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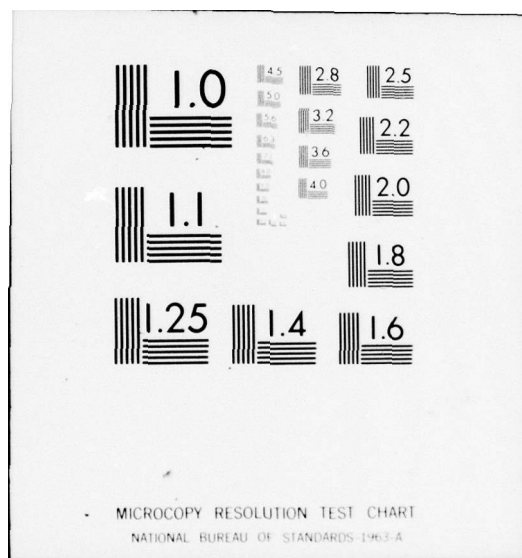
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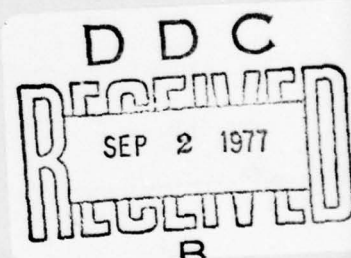
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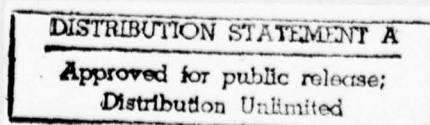
ProsLab— A Method for Pretesting Printed Army Recruiting Advertisements

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Mr. T.H. Rosen



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Prepared for
U.S. Army Recruiting Command



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Consulting Report.

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Prepared for U.S. Army Recruiting Command

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May 1973

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by

Dr. T.R./Wilson
Mr. T.H./Rosen

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PREFACE

This consulting report describes activities performed by the Human Resources Research Organization under Work Unit RECRUIT II, a project conducted for the U.S. Army Research Institute of the Department of the Army. The principal objective of this project was to design and implement a printed advertising pretest prototype facility for the U.S. Army Recruiting Command (Commanding General, Major General J. Hinion; Director of Advertising and Information, Colonel G. Childress).

The project made use of non-prior service recruits as a review audience to evaluate, by use of a specially designed and tested questionnaire, advertisements prepared for USAREC. A method of predicting success of recruiting ads from ProsLab evaluations was carried out by HumRRO on 29 ads. The ProsLab Administrative Summary was designed by HumRRO to provide Army recruiting decision makers with evaluations of a recruiting ad in a concise and readable form.

The project was performed by HumRRO Division No. 7 (Social Science), Alexandria, Virginia, Dr. Arthur J. Hoehn, Director. Dr. Thurlow R. Wilson was project director and designed the data collection and analysis. Dr. Joel M. Reaser made major contributions to the original work plan. Mr. Theodore H. Rosen supervised field operations and analyses of the data. Ms. Janet K. Buckley was in charge of data processing and all computer programming for ProsLab. PVT Steven Hartsock checked the questionnaires before keypunching.

LTC Laychak, Commander of the Fort Dix Reception Station, provided needed support for ProsLab and Lt J. McColgan acted as ProsLab

liaison officer at Fort Dix.

Special note is due SPEC/5 D. Lombardi (USAREC) who conceived the project and, with CPT D. Carfagna (USAREC), provided guidance in substantive aspects of the project. SSG J. Allen was administrator of Proslab at the Fort Dix Reception Station. Jacob L. Barber, Jr. was the technical monitor for the project.

HumRRO research for the Department of the Army is performed under Army Contract DAHC 19-73-C-0004. Work Unit RECRUIT II was conducted under Army Project No. 2Q062107A745.

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DDC	Buff Section	<input type="checkbox"/>
UNANNOUNCED		<input type="checkbox"/>
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BY		
DISTRIBUTION/AVAILABILITY CODES		
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EXECUTIVE SUMMARY
ProsLab Consulting Report

HumRRO presents herein a report on activities to assist USAREC in development and implementation of a low-cost advertising pre-testing facility. The facility, called ProsLab (for Prospect Laboratory) was functional on a test basis at Fort Dix, New Jersey, in January 1973 and was fully operational by April 1973. The goal of ProsLab is the identification of those recruiting ads which will result in increased enlistments in the Army. The immediate objectives are: (1) selection of ads which will yield high coupon responses from the target audience, (2) identification of the motivational variables related to ad response and enlistment.

Non-prior service enlistees at Fort Dix were tested at ProsLab prior to haircuts or uniform issuance. Those who indicated that their enlistment was strongly motivated by the draft were screened out. Each group of recruits reporting to ProsLab evaluated two recruiting ads following a standard procedure. A colored slide of the ad was projected on a screen in the front of the room and each man had a copy of the ad text to consult. Marking his answers in a questionnaire booklet, each person reported his overall liking of the ad and then rated the picture, the clarity of the text, the believability of the ad and so on. Recruits also identified all themes in the ad and then selected the major themes. Immediately prior to the ad evaluations, the subjects answered a questionnaire to report on enlistment experiences and motivations and to give demographic information. Each session concluded with the administration of a standard personality test (the Gordon Personal Profile and Inventory).

The ProsLab testing was administered by an NCO following a standard script. Each session required approximately 90 minutes.

Given no restriction in costs, it would have been possible to design a method for evaluating recruiting ads which would be closer to the situation being predicted (i.e., civilians looking at magazines and sending in coupons for further information on the Army). The subjects would be civilians rather than Army personnel, the ads would be presented in magazines rather than on a screen, attention-getting value of the ad would be measured as well as evaluations of ad content, and the subjects would be followed up to see how many actually acted to get further information concerning Army enlistment.

A total of twenty-nine recruiting magazine advertisements were evaluated in ProsLab; each of these ads had been printed in several magazines so that performance data existed for each ad. For every ad usable responses were obtained from 30 or more individuals.

To develop a method of predicting success of recruiting ads from ProsLab evaluations a statistical analysis (multiple linear regression) was carried out by HumRRO on the data from the 29 ads. The analysis determined the best set of predictors of ad performance among the data being collected at ProsLab. Using three items from the ProsLab questionnaire as predictors, a multiple regression of .37 was achieved using cost per coupon response from those in the age range eligible for enlistment as the criterion. An equation was derived for predicting cost per coupon response from responses to the three ProsLab items. If desired, immediately after evaluation of an ad at ProsLab, a clerk with desk calculator will be able to compute the predicted performance of an ad so that these results can be promptly reported to USAREC. While this

equation does not result in an accurate prediction of individual ad performance, the equation may be useful for screening out the poorest performing recruiting ads.

The ProsLab Administrative Summary (PAS) is a two-page summary of data obtained from results at ProsLab to evaluate an Army recruiting ad. This summary was designed by HumRRO to provide Army recruiting decision makers with evaluations of a recruiting ad in a concise and readable form. Since the summary can be prepared by computer in a few minutes time after ad data has been keypunched, it should be possible to provide the PAS for a particular ad a few days after the ad has been evaluated by ProsLab subjects.

The PAS presents the following information:

- (a) identification of ad being summarized, group used for testing, etc.;
- (b) prediction of how the ad will perform in eliciting coupon responses;
- (c) the overall liking of this ad by the recruits;
- (d) the recruits' evaluation of various aspects of the ad, such as the picture, clarity of ad copy, credibility of information presented;
- (e) the kind of recruit who was most favorable to the ad -- his background characteristics, reasons for enlistment, and personality traits; and
- (f) identification of ad themes by the recruits.

The procedures for collecting and summarizing ProsLab data are described in detail in the attached report including computer documentation. The report should provide all needed information for USAREC to establish and operate ProsLab.

II. PROSLAB ACTIVITIES AT FORT DIX, JANUARY TO APRIL 1973

Proslab data was collected at Fort Dix, New Jersey, at the Reception Station. The subjects were newly inducted non-prior service men. These men were tested in the morning following their arrival at Fort Dix, before receiving any information from or meeting with drill sergeants and before receiving the military haircuts or uniforms. Testing was carried out on four days each week: Wednesday through Saturday.

During January 1973, HumRRO tried out and refined the Proslab data collection methods at Fort Dix. From January to April 1973, the Proslab subjects evaluated 29 previously published magazine advertisements (two ads per session). In addition, the subjects gave background information on themselves and information concerning their enlistment motivation and enlistment options. This information was obtained via the Proslab questionnaire. (See Appendix A for copy of Proslab questionnaire.) Following the completion of the Proslab questionnaire, the subject filled out the Gordon Personal Inventory and Profile. The Proslab data collection was administered by an NCO, using methods developed by HumRRO. (See the next section of this report for the detailed description of these procedures and materials.) During this period, HumRRO staff members made occasional visits to Proslab to monitor the data collection and to note any needed improvements. Each week the personality tests were scored at Fort Dix and then all Proslab data was then submitted to HumRRO. At HumRRO, the Proslab data was checked for accuracy and completeness, write-in responses were content analyzed, the data was keypunched and keyverified,

and then the data was analyzed by computer. From the analysis of the ProsLab data the ProsLab Administrative Summary was developed as well as an equation from predicting ad performance from ProsLab evaluations. (See section V for description of these analyses and their results.)

In January to April following the development of data collection methods a total of 1187 men were tested at ProsLab but 150 of these were eliminated because they indicated that their enlistment was strongly motivated by the draft. A minimum of 30 men evaluated each of the 29 previously published ads.

The background characteristics and enlistment motivations of the ProsLab subjects evaluating the 29 previously published ads are described in Tables 1 to 11. It will be noted from these tables that the typical ProsLab subject was a 19-year-old white high school graduate who reported a family income of \$9,000 to \$11,999 and came from a small city. The typical subject indicated that he learned about the Army mostly from military publications and that his decision to enlist was most influenced by recruiters. Among enlistment programs, ones involving inservice training were most common. The four reasons most often singled out for enlistment were: "There will be good training for me in the Army." "I can learn a useful trade or skill in the Army that I might use in civilian life." "I will get the job I want" and "I will get assigned to where I want to go." From the list of activities the four most frequently checked as very important were:

"Getting the kind of specialized training I would like"

"Being sure I'll be able to earn a living"

"Having a chance to plan my own future"

"Being treated like a responsible person"

A breakdown of the standardization group ads by category can be found on page 18 , Table 12 .

TABLE 1

AGE OF SUBJECTS IN STANDARDIZATION GROUP

<u>Age</u>	<u>Frequency</u>	<u>Percent^a</u>
16-17	201	19.6
18	259	25.3
19	247	24.1
20	137	13.4
21	77	7.5
22	35	3.4
23	25	2.4
24	15	1.5
25-28	20	2.0
29-34	9	0.9

OMITS = 12
MEAN = 19.15
MEDIAN = 19.00

^aPercentage of those responding to this question.

TABLE 2
EDUCATION COMPLETED^a

<u>Education Level</u>	<u>Frequency</u>	<u>Percent</u> ^b
1. 9th grade or less	96	9.3
2. 10th grade	137	13.3
3. 11th grade	117	11.3
4. 12th grade	533	51.7
5. One year of college	86	8.3
6. Two years of college	41	4.0
7. Three years of college	7	0.7
8. Graduated from 4-year college	15	1.5
9. Post-graduate study	0	0.0
OMITS = 5		
MEAN = 3.58		
MEDIAN = 4.00		

^ain response to the question, "How much school have you completed?"

^bPercentage of those responding to this question.

TABLE 3
MARITAL STATUS^a

<u>RESPONSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u> ^b
YES	109	10.5
NO	926	89.5

OMITS = 2

^aIn response to the question, "Are you married?"

^bPercentage of those responding to this question.

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TABLE 4

RACE^a

<u>RESPONSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u> ^b
Black	227	22.0
White	767	74.2
American Indian	4	0.4
Spanish American	25	2.4
Oriental	5	0.5
Other	6	0.6

OMITS = 3

^aIn response to the question, "What is your race?"

^bPercentage of those responding to this question.

TABLE 5

FAMILY'S TOTAL INCOME^a

<u>RESPONSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u> ^b
1. Less than \$3000	82	8.1
2. \$3000 to \$5999	136	13.5
3. \$6000 to \$8999	191	18.9
4. \$9000 to \$11999	205	20.3
5. \$12000 to \$14999	169	16.7
6. \$15000 to \$17000	91	9.0
7. \$18000 to \$21000	66	6.5
8. Over \$21000	70	6.9

OMIT = 27
MEAN = 4.12
MEDIAN = 4.00

^aIn response to the question, "Please make the best estimate **you** can of your family's total income for last year (1972)."

^bPercentage of those responding to this question.

TABLE 6
SIZE OF CITY OR TOWN^a

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> ^b
1. Large City (250,000 or more)	224	21.8
2. Medium City (75,000 - 250,000)	182	17.7
3. Small City (5,000 - 75,000)	344	33.4
4. Small Town (5,000 or less)	233	22.6
5. Farm Area	47	4.6

OMIT = 7
MEAN = 2.71
MEDIAN = 3.00

^aIn response to the question, "What is the size of the city or town you lived in before enlisting?"

^bPercentage of those responding to this question.

TABLE 7
Things and Activities People Find Important^a

	^b	Very Important	Fairly Important	Not Important At All	omit
Getting the kind of specialized training I would like		89.9	8.8	1.4	2
Having good food		62.4	34.9	2.7	0
Having a good family life		80.0	17.1	3.0	5
Being sure I'll be able to earn a living		92.1	7.3	0.6	1
Having good working conditions		75.8	23.3	0.9	2
Being able to get good medical and dental service		81.7	17.3	1.1	0
Having a chance to plan my own future		91.6	7.5	0.9	0
Having some choice of job		86.2	13.2	0.6	0
Having good family housing		75.0	21.4	3.6	1
Having a feeling of usefulness		73.8	23.7	2.5	3
Doing interesting and satisfying work		85.6	13.8	0.7	4
Having educational opportunities		82.4	15.5	2.1	0
Having respect for superiors		73.0	24.4	2.5	2
Getting enough sleep		67.1	30.5	2.4	3
Being treated like a responsible person		86.4	12.6	1.0	4
Being treated with respect		85.2	13.9	0.9	0
Having free evenings and weekends		59.8	37.1	3.2	1
Being free to speak up and be heard		69.5	28.6	1.9	2
Getting fair treatment on the job		85.2	14.2	0.7	0
Being sure of good retirement benefits		77.6	18.8	3.6	0

^aIn response to the question, "Here is a list of things and activities that many people find important. Read each item carefully and decide how important it is to you. For each item check if it is very important, fairly important, or not important at all to you."

^bPercentage of those responding to each question.

TABLE 8
DECISION INFLUENCERS^a

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> ^b
Recruiting publicity	182	18.6
Armed services recruiters	356	36.3
Friend in the service	192	19.6
Friend not in the service	88	9.0
Parent or relative	137	14.0
School counselor	26	2.7

OMIT = 56

^aIn response to the question, "Which one of the following most influenced your decision to enlist in the Army?"

^bPercentage of those responding to this question.

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TABLE 9

MEDIA INFLUENCERS^a

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> ^b
Radio	18	1.9
Television	179	18.6
Newspapers	42	4.4
Magazines	182	19.0
Military Publications	297	30.9
Posters	97	10.1
Movies	145	15.1

OMIT = 77

^aIn response to the question, "You may have learned about the Army in many ways. Which one of those listed below had the most influence in your decision to enlist?"

^bPercentage of those responding to this question.

TABLE 10
ENLISTMENT PROGRAM^a

<u>Response</u>	<u>Frequency</u>	<u>Percent</u> ^b
General Enlistment	143	13.8
Delayed Entry Program	255	24.6
In-Service Technical	378	36.5
Choice of Geographic Area	204	19.7
Choice of Occupational Area	367	35.4
Buddy Enlistment	87	8.4
Combat Arms	103	9.9
Other	11	1.1

^aIn response to the question, "Under which enlistment program did you enlist? (Check all that apply to you.)"

^bSince more than one alternative could be checked, total percentage is greater than 100. Each percent is based on total group (N = 1037).

TABLE 11

RATINGS OF DEGREE OF INFLUENCE OF VARIOUS ENLISTMENT REASONS

<u>Reasons</u>	<u>Strong Influence</u>	<u>Some Influence</u>	<u>No Influence</u>	<u>omit</u>
I'll have a chance at a good career in the Army	^a 56.2	35.6	8.2	14
I'll see new places and get to know new people	52.4	41.3	6.4	14
I want to become more self-reliant and more mature	60.1	32.5	7.5	17
There will be good training for me in the Army	70.6	25.4	4.0	15
I can learn a useful trade or skill in the Army that I might use in civilian life	79.5	15.3	5.2	17
I want adventure and excitement	38.5	46.7	14.8	19
I am proud to serve my country	53.0	36.6	10.5	17
I can be proud to be in the Army	53.7	34.9	11.4	26
I wanted to leave some personal problems behind me	19.0	27.0	54.0	23
The benefits are good (For example, free medical and dental care, a lot of vacation time, good pay, free room and board)	61.0	32.9	6.0	23
I can keep in good physical condition in the Army	55.7	37.6	6.7	26
There will be a lot of hard and important work for me to do	32.6	50.2	17.2	25
The Army will help me continue my education after I'm discharged	60.1	28.0	11.9	28
I can continue my education while on duty	59.1	29.5	11.4	30
I will get the job I want	72.9	21.0	6.2	30
I will get assigned to where I want to go	66.7	21.8	11.5	34
I will be assigned to the unit I want	38.9	32.6	28.5	34
I can join a tough unit and be where the action is	21.4	33.0	45.6	38
I can enlist with a friend	17.8	21.4	60.7	39
I can enlist now and go on active duty later	19.1	21.9	59.0	42
I wanted to avoid the draft	^b	10.6	89.4	45
I wanted to join an organization which will treat me as an individual and respect my opinions	39.0	37.8	23.2	115 ^c
Army life will be a challenge for me	56.1	33.3	10.6	113 ^c

^aPercentage of those responding to each question.

^bThose men enlisting to avoid the draft were removed from the standardization group.

^cThese reasons were added after the start of the ad evaluations thus accounting for the high omit rate.

TABLE 12

STANDARDIZATION GROUP ADS BY CATEGORY

<u>Category</u>	<u>Ad Title</u>
01 Benefits, Pay	\$288 Isn't Every (W) Haircut \$288 Isn't Every (B)
02 Challenge, Adventure, Combat Arms	Rattlesnake When You Jump Rookie to Pro You Don't Get Infantry 12 Matches Uniforms Think Enormous
03 Delayed Entry Program	6 Months (1 photo) 6 Months (6 photos)
04 Education*	
05 Jobs, Skills, Training	300 Jobs Expert We'll Pay \$288 (computer) Hobby Job You Learn Learn to Drive You Can't Get Lots of People Interview After School (They) After School We'll Pay \$288 (Welder)
06 Unit, Area of Choice	You Can Be Choosy Take 16 Month Tour Live and Work in Places
07 Buddy Option	Miss the Guys Mike, Leroy, Rocky

*The one published ad in the education category was not tested due to shortage of ProsLab subjects.

III. PROSLAB DATA COLLECTION PROCEDURES

In this section and in appendices are described the procedures and materials for collecting data at Proslab. In the next section with appendixes the methods of processing data are explained. These two sections should provide all information USAREC will need to establish and operate future Proslabs.

Subjects

Proslab subjects should be male, non-prior service enlistees. If some men are enlisting primarily to avoid the draft these men should be screened out by a response of "strong influence" on the questionnaire to the enlistment reason "I wanted to avoid the draft." It is important that men be tested at the reception center prior to haircuts, uniforms, and indoctrination by drill sergeants; they should be as close to civilians as possible.

Proslab Staff and their Duties

The data collection at the reception center will be carried out by a staff consisting of an administrator (a non commissioned officer) and a clerk (military or civilian). The duties for the administrator and the clerk are listed in Appendix B.

Proslab Questionnaire

A copy of the revised Proslab Questionnaire will be found in Appendix A. The questionnaire has the following outline:

A. Background Information

1. Age
2. Schooling

3. Marital status
 4. Race
 5. Family income
 6. Address when enlisting
 7. Size of city lived in when enlisting
- B. Enlistment reasons and experiences
1. Activities considered important
 2. Persons and media influencing enlistment
 3. Enlistment program
 4. Enlistment reasons
- C. Evaluation of First Recruiting Ad
1. Ad seen before?
 2. Rating of ad as a whole
 3. Themes occurring in the ad
 4. Main themes of the ad
 5. Rating of pictures of the ad
 6. Ad and Army image
 7. Likelihood of men wanting more information about Army after seeing ad
 8. Does ad have new information
 9. Clarity of ad text
 10. Believability of ad
 11. Liking of main idea of the ad
 12. Clarity of main idea of ad
- D. Evaluation of second recruiting ad
- (Repetition of preceding section)

Gordon Personality Tests

Personality data is gathered following the questionnaire administration using the Gordon Personal Profile and the Gordon Personality Inventory. These are brief, well-standardized personality tests which have been used with many kinds of people, including several groups of military recruits. Each test takes 15 to 20 minutes and is designed to be self-administering.

The Gordon Personal Profile gives scores on: ascendancy/passivity, responsibility/irresponsibility, emotional stability/instability, and

sociality/social introversion. The Gordon Personal Inventory measures; cautiousness/impulsiveness, original thinking/non-inquisitiveness, trust in people/suspiciousness of people, vigor/lethargy.

The items in both tests have the same format. The subject is given four statements and marks which statement is most like him and which is least like him. The tests may be hand scored or machine scored. Further information on the Gordon tests will be found in Appendix C.

Script for Administering Proslab Data Collection

Procedures and instruction for administering the Proslab questionnaire and the Gordon Tests are given in the administrative script, see Appendix D. This script is intended to be followed exactly with all introductions and instructions given verbatim with no additions.

Each Proslab session starts with a brief introduction to Proslab and then several instructions are given for completing the first part of the questionnaire on background information and these items are answered. The administrator leads the subjects through the evaluations of two recruiting ads. Finally, the administrator goes over the standard instructions for the Gordon Personal Profile with the group and after these tests are marked, he concludes by administering the Gordon Personal Inventory. The entire session takes about 100 minutes, including a break in the middle.

Throughout the 15 minutes to evaluate each ad a slide of the ad is projected onto a screen in the front of the room. The ad evaluations occur in these steps:

1. After a 30 second time to study the ad on the screen, the subject marks an overall rating of the ad.

2. Subjects now study for 90 seconds a sheet giving all the text from the ad. While the administrator reads a list of 22 possible ad themes aloud, the recruits check off which theme occurs in the ad before them.

3. From the themes occurring in the ad the two main themes are then marked.

4. Ratings are then made of clarity of ad text, believability, potential for attracting men to the Army, etc.

5. The administrator writes the main idea of the advertisement on a blackboard and the subjects rate the main idea.

IV. PROSLAB DATA PROCESSING

Data Flow

The input data from Proslab is the background information, enlistment information, personality scores, and advertisement evaluation, all of which are collected at the Proslab facility. The output from analysis includes the PLAdE score to predict ad performance, Proslab Administrative Summary, and other summary information on every ad tested. Refer to Table 13, Proslab Data Flow for steps in the data analysis sequence.

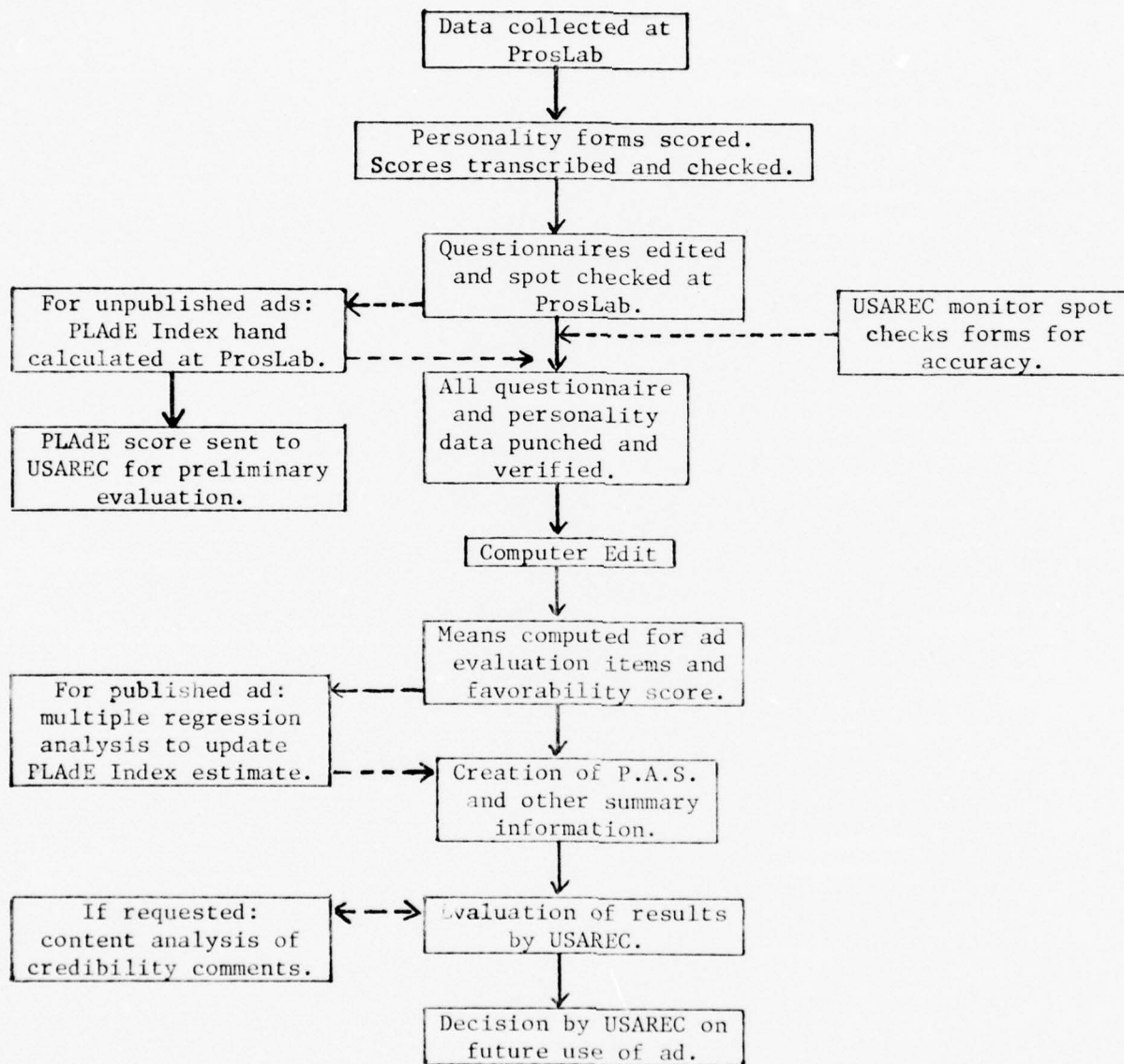
Proslab data is collected as described in Section III. Following each session the administrator and his assistant are responsible for preparing the questionnaire booklets and scoring the personality forms prior to analyses of the data.

The assistant scores each personality form and transcribes the scores onto the cover of the Recruiting Advertisement Questionnaire. The questionnaire booklet is then checked for mismarks, multimarks, correct ad numbers, and other designated items (see Appendix B.) The administrator then spot checks both the scoring of personality forms and the questionnaires for accuracy of scoring and editing. There should also be a monitor at USAREC who makes a periodic second check on the scoring and editing at random in order to insure a high level of accuracy. This monitor should also make periodic unannounced visits to the Proslab facility for onsite inspections of the data collection procedures.

If the ads being tested are previously non-published ads, the

TABLE 13

PROSLAB DATA FLOW



assistant would then score the questionnaire using the three designated items for determining the PLAdE Index. These results should then be forwarded to USAREC for their evaluation for future use of the ad. The questionnaire booklets should then be forwarded for keypunching and analyses.

If the ads being tested are previously published ads, instead of the assistant scoring the questionnaires, for a predicted PLAdE score, they should be immediately sent for keypunching and analyses. Previously published ads are used to increase the standardization group and enlarge norm groups. Every time several ads are added to the standardization group a new PLAdE Index should be determined for higher accuracy in the predicted PLAdE Index.

Following the administrator's check, the data of new and old ads from the questionnaire and personality forms are then keypunched onto cards and verified by a person other than the puncher. After punching, the cards are then edited by computer to look for out of range data and other designated information and to make a final check on the reliability of the previous editing.

The favorability (FV) score for each previously published ad is determined. Further analyses (see Section V) are performed to prepare the data for the updating of the PLAdE formula for predicted ad success.

Following the updating of the PLAdE formula for published ads or the preparatory analyses for non-published ads, summary information including the ProsLab Administrative Summary is prepared for use by USAREC for determining the future use of a particular ad.

If desired, USAREC can order a content analysis to be performed on open-ended questions and alternatives for more in-depth information on an ad.

Computer Programming for ProsLab Data Analysis

Programming of ProsLab was performed at HumRRO. All newly written programs specific for ProsLab data were written in PL1 language for HumRRO's 370/145 IBM computer and can be run on any 360 series IBM computer equipped with a PL1 compiler. See Appendix F for a detailed description of all programming.

For the establishment of the original standardization group ads (n = 29) the following sequence of programs was run:

1. A program was written to edit the data cards and calculate the V* and Favorability scores. This program checks for data out of range and scores each person's items.
2. A second program was written to compute scores for the standardization group. This program produced the following:
 - a. Each ad mean of V and FV scores
 - b. The mean of the individual ad mean V and FV scores
 - c. The category FV mean
3. Using the output from Step #2, a stepwise regression analysis was performed using the Biomedical program series program BMD02R to determine the equation used to develop a predicted PLAdE index for new ads.
4. The equation obtained and information concerning each ad is then inputted to a program written to produce the ProsLab Administrative Summary.

* V scores - transformation of scores so that for all items a high score indicates the most positive evaluation of the ad. See Section V for full explanation of V and favorability (FV) scores.

Future analysis of ProsLab data would be as follows. For previously published ads with the purpose of updating and enlarging the standardization group:

1. For new data the edit program is run.**
2. The new data output from the edit program is added onto the old standardization group data.
3. The total group of standardization group data is then analyzed using the same programs as mentioned in the above section, Steps 2 and 3. Obtained from Step 3 is the updated equation to be used in predicting the PLAdE index.

For previously unpublished ads:

1. The data is run using the edit program
2. The output from the edit program is then directly inserted into the ProsLab Administrative Summary program. The up-to-date prediction equation and other information for each ad is also inserted to produce the PLAdE index and summary data.

** With the new questionnaire the items are punched in V score form so the transformation to V score is eliminated.

V. PREDICTIONS OF AD PERFORMANCE FROM PROSLAB EVALUATIONS

One of the objectives of ProsLab was the development of a means of predicting success of recruiting ads by means of evaluations obtained in ProsLab. Twenty-nine ads of known performance (as measured by coupon response) were evaluated by non-prior service recruits at ProsLab. An analysis (multiple linear regression) was carried out to determine the best set of predictors of ad performance among the data being collected at ProsLab. Using three items as predictors, a multiple regression of .37 was achieved using cost per coupon response as the criterion. An equation was derived for predicting cost per coupon response from responses to four ProsLab questionnaire items. If desired, immediately after evaluation of an ad at ProsLab, a clerk with desk calculator will be able to calculate the predicted performance of an ad so that these results can be promptly reported to USAREC. This equation does not result in an accurate prediction of individual ad performance, but the equation may be useful for screening out the poorest performing recruiting ads.

Criterion of Ad Performance

Ad performance was measured by cost per coupon response. For an ad, the sum of ad space cost for all magazines (in dollars) was divided by the sum of responses forwarded to recruiting main station for all magazines. (When responses are forwarded to the recruiting main station all responses from individuals who are too young or too old are eliminated.) All issues of magazines where response was by card rather than by coupon were excluded from this computation because in general the cost of obtaining a card response is much lower than the cost of obtaining a coupon response. All newspaper ads were excluded.

USAREC has been calculating ad performance by determining cost per response forwarded to recruiting main station and converting this to a 1 to 5 scale where 1 is the best response. The two measures of ad performance were found to be highly intercorrelated ($r = .93$) so these two methods of describing ad performance can be considered equivalent.

Predictors

Twelve kinds of scores were tested to determine which could predict ad performance. For each ad the predictors tested were:

1. Mean rating on Questionnaire Item 3 (What do you think of the ad as a whole?)
2. Mean rating on Item 26 (How do you like pictures in ad?)
3. Mean rating on Item 27 (Do pictures and text go together?)
4. Mean rating on Item 28 (How does ad make the Army look?)
5. Mean rating on Item 29 (Will men want more info about Army?)
6. Mean rating on Item 31 (How clearly is ad written?)
7. Mean rating on item 33 (Do you believe ad?)
8. Mean rating on Item 34 (Do you like main idea of ad?)*
9. Mean favorability score (favorability score calculated by summing the scores of the eight items listed above).
10. Percent theme. The percent of subject marking that the main theme selected by USAREC was represented in the ad.
11. Percent main theme. The percent of subjects marking the USAREC theme as one of the two main themes.
12. Reading level of ad. Reading level was scored from the ad copy using the standard Flesch methods based on sentence length and number of one syllable words.

* Item scores on predictors 1-8 are referred to as V-scores

All of these except the last were obtained from the evaluations of the ad made by the Army recruits. All questionnaire items were transformed so that a high score on each item indicated a favorable evaluation of the ad.

Statistical Analysis and Results

The data was analyzed by means of a stepwise linear regression using a standard Biomed program (BMD02R).

Table 14 gives the intercorrelations of the predictors and the criterion. It will be noted that the single best predictor of coupon response is the question asking recruits to rate liking of the main idea. This item correlates about $-.17$ with cost per coupon response. (Note that the correlation is negative because a high rating goes with a low cost per coupon response.)

The steps of the regression are summarized in Table 15. In the regression analysis, for each step the computer adds the variable which will bring about the largest increase in R (the multiple regression coefficient). For each step is given in the table: R , R^2 , standard error of R , number of predictors, and p value of R (the probability that an R that is larger could be obtained if the true R is zero.) It will be noted that the best prediction is achieved using three predictors considering R , standard error of R , and p value of R .

With four variables a multiple regression coefficient of $.48$ is observed with a p value of $.25$.

The three predictors listed in order of their contribution to the multiple regression are:

Do you like main idea of ad?	(Item 34)
How does the ad make the Army look?	(Item 28)
Will men want more info about Army?	(Item 29)

TABLE 14

INTERCORRELATIONS OF AD PERFORMANCE PREDICTORS AND MEASURE OF AD PERFORMANCE

Variable Number*	1	2	3	4	5	6	7	8	9	10	11	12	13
1	1.000	-0.093	-0.158	0.065	0.128	0.157	-0.127	-0.083	-0.085	-0.168	-0.061	-0.065	-0.084
2		1.000	-0.128	-0.150	0.024	-0.333	-0.330	-0.226	0.068	-0.142	-0.223	-0.201	-0.155
3			1.000	0.588	-0.032	0.519	0.746	0.362	0.115	0.775	0.803	0.384	0.394
4				1.000	0.329	0.405	0.366	0.286	0.161	0.381	0.682	0.273	0.434
5					1.000	-0.087	-0.124	0.370	0.399	0.141	0.413	0.032	0.110
6						1.000	0.692	0.195	-0.312	0.424	0.539	0.346	0.203
7							1.000	0.424	-0.146	0.682	0.705	0.625	0.440
8								1.000	0.456	0.457	0.686	0.566	0.356
9									1.000	0.186	0.377	0.221	0.206
10										1.000	0.833	0.603	0.499
11											1.000	0.602	0.529
12												1.000	0.606
13													1.000

*List of variables:

1. Ad performance measure = cost per coupon response
2. Readability score, Flesch count (scored from ad text)
3. Item 3: What do you think of the ad as a whole?
4. Item 26: How do you like the pictures in the ad?
5. Item 27: Do the pictures and text go together?
6. Item 28: How does the ad make the Army look?
7. Item 29: Will men want more information about the Army?
8. Item 31: How clearly is the ad written?
9. Item 33: Do you believe the ad?
10. Item 34: Do you like the main idea of the ad?
11. Favorability score = sum of variables 3 through 10
12. Percent reporting that the theme designated by USAREC as the main idea occurs in the ad
13. Percent identifying the USAREC theme as a main theme

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TABLE 15

SUMMARY OF STEPS OF MULTIPLE REGRESSION ANALYSIS
TO DETERMINE PLAD E SCORE

Step	Variable ^a entered	R ^b	R ²	Standard error of R	p value ^c of R
1	10	.1685	.0284	639	.40
2	6	.3038	.0923	629	.25
3	7	.3719	.1383	625	.25
4	5	.3995	.1596	630	.40
5	12	.4101	.1682	640	.50
6	2	.4162	.1732	652	.60
7	8	.4232	.1791	666	.70
8	9	.4240	.1797	682	.90
9	3	.4247	.1803	699	.90

NOTES:

^aSee list of variables on page .

^bR is the multiple regression coefficient.

^cP value of R is the probability of obtaining R this large or larger if the true R is zero.

The p value would be expected to decrease as the size of the standardization group of ads is increased. The p value of R was determined by calculating mean square of regression/mean square of residual and looking this up in the F table for k and N - k - 1 degrees of freedom, where k is the number of predictors and N is the number of cases.

The following regression equation can be used to estimate cost per coupon response (Y) from the three independent variables listed above (X_1 , X_2 , X_3).

$$Y = 331 - 232 X_1 + 1655 X_2 - 1335 X_4$$

Clerical Procedure for Estimating Cost Per Coupon Response for an Ad

Given a set of ProsLab questionnaires with the evaluation of an ad, a clerk can estimate the ad performance or PIAdE index for that ad by following these steps.

1. Calculate:

X_1 , mean rating item 34

X_2 , mean rating item 28

X_3 , mean rating item 29

2. Substitute X_1 , X_2 , and X_3 in the regression equation given above and perform the indicated arithmetic to obtain Y, the predicted cost in dollars per coupon response.

To make the clerk's job easier, the work sheet for calculating PIAdE index can be used. See page 75, Appendix B.

Interpretation of Predicted Ad Performance or PLAdE index.

In using the PLAdE score to make decisions concerning future ads it is necessary to know how accurate the PLAdE index can be expected to predict actual ad performance; if only the ads with the best PLAdE scores were selected to be run in magazines what kinds of improvement in overall ad performance could be anticipated? It is also essential to know the assumptions underlying the use of the PLAdE index to select future ads.

Accuracy of Prediction of Ad Performance with PLAdE Index

The accuracy of prediction can be described most clearly by examining how accurately the PLAdE score predict the actual performance of each of the 29 ads of the standardization group. Table 16 gives for each of the ads of the standardization group: PLAdE score, actual cost per response, discrepancy between actual and predicted cost per response, the rank of the PLAdE score, the rank of the actual ad performance, and the discrepancy between predicted and actual rank. This table shows a number of sizable discrepancies between predicted performance and actual performance.

To indicate the accuracy of prediction for each PLAdE score, a confidence interval can be calculated. In the ProsLab Administrative Summary after the PLAdE score is reported a confidence interval is given for this score as follows: "\$ XX per coupon response to \$ YY per coupon response is the 64% confidence interval. (If we compute 64% confidence intervals for a large number of ads, we can expect that about two thirds of such intervals will contain the actual ad performance.)" The 64%

TABLE 16

ACTUAL AND PREDICTED PERFORMANCE OF THE STANDARDIZATION GROUP ADS

Ad	<u>Observed Ad Performance</u>		<u>Predicted Ad Performance</u>		<u>Difference Between Observed and Predicted</u>	
	<u>\$ Cost Per Coupon Response</u>	<u>Rank</u>	<u>\$ Cost Per Coupon Response</u>	<u>Rank</u>	<u>\$ Cost Per Coupon Response</u>	<u>Rank</u>
A	120	3	782	24	-662	-21
B	1535	25	1186	29	341	- 4
C	269	12	774	23	-505	- 9
D	734	21	713	20	21	+ 1
E	1951	28	516	8	1435	+20
F	1065	23	652	14	413	+ 9
G	286	14	796	25	-510	- 9
H	71	2	373	4	-302	- 2
I	264	10	484	7	-220	+ 3
J	166	6	730	21	-564	-15
K	366	17	631	12	-265	+ 5
L	2175	29	766	22	1409	+ 7
M	266	11	718	18	-452	- 7
N	262	9	919	26	-657	-19
O	214	8	408	5	-200	+ 3
P	1638	26	973	28	665	- 2
Q	1398	24	714	19	684	+ 5
R	452	18	200	2	252	+16
S	859	22	658	15	201	+ 7
T	155	5	565	9	-410	- 4
U	135	4	594	10	-459	- 6
V	1849	27	920	27	929	0
W	486	19	586	11	-100	+ 8
X	590	20	64	1	526	+19
Y	327	15	288	3	39	+12
Z	327	16	700	17	-395	- 1
AA	195	7	644	13	-449	- 6
BB	275	13	448	6	-173	+ 7
CC	46	1	674	16	-628	-15

confidence interval is calculated by estimated score \pm standard error of estimate. The ProsLab Administrative Summaries and ad test for each of the ads of the standardization group will be found in Appendix E.

PLAdE Scores Translated into Quartiles

In the interpretation of a PLAdE score it is useful to be able to represent the ads relative standing within the standardization group. The quartiles of the distribution of PLAdE scores of the standardization group are as follows:

1st quartile	Below \$500 per coupon response
2nd quartile	\$500 to \$649 per coupon response
3rd quartile	\$650 to \$749 per coupon response
4th quartile	\$750 or more per coupon response

Predicted Results if PLAdE Scores Were Used to Select Future Ads

What kind of improvement in ad performance can be expected if PLAdE scores alone were used to select among the newly created recruiting ads to be run in magazines? This question can be explored using the results obtained with the standardization group. Two examples will be presented to demonstrate the effects of various definitions of ad success and various PLAdE scores used for selecting ads.

In the first example, a successful ad is defined as one with cost per coupon response of less than \$800. With this definition, 72% of standardization group ads would be classified as successful. The table below shows the proportion of "successful" ads if only ads below various PLAdE scores are considered.

PIAdE Score	Number of Ads Below PIAdE Score	Proportion of "Successful" Ads if Only Ads Below PIAdE Score Are Selected
\$500 per coupon response	7	100%
\$650 per coupon response	13	92%
\$750 per coupon response	21	81%

In the second example a successful ad is defined as one with cost per coupon response of less than \$300. In the total standardization group 48% of the ads would be classified as "successful" by this standard.

PIAdE Score	Number of Ads Below PIAdE Score	Proportion of "Successful" Ads if Only Ads Below PIAdE Score are Selected
\$500 per coupon response	7	57%
\$650 per coupon response	13	54%
\$750 per coupon response	21	48%

Assumptions Underlying the Use of the PIAdE Index

In using the PIAdE index to predict performance of recruiting ads it is necessary to assume that the same conditions hold for the ad being predicted as for the standardization group of ads. These conditions include (a) the subjects (non-prior service men the first day in the Army with certain age, education, and other background characteristics); (b) the ad testing procedure (group administration of the questionnaire by a non-commissioned officer following a standard script with the ads to be evaluated projected on a screen and the respondents provided with a page giving the words of the ad text); (c) kind of ad evaluated (color

print ad for a magazine, with a certain common style of picture and ad copy); and (d) measure of ad response or performance (success factors based on coupon responses). Finally, there are a set of general social conditions which are presumed to affect response to Army ads and the characteristics of those enlisting in the Army. These would include the Army educational standard for accepting recruits, the ease of securing various kinds of jobs or training in civilian life and the general pro- or anti-Army sentiments among young men and women. If any of the conditions for the ad being predicted differ from those for the standardization group, the predictive equation may be invalid. Establishing whether or not the predictive equation actually holds under the changed conditions would require the collection of data under the new conditions and re-standardizing.

Revision of the PLAdE Index with Additional Ad Results

The PLAdE index and regression analysis reported above is based on the 29 ads which had been tested at Proslab and for which ad performance data was available. As further ad evaluations are available together with coupon response data, the PLAdE index will be recomputed including the additional data.

VI. SUMMARIZING EVALUATION OF INDIVIDUAL ADS FOR FEEDBACK TO DECISION MAKERS

Two kinds of summaries will be prepared for each ad evaluated in ProsLab in the future: an administrative summary and detailed tables of ad data.

The ProsLab Administrative Summary is a two-page summary of ad highlights. ProsLab Administrative Summaries for all 29 ads of the standardization group are given in Appendix E. The PAS is explained in detail in the next section.

The detailed tables of ad concerning the individual ad will be useful for reference if questions are raised concerning the PAS. The detailed summary will give:

(a) The intercorrelations of:

- favorability score
- personality scores
- enlistment reasons
- background items: age, schooling, income, etc.

(b) Frequency distributions, percents, means and standard deviations of all ad evaluation items.

VII. EXPLANATION OF PROSLAB ADMINISTRATIVE SUMMARY

The ProsLab Administrative Summary (PAS) is a two-page summary of data obtained from recruits at ProsLab to evaluate an Army recruiting ad. This summary was designed by HumRRO to provide Army advertising decision makers with evaluations of a recruiting ad in a concise and readable form. Since the summary can be prepared by computer in a few minutes time after ad data has been key punched, it should be possible to provide the PAS for a particular ad a few days after the ad has been evaluated by ProsLab subjects.

The PAS presents the following information:

- (a) identification of ad being summarized, group used for testing, etc.;
- (b) prediction of how the ad will perform in eliciting coupon responses;
- (c) the overall liking of this ad by the recruits;
- (d) the recruits' evaluation of various aspects of the ad, such as the picture, clarity of ad copy, credibility of information presented;
- (e) the kind of recruit who was most favorable to the ad -- his background characteristics, reasons for enlistment, and personality traits; and
- (f) identification of ad themes by the recruits.

For each of these sections of the PAS we will define words used and give the statistical methods used to summarize the data.

Identifying Information

1. "Ad title" -- The ad title supplied by USAREC.
2. "Date Tested" -- The date the ad was tested in ProsLab.
3. "Number of Recruits Evaluating Ad" -- All subjects who filled out

questionnaires concerning this ad with these subjects excluded: those who had prior service, those who marked that avoiding the draft was a strong reason for their enlistment, those in National Guard or Reserve, those who failed to mark two or more of the eight questionnaire items used to compute the favorability score (i.e., items #3, 26, 27, 28, 29, 31, 33, and 34).

4. "Standardization Group Used" -- The standardization group is used to compute percentile scores and PLAdE index.

Prediction of Ad Performance

1. "Predicted Success Factor (PLAdE Index)" -- Success factor is predicted by means of a linear multiple regression equation with success cost per coupon response as the criterion & information from the ProsLab evaluation of the ad as the predictors. USAREC determines success factors for an ad by computing (ad space cost)/(card or coupon responses forwarded to the recruiting main station).

2. "The interval ____ to ____ will contain the success factor 64 times in 100." -- This is the 64% confidence interval. It is computed from PLAdE score \pm standard error or PLAdE score. The standard error of the PLAdE score in turn can be determined by
$$\sqrt{\frac{V (1 - R^2) (N - 1)}{N - K - 1}}$$

where V is the variance of the actual ad performance (cost per coupon response,) R is the multiple regression coefficient, N is the number of cases. i.e. the number of ads, and K is the number of predictors.

3. "These estimates are based on assumption that same conditions hold for ad being predicted as for standardization group of ads." -- The conditions for testing the standardization group of ads have been described in detail elsewhere. These conditions include (a) the subjects (non-prior service men the first day in the Army with certain age, education, and other background characteristics); (b) the ad testing procedure (group administration of the questionnaire by a non-commissioned officer following a standard script with the ads to be evaluated projected on a screen and the respondents provided with a page giving the words of the ad text); (c) kind of ad evaluated (color print ad for a magazine, with a certain common style of picture and ad copy); and (d) measure of ad response or performance (success factors based on coupon responses). Finally, there are a set of general social conditions which are presumed to affect response to Army ads and the characteristics of those enlisting in the Army. These would include the ease of securing various kinds of jobs or training in civilian life and the general pro- or anti-Army sentiments among young men and women. If any of the conditions for the ad being predicted differ from those for the standardization group, the predictive equation may be invalid. Establishing whether or not the predictive equation actually holds under the changed conditions would require the collection of data under the new conditions and re-standardizing.

Overall Liking of Ad by Recruits

1. A favorability score is calculated for each subject evaluating an ad by summing responses to items 3, 26, 27, 28, 29, 31, 33, and 34 after each item has been scored so that a 0 was given to the least favor-

able response and a 3 or 4 was assigned to the most favorable. (The scores for each item alternative were determined by calculating normal deviate weights based on percentage responding with each alternative. For the procedure of calculating these weights, see Edwards, A. "Techniques of Attitude Scale Construction," Appleton-Century Crofts, 1957, pp. 149-151.)

2. Percentile score corresponding to favorability score. The favorability score for Ad "A" is the mean of the favorability scores of all subjects evaluating Ad "A". $\text{Mean (FV of Ad "A")} = \text{the favorability score for Ad "A"}$. To express this favorability score as a percentile score within the standardization group we need the mean of the favorability score for all the ads of the standardization group -- Mean (FV) and the standard deviation of all of the ads of the standardization group = SD(FV) . We compute $\frac{\text{Mean (FV of Ad "A")} - \text{Mean (FV)}}{\text{SD(FV)}}$, and look up this value in

the normal curve table, e.g., a value of -1.0 gives a percentile of 16 and a value of +.50 gives a percentile of 69.

3. "This ad is in the category _____." The categories referred to are those used by USAREC to classify ads: (a) benefits, pay; (b) challenge, adventure, combat arms; (c) delayed entry program; (d) education; (e) jobs, skills, training; (f) unit, area of choice; and (g) buddy option.

ProsLab Ad Evaluation Items

The percentile value for each of the 8 ad evaluation items from the ProsLab questionnaire has been computed in the same way as the percentile is determined for the favorability score. From the standardization group

data a mean and standard deviation is computed for an item. A standard score is then calculated and evaluated using a table of areas of the normal curve.

Profile of Recruits Liking the Ad

To describe the recruit most favorable to the ad, the correlation is first calculated between favorability score and each background characteristics or personality trait. The calculator then determines whether the r is at least $+.20$ or $-.20$. (The value of $.20$ is the coefficient significantly different from 0.0 with about 90 cases.) If the r is at least $+.20$ or $-.20$ the program prints out a label indicating the direction of the association as shown in the table below:

<u>Characteristic</u>	<u>If $r \geq .20$, print:</u>	<u>If $r \leq -.20$, print:</u>
Age	Older	Younger
Education	College	High School or Less
Race*	White	Non-white
Income	High Income	Low Income
Residence	Small City	Large City
GPP-A	Ascendant	Passive
GPP-R	Responsible	Irresponsible
GPP-E	Emotionally Stable	Emotionally Unstable
GPP-S	Sociable	Introverted
GPI-C	Cautious	Impulsive
GPI-O	Inquisitive	Non-inquisitive
GPI-P	Trusting	Suspicious
GPI-V	Vigorous	Lethargic

If r for a characteristic is in the range $-.19$ to $+.19$, nothing is printed for that characteristic.

Reasons for enlistment are also correlated with favorability and the reasons with correlations of $-.20$ or less are printed out, up to

*Before correlating race with favorability, it is necessary to group the data as follows: 2 = white, 1 = non-white.

eight reasons. The reasons are printed out in order of their correlation with favorability score. (Note that since reasons are marked with 1 = strong influence, and 3 = no influence, a negative correlation will result if strong influence of a reason tend to be reported by those with high favorability scores.) If there are more than eight reasons with $r \leq .20$, the program determines which eight have r closest to -1.0 and prints out these reasons. For the list of enlistment reasons, see the ProsLab questionnaire, Appendix A.

Identification of Ad Themes

1. "Main theme for this ad selected by USAREC" -- The questionnaire procedure requires that USAREC select the main theme of the ad prior to its evaluation. All themes are selected from a list of 22 themes given in the questionnaire.

2. "Percent noting this theme in the ad was ___%" -- Percent of subjects marking the USAREC theme in response to the instruction: "Below are a list of ideas which are sometimes used in ads. Check off all the ideas you find in this ad."

3. "Percent selecting this theme as a main theme was ___%" -- Percent of subjects marking the USAREC theme in response to the instruction: "Now pick out the two main ideas of the ad."

4. "The three ideas selected most often by recruits as main themes were: " -- Three ideas obtaining the highest percentage of marks in response to the instruction: "Now pick out the two main ideas of the ad."

VIII. VARIABLES RELATED TO AD RESPONSE AND REASONS FOR ENLISTMENT

One of the objectives of ProsLab (see Executive Summary, page 1) was the "identification of the motivational variables related to ad response and enlistment." To meet this objective, the ads were broken down by category, and each ad's credibility rank, actual cost per respondent and personality and demographic correlates with favorability score for each ad were investigated. In addition, the reasons for enlistment (items 12-33 in section I of the Recruiting Advertisement Questionnaire) were correlated with personality scores to investigate possible relationships among the personality characteristics and the reasons for enlistment.

Evaluations and Performance of Standardization Group Advertisements

Table 17 breaks down ads by category. Each ad credibility rank, actual cost, and personality and demographic correlates are presented.

The Benefits Pay category correlates with personality scores indicate a person who is careful in what he does and looks out for his own interests at all times. The low credibility rank of the ad "Haircut" is probably due to the fact that the ProsLab men know that soon after the testing session, they will be given a military haircut and not the style haircut pictured in the ad.

Correlates of the Challenge, Adventure, and Combat Arms category, as expected, are those characteristics of a person who enjoys leadership positions and is capable of rational judgements under stress.

The correlates of the Jobs, Skills, Training category describe a person who is responsible and vigorous, the type of person who is out to better himself.

TABLE 17

Evaluations and Performance of Standardization Group Advertisements

Category	Recruiting Ad Title	Credibility rank	Actual cost per response	Correlates of ad favorability:	
				Personality traits	Demographics
Benefits, Pay	\$288 Isn't Every (W)	34	\$1951	Sociable	
	Haircut	1	286	Personability, Inquisitive, Trusting, Vigorous, Cautious, Ascendant	
	\$288 Isn't Every (B)	62	166		
Challenge, Adventure, Combat Arms	Battlesnake	31	266		Large city, Non-white
	When You Jump	62	262	Vigorous	
	Rookie to Pro	24	135	Ascendant, Sociable	
	You Don't Get Infantry	66	1349	Ascendant	Older, Low Income, Small city
	12 Matches	58	590		
	Uniforms	50	105	Stable, Inquisitive	
	Think Enormous	23	46		
Delayed Entry Program	6 Months (1 Photo)	50	214		High School, Younger
	6 Months (6 Photos)	93	2175		

Table 17, Continued

47

Jobs, Skills, Training 300 Jobs

Expert	50	24	120	Ascendant, Responsible, Stable, Sociable, Vigorous
We'll Pay \$288 (Comp)	50		269	Stable, Vigorous
Hobby	13		1065	Trusting, Vigorous
Job You Learn	42		71	Responsible, Trusting, Vigorous
Learn to Drive	66		264	Ascendant, Responsible, Sociable, Vigorous
You Can't Get	58		1328	Non-inquisitive
Lots of People	86		452	Responsible
Interview	72		145	Responsible, Vigorous
After School (They)	73		446	Older
After School	69		327	Older, Non-white
We'll Pay \$288 (Weld)	92		327	Older
			275	Older, Low income
Unit, Area of Choice				College
You Can Be Choosy	1		1535	Vigorous
Take 16 Month Tour	46		366	High School
Live and Work in Places	24		1638	Low income, Non-white
Buddy Option				
Miss the Guys	21		734	Responsible
Mike, Leroy, Rocky	21		859	Large city, Non-white
				Vigorous

The Jobs, Skills, Training category had the lowest cost per respondent of all the categories.

Personality Variables and Reasons for Enlistment

Table 18 shows the personality correlates of the reasons for enlistment. All variables have correlations at the .01 level of significance. The values of those correlations of extreme significance (>1.181), are after the variable name.

Men choosing reason #12 are the kind that want to guard their future development and can make rational decisions as to what will happen to them later in their careers.

Reason #15 was chosen by responsible, careful men. The choice of the good training reason is understandably made by what is described as the men who want to get ahead.

Reasons #18 and #19 show the strong patriotism with the high correlations of vigorousness and responsibility.

Reason #20 indicates a psychological problem area for those who chose this reason. The extremely significant correlates of irresponsibility and unstableness indicate a person who is not well adjusted. The man is lazy, unquestioning, acts on impulse and is distrustful of others.

In reason #23 the vigorous, responsible person is the kind of person who wants "hard and important work" and is steady and careful in performing this type of work.

Reason #25, dealing with education, describes a person who is very ascendant and questioning. This person is a responsible person who works hard to advance himself and, therefore, would be interested in furthering his education.

TABLE 18
SIGNIFICANT CORRELATIONS OF PERSONALITY VARIABLES
AND REASONS FOR ENLISTMENT ^{a/}

<u>Reasons for Enlistment</u>	<u>Personality Variables</u>
12. I'll have a chance at a good career in the Army	Inquisitiveness, vigorous, responsibility, stabile
13. I'll see new places and get to know new people	Sociability
14. I want to become more self-reliant and more mature	Trusting
15. There will be good training for me in the Army	Responsibility, stabile, cautiousness, vigorous (.18)
16. I can learn a useful trade or skill in the Army that I might use in civilian life	Inquisitiveness
17. I want adventure and excitement	Sociability
18. I am proud to be in the Army	Responsibility (.18), cautiousness, trusting, vigorous
19. I can be proud to be in the Army	Responsibility, sociability, vigorous (.20)
20. I wanted to leave some personal problems behind me	Irresponsibility (-.20), unstable (-.21), impulsiveness, non-inquisitiveness, distrust, lethargic
21. The benefits are good (For example, free medical and dental care, a lot of vacation time, good pay, free room and board)	Ascendancy
22. I can keep in good physical condition in the Army	Vigorous
23. There will be a lot of hard and important work for me to do	Responsibility, stabile, cautiousness, vigorous (.19)
24. The Army will help me continue my education after I'm discharged	Ascendancy, stabile, inquisitiveness (.24), vigorous
25. I can continue my education while on duty	Ascendancy (.18), responsibility, stabile, inquisitiveness (.21), trusting, vigorous
26. I will get the job I want	Responsibility, vigorous
27. I will get assigned to where I want to go	

- | | |
|--|---|
| 28. I will be assigned to the unit I want | Ascendancy, responsibility, sociability, vigorous |
| 29. I can join a tough unit and be where the action is | Vigorous |
| 30. I can enlist with a friend | Non-inquisitive |
| 31. I can enlist now and go on active duty later | Non-inquisitive |
| 32. I wanted to avoid the draft | <u>b/</u> |
| 33. I wanted to join an organization which will treat me as an individual and respect my opinion | Responsibility, cautiousness, trusting, vigorous |
| 34. Army life will be a challenge for me | Vigorous |

a/ Significant correlations at the .01 level are ($>|.09|$)

b/ Invalid since all men who were strongly motivated to avoid the draft were eliminated from the sample.

The type of person wanting to be treated as an individual (reason #33) is careful and trusting, and also vigorous and responsible. He would want to see the results of his work and to be treated as a member of a team in making decisions or policy statements.

APPENDICES

APPENDIX A

PROSLAB
Recruiting Advertisement Questionnaire

The enclosed copy of the questionnaire is the most recent edition,
4/73. The following changes have gone into the new edition:

Section I

1. Number 11 no longer contains a "choice of occupational area"
alternative.

2. Number 12 is a new question.

Section II

1. Questions 34 and 35 have been added to the new questionnaire in
both ad evaluation sections.

Today's Date: _____
 day month year

ProsLab

RECRUITING ADVERTISEMENT QUESTIONNAIRE

This is an anonymous questionnaire. Please do
not put your name or social security number on this booklet.

DO NOT OPEN THE BOOKLET UNTIL YOU ARE ASKED TO BY THE ADMINISTRATOR

Do not
write in
this box

GPP	
A	_____
R	_____
E	_____
S	_____
GPI	
C	_____
O	_____
P	_____
V	_____

Prepared for the
U.S. Army Recruiting Command (USAREC)

by

HUMAN RESOURCES RESEARCH ORGANIZATION
300 North Washington Street
Alexandria, Virginia 22314

INSTRUCTIONS

Put a check mark to show your answer.

Example: Are you married?

1 ☐ Yes

2 ☒ No

or write in

Example: How old are you? 19 years old.

Section I

BACKGROUND INFORMATION

1. How old are you? _____ years old

6-7

2. How much school have you *completed*?

8 1 _____ 9th grade or less

2 _____ 10th grade

3 _____ 11th grade

4 _____ 12th grade

5 _____ one year of college

6 _____ two years of college

7 _____ three years of college

8 _____ graduated from four year college

9 _____ postgraduate study

3. Are you married?

9 1 _____ Yes

2 _____ No

4. What is your race?

10 1 _____ Black

2 _____ White

3 _____ American Indian

4 _____ Spanish American

5 _____ Oriental

6 _____ Other

5. Please make the best estimate you can of your family's total income for last year (1972). Include money earned by both parents or anyone else in the household who worked.

11 1 _____ Less than \$3,000

2 _____ \$3,000 to \$5,999

3 _____ \$6,000 to \$8,999

4 _____ \$9,000 to \$11,999

5 _____ \$12,000 to \$14,999

6 _____ \$15,000 to \$17,999

7 _____ \$18,000 to \$21,000

8 _____ Over \$21,000

6. Where were you living when you enlisted? (write in)

12-16

_____ City

_____ State

_____ Zip Code

7. What is the size of the city or town you lived in before enlisting?

17 1 _____ Large city (250,000 or more)

2 _____ Medium city (75,000 to 250,000)

3 _____ Small city (5,000 to 75,000)

4 _____ Small town (5,000 or less)

5 _____ Farm area

8. Here is a list of things and activities that many people find important. Read each item carefully and decide how important it is to you. For each item check if it is *very important*, *fairly important*, or *not important at all* to you.

	Very Important	Fairly Important	Not Important At All
18 Getting the kind of specialized training I would like	1	2	3
19 Having good food	1	2	3
20 Having a good family life	1	2	3
21 Being sure I'll be able to earn a living	1	2	3
22 Having good working conditions	1	2	3
23 Being able to get good medical and dental service	1	2	3
24 Having a chance to plan my own future	1	2	3
25 Having some choice of job	1	2	3
26 Having good family housing	1	2	3
27 Having a feeling of usefulness	1	2	3
28 Doing interesting and satisfying work	1	2	3
29 Having educational opportunities	1	2	3
30 Having respect for superiors	1	2	3
31 Getting enough sleep	1	2	3
32 Being treated like a responsible person	1	2	3
33 Being treated with respect	1	2	3
34 Having free evenings and weekends	1	2	3
35 Being free to speak up and be heard	1	2	3
36 Getting fair treatment on the job	1	2	3
37 Being sure of good retirement benefits	1	2	3

9. Which *one* of the following *most* influenced your decision to enlist in the Army?

- 38 1 _____ Recruiting publicity
2 _____ Armed services recruiters
3 _____ Friend in the service
4 _____ Friend *not* in the service
5 _____ Parent or relative
6 _____ School counselor

10. You may have learned about the Army in many ways. Which *one* of those listed below had the *most* influence in your decision to enlist?

- 39 1 _____ Radio 5 _____ Military publications
2 _____ TV 6 _____ Posters
3 _____ Newspapers 7 _____ Movies
4 _____ Magazines

11. Under which enlistment program did you enlist? (Check *all* that apply to you)

- 40 _____ General Enlistment (no specific program/commitment)
41 _____ Delayed Entry Program
42 _____ Enlistment for specialized job training (for example: mechanical repair, electronics, clerical, military police, administrative)
43 _____ Choice of Geographical Area of Assignment
44 _____ Buddy Enlistment
45 _____ Combat Arms
46 _____ Other (Write in): _____

12. The Army has made promises to you when you enlisted. Do you think the Army will follow through and keep these promises?

- 47 1 _____ Yes
2 _____ No
3 _____ Not sure

If you checked "no" or "not sure" that the Army will keep its promises, please write in here how you think the Army will not keep its promises.

Questions 12 through 34 are reasons that may have influenced you to enlist. For each reason check whether it was a *strong influence*, *some influence*, or *no influence* on your decision to enlist.

	<u>Strong Influence</u>	<u>Some Influence</u>	<u>No Influence</u>
13. I'll have a chance at a good career in the Army 4 8	<u>1</u>	<u>2</u>	<u>3</u>
14. I'll see new places and get to know new people 4 9	<u>1</u>	<u>2</u>	<u>3</u>
15. I want to become more self-reliant and more mature 5 0	<u>1</u>	<u>2</u>	<u>3</u>
16. There will be good training for me in the Army 5 1	<u>1</u>	<u>2</u>	<u>3</u>
17. I can learn a useful trade or skill in the Army that I might use in civilian life 5 2	<u>1</u>	<u>2</u>	<u>3</u>
18. I want adventure and excitement 5 3	<u>1</u>	<u>2</u>	<u>3</u>
19. I am proud to serve my country 5 4	<u>1</u>	<u>2</u>	<u>3</u>
20. I can be proud to be in the Army 5 5	<u>1</u>	<u>2</u>	<u>3</u>
21. I wanted to leave some personal problems behind me 5 6	<u>1</u>	<u>2</u>	<u>3</u>
22. The benefits are good (For example, free medical and dental care, a lot of vacation time, good pay, free room and board) 5 7	<u>1</u>	<u>2</u>	<u>3</u>
23. I can keep in good physical condition in the Army 5 8	<u>1</u>	<u>2</u>	<u>3</u>
24. There will be a lot of hard and important work for me to do 5 9	<u>1</u>	<u>2</u>	<u>3</u>
25. The Army will help me continue my education after I'm discharged 6 0	<u>1</u>	<u>2</u>	<u>3</u>
26. I can continue my education while on duty 6 1	<u>1</u>	<u>2</u>	<u>3</u>
27. I will get the job I want 6 2	<u>1</u>	<u>2</u>	<u>3</u>
28. I will get assigned to where I want to go 6 3	<u>1</u>	<u>2</u>	<u>3</u>
29. I will be assigned to the unit I want 6 4	<u>1</u>	<u>2</u>	<u>3</u>
30. I can join a tough unit and be where the action is 6 5	<u>1</u>	<u>2</u>	<u>3</u>
31. I can enlist with a friend 6 6	<u>1</u>	<u>2</u>	<u>3</u>
32. I can enlist now and go on active duty later 6 7	<u>1</u>	<u>2</u>	<u>3</u>
33. I wanted to avoid the draft 6 8	<u>1</u>	<u>2</u>	<u>3</u>
34. I wanted to join an organization which will treat me as an individual and respect my opinions 6 9	<u>1</u>	<u>2</u>	<u>3</u>
35. Army life will be a challenge for me 7 0	<u>1</u>	<u>2</u>	<u>3</u>

Stop here. Do not begin next page until told.

Section II

RECRUITING AD EVALUATIONS

Evaluation of the first recruiting Ad

1. Write identification number of Ad here: _____

6-10

NOW YOU WILL HAVE SOME TIME TO LOOK AT THE FIRST AD
BEFORE ANSWERING SOME QUESTIONS ABOUT IT.

2. Do you remember seeing this Ad before?

11

- 1 _____ Yes
2 _____ I'm not sure
3 _____ No

3. Think about the Ad as a whole. What do you think of it?

12

- 0 _____ I don't like it
1 _____ It doesn't do much for me
1 _____ I like it somewhat
2 _____ I like it
3 _____ I like it very much

NOW YOU WILL HAVE TIME TO READ ALL THE
WORDS FROM THE FIRST AD.

Below are a list of ideas which are sometimes used in ads. Check off all the ideas you find in this ad.

4. ☐ You'll have a chance at a good career in the Army.
13
5. ☐ You'll get a chance to travel and meet new people
14
6. ☐ You'll have personal experiences which will make you more mature, and self-reliant and responsible
15
7. ☐ You will get good training in the Army
16
8. ☐ You can learn a useful trade or skill in the Army that you could use in civilian life
17
9. ☐ You will have a chance for new experiences and excitement in the Army
18
10. ☐ You can be proud to serve your country
19
11. ☐ Being in the Army will make you proud
20
12. ☐ The Army has good fringe benefits (vacations, good pay plus free medical care, room and board)
21
13. ☐ The Army will keep you in good shape
22
14. ☐ There are a lot of difficult and important jobs in the Army
23
15. ☐ You'll get a chance to continue your education after Army service
24
16. ☐ You'll get a chance to continue schooling while in the Army
25
17. ☐ You can choose the job or job training you want
26
18. ☐ You can pick out the place you want to be assigned
27
19. ☐ You can pick the unit you want to join
28
20. ☐ Combat units are tough and action oriented units
29
21. ☐ You and a friend can enlist and be assigned together in the Army
30
22. ☐ You can enlist now but go on active duty up to 90 days later
31
23. ☐ The Army cares about you as an individual and your opinions
32
24. ☐ The Army will make a man out of you
33
25. ☐ Army life is a challenge that not everyone can meet
34

Now pick out the two main ideas of the ad. Draw a circle around the check marks in front of the two main ideas of the ad. ☒

26. Look at the picture(s) or drawing(s) in the ad.

Check one of the statements

- 35 0 _____ I really dislike (it/them)
1 _____ I don't like (it/them)
2 _____ They are OK
3 _____ I like (it/them)
4 _____ I really like (it/them)

27. Do(es) the picture(s) and the printed material in the ad seem to go together?

- 36 4 _____ Yes, it's a good match
2 _____ Yes, they seem to go together
1 _____ They don't really seem to go together
0 _____ They definitely don't go together

28. Check one of these statements:

- 37 3 _____ This ad makes the Army look great
2 _____ This ad makes the Army look all right
1 _____ This ad makes the Army look rather poor
0 _____ This ad makes the Army look lousy

29. How likely is it that, after seeing this ad, men your age will want to get more information about joining the Army?

- 38 3 _____ Very likely
2 _____ Somewhat likely
1 _____ Somewhat unlikely
0 _____ Very unlikely

30. Did this ad tell you anything about the Army that you didn't already know?

- 39 1 _____ Yes
0 _____ No

31. Is the ad written so that it is clear and easy to understand? Grade how *clearly* the ad is written.

- 40 4 _____ Excellent, very clearly written
3 _____ Good
2 _____ Average
1 _____ Fair
0 _____ Poor, not clearly written

32. Are there words or phrases in the ad which are unclear?

- 41 0 _____ Yes
2 _____ No

33. Do you believe what is said in this ad?

- 4.2 3 _____ Yes, I believe it
 2 _____ Yes, I believe it but there's probably a catch to it
 1 _____ Maybe it's true, but I doubt it
 0 _____ I don't think it's true
 0 _____ No way. I know it's not true

34. This ad attempts to describe the Army. Do you think it "tells it like it is"?

- 4.3 1 _____ It tells *only* about the *bad* parts
 2 _____ It tells *more* about the *bad* parts than the good parts
 3 _____ It tells it like it is
 4 _____ It tells *more* about the *good* parts than the bad parts
 5 _____ It tells *only* about the *good* parts

35. Do you feel the information about the Army described in this ad is true?

- 4.4 1 _____ Completely true
 2 _____ Partly true and partly false
 3 _____ Completely false

If you checked that the ad is partly or completely false in telling about the Army, please write in here the ways you think the ad is wrong:

STOP HERE UNTIL THE MAIN IDEA IS WRITTEN ON THE BOARD

36. Think about this main idea and mark below what you think.

- 4.5 4 _____ I like the main idea in this ad a lot
 3 _____ I like the main idea
 1 _____ The main idea doesn't really turn me on
 1 _____ I don't like the main idea very much
 0 _____ The main idea in this ad turns me off. I dislike it.

37. Do you think that this main idea is clear from looking at the ad?

- 4.6 2 _____ Yes
 0 _____ No

Stop here. Do not begin next page until told.

Evaluation of second recruiting Ad

1. Write identification number of Ad here: _____

6-10

NOW YOU WILL HAVE SOME TIME TO LOOK AT THE SECOND AD
BEFORE ANSWERING SOME QUESTIONS ABOUT IT.

2. Do you remember seeing this Ad before?

11

- 1 _____ Yes
2 _____ I'm not sure
3 _____ No

3. Think about the Ad as a whole. What do you think of it?

12

- 0 _____ I don't like it
1 _____ It doesn't do much for me
1 _____ I like it somewhat
2 _____ I like it
3 _____ I like it very much

NOW YOU WILL HAVE TIME TO READ ALL THE
WORDS FROM THE SECOND AD.

Below are a list of ideas which are sometimes used in ads. Check off all the ideas you find in this ad.

4. ☐ You'll have a chance at a good career in the Army.
1 3
5. ☐ You'll get a chance to travel and meet new people
1 4
6. ☐ You'll have personal experiences which will make you more mature, and self-reliant and responsible
1 5
7. ☐ You will get good training in the Army
1 6
8. ☐ You can learn a useful trade or skill in the Army that you could use in civilian life
1 7
9. ☐ You will have a chance for new experiences and excitement in the Army
1 8
10. ☐ You can be proud to serve your country
1 9
11. ☐ Being in the Army will make you proud
2 0
12. ☐ The Army has good fringe benefits (vacations, good pay plus free medical care, room and board)
2 1
13. ☐ The Army will keep you in good shape
2 2
14. ☐ There are a lot of difficult and important jobs in the Army
2 3
15. ☐ You'll get a chance to continue your education after Army service
2 4
16. ☐ You'll get a chance to continue schooling while in the Army
2 5
17. ☐ You can choose the job or job training you want
2 6
18. ☐ You can pick out the place you want to be assigned
2 7
19. ☐ You can pick the unit you want to join
2 8
20. ☐ Combat units are tough and action oriented units
2 9
21. ☐ You and a friend can enlist and be assigned together in the Army
3 0
22. ☐ You can enlist now but go on active duty up to 90 days later
3 1
23. ☐ The Army cares about you as an individual and your opinions
3 2
24. ☐ The Army will make a man out of you
3 3
25. ☐ Army life is a challenge that not everyone can meet
3 4

Now pick out the two main ideas of the ad. Draw a circle around the check marks in front of the two main ideas of the ad. (✓)

26. Look at the picture(s) or drawing(s) in the ad.

Check one of the statements

- 3.5 0 _____ I really dislike (it/them)
 1 _____ I don't like (it/them)
 2 _____ They are OK
 3 _____ I like (it/them)
 4 _____ I really like (it/them)

27. Do(es) the picture(s) and the printed material in the ad seem to go together?

- 3.6 4 _____ Yes, it's a good match
 2 _____ Yes, they seem to go together
 1 _____ They don't really seem to go together
 0 _____ They definitely don't go together

28. Check one of these statements:

- 3.7 3 _____ This ad makes the Army look great
 2 _____ This ad makes the Army look all right
 1 _____ This ad makes the Army look rather poor
 0 _____ This ad makes the Army look lousy

29. How likely is it that, after seeing this ad, men your age will want to get more information about joining the Army?

- 3.8 3 _____ Very likely
 2 _____ Somewhat likely
 1 _____ Somewhat unlikely
 0 _____ Very unlikely

30. Did this ad tell you anything about the Army that you didn't already know?

- 3.9 1 _____ Yes
 0 _____ No

31. Is the ad written so that it is clear and easy to understand? Grade how *clearly* the ad is written.

- 4.0 4 _____ Excellent, very clearly written
 3 _____ Good
 2 _____ Average
 1 _____ Fair
 0 _____ Poor, not clearly written

32. Are there words or phrases in the ad which are unclear?

- 4.1 0 _____ Yes
 2 _____ No

33. Do you believe what is said in this ad?

- 4.2 3 _____ Yes, I believe it
 2 _____ Yes, I believe it but there's probably a catch to it
 1 _____ Maybe it's true, but I doubt it
 0 _____ I don't think it's true
 0 _____ No way. I know it's not true

34. This ad attempts to describe the Army. Do you think it "tells it like it is"?

- 4.3 1 _____ It tells *only* about the *bad* parts
 2 _____ It tells *more* about the *bad* parts than the good parts
 3 _____ It tells it like it is
 4 _____ It tells *more* about the *good* parts than the bad parts
 5 _____ It tells *only* about the *good* parts

35. Do you feel the information about the Army described in this ad is true?

- 4.4 1 _____ Completely true
 2 _____ Partly true and partly false
 3 _____ Completely false

If you checked that the ad is partly or completely false in telling about the Army, please write in here the ways you think the ad is wrong:

STOP HERE UNTIL THE MAIN IDEA IS WRITTEN ON THE BOARD

36. Think about this main idea and mark below what you think.

- 4.5 4 _____ I like the main idea in this ad a lot
 3 _____ I like the main idea
 1 _____ The main idea doesn't really turn me on
 1 _____ I don't like the main idea very much
 0 _____ The main idea in this ad turns me off. I dislike it.

37. Do you think that this main idea is clear from looking at the ad?

- 4.6 2 _____ Yes
 0 _____ No

Stop here. Do not begin next page until told.

APPENDIX B

I. Activities to be Performed by Administrator and Clerk

- A. Prior to testing
- B. During the test session
- C. After each session

II. Hand Editing Instructions for ProsLab Questionnaire

III. ProsLab PLAdE Index Worksheet

ProsLab

Activities to be Performed by Administrator and Clerk - Revised 4/19/73Prior to Testing

1. Number sets of materials. A set consists of Recruiting Advertisement Questionnaire, Fordon Personal Profile, and Gordon Personal Inventory. The same subject number is stamped or written on the three materials in the set. See schedule for subject numbers to be assigned each day. Double check to make sure the correct numbers are assigned and used each day.
2. Prepare Packets. Into separate envelopes labelled "ProsLab" place the numbered set of materials. In addition to the numbered forms, place the two ad text sheets of the ads scheduled for that day.
3. Prepare Cue Sheet. Fill out cue sheet with designated information. Make sure identification number, main idea of ad, full title of ad, and slide of ad all are for the same ad.
4. Prepare Projection Equipment. Make sure the slide scheduled to be projected first is in the proper position and, also, that the second slide is in position. Focus the first slide on the screen and make sure the projector is working correctly.
5. Final Check. As a final check, the ads, slides, ad copy, cue sheet identification number and other cue sheet information should all refer to the same first ad and then second ad.
6. Pass Out Packets. Place one packet on each desk.
7. Check the following Materials.
 - A. Chalk and Eraser at blackboard.
 - B. Adequate supply of sharpened pencils.

NOTE: Because of the number of different papers and forms being handled in ProsLab it is essential that these checks be carried out each day. An error could mean the loss of an entire day's testing.

During the Testing Session

1. Administration. The administrator reads the script verbatim and maintains the time schedule. He also maintains discipline during the entire testing session.
2. Proctor Duty. During the entire testing session both the administrator and clerk glance at every man's paper to make sure that answers are being marked correctly, that each man is looking at the correct page and that no items are being omitted.
3. Slide Projector and Lighting. Clerk is responsible for turning lights on and off and operating the slide projector at the administrator's direction.
4. Check projected image. When each slide is projected it should be checked against the cue sheet and ad schedule to see if the correct ad slide is being shown.
5. Collect Materials. Administrator and clerk collect the envelopes.

After Each Session

1. Score Personality Tests. Clerk scores personality tests as described in the test manual.
2. Spot Check of Scoring of Personality Tests. Administrator randomly selects 10% of scored personality tests and rescores them to make sure they are being correctly scored.
3. Transcribe Personality Scores. Clerk copies personality scores onto cover of Proslab Questionnaire in specified areas. The administrator checks this transcription.
4. Edit Questionnaires. Every questionnaire booklet should be read through to check for the following: all items clearly marked, ad evaluations correctly identified with identification number, all invalid marks

eliminated (e.g., two responses to items permitting only a single response.)

5. Completion of Cue Sheet. Administrator completes cue sheet by filling in number of subjects tested and writing in any comments which are relevant or any problems encountered.

6. Check Supplies. Administrator should have at all times at least one extra week's supplies. If not, they should be immediately ordered from USAREC.

7. Mail Materials. Questionnaires, personality forms, and cue sheets should be sent to the data processing site as soon as possible after each session.

HAND EDITING INSTRUCTIONS FOR
PROSLAB QUESTIONNAIRE

After the personality scores have been scored, checked and transcribed onto the cover of the questionnaire booklet, the assistant at Proslab should carefully edit the entire questionnaire booklet. The following items should be carefully checked and if possible corrected:

1. Cover of Booklet:
 - a. Correct date
 - b. Personality scores filled in correctly
2. Multiple marks for questions allowing only one alternative. If more than one alternative is selected, erase all marks.
3. Make sure all marks are legible and if there are erasures make sure the marks are completely erased.
4. Item 11 -- Multimarks are acceptable except for the following:

Alternative 40 can be checked only (1) by itself;
(2) with alternative 41; (3) with alternative 44;
(4) or with both 41 and 44.

A check of alternative "OTHER" must be made. If the written in program can be changed to any of 40-45, do so. If not, leave as is.
5. Check both the first and second ad identification numbers to the schedule of ad testing and the administrator's cue sheet.
6. On both lists of main ideas check to see that no more than 2 checks are circled. If more than 2 are circled, erase just the circles from all the circled checks.

ProsLab PLAdE Index Worksheet

Ad title: _____

Date: _____

Computed by: _____

Checked by: _____

Part A. Calculate average score for each of the three items.

Item 28: Alternatives	Score	Frequency	Score X Freq.
This ad makes the Army look great.	3		
This ad makes the Army look alright.	2		
This ad makes the Army look rather poor	1		
This ad makes the Army look lousy.	0		

Total freq. = _____ Total score = _____

*Mean for Item 28 = _____

Item 29: Alternatives	Score	Frequency	Score X Freq.
Very likely.	3		
Somewhat likely.	2		
Somewhat unlikely.	1		
Very unlikely.	0		

Total freq. = _____ Total score = _____

*Mean for Item 29 = _____

*Mean = total score/total frequency

Item 34: Alternatives	Score	Frequency	Score X Freq.
I like the main idea in this ad a lot.	4		
I like the main idea.	3		
The main idea doesn't really turn me on.	1		
I don't like the main idea very much.	1		
The main idea in this ad turns me off.	0		

Total freq. = _____ Total score = _____

*Mean for Item 34 = _____

Part B. Compute PLAdE Index from average scores.

Average Score Weight

Item 28: _____ X 1655 = _____

Item 29: _____ X -1335 = _____

Item 34: _____ X -232 = _____

Sum of average X weight = _____

Plus constant 331

PLAdE Index = _____

APPENDIX C

I. Gordon Personal Profile and Gordon Personal Inventory

II. Copy of Gordon Personal Profile

III. Copy of Gordon Personal Inventory

GORDON PERSONAL PROFILE
and
GORDON PERSONAL INVENTORY

The personality tests used to ProsLab as part of the ad evaluation program are the Gordon Personal Profile and the Gordon Personal Inventory. Each provides a simply obtained measure of four aspects of personality which are significant in the daily functioning of normal people. The Profile measures Ascendancy (A), Responsibility (R), Emotional Stability (E), and Sociability (S). The Inventory measures cautiousness (C), Original Thinking (O), Personal Relations (P) and Vigor (V). (See Tables 1 and 2 for description of scales.)

Both the Profile and the Inventory consist of sets of four descriptive phrases or "tetrads". Each of the four personality traits per form is represented by one of the descriptive items in each tetrad. Two of the four phrases are of similar high average preference value (that is, are considered by typical individuals to be equally complimentary) and two are of similar low average preference value (equally uncomplimentary).

The respondent is asked to choose and mark one item in each tetrad as being most like himself and one item as being least like himself. Through this forced-choice technique, respondents must make a three-level ranking within each set of four items. They cannot respond favorably to all items, as may be done in other self-report inventories. Therefore, both the Profile and Inventory are believed to be less susceptible than other inventories to distortion by individuals who are motivated to make a good impression.

The principal attributes of the Profile and Inventory are the results of their development from a factor analytic approach and of its use of

the "forced-choice" technique. Their final forms have evolved through early factor analyses, repeated experimental tryout and related content revision. They are unusually efficient in terms of the time and effort required for administration and scoring. They are virtually self-administering and have no time limit.

The amount of training required for administration and use of the results of the forms is considered to be Level B. When used as an industrial personnel test, or for mass testing such as that found at ProsLab, it may be administered by intelligent clerical help, but decisions and interpretations of the results should be made only by trained personnel.

The Profile and Inventory were chosen for ProsLab use because of their ease of administration and scoring, the traits being those of "normal" persons and the norm groups being equivalent to the type of person being tested at ProsLab. (Some norm groups are college men, high school men, Air Force recruits, Naval recruits, and Naval and Marine prisoners.) In addition, both scales have been shown to be statistically sound and well documented.

TABLE C-1

Gordon Personal Profile

Scales:

Ascendancy (A)- High scores indicate a person who adopts an active role in the group, who is self-assured and assertive in relationships with others, and who tends to make independent decisions.

Low scores indicate a person who plays a passive role in the group, who listens rather than talks, who lacks self-confidence, who lets others take the lead, and who tends to be overly dependent on others for advice.

Responsibility (R)-

High scores indicate a person who is able to stick to any job assigned, who is persevering and determined, and who can be relied on.

Low scores indicate a person who is unable to stick to tasks that do not interest him, and who tends to be flighty or irresponsible.

Emotional Stability (E)-

High scores are made by individuals who are well-balanced, emotionally stable, and relatively free from anxieties and nervous tension.

Low scores are associated with excessive anxiety, hypersensitivity, nervousness, and low frustration tolerance. Generally, a very low score reflects poor emotional balance.

Sociability (S)-

High scores are made by individuals who like to be with and work with people, and who are gregarious and sociable.

Low scores reflect a lack of gregariousness, a general restriction in social contacts, and, in the extreme, an actual avoidance of social relationships.

TABLE C-2

Gordon Personal Inventory

Scales:

Cautiousness (C)- Individuals who are highly cautious, who consider matters very carefully before making decisions, and do not like to take chances or run risks, score high on this Scale. Those who are impulsive, act on the spur of the moment, make hurried or snap decisions, enjoy taking chances, and seek excitement, score low on this Scale.

Original Thinking (O)-

High scoring individuals like to work on difficult problems, are intellectually curious, enjoy thought-provoking questions and discussions, and like to think about new-ideas.

Low scoring individuals dislike working on difficult or complicated problems, do not care about acquiring knowledge, and are not interested in thought-provoking questions or discussions.

Personal Relations (P)-

High scores are made by those individuals who have great faith and trust in people, and are tolerant, patient, and understanding.

Low scores reflect a lack of trust or confidence in people, and a tendency to be critical of others and to become annoyed or irritated by what others do.

Vigor (V)-

High scores on this Scale characterize individuals who are vigorous and energetic, who like to work and move rapidly, and who are able to accomplish more than the average person.

Low scores are associated with low vitality or energy level, a preference for setting a slow pace, and a tendency to tire easily and be below average in terms of sheer output or productivity.

NOTE

Pages 82-85 of this report originally included copies of the Gordon Personal Profile and Gordon Personal Inventory.

Because these two instruments are copyrighted by Harcourt, Brace & World, Inc., New York, they have been deleted from this copy of the report.

Information about these two instruments may be obtained from the copyright holder (now, Harcourt Brace Jovanovich, Inc.), at 757 Third Avenue, New York, N.Y., 10017.

APPENDIX D

ProsLab

Administration Procedure

20 April 1973

Prepared for the
U. S. Army Recruiting Command (USAREC)

by

HUMAN RESOURCES RESEARCH ORGANIZATION
300 North Washington Street
Alexandria, Virginia 22314

Instructions for preparations:

Each questionnaire packet will contain a Recruiting Advertisement Questionnaire, a Gordon Personal Inventory, and a Gordon Personal Profile. Each of these items must contain a 5 digit number unique for each packet stamped in the upper right hand corner on the cover of each item. In addition, 2 sheets of ad copy corresponding to the ads to be shown today should be included in the packet. This material will be placed in a manila envelope marked PROSPECT LABORATORY. Pencils for each subject will be distributed in the testing room.

Before the subjects' arrival in the laboratory, questionnaire packets are placed on desks as close to the viewing screen as possible. One vacant desk must remain between the desks containing the packets. Write the date on the board.

LABORATORY PROCEDURES

ADMINISTRATOR SAYS LINES NOT IN PARENTHESES!

(To subjects as they enter the room)

Sit at any desk containing a large envelope.

(After the room is full)

Is anyone here prior service or National Guard or Reservist of a draftee?

(If there is someone other than non-prior service, dismiss them.)

Good morning and welcome to Fort Dix. My name is _____. You have been chosen to participate here in Prospect Laboratory to help the Army pick out the best advertisements used in recruiting programs. You can help the Army here because you have recently enlisted and are the kinds of individuals the Army is looking for. Also, you are in a good position to tell us if an advertisement is or is not appealing to someone like yourself. The Army is interested only in group attitudes. DO NOT put your name or social security number on any of the questionnaires. This is not a test.

(Pass out pencils)

Open the envelope in front of you and take out the questionnaire titled Recruiting Advertisement Questionnaire. Place the envelope under your desk. Place today's date in the upper left hand corner of the cover of the questionnaire in the spaces provided. Do not open the booklet until I tell you to do so. Read the statement on the front cover of the booklet. Write the number of years you have enlisted for in the upper right hand corner of the booklet cover.

(Demonstrate)

(Pause briefly to make sure the subjects have read the cover and written in the date and their years of enlistment.)

Open the first page to section 1-background information.

(Pause 3 seconds)

Section 1 will give us general background information on your education, place of residence, and other information dealing with your enlistment.

You are to fill in or check off your answer.

(Show sample on display card.)

Remember, the responses are anonymous and you are to answer all questions.

Stop work after question 35.

(During this time the proctor and administrator should walk around the room making sure the questionnaire is being answered properly.)

(Mention to fill in item 6 completely including zip code.)

(Allow enough time so that everyone can complete the questions [10 min.], ask if everyone has finished the items. If so, continue; if not, wait 1 minute, and ask again until everyone is through.)

(When everyone is through, continue.)

You will now look at recruiting advertisements and answer questions about them. Go on to the next page "Evaluation of the first recruiting ad." The identification number for this ad is _____. Fill in item number 1 with this number.

(Write ad identification number on the board.)

Now you will have a short time to look at the first ad. You will then give your overall rating of the ad. Do not try to read the small print on the ad.

(Show slide of the first ad for 30 seconds with room lights off. Turn on room lights at the end of 30 seconds.)

Now take out the (green/yellow) sheet of paper titled _____ (name of ad)...Does everyone have the (green/yellow) sheet titled _____ (read title). This sheet has the words from the recruiting ad you just saw on the screen. I'll give you some time to read this sheet before we go on.

(Make sure that everyone is looking at the right colored sheet. Give them 90 seconds to read the sheet.)

Now that you have read the words on the ad, I'll put the ad back on the screen. Look at the whole ad again before answering some more questions about the ad.

(Leave the ad on the screen for 30 seconds with room lights off. At the end of 30 seconds turn some of the room lights on so that the subject can see the questionnaires and can see the slide. Leave the slide on the screen.)

Now answer questions 2 and 3.

(Wait 45 seconds)

Go on to the next page...

(Wait until all pages are quiet after turning)

Below are a list of ideas which are sometimes used in ads. Put a check mark before each idea in this ad. I will read each idea to you.

(Read list of ad ideas...3 second pause between each idea.)

Now pick out the two main ideas of this ad. Draw a circle around the check marks in front of the two main ideas of this ad.

Go on to the next page and answer questions 26 through 35 by checking off your answer.

(After 4 minutes ask if anyone is not through. If someone is working, ask again after 1 minute. If everyone is through, write the main idea on the board.)

The main idea for this ad is _____. (Read main idea)

Now go ahead and answer questions 36 and 37 about the main idea of the ad. Do not go back and change any of your other answers.

(Turn off the slide. Ask them to put the yellow/green sheet in envelope.)

You will now look at another recruiting advertisement and answer questions about it. Go on to the next page "Evaluation of the second recruiting ad." The identification number for this ad is _____. Fill in item number 1 with this number.

(Write ad identification number on the board)

Now you will have a short time to look at this ad. You will then give your overall rating of the ad.

(Show slide of the first ad for 30 seconds with room lights off. Turn on room lights at the end of 30 seconds)

Now take out the (green/yellow) sheet of paper titled _____ (name of ad). Does everyone have the (green/yellow) sheet titled _____ (read the title). This sheet has the words from the recruiting ad you just saw on the screen. I'll give you some time to read this sheet before we go on.

(Make sure that everyone is looking at the right colored sheet. Give them 90 seconds to read the sheet)

Now that you have read the words of the ad, I'll put the ad back on the screen. Look at the whole ad again before answering some more questions about the ad.

(Leave the ad on the screen for 30 seconds with room lights off. At the end of 30 seconds turn some of the room lights on so that the subject can see the questionnaires and can see the slide. Leave the slide on the screen.)

Now answer questions 2 and 3.

(Wait 45 seconds)

Go on to the next page.

(Wait until all pages are quiet after turning)

Below are a list of ideas which are sometimes used in ads. Put a check mark before each idea in this ad. I will read each idea to you.

(Read list of ad ideas...3 second pause between each idea)

Now pick out the two main ideas of this ad. Draw a circle around the check marks in front of the two main ideas of this ad.

Go on to the next page and answer questions 26 through 35 by checking off your answer.

(After 4 minutes ask if anyone is not through. If someone is working, ask again after 1 minute. If everyone is through, write the main idea on the board)

The main idea for this ad is _____. (Read main idea)

Do not go back to the other questions. Now go ahead and answer questions 36 and 37 about the main idea of the ad.

(Turn off the slide)

Place your questionnaire booklet and the (green/yellow) sheet back into the envelope. Leave your envelope closed on your desk.

(10 second pause)

Remember where you are now sitting. There will be a short break. Return to your original seat.

(10 minute break)

Take out the Gordon Personal Profile, the blue pages. Put everything else beneath your desk. Do not fill out any information on the front of the booklet.

In the other questionnaire, we obtained enlistment and advertisement information. Now we would like to find out about you. This is also anonymous. You must answer all of the questions.

Read the directions on the front cover silently as I read them aloud.

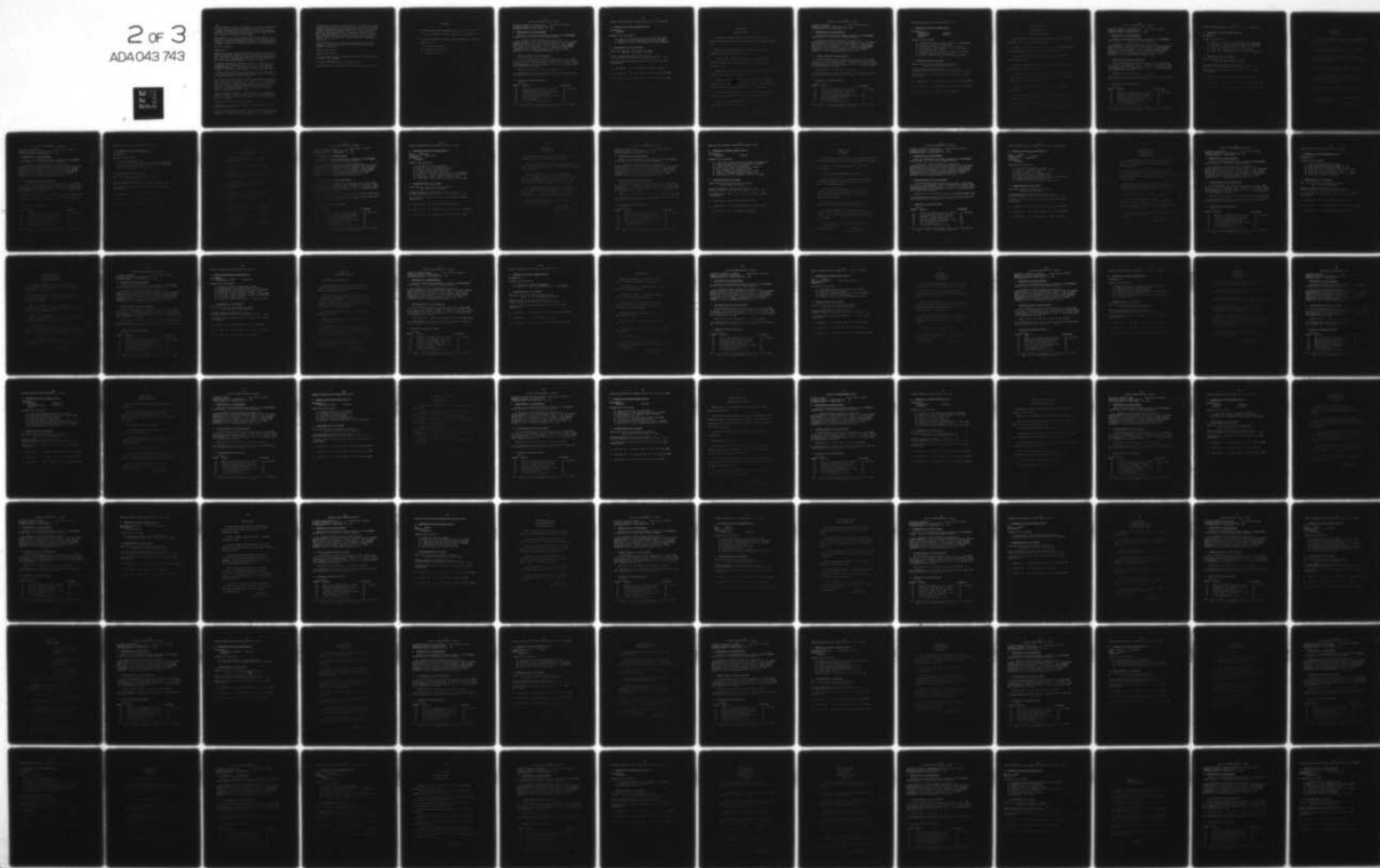
AD-A043 743

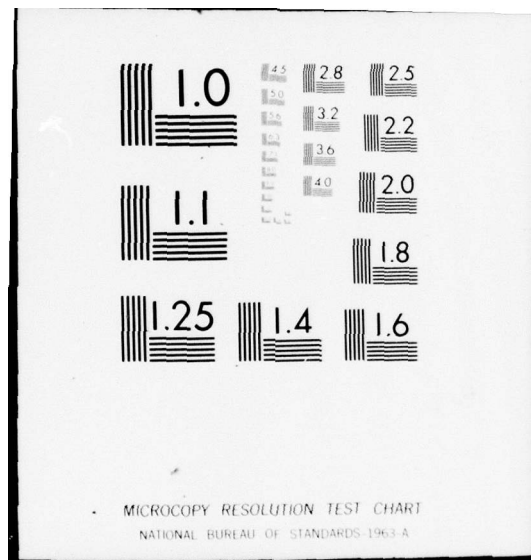
HUMAN RESOURCES RESEARCH ORGANIZATION ALEXANDRIA VA
PROSLAB -- A METHOD FOR PRETESTING PRINTED ARMY RECRUITING ADVE--ETC(U)
MAY 73 T R WILSON, T H ROSEN

F/G 5/10
DAHC19-73-C-0004
NL

UNCLASSIFIED

2 of 3
ADA043 743





In this booklet are a number of descriptions of personal characteristics of people. These descriptions are grouped in sets of four. You are to examine each set and find the one description that is most like you. Then make a solid black mark between the pair of dotted lines following that statement, in the column headed M (Most).

Next examine the other three statements in the set and find the one description that is least like you; then make a solid black mark between the pair of dotted lines following that statement in the column headed L (Least). Do not make any marks following the two remaining statements.

Look at the sample set.

(Pause briefly)

Suppose that you have read the four descriptive statements in the sample and have decided that, although several of the statements may apply to you to some degree, "doesn't get enough exercise" is more like you than any of the others. You would fill in the space following that statement in the column headed M (Most), as shown in the sample.

You would then examine the other three statements to decide which one is least like you. Suppose that "gets sick very often" is less like you than the other two. You would fill in the space following that statement in the column headed L (Least), as shown in the sample above.

For every set you should have one and only one mark in the M (Most) column and one and only one mark in the L (Least) column. There should be no marks following two of the statements.

In some cases it may be difficult to decide which statements you should mark. Make the best decisions you can. Remember, this is not a test; there are no right or wrong answers. You are to mark certain statements the way in which they most nearly apply to you. Be sure to mark one statement as being most like you and one as being least like you, leaving two statements unmarked. Do this for every set. Turn the booklet over and begin with the A column.

(Allow the subjects 10 minutes. During this time check carefully the answering procedure. Make sure there is 1 mark in each column for each set of 4 statements. Remind the subjects to do the B column after they finish the A column.)

Is anyone still working on the questionnaire?

(If someone is still working, ask again in 1 minute until everyone is through. Then continue)

Insert the profile back into the envelope and take out the Gordon Personal Inventory, the reddish colored pages. Do not fill out any information on the front of the booklet. The instructions for the inventory are

the same as for the profile. For each group of four statements, you are to choose the one that is most like you and then make a solid black mark between the pair of dotted lines following that statement in the column headed M. Then find the statement that is least like you and make a solid black mark between the pair of dotted lines following that statement in the column headed L. Be sure to mark one statement as being most like you and one as being least like you, leaving 2 statements unmarked. Do this for every set. Turn the booklet over and begin with the A column.

(Check to make sure there is 1 mark in each column for each set of 4 statements. Remind the subjects to do the B column after they have completed the A column.)

(After 10 minutes ask...)

Is anyone still working?

(If not everyone is through, ask again after 1 minute or until everyone is through. Then continue)

Put all the materials back into the manila envelope.

(Dismiss the men or if time permits, entertain questions and comments.)

APPENDIX E

- I. 29 ProsLab Administrative Summaries are followed by the text for each ad, all arranged by category. (See Table 12 in Section II .)
- II. 3 ProsLab Administrative Summaries for new unpublished ads followed by their texts.
 - A. 4 years of Army will get
 - B. Something about a soldier
 - C. A country needs love.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: \$288 IS NOT EVERY (W) DATE TESTED: 1/24/73
 NUMBER OF RECRUITS EVALUATING AD: 78
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 515.93 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1142.24 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.00. THIS SCORE IS AT THE 58 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 58 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: BENEFITS, PAY

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.39 BASED ON 3 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	58 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	50
27	DO PICTURES AND TEXT GO TOGETHER?	46
28	HOW DOES AD MAKE ARMY LOOK?	58
29	WILL MEN WANT MORE INFO ABOUT ARMY?	73
31	HOW CLEARLY IS AD WRITTEN?	54
33	DO YOU BELIEVE AD?	34
34	DO YOU LIKE MAIN IDEA OF AD?	66

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 58 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR \$288 IS NOT EVERY (W)

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :
SOCIABLE

REASONS FOR ENLISTMENT:

1. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I WANTED TO LEAVE SOME PERSONAL PROBLEMS BEHIND ME

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
ARMY HAS GOOD FRINGE BENEFITS

PERCENT NOTING THIS THEME IN THE AD WAS 96 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 46 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 46 % ARMY HAS GOOD FRINGE BENEFITS
2. SELECTED BY 36 % LEARN USEFUL TRADE OR SKILL IN ARMY
3. SELECTED BY 29 % HAVE CHANCE AT GOOD CAREER IN ARMY

\$288 a month
isn't everything.

It's just our starting salary. And the nice thing about it is that you don't have to spend it on things other people spend their salaries on.

Things like food, housing, clothing, medical and dental care. Today's Army provides all of these, free.

Or job training. Today's Army has more than 200 job-training courses. For jobs that could cost you a lot of money to learn in civilian schools.

Add a chance to live and work in places tourists only visit. Like Hawaii, Europe, Panama, Alaska, the Far East.

A chance to continue your education, work toward a degree during your enlistment. Plus thousands of financial assistance at the college of your choice when you've successfully completed your enlistment.

And what other job gives you 30 days paid vacation the first year? Every year. With promotions and raises as fast as you earn them.

If you want a job where money isn't everything, see your nearest Army representative. Or send us the coupon.

Today's Army
wants to join you.

1. PREDICTION_OF_AD_PERFORMANCE

\$ 169.70 PER COUPON RESPONSE TO \$1422.32 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

THE FAVORABILITY SCORE FOR THE AD WAS 16.29. THIS SCORE IS AT THE 1 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 1 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.39 BASED ON 3 ADS.

QUESTION	NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	5	SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	3	
27	DO PICTURES AND TEXT GO TOGETHER?	8	
28	HOW DOES AD MAKE ARMY LOOK?	34	
29	WILL MEN WANT MORE INFO ABOUT ARMY?	24	
31	HOW CLEARLY IS AD WRITTEN?	1	
33	DO YOU BELIEVE AD?	1	
34	DO YOU LIKE MAIN IDEA OF AD?	8	

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 5 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR HAIRCUT

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

RESPONSIBLE

CAUTIOUS

INQUISITIVE

TRUSTING

VIGOROUS

REASONS FOR ENLISTMENT:

1. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
2. I CAN BE PROUD TO BE IN THE ARMY
3. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
4. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
5. I CAN ENLIST WITH A FRIEND
6. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
7. ARMY LIFE WILL BE A CHALLENGE TO ME
8. I WANT TO BECOME MORE SELF-RELIANT AND MATURE

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

ARMY CARES ABOUT YOU AS INDIVIDUAL

PERCENT NOTING THIS THEME IN THE AD WAS 58 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 10 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 37 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 32 % HAVE CHANCE AT GOOD CAREER IN ARMY
3. SELECTED BY 26 % WILL GET GOOD TRAINING

We care more about
how you think, than
how you cut your hair.

You'll find Today's Army pretty relaxed about how you cut and style your hair. But we do get uptight about your head.

We spend a lot of time and money helping you get exactly the training and instruction that does the most for your particular head.

If you have a head for math, we have some of the best computer courses in the world.

If you have a head for mechanics we can help you master motors, or space age electronic equipment.

If you're the academic type, well, you won't be the first to go through college at Army expense. In fact, you can go as far as your head will take you. In just about any field.

You'll get a decent paycheck while you learn, too. And great fringe benefits.

Put it all together and you'll find today's Army offers you an opportunity to learn, and earn that's hard to beat in any civilian job.

For more information about the more than 300 training and educational opportunities in today's Army, fill out the coupon. You'll discover we care more about your head than we do about your hair.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: \$288 IS NOT EVERY (B) DATE TESTED: 2/07/73
 NUMBER OF RECRUITS EVALUATING AD: 70
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE
 (PLADE INDEX) IS \$ 729.66 PER COUPON RESPONSE.

\$ 103.35 PER COUPON RESPONSE TO \$1355.97 PER
 COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE
 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN
 EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN
 THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON
 ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING
 PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 20.24. THIS SCORE
 IS AT THE 92 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS
 AD WAS RATED MORE FAVORABLY THAN 92 PERCENT OF THE ADS IN THE
 STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM
 THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: BENEFITS, PAY

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR
 THIS CATEGORY WAS 18.39 BASED ON 3 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION		PERCENTILE
NUMBER	WORDING	
3	WHAT DO YOU THINK OF AD AS A WHOLE?	92 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	88
27	DO PICTURES AND TEXT GO TOGETHER?	50
28	HOW DOES AD MAKE ARMY LOOK?	94
29	WILL MEN WANT MORE INFO ABOUT ARMY?	90
31	HOW CLEARLY IS AD WRITTEN?	66
33	DO YOU BELIEVE AD?	62
34	DO YOU LIKE MAIN IDEA OF AD?	82

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER
 THAN 92 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 3288 IS NOT EVERY (B)

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
2. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
3. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY
4. I WILL GET ASSIGNED TO WHERE I WANT TO GO
5. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
6. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
ARMY HAS GOOD FRINGE BENEFITS

PERCENT NOTING THIS THEME IN THE AD WAS 97 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 54 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 54 % ARMY HAS GOOD FRINGE BENEFITS
2. SELECTED BY 24 % CAN CONTINUE SCHOOLING WHILE IN ARMY
3. SELECTED BY 23 % LEARN USEFUL TRADE OR SKILL IN ARMY

\$288 a month
isn't everything.

It's just our starting salary. And the nice thing about it is that you don't have to spend it on things other people spend their salaries on.

Things like food, housing, clothing, medical and dental care. Today's Army provides all of these, free.

Or job training. Today's Army has more than 200 job-training courses. For jobs that could cost you a lot of money to learn in civilian schools.

Add a chance to live and work in places tourists only visit. Like Hawaii, Europe, Panama, Alaska, the Far East.

A chance to continue your education, work toward a degree, during your enlistment. Plus 36 months of financial assistance at the college of your choice when you've successfully completed your enlistment.

And what other job gives you 30 days paid vacation the first year? Every year. With promotions and raises as fast as you earn them.

If you want a job where money isn't everything, see your nearest Army Representative.

Or send us the coupon.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: RATTLESNAKE DATE TESTED: 2/14/73
 NUMBER OF RECRUITS EVALUATING AD: 64
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 717.97 PER COUPON RESPONSE.

\$ 91.66 PER COUPON RESPONSE TO \$1344.29 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 16.72. THIS SCORE IS AT THE 2 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 2 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	5 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	24
27	DO PICTURES AND TEXT GO TOGETHER?	27
28	HOW DOES AD MAKE ARMY LOOK?	5
29	WILL MEN WANT MORE INFO ABOUT ARMY?	4
31	HOW CLEARLY IS AD WRITTEN?	13
33	DO YOU BELIEVE AD?	31
34	DO YOU LIKE MAIN IDEA OF AD?	2

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 5 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR RATTLESNAKE

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. THE BENEFITS ARE GOOD
2. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
3. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY
4. I WILL GET THE JOB I WANT
5. I WANT ADVENTURE AND EXCITEMENT

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
COMBAT UNITS ARE TOUGH

PERCENT NOTING THIS THEME IN THE AD WAS 72 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 27 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 45 % ARMY LIFE IS CHALLENGE
2. SELECTED BY 27 % COMBAT UNITS ARE TOUGH
3. SELECTED BY 22 % WILL MAKE YOU MORE MATURE

Tonight we're
having rattlesnake.

That's on top of rainbow trout for breakfast
and rabbit stew for lunch.

It's no picnic. But neither is Special Forces.

When you're a Green Beret, you'll have to get
by on your own for weeks at a time. And living off the
land is just the beginning.

Your training might take you to a mountain
range in Montana, the deserts of Arizona, or the
rapids of the Snake River.

You might have to free-fall 20,000 feet to a dot
on the ground. Hike 50 miles through rugged terrain.
Or strap on your scuba gear and dive off the
Florida Keys.

Special Forces demands a lot of a man. Mainly
it asks that he develop his skill, and his self-reliance,
to the fullest. That's why we don't take everyone.

If you think you're tough enough for the job,
send the coupon. Or ask
your nearest Army Repre-
sentative what it takes to
wear the Green Beret.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: WHEN YOU JUMP DATE TESTED: 2/14/73
 NUMBER OF RECRUITS EVALUATING AD: 81
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE
 (PLADE INDEX) IS \$ 919.28 PER COUPON RESPONSE.

\$ 292.97 PER COUPON RESPONSE TO \$1545.59 PER
 COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE
 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN
 EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN
 THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON
 ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING
 PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.89. THIS SCORE
 IS AT THE 54 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS
 AD WAS RATED MORE FAVORABLY THAN 54 PERCENT OF THE ADS IN THE
 STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM
 THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR
 THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	50 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	54
27	DO PICTURES AND TEXT GO TOGETHER?	88
28	HOW DOES AD MAKE ARMY LOOK?	62
29	WILL MEN WANT MORE INFO ABOUT ARMY?	24
31	HOW CLEARLY IS AD WRITTEN?	21
33	DO YOU BELIEVE AD?	69
34	DO YOU LIKE MAIN IDEA OF AD?	38

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER
 THAN 50 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR WHEN YOU JUMP

4. PROFILE OF RECRUITS LIKING THIS AD

RACE: NON-WHITE
 RESIDENCE : LARGE CITY
 PERSONALITY :
 VIGOROUS

REASONS FOR ENLISTMENT:

1. I AM PROUD TO SERVE MY COUNTRY
2. ARMY LIFE WILL BE A CHALLENGE TO ME
3. I CAN BE PROUD TO BE IN THE ARMY
4. I WANT ADVENTURE AND EXCITEMENT
5. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
6. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
7. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
8. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 WILL MAKE YOU MORE MATURE

PERCENT NOTING THIS THEME IN THE AD WAS 79 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 27 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 27 % WILL MAKE YOU MORE MATURE
2. SELECTED BY 23 % CHANCE FOR NEW EXPERIENCES & EXCITING
3. SELECTED BY 19 % ARMY WILL KEEP YOU IN GOOD SHAPE

When you jump,
it's just you.

Airborne is an outfit that can show you who you are.
Somebody who counts. One of a special breed of men.

When you jump, it's just you. Everytime is like the first
time. You get that jolt in your gut. The world turns at your feet.
You know who you are.

Join this special breed. Get a special knowledge of
yourself. Go Airborne. You'll get the best training there is.
You'll get into better shape than you've ever been in. You'll
get the extra money they call jump pay. You'll be somebody.

And in today's Army, if you pack the gear, the top has
no roof. There's never been more opportunity. For education.
For advancement. To see some of the world. To know some
of the people in it. To get to know what you really can do.

See your Army Representative. Or send the coupon.
Get ahead. All the way. Airborne.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: ROOKIE TO PRO DATE TESTED: 2/28/73
 NUMBER OF RECRUITS EVALUATING AD: 82
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 594.35 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1220.66 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.39. THIS SCORE IS AT THE 38 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 38 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION		PERCENTILE
NUMBER	WORDING	
3	WHAT DO YOU THINK OF AD AS A WHOLE?	27 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	50
27	DO PICTURES AND TEXT GO TOGETHER?	46
28	HOW DOES AD MAKE ARMY LOOK?	21
29	WILL MEN WANT MORE INFO ABOUT ARMY?	34
31	HOW CLEARLY IS AD WRITTEN?	66
33	DO YOU BELIEVE AD?	94
34	DO YOU LIKE MAIN IDEA OF AD?	10

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 27 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR ROOKIE TO PRO

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

ASCENDANT

SOCIALABLE

REASONS FOR ENLISTMENT:

1. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
2. I WANT TO BECOME MORE SELF-RELIANT AND MATURE
3. I CAN BE PROUD TO BE IN THE ARMY
4. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
5. ARMY LIFE WILL BE A CHALLENGE TO ME
6. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
7. I WILL GET ASSIGNED TO WHERE I WANT TO GO
8. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

COMBAT UNITS ARE TOUGH

PERCENT NOTING THIS THEME IN THE AD WAS 88 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 33 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 33 % COMBAT UNITS ARE TOUGH
2. SELECTED BY 33 % ARMY WILL MAKE A MAN OUT OF YOU
3. SELECTED BY 32 % ARMY LIFE IS CHALLENGE

Rookie to pro
in 28 weeks.

It takes a lot of training to be a pro. Whether you're working out on the playing field. Or navigating over unfamiliar territory.

To score, you have to know exactly what to do. And be able to do it.

And that's what Ranger training is all about.

It centers on you, the man. The whole you is challenged. Your mind. Your muscle. Your determination to take it as a pro. In 28 action-packed weeks.

But before you begin your Ranger training, you've got to earn it. You've got to successfully complete 16 weeks of basic and advanced individual training. Followed by three rugged weeks of Airborne.

Then you're ready for Ranger training. Nine of the busiest, toughest weeks you'll ever spend outdoors.

You'll learn everything from reading maps to leading patrols. From negotiating a swamp to walking straight up the side of a cliff. And you'll also learn something else. The kind of man you are.

If you're ready for the challenge, we're ready with the course. Ranger training.

For volunteers only.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: YOU DO NOT GET INFY DATE TESTED: 2/28/73
 NUMBER OF RECRUITS EVALUATING AD: 43
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 920.32 PER COUPON RESPONSE.

\$ 294.00 PER COUPON RESPONSE TO \$1546.63 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 17.88. THIS SCORE IS AT THE 21 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 21 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	1 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	24
27	DO PICTURES AND TEXT GO TOGETHER?	79
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	13
31	HOW CLEARLY IS AD WRITTEN?	69
33	DO YOU BELIEVE AD?	66
34	DO YOU LIKE MAIN IDEA OF AD?	7

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 1 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR YOU DO NOT GET INFTY

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER
 FAMILY INCOME : LOW INCOME
 RESIDENCE : SMALL CITY
 PERSONALITY :
 ASCENDANT

REASONS FOR ENLISTMENT:

1. I AM PROUD TO SERVE MY COUNTRY
2. I WILL BE ASSIGNED TO THE UNIT I WANT
3. I WILL GET THE JOB I WANT
4. ARMY LIFE WILL BE A CHALLENGE TO ME
5. I CAN BE PROUD TO BE IN THE ARMY
6. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
7. I WANT ADVENTURE AND EXCITEMENT
8. I WILL GET ASSIGNED TO WHERE I WANT TO GO

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 COMBAT UNITS ARE TOUGH

PERCENT NOTING THIS THEME IN THE AD WAS 91 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 16 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 26 % ARMY WILL KEEP YOU IN GOOD SHAPE
2. SELECTED BY 23 % CAN PICK PLACE WANT TO BE ASSIGNED
3. SELECTED BY 21 % ARMY WILL MAKE A MAN OUT OF YOU

You don't get to
be Infantry simply
by choosing it.

You've got to earn it. With your mind as well as with your muscle. On the proving grounds of both basic and advanced individual training.

For eight tough weeks you'll hustle, work, and strain to bring out the best in you. You'll jog to drills. Sprint, climb, crawl through confidence courses. And sharpen up with some hands-on training.

Then eight more weeks of tactics, anti-armor training, airmobile infantry training, night operations, and water survival. But when you make it, you'll be an Infantryman.

Infantry asks more of a man, but it gives more, too.

Like a chance to enlist with your buddies. A chance to choose a 16-month tour of Europe, Hawaii, Panama, Alaska, Korea. Or a crack outfit almost anywhere in the States. And your choice is guaranteed, in writing, even before you enlist.

If you think you can make it in Infantry, see your nearest Army Representative. Or send us the coupon.

Today's Army
wants to join you.

116
PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: 12 MATCHES DATE TESTED: 3/07/73
NUMBER OF RECRUITS EVALUATING AD: 42
STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 63.73 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$ 690.04 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.95. THIS SCORE IS AT THE 54 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 54 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	76 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	66
27	DO PICTURES AND TEXT GO TOGETHER?	69
29	HOW DOES AD MAKE ARMY LOOK?	4
29	WILL MEN WANT MORE INFO ABOUT ARMY?	50
31	HOW CLEARLY IS AD WRITTEN?	31
33	DO YOU BELIEVE AD?	58
34	DO YOU LIKE MAIN IDEA OF AD?	73

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 76 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 12 MATCHES

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I CAN BE PROUD TO BE IN THE ARMY
2. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
3. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
4. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
5. I CAN LEARN A USEFUL TRADE OR SKILL
6. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
7. I AM PROUD TO SERVE MY COUNTRY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
WILL MAKE YOU MORE MATURE

PERCENT NOTING THIS THEME IN THE AD WAS 89 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 48 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 48 % WILL MAKE YOU MORE MATURE
2. SELECTED BY 39 % CHANCE FOR NEW EXPERIENCES & EXCITING
3. SELECTED BY 24 % ARMY HAS GOOD FRINGE BENEFITS

You get 12 matches,
a knife, some twine, and
3 days to enjoy yourself.

We know that a weekend in the desert isn't everybody's idea of a good time. But when three guys at Fort Carson, Colorado wanted to try it, we said O.K.

Their project was part of a new program in today's Army called Adventure Training. And it's now underway at selected posts across the Country.

Under this program, you get to plan your own special training mission. Like rafting on the Colorado River. Exploring an unknown island. Or climbing a mountain.

If your unit commander likes the idea, you'll go. And we'll even supply the equipment. That's because we know that the more you can do on your own, the more we can do as an army.

To further aid your independence, we'll start you at \$288 a month. And take care of a lot of everyday expenses that can tie a man down. Like food, housing, medical and dental care. Plus you'll have 30 days paid vacation each year to do some more exploring.

So if you'd like to find out what you could be doing in today's Army, see your nearest Army Representative. Or send us the coupon.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: UNIFORMS DATE TESTED: 3/07/73
 NUMBER OF RECRUITS EVALUATING AD: 32
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 643.90 PER COUPON RESPONSE.

\$ 17.59 PER COUPON RESPONSE TO \$1270.22 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.44. THIS SCORE IS AT THE 73 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 73 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS FOR STANDARDIZATION GROUP. THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	38 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	38
27	DO PICTURES AND TEXT GO TOGETHER?	95
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	31
31	HOW CLEARLY IS AD WRITTEN?	73
33	DO YOU BELIEVE AD?	50
34	DO YOU LIKE MAIN IDEA OF AD?	69

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 38 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR UNIFORMS

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

EMOTIONALLY STABLE

INQUISITIVE

REASONS FOR ENLISTMENT:

1. I WILL BE ASSIGNED TO THE UNIT I WANT
2. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
3. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
4. I WILL GET ASSIGNED TO WHERE I WANT TO GO
5. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY
6. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
7. I CAN ENLIST WITH A FRIEND
8. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

ARMY HAS GOOD FRINGE BENEFITS

PERCENT NOTING THIS THEME IN THE AD WAS 91 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 63 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 63 % ARMY HAS GOOD FRINGE BENEFITS
2. SELECTED BY 44 % ARMY WILL KEEP YOU IN GOOD SHAPE
3. SELECTED BY 19 % WILL GET GOOD TRAINING

Try out for
some of our uniforms.

Today's Army values athletes.

We value them because they hustle, they work, they understand teamwork, they accept responsibility, they have spirit and help make a better Army.

And today's athlete can develop in the Army. Because we have every sport imaginable. For every level of talent. In the finest playing facilities. With qualified head coaches, assistant coaches, trainers, equipment managers and all else that goes with a big-time sports program.

You can take your sport seriously. 14% of our 1968 Olympic team was Army.

Or you can hack around. A half-court game, shirts against the skins. With nets!

Today's athlete will like other things about the Army. The opportunity to learn a skill. A starting salary of \$288 a month. All meals, housing, clothing, medical and dental care free. And 30 days paid vacation a year.

We'd like to recruit you for the Army team. Send us the coupon, or write: Army Opportunities, Dept. 200A, Hampton, Va. 23369.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: THINK ENORMOUS DATE TESTED: 3/30/73
 NUMBER OF RECRUITS EVALUATING AD: 66
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 674.38 PER COUPON RESPONSE.

\$ 48.07 PER COUPON RESPONSE TO \$1300.69 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 17.94. THIS SCORE IS AT THE 21 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 21 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	4 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	5
27	DO PICTURES AND TEXT GO TOGETHER?	95
28	HOW DOES AD MAKE ARMY LOOK?	5
29	WILL MEN WANT MORE INFO ABOUT ARMY?	3
31	HOW CLEARLY IS AD WRITTEN?	50
33	DO YOU BELIEVE AD?	93
34	DO YOU LIKE MAIN IDEA OF AD?	16

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 4 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR THINK ENORMOUS

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I AM PROUD TO SERVE MY COUNTRY
2. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
CHANCE FOR NEW EXPERIENCES & EXCITING

PERCENT NOTING THIS THEME IN THE AD WAS 65 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 39 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 39 % CHANCE FOR NEW EXPERIENCES & EXCITING
2. SELECTED BY 20 % COMBAT UNITS ARE TOUGH
3. SELECTED BY 17 % CAN CHOOSE JOB OR TRAINING YOU WANT

Think enormous.

Small cars are making it. The M60-A1 is 27 feet long, 12 feet wide and weighs 52.5 tons, loaded.

Flashy colors are in. The M60-A1 gives you a choice of one. An odd, brownish green.

Gas economy is a must. At 3 gallons to the mile, it's not one of our best selling features.

But talk about power. The M60-A1 offers a 750-horse, 12-cylinder air-cooled engine and cross-drive transmission as standard equipment.

And maneuverability. The M60-A1 turns on a dime. **Large**, but a dime.

And ease of parking. Who's going to fight you for a spot?

The M60-A1. It isn't small. It isn't flashy. It isn't even economical.

It's just enormous.

If you have the bug to move to something bigger, see your nearest Army representative. He'll tell you about the opportunity to make it big. In Armor.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: 6 MONTHS (1 PHOTO) DATE TESTED: 2/14/73
 NUMBER OF RECRUITS EVALUATING AD: 84
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 408.45 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1034.76 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 17.69. THIS SCORE IS AT THE 16 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 16 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: DELAYED ENTRY PROGRAM

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.29 BASED ON 2 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	38 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	76
27	DO PICTURES AND TEXT GO TOGETHER?	21
28	HOW DOES AD MAKE ARMY LOOK?	4
29	WILL MEN WANT MORE INFO ABOUT ARMY?	21
31	HOW CLEARLY IS AD WRITTEN?	27
33	DO YOU BELIEVE AD?	50
34	DO YOU LIKE MAIN IDEA OF AD?	10

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 38 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 6 MONTHS (1 PHOTO)

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : YOUNGER

EDUCATION COMPLETED : HIGH SCHOOL OR LESS

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I CAN ENLIST NOW AND GO ON ACTIVE DUTY LATER
2. I CAN ENLIST WITH A FRIEND
3. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
4. I CAN BE PROUD TO BE IN THE ARMY
5. I WANT TO BECOME MORE SELF-RELIANT AND MATURE

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

ENLIST NOW - DUTY 90 DAYS LATER

PERCENT NOTING THIS THEME IN THE AD WAS 77 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 42 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 42 % ENLIST NOW - DUTY 90 DAYS LATER
2. SELECTED BY 38 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 20 % CAN CHOOSE JOB OR TRAINING YOU WANT

Some guys
need 6 months to
say good-bye.

After four years of high school, you've got a right to relax. Enjoy your summer. Hack around with your friends.

But wouldn't you enjoy your summer much better if you knew where you'd be in the fall? Like starting a great new job.

Today's Army can arrange it. With our Delayed Entry Option, you can enlist today and report within the next six months, depending on the job-training course you choose. And then step into a whole new future.

Job training in the skill you want. At a starting salary of \$288 a month. Along with free meals, free housing, free clothing, free medical and dental care, and 30 days paid vacation.

A chance to meet people, travel, mature.

The Army's Delayed Entry Option. Talk it over with your local Army Representative. It's a pretty neat way of wrapping up a lot of unfinished business.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: 6 MONTHS (6 PHOTOS) DATE TESTED: 2/09/73
 NUMBER OF RECRUITS EVALUATING AD: 63
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 765.64 PER COUPON RESPONSE.

\$ 139.33 PER COUPON RESPONSE TO \$1391.95 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.08. THIS SCORE IS AT THE 58 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 58 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: DELAYED ENTRY PROGRAM

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.29 BASED ON 2 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	73 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	88
27	DO PICTURES AND TEXT GO TOGETHER?	82
28	HOW DOES AD MAKE ARMY LOOK?	24
29	WILL MEN WANT MORE INFO ABOUT ARMY?	10
31	HOW CLEARLY IS AD WRITTEN?	24
33	DO YOU BELIEVE AD?	93
34	DO YOU LIKE MAIN IDEA OF AD?	42

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 73 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 6 MONTHS (6 PHOTOS)

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
2. ARMY LIFE WILL BE A CHALLENGE TO ME
3. I CAN BE PROUD TO BE IN THE ARMY
4. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY
5. I AM PROUD TO SERVE MY COUNTRY
6. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
7. THE BENEFITS ARE GOOD

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
ENLIST NOW - DUTY 90 DAYS LATER

PERCENT NOTING THIS THEME IN THE AD WAS 60 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 46 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 46 % ENLIST NOW - DUTY 90 DAYS LATER
2. SELECTED BY 43 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 19 % HAVE CHANCE AT GOOD CAREER IN ARMY

130

Some guys
need 6 months to
say good-bye.

You've made it through four years of high school, and
you've got a right to some time of your own.

Time to relax. Time to tie up loose ends. Shirley, Ellen,
Pam, Nancy, Sally, Mary Anne, to name a few.

And wouldn't you enjoy this time a lot more if you knew
what you'd be doing when it's over? Like starting a great new job?

Today's Army can arrange it. With our Delayed Entry
Option, you can enlist today and report within the next six
months, depending on the job-training course you choose.

You'll be stepping into a whole new future. Job training
in the skill you want. A starting salary of \$288 a month, along
with free meals, free housing, free medical and dental care, and
30 days paid vacation each year. In other words, a chance to be
on your own and afford it.

Send us the coupon, or ask your Army Representative
about our Delayed Entry Option. It's a beautiful way to wrap up
a lot of unfinished business.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: 300 JOBS DATE TESTED: 1/17/73
 NUMBER OF RECRUITS EVALUATING AD: 77
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 782.20 PER COUPON RESPONSE.

\$ 155.89 PER COUPON RESPONSE TO \$1408.51 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.96. THIS SCORE IS AT THE 86 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 86 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	90 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	93
27	DO PICTURES AND TEXT GO TOGETHER?	73
28	HOW DOES AD MAKE ARMY LOOK?	92
29	WILL MEN WANT MORE INFO ABOUT ARMY?	82
31	HOW CLEARLY IS AD WRITTEN?	62
33	DO YOU BELIEVE AD?	24
34	DO YOU LIKE MAIN IDEA OF AD?	69

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 90 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 300 JOBS

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

ASCENDANT

RESPONSIBLE

EMOTIONALLY STABLE

SOCIABLE

VIGOROUS

REASONS FOR ENLISTMENT:

1. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
2. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
3. I AM PROUD TO SERVE MY COUNTRY
4. I CAN BE PROUD TO BE IN THE ARMY
5. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
6. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
7. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
8. I WANT ADVENTURE AND EXCITEMENT

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

CAN CHOOSE JOB OR TRAINING YOU WANT

PERCENT NOTING THIS THEME IN THE AD WAS 81 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 16 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 31 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 25 % HAVE CHANCE AT GOOD CAREER IN ARMY
3. SELECTED BY 21 % CAN CONTINUE SCHOOLING WHILE IN ARMY

We've got over
300 good, steady jobs.

Jobs in construction, transportation, communications,
computers.

Jobs for photographers, printers, truck drivers,
teachers, typists, TV cameramen and repairmen. Cooks,
electricians, medical aides, meteorologists. Motor and missile
maintenance men.

Jobs for young men. And young women.

Jobs in Europe, Hawaii, Panama, Alaska. And just
about any place in the States.

We'll train you to do the jobs. Train you well, in good
schools, under excellent instructors, with the best
equipment obtainable.

And you get full pay while you train.

You also get unusually good fringe benefits, including
a chance to continue your education. In many cases at our
expense. In all cases with at least 75% of your tuition paid.

And if you qualify we'll give you your choice of
training. We'll put it in writing,
before you sign up.

Today's Army
wants to join you.

1. PREDICTION_OF_AD_PERFORMANCE

\$ 147.82 PER COUPON RESPONSE TO \$1400.44 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

THE FAVORABILITY SCORE FOR THE AD WAS 18.54. THIS SCORE IS AT THE 42 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 42 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	62
26	HOW DO YOU LIKE PICTURES IN AD?	66
27	DO PICTURES AND TEXT GO TOGETHER?	2
28	HOW DOES AD MAKE ARMY LOOK?	58
29	WILL MEN WANT MORE INFO ABOUT ARMY?	34
31	HOW CLEARLY IS AD WRITTEN?	34
33	DO YOU BELIEVE AD?	50
34	DO YOU LIKE MAIN IDEA OF AD?	76

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 62 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR EXPERT

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

EMOTIONALLY STABLE VIGOROUS

REASONS FOR ENLISTMENT:

1. I CAN BE PROUD TO BE IN THE ARMY
2. I AM PROUD TO SERVE MY COUNTRY
3. I CAN ENLIST WITH A FRIEND
4. I WANT ADVENTURE AND EXCITEMENT
5. ARMY LIFE WILL BE A CHALLENGE TO ME
6. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

CAN CHOOSE JOB OR TRAINING YOU WANT

PERCENT NOTING THIS THEME IN THE AD WAS 87 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 46 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 46 % CAN CHOOSE JOB OR TRAINING YOU WANT
2. SELECTED BY 41 % LEARN USEFUL TRADE OR SKILL IN ARMY
3. SELECTED BY 25 % HAVE CHANCE AT GOOD CAREER IN ARMY

We'll make you expert
at whatever turns you on.

Today's Army can make you an expert at whatever you like best.
And do best.

We can teach you all there is to know about tearing down an
engine, fixing a television set, forecasting the weather.

We have more horsepower than the Motor City. Cameras that can
take a portrait of a bird a half-mile away. Electronic equipment so
new it hasn't even been named yet.

With more than 300 job-training courses to choose from, today's
Army can take that favorite talent of yours and turn it into a re-
warding lifetime career. And if you qualify, we'll guarantee your
choice of training in writing. Before you enlist.

If you'd like to learn more about the opportunities to learn a
skill in today's Army, see your nearest Army representative. Or just
send the coupon.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: WE WILL PAY \$288 (COMP) DATE TESTED: 1/24/73
 NUMBER OF RECRUITS EVALUATING AD: 79
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 651.69 PER COUPON RESPONSE.

\$ 25.38 PER COUPON RESPONSE TO \$1278.01 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.16. THIS SCORE IS AT THE 62 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 62 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	54 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	46
27	DO PICTURES AND TEXT GO TOGETHER?	38
28	HOW DOES AD MAKE ARMY LOOK?	82
29	WILL MEN WANT MORE INFO ABOUT ARMY?	76
31	HOW CLEARLY IS AD WRITTEN?	11
33	DO YOU BELIEVE AD?	50
34	DO YOU LIKE MAIN IDEA OF AD?	88

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 54 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR WE WILL PAY \$288 (COMP)

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

TRUSTING

VIGOROUS

REASONS FOR ENLISTMENT:

1. I CAN BE PROUD TO BE IN THE ARMY
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
4. THE BENEFITS ARE GOOD
5. I WANT TO BECOME MORE SELF-RELIANT AND MATURE
6. I CAN LEARN A USEFUL TRADE OR SKILL
7. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
8. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

LEARN USEFUL TRADE OR SKILL IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 97 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 42 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 43 % HAVE CHANCE AT GOOD CAREER IN ARMY
2. SELECTED BY 42 % LEARN USEFUL TRADE OR SKILL IN ARMY
3. SELECTED BY 41 % ARMY HAS GOOD FRINGE BENEFITS

We'll pay you \$288
a month to learn a skill.

Many jobs you learn in the Army could cost you a lot of money to learn in civilian life.

Today's Army pays while you learn. Starting at \$288 a month, with promotions and raises as you move up in your job. Along with free meals, free housing, free clothing, free medical and dental care. And 30 days paid vacation each year.

The kind of job that can make your career in the Army, or in civilian life.

Like advanced electronics.

If you qualify, you can pick the electronics specialty you want. TV/Radio Technician. Data Communications Specialist. Teletypewriter. Operator. Computer Technician. And others.

And there's a lot more you can get that few other jobs can give you. A chance to travel. To live and work in places tourists only visit. Like Europe, Hawaii, Panama, Alaska.

If you'd like to learn a skill you can call your own, send us the coupon, or see your local Army Representative.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: HOBBY DATE TESTED: 2/01/73
 NUMBER OF RECRUITS EVALUATING AD: 84
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 373.45 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$ 999.76 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.02. THIS SCORE IS AT THE 58 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 58 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	54 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	46
27	DO PICTURES AND TEXT GO TOGETHER?	50
28	HOW DOES AD MAKE ARMY LOOK?	50
29	WILL MEN WANT MORE INFO ABOUT ARMY?	79
31	HOW CLEARLY IS AD WRITTEN?	50
33	DO YOU BELIEVE AD?	13
34	DO YOU LIKE MAIN IDEA OF AD?	84

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 54 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR HOBBY

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

RESPONSIBLE
VIGOROUS

TRUSTING

REASONS FOR ENLISTMENT:

1. I WANT TO BECOME MORE SELF-RELIANT AND MATURE
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I CAN BE PROUD TO BE IN THE ARMY
4. I WILL GET THE JOB I WANT
5. I AM PROUD TO SERVE MY COUNTRY
6. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
7. ARMY LIFE WILL BE A CHALLENGE TO ME
8. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

CAN CHOOSE JOB OR TRAINING YOU WANT

PERCENT NOTING THIS THEME IN THE AD WAS 87 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 43 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 43 % HAVE CHANCE AT GOOD CAREER IN ARMY
2. SELECTED BY 43 % CAN CHOOSE JOB OR TRAINING YOU WANT
3. SELECTED BY 38 % LEARN USEFUL TRADE OR SKILL IN ARMY

The Army can take your hobby
and turn it into a career.

Tear down an engine or snap a picture or solder some wires to a
speaker to rock the room.

Maybe you call it a hobby or a knack or maybe even your thing.

And, you know, the Army can take that favorite talent of yours and
turn it into a rewarding, lifetime career.

We have more horsepower than the Motor City.

We have electronic equipment so new that it hasn't even been named
yet. The Army needs people to run it all and keep it running.

We can train you to be an expert. What's more, we'll guarantee this
training in writing before you enlist.

Send for our free book. Use the coupon or write:
Army Opportunities, Department 200A, Hampton, Virginia 23369.

It's full of things. Maybe yours is one of them.

Your future, your decision. Choose Army.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: JOB YOU LEARN DATE TESTED: 2/07/73
 NUMBER OF RECRUITS EVALUATING AD: 70
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 483.69 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1110.00 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 20.00. THIS SCORE IS AT THE 88 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 88 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	95 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	86
27	DO PICTURES AND TEXT GO TOGETHER?	42
28	HOW DOES AD MAKE ARMY LOOK?	82
29	WILL MEN WANT MORE INFO ABOUT ARMY?	93
31	HOW CLEARLY IS AD WRITTEN?	84
33	DO YOU BELIEVE AD?	42
34	DO YOU LIKE MAIN IDEA OF AD?	73

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 95 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR JOB YOU LEARN

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

ASCENDANT
SOCIABLERESPONSIBLE
VIGOROUS

REASONS FOR ENLISTMENT:

1. I WILL GET ASSIGNED TO WHERE I WANT TO GO
2. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
3. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

LEARN USEFUL TRADE OR SKILL IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 99 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 47 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 47 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 39 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 29 % HAVE CHANCE AT GOOD CAREER IN ARMY

The job you learn
in the Army is yours
to keep.

The jobs a lot of young men and women learn in today's Army can become careers in the Army. Or in civilian life. Jobs they never knew we had, or knew they'd be good at.

We've got over 200 job-training courses. Taught by excellent instructors, in good schools, with the finest equipment around. Jobs that could cost you a lot of money to learn in civilian life.

Today's Army pays while you learn. Starting at \$288 a month, with promotions and raises as you move up in your job. Along with free meals, housing, clothing, medical and dental care. And 30 days paid vacation each year.

And there's a lot more you can get that few other jobs give you. A chance to travel. To live and work in places tourists only visit. Like Europe, Hawaii, Panama, Alaska.

If you'd like to learn a job that's as valuable to you as it is to the Army, send us the coupon. Or see your nearest Army Representative.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: LEARN TO DRIVE DATE TESTED: 2/21/73
 NUMBER OF RECRUITS EVALUATING AD: 72
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 713.96 PER COUPON RESPONSE.

\$ 87.65 PER COUPON RESPONSE TO \$1340.27 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.07. THIS SCORE IS AT THE 58 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 58 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	27 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	50
27	DO PICTURES AND TEXT GO TOGETHER?	92
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	24
31	HOW CLEARLY IS AD WRITTEN?	82
33	DO YOU BELIEVE AD?	66
34	DO YOU LIKE MAIN IDEA OF AD?	54

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 27 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR LEARN TO DRIVE

4. PROFILE OF RECRUITS LIKING THIS AD

EDUCATION COMPLETED : HIGH SCHOOL OR LESS
 PERSONALITY :
 NON-INQUISITIVE

REASONS FOR ENLISTMENT:

1. I WILL BE ASSIGNED TO THE UNIT I WANT
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 CAN CHOOSE JOB OR TRAINING YOU WANT

PERCENT NOTING THIS THEME IN THE AD WAS 97 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 18 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 69 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 35 % WILL GET GOOD TRAINING
3. SELECTED BY 29 % ARMY HAS GOOD FRINGE BENEFITS

Learn to drive.

In today's Army, you can learn to handle anything on wheels or treads. Right out of high school. No experience necessary.

Tractors. Graders. Semi's and dozers. Everything from jeeps to cranes.

Just tell us what you'd like to drive. And if you qualify, we'll guarantee your choice of training, in writing, before you enlist.

The kind of professional training you'll receive free in the Army would cost you hundreds of dollars elsewhere. And the job you learn in the Army is yours to keep. No matter what career you choose.

Today's Army pays while you learn. Starting at \$288 a month, with promotions and raises as you move up to your job. Along with free meals, free housing, free clothing, free medical and dental care. And 30 days paid vacation each year.

Ask around. You'll find that lots of equipment operators learned to drive in the Army. If you'd like to join them, send the coupon. Or see your nearest Army Representative.

Today's Army
wants to join you.

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PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: YOU CANNOT GET DATE TESTED: 2/21/73
NUMBER OF RECRUITS EVALUATING AD: 71
STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE
(PLADE INDEX) IS \$ 200.00 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$ 826.31 PER
COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE
64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN
EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN
THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON
ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING
PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.90. THIS SCORE
IS AT THE 86 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS
AD WAS RATED MORE FAVORABLY THAN 86 PERCENT OF THE ADS IN THE
STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM
THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING
FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR
THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	79 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	46
27	DO PICTURES AND TEXT GO TOGETHER?	82
28	HOW DOES AD MAKE ARMY LOOK?	46
29	WILL MEN WANT MORE INFO ABOUT ARMY?	88
31	HOW CLEARLY IS AD WRITTEN?	76
33	DO YOU BELIEVE AD?	58
34	DO YOU LIKE MAIN IDEA OF AD?	92

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER
THAN 79 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR YOU CANNOT GET

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER
PERSONALITY :
RESPONSIBLE

REASONS FOR ENLISTMENT:

1. I WILL GET THE JOB I WANT
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I CAN ENLIST NOW AND GO ON ACTIVE DUTY LATER
4. I WANT TO BECOME MORE SELF-RELIANT AND MATURE
5. I CAN LEARN A USEFUL TRADE OR SKILL
6. ARMY LIFE WILL BE A CHALLENGE TO ME

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
LEARN USEFUL TRADE OR SKILL IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 93 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 61 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 61 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 44 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 27 % CAN CONTINUE EDUCATION AFTER SERVICE

You can't get a good
job without experience.
We'll give you both.

There are plenty of jobs in the want ads. Unfortunately, almost all the good ones ask for experienced help.

So you ask yourself, how can I get experience if no one will ever hire me? One answer lies in today's Army.

We'll hire you at \$288 a month to start. No experience necessary. We'll give you free meals, free medical and dental care, and 30 days paid vacation a year.

And we'll give you all the training and experience you'll need in almost any job you want. A job you can make a career of. In the Army, or out of it.

If you're qualified you can pick that job training, too. From over 200 courses offered before you join.

And after your enlistment's up you can still receive up to 36 months financial assistance at the college of your choice.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: LOTS OF PEOPLE DATE TESTED: 2/28/73
 NUMBER OF RECRUITS EVALUATING AD: 82
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 565.28 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1191.59 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 20.90. THIS SCORE IS AT THE 98 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 98 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	88 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	94
27	DO PICTURES AND TEXT GO TOGETHER?	79
28	HOW DOES AD MAKE ARMY LOOK?	90
29	WILL MEN WANT MORE INFO ABOUT ARMY?	93
31	HOW CLEARLY IS AD WRITTEN?	94
33	DO YOU BELIEVE AD?	86
34	DO YOU LIKE MAIN IDEA OF AD?	92

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 88 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR LOTS OF PEOPLE

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER
 RACE: NON-WHITE
 PERSONALITY : RESPONSIBLE VIGOROUS

REASONS FOR ENLISTMENT:

1. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I WANT TO BECOME MORE SELF-RELIANT AND MATURE
4. I WILL GET THE JOB I WANT
5. I AM PROUD TO SERVE MY COUNTRY
6. THE BENEFITS ARE GOOD
7. I CAN BE PROUD TO BE IN THE ARMY
8. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 LEARN USEFUL TRADE OR SKILL IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 100 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 76 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 76 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 39 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 26 % CAN CHOOSE JOB OR TRAINING YOU WANT

Lots of people have
jobs we taught them.

Think of today's Army as the world's largest technical school and you'll realize why we have so many successful alumni.

You see, there are over 300 professional occupations in today's Army that aren't too unlike corresponding civilian jobs. So when you learn a job with us you have a skill when you get out.

You get to pick that skill, too, before you enlist. And if you're qualified, you'll get the training to perform it like a professional.

Which means intensive, in-depth, on-the-job training along with classroom instruction.

While you learn you get paid. Starting at \$288 a month. And with 30 days paid vacation a year, free meals, free housing, free clothing, and free medical and dental care, your take-home pay goes a long way.

Send the coupon or see your Army Representative about job-training opportunities in today's Army. You'll pick up skills that will benefit us now, and yourself later.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: INTERVIEW DATE TESTED: 2/28/73
 NUMBER OF RECRUITS EVALUATING AD: 84
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 585.99 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1212.30 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.70. THIS SCORE IS AT THE 50 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 50 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	38 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	50
27	DO PICTURES AND TEXT GO TOGETHER?	46
28	HOW DOES AD MAKE ARMY LOOK?	34
29	WILL MEN WANT MORE INFO ABOUT ARMY?	42
31	HOW CLEARLY IS AD WRITTEN?	62
33	DO YOU BELIEVE AD?	79
34	DO YOU LIKE MAIN IDEA OF AD?	42

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 38 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR INTERVIEW

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
2. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
HAVE CHANCE AT GOOD CAREER IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 70 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 19 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 43 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 21 % WILL GET GOOD TRAINING
3. SELECTED BY 19 % HAVE CHANCE AT GOOD CAREER IN ARMY

Have you had a
job interview lately where
you really felt needed?

The answer is always the same. "We'll call you if something comes up."

Let's face it. You can't get a good job without experience. And how much experience can you have fresh out of high school?

We'll give you that experience. In a skill you pick at your interview. With today's Army.

We've got over 200 demanding job-training courses. Construction, transportation, computers, you name it. If you're qualified you'll get it. Guaranteed.

And you'll get paid for it starting at \$288 a month. Plus free meals, free medical and dental care, and 30 days paid vacation a year.

Most importantly, the skill you learn in the Army is yours to keep. So even if you don't make the Army a career, you won't get the cold shoulder when you get out.

And after your enlistment's up you can still receive up to 36 months financial assistance at the college of your choice.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: AFTER SCHOOL (THEY) DATE TESTED: 3/07/73
 NUMBER OF RECRUITS EVALUATING AD: 42
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 288.17 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$ 914.48 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.00. THIS SCORE IS AT THE 58 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 58 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	76 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	8
27	DO PICTURES AND TEXT GO TOGETHER?	11
28	HOW DOES AD MAKE ARMY LOOK?	50
29	WILL MEN WANT MORE INFO ABOUT ARMY?	92
31	HOW CLEARLY IS AD WRITTEN?	84
33	DO YOU BELIEVE AD?	73
34	DO YOU LIKE MAIN IDEA OF AD?	58

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 76 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR AFTER SCHOOL (THEY)

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER
FAMILY INCOME : LOW INCOME
PERSONALITY : RESPONSIBLE

REASONS FOR ENLISTMENT:

1. I AM PROUD TO SERVE MY COUNTRY
2. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
3. I CAN BE PROUD TO BE IN THE ARMY
4. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
5. I CAN LEARN A USEFUL TRADE OR SKILL
6. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
7. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
8. I CAN ENLIST WITH A FRIEND

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
HAVE CHANCE AT GOOD CAREER IN ARMY

PERCENT NOTING THIS THEME IN THE AD WAS 93 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 29 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 57 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 31 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 29 % HAVE CHANCE AT GOOD CAREER IN ARMY

What are they
doing after school?

Some of your students will
be going to college. Others
to jobs.

For those who haven't
made any plans there's a job
with today's Army.

A job that will start them
at \$288 a month. Plus free
meals, housing, medical and
dental care. And 30 days paid
vacation a year. Every year. And many other benefits.

A job where they can learn a skill. We have over 200
job-training courses. Taught by excellent instructors, in
good schools, with the finest equipment around.

A job that can be a career in the Army. Or in civilian life.

A job that gives them a chance to travel. A chance to
make new friends. Meet people. Grow.

And with our Delayed Entry Option, they can sign up
today for the job training they want and report within the
next six months, depending on the course they choose.

Wouldn't they enjoy their summer more if they knew
where they'd be in the fall.

Send for our booklet on job-training and promotion
opportunities for your students. Just fill out the coupon or
write: Army Opportunities, Dept. 200 A,
Hampton, Va. 23369.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: AFTER SCHOOL DATE TESTED: 3/07/73
 NUMBER OF RECRUITS EVALUATING AD: 32
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 700.22 PER COUPON RESPONSE.

\$ 73.91 PER COUPON RESPONSE TO \$1326.53 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.06. THIS SCORE IS AT THE 24 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 24 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	54 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	4
27	DO PICTURES AND TEXT GO TOGETHER?	8
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	24
31	HOW CLEARLY IS AD WRITTEN?	18
33	DO YOU BELIEVE AD?	69
34	DO YOU LIKE MAIN IDEA OF AD?	62

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 54 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR AFTER SCHOOL

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

EMOTIONALLY UNSTABLE CAUTIOUS
LETHARGIC

REASONS FOR ENLISTMENT:

1. I WILL BE ASSIGNED TO THE UNIT I WANT
2. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

CAN CHOOSE JOB OR TRAINING YOU WANT

PERCENT NOTING THIS THEME IN THE AD WAS 84 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 22 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 47 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 34 % HAVE CHANCE AT GOOD CAREER IN ARMY
3. SELECTED BY 23 % ARMY HAS GOOD FRINGE BENEFITS

What are you doing
after school?

Some of your friends will be going away to college.
Others to jobs. What are your plans?

If you haven't made any as yet, consider a job with
today's Army.

A job that will start you with \$288 a month. With
promotions and raises as you move up. With free meals, free
housing, free medical and dental care. And 30 days paid
vacation each year.

A job where you can learn a skill. We have over 200
job-training courses. Taught by excellent instructors, in good
schools, with the finest equipment around.

A job that can become a career in the Army. Or in
civilian life.

A job that gives you a chance to travel. Make new
friends. Meet people. Grow.

And with our Delayed Entry Option, you can sign up
today for the job training you want and report any time within
the next six months, depending on the course you choose.

Wouldn't you enjoy your summer more if you knew
where you'd be in the fall? Your local Army Representative
can arrange it.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: WE WILL PAY \$288 (WELD) DATE TESTED: 3/30/73
 NUMBER OF RECRUITS EVALUATING AD: 66
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 448.04 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1074.35 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.71. THIS SCORE IS AT THE 82 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 82 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: JOBS, SKILLS, TRAINING

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 19.42 BASED ON 12 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION		PERCENTILE
NUMBER	WORDING	
3	WHAT DO YOU THINK OF AD AS A WHOLE?	82 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	34
27	DO PICTURES AND TEXT GO TOGETHER?	54
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	50
31	HOW CLEARLY IS AD WRITTEN?	99
33	DO YOU BELIEVE AD?	66
34	DO YOU LIKE MAIN IDEA OF AD?	92

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 82 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR WE WILL PAY \$288 (WELD)

4. PROFILE OF RECRUITS LIKING THIS AD

EDUCATION COMPLETED : COLLEGE

PERSONALITY :
INQUISITIVE

REASONS FOR ENLISTMENT:

1. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
2. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
3. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
4. THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE
5. I CAN BE PROUD TO BE IN THE ARMY

5. IDENTIFICATION OF AD THEMESMAIN THEME FOR THIS AD SELECTED BY USAREC:
CAN CHOOSE JOB OR TRAINING YOU WANTPERCENT NOTING THIS THEME IN THE AD WAS 77 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 11 %THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 50 % LEARN USEFUL TRADE OR SKILL IN ARMY
2. SELECTED BY 32 % HAVE CHANCE AT GOOD CAREER IN ARMY
3. SELECTED BY 30 % WILL GET GOOD TRAINING

We'll pay you \$288
a month to learn a skill.

Would you like to learn a valuable skill and be paid
while learning it?

Today's Army pays while you learn. Starting at \$288
a month. With free meals, free housing, free clothing, free
medical and dental care. And 30 days paid vacation each year.

The kind of skill that can make your career in the
Army, or in civilian life.

Like welding, construction, auto mechanics, you name
it. We have over 200 job-training courses.

You'll be taught by excellent instructors, in good
schools, with the finest equipment around. With promotions
and raises as you move up in your job. A chance to make
shop foreman by 19.

And there's a lot more you can get that few other jobs
can give you. A chance to travel. To live and work in places
tourists only visit. Like Europe, Hawaii, Panama, Alaska.

If you'd like to learn a skill you can call your own,
send us the coupon, or see your
local Army Representative.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: YOU CAN BE CHOOSY DATE TESTED: 1/17/73
 NUMBER OF RECRUITS EVALUATING AD: 78
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE
 (PLADE INDEX) IS \$1185.81 PER COUPON RESPONSE.

\$ 559.50 PER COUPON RESPONSE TO \$1812.12 PER
 COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE
 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN
 EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN
 THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON
 ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING
 PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 17.76. THIS SCORE
 IS AT THE 16 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS
 AD WAS RATED MORE FAVORABLY THAN 16 PERCENT OF THE ADS IN THE
 STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM
 THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: UNIT, AREA OF CHOICE

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR
 THIS CATEGORY WAS 18.56 BASED ON 3 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	50 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	46
27	DO PICTURES AND TEXT GO TOGETHER?	31
28	HOW DOES AD MAKE ARMY LOOK?	88
29	WILL MEN WANT MORE INFO ABOUT ARMY?	38
31	HOW CLEARLY IS AD WRITTEN?	10
33	DO YOU BELIEVE AD?	1
34	DO YOU LIKE MAIN IDEA OF AD?	10

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER
 THAN 50 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR YOU CAN BE CHOOSY

4. PROFILE OF RECRUITS LIKING THIS AD

EDUCATION COMPLETED : HIGH SCHOOL OR LESS
 PERSONALITY :
 VIGOROUS

REASONS FOR ENLISTMENT:

1. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
2. I CAN BE PROUD TO BE IN THE ARMY
3. I AM PROUD TO SERVE MY COUNTRY
4. I CAN CONTINUE MY EDUCATION WHILE ON DUTY
5. I WANT ADVENTURE AND EXCITEMENT
6. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
7. THE BENEFITS ARE GOOD
8. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 CAN PICK UNIT YOU WANT TO JOIN

PERCENT NOTING THIS THEME IN THE AD WAS 51 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 6 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 44 % CAN PICK PLACE WANT TO BE ASSIGNED
2. SELECTED BY 42 % GET CHANCE TO TRAVEL & MEET PEOPLE
3. SELECTED BY 21 % CAN CHOOSE JOB OR TRAINING YOU WANT

Now you can be
choosy about where
we send you.

Before you enlist in today's Army you're given a shopping list. Thirty outfits scattered across the continental United States and Hawaii. The one you choose is your home for a guaranteed minimum of 16 months.

Which one you choose depends on what you like to do in your spare time.

For instance, two outfits are a short bus ride from Aspen's exhilarating slopes. One gazes out at what many consider the most beautiful city in the world. Another sits on an island paradise amidst the warm Pacific surf.

Now if your interests lie close to home, we have units stationed close to your home. New Jersey, Georgia, Oklahoma, North Carolina, Washington, Texas, Maryland, Kentucky, Kansas, Colorado, California and Hawaii.

Send the coupon. Or see your Army Representative about the Unit of Choice Enlistment Option. And the other benefits that let you go as far as you want to go, in today's Army.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: TAKE 16 MONTH TOUR DATE TESTED: 2/09/73
 NUMBER OF RECRUITS EVALUATING AD: 63
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 631.13 PER COUPON RESPONSE.

\$ 4.86 PER COUPON RESPONSE TO \$1257.49 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.57. THIS SCORE IS AT THE 42 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 42 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: UNIT, AREA OF CHOICE

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.56 BASED ON 3 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	54 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	54
27	DO PICTURES AND TEXT GO TOGETHER?	21
28	HOW DOES AD MAKE ARMY LOOK?	62
29	WILL MEN WANT MORE INFO ABOUT ARMY?	66
31	HOW CLEARLY IS AD WRITTEN?	11
33	DO YOU BELIEVE AD?	46
34	DO YOU LIKE MAIN IDEA OF AD?	54

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 54 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR TAKE 16 MONTH TOUR

4. PROFILE OF RECRUITS LIKING THIS AD

FAMILY INCOME : LOW INCOME
 RACE: NON-WHITE
 PERSONALITY :

REASONS FOR ENLISTMENT:

1. I WANT ADVENTURE AND EXCITEMENT
2. I CAN LEARN A USEFUL TRADE OR SKILL
3. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
4. I CAN CONTINUE MY EDUCATION WHILE ON DUTY

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 GET CHANCE TO TRAVEL & MEET PEOPLE

PERCENT NOTING THIS THEME IN THE AD WAS 100 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 71 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 71 % GET CHANCE TO TRAVEL & MEET PEOPLE
2. SELECTED BY 33 % CAN PICK PLACE WANT TO BE ASSIGNED
3. SELECTED BY 22 % CHANCE FOR NEW EXPERIENCES & EXCITING

Take the Army's
16-month tour of Europe.

Right out of high school.

In today's Army you can enlist for European duty that guarantees you at least 16 months with one of seven crack outfits stationed in Germany.

France, Denmark, Switzerland and Austria are just across the border. All within easy reach of any free weekend. And Italy and the Riviera are just a few hours away. Just waiting for you on some of that 30 days paid vacation you earn each year in the Army.

This is your chance of a lifetime. To live and work in Europe. To get to know places like no tourist ever can. To get to know the people. Pick up the language. Something to tell your grandchildren about.

If you want to live and work where tourists only visit, drop us the coupon. Or talk to your nearby Army Representative about enlisting in Armor, Artillery or Infantry for European duty.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: LIVE AND WORK IN PLC DATE TESTED: 2/21/73
 NUMBER OF RECRUITS EVALUATING AD: 71
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 972.66 PER COUPON RESPONSE.

\$ 346.34 PER COUPON RESPONSE TO \$1598.97 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 19.42. THIS SCORE IS AT THE 73 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 73 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: UNIT, AREA OF CHOICE

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.56 BASED ON 3 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	62 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	86
27	DO PICTURES AND TEXT GO TOGETHER?	46
28	HOW DOES AD MAKE ARMY LOOK?	97
29	WILL MEN WANT MORE INFO ABOUT ARMY?	84
31	HOW CLEARLY IS AD WRITTEN?	69
33	DO YOU BELIEVE AD?	24
34	DO YOU LIKE MAIN IDEA OF AD?	46

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 62 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR LIVE AND WORK IN PLC

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I WANT ADVENTURE AND EXCITEMENT
2. I AM PROUD TO SERVE MY COUNTRY
3. I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY
4. I CAN BE PROUD TO BE IN THE ARMY
5. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
6. I CAN ENLIST NOW AND GO ON ACTIVE DUTY LATER
7. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
8. ARMY LIFE WILL BE A CHALLENGE TO ME

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

GET CHANCE TO TRAVEL & MEET PEOPLE

PERCENT NOTING THIS THEME IN THE AD WAS 97 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 70 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 70 % GET CHANCE TO TRAVEL & MEET PEOPLE
2. SELECTED BY 32 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 20 % HAVE CHANCE AT GOOD CAREER IN ARMY

Live and work
in places tourists
only visit.

Europe, Hawaii, Panama, Alaska, the Far East.

How many people do you know who can really spend
some time there? Stay long enough to get to know the people?
Make friends? Enjoy the places only natives know?

Maybe you can.

Many jobs in today's Army can get you there.

Jobs we'll train you to do. In almost any field you can
name. Taught by excellent instructors in good schools with
the best equipment around.

Jobs we'll pay you to learn. At a starting salary of \$288
a month. With promotions and raises as fast as you earn them.
Add free meals, free housing, free clothing, free medical and
dental care.

And a 30 days paid vacation every year. Which you
can spend abroad while stationed there.

If you are looking for a good job that will take you
places, send us the coupon, or talk it over with your nearest
Army Representative.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: MISS THE GUYS DATE TESTED: 1/17/73
 NUMBER OF RECRUITS EVALUATING AD: 65
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 712.98 PER COUPON RESPONSE.

\$ 86.67 PER COUPON RESPONSE TO \$1339.30 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.37. THIS SCORE IS AT THE 34 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 34 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: BUDDY OPTION

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.25 BASED ON 2 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	24 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	38
27	DO PICTURES AND TEXT GO TOGETHER?	62
28	HOW DOES AD MAKE ARMY LOOK?	58
29	WILL MEN WANT MORE INFO ABOUT ARMY?	50
31	HOW CLEARLY IS AD WRITTEN?	34
33	DO YOU BELIEVE AD?	21
34	DO YOU LIKE MAIN IDEA OF AD?	38

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 24 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR MISS THE GUYS

4. PROFILE OF RECRUITS LIKING THIS AD

RACE: NON-WHITE
 RESIDENCE : LARGE CITY
 PERSONALITY :
 RESPONSIBLE

REASONS FOR ENLISTMENT:

1. I CAN BE PROUD TO BE IN THE ARMY
2. I WANT ADVENTURE AND EXCITEMENT
3. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
4. THE BENEFITS ARE GOOD
5. I WILL HAVE CHANCE AT GOOD CAREER IN ARMY
6. I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE
7. I WILL GET THE JOB I WANT
8. I WILL GET ASSIGNED TO WHERE I WANT TO GO

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
 YOU & FRIEND CAN ENLIST & BE TOGETHER

PERCENT NOTING THIS THEME IN THE AD WAS 88 %
 PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 46 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
 THEMES WERE:

1. SELECTED BY 46 % YOU & FRIEND CAN ENLIST & BE TOGETHER
2. SELECTED BY 35 % CAN CHOOSE JOB OR TRAINING YOU WANT
3. SELECTED BY 18 % LEARN USEFUL TRADE OR SKILL IN ARMY

If you think
you'll miss the guys
bring them along.

We know how it is. The good times. The jokes. The horsing around. You'll miss them, right?

So, the Army doesn't want to break it up. In fact, the Army wants to accommodate you. And the guys.

If you and the guys enlist together, you can take basic training together. And we'll guarantee it in writing.

Not only that, we'll guarantee that you and the guys get a choice of hundreds of job training courses.

Your pal Joey like wheels? We have more wheels to choose from than GM.

Freddy's an electronic nut? We have circuits that do everything but dance.

Big Mike likes to make noise? We have noisemakers that can be heard ten miles away.

Talk it over with your local Army Representative. Ask about enlisting together, training together. Or send us the coupon.

Talk it over with the guys. Tell them that the gang that enlists together, stays together.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: MIKE, LEROY, ROCKY DATE TESTED: 2/21/73
 NUMBER OF RECRUITS EVALUATING AD: 72
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 657.83 PER COUPON RESPONSE.

\$ 31.52 PER COUPON RESPONSE TO \$1284.15 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.14. THIS SCORE IS AT THE 27 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 27 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: BUDDY OPTION

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.25 BASED ON 2 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	31 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	16
27	DO PICTURES AND TEXT GO TOGETHER?	18
28	HOW DOES AD MAKE ARMY LOOK?	58
29	WILL MEN WANT MORE INFO ABOUT ARMY?	62
31	HOW CLEARLY IS AD WRITTEN?	69
33	DO YOU BELIEVE AD?	21
34	DO YOU LIKE MAIN IDEA OF AD?	31

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 31 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR MIKE, LEROY, ROCKY

4. PROFILE OF RECRUITS LIKING THIS AD

PERSONALITY :
VIGOROUS

REASONS FOR ENLISTMENT:

1. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
2. I CAN BE PROUD TO BE IN THE ARMY
3. THE BENEFITS ARE GOOD

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
YOU & FRIEND CAN ENLIST & BE TOGETHER

PERCENT NOTING THIS THEME IN THE AD WAS 96 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 65 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 65 % YOU & FRIEND CAN ENLIST & BE TOGETHER
2. SELECTED BY 38 % GET CHANCE TO TRAVEL & MEET PEOPLE
3. SELECTED BY 38 % CAN PICK PLACE WANT TO BE ASSIGNED

Mike, Leroy, Rocky,
Vince and Bunts are
taking the Army's
16-month tour of Europe.
Together.

Bunts first mentioned the Army's 16-month tour of Europe. Rocky chimed in about enlisting together, training together.

It sounded like such a good idea, the guys decided to put it together. The training. The tour.

Here's how it works. When you and the guys enlist as a group for Armor, Artillery or Infantry, you can choose to take your first duty assignment in Europe. Together.

The group gets to take basic and advanced training together in the States. Which takes about four months.

Then, after successfully completing the training, the group's off for a minimum of 16 months in Europe. You'll be assigned to the same unit or units in the same general area.

Or the group can decide to go to Hawaii, Alaska or Panama.

Talk it over with your local Army Representative. Ask about the Buddy Option. Or use the coupon for free folder.

Talk it over with the guys. Tell them that the gang that enlists together, stays together.

Today's Army
wants to join you.

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Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: 4 YEARS OF ARMY WILL GET DATE TESTED: 4/25/73

NUMBER OF RECRUITS EVALUATING AD: 64

STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 587.40 PER COUPON RESPONSE.

\$ 0.00 PER COUPON RESPONSE TO \$1213.72 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 16.66. THIS SCORE IS AT THE 2 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 2 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: EDUCATION

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 0.00 BASED ON 0 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION		PERCENTILE
NUMBER	WORDING	
3	WHAT DO YOU THINK OF AD AS A WHOLE?	31 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	1
27	DO PICTURES AND TEXT GO TOGETHER?	1
28	HOW DOES AD MAKE ARMY LOOK?	18
29	WILL MEN WANT MORE INFO ABOUT ARMY?	18
31	HOW CLEARLY IS AD WRITTEN?	4
33	DO YOU BELIEVE AD?	38
34	DO YOU LIKE MAIN IDEA OF AD?	50

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 31 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR 4 YEARS OF ARMY WILL GET

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER

PERSONALITY :

REASONS FOR ENLISTMENT:

1. I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL
2. I AM PROUD TO SERVE MY COUNTRY
3. I CAN BE PROUD TO BE IN THE ARMY
4. ARMY LIFE WILL BE A CHALLENGE TO ME
5. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
6. I WANTED TO AVOID THE DRAFT
7. I WANT ADVENTURE AND EXCITEMENT
8. THE BENEFITS ARE GOOD

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:

CAN CONTINUE EDUCATION AFTER SERVICE

PERCENT NOTING THIS THEME IN THE AD WAS 92 %

PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 64 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN THEMES WERE:

1. SELECTED BY 64 % CAN CONTINUE EDUCATION AFTER SERVICE
2. SELECTED BY 38 % ARMY HAS GOOD FRINGE BENEFITS
3. SELECTED BY 19 % WILL MAKE YOU MORE MATURE

4 years of Army
will get you 4 years
of college, free.

There is no law that says every qualified high school graduate must leap immediately into college.

As a matter of fact, a great deal of statistical evidence shows that, for many young men and women, college at 17 or 18 can be a waste of time and money.

In looking at more productive ways to spend the next few years, look carefully at today's Army.

It's a time and place to mature. To accept responsibility. To meet and share ideas with thousands of other young men and women from all parts of this country.

You'll live pretty well, too. We start you at \$307.20 a month before deductions. But the add-ons, free housing, free meals, free medical and dental care, and 30 days paid vacation a year, make your salary go a long way.

If you'd like the option of going to college 4 years from now, with us paying the bill, just give us 4 good years in today's Army.

For more information on this and many other opportunities available in today's Army, see your Army Representative. Or send us the coupon.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: SOMETHING ABOUT A SOLDIE DATE TESTED: 4/25/73
 NUMBER OF RECRUITS EVALUATING AD: 65
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE (PLADE INDEX) IS \$ 649.52 PER COUPON RESPONSE.

\$ 23.21 PER COUPON RESPONSE TO \$1275.84 PER COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 18.69. THIS SCORE IS AT THE 50 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS AD WAS RATED MORE FAVORABLY THAN 50 PERCENT OF THE ADS IN THE STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: CHALLENGE, ADVENTURE, COMBAT ARMS
 FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR THIS CATEGORY WAS 18.24 BASED ON 7 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	38 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	69
27	DO PICTURES AND TEXT GO TOGETHER?	31
28	HOW DOES AD MAKE ARMY LOOK?	38
29	WILL MEN WANT MORE INFO ABOUT ARMY?	34
31	HOW CLEARLY IS AD WRITTEN?	42
33	DO YOU BELIEVE AD?	69
34	DO YOU LIKE MAIN IDEA OF AD?	54

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER THAN 38 % OF STANDARIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR SOMETHING ABOUT A SOLDIE

4. PROFILE OF RECRUITS LIKING THIS AD

EDUCATION COMPLETED : HIGH SCHOOL OR LESS

PERSONALITY :
NON-INQUISITIVE

REASONS FOR ENLISTMENT:

1. I CAN BE PROUD TO BE IN THE ARMY
2. THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO
3. THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY
4. ARMY LIFE WILL BE A CHALLENGE TO ME
5. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
6. I AM PROUD TO SERVE MY COUNTRY
7. I WANT ADVENTURE AND EXCITEMENT
8. I WANT TO BECOME MORE SELF-RELIANT AND MATURE

5. IDENTIFICATION OF AD THEMESMAIN THEME FOR THIS AD SELECTED BY USAREC:
WILL MAKE YOU MORE MATUREPERCENT NOTING THIS THEME IN THE AD WAS 92 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 60 %THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 60 % WILL MAKE YOU MORE MATURE
2. SELECTED BY 40 % BEING IN ARMY WILL MAKE YOU PROUD
3. SELECTED BY 17 % ARMY WILL KEEP YOU IN GOOD SHAPE

AD-A043 743

HUMAN RESOURCES RESEARCH ORGANIZATION ALEXANDRIA VA
PROSLAB -- A METHOD FOR PRETESTING PRINTED ARMY RECRUITING ADVE--ETC(U)
MAY 73 T R WILSON, T H ROSEN

F/G 5/10

DAHC19-73-C-0004

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UNCLASSIFIED

3 of 3
ADA043 743



END
DATE
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9-77
DDC

There's something
about a soldier.

What is that something that catches a total stranger's eye? That attracts a following of small children. The sly glances of young women. Joyful tears of mothers and fathers.

Sure, it has something to do with the uniform. Polished brass, proud patches, glistening shoes, and trousers creased sharp enough to shave with.

But even more, it is what's inside a soldier that shows.

Pride. The kind that comes from knowing how to do a job. Knowing you're good at it, and that others know.

Confidence. The kind that comes from being in the best mental and physical shape of your life.

Sophistication. The kind that comes from living away from home. From working with and getting to know young men and women from all parts of the Country and the world.

Maturity. The kind that comes from accepting responsibility for a job. And responsibility for others.

If there's something about a soldier that appeals to you, your Army Representative can help you become one. Ask him about it, or send us the coupon.

Today's Army
wants to join you.

PROSLAB ADMINISTRATIVE SUMMARY

AD TITLE: A COUNTRY NEEDS LOVE DATE TESTED: 4/25/73
 NUMBER OF RECRUITS EVALUATING AD: 67
 STANDARDIZATION ON GROUP USED: 29 ADS

1. PREDICTION OF AD PERFORMANCE

BASED ON STANDARDIZATION GROUP, PREDICTED AD PERFORMANCE
 (PLADE INDEX) IS \$ 724.44 PER COUPON RESPONSE.

\$ 98.13 PER COUPON RESPONSE TO \$1350.75 PER
 COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE
 64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN
 EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN
 THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON
 ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING
 PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.

2. OVERALL LIKING OF AD BY RECRUITS

THE FAVORABILITY SCORE FOR THE AD WAS 16.61. THIS SCORE
 IS AT THE 2 PERCENTILE FOR THE STANDARDIZATION GROUP. THIS
 AD WAS RATED MORE FAVORABLY THAN 2 PERCENT OF THE ADS IN THE
 STANDARDIZATION GROUP. (FAVORABILITY SCORE IS CALCULATED FROM
 THE 8 ITEMS LISTED BELOW.)

THIS AD IS IN THE CATEGORY: OTHER

FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR
 THIS CATEGORY WAS 0.00 BASED ON 0 ADS.

3. PROSLAB AD EVALUATION ITEMS

QUESTION NUMBER	WORDING	PERCENTILE
3	WHAT DO YOU THINK OF AD AS A WHOLE?	8 SEE NOTE
26	HOW DO YOU LIKE PICTURES IN AD?	4
27	DO PICTURES AND TEXT GO TOGETHER?	1
28	HOW DOES AD MAKE ARMY LOOK?	7
29	WILL MEN WANT MORE INFO ABOUT ARMY?	4
31	HOW CLEARLY IS AD WRITTEN?	8
33	DO YOU BELIEVE AD?	62
34	DO YOU LIKE MAIN IDEA OF AD?	13

NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER
 THAN 8 % OF STANDARDIZATION GROUP ADS.

PROSLAB ADMINISTRATIVE SUMMARY FOR A COUNTRY NEEDS LOVE

4. PROFILE OF RECRUITS LIKING THIS AD

AGE : OLDER
FAMILY INCOME : LOW INCOME
PERSONALITY :

REASONS FOR ENLISTMENT:

1. I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS
2. I WANTED TO AVOID THE DRAFT
3. I CAN BE PROUD TO BE IN THE ARMY
4. I CAN ENLIST NOW AND GO ON ACTIVE DUTY LATER

5. IDENTIFICATION OF AD THEMES

MAIN THEME FOR THIS AD SELECTED BY USAREC:
BE PROUD TO SERVE YOUR COUNTRY

PERCENT NOTING THIS THEME IN THE AD WAS 91 %
PERCENT SELECTING THIS THEME AS A MAIN THEME WAS 46 %

THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN
THEMES WERE:

1. SELECTED BY 46 % BE PROUD TO SERVE YOUR COUNTRY
2. SELECTED BY 21 % BEING IN ARMY WILL MAKE YOU PROUD
3. SELECTED BY 18 % HAVE CHANCE AT GOOD CAREER IN ARMY

A country needs love, too.

We know you have more on your mind right now than your country. There are decisions to make about what you're going to do next. College, a job, whatever. There are places you'd like to see. People you'd like to meet. Adventures to seek. Other loves to love.

These are the experiences you'll build your future on. Experiences that will enrich the quality of your life.

But did you ever stop to think that your country, and our way of life, provides the freedom of choice and opportunity that allows those experiences? Do think about it. Because without the interest and attention and energy and love of the people who live in it, a country would not be a country, nor would it survive.

One way to show you care, and by no means the only way, is by serving in today's Army. By helping us be prepared to defend the things we love. And by helping in the many other ways our Army helps our country.

Ask your Army Representative to tell you about some of the things we're doing to help, and what you could be doing with us. Or send us the coupon.

Today's Army
wants to join you.

APPENDIX F

I. Editing and Key punching of ProsLab Data

II. ProsLab Advertisement Evaluation System

III. Programs

A. Adedit

B. Adcomp

C. Adsum

EDITING AND KEYPUNCHING OF PROSLAB DATA

Keypunching Instructions

There will be four (4) cards per subject. Each card will have an ID number punched in columns 1-5 and the card number punched in column 80. The ID number is stamped on the front of the booklet.

Card 1 will contain questions 1-35 from section I, "Background Information," and will be punched in the columns indicated on the questionnaire booklet next to each question and alternative checked. If there is no check, leave the question blank. One exception is question 6. For this question the written zip code will be punched. If the zip code has only three (3) digits, the digits are to be punched in columns 12-14, leaving columns 15 and 16 blank. Another exception is question 11. For all the alternatives, punch only those with the checks.

Card 2 will contain questions 1-37 in section II labeled "Evaluation of the first recruiting ad." These questions will be punched in the columns indicated in the questionnaire next to each question and alternative checked. Questions 4-25 will be punched with a '1' if there is a check and a '2' if there is a circle around the check.

Card 3 is just like card 2 except that it will contain the questions in section II labeled "Evaluation of second recruiting ad."

Card 4 will have the Gordon personality scores, located in the box on the cover of the questionnaire, punched in columns 6-21. Each score uses two (2) columns with the first one remaining blank if only 1 digit is recorded. The hand written number in the upper right hand corner of the cover (years of enlistment) should be punched in column 22.

Computer Editing of ProsLab Questionnaire

Previous to keypunching, the entire questionnaire is edited by hand. Hand editing checks for inconsistencies in item 11, enlistment program, as well as other inconsistencies in a subject's answers. The hand edit also checks for multi-responses to items. The multi-marks are erased making the question blank. However, computer editing is necessary to check data cards for incorrect ad numbers, duplicate subject identification numbers, and out of range data.

One function of the editing program is to check for duplicate subject numbers appearing in the evaluation of a single ad. This check would have to be made for each ad evaluated.

A second function of the checking program is to check for incorrect ad numbers and incorrect subject numbers evaluating each ad. The subject numbers for each ad evaluation are designated on the ProsLab Schedule.

A third function of a checking program is to check for out of range data appearing on the data cards. Any subject not having valid data in any one or more of the fields on the data cards (see below for fields to be checked) should be identified through the checking program. Any errors should be identified and corrected before any analysis begins on the data.

The values listed below are the valid limits for the different fields that must be checked:

Card 1 - Background and enlistment information

Blanks are acceptable for all columns except 1 through 5 and column 80.

<u>Field- Columns</u>	<u>Range- Valid punches; values inclusive</u>	<u>Information in field</u>
4 thru 5	01 thru 50	Subject number*
6 thru 7	17 thru 35	Age
8	1 thru 9	Education
9	1 thru 2	Marital Status
10	1 thru 6	Race
11	1 thru 8	Income
17	1 thru 5	Size of city or town
18 thru 37	1 thru 3 (each column)	Important activities
38	1 thru 6	Decision to enlist - most influence
39	1 thru 7	Learned about Army - most influence
40 thru 46	1 (each column)	Enlistment options**
47 thru 70	1 thru 3 (each column)	Reasons for enlistment***
80	1	Card number

Cards 2 and 3 - Ad evaluations

Blanks are acceptable in all columns except 1 thru 10 and column 80.

* There are a maximum of 50 persons possible in ProsLab at this time. This figure is subject to change at any time at the discretion of the Army.

** One option "occupational area" was dropped from the original list due to misunderstanding of the option by ProsLab subjects.

*** Item in column 47 has been added since original questionnaire.

<u>Field- Columns</u>	<u>Range- Valid punches; values inclusive</u>	<u>Information in field</u>
4 thru 5	01 thru 50	Subject number
6	1 thru 2	Order of presentation number for ad
7 thru 8	01 thru 07	Category of Ad
9 thru 10		Tray number of Ad*
11	1 thru 3	Remembrance of Ad
12	0 thru 3	Think of Ad as whole
13 thru 34	1 thru 2	Main ideas
35	0 thru 4	Like pictures
36	0, 1, 2, 4	Picture(s) and printed material
37	0 thru 3	Ad makes the Army look ...
38	0 thru 3	More information
39	0 thru 1	Anything you didn't already know
40	0 thru 4	How clearly the Ad is written
41	0 and 2	Unclear words or phrases
42	0 thru 3	Do you believe what Ad says
43	1 thru 5	Tell it like it is**
44	1 thru 3	Army information described
45	0, 1, 3, 4	What do you think of main idea
46	0 and 2	Is main idea clear from looking at Ad
80	Card 2 gets a 2; Card 3 gets a 3	Card Number

Card 4 - Gordon personality scores

Blanks are acceptable in all columns except 1 thru 5 and column 80.

<u>Field- Columns</u>	<u>Range- Valid punches; values inclusive</u>	<u>Information in field</u>
4 thru 5	01 thru 50	Subject number
6 thru 7	00 thru 36	Ascendancy score
8 thru 9	00 thru 36	Responsibility score
10 thru 11	00 thru 36	Emotional stability score
12 thru 13	00 thru 36	Sociability score
14 thru 15	00 thru 40	Cautiousness score
16 thru 17	00 thru 40	Original thinking score
18 thru 19	00 thru 40	Personal relations score
20 thru 21	00 thru 40	Vigor score
22	2 thru 4	Years of enlistment
80	4	Card number

* Numbers from columns 6-10 make up the entire Ad number.

** Items in columns 43 and 44 have been added since original questionnaire.

PROSLAB ADVERTISEMENT EVALUATION SYSTEM

1. General Description

This system is composed of three programs plus utility programs. The three programs are AEDIT, ADCOMP, and ADSUM. The utilities required are a sort, a copy of selected records and a stepwise multiple regression. The regression program used to prepare the original data was BMD02R. (UCLA Biomedical Series).

This system was prepared using the IBM 370/145. However, it should run without any modification on any system which has a PL/1 compiler and a FORTRAN IV compiler and 64K bytes of memory. Two tape drives (or disks), one printer, and a card reader are also required.

2. Steps to Create Standardization Group

- A. Sort cards by subject number onto a temporary data set on disk or tape.
- B. Run AEDIT with input from above temporary data set and output onto tape.
- C. Check error messages from AEDIT and make any corrections to cards which are necessary.
- D. Repeat procedures A - C until the output from AEDIT is satisfactory.

3. Steps to Add to Standardization Group

- A. Sort cards by subject number onto a temporary data set on disk or tape
- B. Run AEDIT with input from above temporary data set and output a temporary data set on disk or tape.
- C. Check error messages from AEDIT and make any corrections to cards which are necessary.
- D. Repeat procedures A - C until the output from AEDIT is satisfactory.
- D. Copy the data for the desired ads from the temporary data set created in step B onto the end of the original standardization group.

4. Steps to Compute Parameters and Regression Equation from Standardization Group for Input into ADSUM

- A. Run program ADCOMP (input is the edited standardization group from paragraph 2 or 3 above)
- B. The punched card output from ADCOMP is used as input along with Flesch index and the success factor (for each ad) to BMD02R.
- C. The output from BMD02R which is used as input to ADSUM is the regression equation and the standard error.
- D. The output from ADCOMP which is used as input to ADSUM is the mean favorability score for each category, the mean favorability score for the entire group, the standard deviation of the mean favorability score, the means of each of the V-scores, and the standard deviation of the mean of each V-score.

5. Steps to produce an Administrative Summary Report

- A. The data for the ad to be evaluated must first be run through the program AEDIT following the same steps as if creating a standardization group (paragraph 2) except that the output will be a separate data set unless it is desired to add the new ad to the standardization group.
- B. The regression equation must be put into the program ADSUM if a new standardization group is used.
- C. The parameter cards for the new standardization group must be prepared if there is a new group.
- D. The parameter cards for each ad being evaluated must be prepared.
- E. The data set created in step A must be sorted by ad number.
- F. Run program ADSUM with the parameter cards from paragraphs C and D sorted by ad number and input file from step E. As many ads as desired may be run at a time. The last input parameter card must contain: AD_TITLE='END',;
- G. If one wants to evaluate an ad already in the standardization group then in step F use the standardization group data set as input to ADSUM.

AEDIT

EDIT OF PROSLAB RECRUITING ADVERTISEMENT QUESTIONNAIRE

Written by: Janet K. Buckley - April 1973

1. General Description

This program checks and edits the Proslab Recruiting Advertisement Questionnaire data and computes the V-scores and FV score, (Favorability score) for each record.

The input is the cards punched as indicated in the questionnaire. The cards must be sorted by subject number (columns 1-5).

The output is a sequential data set. Each record contains the background information of the subject and the data for one ad which he evaluated. In other words if the subject evaluated two ads his background information will be in the output file twice. Consequently if any analyses of just background information across all ads is to be done, this file is not appropriate unless the duplicate information is eliminated.

Additional output is a print file with error messages and counts of cards read and records written on the output file.

2. Computer configuration

Written in PL/1 for IBM 370/145

Input file in INPT from card reader, disk or tape

Output file is OUTP tape

Additional output file in OPRINT printer for error messages

Core required is small: Less than 15K bytes

When cards have already been put on tape or disk CPU time for 1000 cards is 14 seconds. Elapsed time for 1000 cards is about 1 min.

3. Methods Used

The boundary values for all items checked are in tables. There are 113 items. These are:

<u>Item</u>	<u>Description</u>	
1	First two digits of subject number	
2	3rd digit of subject number	
3	4th and 5th digits of subject number	
4	age	From Card 1
5-67	Questions 2 through 34 of Section I of the questionnaire (question 6 which is the zip code is checked column by column and can have any value.)	
68-75	Eight 2 digit personality scores	From cover of
76	Term of enlistment	Questionnaire (Card 4)
77	First digit of ad number	
78	2nd and 3rd digits of ad number	From Card 2 or 3
79	4th and 5th digits of ad number	
80-113	Questions 2 through 35 of Sections II or III	

The arrays L0 and HI contain the index of the value in the arrays ONEDG and TWODG of the minimum and maximum values permissible for the 113 items. For example, if one wanted to find the maximum value for age (item 4) one would look in the array HI at the 4th value and find 36, then one would then look in the array TWODG (age is a two digit number) at the 36th value and find that the maximum age allowed is 35.

In the event the questionnaire is modified then it will be necessary to change the values in the arrays L0 and HI.

If any values other than the subject number and ad number are out of bounds they are made blank. If the subject number or the ad number are out of bounds then that record is not written on tape.

The V-scores are transformed using the array ITRAN. If more than 1 V-score is missing or incorrect then the record is not put on tape.

If a subject checked an important reason for enlisting to be "to avoid the draft" then his record is not put on tape.

4. ADEDIT Deck Set-Up

1. Job and System Cards
2. Program Deck or execute program from library
3. // GO.INPT DD *
or //GO.INPT DD DSN = tape description
if input on tape
4. Data Deck
5. //GO.OUTP DD DSN = output tape description
6. //GO.OPRINT DD SYSOUT = A

```

/* ***** ADDEDIT _ WRITTEN BY HUMARD FOR USAREC APRIL 1973 ***** */
/* TO EDIT THE PROSLAR RECRUITING ADVERTISEMENT */
/* QUESTIONNAIRE */
/* ***** */
/*
DCL 1 DATIN ,
    2 MAND CHAR(5) ,
    2 REC CHAR(65) ,
    2 FIL CHAR(9) ,
    2 CONO CHAR(1);

/*
DCL 1 CD1 ,
    2 NUM CHAR(5),
    2 ITEM CHAR(65),
    2 OUT4 CHAR(17),
    2 OUT2 CHAR(39),
    2 VSCORE(8) CHAR(1),
    2 MISS CHAR(1),
    2 EV CHAR(2),
    2 FILL CHAR (13) INIT(' ' ,

/*
    ITM(63) CHAR(1) DEFINED ITEM POS(3),
    IOT4 (8 ) CHAR(2) DEFINED OUT4 POS(1),
    IOT2(34) CHAR (1) DEFINED OUT2 POS(6),
    RACE CHAR(1) DEFINED ITEM POS(5),
    ID1 CHAR (2) DEFINED NUM POS (1) ,
    ID2 CHAR (1) DEFINED NUM POS (3) ,
    ID3 CHAR (2) DEFINED NUM POS (4) ,
    AGE CHAR (2) DEFINED ITEM POS (1) ,
    ENL CHAR (1) DEFINED OUT4 POS (17),
    AD1 CHAR(1) DEFINED OUT2 POS(1),
    AD2 CHAR(2) DEFINED OUT2 POS(2),
    AD3 CHAR(2) DEFINED OUT2 POS(4) ;

/*
DCL CD3 CHAR(39) ;
/* *****
/* NSCORE=NUMBER OF ITEMS USED TO COMPUTE FAVORABILITY SCORE
/* ITRAN=ITEM NUMBERS USED TO COMPUTE EV SCORE
/* ITAB=TRANSFORMATION TABLE FOR ABOVE ITEMS
/* *****
DCL NSCORE BIN FIXED(15) INIT(8) ;
DCL ITRAN (8) BIN FIXED(15) INIT (2,25,26,27,28,30,32,33) ;
DCL TAB(8,6) CHAR(1) INIT('1','0','1','1','2','3','2','0','1','2',
    '3','4','2','4','2','1','0','2','2','3','2','1','0','2',
    '2','3','2','1','0','2','2','4','3','2','1','0','2','3',
    '2','1','0','0','3','4','3','1','1','0') ;
DCL TWODG (100) CHAR (2) INIT (' ','01','02','03','04','05','06',
    '07','08','09','10','11','12','13','14','15','16','17','18','19',
    '20','21','22','23','24','25','26','27','28','29','30','31','32',
    '33','34','35','36','37','38','39','40','41','42','43','44','45',
    '46','47','48','49','50','51','52','53','54','55','56','57','58',
    '59','60','61','62','63','64','65','66','67','68','69','70','71',
    '72','73','74','75','76','77','78','79','80','81','82','83','84',

```

```

      '85','86','87','88','89','90','91','92','93','94','95','96','97',
      '98','99') ;
DCL ONEDG (10) CHAR (1) INIT (' ','1','2','3','4','5','6','7','8',
      '9') ;
/*****
/*      LD AND HI ARE THE POSITION IN THE ARRAYS ONEDG */
/*      OR TWOOG OF THE MINIMUM AND MAXIMUM VALUES */
/*      PERMISSIBLE FOR EACH OF THE 113 ITEMS OF */
/*      OUTPUT CHECKED. */
/*****
DCL LD(113) BIN FIXED (31) INIT (2,2,2,18,(72)(1),(3)(2),(34)(1)) ;
DCL HI (113) BIN FIXED (31) INIT. (100,5,100,35,10,3,7,9,(5)(10),6,
      (20)(4),7,8,(7)(2),4,(23)(4),(4)(37),(4)(41),5,3,10,100,4,6,
      (22)(3),6,(3)(5),3,6,3,6,6,3) ;
OPEN FILE(INPT) INPUT RECORD ,
/*
      FILE(OUTP) OUTPUT RECORD ,
      FILE(OPRINT) PRINT LINESIZE (132);
ON ENDFILE(INPT) GO TO FINISH ;
ISW = 0 ;
JREC = 0 ;
IX = 0 ;
START : READ FILE (INPT) INTO (DATIN) ;
      IREC = 1 ;
/*
NEW :
      ICNT = 0 ;
      NUM = MAND ;
BEGIN :
      ICNT = ICNT + 1 ;
      IF CDNO = '1' THEN DO ;
          ITEM = REC ;
          GO TO READ2 ;
          END ;
      IF CDNO = '4' THEN DO ;
          OUT4 = REC ;
          GO TO READ2 ;
          END ;
      IF CDNO = '2' THEN DO ;
          OUT2 = REC ;
          GO TO READ2 ;
          END ;
      IF CDNO = '3' THEN DO ;
          CD3 = REC ;
          GO TO READ2 ;
          END ;
      PUT FILE (OPRINT) EDIT ('CARD NUMBER INCORRECT',DATIN)(SKIP,X(5),
          (4)(A),SKIP,X(5),A) ;
      ICNT = ICNT - 1 ;
READ2 :
      READ FILE (INPT) INTO (DATIN) ;
      IREC = IREC + 1 ;
      IF MAND = NUM THEN GO TO BEGIN ;
      IF ICNT = 4 THEN GO TO CHECK ;

```



```

      PUT FILE (OPRINT) EDIT ('THERE ARE NOT 4 CARDS FOR THIS MAN',CD1)
      (SKIP,X(5),A,SKIP,X(5),(16)(A)) ;

      GO TO NEW ;

CHECK :
/*****
/*          ITM(61) IS REASON FOR ENLISTMENT=TO AVOID DRAFT*/
/*          THESE SUBJECTS ARE NOT INCLUDED                      */
/*****
      IF ITM(61) = '1' THEN GO TO ERR7 ;
/*****
/*          DICOTOMIZE RACE INTO 1=NON-WHITE,2=WHITE           */
/*****
      IF RACE > '2' THEN RACE = '1' ;
      IF ID1 < TWDDG(LO(1)) THEN GO TO ERR1 ;
      IF ID1 > TWDDG(HI(1)) THEN GO TO ERR1 ;
      IF ID2 < ONEDG(LO(2)) THEN GO TO ERR1 ;
      IF ID2 > ONEDG(HI(2)) THEN GO TO ERR1 ;
      IF ID3 < TWDDG(LO(3)) THEN GO TO ERR1 ;
      IF ID3 > TWDDG(HI(3)) THEN GO TO ERR1 ;
/*****
/*          AGE MUST BE BETWEEN 17 AND 35                      */
/*****
      IF AGE = TWDDG(LO(4)) THEN GO TO CK1 ;
      IF AGE < TWDDG(LO(4)) THEN GO TO CK1 ;
      IF AGE > TWDDG(HI(4)) THEN GO TO CK1 ;
/*****
/*          CHECK BOUNDARY VALUES FOR ITEMS 5 THRU 34 OF      */
/*          SECTION I OF QUESTIONNAIRE. IF ANY ARE            */
/*          OUT OF BOUNDS MAKE THEM BLANK                      */
/*          IX IS THE COUNTER FOR OUT OF BOUND ITEMS          */
/*****
CK2 : IX = 0 ;
      DO N = 5 TO 67 ;
      J = N - 4 ;
      IF ITM(J) < ONEDG(LO(N)) THEN GO TO ERR2 ;
      IF ITM(J) > ONEDG(HI(N)) THEN GO TO ERR2 ;
      GO TO ENDCK2 ;

ERR2 :
      ITM(J) = ONEDG(1) ;
      IX = IX + 1 ;
ENDCK2 : END ;
/*
      DO N = 68 TO 75 ;
      J = N - 67 ;
/*****
/*          CHECK THE PERSONALITY SCORES FROM COVER OF        */
/*          QUESTIONNAIRE(CARD4)*/
/*****
      IF IOT4(J) < TWDDG(LO(N)) THEN GO TO ERR3 ;
      IF IOT4(J) > TWDDG(HI(N)) THEN GO TO ERR3 ;
      GO TO ENDCK3 ;

ERR3 :
      IOT4(J) = TWDDG(1) ;
      IX = IX + 1 ;

```



```

ENDCK3 : END ;
/*****
/*      CHECK TERM OF ENLISTMENT FROM COVER OF QUESTIONNAIRE      */
*****/
      IF ENL < ONEDG(LO(76)) THEN DO ; IX = IX + 1 ; GO TO PR2 ; END ;
      IF ENL > ONEDG(HI(76)) THEN DO ; IX = IX + 1 ; GO TO PR2 ; END ;
      IF IX = 0 THEN GO TO CK4 ;
PR2 :
      PUT FILE (OPRINT) EDIT (          IX, ' ITEMS OUT OF BOUNDS FOR ',
        'THIS MAN',CD1) (SKIP,X(5),F(5,0),A,A,SKIP,X(5),(16)(A)) ;
      IX = 0 ;
      GO TO CK4 ;
EKR1 :
      PUT FILE (OPRINT) EDIT ('MAN ID NUMBER INCORRECT -- SUBJECT NOT',
        ' PUT ON TAPE',CD1) (SKIP,X(5),A,A,SKIP,X(5),(16)(A)) ;
      GO TO NEW ;
ERR7 : PUT FILE (OPRINT) EDIT ('MAN # ',NUM,' DELETED -- AVOID ',
        'DRAFT') (SKIP,X(5),(4)(A)) ;
      GO TO NEW ;
CK1 :
      PUT FILE (OPRINT) EDIT ('AGE INCORRECT - MADE BLANK',CD1)
        (SKIP,X(5),A,SKIP,X(5),(16)(A)) ;
      AGE = TWODG(1) ;
      GO TO CK2 ;
CK4 :
      DO K = 1 TO 2 ;
/*****
/*      CHECK SECTIONS II & III  K=1 IS FIRST AD EVALUATED      */
/*                                K=2 IS SECOND AD                */
*****/
      IF AD1 < ONEDG(LO(77)) THEN GO TO ERR4 ;
      IF AD1 > ONEDG(HI(77)) THEN GO TO ERR4 ;
      IF AD2 < TWODG(LO(78)) THEN GO TO ERR4 ;
      IF AD2 > TWODG(HI(78)) THEN GO TO ERR4 ;
      IF AD3 < TWODG(LO(79)) THEN GO TO ERR4 ;
      IF AD3 > TWODG(HI(79)) THEN GO TO ERR4 ;
/*****
/*      THE NEXT FOUR STATEMENTS ARE TO CORRECT ERRORS IN THE  */
/*      ORIGINAL 25 ADS EVALUATED.                                */
*****/
      IF AD3 = '05' THEN GO TO ERR4 ;
      IF AD3 = '25' THEN GO TO ERR4 ;
      IF AD3 = '39' THEN GO TO ERR4 ;
      IF AD3 = '01' THEN AD3 = '10' ;
      DO N = 80 TO 113 ;
      J = N - 79 ;
      IF IOT2( J) < ONEDG(LO(N)) THEN GO TO ERR5 ;
      IF IOT2( J) > ONEDG(HI(N)) THEN GO TO ERR5 ;
      GO TO ENDCK_A4 ;
ERR5 :
      IX = IX + 1 ;
      IOT2(J) = ONEDG(1) ;
ENDCK_A4 : END ;
      IF IX = 0 THEN GO TO COMP ;

```

```

PUT FILE (OPRINT) EDIT ( IX,' ITEMS OUT OF BOUNDS FOR MAN ',NUM,
  ' FOR AD ',OUT2  ) ( SKIP,X(5),F(5,0),A,A,A,SKIP,X(5),A) ;
IX = 0 ;
COMP :
/*****
/*      COMPUTE V-SCORES AND FVSCORE (FAVORABILITY SCORE)      */
/*****
/*
DCL FA DEC FLOAT(15 ) ;
/*
IV = 0 ;
L = 0 ;
DO JJ = 1 TO NSCORE ;
KK = ITRAN(JJ) ;
IF ICT2(KK) = ONEDG(1) THEN L = L + 1 ;
IF L > 1 THEN GO TO ERR6 ;
DO M = 1 TO 6 ;
IF ICT2(KK) = ONEDG(M) THEN DO ;
    VSCORE( JJ) = TAP(JJ,M) ;
FA = VSCORE(JJ) ;
IV = IV + FA ;
END ;
END ;
END ;
PUT STRING(FV) EDIT(IV) (F(2)) ;
PUT STRING(MISS) EDIT(L) (F(1)) ;
/*
/*
WRITE FILE (OUTP) FROM (CD1 ) ;
/*
/*
JREC = JREC +1 ;
GO TO END_CHK6 ;
ERR4 :
PUT FILE (OPRINT ) EDIT ('AD NUMBER INCORRECT - AD NOT PUT',
  ' ON TAPE',CD1 )      (SKIP,X(5),A,A,SKIP,X(5),(16)(A)) ;
GO TO END_CHK6 ;
ERR6 :
PUT FILE (OPRINT) EDIT ('MAN ',NUM,' AD ',AD1,AD2,AD3,' WILL NOT',
  'BE PUT ON TAPE--2 OR MORE ITEMS MISSING FROM FV SCORE')
  (SKIP,X(5),(8)(A)) ;
END_CHK6 :
OUT2 = CD3 ;
END ;
IF ISW = 1 THEN GO TO FINAL ;
GO TO NEW ;
FINISH :
ISW = 1 ;
IF ICNT = 4 THEN GO TO CHECK ;
FINAL :
PUT FILE (OPRINT) EDIT ('CARDS IN =',IREC,'TAPE RECORDS OUT =',
  JREC) (SKIP(3),X(5),A,F(5,0),X(10),A,F(5,0)) ;
END PROSLAB ;

```

ADCOMP

COMPUTE V-SCORES, FV SCORES, PERCENT OF THEME RECOGNITION
FOR STANDARDIZATION GROUP

Written by: Janet K. Buckley - April 1973

1. General Description

This program computes the mean FV score for each ad category, the mean V-scores, mean FV score, percent of theme recognition and percent of main theme recognition for each ad, the mean of the means and the standard deviations of the means for all ads in the standardization group. It also totals the number of subjects evaluating each ad.

The input to this program is the output from ADEDIT and one parameter card with the number of ads in the standardization group.

The output is a listing of the values computed and punched cards of the mean V-scores, mean FV score and percents of theme recognition for each ad. These cards are to be used as input to the BMD02R stepwise multiple regression program.

2. Computer Configuration

Written in FORTRAN G for IBM 370/145

Input file is FT04 tape or disk

Parameter file is FT05 card reader

Output file is FT06 printer

Output file is FT07 punch

Time for 1000 records is 15 sec. CPU and less than 1 min. elapsed time

Core required is less than 10K bytes

3. Input and Output

The input parameter card must have the number of ads in the standardization group punched in columns 1-10 right justified.

The output cards are in the following format:

<u>Column</u>	<u>Description</u>
1-2	Ad number
3-9	V-score for question 2
10-16	V-score for question 25
17-23	V-score for question 26
24-30	V-score for question 27
31-37	V-score for question 28
38-44	V-score for question 30
45-51	V-score for question 32
52-58	V-score for question 33
59-65	FV score
66-72	Percent of theme
73-79	Percent of main theme

4. Special Considerations

Although the program is written to handle ads numbered form 1-99, that is 99 ads, the categories and main themes of only the ads used so far have been recorded in the arrays NCAT and ITH. So, if additional ads are added to the standardization group, these arrays must be filled in.

5. ADCOMP Deck Set-UP

1. Job Card and System Cards
2. Program Deck
3. // GO.FT05F001 DD *
4. Parameter Card col 1-10 number of ads in standardization group
right justified
5. // GO.FT04F001 DD DSN = name of input data set and its location
LRECL=150
6. // GO.FT07F001 DD SYSOUT=B
7. // GO.FT06F001 DD SYSOUT=A

C ADCOMP _ WRITTEN BY HUMRRD FOR USAREC APRIL 1973
 C THIS IS ONE OF THE PROGRAMS FOR USE WITH THE
 C PROSLAR RECRUITING ADVERTISEMENT QUESTIONNAIRE
 C TO COMPUTE THE V-SCORES AND FAVORABILITY SCORES FOR
 C EACH AD AND EACH CATEGORY IN THE STANDARDIZATION GROUP
 C AS WELL AS SCORES FOR THE TOTAL GROUP. ALSO COMPUTES
 C THE PERCENT OF THEME RECOGNITION.

C DIMENSION ARAY(99,12),FINPT(9),NCAT(99),SUM(9),SUMSQ(9),SD(9)
 C DIMENSION SMEAN(9),ITH(99),ITHEM(22)

C NCAT CONTAINS THE CATEGORIES OF EACH AD

C DATA NCAT/0,0,0,0,0,0,5,6,0,5,7,0,1,5,0,1,5,0,5,1,0,6,3,0,0,2,0,
 1 2,3,0,6,5,0,5,7,0,5,2,0,2,5,0,2,5,0,5,2,0,0,0,0,5,2,0,0,0,0,0,0,
 2 0,
 3 0,0,0,0,0,0,0,0,0,0,0/

C ITH CONTAINS THE MAIN THEMES OF EACH AD

C DATA ITH/1,1,1,1,1,1,1,14,16,1,14,18,1,9,5,1,20,14,1,5,9,1,2,19,1,
 1 16,17,1,3,19,1,2,14,1,5,18,1,5,17,1,17,1,1,3,1,1,14,9,1,14,16,
 2 1,5,6,1,
 3 1,1/

C FADS IS THE NUMBER OF ADS IN THE STANDARDIZATION GROUP

C READ(5,910) FADS
 C IREC=0
 C DO 5 I=1,99
 C DO 5 J=1,12
 5 ARAY(I,J)=0.0

C READ THE AD NUMBER, 3 V-SCORES, FV SCORE, AND THE 22 THEMES
 C (QUESTIONS 4-25 OF SECTION II OR III)

C 10 READ(4,900,END=400) IAD,FINPT,ITHEM
 C IREC=IREC+1
 C DO 30 J=1,9

C ADD VSCORES, FV SCORE AND NUMBER OF SUBJECTS

C 30 ARAY(IAD,J)=ARAY(IAD,J)+FINPT(J)
 C ARAY(IAD,10)=ARAY(IAD,10)+1.0
 C K=ITH(IAD)

C IF SUBJECT RECOGNIZED THEME ADD TO THEME COUNT

C IF(ITHEM(K).EQ.1) ARAY(IAD,11)=ARAY(IAD,11)+1.

C IF SUBJECT PICKED MAIN THEME ADD TO MAIN THEME COUNT

C IF(ITHEM(K).EQ.2) ARAY(IAD,12)=ARAY(IAD,12)+1.
 C GO TO 10

C WRITE TOTAL NUMBER OF RECORDS READ


```

C
400 WRITE(8,901) IREC
    DO 430 I=1,7
C
C          COMPUTE THE MEAN FV SCORE FOR EACH OF THE 7 CATEGORIES
C
    FV=0.0
    FNUM=0.0
    DO 420 J=1,99
    IF(NCAT(J)-1) 420,410,420
410 FV=FV+ARRAY(J,9)
    FNUM=FNUM+ARRAY(J,10)
420 CONTINUE
    IF(FNUM) 430,430,425
425 FV=FV/FNUM
C
C          PRINT THE MEAN FV SCORE FOR THE CATEGORY
C
    WRITE(8,902) I,FV
430 CONTINUE
    WRITE(8,903)
    DO 460 J=1,99
    IF(ARRAY(J,10)) 460,460,440
C
C          PRINT THE SUM OF THE V-SCORES & FV SCORE AND NUMBER OF
C          SUBJECTS FOR AD(J)
C
440 WRITE(8,904) J,(ARRAY(J,K),K=1,10)
    DO 450 I=1,9
C
C          COMPUTE THE MEAN V_SCORE,FV_SCORE & PERCENT OF THEME &
C          MAIN THEME RECOGNITION
C
450 ARRAY(J,I)=ARRAY(J,I)/ARRAY(J,10)
    PER1=(ARRAY(J,11)+ARRAY(J,12))*100./ARRAY(J,10)
    PER2=ARRAY(J,12)*100./ARRAY(J,10)
C
C          PRINT MEAN V_SCORE & MEAN FV_SCORE & NUMBER OF SUBJECTS
C
    WRITE(8,905)(ARRAY(J,K),K=1,9)
C
C          PUNCH V_SCORES,FV SCORE AND PERCENT OF THEME & MAIN
C          THEME RECOGNITION
C
    WRITE(7,909) J,(ARRAY(J,K),K=1,9),PER1,PER2
C
C          THESE PUNCHED CARDS ARE TO BE USED AS INPUT TO BMD02R
C
460 CONTINUE
    WRITE(8,903)
    DO 465 I=1,9
    SUM(I)=0.0
465 SUMSQ(I)=0.0
    DO 490 J=1,99
    IF(NCAT(J)) 490,490,470
470 DO 480 K=1,9

```

```

C
C      COMPUTE SUM OF ALL MEAN V_SCORES & FV SCORE FOR ALL ADS
C      COMPUTE SUMS OF SQUARES FOR V_SCORES & FV SCORE
C
      SUM(K)=SUM(K)+ARRAY(J,K)
480  SUMSQ(K)=SUMSQ(K)+ARRAY(J,K)**2
490  CONTINUE
      WRITE(8,906) SUM,SUMSQ
      DO 500 J=1,9
C
C      COMPUTE MEAN OF THE MEANS AND STANDARD DEVIATION OF THE
C      MEANS FOR THE V_SCORES & FV SCORE
C
      SMEAN(J)=SUM(J)/FADS
500  SD(J)=SQRT((SUMSQ(J)-(SUM(J)*SUM(J))/FADS)/(FADS-1.0))
      WRITE(8,908) SMEAN
      WRITE(P,907) SD
      STOP
900  FORMAT(90X,I2,34X,8F1.0,1X,F2.0,T95,22I1)
901  FORMAT(1H1,5X,'RECORDS IN = ',I6// 10X,'CATEGORY  MEAN FV')
902  FORMAT(15X,I2,F10.2)
903  FORMAT(1H1,12X,'AD NUM          V1          V2          V3          V4',
1      '          V5          V6          V7          V8          FV          N')
904  FORMAT(1H0,14X,I2,' SUM ',10F10.3)
905  FORMAT(13X,'MEAN',9F10.4)
906  FORMAT(1H0, 3X,'SUM OF MEANS',9F10.4//5X,'SUM OF SQUARES',9F10.2)
907  FORMAT(1H0,9X,'SD OF MEANS',9F10.4)
908  FORMAT(1H0,7X,'MEAN OF MEANS',9F10.4)
909  FORMAT(12,8F7.4,3F7.2)
910  FORMAT(F10.0)
      END

```

ADSUM

ADMINISTRATIVE SUMMARY REPORT OF RECRUITING
ADVERTISEMENT EVALUATION

Written by Janet Buckley: April 1973

1. General Description

This program produces the Administrative Summary Report from the Proslab Recruiting Advertisement Questionnaire after the data has been edited using program ADEDIT. The Plade index is computed from the regression equation, correlations of demographic items and reasons for enlistment with the FV score are computed in order to determine which items are significant, percent of theme identification is computed and the three themes most often selected are printed, the favorability score is computed as well as its percentile score and the percentile scores for the eight items (V-scores) which go to make up the favorability score.

The input to this program is the output from ADEDIT as well as parameter cards describing the ad being evaluated and describing the standardization group.

The output is the two page summary report.

2. Computer Configuration

Written in PL/1 for IBM 370/145

Input file is INPT from tape or disk

Parameter input file is SYSIN cards

Output file is SUMMARY a print file

Additional output file is SYSPRINT for printing the parameters read in.

The time required for one ad is about 4 sec. CPU and about 8 sec. elapsed time.

The core required is less than 20K bytes.

3. Methods Used

The methods used are pretty straight forward and detailed in the comment cards in the program.

4. Input Parameter Cards

For each ad to be evaluated the parameters must be punched on cards. Each item must be separated by a comma and/or one or more blanks. After the end of the parameters for one ad a semi-colon must be punched. The parameters for each ad do not have to start on a new card but it is less confusing if they do.

The parameters for each ad are as follows: (the values are only examples) AD_NUM=11,AD_TITLE='300JOBS',CATEGORY=5,IMAD=14,DATE_TESTED='1/17/73',; IMAD is the main theme number of the ad as numbered from 1-22. The last parameter card must contain: AD_TITLE='END',;✓

If a new standardization group is being used, then in addition to the parameters for the first ad, one must include the parameters for the standardization group. These are:

ADS_INSTDGRP=29,SE=626.3123,FVAV(1)=1839,FVAV(2)=18.24,FVAV(3)=18.29, etc. for the rest of the FVAV array, NADS(1)=3,NADS(2)=6, etc. for the rest of the NADS array, FVMEAN=18.7864,FVSD=1.0112,VMEAN(1)=1.47,VMEAN(2)=2.2741, etc. for the rest of the VMEAN array, VSD(1)=.1662,VSD(2)=.2205, etc. for the rest of the array VSD,

Where:

ADS-IN-STDGRP is the number of ads in the standardization group.

FVAV is the mean favorability score for each category.

SE is the standard error from the regression program.

NADS is the number of ads in each category.

FVMEAN is the mean favorability score for the entire standardization group.

FVSD is the standard deviation of the FV score means.

VMEAN is the mean V-scores for the total standardization group.

VSD is the standard deviation of the V-score means.

Only those parameters which are different from the original standardization group need to be read in.

5. ADSUM Deck Set-Up

1. Job and System Cards
2. Program Deck or execute program from library
3. // GO.SYSIN DD*
4. Parameter Cards
5. // GO.SUMMARY DD SYSOUT=A
6. // GO.SYSPRINT DD SYSOUT=A
7. // GO.INPT DD DSN=input tape description

BEST AVAILABLE COPY

ADSUM : PROC OPTIONS (MAIN);

```

/* |
/* | ADSUM WRITTEN BY HUMRRD FOR USAREC APRIL 1973 | */
/* | ----- | */
/* | THIS PROGRAM PRODUCES A TWO PAGE ADMINISTRATIVE SUMMARY OF | */
/* | THE DATA FROM THE PROSLAB RECRUITING ADVERTISEMENT | */
/* | QUESTIONNAIRE | */
/* | -----*----- | */
DCL A CHAR(1) ;
DCL TWO DEC FLOAT(15) INIT(.2E0) ;
DCL BOT DEC FLOAT(15) ;
DCL STD DEC FLOAT(15) ;
DCL MRAY(8) BIN FIXED(15) INIT((8)(0)) ;
DCL DASH CHAR(40) INIT((40)'_') ;
DCL IB CHAR(2) INIT(' ') ;
DCL TOTN DEC FLOAT(15) INIT(0.0) ;
DCL THPER1 DEC FLOAT(6) ;
DCL THPER2 DEC FLOAT(6) ;
DCL FVSCOR DEC FLOAT(6) ;
DCL FVPER DEC FLOAT(6) ;
DCL NUM_SUBJ BIN FIXED (31) ;
DCL PER (8) DEC FLOAT(6) ;
DCL IP(3) BIN FIXED (15) INIT(0,0,0) ;
DCL PCT(3) DEC FLOAT(6) INIT(0,0,0) ;
DCL IR(8) BIN FIXED (31) ;
DCL PLADE DEC FLOAT(6) ;
DCL SF64P DEC FLOAT(6) ;
DCL SF64M DEC FLOAT(6) ;
DCL CROSS(36) DEC FLOAT (15) INIT ((36)(0.0E0)) ;
DCL SUM(45) DEC FLOAT (15) INIT ((45)(0.0E0)) ;
DCL SUMSQ(36) DEC FLOAT(15) INIT((36)(0.0E0)) ;
DCL SUMY(36) DEC FLOAT(15) ;
DCL SUMSQY(36) DEC FLOAT(15) ;
DCL NOS(36) DEC FLOAT(15) INIT((36)(0.0F0)) ;
DCL CORR(36) DEC FLOAT(15) ;
DCL CENT(22,2) DEC FLOAT(6) INIT((44)(0.0E0)) ;
OPEN FILE (INPT) INPUT STREAM,
FILE (SUMMARY) PRINT LINESIZE (132) ;
/*
DCL Z(-22:22) BIN FIXED(15) INIT(1,2,2,3,4,4,5,7,8,10,11,13,16,18,21,
24,27,31,34,38,42,46,50,54,58,62,66,69,73,76,79,82,84,86,88,90,
92,93,94,95,96,97,98,99) ;
/*
DCL MAINTH(22) CHAR (37) ;
/*****
/* MAINTH IS THE ARRAY OF THE 22 MAIN THEMES OF THE ADS. */
/*****
MAINTH( 1) = 'HAVE CHANCE AT GOOD CAREER IN ARMY ' ;
MAINTH( 2) = 'GET CHANCE TO TRAVEL & MEET PEOPLE ' ;
MAINTH( 3) = 'WILL MAKE YOU MORE MATURE ' ;
MAINTH( 4) = 'WILL GET GOOD TRAINING ' ;
MAINTH( 5) = 'LEARN USEFUL TRADE OR SKILL IN ARMY ' ;
MAINTH( 6) = 'CHANCE FOR NEW EXPERIENCES & EXCITING' ;

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MAINTH( 7) = 'BE PROUD TO SERVE YOUR COUNTRY      ' ;
MAINTH( 8) = 'BEING IN ARMY WILL MAKE YOU PROUD   ' ;
MAINTH( 9) = 'ARMY HAS GOOD FRINGE BENEFITS       ' ;
MAINTH(10) = 'ARMY WILL KEEP YOU IN GOOD SHAPE    ' ;
MAINTH(11) = 'DIFFICULT & IMPORTANT JOBS IN ARMY  ' ;
MAINTH(12) = 'CAN CONTINUE EDUCATION AFTER SERVICE' ;
MAINTH(13) = 'CAN CONTINUE SCHOOLING WHILE IN ARMY' ;
MAINTH(14) = 'CAN CHOOSE JOB OR TRAINING YOU WANT' ;
MAINTH(15) = 'CAN PICK PLACE WANT TO BE ASSIGNED ' ;
MAINTH(16) = 'CAN PICK UNIT YOU WANT TO JOIN      ' ;
MAINTH(17) = 'COMBAT UNITS ARE TOUGH              ' ;
MAINTH(18) = 'YOU & FRIEND CAN ENLIST & BE TOGETHER' ;
MAINTH(19) = 'ENLIST NOW - DUTY 90 DAYS LATER     ' ;
MAINTH(20) = 'ARMY CARES ABOUT YOU AS INDIVIDUAL  ' ;
MAINTH(21) = 'ARMY WILL MAKE A MAN OUT OF YOU     ' ;
MAINTH(22) = 'ARMY LIFE IS CHALLENGE              ' ;

```

/*

*/

```
DCL REASON(24) CHAR (50) ;
```

```

REASON( 1) = 'I WILL HAVE CHANCE AT GOOD CAREER IN ARMY      ' ;
REASON( 2) = 'I WILL SEE NEW PLACES AND GET TO KNOW NEW PEOPLE' ;
REASON( 3) = 'I WANT TO BECOME MORE SELF-RELIANT AND MATURE  ' ;
REASON( 4) = 'THERE WILL BE GOOD TRAINING FOR ME IN THE ARMY  ' ;
REASON( 5) = 'I CAN LEARN A USEFUL TRADE OR SKILL             ' ;
REASON( 6) = 'I WANT ADVENTURE AND EXCITEMENT                ' ;
REASON( 7) = 'I AM PROUD TO SERVE MY COUNTRY                  ' ;
REASON( 8) = 'I CAN BE PROUD TO BE IN THE ARMY                ' ;
REASON( 9) = 'I WANTED TO LEAVE SOME PERSONAL PROBLEMS BEHIND ME' ;
REASON(10) = 'THE BENEFITS ARE GOOD                            ' ;
REASON(11) = 'I CAN KEEP IN GOOD PHYSICAL CONDITION IN THE ARMY' ;
REASON(12) = 'THERE WILL BE HARD & IMPORTANT WORK FOR ME TO DO' ;
REASON(13) = 'THE ARMY WILL HELP WITH MY EDUC. AFTER DISCHARGE' ;
REASON(14) = 'I CAN CONTINUE MY EDUCATION WHILE ON DUTY       ' ;
REASON(15) = 'I WILL GET THE JOB I WANT                       ' ;
REASON(16) = 'I WILL GET ASSIGNED TO WHERE I WANT TO GO       ' ;
REASON(17) = 'I WILL BE ASSIGNED TO THE UNIT I WANT           ' ;
REASON(18) = 'I CAN JOIN A TOUGH UNIT AND BE WHERE THE ACTION IS' ;
REASON(19) = 'I CAN ENLIST WITH A FRIEND                      ' ;
REASON(20) = 'I CAN ENLIST NOW AND GO ON ACTIVE DUTY LATER    ' ;
REASON(21) = 'I WANTED TO AVOID THE DRAFT                     ' ;
REASON(22) = 'I WANTED TO JOIN ORG. WHICH TREAT ME AS INDIVIDUAL' ;
REASON(23) = 'ARMY LIFE WILL BE A CHALLENGE TO ME            ' ;
REASON(24) = '                                                ' ;

```

/*

*/

```
DCL ITEM(28) CHAR(20);
```

```

/*****
/* ITEM IS THE ARRAY OF WORDS DESCRIBING THE BACKGROUND AND    */
/* PERSONALITY OF SUBJECTS WHOSE CORRELATION WITH THE FV SCORE IS */
/* > 1.2]                                                         */
*****/

```

```

ITEM( 1) = 'OLDER      ' ;
ITEM( 2) = 'YOUNGER    ' ;
ITEM( 3) = 'COLLEGE    ' ;
ITEM( 4) = 'HIGH SCHOOL OR LESS ' ;
ITEM( 5) = 'WHITE      ' ;

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ITEM( 6) = 'NON-WHITE           ' ;
ITEM( 7) = 'HIGH INCOME         ' ;
ITEM( 8) = 'LOW INCOME          ' ;
ITEM( 9) = 'SMALL CITY          ' ;
ITEM(10) = 'LARGE CITY          ' ;
ITEM(11) = 'ASCENDANT           ' ;
ITEM(12) = 'PASSIVE             ' ;
ITEM(13) = 'RESPONSIBLE         ' ;
ITEM(14) = 'IRRESPONSIBLE       ' ;
ITEM(15) = 'EMOTIONALLY STABLE  ' ;
ITEM(16) = 'EMOTIONALLY UNSTABLE' ;
ITEM(17) = 'SOCIABLE            ' ;
ITEM(18) = 'INTROVERTED         ' ;
ITEM(19) = 'CAUTIOUS            ' ;
ITEM(20) = 'IMPULSIVE           ' ;
ITEM(21) = 'INQUISITIVE         ' ;
ITEM(22) = 'NON-INQUISITIVE     ' ;
ITEM(23) = 'TRUSTING            ' ;
ITEM(24) = 'SUSPICIOUS          ' ;
ITEM(25) = 'VIGOROUS            ' ;
ITEM(26) = 'LETHARGIC           ' ;
ITEM(27) = 'NOT SIGNIFICANT     ' ;
ITEM(28) = '                    ' ;

```

```

/*                                                    */
DCL CAT(9) CHAR (40) INIT((360)(' ')) ;
CAT(1) = 'BENEFITS,PAY           ' ;
CAT(2) = 'CHALLENGE,ADVENTURE,COMBAT ARMS ' ;
CAT(3) = 'DELAYED ENTRY PROGRAM ' ;
CAT(4) = 'EDUCATION              ' ;
CAT(5) = 'JOBS,SKILLS,TRAINING   ' ;
CAT(6) = 'UNIT,AREA OF CHOICE    ' ;
CAT(7) = 'BUDDY OPTION           ' ;
CAT(8) = 'OTHER                  ' ;
CAT(9) = '                        ' ;

/*****
/* THE NEXT 9 PARAMETERS MUST EITHER BE CHANGED OR READ IN EACH */
/* TIME THE STANDARDIZATION GROUP CHANGES                        */
/*****
DCL FVMEAN DEC FLOAT(15) INIT(18.7864) ;
DCL FVSD DEC FLOAT(15) INIT(1.0112) ;
DCL VMEAN(8) DEC FLOAT(15) INIT (1.471,2.2741,2.5909,2.1789,1.9762,
3.021,2.4185,2.8558) ;
DCL VSD(8) DEC FLOAT(15) INIT (.1662,.1861,.2205,.1782,.1768,.1606,
.1953,.3069) ;
DCL FVAV(9) DEC FLOAT (6) INIT(18.39,19.24,18.29,0.0,19.42,18.56,
18.25,0.0,0.0) ;
DCL NADS(9) BIN FIXED (31) INIT (3,7,2,0,12,3,2,0,0) ;
DCL ADS_IN_STOGRP BIN FIXED (31) INIT(29) ;
DCL SE DEC FLOAT (15) INIT(626.3123E0) ;
DCL SDSF DEC FLOAT (15) INIT(636.44) ;
/*                                                    */
/*                                                    */
DCL AD_TITLE CHAR(24) INIT(' ') ;
DCL DATE_TESTED CHAR(12) INIT (' ') ;

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DCL CATEGORY BIN FIXED (31) ;
DCL AD_NUM DEC FLOAT( 6) ;
/*****
/*  IMAD IS THE MAIN THEME NUMBER OF THE AD BEING SUMMARIZED AS    */
/*  NUMBERED IN THE ARRAY MAINTH. NOTE THAT THIS NUMBERING IS FROM */
/*  1 TO 22 RATHER THAN BY QUESTION NUMBER IN THE QUESTIONNAIRE.  */
/*****
      GET FILE (SYSIN) COPY DATA (AD_TITLE,DATE_TESTED,CATEGORY,
        ADS_IN_STGGRP, SE ,FVAV ,NADS ,IMAD,AD_NUM,
        FVMEAN,FVSD,VMEAN,VSD) ;

/*
      ISW = 0 ;
      ON ENDFILE (INPT) GO TO FINISH ;
      JJ = CATEGORY ;

/*
DCL VALUE(68) DEC FLOAT(6) ;
/*****
/*  VALUE IS THE ARRAY OF THE 68 VARIABLES READ FROM THE INPUT DATA*/
/*  VALUE(1) = AGE                                                    */
/*  VALUE(2) = EDUCATION                                              */
/*  VALUE(3) = RACE                                                    */
/*  VALUE(4) = FAMILY INCOME                                          */
/*  VALUE(5) = SIZE OF COMMUNITY                                       */
/*  VALUE(6) THRU (28) ARE THE 23 REASONS FOR ENLISTING              */
/*  VALUE(29) THRU (36) ARE THE 8 PERSONALITY SCORES                 */
/*  VALUE(37) TWO DIGIT AD NUMBER                                     */
/*  VALUE(38) THRU (59) ARE THE 22 MAIN THEMES                       */
/*  VALUE(60) THRU (67) EIGHT V_SCORES CORRESPONDING TO QUESTIONS  */
/*  3,26,27,28,29,31,33,34 OF THE QUESTIONNAIRE*/
/*  VALUE(68) = FV SCORE                                              */
/*****
R1 : GET FILE (INPT) EDIT (VALUE,A)(X(5),F(2),F(1),X(1),(2)(F(1)),
      X(5),F(1),X(30),(23)(F(1)),(8)(F(2)),X(4),F(2),X(2),(22)(F(1)),
      X(10),(8)(F(1)),X(1),F(2),X(12),A(1)) ;
/*****
/*  THE INPUT DATA MUST BE SORTED BY AD NUMBER - COLUMNS 91-92    */
/*****
NEXT :
      IF AD_NUM > VALUE(37) THEN GO TO R1 ;
      IF AD_NUM < VALUE(37) THEN GO TO FIN2 ;
/*****
/*  THE INPUT PARAMETER CARDS MUST BE IN ORDER BY AD NUMBER ALSO  */
/*****
      TOTN = TOTN + 1.E0 ;
      DO J = 1 TO 36 ;
/*****
/*  WE ARE GOING TO COMPUTE CORRELATIONS BETWEEN THE FIRST 36      */
/*  VALUES AND THE FV SCORE. NOS(J) IS THE NUMBER OF SUBJECTS      */
/*  WHO HAD RESPONSES TO THE J VALUE. CROSS,SUM,SUMY,SUMSQ,SUMSQY*/
/*  ARE THE VARIOUS CROSS PRODUCTS,SUMS & SUMS OF SQUARES FOR      */
/*  THE CORRELATION COMPUTATIONS.                                     */
/*****
      IF VALUE(J) = 0.0E0 THEN GO TO EN1 ;
      CROSS(J) = CROSS(J) + VALUE(J) * VALUE(68) ;

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NDS(J) = NDS(J) + 1.0E0 ;
SUMY(J) = SUMY(J) + VALUE(68) ;
SUM(J) = SUM(J) + VALUE(J) ;
SUMSQY(J) = SUMSQY(J) + VALUE(68) * VALUE(68) ;
SUMSQ(J) = SUMSQ(J) + VALUE(J) * VALUE(J) ;
EN1 : END ;
DO J = 60 TO 68 ;
/*****
/* HERE WE ARE SUMMING THE V_SCORES SO THAT THEY MAY BE USED IN
/* THE REGRESSION EQUATION. THERE IS NO MISSING DATA IN THE
/* V_SCORES AS THE EDIT PROGRAM ASSIGNED A DEFAULT VALUE.
*****/
SUM(J-23) = SUM(J-23) + VALUE(J) ;
END ;
DO J = 38 TO 59 ;
/*****
/* NOW WE ARE COUNTING UP THE NUMBER OF SUBJECTS WHO CHECKED
/* A THEME AS BEING IN THE AD (A '1' WAS PUNCHED) AND THE NUMBER
/* OF SUBJECTS WHO CHECKED A THEME AS BEING THE MAIN THEME (A '2'
/* WAS PUNCHED)
*****/
IF VALUE(J) = 1E0 THEN CENT(J-37,1) = CENT(J-37,1) + 1E0 ;
IF VALUE(J) = 2E0 THEN CENT(J-37,2) = CENT(J-37,2) + 1E0 ;
END ;
GO TO R1 ;
FINISH :
ISW = 1 ;
FIN2 :
/*****
/* SINCE WE HAVE READ IN ALL OF THE INPUT RECORDS FOR THE AD BEING
/* SUMMARIZED WE WILL GET DOWN TO THE BUSINESS OF PUTTING OUT THE
/* SUMMARY REPORT.
*****/
IF TOTN <= 0.0E0 THEN DO ;
PUT EDIT('NUMBER OF SUBJECTS = 0, GET NEXT AD')
(SKIP,X(5),A) ;
GO TO EN5 ;
END ;
NUM_SUBJ = TOTN ;
/*****
/* THE PLADE INDEX IS COMPUTED. EACH TIME A REGRESSION ANALYSIS
/* IS RUN ON A NEW STANDARDIZATION GROUP THIS EQUATION WILL
/* PROBABLY CHANGE AND THE PROGRAM WILL HAVE TO BE RECOMPILED.
/* ALTHOUGH ONE COULD WRITE: PLADE=A1+(A2*SUM(37)+A3*SUM(38)+
/* A4*SUM(39)+A5*SUM(40)+A6*SUM(41)+A7*SUM(42)+A8*SUM(43)+
/* A9*SUM(44))/TOTN ; THEN ONE COULD READ IN THE COEFFICIENTS-
/* HOWEVER SOMETHING OTHER THAN THE V_SCORES
/* MAY BE USED IN THE REGRESSION EQUATION IN
/* THE FUTURE.
*****/
PLADE = 361.60107E0 + (1645.101E0)*SUM(40)/TOTN - (1341.51685E0)
* SUM(41)/TOTN - (230.23160E0) * SUM(44)/TOTN ;
SF64P = PLADE + SE ;
SF64M = PLADE - SE ;

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/*****
/* NOW WE DON'T WANT TO PRINT A COST OF MINUS DOLLARS, SO WE CHECK */
/* TO SEE THAT THE LOWER BOUND OF THE CONFIDENCE INTERVAL IS NOT */
/* LESS THAN ZERO. */
/*****
IF SF64M < 0.000 THEN SF64M = 0.000 ;
/*
PUT FILE (SUMMARY) PAGE EDIT ('PROSLAB ADMINISTRATIVE SUMMARY',
'AD TITLE: ',AD_TITLE,'DATE TESTED: ',DATE_TESTED,
'NUMBER OF RECRUITS EVALUATING AD: ',NUM_SUBJ,
'STANDARDIZATION ON GROUP USED: ',ADS_IN_STDGRP,' ADS',
'1. PREDICTION OF AD PERFORMANCE',DASH,'BASED ON STANDARDIZAT',
'ION GROUP, PREDICTED AD PERFORMANCE',(PLADE INDEX) IS $',
PLADE,' PER COUPON RESPONSE.')
(X(34),A,SKIP(2),X(19),A,A(24),COL(55),A,A,SKIP(1),X(19),
A,F(5,0),SKIP(1),X(19),A,F(4,0),A,
SKIP(2),X(19),A,SKIP(0),COL(24),A(28),
SKIP(2),X(23),A,A,SKIP,X(19),A,F(7,2),A) ;
/*
PUT FILE (SUMMARY) EDIT ('$',SF64M,' PER COUPON RESPONSE TO $',
SF64P,' PER',
'COUPON RESPONSE IS THE 64% CONFIDENCE INTERVAL. (IF WE COMPUTE',
'64% CONFIDENCE INTERVALS FOR A LARGE NUMBER OF ADS, WE CAN',
'EXPECT THAT ABOUT TWO THIRDS OF SUCH INTERVALS WILL CONTAIN',
'THE ACTUAL AD PERFORMANCE.) THESE ESTIMATES ARE BASED ON',
'ASSUMPTION THAT THE SAME CONDITIONS HOLD FOR AD BEING',
'PREDICTED AS FOR STANDARDIZATION GROUP OF ADS.')
(SKIP(2),X(23),A,F(7,2),A,F(7,2),A,(6)(SKIP,X(19),A)) ;
/*
FVSCOR = SUM(45)/TOTN ;
/*****
/* COMPUTE THE MEAN FV SCORE FOR THIS AD AND CONVERT IT TO A */
/* STANDARD SCORE. LOOK UP IN THE Z TABLE TO FIND THE PERCENTILE. */
/*****
STD = (FVSCOR - FVMEAN)/FVSD ;
I = STD * 10. ;
IF I < -22 THEN I = -22 ;
IF I > 22 THEN I = 22 ;
FVPER = Z(I) ;
/*
PUT FILE (SUMMARY) EDIT ('2. OVERALL LIKING OF AD BY RECRUITS',
DASH,'THE FAVORABILITY SCORE FOR THE AD WAS ',FVSCOR,'. THIS',
' SCORE', 'IS AT THE ',FVPER,' PERCENTILE FOR THE STANDARDIZAT',
'ION GROUP. THIS', 'AD WAS RATED MORE FAVORABLY THAN ',FVPER,
' PERCENT OF THE ADS IN THE','STANDARDIZATION GROUP. (FAVORAB',
'ILITY SCORE IS CALCULATED FROM','THE 8 ITEMS LISTED BELOW.)')
(SKIP(3),X(19),A,SKIP(0),
COL(24),A(32),SKIP(2),X(23),A,F(5,2),A,A,SKIP,
X(19),A,F(4,0),A,A,SKIP,X(19),A,F(4,0),A,SKIP,X(19),A,
A,SKIP,X(19),A) ;
/*
PUT FILE (SUMMARY) EDIT ('THIS AD IS IN THE CATEGORY: ',CAT(JJ),
'FOR STANDARDIZATION GROUP, THE AVERAGE FAVORABILITY SCORE FOR',
'THIS CATEGORY WAS ',FVAV(JJ),' BASED ON ',NADS(JJ),' ADS.')

```

```

      (SKIP(2),X(23),A,A,SKIP(2),X(19),A,SKIP,X(19),A,F(5,2),A,F(4,0),
      A) ;
/*                                                                 */
      K = 1 ;
      DO J = 37 TO 44 ;
      /*******/
/* TAKE EACH V_SCORE ONE AT A TIME AND CONVERT IT TO A STANDARD */
/* SCORE. LOOK UP IN Z TABLE THE CORRESPONDING PERCENTILE AND */
/* STORE THIS VALUE IN THE ARRAY PER. */
      /*******/
      FVSCOR = SUM(J)/TOTN ;
      STD = (FVSCOR -VMEAN(K))/VSD(K) ;
      I = STD * 10. ;
      IF I < -22 THEN I = -22 ;
      IF I > 22 THEN I = 22 ;
      PER(K) = Z(I) ;
      K = K + 1 ;
      END ;
/*                                                                 */
      PUT FILE (SUMMARY) EDIT ('3. PROSLAB AD EVALUATION ITEMS',DASH,
      'QUESTION','NUMBER WORDING','PERCENTILE',DASH,DASH,DASH,
      '3 WHAT DO YOU THINK OF AD AS A WHOLE?',PER(1),'SEE NOTE',
      '26 HOW DO YOU LIKE PICTURES IN AD?', PER(2),
      '27 DO PICTURES AND TEXT GO TOGETHER?', PER(3),
      '28 HOW DOES AD MAKE ARMY LOOK?', PER(4),
      '29 WILL MEN WANT MORE INFO ABOUT ARMY?', PER(5),
      '31 HOW CLEARLY IS AD WRITTEN?', PER(6),
      '33 DO YOU BELIEVE AD?', PER(7),
      '34 DO YOU LIKE MAIN IDEA OF AD?', PER(8),
      'NOTE - AS AN EXAMPLE, ON QUESTION 3 THIS AD WAS RATED HIGHER',
      'THAN',PER(1),' % OF STANDARDIZATION GROUP ADS.')
```

(SKIP(3),X(19),A,SKIP(0),

COL(24),A(27),SKIP(2),X(23),A,SKIP,X(19),A,

COL(65),A,SKIP(0),

COL(20),A(6),X(3),A(7),COL(65),A(10),SKIP(2),X(21),

A,COL(66),F(4,0),X(2),A,(7)(SKIP,X(21),A,COL(66),F(4,0)),SKIP(2),

X(19),A,SKIP,X(25),A,F(4,0),A);

```

/*                                                                 */
      PUT FILE (SUMMARY) PAGE EDIT ('PROSLAB ADMINISTRATIVE SUMMARY ',
      'FOR ',AD_TITLE,'4. PROFILE OF RECRUITS LIKING THIS AD',DASH,IB)
      (X(19),A,A,A,SKIP(3),X(19),A,SKIP(0),
      COL(24),A(34),SKIP(1),A) ;
/*                                                                 */
      DO J = 1 TO 36 ;
      /*******/
/* THIS DO LOOP COMPUTES THE CORRELATION COEFFICIENT FOR EACH OF */
/* THE FIRST 36 VALUES & DUE CARE IS TAKEN NOT TO DIVIDE BY ZERO */
/* OR TO TAKE THE SQUARE ROOT OF A NEGATIVE NUMBER. */
      /*******/
      IF NOS(J) < .99E0 THEN DO ;
      CORR(J) = 0E0 ;
      GO TO EN2 ;
      END ;
      BOT = (SUMSQ(J) - ((SUM(J) * SUM(J)) / NOS(J))) * (SUMSQ(J) -
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      ((SUMY(J) * SUMY(J))/NOS(J))) ;
      IF BOT <= 0E0 THEN DO ;
      CORR(J) = 0E0 ;
      GO TO EN2 ;
      END ;
      CORR(J) = (CROSS(J) - ((SUM(J) * SUMY(J)) / NOS(J))) / SQRT(BOT);
EN2 :
      END ;
      /*******
      /* FROM HERE THRU PARAGRAPH P5 WE ARE TRYING TO FIND CORRELATIONS */
      /* OF THE DEMOGRAPHIC ITEMS WITH THE EV SCORE */
      /* WHOSE ABSOLUTE VALUE IS GREATER THAN .2 AND IF WE FIND ANY WE */
      /* WILL PRINT A LINE WITH THE APPROPRIATE WORDS FROM THE ARRAY */
      /* NAMED ITEM. */
      /*******
      IF CORR(1) >= TWO THEN DO ; JK = 1 ; GO TO P1 ;
      END ;
      IF CORR(1) <= -TWO THEN DO ; JK = 2 ; GO TO P1 ;
      END ;
      GO TO CP2 ;

      /*
P1 : PUT FILE (SUMMARY) EDIT ('AGE :',ITEM(JK))(SKIP,X(19),A,X(5),A) ;
      /*
      CP2 : IF CORR(2) >= TWO THEN DO ; JK = 3 ; GO TO P2 ;
      END ;
      IF CORR(2) <= -TWO THEN DO ; JK = 4 ; GO TO P2 ;
      END ;
      GO TO CP3 ;

      /*
P2 : PUT FILE (SUMMARY) EDIT ('EDUCATION COMPLETED :',ITEM(JK))(SKIP,
      X(19),A,X(5),A) ;
      /*
      CP3 :
      IF CORR(4) >= TWO THEN DO ; JK = 7 ; GO TO P3 ;
      END ;
      IF CORR(4) <= -TWO THEN DO ; JK = 8 ; GO TO P3 ;
      END ;
      GO TO CP4 ;

      /*
P3 : PUT FILE (SUMMARY) EDIT ('FAMILY INCOME :',ITEM(JK))(SKIP,X(19),
      A,X(5),A) ;
      /*
      CP4 :
      IF CORR(3) >= TWO THEN DO ; JK = 5 ; GO TO P4 ;
      END ;
      IF CORR(3) <= -TWO THEN DO ; JK = 6 ; GO TO P4 ;
      END ;
      GO TO CP5 ;

      /*
P4 : PUT FILE (SUMMARY) EDIT ('RACE:',ITEM(JK))(SKIP,X(19),A,X(5),A) ;
      /*
      CP5 :
      IF CORR(5) >= TWO THEN DO ; JK = 9 ; GO TO P5 ;
      END ;

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      IF CORR(5) <= -TWO THEN DO ; JK = 10; GO TO P5 ;
      END ;
      GO TO P6 ;

/*
P5 : PUT FILE (SUMMARY) EDIT ('RESIDENCE :',ITEM(JK))(SKIP,X(19),A,
                                X(5),A) ;

/*
/******
/*
/*          PERSONALITY SCORE CORRELATIONS:
/******
/*
P6 : PUT FILE (SUMMARY) EDIT ('PERSONALITY :')(SKIP,X(19),A) ;
/*
/******
/* FROM PARAGRAPH P6 THRU EN4 WE ARE AGAIN LOOKING FOR ABSOLUTE
/* VALUES OF CORRELATION >.2 AND WE SAVE THE NUMBER OF THE WORD
/* IN THE ARRAY NAMED ITEM IN THE ARRAY NAMED MRAY. THEN WE WILL
/* PRINT OUT ANY SIGNIFICANT CORRELATIONS WITH TWO WORDS ON A
/* LINE WHICH IS MESSY SO WE HAVE TO HAVE AN EXTRA THING NAMEDLY
/* ITEM(28) WHICH IS ALL BLANKS. THERE IS ALSO ITEM(27) WHICH WAS
/* AT ONE TIME CONSIDERED BEING PRINTED IN CASE THERE WERE NO
/* SIGNIFICANT CORRELATIONS. HOWEVER THAT IDEA WAS DROPPED BUT
/* ITEM(27) REMAINS.
/******
      K = 1 ;
      DO J = 1 TO 8 ;
      N = 10 + J * 2 ;
      M = 9 + J * 2 ;
      IF CORR(28+J) >= TWO THEN DO ;
        MRAY(K) = M ;
        K = K + 1 ;
        GO TO EN3 ;
      END ;
      IF CORR(28+J) <= -TWO THEN DO ;
        MRAY(K) = N ;
        K = K + 1 ;
        GO TO EN3 ;
      END ;
EN3 : END ;
      K = 1 ;
      DO J = 1 TO 4 ;
      IF MRAY(K) = 0 THEN GO TO EN4 ;
      JK = MRAY(K) ;
      JL = MRAY(K+1) ;
      IF JL = 0 THEN JL = 28 ;

/*
      PUT FILE (SUMMARY) EDIT (ITEM(JK),ITEM(JL)) (SKIP,X(25),A(24),
                                A(24)) ;

/*
      K = K + 2 ;
      END ;
EN4 :
      MAX = 8 ;
      DO J = 1 TO 8 ;

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/*****
/* IN THIS DO LOOP WE WANT TO FIND THE 8 MOST SIGNIFICANT REASONS*/
/* FOR ENLISTMENT. TO BE SIGNIFICANT THE CORRELATION MUST BE LESS */
/* THAN -.2 WE MAY NOT FIND 8 IN WHICH CASE WE WILL ONLY PRINT AS */
/* MANY AS WE FIND. AND WE SORT THEM IN ORDER OF THEIR */
/* SIGNIFICANCE. */
/*****
      IR(J) = 6 ;
      DO K = 6 TO 28 ;
      IF CORR(K+1) < CORR(IR(J)) THEN IR(J) = K + 1 ;
      END ;
      IF CORR(IR(J)) <= -TWO THEN CORR(IR(J)) = 0.0 ;
      ELSE DO ;
      MAX = J ;
      GO TO CP10 ;
      END ;
      END ;
CP10 :
/*
      PUT FILE (SUMMARY) EDIT ('REASONS FOR ENLISTMENT:',IB)
      (SKIP(2),X(19),A,SKIP(1),A) ;
/*
      DO J = 1 TO MAX;
      IR(J) = IR(J) -5 ;
/*****
/* NOW WE PRINT THE REASONS FOR ENLISTMENT */
/*****
/*
      PUT FILE (SUMMARY) EDIT (J,'. ',REASON(IR(J)))
      (SKIP,X(23),F(1),A,A) ;
/*
      END ;
      DO K = 1 TO 22 ;
/*****
/* COMPUTE % OF SUBJECTS WHO CHOSE EACH THEME AS MAIN THEME */
/*****
      CENT(K,2) = CENT(K,2) * 100EO / TOTN ;
      END ;
/*****
/* CALCULATE % OF SUBJECTS WHO RECOGNIZED THE MAIN THEME AS BEING */
/* A THEME IN THE AD (SUM OF THOSE WHO SAID THEME WAS IN AD PLUS */
/* THOSE WHO SAID IT WAS MAIN THEME) */
/*****
      THPER1 = CENT(IMAD,1) * 100EO / TOTN + CENT(IMAD,2) ;
/*****
/* PICK OUT 3 WHO RECOGNIZED MAIN THEME AS MAIN THEME THAT IS */
/* THOSE WHO MADE THE CORRECT CHOICE. */
/*****
      THPER2 = CENT(IMAD,2) ;
      DO J = 1 TO 3 ;
      PCT(J) = CENT(1,2) ;
/*****
/* IN THIS DO LOOP WE FIND THE THREE THEMES MOST OFTEN PICKED AS */
/* MAIN THEME AND SORT THEM. TIES ARE BROKEN BY TAKING THE ONE */

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/* WITH THE HIGHER THEME RECOGNITION. */
/*****
  IP(J) = 1 ;
  DO K = 1 TO 22 ;
  IF PCT(J) < CENT(K,2) THEN DO ; PCT(J) = CENT(K,2) ;
      IP(J) = K ; END ;
  IF PCT(J) = CENT(K,2) THEN DO ;
      IF CENT(IP(J),1) < CENT(K,1) THEN DO ;
          IP(J) = K ;
          PCT(J) = CENT(K,2) ;
          END ;
      END ;
  END ;
  CENT(IP(J),2) = JOE ;
  END ;
  JB = IP(1) ;
  JC = IP(2) ;
  JD = IP(3) ;
  */
  PUT FILE (SUMMARY) EDIT ('5. IDENTIFICATION OF AD THEMES',DASH,
  'MAIN THEME FOR THIS AD SELECTED BY USAREC:',MAINTH(IMAD),
  'PERCENT NOTING THIS THEME IN THE AD WAS ',THPER1,' %',
  'PERCENT SELECTING THIS THEME AS A MAIN THEME WAS ',THPER2,' %',
  'THE THREE IDEAS SELECTED MOST OFTEN BY RECRUITS AS MAIN',
  'THEMES WERE:',1. 'SELECTED BY ',PCT(1),' % ',MAINTH(JB),
  '2. 'SELECTED BY ',PCT(2),' % ',MAINTH(JC), '3. 'SELECTED BY ',
  PCT(3),' % ',MAINTH(JD)) (SKIP(3),X(19),A,SKIP(0),
  COL(24),A(27),
  SKIP(2),X(19),A,SKIP,X(30),A,SKIP(2),X(19),A,F(4,0),A,SKIP,
  X(19),A,F(4,0),A,SKIP(2),X(19),A,SKIP,X(19),A,{3}(SKIP(3),
  X(19),A,F(4,0),A,A)) ;
  */
  EN5 :
  /*****
  /* WE HAVE NOW FINISHED THIS SUMMARY REPORT. IF ISW =0 WE HAVE */
  /* NOT RUN OUT OF DATA SO WE CONTINUE. IF ISW=1 WE HAVE COME TO */
  /* THE END OF THE INPUT FILE SO WE GO TO FINAL WHICH IS THE END */
  /*****
  IF ISW = 0 THEN DO ;
  /*****
  /* SET ALL OF THE ARRAYS TO ZERO WHICH SHOULD BE ZERO AT THE */
  /* BEGINNING OF A NEW AD. */
  /*****
  CROSS, NOS, SUMY, SUMSQY, SUMSQ = 0.0EO ;
  SUM = 0.0EO ;
  MRAY = 0 ;
  CENT = 0.0EO ;
  */
  PUT FILE (SUMMARY ) PAGE ;
  */
  PUT SKIP(2) ;
  /*****
  /* READ IN ANOTHER SET OF PARAMETERS FOR A NEW AD */
  /*****

```

GET FILE (SYSIN) COPY DATA

(AD_TITLE,DATE_TESTED,CATEGORY,
ADS_IN_STDGRP, SE ,FVAV ,NADS ,IMAD,AD_NUM,
FVMEAN,FVSD,VMEAN,VSD) ;

```

/*****
/* IF THE TITLE OF THE AD IS 'END', THEN WE ARE FINISHED. */
/*****
    IF AD_TITLE = 'END' THEN GO TO FINAL ;
/*****
/* OTHERWISE WE GO BACK TO 'NEXT' AND START THE WHOLE PROCESS */
/* OVER AGAIN. BEST OF LUCK - JK3 */
/*****
    JJ=CATEGORY ;
    TOTN = 0.0E0 ;
    GO TO NEXT ;
    END ;
FINAL :
    END ADSUM ;

```