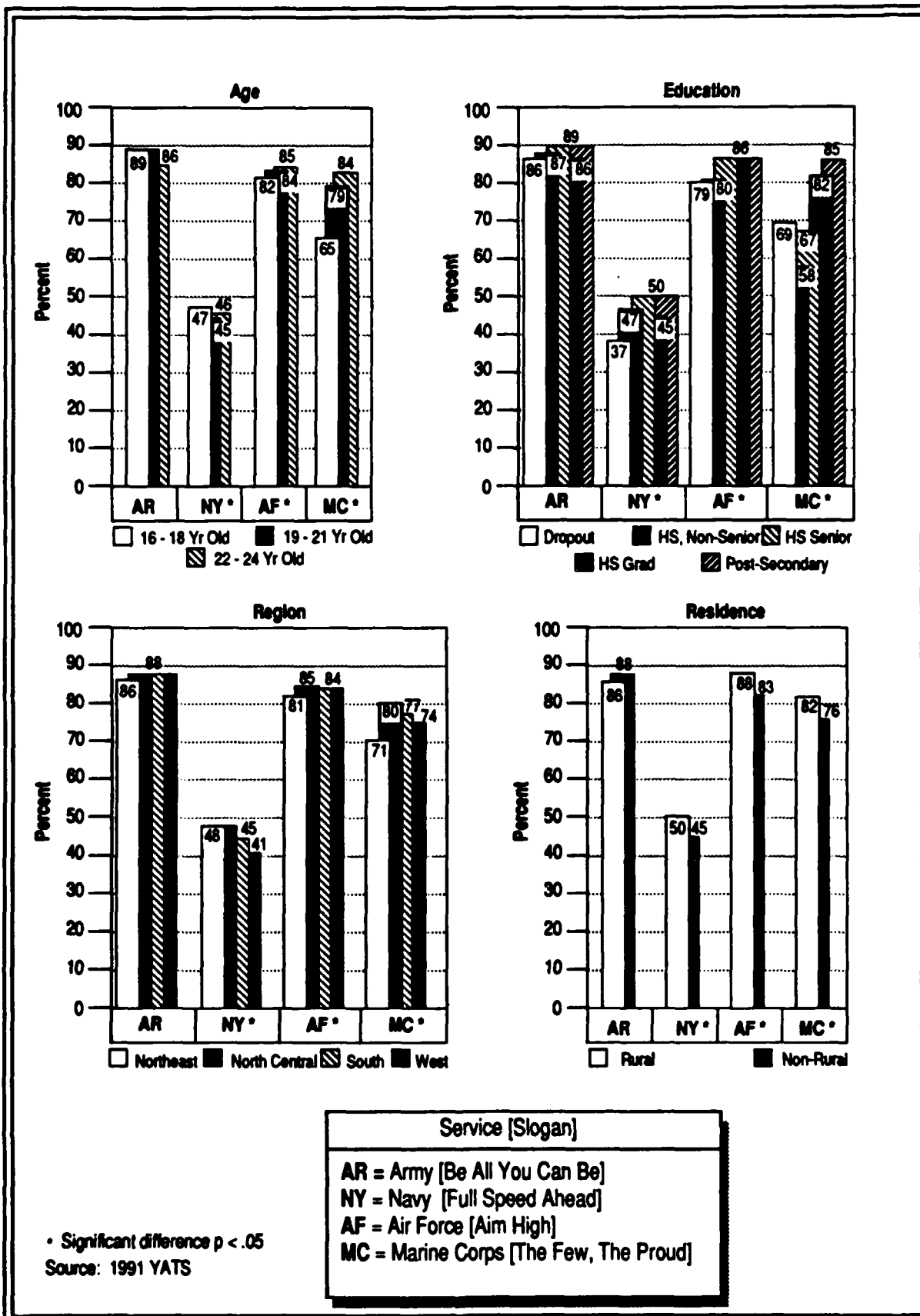


Figure 2.2 Service Identification of Advertising Slogans, By Demographic Characteristics (Continued)

YATS data alone are not sufficient to explain the reasons for such differences.

Certainly perceptions of respondents play a role. Other possible factors include the degree of frequency and penetration of the advertising slogans, the life span of the respective slogans, *the media mix, and the media habits of the various demographic subgroups.*

Section 3

EXPOSURE TO MILITARY DIRECT MAIL AND *FUTURES* MAGAZINE

This section reports findings related to advertising literature. First, data are provided regarding reported receipt and reaction to unsolicited military recruiting direct mail. The second part of this section provides data on the proportion of high school senior respondents who recalled receiving and reading *Futures* magazine.

Receipt and Reaction to Military Recruiting Direct Mail

Five questions were included in the survey to ascertain respondents' recall of receiving unsolicited military direct mail and their reaction to the content and amount.

Within the past year, have you received any military recruiting literature in the mail without asking for it?	Question 620
For which Military Service(s) (did you receive unsolicited recruiting literature in the mail?) [CODE ALL MENTIONS.]	Question 621
Did you read the recruiting literature you received?	Question 621CC
Did the materials you received increase or decrease your interest in military service?	Question 621AA
Was the amount of mail you received from the Services annoying?	Question 621BB

Military direct mail campaigns consist of mailings periodically sent to targeted youth based primarily upon mailing lists purchased from private vendors. Direct mail messages target specific market segments, such as male high school seniors or graduates, to increase recipient likelihood of seeking more information from a recruiter. Figure 3.1 shows the

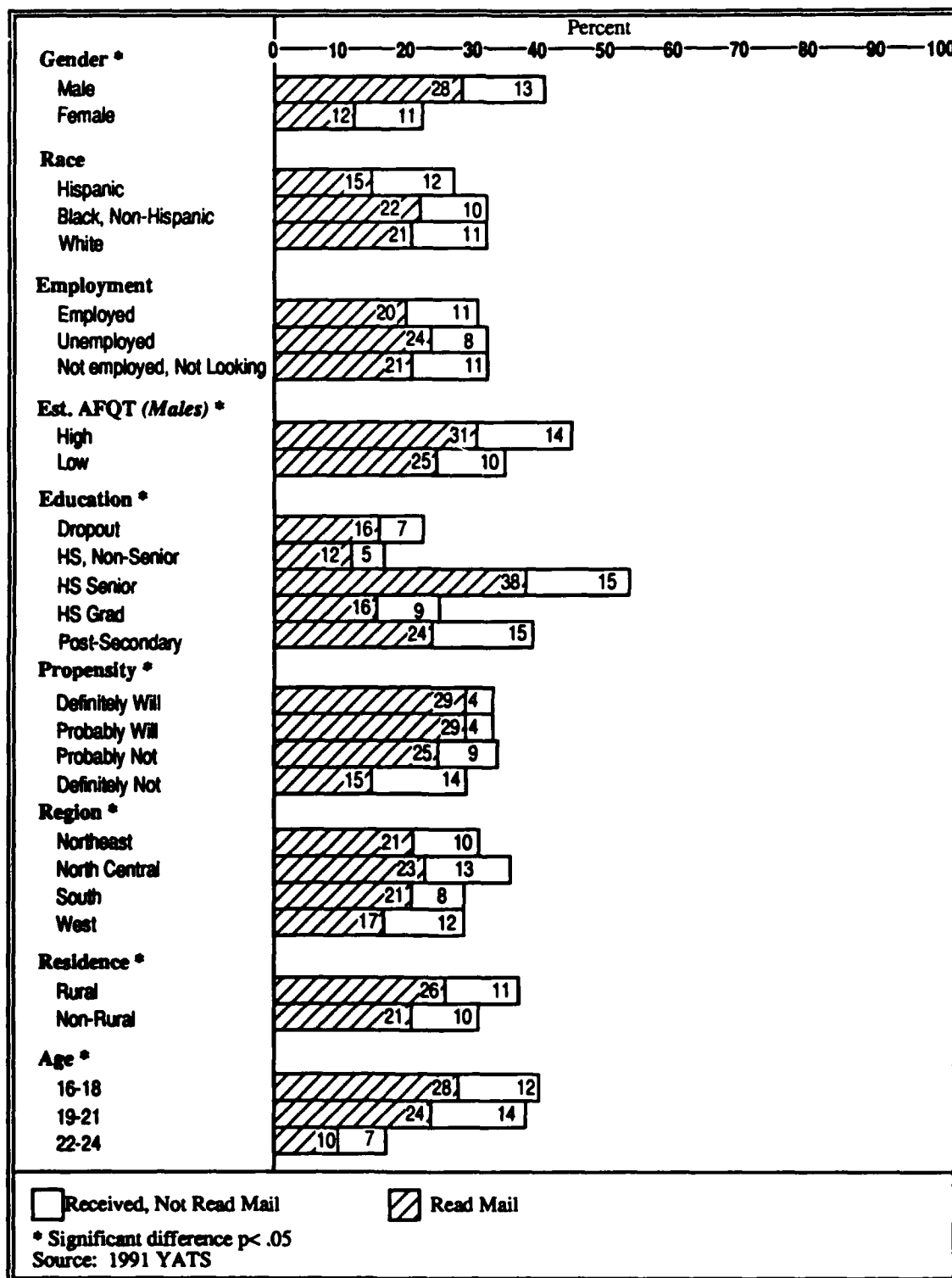


Figure 3.1 Respondents Who Received and Read Unsolicited Military Recruiting Direct Mail

proportions of respondents within various demographic and background subgroups who recalled receiving unsolicited military direct mail.

There were substantial differences between several subgroups. Almost twice as many males as females reported receiving literature (41 and 23 percent, respectively). High school seniors reported the highest rate of direct mail receipt (53 percent), while high school non-seniors reported the lowest receipt (17 percent). This latter rate should be expected because the names and addresses of younger students normally would not be on recruiting mailing lists.

The shaded bars in Figure 3.1 indicate the proportion of the population who received and read military direct mail. High school seniors reported the highest rate of both receiving and reading military direct mail. The subgroups indicating the lowest level of receipt and reading of direct mail were 22-24 year-olds, females, and high school non-seniors (10, 12, and 12 percent, respectively).

Figure 3.2 indicates reported reactions of those who recalled receiving and reading military direct mail. Approximately 57 percent of respondents who reported reading the direct mail stated that it neither increased nor decreased their interest in the military. Of those remaining, about three times as many said it increased their interest in the military compared to those who said the material decreased their interest. For example, 31 percent of high AFQT males said the material increased their interest as opposed to 12 percent who said it decreased their interest in the military --- a ratio of 2.6 to 1. This ratio ranged between two and four across all subgroups except propensity. Within propensity groups, there is a clear relationship between the inclination to join the military and reactions to reading military direct mail. The increase/decrease interest comparisons were 72 and 4 percent, respectively,

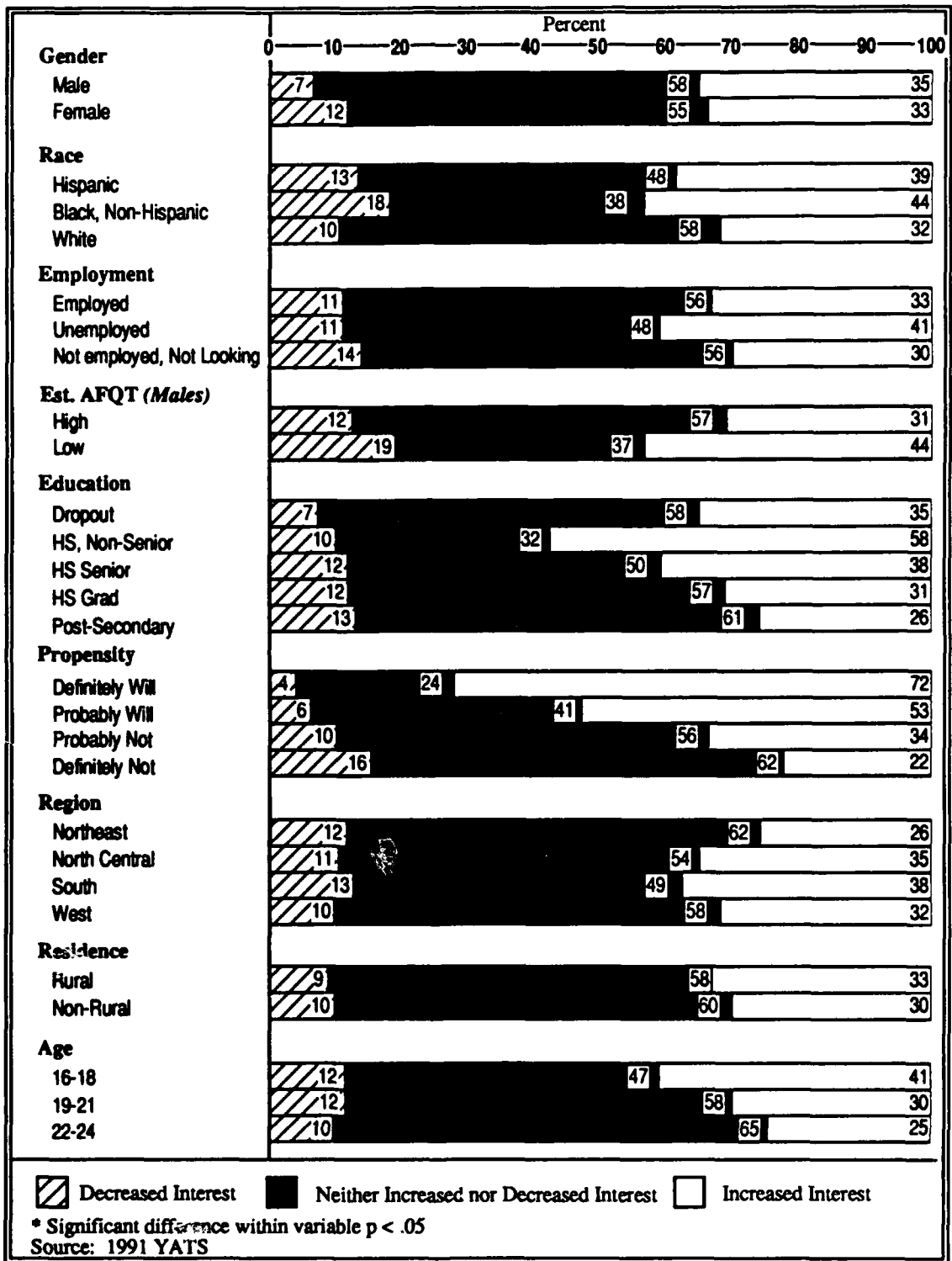


Figure 3.2 Effect on Interest in Military Service of Unsolicited Military Direct Mail on Those Who Read Materials

for those who said they "definitely will enlist," and 22 and 16 percent, respectively, for the "definitely will not enlist" subgroup. Higher levels of increased interest were also noted among high school non-seniors, low AFQT males, and Blacks (58, 44, and 44 percent, respectively). When examined by region, the Northeast stands out with significantly lower proportions of respondents reporting being positively influenced by unsolicited direct mail received (26 percent).

Twenty-three percent of all direct mail recipients said they were annoyed by the amount of literature received. In only one category (Figure 3.3) was the proportion greater than 25 percent: 26 percent of those in the North Central census region. Twenty-four percent of males and 17 percent of females said they were annoyed by the amount of direct mail they received. High school non-seniors and dropouts reported lower levels of annoyance (each at 18 percent). Those indicating positive propensity toward enlistment reported the lowest levels of annoyance (13 and 16 percent, respectively, for the "definitely" and "probably will enlist" subgroups).

Service Sending Literature

Those who recalled receiving unsolicited direct mail from the military within the past year were asked to recall which Service(s) sent the material. Interviewers then entered codes for each Service mentioned on an unaided basis; that is, the interviewers did not ask whether respondents received direct mail from any of the Services other than the ones mentioned spontaneously in response to the question. Figure 3.4 shows the first-mention recall rates by Service.

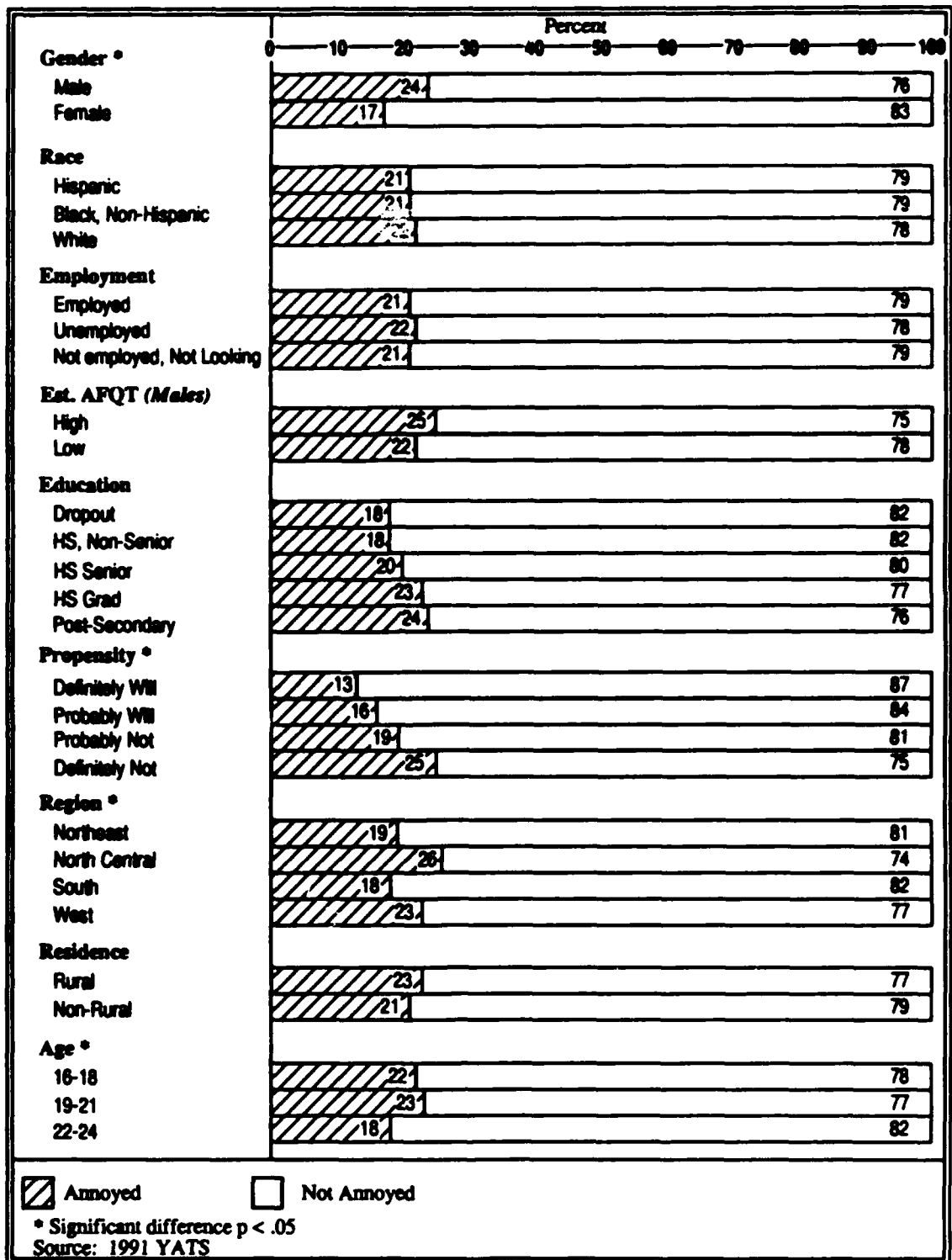


Figure 3.3 Degree of Annoyance with Amount of Mail Received

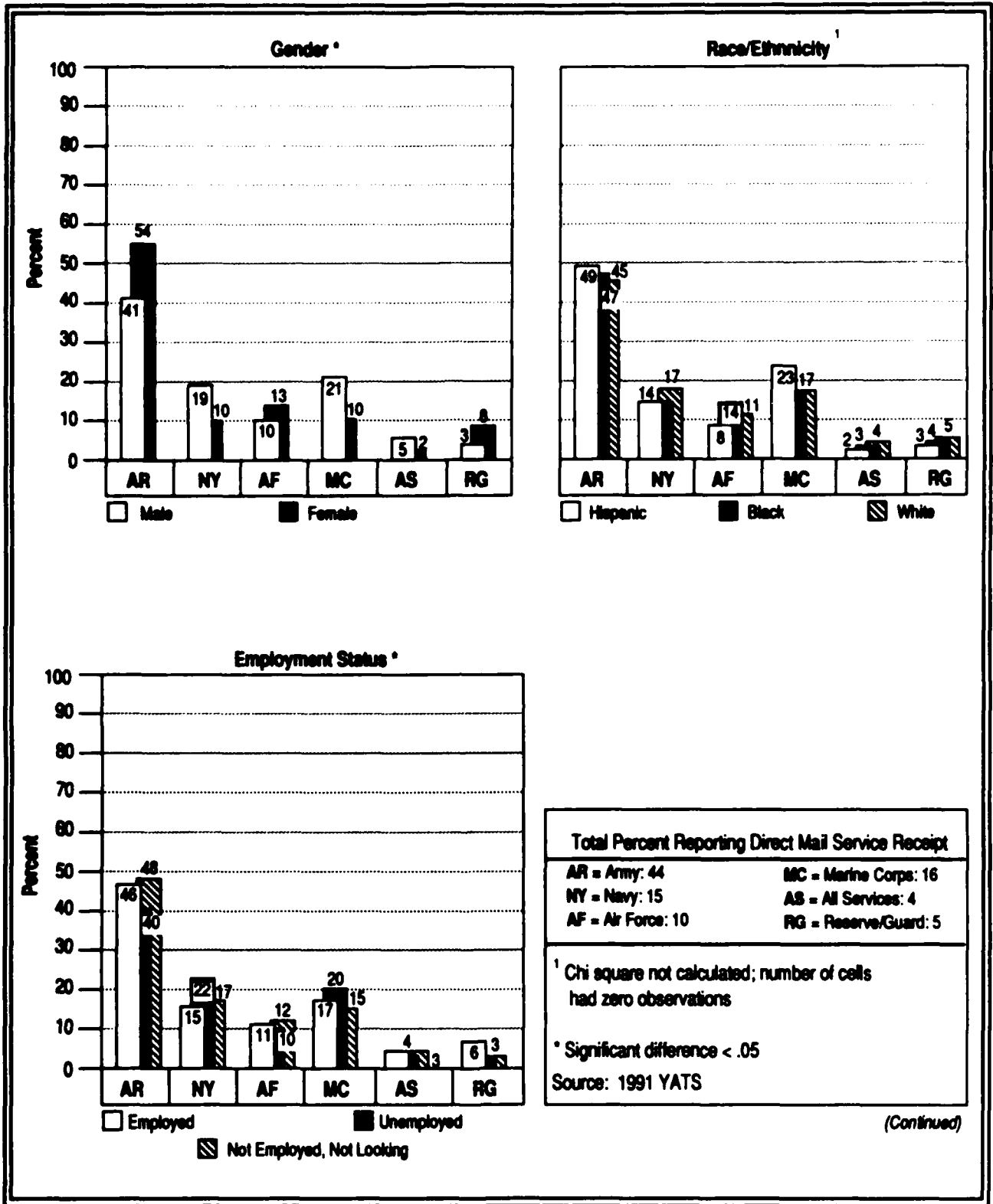


Figure 3.4 Service From Which Unsolicited Direct Mail Received, First Mention (Percent)

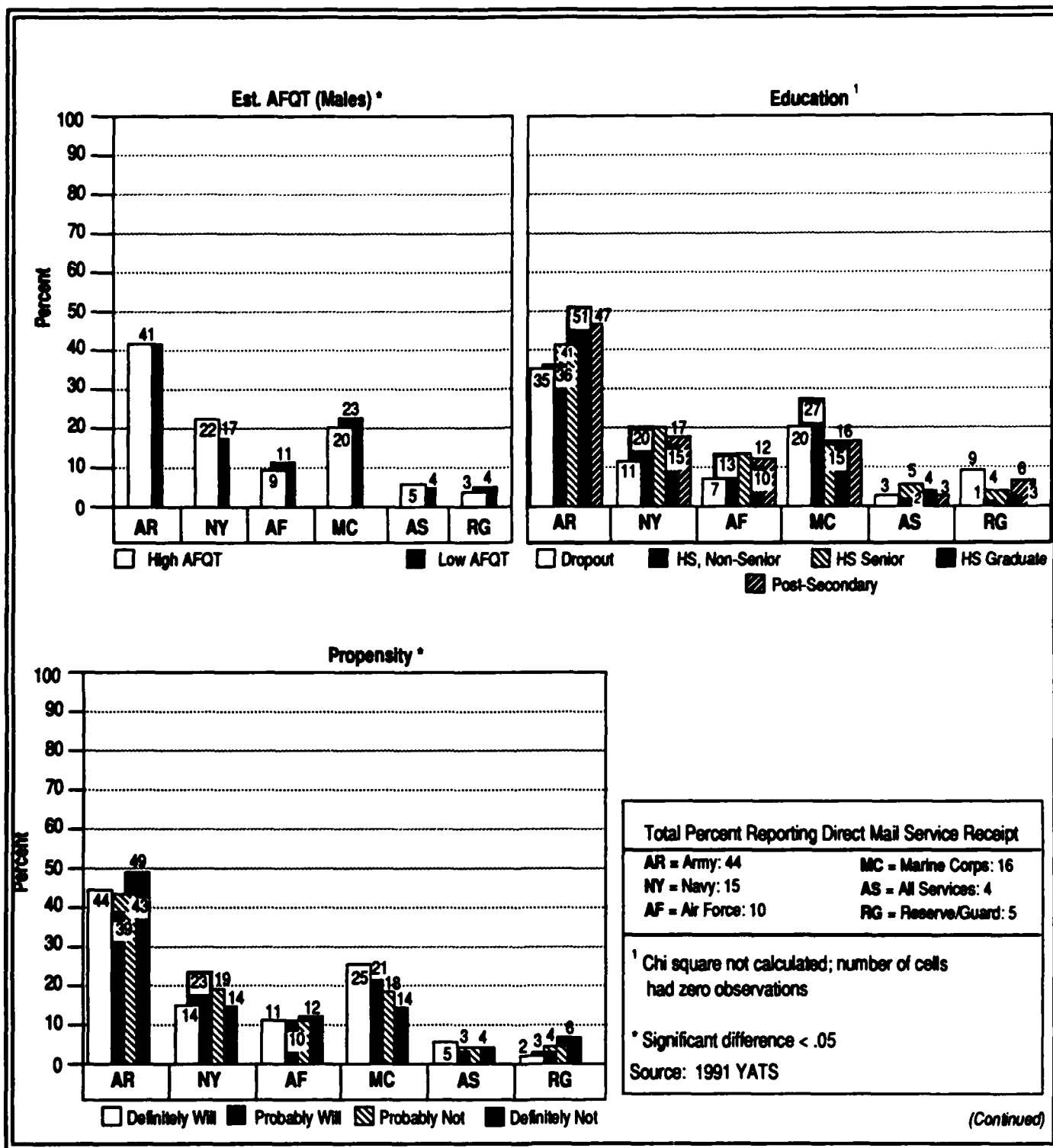


Figure 3.4 Service From Which Unsolicited Direct Mail Received, First Mention (Percent)
 (Continued)

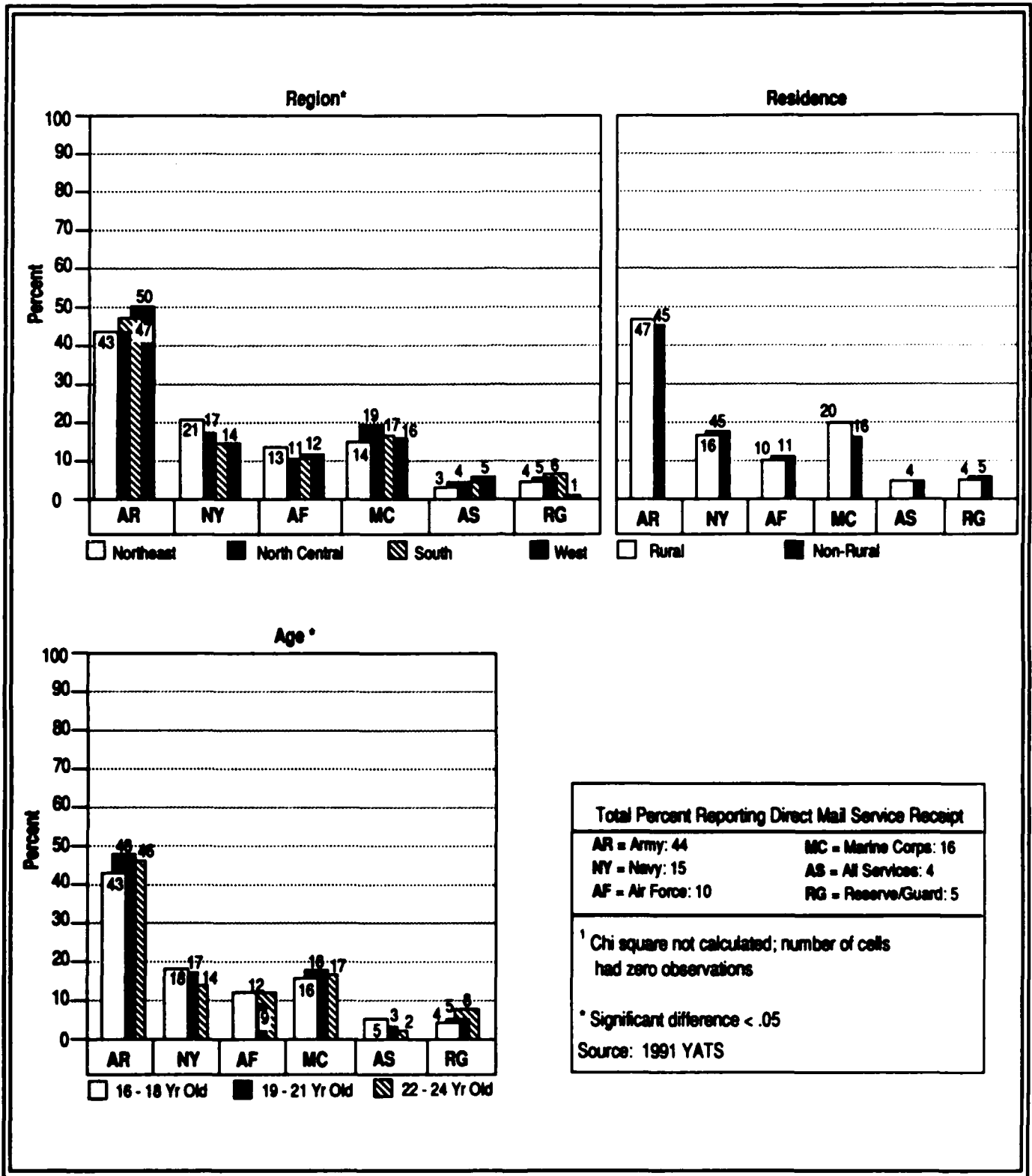


Figure 3.4 Service From Which Unsolicited Direct Mail Received, First Mention (Percent)
(Continued)

Army. The Army was the first Service mentioned by 44 percent of respondents who recalled receiving direct mail. Across demographic groups, a higher proportion of women than men reported receiving Army literature (54 percent and 41 percent, respectively). Fifty-one percent of high school graduates who reported receiving direct mail mentioned the Army first. Similarly, 47 percent of high school seniors mentioned the Army first. The Army was mentioned first also by a high proportion of the "definitely will not enlist" (49 percent) propensity group.

Navy. Fifteen percent of respondents who recalled receipt of direct mail named the Navy first as the sender. Nearly twice as many males (19 percent) as females (10 percent) first-mentioned the Navy as a source of literature. The percentage of females who said they received Navy literature was low in comparison to other demographic subcategories as well. A larger proportion of "unemployed" respondents (22 percent) compared to "employed" and "not employed, not looking" (15 and 17 percent, respectively) reported receiving Navy direct mail. Those who stated they "probably would enlist" had the highest reported receipt of Navy literature (23 percent). Within the group reporting first receipt of Navy direct mail, greater proportions were from the Northeast region than other regions (21 percent, compared to a range of 14 to 17 percent). The Navy was the only Service for which a greater proportion of high versus low AFQT males reported first receipt of direct mail (22 and 17 percent, respectively).

Air Force. Ten percent of respondents who recalled receiving military direct mail cited the Air Force first. The proportion of Air Force first-mentions was higher among women (13 percent) than men (10 percent). Compared to other Services, the Air Force had

the largest race/ethnicity differences. The rate for Blacks was almost twice that of Hispanics in reporting receipt of Air Force direct mail first (14 and 8 percent, respectively).

Marine Corps. Approximately 16 percent of direct mail recipients first recalled receiving direct mail from the Marine Corps. Among those, men were twice as likely as women to report receiving literature (21 percent versus 10 percent). Respondents in the high school non-senior and "definitely will enlist" categories had the highest receipt of unsolicited direct mail among all Marine Corps subgroups (27 and 25 percent, respectively). More Hispanics reported receipt than Blacks and Whites (23, 17, and 17 percent, respectively). More respondents in the North Central region and rural residence areas reported direct mail receipt than other subgroups in those respective categories.

All Guard/Reserve. Approximately five percent of respondents first stated they received direct mail from Guard or Reserve components. Within that group, proportionately more than twice as many women as men reported receiving direct mail (8 and 3 percent, respectively). The combined Guard/Reserve grouping was the only component where proportionately more respondents were in the "White" racial subgroup than Blacks and Hispanics (5, 4, and 3 percent, respectively), although percent differences were small. Dropouts reported direct mail receipt at a rate two to eight times greater than the other education subgroups. Proportionately, six times as many respondents from the South as the West recalled receipt of direct mail, and twice as many 22-24 year-olds reported receiving Reserve Component material than the 16-18 year-olds.

Futures Magazine

The magazine, *Futures*, is sponsored by the Joint Recruiting Advertising Program (JRAP). More than three million copies of *Futures* are mailed each October to high school seniors at their homes. The magazine's contents cover a variety of topics of interest to young people regarding life after high school. Previous topics have included how to buy a used car, writing resumes, preparing for job interviews, and establishing and protecting a credit rating. The articles are interspersed with Service advertisements. There were two questions in the 1991 YATS related to *Futures* magazine:

In the past year, have you received a magazine called *Futures* at your home?

Question 617B

To what extent did you read it? Would you say...

Question 617E

Twenty-five percent of the high school senior respondents reported receiving *Futures*. Of those receiving the magazine, 30 percent indicated that they read all or quite a bit of it, 47 percent stated they read some of it, and 23 percent reported they did not read it at all. Because the period in which the survey was conducted spanned the time of delivery of *Futures*, it is possible that some of the high school seniors had not yet received the magazine.

Section 4

INFORMATION SEEKING

The 1991 YATS contained seven questions dealing with seeking information about the military. Four involved recruiter contact, and three questions asked if a respondent visited a recruiting station, sent a postcard/coupon for information about the military, or called an 800 toll-free phone number for military information.

Recruiter Contact

The four questions addressing recruiter contact were:

Have you ever talked with any military recruiter?	Question 628
Within the past year, have you talked to a military recruiter?	Question 628A
What Service's recruiter have you talked to? [PROBE: Any other Service's recruiter?] [CODE ALL MENTIONS.]	Question 629A1
The first time you spoke with a recruiter, did you (how and where contact took place)	Question 632A

Figure 4.1 displays the proportion of respondents who reported recruiter contact by demographic and background variables. Proportionately more males than females reported speaking with recruiters (65 and 42 percent, respectively), with almost twice as many men as women speaking with recruiters during the past year (27 and 15 percent, respectively). More high school seniors, graduates and college students than high school non-seniors and dropouts reported ever talking to a recruiter. Forty-one percent of high school seniors and 30 percent of high school non-seniors reported their contact occurred within the past year.

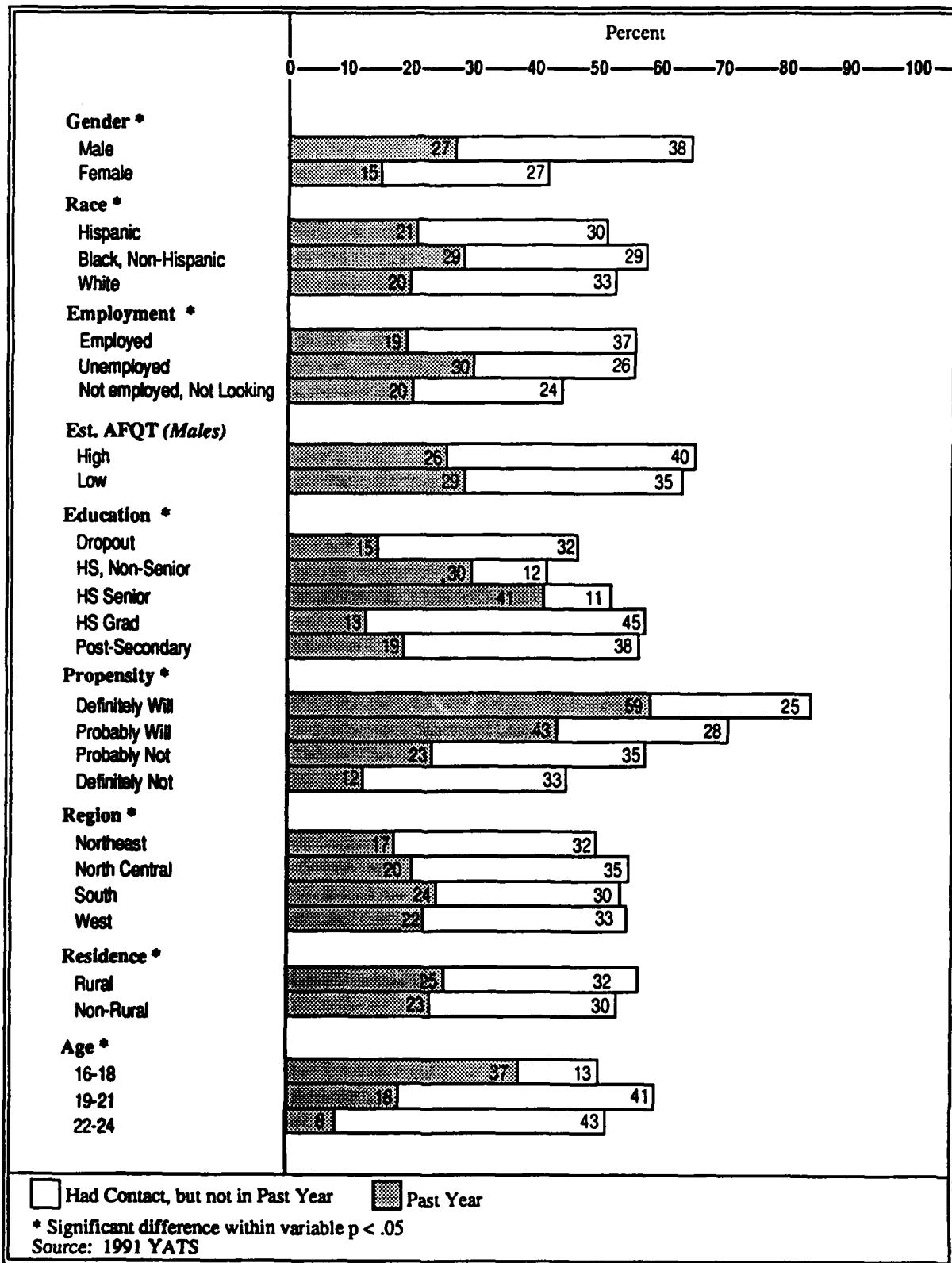


Figure 4.1 Talked with Recruiter Ever and Who Talked to a Recruiter Within Past Year (Percent)

Across age categories, the 16-18 year-olds and 22-24 year-olds reported the lowest overall contact (50 and 51 percent, respectively). The 16-18 year-olds, however, displayed the highest rate of contact within the past year (37 percent). Greater proportions of respondents in the "unemployed" subgroup acknowledged recruiter contact during the past year (30 percent compared to 19 and 20 percent, respectively, of the "employed" and "not employed, not looking" subgroups). On the other hand, 19 percent of post-secondary students, 15 percent of dropouts, and 13 percent of high school graduates reported contact during the past year.

Service Recruiter Contact

Respondents who reported ever having contact with a recruiter identified which Service the recruiter represented. The respondents also were asked whether they spoke with recruiters from other Services and to list all other Services with which they had recruiter contact. Table 4.1 shows the Service(s) mentioned by first- and all-mentions.

First-Mention. With the exception of two subgroups, the Army and Marine Corps, respectively, generated the highest and second-highest reported first-mention rates across all categories and subgroups. Among women and post-secondary students, the Air Force had the second-highest first-mention recall rate, after the Army.

Army. Overall, 44 percent first cited Army recruiters as a recruiting contact. Reported contact with Army recruiters was highest among Blacks (49 percent), and lowest among high school non-seniors (36 percent).

Navy. Fourteen percent first reported Navy recruiters as a recruiting contact (with subgroup proportions ranging from 10 to 18 percent). Among these respondents, the greatest

Table 4.1. Service First and All Mentions for Those Who Spoke
with Recruiter in Past Year
(Percent)

	Army		Navy		Air Force		Marine Corps		All Services		Reserve/ Guard	
	First	All	First	All	First	All	First	All	First	All	First	All
OVERALL	44	54	14	24	14	23	18	28	2	1	5	7
GENDER**												
Males	43	54	16	28	11	20	22	34	a	a	5	7
Females	45	54	11	19	18	27	13	20	2	1	6	8
RACE/ETHNICITY**												
Hispanic	43	51	10	18	11	17	24	32	2	a	6	8
Black, Non-Hispanic	49	60	13	25	13	23	18	30	a	a	5	6
White	43	53	14	24	15	23	18	28	2	1	5	7
EMPLOYMENT STATUS**												
Employed	44	54	13	24	14	23	17	28	2	1	6	8
Unemployed	42	54	16	27	12	22	21	31	a	a	3	4
Not employed (Not Looking)	44	55	13	23	15	25	18	28	1	1	5	6
ESTIMATED AFOT (Males)**												
High	41	53	16	29	13	22	22	34	2	a	5	6
Low	46	56	14	25	8	16	22	35	a	a	6	8
EDUCATION**												
Dropout	46	54	15	24	8	16	18	29	2	a	5	7
High School, Non-Senior	36	47	16	28	15	25	27	38	a	a	3	5
High School Senior	44	54	12	23	11	18	23	35	2	a	6	8
High School Graduate	46	57	14	24	14	24	15	26	2	a	5	7
Post-Secondary	42	53	13	23	17	26	16	25	2	1	6	7
PROPENSITY**												
Definitely Will	39	51	18	37	18	27	21	35	1	a	2	5
Probably Will	41	53	16	29	14	26	21	33	1	a	5	7
Probably Not	42	53	15	25	13	23	19	31	2	1	6	8
Definitely Not	46	55	12	20	14	21	16	24	2	1	5	7
REGION**												
Northeast	45	54	11	19	12	20	18	27	2	1	5	7
North Central	44	54	13	23	15	24	18	27	1	a	6	8
South	44	55	15	27	14	24	18	29	2	1	6	8
West	42	51	15	25	14	22	20	29	1	a	3	4
RESIDENCE												
Rural	44	54	12	23	14	25	15	25	2	2	9	11
Non-Rural	44	54	14	24	14	23	19	29	a	a	5	6
AGE**												
16-18	40	50	14	25	13	22	23	34	a	a	6	7
19-21	46	55	13	24	14	22	15	26	2	2	6	8
22-24	45	56	14	24	15	24	16	25	a	a	4	5

* Significant difference within variable across Components (first mention) < .05.

• Less than .05 percent

* Significant difference within variable across Components (all mentions) < .05.

SOURCE: 1991 YATS

proportions reporting contact were among the "definitely will enlist" (18 percent), and high AFQT male, high school non-senior, male, and the "probably will enlist" subgroups (each at 16 percent).

Air Force. The Air Force had the same proportion as the Navy in first-mentions of recruiter contact (14 percent; range 8 to 18 percent). However, the Air Force had a seven-point difference in the proportion of women and men first reporting contact (18 and 11 percent, respectively). Eighteen percent of the "definitely will enlist" propensity and 17 percent of the post-secondary student subgroups first reported an Air Force recruiter as the Service recruiter with whom they had contact.

Marine Corps. Eighteen percent first reported that Marine Corps recruiters spoke with them. First-mention of contact with Marine Corps recruiters was significantly higher among the high school non-senior (27 percent), Hispanic (24 percent), high school senior (23 percent), and 16-18 year-old (23 percent) subgroups. Females (13 percent), high school graduates (15 percent), rural residents (15 percent), and 19-21 year-olds (15 percent), had the lowest rate of first reported contacts.

Reserve Components. First-mention of contact with Reserve Component recruiters was low (slightly over 5 percent). The rural subgroup had the highest first reported contact with Reserve Component recruiters (9 percent). Twice as many respondents from the South first reported Reserve contact as from the West (6 and 3 percent, respectively).

All-Mentions. All-mentions generally followed the same pattern as the first-mention contacts.

Comparing 1990 and 1991 Respondent Recall of Recruiter Contact

High school seniors reported the most recruiter contact during the past year (41 percent). However, as shown in Table 4.2, data indicated an overall decline of contact compared to the previous year by about six percentage points. The decline was most evident for the Army, Navy, and Guard/Reserve, with little first-mention change for the Air Force and Marine Corps.

Table 4.2. Comparison of Recruiter Contact, Overall and by First Mention Service, 1990 and 1991 YATS (percent)		
	1990 YATS	1991 YATS
Overall, First Mention		
Reported Contact, Ever	51.7	53.3
Reported Contact, Past Year	44.7	39.2
Service, First Mention		
Army	44.8	43.8
Navy	15.6	13.8
Air Force	13.7	13.9
Marine Corps	18.3	18.2
Guard/Reserve	6.9	5.3

Where and How Initial Recruiter Contact Occurred

Table 4.3 shows that significantly higher proportions of respondents in all subgroups except dropouts and high school non-seniors reported that contact was initiated by calls from recruiters rather than respondent-initiated action. Approximately one-third of respondents stated they were called by a recruiter, while five and ten percent, respectively, said they called a recruiter or visited a recruiting office. The exception was among dropouts and high school non-seniors, where only 19 percent and 3 percent, respectively, stated first contact

Table 4.3. Type of Respondent First Contact with Recruiter
(Percent)

	Call From Recruiter	Called Recruiter	At Rec. Office	At Job Fair	Other ¹
OVERALL	30	5	10	3	52
GENDER*					
Males	36	5	11	2	45
Females	23	5	9	3	59
RACE/ETHNICITY*					
Hispanic	29	4	14	2	51
Black, Non-Hispanic	23	6	8	4	59
White	32	5	10	3	50
EMPLOYMENT STATUS*					
Employed	32	6	11	2	48
Unemployed	23	5	8	3	62
Not employed (Not Looking)	33	3	8	4	52
ESTIMATED AFQT (Male)*					
High	40	4	11	2	43
Low	29	7	11	3	50
EDUCATION*					
Dropout	19	11	20	1	49
High School, Non-Senior	3	1	6	4	85
High School Senior	31	2	4	4	60
High School Graduate	33	7	11	2	47
Post-Secondary	42	4	9	3	42
PROPENSITY*					
Definitely Will	20	8	16	3	54
Probably Will	22	8	12	4	54
Probably Not	32	5	10	3	50
Definitely Not	34	4	9	3	50
REGION*					
Northeast	31	6	11	3	49
North Central	35	4	9	2	49
South	26	6	11	3	55
West	33	5	11	4	47
RESIDENCE*					
Rural	28	5	9	3	55
Non-Rural	31	5	10	3	51
AGE*					
16-18	22	2	5	4	67
19-21	39	6	10	2	43
22-24	29	7	15	3	45

* Significant difference within variable across Types of Contact < .05

¹ Other included contacts such as at school visits, recruitment shows, and sporting events

SOURCE: 1991 YATS

was made through a recruiter call, while 20 percent and 6 percent, respectively, reported they made first contact by visiting a recruiting office.

Information Source

Three questions asked whether respondents sought information about the military:

Within the past year:	
Have you visited a recruiting station for information about the military?	Question 627
Have you made a toll-free call for information about the military?	Question 622
Have you sent a postcard or coupon for information about the military?	Question 625

Only a small proportion of respondents indicated they have actively pursued information about the military. Three percent of respondents stated they made a toll-free call; five percent said they sent in a postcard or coupon; and eight percent acknowledged visiting a recruiting station for information. Rates are shown in Table 4.4. When examined across demographic groups, more respondents visited recruiting offices than sent postcards or made the 800-number telephone calls, but still most rates were in single digits. Forty-nine percent of the positively propensed (30 percent "definitely will" and 19 percent "probably will") respondents reported visiting a recruiting office, while only 11 percent of the negatively propensed (eight percent "probably not" and three percent "definitely not") respondents reported doing so.

The finding that Black respondents sought information about the military in higher proportions than other racial groups is consistent with Blacks' higher positive propensity to

Table 4.4. Proportions Who Made Toll-Free Call, Sent Coupon,
Visited a Recruiting Office in Past Year
(Percent)

	Toll Free Call	Card Coupon	Visit Recruiting Office
OVERALL	3	5	7
<u>GENDER</u>	•	•	•
Male	4	7	10
Female	2	2	4
<u>RACE/ETHNICITY</u>	•	•	•
Hispanic	4	5	9
Black, Non-Hispanic	6	8	9
White	2	4	7
<u>EMPLOYMENT STATUS</u>	•	•	•
Employed	3	4	7
Unemployed	4	7	9
Not employed (Not Looking)	2	4	5
<u>ESTIMATED APOT (MALES)</u>		•	•
High	4	6	9
Low	4	8	12
<u>EDUCATION</u>		•	•
Dropout	4	3	8
High School, Non-Senior	3	7	6
High School Senior	3	10	9
High School Graduate	3	3	6
Post-Secondary	3	3	7
<u>PROPENSITY</u>	•	•	•
Definitely Will	14	26	30
Probably Will	10	13	19
Probably Not	3	4	8
Definitely Not	1	1	3
<u>REGION</u>		•	•
Northeast	2	4	6
North Central	3	5	6
South	3	5	8
West	3	4	7
<u>RESIDENCE</u>		•	•
Rural	2	6	8
Non-Rural	3	4	7
<u>AGE</u>		•	•
16-18	3	9	9
19-21	3	4	8
22-24	3	1	4

*Significant difference within cell < .05.

SOURCE: 1991 YATS

enlist. Approximately one-third who sent a postcard sent it to the Army, 23 percent to the Air Force, 19 percent to the Marine Corps, and 16 percent to the Navy.

Comparing 1990 and 1991 Respondents Who Reported Seeking Information About the Military

Table 4.5 shows no significant change in the proportions of 1991 respondents who took action to seek further enlistment information, as compared to the 1990 group.

	1990 YATS	1991 YATS
Visit Recruiting Office	7.4	7.2
Sent in Coupon/Postcard	5.4	4.6
Made Toll-Free Call	3.0	3.0

Section 5

SUMMARY AND IMPLICATIONS

The YATS survey is a source of information concerning advertising effectiveness for the Services and the Defense Department. This report presents data regarding military advertising awareness and Service slogan recognition which are indicators of advertising effectiveness among youth. The report also provides data on respondent reaction to military direct mail campaigns, contact with recruiters, and actions taken to seek information about the military.

The 1991 YATS data indicated that military advertising was recalled by 89 percent of the youth population. Recall rates by demographic subgroups ranged from 79 percent for Hispanics to 94 percent for males with high estimated AFQT scores, the prime target recruiting market. A comparison of 1990 and 1991 data, however, shows declining awareness among some demographic groups and differing recall levels by media type and Service first mentions.

Among the Services, Army advertisements produced the highest total recall, regardless of demographic subgroup. Overall, Army advertisements were mentioned first about three times more often than the Marine Corps and the Air Force, six times more often than the Navy, and over 15 times more often than the combined National Guard/Reserve Components. The recall of Army advertisements dropped from 53 percent in 1990 to 49 percent in 1991; no such declines in advertising awareness were evident for the other Services.

Television was by far the most frequently mentioned advertising medium overall. When asked where they recalled seeing or hearing military advertising, approximately 75 percent of respondents mentioned television first. Four percent of the youth mentioned radio, magazines, and billboard/poster advertising before other media; two percent mentioned newspapers first. Recall rates for military advertisements on radio and in magazines and newspapers were each two to three percentage points lower in 1991 than in 1990 on a first-mention basis. Television first-mention recall, however, increased nearly 10 percentage points (from 69 to 78 percent) over the same period.

The 1990 YATS was administered during Operation Desert Shield/Storm, when the Armed Forces received a great degree of media attention. This increased media exposure may have resulted in respondents following news of military operations in various media sources, and reporting more awareness of military advertising in those media. The 1991 increase in TV awareness may be a residual effect of Operation Desert Storm news coverage.

Recognition of many Service advertising slogans dropped slightly between 1990 and 1991. The proportion of respondents who either said they could not match a slogan with a Service or who did so incorrectly increased. Slogans that have been actively advertised over a number of years were correctly identified by the greatest proportion of youth.

Many respondents identified Joint Service slogans with one of the active Services. Each of the Services is named in Joint Service advertisements, and the advertisements are not, in fact, designed to strengthen identification with any particular Service branch. Indeed, Joint Service advertising is intended to complement and reinforce individual Service advertising messages. Therefore, it is neither surprising nor disappointing that these slogans are identified with various Services.

Fifty-three percent of the high school seniors and 45 percent of high AFQT males reported receiving military direct mail; approximately two-thirds of these respondents reported they read the material. Although over half of the reported readers indicated that the material had no impact on their interest in the military, about a third reported the material increased their interest, and 10 percent stated the material decreased their interest. Respondents from the North Central region, those with "definitely not" propensity, and males in general indicated being most annoyed by the literature (26, 25, and 24 percent, respectively) as compared to other demographic groups. Also, twenty-five percent of high school seniors recalled receiving *Futures* magazine through the mail, and three-fourths of those indicated that they read it.

More males (65 percent) than females (42 percent) reported ever speaking with recruiters, while more high school seniors, graduates and college students than young students and dropouts reported ever talking to a recruiter. High school seniors reported the most frequent recruiter contact within the past year, yet their 41 percent contact rate represents a decline of about six percent from the previous year. Not surprisingly, respondents with the highest enlistment propensity also reported the highest overall rates of recruiter contact.

The Army was named most often as the source of recruiter contact, and for all subgroups but women (whose first mention of the Air Force ranked second to the Army), the Marine Corps had the second highest level of contact recall. Approximately one-third of those who reported recruiter contact stated that they were called by a recruiter, while no more than 10 percent indicated that they initiated the contact by calling or visiting a recruiting office.

Relatively few respondents reported actively seeking information about the military. Only eight percent reported visiting a recruiting office, and even fewer indicated they had sent in a reply card or made a toll-free call.

Implications

Similar to advertising in private industry, military advertising is intended to stimulate interest and influence recruiting prospects to seek (or be receptive to) additional information about the military (the product), ultimately leading to enlistments (sales). The 1991 YATS data indicate that military advertising awareness levels are high, slogan recognition has remained relatively stable for most Services, and large proportions of respondents recall receiving information about the military and having had contact with recruiters. Although some 1991 measures of advertising awareness and recall are lower than measures from the 1990 YATS survey, the overall advertising findings are consistent with previous results.

Generation of highest advertising recall among males with estimated high AFQT scores and post-secondary students is as expected. The fact that Army advertising is recalled first most often is likely due to its historically strong advertising presence (with larger advertising budgets compared to the other Services) and a tendency of people to identify the Army as the "generic" military Service. High advertising awareness probably continues despite budget reductions for paid military advertising because youth still remember former advertising and may even anticipate seeing more in the future. It is much easier to maintain a "brand" image once established than create a new one. Continued high awareness levels are an indicator of how successful past advertising campaigns have been.

Media recall results are also as expected. Since TV is the most visual and intrusive medium, one would expect it to be mentioned first most often as the medium where advertising in general was seen or heard. Public service announcements and local cable TV advertisements for some of the Services are complemented by radio and print advertising to produce a synergistic effect. People exposed to advertising in any combination of the media mix may not necessarily differentiate specific media vehicles, including paid and public service advertising.

Similar to advertising awareness, recognition of successful and long-term slogans could be expected to remain fairly high for some time after decreased exposure. The most effective and memorable slogans would not be quickly forgotten, especially among older youth who have had greater opportunity for exposure to them over time. YATS results indicate that highest recognition is generated among established Service advertising slogans still in use.

Findings pertaining to recall of receiving military direct mail are encouraging in the sense that the most desirable recruiting candidates (high AFQT males, high school seniors, post-secondary students, and 16-21 year-olds) report the highest rate of receipt. Selection of well-targeted mailing lists has likely enhanced this effect.

Higher acknowledgement of recruiter contact among males than females is not surprising since males represent the primary target market and about 90 percent of military recruiting missions. YATS findings reflect concentration of recruiter efforts on the appropriate prospect market. The fact that youth report contact initiation by the recruiter(s) much more frequently than by themselves indicates that military recruiters are working hard

and must take an active role in seeking out prospective recruits. Recruiters cannot simply wait for potential enlistees to approach them.

As part of the ongoing military force drawdown, lower recruiting objectives and fiscal compromises have resulted in significant reductions in recruiting resources, particularly advertising dollars. The advertising reductions have been disproportionately larger than the lowered numerical recruiting objectives. Such actions may affect the Services' ability to provide continual levels of advertising over an extended time period with the reach and frequency levels that are necessary to maintain effective impact on the target audience.

Fortunately, YATS results indicate that previous Service advertising strategies have been effective in establishing long-lasting impressions on youth. What remains to be seen is how long these impressions will last without adequate reinforcement.

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