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# The Army Communications Objectives Measurement System (ACOMS): Quarterly Reports

Gregory H. Gaertner and Veronica F. Nieva  
Westat, Inc.

Timothy W. Elig and Michael E. Benedict  
U.S. Army Research Institute

Editors



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U.S. Army Research Institute  
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September 1988

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# **U.S. ARMY RESEARCH INSTITUTE FOR THE BEHAVIORAL AND SOCIAL SCIENCES**

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Research accomplished under contract  
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Westat, Inc.

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19. ABSTRACT (Continue on reverse if necessary and identify by block number) This Army Communications Objectives Measurement System (ACOMS) document contains the quarterly reports for Fall 1986, Winter 1987, Spring 1987, Summer 1987, and Fall 1987. Introductory material describes the ACOMS project and explains how to interpret the quar- terly reports. Each report contains a brief overview of the quarter's data collection efforts and presents the major results of youth interviews conducted during the quarter. The findings are presented in a series of data tables accompanied by summary text and are further interpreted in the overview chapter. Tables presenting significant quarter- to-quarter changes and the signs (+ or -) of changes that are not statistically signifi- cant are also provided in the last four quarterly reports. Discussion of these tables is also included in the summary text.  The ACOMS survey is a multiyear telephone survey of a nationally representative sample of 16- to 24-year-old American youth and their parents. The survey (Continued)					
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tracked changes in perceptions, attitudes, and behaviors relevant to Army advertising. Data were collected throughout the year, using computer-assisted telephone interviewing (CATI) technology. A modified Waksberg method of random digit dialing (RDD) was used to identify eligible respondents. During the 30-minute interview, youth were also asked about Army advertising, media habits, career plans, and various demographic characteristics. A parent of selected 16- to 20-year-old respondents who met certain eligibility requirements was also interviewed on parallel topics.

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# **The Army Communications Objectives Measurement System (ACOMS): Quarterly Reports**

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## FOREWORD

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The U.S. Army uses advertisements to influence the knowledge, attitudes, and behavioral intentions of youth and parental influence to effectively recruit manpower. Army advertising development and execution is guided by a positioning statement and by specific, measurable objectives. This report documents quarterly findings from all five quarters of the main survey conducted for the Army Communications Objective Measurement System (ACOMS). ACOMS supports Army assessments of advertising program strategies and effectiveness. ACOMS also supports planning for future strategy and increasing the operational efficiency of Army advertising programs.

ACOMS was developed to meet the needs of Army policy makers and operational managers through a cooperative effort with a Special Advisory Group (SAG) of representatives from the staffs of the Office of the Deputy Chief of Staff for Personnel, the U.S. Army Recruiting Command, the U.S. Army Reserve Officers' Training Corps Cadet Command, and the Office of the Chief of the Army Reserve. These offices have also provided the funding for the contractor's work.

The U.S. Army Research Institute's (ARI's) participation in this cooperative effort is part of an ongoing research program designed to enhance the quality of Army personnel. This work is an essential part of the mission of ARI's Manpower and Personnel Policy Research Group (MPPRG) to conduct research to improve the Army's capability to effectively and efficiently recruit personnel. Specific efforts on ACOMS were undertaken at the direction of the Deputy Chief of Staff for Personnel (references: Message 2614317 NOV 84, subject: "Operation Image-Watchdog," and Memorandum for Record, ODCSPER, DAPE-ZXA, 3 Feb 86, subject: Army Communications Objectives Survey (ACOMS)). Results reported in this research product were briefed on a quarterly basis to the SAG (F86: 18 Feb 87, W87: 20 May 87, SP87: 2 Sep 87, and SU87: 23 Nov 87).



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Technical Director

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## PREFACE

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This is a report on the results of the first year of survey data collected for Project Image Watch-Dog, "Army Communications Objectives Measurement System (ACOMS)." The project addresses the personnel accessioning system of the Army that is responsible each year for obtaining from the nonprior service youth market over 200,000 volunteers for the enlisted and warrant officer force. The U.S. Army Reserve Officers' Training Corps (ROTC) Cadet Command is responsible for attracting over 37,000 high-quality youth into ROTC programs as college freshmen at 4-year colleges. In order to effectively recruit in the youth market, various components of the U.S. Army use advertisements and parental and peer influence to produce changes in the knowledge, attitudes, and behavioral intentions of youth. ACOMS provides a measurement and analysis system to support Army

- (1) assessments of advertising program effectiveness;
- (2) assessments of advertising strategy efficiencies;
- (3) management of the advertising program; and
- (4) planning and development of new marketing strategies and segmentation.

The planning for this research was initiated in 1984. ACOMS is the result of work performed for a series of advertising effectiveness conferences directed by the U.S. Army Recruiting Command (USAREC) at the request of the Deputy Chief of Staff for Personnel (DCSPER). The DCSPER met with the Commander of USAREC, the Chief of the Army Reserve, the Director of the Army National Guard, and the Deputy Chief of Staff of the U.S. Army Training and Doctrine Command (TRADOC) for ROTC in November, 1984, to review the results of these conferences. These officers approved the mission requirements for ACOMS prepared by their staffs and the basic research plan for ACOMS prepared by the Army Research Institute (ARI). The DCSPER directed ARI to develop and monitor research plans and necessary contract efforts for ACOMS with guidance from a Special Advisory Group (SAG) from the involved Army offices. The Defense Manpower Data Center was added in a special technical advisory capacity before the first meeting of the SAG.

The SAG was intimately involved in refining the mission requirements for ACOMS throughout the procurement process. This led to the selection by ARI in 1985 of Westat, Inc. as the ACOMS contractor. Scientists from Westat and the Army community, together with a multitude of advisors, developed and refined the research plans for the ACOMS Survey Design (Nieva & Elig, 1988) and the ACOMS Survey Analysis Plan (Gaertner & Elig, 1988). In

addition to guidance from the SAG, plans for ACOMS benefited from advice concerning sampling, weighting, and estimation from a Statistical Advisory Panel.

The ACOMS system involves more than just surveys or other methods of data collection. The analysis and reporting agenda for ACOMS has been set by Army users to ensure that, in addition to their own in-house analyses, research products regularly flow to the users and systematically address their needs. Research products include quarterly reports, annual tabulation volumes, and interim reports on interpretive analyses that are summarized in an annual report. This report is on quarterly analyses conducted using the five quarters of data collected from youth respondents.

The basic plan for quarterly reporting has been to report on the interviews conducted during the preceding quarter. This reporting schedule has supported the Army's advertising planning cycle. This report covers all five quarters of ACOMS data collection (October 1986 through December 1987). Since the reports were produced on a quarterly basis, their combination in this document shows how the reports evolved across quarters. Although the basic format and content are consistent across reports, the careful reader will notice some differences in style across the reports, the result of refinement in response to users' needs.

Each chapter of this report describes the efforts of many people on the Westat Project Team and in the Army community. Additional papers and reports on the results of the ACOMS project are being published separately. Foremost among the separately published documents are the annual report for School Year 86/87, containing a series of analytic papers, annual tabulations of youth survey results for enlisted and officer markets, and results of a message content analysis of Army commercials that focused on active-duty, enlisted, and warrant officer opportunities.

TIMOTHY W. ELIG  
ARI Senior Scientist and COR

THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS):  
QUARTERLY REPORTS

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## 1. INTRODUCTION

Linda J. Keil

The Army Communications Objectives Measurement System survey was designed to provide timely information to Army policymakers and advertising planners regarding key market responses expected to be sensitive to changes in the Army's advertising plans. This volume combines a series of reports that were produced on a quarterly basis from ACOMS youth interview data collected between 13 October 1986 and 31 December 1987 (Keil, Gaertner, Nieva & Gay, 1987; Keil, Gay, Nieva, & Gaertner, 1987; Keil, Gay, Gaertner, & Nieva, 1987a; Keil, Gay, Gaertner & Nieva, 1988b). During that time 12,924 youth, ages 16 through 24, completed the 30-minute ACOMS youth interview. The quarterly reports summarize the major variables that the Army has tracked in assessing the effectiveness of Army advertising. They have provided timely information for Army policymakers and advertising planners regarding key market responses expected to be sensitive to changes in the Army's advertising plans. The data "snapshots" provided by the quarterly reports are supplemented by in-depth analyses of various issues that have been provided to the Army. The Army Communications Objectives Measurement System (ACOMS): Annual report, school year 86/87 (Nieva, Gaertner, Elig, & Benedict, 1988) includes the analytic reports completed during the first year of ACOMS data collection. In addition, the data has been made available to the Army shortly after the close of each quarter, making it possible for the Army to do supplementary analyses as needed.

Following this brief introductory chapter, Chapter 2 of this volume provides a brief overview of the major elements of the ACOMS project. It discusses the basic objectives of the project, the major design elements of the ACOMS survey that are relevant to the quarterly reports, and the structure of the youth questionnaire.

Chapter 3 discusses the content and format of the reports. It explains how to use and interpret the data tables that present quarterly results.

Chapters 4 through 8 contain the five quarterly reports, one report per chapter. Additionally, the volume contains a set of eight appendixes that supplement or amplify important aspects of the reports (e.g., statistical concepts; wording changes to the questionnaire across quarters).

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## 2. AN OVERVIEW OF ACOMS

Timothy W. Elig and Linda J. Keil

### ACOMS Objectives

In an era when manpower experts are predicting increased difficulties for recruiting into military service, it becomes increasingly important for the U.S. Army to improve its understanding and management of the factors that enable it to meet its manpower goals. Advertising communications represent one such factor.

Advertising is used extensively by the various Army components--the active Army, the U.S. Army Reserve (USAR), the Army Reserve Officers' Training Corps (ROTC), and the Army National Guard (ARNG)--to induce changes in the knowledge, attitudes, and behaviors of youth and their parents. Each year, the Army makes a sizable investment in the development and exposure of advertising communications intended to disseminate favorable Army images and to increase the enlistment propensity of eligible youth.

While in-house assessments have been conducted by the Army's main advertising contractor, and advertising has been touched upon by other youth surveys such as the Youth Attitude Tracking Survey (YATS II) (Research Triangle Institute, 1985, 1987), to date there has been no in-depth, independent examination of the effectiveness of Army communications. The Army Communications Objectives Measurement System (ACOMS) has been such an effort, designed to help the Army monitor and evaluate its advertising communications program. ACOMS has provided ongoing measurement of the extent to which Army communications meet the communications objectives for different target groups.

The objectives of ACOMS have been:

- To support Army assessments of advertising program effectiveness in a timely fashion;
- To support Army assessments of advertising strategy in an integrated framework; and
- To support Army advertising management and planning for future strategy.

The major task of ACOMS has been to monitor and assess the effectiveness of the Army's advertising communications program. Data has been used to track changes over time in levels of advertising recall, and subsequent effects on the knowledge, attitudes, intentions, and actions of youth and

their parents. In addition, the analysis of ACOMS data allows better understanding of the lagged and cumulative effects of advertising and of the relationships between advertising and other factors that influence the eventual enlistment decision.

Thus, the ACOMS effort contributes to the development of behavioral and economic models of enlistment decision-making currently being developed by the U.S. Army Research Institute (ARI). As better models of the enlistment decision process are developed, more effective marketing strategies can be applied to help the Army attain its annual recruiting goals.

A second set of goals for ACOMS has involved the use of ACOMS data to assess the Army's advertising strategy. ACOMS has been used to examine the extent to which the Army's intended messages are actually being exposed to, and perceived by, their target audiences. Advertising strategy has been supported by the analysis of ACOMS data to refine the definitions of the Army's major market segments. Reactions to advertising, media habits, and other variables have been analyzed for the major demographic segments of interest to the Army's recruiting categories, broken down by major regions. In addition, ACOMS data are useful in the identification and validation of new segments defined in both attitudinal and demographic terms. This information is important in determining the nature and extent of advertising to be directed at each segment.

ACOMS data are also useful in examining "brand differentiation"--i.e., comparison of image elements--at several levels: differentiation among the active Army, Reserve, National Guard, and ROTC attributes; differentiation between the Army and other services' attributes; and differentiation between the Army's position and distinctive advantages vis-a-vis civilian alternatives (i.e., college and civilian employment). This information helps the Army make decisions on relative emphasis of various communications about different attributes and offers of the Army components.

ACOMS data and analyses have been made available to the managers of the Army's communications programs in a real-time, developmental context. The ACOMS reporting schedules were arranged in order to provide timely information to the Department of the Army's planning cycle. Therefore, information on current topics of interest and on reactions to advertising approaches among specific populations could be incorporated into advertising development and placement.

### The ACOMS Survey Overview

The ACOMS survey was designed to monitor the Army's advertising program over time. A national probability sample of youth and their parents was interviewed using computer-assisted telephone interviewing (CATI) technology. The Waksberg Random Digit Dialing (RDD) method was used to locate households with youth who fulfilled ACOMS eligibility criteria. See Nieva and Elig (1988) for details on survey methodology.

The respondents were questioned regarding a variety of issues related to advertising and the enlistment decision process, e.g., their media habits, knowledge about various Army components and offers, perceptions of various Army attributes, and enlistment intentions and behaviors. The survey instruments for the youth and parental respondents were divided into a number of topical modules, the majority of which are parallel in form and content for the two groups. Because of the nature of the survey objectives and pragmatic limitations on respondent burden, the instruments have complex structures involving branching, random allocation of questions to subpopulations, and randomized ordering of list presentations. To a great extent, such a degree of instrument complexity was made possible by the sophistication of Westat's CATI technology.

### The Population Sampled for ACOMS

Telephone interviews with youth were conducted for ACOMS on a continuing basis from 13 October 1986 to 31 December 1987. The youth sample for ACOMS consisted of 16- to 24-year olds, living in the contiguous 48 states, who had no prior military service nor contractual commitment to serve, who were not institutionalized, and who were not graduates of 4-year colleges. Sampling and weighting procedures make the ACOMS sample a nationally projectable sample of this population (Mohadjer & Waksberg, 1988).

There are two major categorizations made within the overall sample frame. First is a gender distinction of the Male Sample (MS) and Female Sample (FS). Because the major requirements for personnel for military service are set by Congress for males, and because the requirements for males are harder to fill than the smaller requirements for females, sampling is driven to obtain a sufficient number of males for analysis, with females being subsampled. The sample of females is sufficient for national analysis, but only for a relatively few subgroups, for example by geographic boundaries.



The second major categorization is based on education. In fact the overall sampling requirements were set to obtain a sufficient sample of higher priority males, rather than just of males in general. The priority on education was set by the finding that recruits with regular 'traditional' high school diplomas (or if without a diploma, they have obtained at least one semester of college credit through college attendance, 15 semester hours or 20 quarter hours) have much lower attrition rates than do those recruits without these credentials. The Department of Defense (DOD) study (cited in Reynolds, 1987) found that alternative credential holders had an attrition rate almost as high as (75% of rate) those with no credentials. The ACOMS Primary Sample (PS) consists of those respondents expected to be able to enlist in the military in the priority education group (Tier 1). The ACOMS Secondary Sample (SS) are respondents whose eligibility is limited by either being in DOD Tier 2 (ABE or GED holders or attendees) or Tier 3 (high school non-completers without an ABE or GED who are not enrolled in regular high school or college).

Combining these two major categorizations yields four primary samples within the total ACOMS sample: (a) Primary Male Sample (PMS); (b) Secondary Male Sample (SMS); (c) Primary Female Sample (PFS); and (d) Secondary Female Sample (SFS).

#### Other Major Analytic Categorizations: PMAS and YATS

These major categorizations are too all-inclusive for some purposes. In particular, the market for enlisted personnel is rarely considered to include youth with more than two years of college, or youth who have taken a college ROTC course. For even more refined targeting of male enlisted market groups, a subset of the males in the enlisted Recruiting Market who are also in the Primary Sample is defined as the Primary Male Analytic Sample (PMAS), consisting of PMS members who have not yet begun their junior year in college and have never taken a college ROTC course. A parallel definition can be made of the Primary Female Analytic Sample (PFAS). The PMAS and PFAS combined with the secondary samples of males and females (SMS and SFS) are the respondents represented in the enlisted Recruiting Market tabulations in this report.

Neither these sample groups nor any other sample group reported for ACOMS parallels exactly the sample definition of the Youth Attitude Tracking Study II (YATS II), although the respondents in the ACOMS enlisted Recruiting Market subset is close to the definition of the YATS II sample. Note that no group reported in the YATS II parallels any group reported in the ACOMS quarterly reports. However,

because the ACOMS sample includes anyone eligible for YATS II and the ACOMS data files contain a designator of YATS II eligibility, analysts can do analyses with parallel groups from both surveys.

Officer market tabulations. Officer markets and college influencers for enrollment in the college Reserve Officers' Training Corps are special groupings of ACOMS respondents created for tabulation in some quarterly report tables (i.e. Tables 4-8, 5-8A, 5-8B, 6-8A, 6-8B, 7-8A, 7-8B, 8-8A, and 8-8B). The Total ROTC Sample includes youth from the Primary Sample who are college-oriented high school students or who are currently attending college.

Eligibility requirements. While the definition of eligibility requirements is apparently straightforward, the operational definition of the sample is a bit more complex. Age is defined by the date of birth rather than self-reported years of age. Each potential respondent between 16 and 24 years of age is asked whether he/she has served in the military (Army, Navy, Air Force, Marines, the Reserve, or the National Guard), or is currently in the Delayed Entry Program. These persons are excluded. Finally, youth are asked the highest level of education they have completed and for which they received credit. Those persons indicating they have graduated from a four-year college are excluded.

Youth currently enrolled in college present special problems in establishing household residency, since it is desirable to avoid double eligibility for students living away from home while at college. In collaboration with the Army Special Advisory Group (SAG), it was decided that students living in college-sponsored housing would be reached through their parents (and therefore excluded in the screening interview), while those living on their own would be eligible for interview directly (and therefore not traced through their parents).

In addition to the age and prior service qualifications of the overall sample, eligibility for PMS/PFS requires an assessment of educational attainment. High school diploma graduates are defined as those earning a regular high school diploma, thus excluding those with GED and other certificates (classified as SMS/SFS unless they are enrolled in a 2- or 4-year college). Current enrollment during the school year is ascertained directly, and as above, requires enrollment in a regular high school or a 2- or 4-year college, thus excluding enrollment in training and vocational/technical non-degree programs (considered SMS if they did not complete a regular high school diploma).

## Sampling Procedures and Characteristics

### Sample Selection

The sample was selected using the Waksberg Random Digit Dial (RDD) procedure, which provides an unbiased representative sample of eligibles in telephone households. The method involves the identification of eligible respondents within households from randomly selected clusters of telephone numbers.

The household screening and sample selection process is carried out as a single, integrated operation for all population subgroups. As households are screened, those with any eligible persons are identified and a subsampling operation carried out to select the desired number of sample persons in each of the various subgroups.

### ACOMS as a Complex Sample

A simple random sample is a sample in which every individual in the population has an equal probability of selection, and selections are independent of each other. ACOMS does not have a simple random sample. Several features of the ACOMS sample design classify it as a complex sample. One important feature of the ACOMS sample design is that females are sampled at a much lower rate than males; also Hispanic males are sampled at a much higher rate than the rest of the population. That is, females have a smaller chance of selection than males, and Hispanic males have a higher chance of selection than other males. Therefore, different weights are needed to adjust for the different rates at which subgroups have been sampled. The sample weights are used with ACOMS data to provide estimates of statistics (means, proportions, etc.) that would have been obtained if the entire population had been surveyed. The weights also include adjustments for various other factors in the ACOMS sample design, e.g., multiple telephone numbers in a household, non-response and clustering effects. Details of the ACOMS weights are provided in the sample design chapter (Mohadjer & Waksberg, 1988) in The ACOMS survey design (Nieva & Elig, 1988).

### ACOMS Questionnaires

ACOMS includes three survey instruments: the household screener, the youth questionnaire, and the parent questionnaire. The screener and youth instruments are included in the supplementary tabulation volumes for the

ACOMS data (Rhoads, Elig, McEntire, & Hoke (1988a,b)). The parental instrument is included in The ACOMS survey design (Nieva & Elig, 1988).

#### The Household Screener

The household screener is a brief (three-minute) instrument, and the screening interview is conducted with any knowledgeable household member in order to locate youth who are eligible for the full ACOMS interview. Since telephone numbers are contacted at random, the screener interview is used to identify and eliminate non-household telephone numbers (e.g., business and institutional telephone numbers) as well as households that do not have youth that fulfill ACOMS age, education, and prior-service requirements.

#### The Youth and Parental Questionnaires: The Underlying Conceptual Model

The youth and parental interviews were designed with parallel modules that provide various measures of a modified Hierarchy of Effects model (Fishbein & Azjen, 1975) of Army advertising effectiveness. In brief, the model suggests that advertising affects multiple criteria of advertising effectiveness (i.e., recall of Army advertisements, positive perceptions about the Army, positive attitudes towards Army enlistment, intentions to enlist, and actual enlistment-related behaviors) in a stepwise process. That is, advertising affects recall, which in turn affects attitudes toward the Army, which then influences actual behaviors related to enlistment.

The model also posits the importance of social influence, especially parental influence, on the youth's attraction to the Army. Parental attitudes towards the Army are affected by advertising in a stepwise process that parallels that found in youth. Eventually parent's attitudes toward Army enlistment may be manifested in actual attempts to influence their sons' and daughters' enlistment decisions. Further discussion of the model is found in The ACOMS survey design (Nieva & Elig, 1988) and The ACOMS survey analysis plan (Gaertner & Elig, 1988).

#### The Youth Questionnaire Modules

The youth interview provides the major measures of the dynamics and effects of Army advertising available in ACOMS. In accordance with the Hierarchy of Effects model, the youth interview is divided into 14 modules. In order

to achieve a 30-minute average interview, a complex questionnaire structure was developed: eight questionnaire modules are "core" (i.e., asked of all respondents), and six are "rotating" (i.e., asked of a subset of respondents). Further, as described in more detail below, the Perceptions module is divided into sections that are allocated to subsamples in conformance with the target markets of the various Army components.

The quarterly reports present data on selected variables from both core and rotating questionnaire modules. (For a complete list of all modules in the youth questionnaire, see Rhoads et al., 1988a,b, Chapter 2).

Data included in the quarterly reports was drawn from the following core modules:

- Intentions and Propensity which asks for the respondent's plans for the next few years, constructed to parallel and supplement measures of Army propensity in YATS.
- Behaviors which elicits information on the respondent's activities relative to enlistment, employment and/or college enrollment.
- Importance of Attributes which assesses the importance to the respondent of attributes defined by the Army's communications objectives. These items correspond to the evaluation component of the Hierarchy of Effects model.
- Knowledge-Recall which asks for unaided and aided recall of Army (by component) and other service advertising, presented in random order. The respondent is also asked where the advertising was seen or heard, what its main message was, and whether he/she believed and/or liked it.
- Perceptions/Beliefs which asks whether the Army (by component), other services, military service in general and/or college and civilian employment offer the attributes defined by the Army's communications objectives presented in random order. These items correspond to beliefs in the Hierarchy of Effects model.

It should be noted that although the Perceptions/Beliefs module is "core" (i.e., all youth respondents receive questions from this module) and is central to ACOMS' concerns, not all questions in the module are asked of all respondents. The Perceptions/Beliefs module contains questions regarding a list of attributes which

correspond to the main copy points or communications objectives of Army advertising. Respondents are asked whether these attributes are descriptive of ten referents (Army, Army ROTC, ARNG, USAR, Navy, Marines, Air Force, Military Service generally, College, and Work) that may be perceived by the youth as future options. Since asking any single individual to respond to the attribute list for all ten referents would be an intolerable burden, sections of the Perceptions/Beliefs module are asked of different groups of respondents, defined in terms of educational attainment and career plans. The allocation plan reflects the market priorities of each of the Army components and was devised in collaboration with the SAG.

Data for the quarterly reports are also drawn from the following non-core modules:

- Media Habits which elicits information on the amounts of television, radio, and print material the respondent is regularly exposed to, and his/her favorite programs and print vehicles (asked only of a randomly selected half of all youth respondents).
- Knowledge-Awareness which asks for the respondent's level of knowledge concerning Army offers (asked only of a randomly selected half of all youth respondents).

#### Structural Features of ACOMS Questionnaire

It has been noted previously that some questionnaire modules and sections within the Perceptions module are asked only of particular groups of respondents. This feature of the ACOMS questionnaires, adapted largely to maintain an acceptable total questionnaire length, implies that there will be intended differences in the number of respondents to various parts of the questionnaire.

In addition to the rotating modules and planned subsample allocation to the Perception sections, the ACOMS questionnaires are characterized by extensive branching and skip patterns. Skip patterns or question branching are built-in questionnaire instructions that steer respondents to other questions based on their responses. Thus, they skip respondents past questions which, for them, are irrelevant. Skip patterns allow all interviews to be tailored to individual respondents. See Rhoads et al. (1988a,b) for more detailed discussion of skip patterns and questionnaire branching.

The combined effects of the rotating modules and embedded skip patterns makes it essential for readers of ACOMS findings to become familiar with the questionnaire structure and administration of the questionnaire sections of interest. To assist readers, documentation provided in Appendix F describes the subpopulations receiving each question and any special notes and cautions needed to interpret the data.

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### 3. GENERAL INTRODUCTION TO ACOMS QUARTERLY REPORTS

Linda J. Keil and Nancy L. Gay

The quarterly reports are only intended to convey topline results of important information that has been tracked on a routine basis. Analyses of relationships found among the measures and their meaning for improving Army advertising are reported elsewhere (e.g., Nieva, Gaertner, Elig, & Benedict, 1988).

#### Contents of Quarterly Reports

The content and format of the quarterly reports were determined in consultation with the ACOMS Special Advisory Group (SAG). Each report includes an Overview of Findings that contains graphs and text summarizing the major highlights of the quarterly data along with our interpretation of the findings vis' a vis the Army's advertising plans. This summary is followed by a brief Introduction and Methodology section containing sample size and performance information for the quarter. The Results and Discussion section present a set of quarterly tables and summary text describing the major findings contained in the tables.

The body of the report is supplemented by information sheets for the eleven major quarterly tables (Appendix F). On the front of each sheet are:

- A general statement describing the contents of the table;
- Respondents - A brief description of the relevant subpopulations represented in the table; and
- Special Notes and Cautions - Information about the data that are not immediately obvious, but are necessary for accurate interpretation of the findings.

The back of each information sheet is a Question Key containing a list of relevant questions matched with column headings and variable names. Each of the questions listed also includes a three to five character code (e.g., IP-1, PE-1A) that refers to the computer-assisted telephone interview (CATI) screen name. The first two alphabetic characters indicate the question module. For example, IP indicates a question from the Intentions/ Propensity Module. See Chapter 2 in this volume for additional discussion of questionnaire modules. The CATI screen name can also be used to locate questions in The ACOMS users' manual (Westat, Inc., 1988).

In addition to the information sheets in Appendix F, the quarterly reports volume contains a set of appendixes that include:

- An overview of the ACOMS sample groups (Appendix A);
- Maps of the USAREC Recruiting Brigades, and ROTC Regions (Appendix B);
- Brief explanations of several key statistical concepts (Appendix C);
- An annotated bibliography for readers who want more detailed technical information about various aspects of the ACOMS project (Appendix D);
- An up-to-date list of changes in the youth questionnaire including wording and questionnaire administration changes as well as additions and deletions of items (Appendix E);
- Information sheets for each of the eleven main quarterly report data tables. There are two sets: one for SY86/87 and one for SY87/88 (Appendix F);
- A glossary of the terms and abbreviations used in the reports (Appendix G);
- A set of brief definitions of the sample groups included in the quarterly reports data tables (Appendix H) for quick reference.

#### Quarterly Report Data Tables

Each quarterly report contains two tables in the Introduction and Methodology section, one reporting sample size and market subgroup percentages for the quarter and another showing response rates for samples drawn during the quarter for household screening and the youth interview.

The Results and Discussion section of each quarterly report contains a set of data tables that present the quarter's findings on selected variables. These tables are of two types: (1) percentage tables showing percentages of youth in specified subgroups (based on their estimated number in the U.S. population) who have responded as indicated in the table title, along with standard errors for each of the percentages, and (2) change tables showing changes in these percentages from one quarter to the next.

Beginning with the report for Winter 1987, each of the eleven main data tables is paired with a change table that compares the current quarter with the previous one. These eleven pairs of tables are indicated by the sharing of a table number followed by A and B, respectively. For example, Table 5-3A is the percentage table and Table 5-3B its corresponding change table for W87.

Each quarterly report contains the following tables. An asterisk by the table number means that the indicated percentage tables are each paired with corresponding change tables. There are no change tables for Fall 1986 (the first quarter of data collection).

#### Quarterly Tables

TABLE 1:	Respondents by Market and Market Subgroup Percentages
TABLE 2:	Response Rates for Samples Drawn during the Quarter
TABLE 3*:	Percentage with Intention to Enlist in Army Components [Intention to Enlist]
TABLE 4*:	Percentage Rating Opportunities "Important" or "Very Important" to Plans for the Next Year [Importance of Attributes]
TABLE 5*:	Percentage "Agree" or "Strongly Agree" with Active Army Attribute Statements [Perceptions - Active Army]
TABLE 6*:	Percentage "Agree" or "Strongly Agree" with Army Reserve Attribute Statements [Perceptions - Army Reserve]
TABLE 7*:	Percentage "Agree" or "Strongly Agree" with Army National Guard Attribute Statements [Perceptions - Army National Guard]
TABLE 8*:	Percentage "Agree" or "Strongly Agree" with Army ROTC Attribute Statements
	Percentage Rating ROTC Opportunities "Important" or "Very Important" to Plans for the Next Year [Perceptions and Importance - Army ROTC]

TABLE 9*:	Percentage Taking Actions Relating to Enlistment During the Past Six Months [Behavior]
TABLE 10*:	Percentage Seeing/Hearing Military Advertising [Knowledge/Recall - Unaided]
TABLE 11*:	Percentage Seeing/Hearing Military Advertising [Knowledge/Recall - Unaided plus Aided]
TABLE 12*:	Percentage Answering Knowledge of Army Offers and Benefits Questions Correctly [Knowledge]
TABLE 13*:	Percentage Regularly Viewing or Listening to Various Types of Programming [Media Habits]
TABLE 14:	Percentage with Intention to Enlist in Army Components [Intention to Enlist] -- PMAS Monthly Totals
TABLE 15:	Percentage "Agree" or "Strongly Agree" with Active Army Attribute Statements [Perceptions - Active Army] -- PMAS Monthly Totals
TABLE 16:	Percentage Seeing/Hearing Military Advertising [Knowledge/Recall - Unaided] -- PMAS Monthly Totals

#### Format of Quarterly Reports

##### General Table Structure

Tables 3-13 present data for youth interviews conducted during the quarter, while Tables 14-16 provide monthly data for selected variables. The quarterly table structures are generally uniform, and are described briefly later in this section. Tables 6 and 7 and the monthly tables present less detailed sample breakdowns because sample sizes are too small to obtain reliable estimates for the subgroups. Table 8 is unique in including sample groups most relevant to the Army ROTC.

Columns. The columns in all tables represent alternative responses to a question, or responses to a series of questions about a general topic. For example, Table 10 shows the percentages of youth who stated, in response to a general question, that they recalled advertising for any of

the Army components or other military services. The possible alternative responses are shown as columns in Table 10. As another type, Table 5 shows the percentages of youth who agreed with a list of statements regarding various Army attributes. The table columns represent the various attributes (e.g., job variety, physical challenge, mental challenge) to which youth respond.

Rows. The table rows represent different subpopulations of interest to the Army advertising and recruiting effort. For each row, the unweighted number of respondents who answered the questions is indicated in the n column. These numbers differ across tables for the same subgroups because some core questions were asked of all youth, whereas others were rotating, i.e., asked only of subsets of respondents. Details on the questionnaire structure can be found in Nieva & Elig (1988), the survey design for ACOMS. The information sheets in Appendix F provide further detail about who responded to the questions in each table.

Most of the tables (except Tables 6, 7, 8 and the monthly tables) are comprised of two panels that represent two major subpopulations: (1) the main Army Recruiting Market, and (2) the Primary Male Analytic Sample (PMAS). Definitions and further subdivisions for the subpopulations are provided in the following paragraphs:

- The RECRUITING MARKET panel includes non-prior service male and female youth between 16 and 24 years of age who fit into either of two main sample categories:
  - Primary Male Analytic Sample (PMAS) and Primary Female Analytic Sample (PFAS) youth are those who have obtained a regular high school diploma or who are currently enrolled in high school. Youth in the primary analytic samples have never taken a college ROTC course and have not yet completed their sophomore year in college.
  - Secondary Male Sample (SMS) and Secondary Female Sample (SFS) youth are those who have dropped out of high school before finishing or who have a certificate of high school completion such as the General Educational Development (GED) certificate, but who have not earned a regular high school diploma and have completed less than one year of college.

- The second panel focuses on PMAS youth alone, and shows separate breakdowns by educational level, region, and age. Age categories are self-explanatory. The regional breakdown corresponds to the Army's Recruiting Brigades (see Appendix B for a map of the USAREC Recruiting Brigades). Definitions for the educational categories are as follows:
  - College Freshmen and Sophomores - This subgroup includes freshmen and sophomores currently enrolled in a four-year university or a two- or four-year college. Freshman and sophomore status is determined by credit completed rather than by number of years in attendance.
  - High School Students (College-Oriented) - Students currently enrolled in a regular high school program who answered either definitely or probably when asked how likely it is that they will attend college are included in this subgroup.
  - High School Students (Work-Oriented) - Currently enrolled regular high school students who answered either definitely not or probably not when asked how likely it is that they will attend college, those who do not know if they will attend college, and those who refused to answer questions about future college plans are included in this subgroup.
  - High School Graduates, Not Currently Enrolled - This subgroup is composed of high school diploma graduates who are not currently enrolled in a two- or four-year college or university. Also included are non-diploma graduates (e.g., those who received a GED) who have completed at least one but less than two full years of college and who are not currently enrolled.

Tables 6, 7 and the monthly tables contain data from the same sample groups as those described above. However, because of small sample sizes, the educational, regional, and age level breakdowns are not included in these tables.

Table 8 reports data on subgroups that are most relevant to the ROTC.

- The ROTC SAMPLE includes male and female youth who have no prior military service and who have not taken college ROTC courses. The sample includes three educational subcategories:
  - College Juniors and Seniors - This subgroup includes juniors and seniors currently enrolled in a four-year college or university. Junior and senior status is determined by credit completed rather than by number of years in attendance. These respondents are not included in any other quarterly tables.
  - College Freshmen and Sophomores - This subgroup includes freshmen and sophomores currently enrolled in a four-year university or a two- or four-year college. Freshman and sophomore status is determined by credit completed rather than by number of years in attendance. Youth in this group are comparable to those included in the same subgroup in other tables.
  - High School Students (College-Oriented) - Students who are currently enrolled in a regular high school program who answered either definitely or probably when asked how likely it is that they will attend college are included in this subgroup. Youth in this subgroup are comparable to those included in the same subgroup in other tables.
- Table 8 includes a regional breakdown by ROTC Regions (see Appendix B for a map of the ROTC Regions).
- Youth in the ROTC Sample groups described above are also categorized by age level as shown in Table 8.
- Totals are included for the ROTC Male Sample, ROTC Female Sample, and ROTC Sample as a whole.
- Finally, Table 8 includes PMAS TOTALS to facilitate comparison of findings with those shown in other tables.

Table entries. Table entries consist of percentages of youth in the various subgroups who have responded as indicated in the table title along with the standard errors for each of the percentages. All percentages are based on the number of respondents weighted up to their estimated number in the U.S. population (for a discussion of the rationale and process of sample weighting, see Nieva & Elig, 1988). Percentages are calculated on the basis of the weighted number of youth found within the subpopulation represented in the row. For example, the 578 cases listed in the n column of Table 7-3A for college-oriented high school students represent 2,834,207 in the U.S. population. Thus, the entry showing that 39 percent of college-oriented high school males have General Aided Intention to enlist in the Army is an estimate of the percentage of 2,834,207 male youth in the population who would report having these intentions if all could respond.

The numbers appearing in parentheses below each percentage are standard errors calculated by the method of balanced repeated replications (BRR), a technique appropriate for variance estimation for weighted data. The standard errors can be used to construct confidence intervals around the estimates as described in Appendix C.

Examples. A walk-through of portions from two tables will help in the correct interpretation of all quarterly report tables. The portions were taken from the Summer 87 Report which covers the July to September 1987 data collection period.

The first portion is drawn from Table 7-10A titled "Percentage Seeing/Hearing Military Advertising" and presents the responses given to the question: "Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?" This table is based on responses of the full Recruiting Market (n=2,372) as shown in the n column of the TOTAL RECRUITING MARKET row in Figure 3-1. Six other aspects of the table are highlighted in the figure, showing the reader how to interpret row and column headings, n's, and table values.

It is important to remember that the n's in every table are actual numbers of youth interviewed during the quarter while the percentages are weighted to be nationally representative of the subgroups. This means that the weighted number of cases underlying a percentage cannot be determined from the table.

A second important feature of all tables is that percentages are not calculated either within columns or across rows, and therefore do not sum to 100 percent. Rather they are based on the number of respondents offering



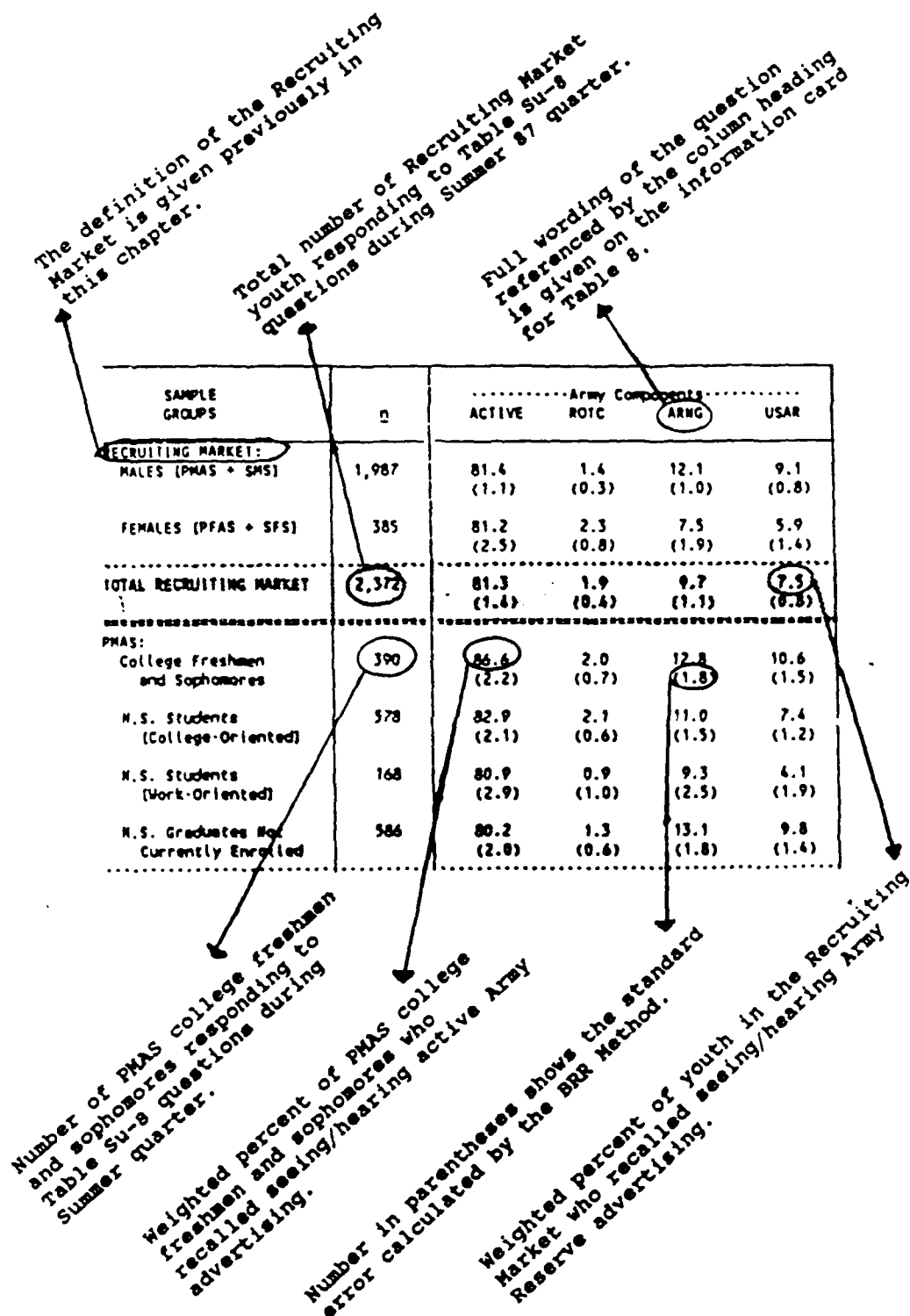


Figure 3-1. Example of core module data table (from Table 7-10A) with interpretations.

a particular response, as in Figure 3-1, or replying yes to a question as in Figure 3-2. The weighted percent of 86.6 highlighted in Figure 3-1 is the percentage of college freshmen and sophomores who recalled advertising for the active Army; by implication, a weighted percent of 13.4 did not recall such advertising. The number does not represent the percentage of respondents mentioning the active Army who are college freshmen and sophomores, and neither does it represent the percentage of college freshmen and sophomores recalling any advertising who mentioned the active Army specifically.

The table portion shown in Figure 3-2 is based on a subsample of respondents who answered questions regarding their media habits. The complete table is Table 7-13A in the Summer 87 quarterly report and is titled "Percentage Regularly Viewing or Listening to Various Types of Programming." Less than the full sample of youth were asked the questions because (1) the questions are part of a rotating module administered to a randomly selected half of the youth, and (2) a "gate" question preceded the tabled questions which reduced the number of respondents. Youth who claimed they watch/listen to zero hours of television/radio were not asked about specific types of programs. The values in the table, therefore, reveal the program preferences of people who claim that they spend some amount of time (more than zero hours) during the week watching television/listening to the radio.

Both of these sample-limiting factors are described on the SY87/88 information sheet for Table 7-13, contained in Appendix F. The information sheets are designed to quickly inform the reader of the sample underlying each table and are invaluable for accurate interpretation of table contents.

Six aspects of the table portion in Figure 3-2 are highlighted, most providing the correct interpretation of a number. If a reader were to plunge into reading the table without having checked its information sheet, the first hint that the respondents are a subsample would come from the n1 column of the TOTAL RECRUITING MARKET row. Instead of 2,372 as shown of the Figure 3-1 table based on the entire sample, it numbers only 1,148. One consequence of the smaller n is larger standard errors and correspondingly larger confidence intervals around all of the sample estimates, as discussed in Appendix C.

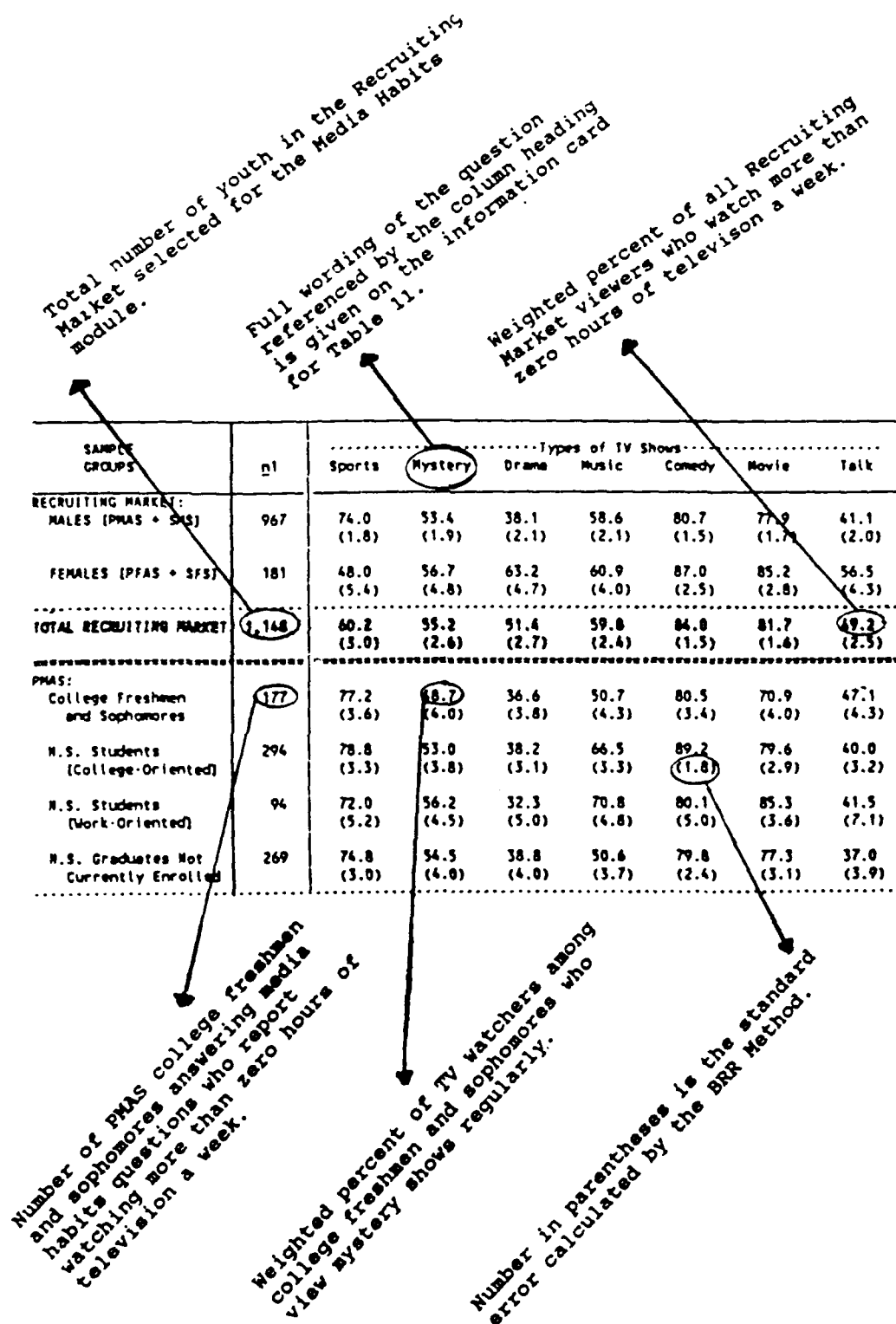


Figure 3-2. Example of rotating module data table (from Table 7-13A) with interpretations.

### Change Tables

The row labels and column headings of the change tables are identical to the corresponding percentage tables. Numbers appear in the change tables only if comparisons show significant change ( $p < 0.05$ ;  $\pm 2$  standard errors). If a significant change has occurred, a Z-score appears in the cell indicating the magnitude of the difference. Signs without accompanying numbers (+ and -) show the direction of changes that are not statistically significant. The direction of change is determined by subtracting last quarter's percentages from this quarter's percentages. Thus, a positive change indicates an increase this quarter over last, and a negative change means the current percentage is lower than the previous quarter's percentage in that cell. When the percentage has not changed, a 0 appears in the cell.

### Interpretation of Changes across Quarters

Caution should be taken in interpretation of quarter-to-quarter changes for three reasons. First, with only five quarters' worth of data, we cannot discriminate between seasonal change in items and secular trends unique to the field period. Second, statistical significance is only one guide to interpretation, so that some non-significant changes may bear watching while some significant changes may not have substantive interpretations. Third, in some cases, changes may be the result of changes in question wording or administration. Where this is a possibility, notation appears on the data table directing the reader to Appendix E where such changes are thoroughly documented.

## References

- Nieva, V. F., & Elig, T. W. (Eds.). (1988). The Army Communications Objectives Measurement System (ACOMS): Survey design (ARI Technical Report 785). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.
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- Westat, Inc. (1988). The Army Communications Objectives Measurement System (ACOMS): Users' manual (ARI Research Product 88-08). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

4. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM  
(ACOMS): QUARTERLY REPORT, FALL 1986

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Overview of Findings

Purpose

To provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans.

Methodology

Computer-assisted telephone interviews were conducted with 1,787 youth between the ages of 16 and 24 during the quarter. Each interview lasted approximately 30 minutes. Youth were asked about their education and employment history, career plans for the future, intentions to enlist in the Army, enlistment-related activities undertaken during the prior six months, and what opportunities they regard as important to their future plans. They were also asked about their media monitoring habits, recall of military advertising, knowledge and perceptions of the Army and its components, and their attitudes toward Army advertisements. Demographic information was collected and, for selected youth, parental location and tracking information was requested to be used for parental and longitudinal interviewing.

In this report, data tables with accompanying text summarize the results of the first quarter's interviews on key indicators of the current state of the recruiting market. This quarter's findings also provide baseline data to be used in comparison with future findings for tracking emerging trends.

The quarterly report focuses mainly on males in the Primary Male Analytic Sample (PMAS). The PMAS corresponds to the primary enlisted market and includes youth who have neither served nor been accepted for service in the military; who are either in high school or have a regular high school diploma; who have never taken a college ROTC course; and, who have not yet completed their sophomore year in college. This quarter 1,037 PMAS youth were interviewed. Data are reported by PMAS educational, regional, and age groups. Findings are reported by sex for the Recruiting Market as a whole, including both the primary and secondary enlisted markets. The secondary enlisted market includes high school non-completers and youth with a high school certificate other than a diploma

(e.g., GED) who have not yet completed one year of college. Finally, data for youth in the officer market are reported for ROTC perceptions and ROTC-relevant importance items by education, region, age, and sex.

## Findings

### Recall and Brand Image

- Recall of active Army advertising is highest among all services.
  - Both aided and unaided recall of active Army advertising is higher than recall of other services, by margins of 18% to 25% for unaided recall, and 6% to 14% for aided recall.
  - The G.I. Bill is more likely to be associated with the Army than with other services, again by large margins.
- General knowledge of the Army's offers and benefits is high but knowledge of specifics is less widespread.
  - Knowledge of the delayed entry program is generally high. Since DEP was an important advertising message during the quarter, it will be important to watch this total next quarter when the delayed entry program is not being advertised as heavily.
  - Knowledge that the Army offers money for education is well known although fewer respondents know how much is available or that the Army offers more money than other services. Since the G.I. Bill and the Army College Fund are major components of next quarter's advertising plans, increases in more specific knowledge may occur.
- Brand image and recall of advertising for the Army Reserve Officers' Training Corps, Army National Guard, and Army Reserve lag behind the active Army.
  - Brand image differences are shown in the relatively high percentages of respondents who agree with statements about the attributes of the active Army (Table 4-5) compared with the

percentages agreeing with statements about the Army ROTC (Table 4-8), Army Reserve (Table 4-6), and Army National Guard (Table 4-7). Further, there appears to be less variability of proportions agreeing with different attributes for the ROTC, ARNG, and USAR, suggesting that the images are more diffuse.

- Advertisements for the components are recognized when probed (aided recall) but appear not to be salient enough to elicit unaided recall. This may be because the components are not clearly distinguishable from the Army.
- Although unaided recall of ROTC advertising is generally low, it is highest among the sample groups targeted by the ROTC (college-oriented high school students and college freshmen and sophomores).

#### Market Segmentation

- College-oriented and work-oriented high school students appear to have similar values, but the work-oriented seem more likely to see the Army as a place to get what they want.
  - An important exception to the above general statement is that college-oriented high school students are more likely to value money for education and mental challenge than students who are work-oriented. Interestingly, however, work-oriented students are more likely than college-oriented to perceive the Army as offering a mental challenge and the two groups do not differ in likelihood of thinking that the Army offers money for education.
- High school diploma graduates, not currently enrolled (HSDG) were the primary target market segment during the quarter. The main message targeted to this group was that the Army offers opportunities to use high-tech equipment.
  - High school diploma graduates are relatively unlikely to perceive that the Army offers opportunities they value.



- HSDGs are also least likely of all PMAS groups to perceive that the Army offers high-tech opportunities. This view is, however, in line with their generally lower perceptions of most Army attributes.

Perceptions of Active Army Opportunities Compared to Importance of Opportunities

- Several attributes that are highly likely to be seen as important by youth are considerably less likely to be seen as offered by the active Army. For PMAS youth, the largest overall differences between perceptions of active Army and importance are associated with civilian career development (a difference of 38.8%), opportunity to develop potential (difference of 24.0%), mental challenge (difference of 18.5%), and having an experience to be proud of (difference of 13.3%).
- PMAS youth are more likely to agree that the Army offers the opportunity to work with high-tech equipment than to see it as important for themselves (a difference of 14%).
- The mismatches between perceptions of the active Army and rated importance of attributes are generally greater for college-oriented youth than for work-oriented. This is true for civilian career development (the difference for the college-oriented is 35.3% compared with 16.2% for work-oriented), mental challenge, having an experience to be proud of, and developing self-confidence.
- For one attribute, money for education, the mismatch is greater for work-oriented than college-oriented youth. College-oriented high school students are about as likely to think that the Army offers money for education as to think it is valuable to their own future plans. However, work-oriented youth are more likely to think that the Army offers education money than to think it is important. HSDGs are also more likely to perceive the Army as offering money for education than to value it.

### Other Highlights and Hypotheses

- Groups with high measured intention to enlist do not necessarily act on those intentions.
  - This may reflect a break between intentions and action or a weakness in the measurement of intention. However, it could also mean intention is not the only cause of measured behavior. For example, it appears that a large percentage of respondents who report having talked with an Army recruiter during the past six months were contacted first by the recruiter. This may reflect a different level of motivation than if the respondents themselves had initiated contact with the recruiter.
- Youth in the 2nd and 5th Recruiting Brigades (Southeast and Southwest) are generally more favorably inclined toward the Army than youth in other regions. They are more likely to agree with active Army attribute statements, and to have aided intentions to enlist.

## Introduction

This report presents data collected from youth respondents in the main interview conducted for ACOMS between the inception of survey data collection on 13 October 1986 through 31 December 1986.

## Methodology

### Respondents

During the first quarter of data collection, a total of 1,787 youth interviews were completed. All of the tables in the Fall 86 quarterly report except Table 4-8, Perceptions - Army ROTC, focus on the main Army Recruiting Market, a subset of 1,497 of the total youth interviews. Table 4-8 includes data on the perceptions of the ROTC Sample, a subset of 348 of the total youth interviews. Subgroups reported within the Army Recruiting Market, the Primary Male Analytic Sample (PMAS) and the ROTC Sample are listed in Table 4-1. The composition of the subgroups is shown by number of respondents and the weighted percentage of respondents in each subgroup. Respondents have been weighted to represent the population eligible to be surveyed. (See Mohadjer & Waksberg (1988) for procedures). Weighted percentages in Table 4-1 reflect the (estimated) composition of the population of eligibles.

The number of interviews and the weighted percentages in Table 4-1 are provided as a general guide to sample sizes. It should be noted, however, that the number of interviews and weighted percentages are different for each of the tables containing data from rotating modules (Tables 4-5, 4-6, 4-7, 4-12, and 4-13, for Perceptions of the Army, USAR, ARNG,, Knowledge, and Media Habits, respectively).

The sample for Table 4-8, Perceptions - Army ROTC, is quite different because it reflects the Officer Market rather than the Recruiting Market.

Table 4-1

Fall 1986 Respondents by Market and Market Subgroup Percentages

Sample Groups	Respondents	Weighted Percentage
RECRUITING MARKET (1,497 Respondents)		
MALES [PMAS + SMS]	1,227	47.9
FEMALES [PFAS + SFS]	270	52.1
TOTAL PMAS (1,037 Respondents)		
College Freshmen and Sophomores	207	21.7
H.S. Students [College-Oriented]	369	28.6
H.S. Students [Work-Oriented]	102	7.9
H.S. Graduates Not Currently Enrolled	359	41.8
1st Rctg Bde	202	19.4
2nd Rctg Bde	181	20.3
4th Rctg Bde	313	26.1
5th Rctg Bde	212	18.2
6th Rctg Bde	129	16.0
16-17 Years Old	431	32.8
18-19 Years Old	278	27.9
20-21 Years Old	155	17.3
22-24 Years Old	173	22.0
OFFICER MARKET : TOTAL ROTC SAMPLE (348 Respondents)		
Total ROTC Male Sample	312	66.4
Total ROTC Female Sample	36	33.6
OFFICER MARKET : TOTAL MALE SAMPLE (312 Respondents)		
College Juniors and Seniors	92	28.0
College Freshmen and Sophomores	92	42.2
H.S. Students [College-Oriented]	128	29.8
1st ROTC Region	92	31.3
2nd ROTC Region	81	23.4
3rd ROTC Region	75	23.4
4th ROTC Region	64	21.9
16-17 Years Old	118	28.6
18-19 Years Old	74	32.0
20-21 Years Old	81	24.3
22-24 Years Old	39	15.1

## Questionnaire

The version of the questionnaire a respondent receives is the version in use during the month in which he or she is identified as an eligible respondent. Interviewers have a total of eight weeks to close out each monthly sample of telephone numbers. This process includes identifying all non-working and non-residential numbers in addition to completing household screeners on all identified households and completing interviews with all eligible respondents. Therefore, the respondents included in the response rate calculations are somewhat different than those included in the quarterly report itself. In particular, since the December monthly sample was not closed out until late in January, interviewing continued for this sample past the December 31 cutoff date used for reporting purposes. Interviews in this category are included in the Winter 1987 quarterly report.

## Sample Data

Table 4-2 shows response rates for household screeners and youth interviews and a combined rate for samples initiated on 1 October, 1 November, and 1 December. The response rate for household screeners is the percentage of total identified households for which the screening instrument was completed to identify youths eligible for interviewing. The youth response rate is the percentage of youths for whom interviews were completed of those who were eligible for interviewing. The combined rate is the product of the household and youth-interview rates.

Table 4-2

Response Rates for Samples Drawn October, November, and December 1986

	October	November	December
Household Screener	86.4	82.8	83.5
Youth Interviews	74.0	70.9	75.9
Combined	63.9	58.7	63.4

## Results and Discussion

Table 4-3

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
(Standard Error)

SAMPLE GROUPS	N1	Unaided Intention			Aided Intention			M2	Army ROTC	
		General Intention	Active Army	USAR	ARNG	General Intention	Active Army			USAR
RECRUITING MARKET:										
MALE (PMAS + SMS)	1,227	1.8 (0.4)	1.1 (0.3)	0.3 (0.1)	0.4 (0.2)	25.7 (1.5)	14.8 (1.0)	13.2 (1.2)	11.9 (1.1)	830 16.9 (1.6)
FEMALE (PFAS + SFS)	270	0.4 (0.4)	0.0 n.e.	0.4 (0.4)	0.0 n.e.	8.5 (2.1)	4.4 (1.4)	5.9 (1.9)	3.6 (1.3)	189 8.5 (2.8)
TOTAL RECRUITING MARKET	1,497	1.1 (0.4)	0.5 (0.1)	0.4 (0.3)	0.2 (0.1)	16.8 (1.3)	9.4 (0.9)	9.4 (1.1)	7.6 (0.8)	1,019 12.4 (1.7)
PMAS:										
College Freshmen and Sophomores	207	0.3 (0.3)	0.0 n.e.	0.0 n.e.	0.3 (0.3)	11.7 (2.9)	4.8 (1.8)	4.9 (1.5)	4.4 (1.6)	201 6.6 (2.1)
M.S. Students [College-Oriented]	369	2.2 (0.8)	1.5 (0.7)	0.5 (0.4)	0.2 (0.2)	33.6 (2.9)	19.0 (2.4)	17.0 (2.8)	12.9 (2.1)	369 22.8 (2.7)
M.S. Students [Work-Oriented]	102	7.4 (2.7)	5.8 (2.2)	0.0 n.e.	1.5 (1.5)	41.6 (4.4)	33.3 (3.9)	23.3 (3.9)	19.9 (4.4)	N/A N/A
M.S. Graduates Not Currently Enrolled	359	0.5 (0.5)	0.0 n.e.	0.2 (0.2)	0.3 (0.3)	19.0 (3.1)	10.4 (2.3)	9.6 (2.2)	10.1 (2.2)	180 14.2 (3.7)
1st Rctg Bde	202	0.6 (0.6)	0.0 n.e.	0.0 n.e.	0.6 (0.6)	14.8 (3.1)	5.5 (2.0)	7.5 (1.9)	6.5 (1.8)	148 9.7 (3.1)
2nd Rctg Bde	181	2.3 (1.7)	1.2 (0.7)	0.5 (0.5)	0.6 (0.7)	32.8 (5.5)	19.5 (5.0)	17.0 (3.3)	18.9 (3.9)	125 22.8 (4.9)
4th Rctg Bde	313	1.4 (0.6)	0.7 (0.4)	0.5 (0.4)	0.2 (0.2)	17.0 (2.3)	10.2 (1.6)	9.1 (2.2)	5.6 (1.3)	221 14.2 (3.1)
5th Rctg Bde	212	1.8 (0.9)	1.4 (0.8)	0.0 n.e.	0.4 (0.4)	30.0 (4.4)	23.3 (4.1)	13.7 (2.9)	10.1 (2.9)	153 17.7 (3.1)
6th Rctg Bde	129	1.4 (1.0)	1.4 (1.0)	0.0 n.e.	0.0 n.e.	24.8 (4.4)	9.6 (2.4)	12.4 (3.6)	12.7 (4.0)	103 13.8 (3.7)
16-17 Years Old	431	4.0 (1.1)	2.5 (0.8)	0.7 (0.4)	0.7 (0.5)	30.7 (2.8)	18.0 (2.1)	15.4 (2.3)	11.8 (1.8)	347 19.7 (2.9)
18-19 Years Old	278	0.7 (0.5)	0.3 (0.3)	0.0 n.e.	0.5 (0.5)	22.2 (3.0)	13.9 (2.5)	11.7 (2.1)	10.6 (2.0)	219 13.6 (2.9)
20-21 Years Old	155	0.0 n.e.	0.0 n.e.	0.0 n.e.	0.0 n.e.	19.5 (5.0)	12.7 (3.8)	13.9 (3.7)	11.5 (4.4)	100 11.1 (5.2)
22-24 Years Old	173	0.0 n.e.	0.0 n.e.	0.0 n.e.	0.0 n.e.	16.9 (4.8)	6.6 (3.3)	4.7 (2.0)	7.4 (2.3)	84 12.5 (4.8)
TOTAL PMAS	1,037	1.5 (0.5)	0.9 (0.3)	0.2 (0.1)	0.4 (0.2)	23.4 (1.6)	13.5 (1.1)	11.8 (1.2)	10.4 (1.2)	750 15.4 (1.6)

Note: n.e. indicates standard error is not estimable.

TABLE 4-3

INTENTION TO ENLIST

- Aided and unaided general intentions to enlist in the Army are highest among males who are still in high school.
- Aided intentions to enlist in all Army components are higher for high school students than for college freshmen and sophomores or graduates not currently enrolled.
- High school students also show higher unaided intentions to enlist in the active Army but no differences appear among the educational groups for intentions to enlist in the Army Reserve or Army National Guard.
- Among those not in high school, graduates not currently enrolled report higher aided intentions to enlist in the Army National Guard than college students.
- Among those still in high school, work-oriented students are more likely to show aided intention to enlist in the active Army than those who are college-oriented. A similar, though non-significant, trend is shown for unaided active Army intentions to enlist.
- 33.3% of work-oriented high school students show a general aided intention and 5.8% a general unaided intention to enlist in the active Army compared to 19.0% and 1.5%, respectively, for college-oriented students.
- While work-oriented high school students are more likely to report intention to enlist in the active Army than in other components, other groups seem as likely to show intention to enlist in other components as in the active Army.
- Comparing aided to unaided intention, specifying components by name when asking respondents about intention to enlist (aided intention) yields large increases in reported intentions to enlist across all educational groups over unaided questions.
- In general, males are more likely than females to report intentions to enlist.
- Males are over four times more likely than females to report a general intention to enlist in the Army unaided, and over three times as likely aided. Active Army intentions are also higher for males both unaided and aided.
- Males are more likely to report aided intentions to enlist in the Reserve and Guard but there are no significant differences between the sexes in unaided intentions to enlist in either of these two components.
- Youth in the 2nd Recruiting Brigade (Southeast) and the 5th Recruiting Brigade (Southwest) report the highest general aided intentions to enlist in the Army and the highest aided intentions to enlist in the active Army. No significant regional differences are shown for unaided intentions.



Table 4-4

Importance of Attributes

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Bldg. NS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi-Tech Training Co-Workers	Money For Ed.	Serve Country	Exciting Part Time Work	Δ	Δ	Δ
RECRUITING MARKET:																				
MALE (PMAS + SMS)	1,227	M/A	78.0 (1.6)	87.9 (1.3)	45.8 (2.0)	79.0 (1.4)	65.7 (2.0)	92.4 (0.9)	87.7 (1.2)	92.3 (0.8)	82.4 (1.5)	85.3 (1.3)	81.1 (1.6)	77.9 (1.8)	63.5 (2.0)	62.4 (2.1)	75.6 (1.5)	M/A	40.7 (1.5)	M/A
FEMALE (PMAS + SMS)	270	M/A	67.6 (2.6)	88.2 (2.4)	52.2 (2.6)	74.4 (3.0)	57.9 (3.5)	91.5 (2.0)	91.7 (1.9)	89.1 (2.3)	79.8 (3.2)	90.2 (2.2)	77.9 (2.5)	74.4 (2.9)	70.3 (2.2)	52.6 (3.9)	70.2 (3.5)	M/A	51.0 (3.8)	M/A
TOTAL RECRUITING MARKET	1,497	M/A	72.6 (1.7)	88.0 (1.4)	49.1 (1.7)	76.6 (1.6)	61.7 (2.2)	91.9 (1.1)	89.8 (1.1)	90.6 (1.2)	81.0 (1.8)	87.8 (1.2)	79.4 (1.5)	76.1 (1.7)	67.1 (1.6)	57.3 (2.3)	72.8 (2.0)	M/A	46.1 (2.1)	M/A
PMAS:																				
College Freshmen and Sophomores	207	M/A	74.0 (3.2)	85.1 (2.9)	36.2 (4.7)	83.2 (3.4)	63.2 (3.8)	93.8 (2.4)	87.4 (2.8)	94.6 (1.7)	89.3 (2.7)	83.8 (1.8)	75.8 (3.3)	80.3 (4.0)	68.6 (4.3)	57.0 (6.2)	74.4 (4.2)	M/A	25.3 (3.4)	M/A
M.S. Students (College Oriented)	369	M/A	80.9 (2.4)	88.2 (1.9)	56.3 (3.1)	80.6 (2.5)	72.4 (3.1)	92.5 (1.6)	88.0 (2.1)	91.9 (1.6)	85.2 (1.9)	88.8 (1.8)	85.2 (2.3)	80.0 (3.1)	83.0 (2.3)	68.6 (2.8)	77.8 (2.6)	M/A	35.2 (3.4)	M/A
M.S. Students (Work Oriented)	102	M/A	83.5 (3.1)	91.2 (3.6)	54.9 (5.0)	75.2 (3.8)	76.0 (4.6)	91.4 (2.9)	88.3 (4.0)	90.5 (3.2)	75.3 (3.6)	90.2 (3.9)	84.6 (3.1)	81.6 (3.7)	68.5 (4.8)	60.5 (5.2)	80.4 (4.4)	M/A	43.3 (5.8)	M/A
M.S. Graduates Not Currently Enrolled	359	M/A	78.1 (2.9)	87.2 (2.2)	40.5 (4.0)	78.7 (2.9)	58.3 (3.6)	93.0 (1.5)	88.9 (1.8)	94.0 (1.4)	84.6 (2.3)	83.2 (2.4)	81.5 (2.8)	74.6 (3.2)	50.1 (4.3)	59.0 (4.2)	76.2 (3.0)	M/A	48.8 (3.5)	M/A
1st Actg Bde	202	M/A	80.1 (3.9)	85.9 (3.8)	40.4 (5.3)	76.1 (3.9)	62.0 (4.5)	96.2 (1.4)	88.7 (2.6)	95.6 (1.7)	84.2 (3.1)	85.2 (3.3)	82.2 (3.1)	77.1 (3.9)	66.7 (5.8)	56.3 (6.0)	78.5 (3.1)	M/A	41.9 (4.5)	M/A
2nd Actg Bde	181	M/A	80.5 (3.4)	91.5 (2.4)	46.3 (6.3)	86.2 (3.1)	72.4 (5.2)	93.5 (2.4)	92.7 (2.2)	94.8 (1.7)	84.6 (3.7)	90.4 (2.4)	82.4 (4.5)	84.8 (3.0)	71.4 (4.8)	76.0 (4.4)	77.7 (4.1)	M/A	35.3 (5.5)	M/A
4th Actg Bde	313	M/A	80.1 (2.9)	85.2 (2.2)	42.3 (4.7)	77.2 (3.1)	66.0 (2.8)	90.9 (2.2)	87.5 (2.3)	92.1 (2.2)	85.8 (2.1)	82.2 (2.9)	80.4 (2.2)	72.6 (4.0)	63.6 (3.7)	53.3 (5.4)	77.1 (3.2)	M/A	35.5 (3.3)	M/A
5th Actg Bde	212	M/A	81.7 (2.5)	91.6 (2.2)	51.7 (4.4)	85.9 (2.4)	64.1 (4.0)	94.5 (1.6)	91.1 (2.3)	92.7 (1.9)	84.4 (3.0)	90.1 (2.4)	86.0 (2.4)	77.3 (4.0)	65.8 (3.2)	71.0 (4.2)	76.5 (4.1)	M/A	48.7 (4.0)	M/A
6th Actg Bde	129	M/A	70.4 (6.2)	83.8 (4.8)	47.1 (3.9)	74.4 (4.4)	57.5 (4.8)	89.7 (2.9)	80.1 (4.8)	91.0 (2.1)	86.2 (3.9)	79.8 (5.3)	76.7 (4.4)	79.9 (3.7)	56.1 (6.3)	55.8 (6.4)	72.3 (5.7)	M/A	37.1 (3.6)	M/A
16-17 Years Old	431	M/A	81.6 (2.2)	89.9 (1.6)	53.8 (3.1)	80.2 (2.3)	73.6 (2.4)	93.9 (1.3)	88.5 (1.8)	92.2 (1.5)	83.7 (1.7)	88.5 (1.8)	84.8 (2.0)	79.4 (2.9)	78.7 (2.7)	67.6 (2.4)	78.6 (2.3)	M/A	35.2 (3.1)	M/A
18-19 Years Old	278	M/A	76.7 (3.2)	85.7 (2.4)	42.3 (4.2)	78.8 (2.8)	62.6 (3.3)	90.2 (2.3)	87.8 (2.0)	92.1 (1.8)	85.6 (2.1)	85.5 (3.1)	78.8 (2.4)	79.8 (2.7)	71.4 (3.1)	63.0 (4.3)	74.5 (3.3)	M/A	37.1 (3.3)	M/A
20-21 Years Old	155	M/A	75.5 (5.6)	86.8 (4.0)	35.9 (6.9)	84.1 (4.4)	64.6 (7.0)	95.9 (1.8)	86.1 (3.5)	92.9 (1.9)	84.2 (4.0)	86.1 (3.6)	82.0 (4.6)	78.2 (5.4)	59.8 (7.4)	61.4 (7.2)	79.1 (4.4)	M/A	35.5 (6.4)	M/A
22-24 Years Old	173	M/A	80.3 (2.9)	87.0 (3.4)	43.5 (4.8)	77.7 (3.4)	54.7 (4.5)	92.5 (2.0)	90.2 (2.3)	94.6 (1.5)	87.0 (2.5)	88.5 (3.6)	79.9 (3.5)	73.3 (4.3)	40.5 (4.7)	53.3 (5.0)	74.5 (4.9)	M/A	51.5 (4.8)	M/A
TOTAL PMAS	1,937	M/A	78.9 (1.6)	87.6 (1.4)	45.2 (2.4)	79.9 (1.5)	64.8 (2.8)	92.9 (0.9)	88.3 (1.2)	93.3 (0.9)	85.8 (1.4)	85.5 (1.4)	81.6 (1.7)	78.0 (1.9)	65.0 (2.1)	62.1 (2.4)	76.6 (1.7)	M/A	39.4 (1.7)	M/A

\* indicates variable was added Winter 87.

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

# IMPORTANCE OF ATTRIBUTES

TABLE 4-4

- The great majority of youth in all sample groups (80% - 97%) consider career and self-development opportunities important. Specifically, in the Recruiting Market generally and in the PMAS, the attributes most likely to be valued are opportunities for career development, developing potential, having experiences to be proud of, gaining self-confidence, and becoming more mature and responsible. Having a mental challenge is also highly likely to be valued by youth in the PMAS.
- In the Recruiting Market generally and in the PMAS, the attributes least likely to be valued (23%-56%) are staying in one's own hometown and having a stepping-stone between high school and college.
- Very few differences are shown between work-oriented and college-oriented high school students on the importance of attributes.
  - Two notable exceptions are that college-oriented students are more likely than work-oriented to value money for education and mental challenge.
- Advertising plans appear to be focused on important youth values. Some of the messages aimed at particular market segments are right on target while others appeal to a different (often broader) audience than expected.
  - Work-oriented high school students are less likely than the other educational groups to consider having a mental challenge important.
  - Money for education is most likely to be important among college-oriented high school students and males who are younger than 22.
  - Skills training opportunities are more likely to be valued by high school students than by college freshmen and sophomores.
  - The opportunity to use high-tech equipment appeals particularly to both college-oriented and work-oriented high school students. The high-tech appeal appears to decrease with age and HSDGs and women are especially unlikely to value it. Regional patterns show youth in the 2nd Recruiting Brigade (Southeast) are most likely and those in the 6th Recruiting Brigade (West) are least likely to consider this opportunity important.
  - The importance of serving the country varies regionally, having higher value among youth in the 2nd Recruiting Brigade (Southeast) and 5th Recruiting Brigade (Southwest) than in other regions.

Table 4-5

Perceptions - Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Bn HS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self-Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co Workers	Money for Ed.
RECRUITING MARKET:															
MALE (PMAS + SMS)	1,168	57.2 (1.7)	83.2 (1.5)	71.2 (1.8)	45.6 (2.3)	72.1 (1.6)	78.4 (1.7)	55.0 (2.1)	71.4 (1.9)	69.4 (1.8)	66.5 (2.0)	77.3 (1.6)	72.4 (1.7)	74.6 (1.5)	74.9 (1.7)
FEMALE (PFAS + SFS)	264	63.0 (3.5)	81.6 (2.4)	76.5 (3.1)	52.9 (3.3)	71.8 (3.6)	84.0 (2.5)	63.5 (3.1)	71.3 (3.5)	68.4 (3.9)	70.0 (2.8)	77.9 (3.0)	76.7 (2.9)	77.7 (3.1)	71.3 (3.2)
TOTAL RECRUITING MARKET	1,432	60.2 (2.9)	82.3 (1.5)	74.0 (1.8)	49.5 (2.0)	71.9 (2.1)	81.3 (1.5)	59.5 (2.0)	71.3 (1.9)	68.9 (2.3)	68.4 (1.4)	77.6 (1.8)	74.7 (1.6)	76.2 (1.7)	73.0 (1.8)
PMAS:															
College Freshmen and Sophomores	148	47.9 (4.9)	88.1 (3.3)	65.2 (5.4)	31.3 (5.2)	73.0 (4.3)	80.6 (4.3)	51.1 (5.2)	71.1 (4.8)	62.6 (5.5)	59.4 (5.8)	73.6 (4.9)	66.8 (5.5)	68.4 (5.1)	75.7 (4.3)
H.S. Students (College-Oriented)	369	62.1 (2.9)	85.1 (1.7)	71.7 (2.6)	43.1 (3.1)	73.5 (3.2)	83.0 (1.8)	57.2 (3.0)	72.6 (2.5)	76.2 (2.4)	67.0 (3.2)	80.8 (2.0)	76.9 (2.6)	79.3 (2.3)	81.7 (2.4)
H.S. Students (Work-Oriented)	102	72.4 (4.2)	84.3 (3.8)	82.4 (4.0)	62.3 (5.4)	78.8 (5.7)	88.6 (2.8)	75.2 (5.3)	78.6 (5.5)	79.6 (3.9)	82.6 (4.4)	91.5 (2.9)	86.2 (2.8)	80.8 (4.9)	87.2 (3.4)
H.S. Graduates Not Currently Enrolled	359	55.3 (3.8)	80.4 (3.2)	69.5 (3.6)	48.3 (3.8)	69.2 (3.7)	73.2 (3.3)	49.5 (4.5)	67.0 (3.7)	65.8 (4.0)	66.4 (3.5)	72.0 (3.7)	67.1 (3.5)	71.7 (3.3)	69.4 (3.6)
1st Rctg Bde	191	45.1 (5.1)	86.8 (3.3)	70.8 (5.8)	35.5 (3.5)	70.0 (4.5)	76.6 (4.4)	45.5 (4.5)	71.8 (4.4)	63.3 (4.9)	65.7 (5.1)	69.5 (5.3)	67.7 (5.2)	69.5 (5.1)	74.4 (4.9)
2nd Rctg Bde	170	68.7 (5.7)	89.7 (2.4)	79.7 (4.0)	57.5 (7.0)	82.6 (3.4)	88.0 (2.7)	68.6 (6.2)	80.1 (3.9)	76.6 (4.4)	76.9 (4.2)	85.9 (3.1)	81.8 (3.4)	84.5 (3.3)	82.6 (3.9)
4th Rctg Bde	298	59.9 (3.2)	80.5 (2.8)	64.8 (4.2)	40.6 (3.4)	70.0 (2.6)	80.2 (2.4)	53.3 (4.0)	66.6 (3.5)	66.7 (3.9)	66.5 (3.4)	74.2 (3.3)	70.7 (3.3)	74.8 (2.9)	75.0 (2.8)
5th Rctg Bde	197	62.3 (4.2)	86.4 (2.4)	75.9 (3.3)	51.9 (5.7)	78.0 (3.8)	78.1 (4.5)	60.0 (4.5)	68.8 (5.0)	76.1 (4.3)	68.2 (5.1)	82.0 (3.1)	78.4 (3.5)	76.9 (4.1)	80.0 (3.6)
6th Rctg Bde	122	47.5 (5.1)	74.2 (7.3)	60.3 (6.0)	37.4 (4.9)	57.7 (6.1)	68.8 (7.0)	41.5 (4.3)	64.3 (6.9)	64.0 (6.3)	52.4 (6.3)	70.8 (6.1)	56.6 (5.8)	61.8 (7.1)	65.1 (6.8)
16-17 Years Old	429	61.8 (2.6)	83.9 (1.9)	71.7 (2.4)	45.6 (3.1)	71.7 (2.8)	82.4 (2.1)	57.8 (2.9)	71.4 (2.4)	74.4 (2.4)	68.6 (3.0)	80.2 (2.1)	77.1 (2.2)	77.2 (2.2)	81.8 (2.1)
18-19 Years Old	237	57.3 (4.0)	86.9 (2.5)	72.0 (4.4)	39.1 (4.0)	77.4 (3.3)	81.9 (3.1)	58.2 (4.9)	72.3 (4.0)	68.7 (4.2)	63.1 (4.4)	77.7 (4.0)	71.7 (4.2)	73.9 (4.3)	78.9 (3.7)
20-21 Years Old	142	54.9 (8.9)	79.9 (5.8)	66.0 (7.0)	50.6 (9.3)	67.3 (7.0)	69.8 (7.0)	47.5 (9.4)	68.4 (6.7)	62.0 (7.9)	65.6 (7.0)	72.7 (6.7)	64.1 (7.2)	70.2 (6.6)	73.0 (6.6)
22-24 Years Old	170	51.7 (4.3)	82.3 (3.8)	69.4 (4.6)	44.6 (4.0)	69.5 (4.6)	76.7 (4.1)	48.8 (4.7)	68.1 (4.5)	67.8 (4.5)	68.0 (4.3)	72.3 (4.4)	68.1 (4.0)	72.1 (4.3)	64.8 (4.2)
TOTAL PMAS	978	57.1 (2.0)	83.7 (1.6)	70.3 (2.1)	44.5 (2.4)	72.0 (1.6)	78.8 (1.9)	54.1 (2.5)	70.4 (2.1)	69.3 (2.1)	66.5 (2.2)	76.5 (1.8)	71.4 (1.9)	74.0 (1.8)	75.7 (1.9)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

TABLE 4-5

## PERCEPTIONS - ACTIVE ARMY

- Perceptions of the active Army are generally in close accord with the Army's communications objectives.
- For PMAS respondents, the most widespread perceptions of the active Army are that it provides a physically challenging environment (83.7%), opportunities to work with high-tech equipment (78.8%), to become more mature and responsible (76.5%), to earn money for education (75.7%), to work with highly trained people (74.0%), to develop leadership skills (72.0%), and to get training in useful skill areas (71.4%).
- Comparatively infrequent perceptions are that the Army offers an advantage over going right from high school to college (44.5%), a great value to civilian career development (54.1%), and a wide variety of job opportunities (57.1%).
- Work-oriented high school students have generally different, stronger, and more favorable perceptions of the Army than other segments.
- They are most likely to see the Army as offering a chance to become more mature and responsible (91.5%), to work with high-tech equipment (88.6%), to earn money for education (87.2%), and to get useful skill training (86.2%).
- These perceptions are in close accord with messages targeted to this group under the dual market concept.
- College-oriented high school students have generally lower ratings of the Army's attributes than work-oriented high school students (although only half of these differences are statistically significant), and their perceptions are not as closely matched to the Army's communications objectives.
- Their predominant perceptions are that the Army presents a physical challenge (85.1%), opportunities to work with high-tech equipment (83%), to earn money for education (81.7%), and to become more mature and responsible (80.8%).
- Least frequent perceptions of the college-oriented are that the Army offers an advantage over going straight from high school to college (43.1%), that it is of great value for civilian career development (57.2%), and that it offers a wide variety of job opportunities (62.1%).
- Women tend to have more favorable perceptions of the Army than men, especially in regard to jobs and occupations. Women are more likely than men to see the Army as offering an advantage over going right from high school to college, chances to work with high-tech equipment, and benefits to civilian career development.
- Perceptions of the Army tend to be more favorable among men in the 2nd Recruiting Brigade (Southeast) and the 5th Recruiting Brigade (Southwest).

Table 4-6  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi-Trained Co Workers	Many for Ed.	Exciting Weekends	Part Time Work	Live in Hometown	N*
MALES (PMAS + SMS)	169	43.3 (5.9)	59.1 (5.0)	60.3 (5.6)	51.1 (5.6)	62.9 (5.8)	56.8 (5.7)	54.5 (5.6)	60.5 (6.2)	61.8 (5.8)	67.4 (4.8)	61.6 (5.5)	38.2 (5.4)	N/A	63.6 (4.8)	N/A
FEMALES (PFAS + SFS)	34	59.6 (11.3)	72.1 (9.9)	80.4 (9.1)	65.9 (12.1)	82.2 (8.6)	70.0 (11.2)	77.1 (10.8)	81.4 (9.5)	76.7 (11.9)	82.3 (9.8)	61.4 (12.1)	62.9 (10.6)	N/A	71.3 (10.0)	N/A
TOTAL RECRUITING MARKET	203	51.0 (6.0)	65.2 (4.7)	69.8 (5.5)	58.0 (6.5)	72.0 (5.0)	63.0 (5.5)	65.1 (4.7)	70.3 (6.1)	68.8 (6.1)	74.4 (5.5)	61.5 (5.8)	49.8 (5.7)	N/A	67.2 (5.5)	N/A
TOTAL PMAS	150	43.2 (5.5)	66.1 (5.3)	69.4 (5.5)	56.1 (5.7)	67.8 (5.9)	63.1 (5.2)	61.4 (5.4)	70.3 (6.0)	65.7 (5.6)	67.9 (5.5)	63.6 (5.7)	41.8 (5.1)	N/A	68.8 (4.8)	N/A

\* indicates variable was added winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

- The Army Reserve does not appear to have a very strong brand image. Agreement with statements about Army Reserve attributes by PMAS youth ranges from approximately 40% agreement to 70%.
- PMAS youth are most likely to perceive the Army Reserve as offering opportunities for becoming more mature and responsible (70.3%), developing leadership skills (69.4%), and staying in one's own hometown (68.8%).
- Least frequent agreement by PMAS youth is shown with statements that the Army Reserve offers job variety (43.2%) and interesting and exciting weekends (41.8%).
- Females are significantly more likely than males to agree that the Army Reserve offers interesting and exciting weekends, mental challenge, and opportunities for gaining self-confidence, maturity and leadership skills.

Table 4-7  
 PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS  
 (Standard Error)

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mt. Trained Co Workers	Money for Ed.	Exciting Weekends	Part-Time Work	Live in Homes/Guests	N*
MALES (PMAS + SMS)	150	44.5 (7.0)	63.1 (6.4)	62.1 (5.3)	47.0 (6.0)	63.1 (6.4)	58.9 (5.5)	60.4 (6.2)	68.9 (5.2)	56.4 (6.9)	56.1 (6.3)	57.3 (5.5)	53.6 (6.8)	N/A	67.0 (5.7)	N/A
FEMALES (PFAS + SFS)	46	44.0 (9.8)	68.4 (8.2)	64.0 (11.0)	51.3 (9.5)	58.6 (6.7)	65.7 (8.9)	62.1 (11.8)	74.8 (7.7)	67.4 (8.9)	72.1 (7.5)	61.2 (9.2)	36.0 (7.9)	N/A	62.9 (7.1)	N/A
TOTAL RECRUITING MARKET	196	44.2 (6.5)	66.2 (5.1)	63.2 (6.6)	49.5 (5.6)	60.5 (4.5)	62.8 (5.0)	61.4 (7.2)	72.3 (4.4)	62.7 (5.9)	65.3 (5.1)	59.6 (6.2)	43.4 (5.4)	N/A	64.6 (4.5)	N/A
TOTAL PMAS	131	45.9 (7.8)	63.1 (7.2)	62.8 (6.0)	47.6 (6.8)	61.0 (6.8)	58.5 (6.0)	60.6 (7.0)	68.9 (5.9)	55.7 (7.3)	56.3 (6.7)	56.9 (6.1)	53.7 (7.3)	N/A	68.7 (6.5)	N/A

\* indicates variable was added Winter 87.

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

- The Army National Guard does not appear to have a very strong brand image. Agreement with statements about Army National Guard attributes by PMAS youth ranges from approximately 45% agreement to 70%.
- Agreement is highest for PMAS youth with statements that the Army National Guard provides opportunities for becoming more mature and responsible (68.9%), and for serving America while remaining at home (68.7%).
- Least frequent agreement is shown for statements that the Army National Guard provides job variety (45.9%), civilian career development (47.6%), and interesting and exciting weekends (53.7%).

Table 4-8

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
 (Standard Error)

SAMPLE GROUPS	N1	ROTC PERCEPTIONS					N2	ROTC IMPORTANCE					M*			
		ROTC Officers		Officer's Commission		Officer's Proud Experience		Use Own College Skills	Use Own Judgment	Leader Skills	Self Confidence	Job Variety		Proud Experience	Use Own Judgment	
		Leader/Mgt Training	Self Confidence	College Elective	Officer's Commission											
ROTC MALE SAMPLE: College Juniors and Seniors	92	57.5 (7.4)	52.9 (8.8)	71.6 (5.2)	72.0 (6.9)	42.0 (5.9)	65.8 (4.7)	43.7 (8.4)	44.0 (8.8)	119	85.2 (3.4)	85.3 (3.8)	N/A	83.2 (3.4)	86.8 (3.4)	N/A
College Freshmen and Sophomores	92	48.8 (6.7)	67.3 (5.1)	72.6 (6.1)	75.4 (6.9)	59.2 (6.3)	78.8 (6.1)	66.5 (6.0)	57.6 (7.6)	207	83.2 (3.4)	87.4 (2.8)	N/A	86.1 (2.9)	87.9 (2.7)	N/A
N.S. Students (College-Oriented)	128	56.3 (6.2)	74.6 (4.5)	77.0 (4.1)	75.2 (6.1)	72.6 (4.8)	74.7 (3.8)	75.9 (3.7)	74.4 (4.7)	369	80.6 (2.5)	80.0 (2.1)	N/A	88.2 (1.9)	90.3 (1.8)	N/A
1st ROTC Region	92	61.1 (7.7)	65.2 (8.2)	75.5 (5.5)	72.7 (7.0)	65.3 (8.1)	71.1 (6.4)	69.4 (6.1)	52.5 (6.4)	218	80.6 (3.1)	87.0 (2.3)	N/A	88.5 (2.8)	88.9 (2.0)	N/A
2nd ROTC Region	81	54.1 (6.7)	63.2 (5.0)	62.7 (7.2)	78.4 (8.7)	56.5 (6.1)	81.6 (6.1)	53.0 (7.8)	61.8 (6.1)	190	83.2 (3.7)	90.6 (2.9)	N/A	86.1 (2.9)	90.2 (2.4)	N/A
3rd ROTC Region	75	74.5 (8.3)	67.6 (7.3)	70.5 (4.9)	84.9 (5.0)	55.1 (7.9)	83.3 (5.3)	74.4 (6.2)	72.4 (7.4)	150	86.7 (4.1)	89.3 (2.4)	N/A	87.7 (3.2)	90.1 (2.5)	N/A
4th ROTC Region	64	47.9 (7.1)	65.6 (7.6)	76.2 (6.9)	61.2 (7.4)	54.0 (6.6)	59.8 (6.1)	51.9 (11.4)	50.1 (9.9)	137	80.5 (3.7)	81.5 (4.3)	N/A	82.3 (3.8)	85.5 (3.7)	N/A
16-17 Years Old	118	55.2 (6.5)	73.5 (5.1)	78.9 (4.2)	75.0 (4.2)	69.9 (5.4)	73.8 (4.3)	76.6 (4.0)	75.0 (4.8)	340	80.4 (2.7)	87.4 (2.1)	N/A	89.2 (1.9)	90.9 (1.6)	N/A
18-19 Years Old	74	48.7 (8.8)	70.7 (5.5)	69.9 (9.2)	79.0 (6.9)	64.1 (7.6)	82.4 (6.6)	63.9 (9.2)	55.9 (9.1)	178	83.4 (3.0)	88.6 (2.1)	N/A	86.2 (2.9)	88.3 (2.6)	N/A
20-21 Years Old	81	52.5 (5.8)	52.1 (7.5)	72.4 (5.2)	66.7 (5.4)	37.8 (7.3)	61.5 (7.0)	41.9 (6.5)	39.8 (6.8)	115	81.4 (4.4)	78.5 (4.8)	N/A	77.9 (5.1)	81.2 (4.9)	N/A
22-24 Years Old	39	60.4 (10.8)	60.4 (10.3)	73.3 (7.8)	75.8 (10.9)	57.7 (11.4)	76.3 (7.9)	68.8 (11.1)	65.1 (12.0)	62	88.7 (4.1)	96.1 (2.3)	N/A	90.8 (3.7)	94.1 (3.1)	N/A
TOTAL ROTC MALE SAMPLE	312	53.5 (4.8)	65.4 (3.6)	73.4 (3.1)	74.4 (3.8)	58.4 (3.8)	73.9 (3.0)	62.9 (4.1)	58.8 (3.7)	695	82.5 (1.7)	87.1 (1.6)	N/A	86.4 (1.4)	88.7 (1.4)	N/A
TOTAL ROTC FEMALE SAMPLE	34	48.8 (10.6)	70.7 (10.2)	84.9 (8.8)	54.4 (10.7)	51.2 (8.0)	83.7 (7.7)	77.5 (8.2)	54.8 (9.1)	124	75.8 (4.4)	89.1 (2.9)	N/A	88.8 (3.4)	89.8 (2.8)	N/A
TOTAL ROTC SAMPLE MALES + FEMALES	348	58.6 (4.6)	67.2 (4.1)	77.4 (3.3)	67.7 (4.3)	56.0 (3.4)	77.2 (3.4)	67.8 (4.1)	57.5 (4.8)	819	79.4 (2.2)	88.1 (1.6)	N/A	87.5 (1.8)	89.2 (1.6)	N/A
TOTAL PWAS	340	43.2 (3.2)	74.1 (4.2)	72.8 (6.2)	74.8 (5.2)	69.7 (6.7)	77.6 (5.2)	72.3 (4.9)	69.4 (6.4)	1,037	79.9 (1.5)	88.3 (1.2)	N/A	87.6 (1.5)	89.6 (1.1)	N/A

\* indicates variable was added Winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

TABLE 4-8

## PERCEPTIONS &amp; IMPORTANCE - ARMY ROTC

ROTC Perceptions

- Among college-oriented youth, some perceptions of the Army ROTC are common to all three educational groups in the ROTC Male Sample while other perceptions vary with educational level.
- ROTC males clearly perceive that the ROTC provides an officer's commission (74.4%), a college elective that can be taken with other courses (73.6%), and experiences to be proud of (73.9%). Fewer agree that the ROTC provides leadership and management training (53.5%).
- As education level rises, certain perceptions are less common. College-oriented high school students are more likely to agree that the Army ROTC offers a wide variety of job opportunities (72.6%), than college freshmen and sophomores (59.2%) and college juniors and seniors (42.0%). A similar pattern is shown for perceptions that the Army ROTC offers opportunities to use one's own judgment, to use college acquired skills, and to develop self-confidence.
- A greater tendency to agree with statements about ROTC attributes is found in the 3rd ROTC Region. Specifically, youth in this region show higher levels of agreement that the ROTC offers leadership and management training, opportunities for using one's own judgment, and for using college acquired skills than youth in other areas.
- Older respondents are less likely than younger respondents to agree that the ROTC offers experiences to be proud of, a wide variety of job opportunities, and opportunities for gaining self-confidence and using college acquired skills.
- Women are less likely than men (54.4% vs. 74.4%) to be aware that the ROTC provides an officer's commission.

ROTC Importance

- All four relevant importance items are highly valued by youth in the ROTC Sample. Opportunities for using one's own judgment (89.2%), gaining self-confidence (88.1%), and having experiences to be proud of (87.5%) are valued by the vast majority of youth. Only leadership and management training opportunity (79.4%) is somewhat less likely to be considered important by ROTC youth.
- No differences are shown among educational groups, ROTC regions, or sexes on the importance items.
- Opportunity for gaining self-confidence is more likely to be valued by 22- to 24-year olds than younger age groups. Having experiences to be proud of is less likely to be valued by 20- to 21-year olds than youth in the remaining age categories.

Comparison of Perceptions and Importance

- The opportunities are all more likely to be valued by ROTC Sample youth than to be perceived as available in the Army ROTC.



Table 4-9

Behavior

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
(Standard Error)

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASVAB	Visited Army Recruiting Station	Toll-Free Call Sent for Gift
RECRUITING MARKET: MALE (PMAS + SMS)	1,227	25.4 (1.5)	13.2 (1.1)	11.1 (1.0)	6.5 (0.8)	4.5 (0.7)
FEMALE (PFAS + SFS)	270	11.4 (2.1)	5.1 (1.5)	4.6 (1.3)	5.0 (1.7)	1.8 (1.0)
<b>TOTAL RECRUITING MARKET</b>	<b>1,497</b>	<b>18.1 (1.2)</b>	<b>9.0 (0.9)</b>	<b>7.7 (0.9)</b>	<b>5.7 (1.0)</b>	<b>3.1 (0.6)</b>
PMAS: College Freshmen and Sophomores	207	23.3 (3.9)	15.3 (3.0)	14.6 (2.6)	6.7 (2.2)	2.6 (1.2)
H.S. Students [College-Oriented]	369	37.1 (3.1)	15.3 (2.2)	15.6 (2.3)	7.7 (3.0)	6.1 (1.2)
H.S. Students [Work-Oriented]	102	32.4 (4.5)	14.0 (3.1)	13.5 (4.0)	6.9 (2.9)	8.4 (3.4)
H.S. Graduates Not Currently Enrolled	359	19.4 (2.4)	12.9 (2.0)	8.0 (1.7)	4.4 (0.9)	3.6 (1.4)
1st Rctg Bde	202	22.7 (4.2)	17.0 (3.4)	10.2 (2.4)	9.6 (2.8)	2.0 (0.7)
2nd Rctg Bde	181	31.4 (5.3)	15.5 (3.3)	16.5 (3.6)	7.1 (2.1)	6.5 (2.4)
4th Rctg Bde	313	20.4 (3.2)	9.9 (2.2)	11.0 (1.9)	5.2 (1.3)	4.3 (1.3)
5th Rctg Bde	212	41.5 (4.4)	20.7 (4.3)	15.2 (3.1)	5.5 (1.5)	6.9 (2.3)
6th Rctg Bde	129	16.6 (2.7)	8.6 (2.0)	6.8 (2.3)	2.3 (1.4)	2.6 (1.2)
16-17 Years Old	431	36.0 (2.6)	16.6 (2.1)	14.5 (1.8)	7.9 (2.3)	5.6 (1.1)
18-19 Years Old	278	31.9 (3.6)	19.2 (3.0)	15.3 (2.5)	6.9 (1.5)	5.8 (2.1)
20-21 Years Old	155	19.4 (4.9)	12.1 (3.7)	12.1 (3.8)	4.1 (1.6)	5.2 (2.6)
22-24 Years Old	173	10.2 (3.5)	5.9 (3.2)	4.1 (1.5)	3.7 (1.4)	0.6 (0.6)
<b>TOTAL PMAS</b>	<b>1,037</b>	<b>26.3 (1.7)</b>	<b>14.2 (1.3)</b>	<b>12.0 (1.1)</b>	<b>6.0 (0.8)</b>	<b>4.5 (0.8)</b>

# BEHAVIOR

TABLE 4-9

- In general, enlistment-related actions are relatively infrequent among youth in the groups sampled.
  - For PMAS youth, talking to someone about joining the Army is the behavior reported most frequently (26.3%); talking to an Army recruiter (14.2%) and taking a written test used for the Army (12.0%) are about half as likely. Visiting an Army recruiting station (6.0%) and making a toll-free call or sending for a gift (4.5%) are the least frequent behaviors reported. This same pattern holds true across ages, regions and sexes.
- Differences among groups are apparent within each of the four sample breakdowns.
  - High school students, both work-oriented and college-oriented, are more likely to report having talked to someone about joining the Army than the remaining two educational groups.
  - Men are generally at least twice as likely as women to have taken action with respect to enlistment during the past six months, except that visiting a recruiting station is about equally likely for both.
  - Behaviors related to joining the Army show consistent tendencies to decrease with increasing age. 22- to 24-year olds are consistently low in comparison with the younger age groups.
  - Not much regional variability is observed except that youth in the 6th Recruiting Brigade (West) tend to report less enlistment-related action than those in other regions, and youth in the 5th Recruiting Brigade (Southwest) are relatively more likely to have talked to someone about joining the Army and to have talked to an Army recruiter.

Table 4-10  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			USAR	Other Military Branches				JRAP	NONE
		ACTIVE	ROTC	ARNG		USAF	NAVY	USMC	USCG		
RECRUITING MARKET: MALE (PMAS + SMS)	1,227	82.1 (1.3)	4.3 (0.8)	17.1 (1.5)	11.3 (1.5)	63.0 (1.7)	56.8 (2.0)	65.1 (1.7)	15.8 (1.8)	9.1 (1.0)	2.7 (0.7)
FEMALE (PFAS + SFS)	270	77.8 (2.8)	1.7 (0.7)	7.5 (2.4)	6.3 (1.7)	42.4 (3.5)	43.0 (3.9)	52.3 (3.0)	7.2 (1.8)	7.2 (1.9)	4.4 (1.6)
TOTAL RECRUITING MARKET	1,497	79.9 (1.5)	3.0 (0.6)	12.1 (1.5)	8.7 (1.0)	52.3 (1.8)	49.6 (2.2)	58.4 (1.8)	11.3 (1.2)	8.2 (1.0)	3.6 (0.9)
PMAS: College Freshmen and Sophomores	207	82.1 (3.0)	6.6 (2.2)	22.5 (5.2)	20.5 (4.4)	67.3 (3.4)	63.4 (5.1)	66.1 (3.7)	20.4 (4.1)	11.8 (2.6)	1.0 (0.6)
H.S. Students [College-Oriented]	369	86.8 (2.1)	7.3 (2.4)	15.4 (2.3)	11.8 (2.6)	70.3 (2.6)	60.5 (3.3)	70.3 (2.6)	15.9 (2.6)	7.4 (1.4)	1.7 (0.8)
H.S. Students [Work-Oriented]	102	79.4 (4.8)	2.4 (1.4)	10.4 (3.1)	6.5 (2.4)	59.9 (5.5)	60.0 (4.8)	55.7 (5.3)	8.8 (3.3)	4.2 (1.9)	2.2 (1.5)
H.S. Graduates Not Currently Enrolled	359	82.4 (2.6)	2.5 (1.0)	18.7 (2.7)	9.0 (1.7)	62.2 (4.1)	53.7 (4.1)	65.5 (3.6)	17.1 (3.2)	13.1 (2.4)	2.6 (1.5)
1st Rctg Bde	202	86.9 (2.5)	6.1 (3.5)	20.5 (5.2)	15.9 (7.4)	67.2 (4.2)	65.7 (3.9)	69.3 (4.5)	27.4 (6.7)	7.7 (2.0)	0.6 (0.6)
2nd Rctg Bde	181	87.0 (3.1)	7.3 (2.1)	18.7 (2.9)	9.9 (2.6)	73.1 (4.8)	53.6 (8.0)	69.7 (4.9)	14.3 (3.4)	9.0 (2.1)	1.4 (0.8)
4th Rctg Bde	313	78.6 (2.7)	3.0 (1.1)	20.8 (3.3)	14.1 (2.2)	63.6 (2.8)	57.0 (3.7)	63.6 (3.0)	11.6 (1.9)	12.0 (2.5)	1.4 (0.6)
5th Rctg Bde	212	84.2 (3.5)	2.7 (0.9)	13.7 (2.8)	8.1 (2.9)	64.1 (5.0)	60.9 (4.8)	64.9 (4.1)	11.6 (2.3)	14.4 (4.1)	0.9 (0.7)
6th Rctg Bde	129	81.0 (4.2)	5.0 (2.5)	13.8 (3.3)	11.5 (3.7)	58.3 (4.0)	53.9 (4.0)	63.7 (4.1)	21.4 (6.9)	9.1 (2.6)	6.4 (3.6)
16-17 Years Old	431	86.6 (1.7)	5.7 (2.1)	14.5 (2.1)	12.2 (2.6)	67.8 (2.3)	59.7 (3.0)	65.4 (2.7)	15.8 (2.6)	8.3 (1.4)	2.6 (0.8)
18-19 Years Old	278	81.8 (2.3)	5.2 (1.6)	22.1 (3.5)	17.1 (3.6)	66.6 (3.2)	64.6 (3.5)	68.9 (3.6)	17.8 (3.3)	9.4 (2.0)	0.3 (0.3)
20-21 Years Old	155	87.6 (4.1)	5.2 (2.4)	12.5 (3.0)	8.0 (2.7)	64.3 (6.5)	53.1 (8.8)	65.3 (6.8)	17.2 (4.7)	8.1 (2.1)	3.3 (3.3)
22-24 Years Old	173	76.9 (3.2)	2.3 (1.2)	21.9 (3.6)	8.6 (2.4)	61.4 (4.6)	51.9 (4.3)	64.6 (4.1)	16.6 (4.1)	17.2 (3.8)	2.1 (1.2)
TOTAL PMAS	1,037	83.3 (1.4)	4.7 (0.9)	17.9 (1.6)	12.1 (1.7)	65.5 (1.9)	58.2 (2.2)	66.2 (1.8)	16.8 (2.0)	10.5 (1.2)	2.0 (0.8)

TABLE 4-10

## KNOWLEDGE/RECALL - UNAIDED

- Unaided recall of active Army advertising is highest among all services.
- Of PMAS youth, 83.3% recall seeing Army advertising, compared with 66.2% for Marines, 65.5% for Air Force, and 58.2% for Navy. This difference is consistent across educational segments, sexes, regions, and age groups.
- Comparatively few youth (10.5%) spontaneously recall advertising for "all the services in one ad."
- Unaided recall of advertising for the other services is less for females than for males, while unaided recall of Army advertising shows little difference by sex.
- Unaided recall of advertising for Army components is less than recall of advertising for the active Army.
- Of PMAS youth, 17.9% recall Army National Guard advertising unaided, compared with 12.1% for Army Reserve and 4.7% for Army ROTC.
- Recall of ROTC advertising is highest among college-oriented high school students (7.3%) and among college freshmen and sophomores (6.6%).
- Recall of both Reserve and Guard advertising tends to be strongest among college freshmen and sophomores, and among 18- to 19-year olds. Guard advertising recall is also strong among 22- to 24-year olds.
- Unaided recall of military advertising seems to vary with education.
- College freshmen and sophomores are more likely than work-oriented high school students to recall Army National Guard, Army Reserve, Coast Guard, and joint recruiting advertising program (JRAP) ads.
- College-oriented high school students are more likely than those who are work-oriented to recall advertising for the Army ROTC, Air Force, Marine Corps, and Coast Guard.

Table 4-11

Knowledge/Recall - Unaided plus Aided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			Other Military Branches			
		ACTIVE	ROTC	ARNG	USAF	NAVY	USMC	USCG
								JRAP
RECRUITING MARKET:								
MALE (PMAS + SMS)	1,227	93.3 (1.0)	45.4 (1.9)	69.3 (1.8)	73.2 (1.8)	87.1 (1.1)	85.7 (1.3)	51.5 (2.1)
FEMALE (PFAS + SFS)	270	90.8 (2.0)	45.0 (3.2)	61.4 (3.4)	71.6 (3.0)	71.8 (3.9)	76.1 (2.6)	43.7 (3.8)
TOTAL RECRUITING MARKET	1,497	92.0 (1.2)	45.2 (1.8)	65.1 (2.0)	72.4 (1.8)	79.1 (2.0)	80.7 (1.6)	47.4 (2.3)
PMAS:								
College Freshmen and Sophomores	207	91.6 (2.2)	56.4 (4.0)	72.0 (4.1)	73.9 (3.6)	87.5 (2.5)	89.7 (2.6)	56.0 (3.8)
H.S. Students (College-Oriented)	369	95.7 (1.1)	46.5 (3.1)	67.9 (2.6)	73.3 (2.9)	90.1 (1.5)	88.5 (1.9)	45.8 (2.7)
H.S. Students (Work-Oriented)	102	94.8 (2.9)	46.6 (4.9)	62.9 (4.9)	74.2 (5.9)	86.5 (3.6)	79.0 (4.7)	56.1 (5.5)
H.S. Graduates Not Currently Enrolled	359	94.2 (1.8)	38.7 (4.0)	69.8 (3.6)	75.5 (3.2)	88.2 (2.1)	86.0 (2.5)	53.1 (4.4)
1st Rctg Bde	202	96.5 (1.5)	47.1 (4.2)	71.5 (3.8)	80.1 (3.5)	92.2 (2.5)	88.1 (2.9)	61.3 (4.3)
2nd Rctg Bde	181	95.6 (1.7)	48.9 (7.2)	78.2 (4.1)	80.4 (3.8)	90.0 (2.5)	90.8 (2.3)	49.5 (6.9)
4th Rctg Bde	313	92.0 (2.0)	49.5 (3.9)	70.9 (3.7)	71.9 (2.8)	85.4 (2.0)	87.8 (2.2)	47.2 (3.9)
5th Rctg Bde	212	95.6 (1.6)	34.8 (3.9)	60.7 (4.8)	63.5 (4.6)	93.0 (1.7)	85.7 (4.2)	51.5 (4.9)
6th Rctg Bde	129	91.3 (4.0)	44.0 (6.2)	61.7 (4.9)	76.5 (5.0)	81.8 (4.1)	80.5 (3.6)	51.6 (7.1)
16-17 Years Old	431	96.4 (0.9)	48.2 (2.9)	66.5 (2.5)	74.1 (2.7)	89.3 (1.5)	85.1 (2.0)	49.7 (2.5)
18-19 Years Old	278	92.7 (2.1)	47.8 (3.0)	70.8 (3.5)	71.5 (3.8)	87.5 (2.7)	89.5 (2.0)	55.1 (3.8)
20-21 Years Old	155	91.7 (3.7)	41.5 (6.8)	74.3 (5.8)	75.3 (5.6)	84.1 (4.3)	84.3 (4.1)	43.2 (7.6)
22-24 Years Old	173	94.4 (1.7)	41.1 (4.7)	67.0 (4.6)	77.8 (3.8)	91.9 (2.5)	88.5 (3.6)	58.0 (5.1)
TOTAL PMAS	1,037	94.1 (1.0)	45.4 (2.1)	69.2 (2.0)	74.4 (2.0)	88.5 (1.1)	86.9 (1.4)	51.9 (2.4)

TABLE 4-11

## KNOWLEDGE/RECALL - UNAIDED PLUS AIDED

- Combined aided and unaided recall of active Army advertising is highest among all services.
- Of PMAS youth, 94.1% recall seeing or hearing Army advertising, compared with 88.5% for Air Force, 86.9% for Marine Corps, and 80.5% for Navy.
- Comparing the combined recall percentages with those shown in Table 4-10A for unaided recall alone, it is apparent that asking respondents about service branches and components by name results in large increases in recall in all categories.
- Combined recall increases most when unaided recall levels are very low as shown, for example, by the large increase in recall of Army Reserve advertising. Combined recall increases least when unaided recall levels are very high as shown, for example, by the comparatively modest increase in recall of active Army advertising.
- There is some indication that combined recall is highest for prospect component markets as shown especially by college students' greater recall of ROTC advertising.

Table 4-12

Knowledge

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFICERS AND BENEFITS QUESTIONS CORRECTLY  
(Standard Error)

SAMPLE GROUPS	N	Active Army Knowledge							Army Reserve and Army National Guard Knowledge						
		If Enlist Eligible for College \$	Total Education Benefits	Army Benefits Better?	ARMY	USAF	NAVY	USMC	Minimum Duty Tour	Delayed Entry Allowed	17 Year Old Eligible to Join	H.S. Graduation Required	Scholar Athlete Sponsor	If Enlist Eligible for College \$	Maximum GI Bill College \$
RECRUITING MARKET:															
MALES (PMAS + SMS)	614	93.9 (1.2)	22.5 (2.3)	12.3 (1.8)	85.6 (1.5)	49.5 (3.2)	50.0 (3.0)	58.5 (2.6)	36.6 (2.8)	84.1 (1.8)	60.6 (3.6)	74.8 (3.7)	31.3 (2.6)	86.6 (1.4)	11.3 (1.6)
FEMALES (PFAS + SFS)	131	92.5 (2.2)	16.6 (3.8)	12.7 (3.2)	75.9 (4.2)	53.7 (4.8)	49.2 (5.3)	48.7 (5.6)	31.2 (4.5)	79.2 (4.3)	59.9 (5.3)	71.4 (4.6)	25.5 (4.7)	82.2 (4.3)	11.6 (3.1)
TOTAL RECRUITING MARKET	745	93.1 (1.6)	19.4 (2.3)	12.5 (1.8)	80.5 (2.3)	51.7 (3.0)	49.6 (2.8)	53.3 (3.1)	33.8 (3.0)	81.5 (2.4)	60.2 (3.1)	73.0 (3.0)	28.3 (3.0)	84.3 (2.3)	11.5 (2.0)
PMAS:															
College Freshmen and Sophomores	104	93.5 (2.3)	29.3 (5.5)	11.2 (3.5)	84.4 (4.4)	53.2 (5.8)	54.3 (5.9)	59.6 (5.1)	33.8 (5.2)	90.4 (3.6)	63.1 (6.7)	78.4 (5.8)	30.3 (5.2)	92.7 (3.2)	16.9 (4.5)
H.S. Students (College-Oriented)	181	94.4 (2.0)	27.5 (4.3)	16.1 (3.4)	90.3 (2.3)	48.0 (5.0)	42.3 (5.0)	60.3 (4.1)	41.2 (4.7)	84.7 (3.3)	60.0 (5.1)	79.5 (3.3)	34.6 (4.1)	88.2 (2.8)	9.9 (2.3)
H.S. Students (Work-Oriented)	50	89.2 (5.2)	23.4 (7.3)	14.4 (6.2)	89.0 (4.1)	61.7 (9.2)	61.8 (6.4)	68.2 (6.2)	29.1 (6.7)	80.0 (5.0)	59.6 (7.9)	79.6 (5.9)	37.6 (8.3)	83.5 (6.0)	13.6 (5.5)
H.S. Graduates Not Currently Enrolled	189	96.3 (1.5)	20.4 (4.4)	10.8 (2.5)	86.2 (3.1)	45.3 (6.4)	50.8 (7.5)	55.4 (7.0)	37.9 (6.1)	88.3 (2.7)	59.1 (7.5)	69.3 (8.5)	29.8 (4.8)	84.9 (3.2)	10.0 (2.7)
1st Rctg Bde	104	96.1 (2.0)	26.4 (6.0)	13.9 (4.2)	82.3 (4.3)	50.0 (6.6)	48.5 (5.5)	51.3 (5.7)	43.2 (7.2)	84.9 (4.6)	61.5 (7.0)	73.0 (5.8)	29.8 (4.7)	89.8 (3.2)	18.5 (4.2)
2nd Rctg Bde	87	94.3 (3.0)	26.9 (7.8)	13.5 (5.3)	94.2 (2.2)	40.6 (11.3)	54.8 (11.5)	75.1 (6.6)	26.0 (7.5)	86.3 (5.4)	51.1 (12.4)	64.8 (15.1)	30.3 (7.9)	84.9 (4.6)	8.3 (3.7)
4th Rctg Bde	160	95.4 (1.7)	23.3 (3.9)	10.4 (2.8)	83.7 (3.8)	50.4 (4.6)	41.1 (5.8)	55.1 (5.1)	37.1 (4.1)	93.0 (1.9)	65.1 (5.4)	80.5 (3.5)	31.1 (5.1)	87.1 (3.4)	8.5 (1.8)
5th Rctg Bde	109	97.3 (1.5)	25.5 (8.0)	12.5 (4.3)	89.3 (3.5)	54.5 (7.0)	54.8 (5.8)	54.2 (6.9)	48.0 (6.2)	87.1 (3.8)	68.0 (6.0)	81.7 (4.6)	40.1 (7.3)	89.5 (3.0)	14.8 (4.5)
6th Rctg Bde	64	88.7 (4.2)	19.2 (6.3)	13.9 (5.3)	87.2 (4.5)	49.5 (9.0)	55.9 (8.0)	56.8 (7.0)	32.6 (6.4)	80.3 (5.0)	52.4 (6.1)	71.9 (8.6)	27.5 (4.8)	85.1 (4.9)	9.7 (4.2)
16-17 Years Old	214	93.8 (2.0)	26.8 (3.9)	14.2 (2.7)	89.6 (2.0)	52.0 (4.7)	47.9 (4.3)	63.9 (3.4)	37.0 (4.2)	82.6 (3.0)	57.7 (5.0)	79.8 (3.0)	31.5 (3.5)	86.8 (2.6)	10.4 (1.8)
18-19 Years Old	143	95.2 (2.3)	23.5 (3.9)	16.6 (3.8)	87.0 (3.4)	47.5 (4.3)	47.4 (5.2)	56.1 (4.5)	42.7 (4.6)	90.8 (2.5)	69.9 (4.5)	81.6 (3.5)	38.7 (4.4)	88.3 (3.0)	14.7 (4.0)
20-21 Years Old	76	94.2 (2.8)	22.5 (8.0)	12.5 (5.6)	87.5 (4.8)	37.1 (12.1)	54.0 (12.9)	64.3 (10.4)	27.1 (9.3)	83.2 (6.8)	49.3 (14.7)	61.7 (17.0)	23.6 (8.0)	90.7 (4.4)	14.0 (6.0)
22-24 Years Old	91	95.6 (2.1)	23.4 (6.3)	6.2 (2.3)	83.6 (4.2)	54.9 (7.1)	53.0 (8.0)	49.6 (7.3)	39.4 (6.9)	92.5 (3.0)	61.4 (7.0)	70.3 (6.9)	31.1 (5.9)	84.4 (4.2)	8.5 (3.0)
TOTAL PMAS	524	94.7 (1.1)	24.6 (2.7)	12.6 (1.8)	87.2 (1.5)	48.9 (3.8)	50.1 (3.5)	58.6 (3.1)	37.3 (3.1)	87.1 (1.8)	60.2 (6.1)	74.8 (4.1)	31.8 (2.8)	87.3 (1.6)	11.7 (1.7)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

- Knowledge of Army offers is broad-based.
  - Of PMAS youth, 94.7% are aware that Army enlistment makes one eligible for educational benefits, and 87.1% are aware of the delayed entry program. These messages were emphasized in advertisements that ran during the quarter.
  - However, only 24.4% of PMAS youth can correctly identify the maximum amount of educational benefits available, only 12.6% are aware that Army benefits are greater than those available through enlistment in other services, and 37.3% know that the minimum tour of duty is two years.
  - PMAS youth are more likely to identify the G.I. Bill with the Army (87.2%) than with other services.
  - There are few differences among sample groups in knowledge of Army offers.
- Knowledge of Army Reserve and Army National Guard eligibility requirements and benefits is also high.
  - Of PMAS youth, 74.8% are aware that high school graduation is not required for enlistment, and 60.2% are aware that 17-year olds may enlist.
  - Of PMAS youth, 87.3% are aware that money for education is available in the Guard and Reserve, but relatively few (11.7%) can correctly identify the maximum amount.
  - Awareness of Guard and Reserve offers tends to be highest among 18- to 19-year olds, and youth in the 5th Recruiting Brigade (Southwest).



Table 4-13

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING  
(Standard Error)

SAMPLE GROUPS	M1	Types of TV Shows							M2	Types of Radio Programs							
		Sports	Mystery	Drama	Music	Comedy	Movie	Talk		News	Classical	Pop	Country	Sports	Talk	Rock	Easy
RECRUITING MARKET:																	
MALE (PMAS + SMS)	385	81.0 (5.7)	59.4 (4.6)	47.6 (4.6)	68.6 (3.4)	85.6 (5.4)	83.8 (3.0)	46.5 (4.2)	531	54.0 (3.7)	17.3 (1.8)	55.9 (3.5)	36.0 (3.5)	54.4 (3.6)	16.2 (1.9)	82.2 (2.9)	44.5 (3.8)
FEMALE (PFAS + SFS)	89	39.8 (6.5)	65.9 (5.2)	75.4 (5.4)	61.5 (6.0)	84.1 (4.1)	88.3 (3.4)	57.1 (6.9)	126	50.6 (5.5)	18.4 (4.0)	65.4 (5.0)	32.6 (4.2)	15.4 (3.3)	23.5 (4.2)	68.7 (5.3)	48.5 (5.1)
TOTAL RECRUITING MARKET	474	59.1 (4.5)	62.8 (3.1)	62.3 (3.3)	64.8 (3.2)	84.8 (3.3)	86.2 (2.1)	52.1 (4.0)	657	52.2 (3.2)	17.9 (2.4)	61.1 (3.0)	34.1 (2.9)	33.3 (2.4)	20.2 (2.5)	76.9 (3.0)	46.7 (3.4)
PMAS:																	
College Freshmen and Sophomores	54	90.9 (4.3)	52.0 (8.7)	44.5 (8.1)	63.8 (7.9)	90.2 (4.5)	71.8 (7.2)	56.3 (7.1)	87	58.3 (7.5)	22.4 (5.6)	63.9 (7.8)	17.7 (4.4)	59.2 (7.0)	19.0 (5.0)	89.7 (4.4)	38.4 (6.6)
M.S. Students (College-Oriented)	130	86.4 (3.4)	64.6 (4.6)	40.4 (5.1)	76.0 (5.3)	92.6 (2.4)	87.7 (3.3)	46.7 (4.6)	161	43.1 (3.9)	10.6 (3.3)	65.2 (3.9)	19.7 (3.2)	62.1 (4.4)	12.9 (2.9)	80.5 (3.3)	39.1 (4.1)
M.S. Students (Work-Oriented)	31	74.9 (10.0)	72.4 (11.2)	21.2 (9.0)	83.4 (6.8)	87.9 (6.3)	88.1 (5.4)	19.6 (7.6)	40	35.4 (9.0)	11.9 (4.8)	65.4 (7.2)	38.2 (10.2)	38.9 (8.7)	15.1 (5.7)	89.6 (5.1)	37.7 (10.2)
M.S. Graduates Not Currently Enrolled	112	75.8 (12.2)	51.9 (9.9)	53.5 (9.1)	62.3 (7.9)	80.8 (12.9)	84.0 (5.8)	45.5 (10.4)	161	56.6 (8.3)	19.2 (4.1)	47.0 (7.7)	48.4 (7.5)	49.7 (7.1)	17.0 (4.2)	77.6 (5.9)	52.0 (8.3)
1st Rctg Bde	59	91.4 (4.9)	61.0 (8.0)	45.5 (6.3)	60.0 (10.4)	92.9 (2.7)	80.8 (6.0)	35.7 (7.4)	93	53.5 (7.8)	14.1 (4.2)	52.8 (7.7)	10.2 (4.4)	59.7 (7.3)	21.3 (6.4)	86.0 (4.2)	34.0 (7.7)
2nd Rctg Bde	61	72.4 (20.5)	56.5 (16.9)	56.0 (14.0)	83.8 (6.4)	73.7 (21.5)	87.2 (5.7)	68.2 (10.8)	87	54.0 (12.4)	18.9 (5.3)	59.9 (12.9)	51.3 (10.7)	56.3 (12.3)	15.1 (5.4)	83.5 (5.4)	50.8 (11.3)
4th Rctg Bde	89	89.9 (4.4)	54.8 (7.7)	43.1 (7.4)	64.9 (6.3)	89.3 (4.4)	83.9 (4.9)	41.9 (5.8)	121	46.7 (4.7)	15.1 (3.4)	59.0 (5.1)	22.4 (4.9)	52.0 (5.8)	17.2 (4.2)	87.2 (3.9)	52.3 (5.7)
5th Rctg Bde	81	84.1 (5.0)	58.7 (8.1)	45.6 (7.6)	65.9 (6.7)	92.4 (3.5)	82.6 (8.4)	36.1 (6.3)	96	54.0 (6.9)	17.5 (4.1)	64.8 (7.0)	51.9 (6.6)	58.0 (7.5)	15.3 (4.9)	73.0 (7.6)	47.8 (6.9)
6th Rctg Bde	37	69.6 (12.7)	55.0 (8.9)	33.3 (7.8)	59.1 (9.9)	87.0 (7.0)	79.5 (9.4)	41.0 (9.0)	52	50.9 (7.6)	19.9 (6.5)	43.9 (9.3)	24.9 (8.4)	43.7 (9.6)	11.5 (4.4)	76.9 (9.6)	33.9 (9.6)
16-17 Years Old	152	83.3 (3.6)	67.4 (4.3)	38.9 (4.6)	79.0 (3.9)	93.8 (1.9)	88.0 (2.9)	39.4 (4.1)	191	43.1 (4.1)	12.1 (3.3)	66.1 (3.1)	21.5 (3.4)	56.4 (3.8)	11.8 (2.1)	84.3 (3.0)	40.6 (4.1)
18-19 Years Old	72	87.1 (4.3)	63.2 (6.2)	37.4 (7.1)	71.0 (6.8)	90.4 (3.7)	78.0 (5.7)	49.6 (5.5)	107	48.6 (5.9)	19.1 (4.6)	65.2 (6.7)	21.2 (4.3)	58.1 (6.7)	16.1 (4.3)	83.4 (3.6)	41.4 (5.6)
20-21 Years Old	45	62.5 (23.6)	30.7 (13.0)	56.1 (17.1)	73.1 (13.5)	62.2 (23.4)	85.1 (8.1)	58.1 (17.4)	76	46.6 (12.6)	17.3 (6.3)	43.3 (12.2)	49.5 (14.0)	43.4 (12.1)	17.1 (6.4)	83.8 (7.5)	50.6 (14.2)
22-24 Years Old	58	89.7 (3.9)	59.1 (9.3)	55.1 (8.3)	44.9 (8.7)	92.8 (3.7)	80.1 (8.4)	40.6 (8.2)	75	73.7 (7.3)	21.5 (4.8)	47.1 (7.1)	48.4 (6.5)	58.4 (6.7)	21.6 (5.6)	74.0 (8.0)	48.3 (7.0)
TOTAL PMAS	327	81.5 (6.5)	57.1 (5.0)	45.7 (5.2)	68.1 (3.9)	86.4 (6.2)	83.3 (3.4)	45.9 (4.9)	449	51.9 (4.1)	17.1 (2.0)	56.8 (4.0)	33.4 (4.2)	54.4 (4.0)	16.2 (2.2)	81.7 (3.2)	44.7 (4.4)

TABLE 4-13

## MEDIA HABITS

- Youth are more likely to describe themselves as regular radio listeners than as regular television viewers.
- Of PMAS youth, 77.4% say they listen to radio regularly, compared with 64.4% who say they watch television regularly. This difference is consistent across educational segments, sexes, regions, and age groups.
- In terms of viewership of the different types of television shows:
  - For PMAS youth generally, comedy (86.4%), movies (83.3%), and sports (81.5%) are clearly the most popular kinds of shows. Least popular are drama (45.7%) and talk (45.9%) shows.
  - High school students are more likely to watch movies regularly than are college freshmen and sophomores. Work-oriented high school students are less likely than the other three educational groups to watch dramatic programs and talk shows.
  - Few regional differences are shown in viewing habits except that both music and talk shows are more popular among youth in the 2nd Recruiting Brigade (Southeast) than elsewhere.
  - Age differences are also relatively rare. 22- to 24-year olds are less likely than younger respondents to watch music programs; mystery shows are least popular among 20- to 21-year olds.
  - Males are more likely than females to watch sports programs while females more often report watching drama than males do.
- In terms of the audience for the various types of radio programs:
  - For PMAS youth, rock shows (81.7%) clearly enjoy the largest audience with pop (56.8%), sports (54.4%) and news (51.9%) next most popular. Least popular are radio talk shows (16.2%) and classical music programs (17.1%).
  - High school graduates who are not currently enrolled are more likely than the two college-oriented groups to listen to country music. They also tend to be less likely to listen to rock music than work-oriented high school students or college freshmen and sophomores and less likely than all other groups to listen to pop.
  - Work-oriented high school students are less likely than non-enrolled grads or college freshmen and sophomores to listen to news on the radio and less likely than college-oriented high school students to listen to radio sports programs.
  - Regionally, country music is much more popular among youth in the 2nd Recruiting Brigade (Southeast) and 5th Recruiting Brigade (Southwest) than elsewhere. Also, youth in the 4th Recruiting Brigade (Midwest) tend to be more likely than those in the 1st Recruiting Brigade (Northeast) or 6th Recruiting Brigade (West) to regularly monitor easy listening programs.
  - Age is a factor in the popularity of radio news with 22- to 24-year olds more likely to tune in regularly. The popularity of country music increases with age while pop is preferred by the two younger age groups.
  - Males are much more likely than females to listen to radio sports broadcasts and rock music while females tend to have a greater preference than males for talk shows.

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Table 4-14

Intention to Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	N1	Unaided Intention			Aided Intention			N2	Army ROTC
		General Intention	Active Army	USAR	ARNG	General Intention	Active Army	USAR	ARNG
October	231	2.0 (0.9)	2.0 (0.9)	0.0 n.e.	0.0 n.e.	21.5 (4.1)	12.9 (2.6)	9.8 (2.0)	9.8 (2.9)
November	473	1.2 (0.5)	0.7 (0.4)	0.3 (0.2)	0.1 (0.2)	21.1 (2.1)	12.5 (1.3)	9.3 (1.3)	9.3 (1.4)
December	333	1.6 (1.0)	0.5 (0.3)	0.3 (0.3)	0.9 (0.5)	27.1 (2.7)	14.9 (2.2)	15.7 (2.6)	12.1 (2.3)
TOTAL	1,037	1.5 (0.5)	0.9 (0.3)	0.2 (0.1)	0.4 (0.2)	23.4 (1.6)	13.5 (1.1)	11.8 (1.2)	10.4 (1.2)

NOTE: n.e. indicates standard error is not estimable.

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Table 4-15

Perceptions - Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	N	Job Variety	Physical Challenge	Proud Experience	Step Btm MS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi-Trained Co Workers	Money for Ed.
October	219	57.7 (5.9)	87.1 (3.5)	75.1 (3.9)	42.0 (7.8)	69.5 (4.9)	77.8 (4.2)	53.7 (7.1)	72.6 (4.5)	72.9 (4.5)	66.3 (5.1)	81.0 (3.7)	77.1 (3.9)	73.8 (3.9)	76.0 (4.6)
November	446	55.7 (2.9)	83.0 (1.7)	66.1 (3.2)	41.6 (2.5)	72.3 (2.5)	80.7 (2.1)	50.2 (3.3)	71.9 (2.7)	68.1 (3.3)	65.6 (3.0)	74.8 (3.2)	69.2 (3.5)	73.8 (3.2)	74.6 (2.6)
December	313	58.5 (3.0)	82.2 (3.3)	72.1 (3.5)	49.3 (3.4)	73.1 (3.1)	77.3 (3.9)	58.9 (3.4)	67.4 (3.2)	68.3 (3.5)	67.6 (3.5)	75.5 (2.9)	70.4 (3.3)	74.3 (2.9)	76.8 (3.6)
TOTAL	978	57.1 (2.8)	83.7 (1.6)	70.3 (2.1)	44.5 (2.4)	72.0 (1.6)	78.8 (1.9)	54.1 (2.5)	70.4 (2.1)	69.3 (2.1)	66.5 (2.2)	76.5 (1.8)	71.4 (1.9)	74.0 (1.8)	75.7 (1.9)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Oct., Nov., Dec., 1986

Knowledge/Recall - Unaided

Table 4-16  
 PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
 (PMAS MONTHLY TOTALS)  
 (Standard Error)

MONTHS	N	Army Components			Other Military Branches			JRAP	NOME
		ACTIVE	ROTC	ARNG	USAR	USAF	NAVY	USMC	USCG
October	231	83.4 (4.0)	8.7 (3.2)	12.9 (3.0)	14.8 (3.5)	68.2 (5.1)	54.5 (7.5)	66.4 (4.6)	16.0 (3.6)
November	473	83.7 (1.9)	5.1 (1.2)	21.8 (3.0)	10.2 (2.4)	65.5 (2.4)	58.9 (2.8)	64.0 (2.5)	14.5 (2.6)
December	333	82.9 (2.1)	1.9 (0.8)	16.6 (2.5)	12.6 (1.9)	63.8 (2.8)	59.8 (2.8)	68.6 (2.7)	19.9 (3.4)
TOTAL	1,037	83.3 (1.4)	4.7 (0.9)	17.9 (1.6)	12.1 (1.7)	65.5 (1.9)	58.2 (2.2)	66.2 (1.8)	16.6 (2.0)
								10.5 (1.2)	2.0 (0.8)

Note. Summary text and interpretation of the PMAS monthly totals shown in Tables F-12, F-13, and F-14 will be deferred until sufficient data accumulate.

### References

- Mohadjer, L., & Waksberg, J. (1988). The ACOMS sample design. In V. F. Nieva, & T. W. Elig (Eds.), The Army Communications Objectives Measurement System (ACOMS) Survey Design (ARI Technical Report 785). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

5. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM  
(ACOMS): QUARTERLY REPORT, WINTER 1987

Linda J. Keil, Nancy L. Gay and Gregory H. Gaertner

Overview of Findings

Purpose

To provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans.

Methodology

Computer-assisted telephone interviews were conducted with 2,312 youth between the ages of 16 and 24 during the quarter beginning 1 January 1987 and ending 31 March 1987. Each interview lasted approximately 30 minutes. Youth were asked about their education and employment history, career plans for the future, intentions to enlist in the Army, enlistment-related activities undertaken during the prior six months, and what opportunities they regard as important to their future plans. They were also asked about their media monitoring habits, recall of military advertising, knowledge and perceptions of the Army and its components, and their attitudes toward Army advertisements. Demographic information was collected and, for selected youth, parental location and tracking information was requested to be used for parental and longitudinal interviewing.

In this report, data tables with accompanying text summarize the results of the current quarter's interviews on key indicators of the present state of the recruiting market. Tables and accompanying text also highlight significant trends in these key indicators from the previous quarter.

The quarterly report focuses mainly on males in the Primary Male Analytic Sample (PMAS). The PMAS corresponds to the primary enlisted market and includes youth who have neither served nor been accepted for service in the military; who are either in high school or have a regular high school diploma; who have never taken a college ROTC course; and, who have not yet completed their sophomore year in college. This quarter 1,445 PMAS youth were interviewed. Data are reported by PMAS educational, regional, and age groups. Findings are reported by sex for the Recruiting Market as a whole, including both the primary and secondary enlisted markets. The secondary enlisted market includes high school non-completers and youth with a high school certificate other than a diploma (e.g., GED) who have not yet completed one year of college.

Finally, data for youth in the officer market are reported for ROTC perceptions and ROTC-relevant importance items by education, region, age, and sex.

## Findings

### General Army Findings (All Components)

- Key male market groups, in order by favorability of perceptions of the Army and intention to enlist in the Army and its components are:
  - Work-oriented high school students
  - College-oriented high school students
  - High school graduates, not currently enrolled
  - College freshmen and sophomores
- Ranking of components by strength of brand image (in terms of average percent agreement with attributes for PMAS respondents) is:
  - Active Army (67.7%)
  - ROTC (63.2%)
  - USAR (56.3%)
  - ARNG (53.7%)
- Intention to enlist in the Army and its components edged marginally upwards between Fall and Winter quarters, due mainly to significant increases in intention to enlist in the Reserve. There were also non-significant increases in intention to enlist in the Army National Guard, and for 18- to 19-year olds to enlist in the active Army.
- Again this quarter, a large majority of youth in all sample groups value career and self-development opportunities, such as developing maturity, potential, self-confidence, and career. Opportunities least likely to be considered important are living in one's own hometown and having a stepping-stone between high school and college.

In Winter quarter, college-oriented and work-oriented high school students began to diverge in what they value. While the two groups remain quite similar overall, differences appeared in valuing a stepping-stone between high school and college (college-oriented: 10.2% more likely to value), money for education (college-oriented: 18.6% more

likely to value), service to country (work-oriented: 16.7% more likely to value), and exciting weekends (work-oriented: 14.5% more likely to value).

- Behaviors relating to enlistment appear to be moving from the preliminary actions of discussing enlistment possibilities toward more direct actions such as visiting recruiting stations (especially among 18- to 19-year olds) and calling the Army's toll-free number. This trend may reflect the upcoming end of the school year.
- Radio remains more popular than television, although listening to radio sports decreased heavily among college students and college-oriented high school students, possibly reflecting the end of the football season.
- Aided and unaided recall of Army advertising is highest among all services again this quarter. General knowledge of Army offers remains high while specific information is less widespread.

#### Active Army (Enlisted)

- Intentions to enlist, both aided and unaided, were basically stable over Fall and Winter quarters.
- Perceptions of work-oriented high school males weakened between Fall and Winter quarters, suggesting a convergence among high school students' attitudes toward the active Army. However, the rank order of key male markets in terms of favorability in perceptions and intentions remains work-oriented, college-oriented, grads not enrolled, and college freshmen and sophomores.
  - Perceptions of the active Army also weakened in the 2nd Recruiting Brigade (Southeast).
  - There is greater agreement this quarter that the Army offers money for education, especially among 22- to 24-year old male respondents and females generally. This was one of the quarter's main advertising messages.
- While active Army advertising appears to focus on important youth values, several large disparities remain between attributes valued by youth and those seen as present in the active Army. For example, 90.6% of PMAS rate civilian career development as



important, while only 51.1% agree it is offered by the active Army, a difference of 39.5%. Importance is also greater than perception for developing one's potential (difference of 24.3%), providing mental challenge (difference of 29.3%) and having an experience to be proud of (difference of 26.3%).

- Recall of active Army advertising is stable and very high in both Fall and Winter quarters. However, there was a pattern of increases in unaided recall of Navy and Air Force advertising, perhaps due to their new advertising campaigns.
- The Army's lead in identification with the G.I. Bill increased between the Fall and Winter quarters, primarily because of drops in Navy and Marine Corps identification.

#### Army Reserve (USAR)

- Intention to enlist in the Army Reserve increased significantly from Fall to Winter quarters especially in the older male groups.
- This increase is, perhaps, linked to the slight increases in aided and unaided recall of Reserve advertising.
- The Army Reserve brand image continues to be moderate in strength. Predominant perceptions are that the Reserve offers the opportunity to become more mature and responsible and to earn money for education. Agreement is again low that the Army Reserve offers interesting and exciting weekends.

#### Army National Guard (ARNG)

- Intention to enlist in the Army National Guard showed an upward pattern although differences between Fall and Winter quarter were generally not significant.
- The brand image of the Army National Guard continues to be moderate in strength. Predominant perceptions are that it provides opportunities for becoming more mature and responsible and for serving America while living at home. Least frequent agreement is found with statements that the National Guard provides interesting and exciting weekends and opportunities for career development or for finding an enjoyable job.

- There appears to be some deterioration in perceptions of the Guard among males and some increase among females.

Reserve Officers' Training Corps (ROTC)

- Agreement with statements about attributes of the Army ROTC is generally moderate. Younger respondents (especially 16- to 17-year old males) are more likely to agree that the ROTC offers valued attributes.
- Youth seem attracted to the attributes to which the ROTC directs its advertising but, generally, seem unlikely to see them as present in the ROTC. This is particularly so for leadership skills and training (difference is 20.8%), job variety (difference is 34.4%), and opportunities to use one's own judgment (difference is 26.2%).
- Unaided recall of ROTC advertising fell significantly overall and especially among college-oriented high school students and college freshmen and sophomores, between Fall and Winter quarters. These differences probably reflect decreases in advertising during the Winter quarter. Knowledge of ROTC offers seems to have declined as well.

## Introduction

This report presents data collected from youth respondents in the main interview conducted for ACOMS between 1 January and 31 March 1987.

## Methodology

### Respondents

During the Winter 87 quarter, a total of 2,312 youth interviews were completed. All of the tables in the Winter 1987 quarterly report except Table 5-8, Perceptions - Army ROTC, focus on the main Army Enlisted Recruiting Market, a subset of 2,010 of the total youth interviews. Subgroups reported within the Army Recruiting Market and the Primary Male Analytic Sample (PMAS) are listed in Table 5-1. The composition of the subgroups is shown by the number of respondents and the weighted percentage of respondents in each subgroup. Respondents have been weighted to represent the population eligible to be surveyed. Weighted percentages in Table 5-1 reflect the (estimated) composition of the population of eligibles.

The number of interviews and the weighted percentages in Table 5-1 above are provided as a general guide to sample sizes. It should be noted, however, that the number of interviews and weighted percentages are different for each of the tables containing data from rotating modules (Tables 5-5, 5-6, 5-7, 5-12, and 5-13), for Perceptions of the Army, USAR, ARNG, Knowledge and Media Habits respectively.

The sample for Table 5-8, Perceptions-Army ROTC, is quite different because it reflects the Officer Market rather than the enlisted Recruiting Market.

Table 5-1  
Winter 1987 Respondents by Market and Market Subgroup Percentages

Sample Groups	Respondents	Weighted Percentage
TOTAL RECRUITING MARKET (2,010 Respondents)		
MALES [PMAS + SMS]	1,670	48.8
FEMALES [PFAS + SFS]	340	51.2
TOTAL PMAS (1,445 Respondents)		
College Freshmen and Sophomores	268	20.9
H.S. Students [College-Oriented]	563	31.5
H.S. Students [Work-Oriented]	133	7.2
H.S. Graduates Not Currently Enrolled	481	40.4
1st Rctg Bde	336	22.3
2nd Rctg Bde	280	20.0
4th Rctg Bde	414	20.9
5th Rctg Bde	200	20.5
6th Rctg Bde	215	16.3
16-17 Years Old	583	31.1
18-19 Years Old	365	24.6
20-21 Years Old	235	18.9
22-24 Years Old	262	25.4
OFFICER MARKET: TOTAL ROTC SAMPLE (611 Respondents)		
Total ROTC Male Sample	503	47.0
Total ROTC Female Sample	108	53.0
OFFICER MARKET: TOTAL MALE SAMPLE (503 Respondents)		
College Juniors and Seniors	108	22.0
College Freshmen and Sophomores	132	40.4
H.S. Students [College-Oriented]	263	37.7
1st ROTC Region	182	38.5
2nd ROTC Region	130	20.0
3rd ROTC Region	79	20.4
4th ROTC Region	112	21.4
16-17 Years Old	210	29.5
18-19 Years Old	135	30.3
20-21 Years Old	103	24.3
22-24 Years Old	55	15.9

### Questionnaire

The version of the questionnaire a respondent receives is the version in use during the month in which he or she is identified as an eligible respondent. Interviewers have a total of eight weeks to close out each monthly sample of telephone numbers. This process includes identifying all non-working and non-residential numbers in addition to completing household screeners on all identified households and completing interviews with all eligible respondents. Therefore, the respondents included in the response rate calculations are somewhat different than those included in the quarterly report itself. In particular, since the March monthly sample was not closed out until late in April, interviewing continued for this sample past the March 31 cutoff date used for reporting purposes. Interviews in this category are included in the Spring 1987 quarterly report.

### Sample Data

Table 5-2 shows response rates for household screeners and youth interviews for samples initiated on 1 January, 1 February, and 1 March 1987. The response rate for household screeners is the percentage of total identified households for which the screening instrument was completed to identify youths eligible for interviewing. The youth response rate is the percentage of youths for whom interviews were conducted of those who were eligible for interviewing. The combined rate is the product of the household and youth interview rates.

Table 5-2

Response Rates for Samples Drawn January, February, and March 1987

	January	February	March
Household Screener	78.0	83.2	81.2
Youth Interviews	72.7	79.2	77.9
Combined Rate	56.7	65.9	63.3

### Change Tables

Beginning this quarter, an additional set of data tables (Table 5-3B, 5-4B, 5-5B, 5-6B, 5-7B, 5-8B, 5-9B, 5-10B, 5-11B, 5-12B, 5-13B) is included in the quarterly report showing changes from the previous to the current quarter. The row labels and column headings of the change tables are identical to the corresponding quarterly tables. Z-scores appear in the change tables only if comparisons between Fall and Winter percentages show significant change ( $p \leq 0.05$ ;  $\pm 2$  standard errors). Signs (+ and -) show the direction of non-significant changes. The direction of change is determined by subtracting Fall percentages from Winter percentages. Thus, a positive change indicates an increase for Winter quarter and a negative change means the Winter percentage is lower than the Fall percentage in that cell. When the percentage has not changed, a 0 appears in that cell.

## Results and Discussion

Table 5-3A

Intention to Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY (COMMENTS)  
(Standard Error)

SAMPLE GROUPS	N1	General Intention	Unaided Intention Active Army	USAR	ARMG	General Intention	Active Army	USAR	ARMG	N2	Army ROIC
RECRUITING MARKET: MALES (PMAS + SMS)	1,670	2.9 (0.4)	1.2 (0.3)	0.9 (0.3)	0.6 (0.3)	27.6 (1.5)	14.6 (1.2)	17.1 (1.2)	13.3 (1.3)	1,155	17.0 (1.6)
FEMALES (PFAS + SFS)	340	0.0 n.e.	0.0 n.e.	0.0 n.e.	0.0 n.e.	8.2 (2.1)	3.1 (1.1)	3.0 (1.2)	3.4 (1.1)	273	7.5 (2.5)
TOTAL RECRUITING MARKET	2,010	1.4 (0.2)	0.6 (0.1)	0.5 (0.1)	0.3 (0.1)	17.7 (1.3)	8.7 (0.7)	9.8 (0.8)	8.3 (0.8)	1,428	11.8 (1.5)
PMAS: College Freshmen and Sophomores	268	0.7 (0.5)	0.2 (0.2)	0.0 n.e.	0.4 (0.4)	15.6 (3.0)	5.1 (1.6)	9.3 (2.2)	8.2 (2.0)	262	6.7 (2.1)
M.S. Students (College-Oriented)	563	4.4 (1.0)	1.9 (0.6)	1.7 (0.7)	0.7 (0.4)	34.7 (2.6)	19.4 (2.1)	20.3 (2.3)	15.5 (1.9)	563	22.6 (2.2)
M.S. Students (Work-Oriented)	133	6.8 (2.7)	4.4 (2.4)	2.0 (1.3)	0.5 (0.4)	51.0 (5.0)	29.5 (4.9)	27.7 (4.1)	23.7 (3.5)	0	N/A N/A
M.S. Graduates Not Currently Enrolled	481	1.3 (0.4)	0.6 (0.4)	0.4 (0.3)	0.1 (0.1)	20.5 (2.2)	10.6 (1.8)	14.1 (1.9)	10.5 (1.7)	254	16.0 (3.3)
1st Rctg Bde	336	2.8 (0.7)	1.1 (0.6)	1.3 (0.6)	0.0 n.e.	21.5 (3.0)	9.9 (2.1)	15.9 (2.5)	10.0 (2.6)	258	13.0 (3.3)
2nd Rctg Bde	280	3.7 (1.2)	1.9 (0.9)	1.1 (0.6)	0.7 (0.5)	30.3 (2.9)	14.5 (2.3)	15.6 (2.8)	12.8 (2.1)	189	19.1 (3.2)
4th Rctg Bde	414	2.8 (0.8)	2.1 (0.8)	0.2 (0.2)	0.5 (0.4)	21.3 (2.6)	13.3 (2.2)	11.8 (2.0)	11.1 (1.7)	298	12.9 (2.0)
5th Rctg Bde	200	2.4 (1.0)	0.8 (0.5)	1.0 (0.8)	0.5 (0.6)	31.0 (4.1)	16.2 (3.2)	19.7 (2.8)	17.5 (3.0)	154	19.3 (3.5)
6th Rctg Bde	215	0.9 (0.5)	0.0 n.e.	0.7 (0.5)	0.1 (0.1)	27.7 (4.0)	14.6 (2.4)	17.7 (3.0)	11.5 (2.4)	180	17.8 (3.8)
16-17 Years Old	583	4.3 (0.8)	2.2 (0.6)	1.4 (0.5)	0.7 (0.4)	36.5 (2.5)	21.6 (2.0)	19.5 (2.0)	16.3 (1.6)	471	21.0 (2.1)
18-19 Years Old	365	3.3 (0.9)	2.0 (0.7)	1.0 (0.6)	0.3 (0.2)	23.3 (2.5)	9.7 (1.7)	13.0 (2.1)	10.6 (2.1)	311	13.4 (2.4)
20-21 Years Old	235	1.7 (0.6)	0.3 (0.3)	0.9 (0.6)	0.0 n.e.	21.5 (3.4)	11.9 (2.4)	15.8 (3.3)	12.4 (3.0)	160	13.8 (3.3)
22-24 Years Old	262	0.3 (0.3)	0.0 n.e.	0.0 n.e.	0.3 (0.3)	19.9 (3.2)	8.7 (2.2)	14.9 (2.7)	9.9 (1.9)	137	14.2 (3.7)
TOTAL PMAS	1,445	2.5 (0.4)	1.2 (0.3)	0.9 (0.2)	0.4 (0.2)	24.2 (1.7)	13.6 (1.2)	16.0 (1.3)	12.6 (1.2)	1,079	16.3 (1.6)

Note: n.e. indicates standard error is not estimable.



Similar to Last Quarter

- High school students have the highest aided and unaided general intentions to enlist in the Army of PMAS youth.
- Aided intentions to enlist in all Army components are again higher for high school students than for college freshmen and sophomores or high school graduates not currently enrolled in school.
- Unaided intentions to enlist in the active Army also tend to be higher for high school students than for other educational groups but there are no differences among educational groups in unaided intentions to enlist in the Reserve or National Guard.
- The pattern of differences between college- and work-oriented high school students is very similar to that found during the last quarter.
- Work-oriented respondents report higher aided intention to enlist in the Army generally and in all Army components than college-oriented respondents.
- 29.5% of work-oriented high school students report an aided intention to enlist in the active Army and 4.4% an unaided intention to join the active Army compared to 19.4% and 1.9%, respectively, for college-oriented students. This pattern is very similar to last quarter.
- Again this quarter, aided intention measures yield large increases over unaided intention measures for all components.
- Males are much more likely than females to indicate intention to enlist.
- Youth in the 2nd Recruiting Brigade (Southeast) and 5th Recruiting Brigade (Southwest) have the highest general aided intentions to enlist.

Different from Last Quarter

- There are significant increases in aided intention to enlist in the Army Reserve overall, especially for 22- to 24-year olds and youth in the 1st Recruiting Brigade (Northeast).
- The above pattern is repeated for aided intention to enlist in the National Guard, though not as strongly as for Reserve. However, no corresponding increases in active Army intentions are observed.
- For the active Army and in general, 18- to 19-year olds show increases in unaided intention to enlist, possibly the effect of approaching high school graduation.

School Year 86/87 - Fall, Winter

Table S-38

Intention to Enlist

WINTER - FALL DIFFERENCES IN  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

SAMPLE GROUPS	M1	Unaided Intention			Aided Intention			M2	Army ROIC
		General Intention	Active Army	USAR	ARMG	General Intention	Active Army	USAR	ARMG
RECRUITING MARKET:									
MALES (PMAS + SMS)		+	+	+2.16	+	+	-	+2.26	+
FEMALES (PTAS + SFS)		-	0	-	0	-	-	-	-
TOTAL RECRUITING MARKET		+	+	+	+	+	-	+	-
PMAS:									
College Freshmen and Sophomores		+	+	0	+	+	+	+	+
M.S. Students (College-Oriented)		+	+	+	+	+	+	+	-
M.S. Students (Work-Oriented)		-	-	+	-	+	-	+	N/A
M.S. Graduates Not Currently Enrolled		+	+	+	-	+	+	+	+
1st Rctg Bde		+2.33	+	+	-	+	+	+2.67	+
2nd Rctg Bde		+	+	+	+	-	-	-	-
4th Rctg Bde		+	+	-	+	+	+	+	-
5th Rctg Bde		+	-	+	+	+	-	+	+
6th Rctg Bde		-	-	+	+	+	+	+	+
16-17 Years Old		+	-	+	-	+	+	+	+
18-19 Years Old		+2.39	+2.17	+	-	+	-	+	-
20-21 Years Old		+	+	+	0	+	-	+	+
22-24 Years Old		+	0	0	+	+	+	+3.08	+
TOTAL PMAS		+	+	+2.29	-	+	+	+2.44	+

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

Table 5-4A

Importance of Attributes

PERCENTAGE RATING IMPORTANCE OF "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

(5-point scale)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proad Experience	Step-Down HS & Col.	Leader Skills	Hi Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training Co Workers	Hi Trained For Ed	Key Serve Country	Facilitating Part Time Live in Weekends	Importance of Attributes	N*	
RECRUITING MARKET: MALES (PMAS + SPS)	1,670	89.0 (0.9)	79.0 (1.1)	91.1 (0.8)	53.2 (1.4)	76.5 (1.2)	64.7 (1.3)	90.0 (0.9)	87.2 (1.0)	91.8 (0.9)	81.8 (0.9)	87.9 (1.1)	84.1 (1.1)	79.9 (1.1)	84.6 (1.2)	56.8 (1.4)	75.9 (1.3)	41.4 (1.5)	50.7 (1.7)
FEMALES (PMAS + SPS)	340	87.5 (2.4)	70.3 (3.1)	91.0 (1.6)	65.5 (3.1)	75.7 (2.9)	56.4 (3.3)	89.6 (1.7)	90.7 (2.1)	94.9 (1.3)	87.7 (2.1)	91.7 (1.7)	83.1 (2.5)	81.3 (2.1)	73.2 (2.3)	50.1 (3.2)	71.6 (2.4)	53.1 (4.3)	48.4 (3.1)
TOTAL RECRUITING MARKET	2,010	88.2 (1.3)	74.5 (1.7)	92.1 (1.9)	59.5 (1.4)	76.1 (1.5)	60.5 (1.7)	89.8 (1.1)	89.0 (1.2)	93.4 (0.8)	84.8 (1.2)	89.8 (1.1)	83.4 (1.5)	80.6 (1.1)	69.0 (1.4)	53.4 (1.6)	73.7 (1.5)	47.5 (2.3)	49.6 (1.7)
PMAS: College Freshmen and Sophomores	268	90.1 (2.6)	78.1 (3.6)	92.3 (2.0)	47.5 (3.4)	76.5 (3.4)	59.7 (3.4)	92.4 (2.1)	83.6 (2.5)	91.2 (2.1)	87.6 (2.2)	84.6 (2.7)	84.0 (2.4)	80.5 (2.8)	73.8 (2.7)	53.0 (3.2)	72.1 (3.7)	52.1 (3.6)	43.1 (3.9)
U.S. Students (College Oriented)	563	91.4 (1.4)	79.8 (1.8)	91.9 (1.4)	62.7 (2.3)	77.9 (2.2)	69.3 (3.1)	91.5 (1.3)	89.6 (1.4)	91.7 (1.7)	78.6 (2.1)	91.2 (1.7)	85.5 (1.7)	80.3 (1.9)	79.7 (2.0)	60.6 (2.1)	74.3 (2.1)	56.3 (2.5)	40.2 (2.8)
U.S. Students (Work Oriented)	133	93.0 (2.6)	83.9 (3.3)	92.9 (2.4)	52.5 (4.6)	74.7 (3.6)	70.5 (5.2)	88.8 (2.7)	92.9 (2.4)	90.0 (2.8)	79.8 (4.3)	93.6 (2.2)	90.1 (3.1)	80.1 (3.5)	61.1 (4.6)	77.3 (4.0)	86.8 (3.1)	52.3 (5.5)	48.7 (4.7)
U.S. Graduate Not Currently Enrolled	481	85.5 (2.1)	78.1 (1.9)	91.1 (2.1)	49.9 (3.4)	76.6 (2.0)	62.1 (2.6)	89.4 (2.0)	87.2 (1.7)	91.9 (1.9)	84.2 (1.8)	87.1 (1.7)	82.9 (2.7)	80.6 (2.0)	52.5 (2.6)	50.3 (2.4)	77.7 (1.9)	26.8 (2.7)	58.5 (2.9)
1st Rtg Bde	336	87.4 (2.1)	76.2 (2.5)	90.7 (2.0)	50.6 (3.0)	73.5 (3.0)	60.3 (3.1)	89.4 (2.5)	86.2 (2.1)	88.6 (2.0)	81.1 (1.9)	84.2 (2.7)	81.3 (2.4)	77.4 (2.3)	64.4 (3.2)	45.4 (2.3)	76.0 (3.4)	41.5 (4.2)	46.4 (2.9)
2nd Rtg Bde	280	89.2 (3.0)	83.9 (2.3)	93.4 (1.3)	59.1 (4.2)	81.1 (3.7)	71.1 (3.1)	93.5 (1.4)	92.1 (1.8)	94.8 (1.4)	83.7 (2.6)	90.2 (1.6)	89.3 (2.0)	85.6 (2.6)	63.0 (3.3)	62.7 (3.3)	79.9 (2.2)	40.7 (4.0)	58.4 (4.0)
4th Rtg Bde	414	88.4 (1.3)	77.9 (2.2)	90.2 (1.6)	50.8 (3.0)	75.4 (3.0)	60.0 (3.3)	88.8 (1.5)	87.4 (1.8)	91.2 (1.7)	81.7 (1.6)	87.4 (2.4)	83.5 (1.7)	75.3 (2.8)	64.4 (3.1)	55.9 (2.4)	72.4 (2.3)	42.3 (3.0)	42.2 (2.6)
5th Rtg Bde	200	92.4 (2.4)	80.3 (3.2)	94.8 (1.7)	57.0 (3.5)	80.7 (2.8)	68.2 (3.5)	93.0 (2.9)	86.3 (2.3)	92.7 (2.3)	84.5 (3.0)	91.9 (1.8)	82.6 (2.3)	81.8 (3.2)	71.6 (3.4)	64.0 (3.4)	77.4 (3.1)	48.2 (4.5)	53.7 (4.8)
6th Rtg Bde	215	87.3 (3.6)	77.1 (3.6)	89.3 (1.9)	50.3 (4.4)	73.5 (3.2)	63.3 (3.9)	88.3 (2.5)	85.9 (2.3)	90.5 (2.5)	83.3 (3.4)	88.6 (2.5)	86.7 (2.3)	83.3 (2.0)	65.4 (4.0)	52.6 (3.5)	74.8 (3.6)	45.3 (4.6)	39.9 (4.5)
16-17 Years Old	583	91.7 (1.4)	79.4 (1.5)	91.2 (1.2)	60.9 (2.1)	76.2 (1.8)	67.4 (2.5)	90.8 (1.3)	89.4 (1.2)	90.1 (1.7)	77.6 (1.8)	90.5 (1.6)	85.4 (1.6)	80.1 (1.9)	77.5 (2.0)	62.1 (2.1)	75.6 (2.2)	57.3 (2.3)	43.0 (2.5)
18-19 Years Old	365	91.9 (1.5)	82.2 (2.9)	93.0 (1.4)	49.5 (2.8)	77.1 (3.0)	63.5 (2.6)	92.2 (1.3)	85.9 (2.3)	91.4 (1.6)	84.9 (2.1)	86.1 (2.5)	86.8 (1.7)	82.6 (2.1)	71.5 (2.3)	57.0 (2.9)	78.9 (2.8)	51.4 (3.8)	40.3 (3.1)
20-21 Years Old	235	88.2 (2.4)	78.6 (2.9)	91.5 (1.8)	55.2 (3.3)	76.1 (3.5)	61.6 (3.6)	88.5 (2.6)	84.5 (2.4)	91.6 (2.6)	84.3 (2.3)	90.8 (1.7)	86.2 (2.6)	80.8 (3.0)	60.7 (3.3)	55.6 (3.7)	75.5 (3.8)	34.2 (4.1)	54.3 (3.8)
22-24 Years Old	262	83.1 (3.1)	76.0 (2.7)	91.4 (2.1)	47.5 (5.6)	78.1 (2.9)	64.0 (3.6)	90.6 (2.1)	89.3 (2.0)	93.4 (1.7)	86.0 (2.6)	86.1 (2.3)	79.9 (3.0)	78.5 (2.3)	51.1 (3.6)	48.1 (3.2)	74.6 (3.0)	25.0 (3.2)	60.0 (3.8)
TOTAL PMAS	1,445	88.9 (1.8)	79.1 (1.2)	91.7 (1.8)	53.6 (1.7)	76.9 (1.3)	64.5 (1.4)	90.6 (1.0)	87.6 (1.8)	91.5 (1.8)	82.8 (1.9)	88.3 (1.1)	84.5 (1.1)	80.5 (1.1)	64.2 (1.3)	54.8 (1.5)	76.1 (1.3)	43.5 (1.8)	48.8 (2.0)

\* indicates variable was added Winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- Again this quarter, a large majority of youth in all sample groups (83% - 95%) consider career and self-development opportunities important. The attributes most likely to be valued are again having experiences to be proud of and having opportunities for developing potential, maturity, self-confidence, and career. Having a wide variety of opportunities to find an enjoyable job (added this quarter) is valued by a high percentage of youth in all sample groups.
- The opportunities least likely to be considered important (25% - 66%) are living in one's own hometown and having a stepping-stone between high school and college, like last quarter, and working part-time, an attribute added to the questionnaire this quarter.
- Advertising plans appear to be focused on important youth values.
  - College freshmen and sophomores and college-oriented high school students are most likely to value money for education. The value of earning money for school decreases with increasing age as it did last quarter.
  - High school students are more likely than other educational groups to consider a chance to work with the latest high-tech equipment important. Youth in the 2nd Recruiting Brigade (Southeast) are especially likely to value this opportunity while women are especially unlikely to value it.
  - The importance of service to country is again highest among youth in the 2nd Recruiting Brigade (Southeast) and 5th Recruiting Brigade (Southwest) youth.

Different from Last Quarter

- Although valued opportunities for college-oriented and work-oriented high school students are still very similar, several additional differences between the two groups have appeared this quarter.
  - College-oriented high school students are still more likely than work-oriented to value money for education. They are also more likely this quarter to consider having a stepping-stone between high school and college important. This change may reflect a seasonal trend as the end of the school year draws nearer.
  - College-oriented high school students are less likely this quarter to value a mental challenge than they were last quarter resulting in the disappearance of the significant difference between the college- and work-oriented for this opportunity.
  - Work-oriented high school students now are more likely to value service to country and having interesting and exciting weekends than the college-oriented (possible instrumentation effect).

- Variations in importance also emerged for several other opportunities this quarter.
  - The opportunity to have an experience to be proud of is significantly higher this quarter than last quarter for males and especially for 18- to 19-year olds (possible instrumentation effect). Non-significant increases occurred for all remaining sample groups.
  - Service to country appears less likely to be valued this quarter than last.
  - The likelihood of considering a stepping-stone between high school and college important increased significantly for both males and females and for 20- to 21-year old PMAS youth.
  - The opportunity to obtain skills training is more likely to be valued this quarter than last especially by college freshmen and sophomores, youth in the 6th Recruiting Brigade (West), and 18- to 19-year olds.
  - The significant increase in valuing living in one's own hometown this quarter appears to be an instrumentation effect of wording changes between quarters.

School Year 86/87 - Fall, Winter

Table 5-48

WINTER - FALL DIFFERENCES IN  
PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

SAMPLE GROUPS	Job Variety	Physical Challenge	△ Practical Experience	Step-Down AS & Col. Skills	Team Leader	AS Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature Responsible	Skill Training Co workers	Money for 1d	Serve Country	△ Enlightening Post time line in work	△ Number of
RECRUITING MALES (POWS + BMS)	N/A	+	+2.11	+2.99	-	-	-	-	-	-	+	+	+	-2.20	+	N/A +4.35
FEMALES (PTAS + SES)	N/A	+	+	+3.29	+	-	-	-	+2.24	+2.05	+	+	+	-	+	N/A -
LEGAL RECRUITING MALES	N/A	+	+2.40	+4.44	-	-	-	-	+1.97	+	+	+1.97	+2.16	+	-	N/A +
POWS: College Freshmen and Sophomores	N/A	+	+	+	-	-	-	-	-	-	+	+2.01	+	-	-	N/A +3.42
U.S. Students (College Oriented)	N/A	-	+	+	-	-	-	+	-	-2.37	+	+	-	-2.26	-	N/A +
U.S. Students (Work Oriented)	N/A	+	+	-	-	-	-	+	-	+	+	+	-	+	+	N/A +
U.S. Graduates Not Currently Enrolled	N/A	-	+	+	-	+	-	-	-	-	+	+	+	-	+	N/A +2.12
1st Actg Bde	N/A	-	+	+	-	-	-2.38	-	-2.64	-	-	-	+	-	-	N/A +
2nd Actg Bde	N/A	+	+	+	-	-	-	-	-	-	-	+	+	-2.43	+	N/A +2.38
4th Actg Bde	N/A	-	+	+	-	-	-	-	-	-	+	+	+	+	-	N/A +
5th Actg Bde	N/A	-	+	+	-	+	-	-	+	+	+	-	+	-	+	N/A +
6th Actg Bde	N/A	+	+	+	-	+	-	+	-	-	+	+2.02	+	-	+	N/A +
16-17 Years Old	N/A	-	+	+	-	-	-	+	-	-2.47	+	+	-	-	-	N/A +1.97
18-19 Years Old	N/A	+	+2.62	+	-	+	+	-	-	-	+	+2.74	+	-	+	N/A +
20-21 Years Old	N/A	+	+	+2.52	-	-	-2.30	-	-	-	+	+	+	-	-	N/A +2.52
22-24 Years Old	N/A	-	+	+	+	+	-	-	-	-	+	+	+	-	+	N/A +
LEGAL MALES	N/A	+	+2.59	+2.88	-	-	-	-	-	-	+	+	+	-2.16	-	N/A +3.56

\* Indicates variable was added Winter 87.

△ Indicates wording for question item(s) was changed significantly. See Appendix E.

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)

Signs indicate direction of insignificant changes.

Table 5-5A  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Btm MS & Col.	Leader Skills	Mi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mi Trained Co Workers	Money for Ed.
RECRUITING MARKET:															
MALES (PMAS + SMS)	1,584	59.5 (1.6)	79.7 (1.3)	66.9 (1.8)	47.9 (2.0)	70.9 (1.4)	77.7 (1.4)	53.0 (1.8)	71.2 (1.4)	67.9 (1.5)	64.9 (1.5)	75.2 (1.5)	74.5 (1.2)	73.4 (1.6)	78.4 (1.5)
FEMALES (PFAS + SFS)	320	58.3 (3.5)	77.2 (3.1)	71.4 (3.4)	53.3 (3.2)	72.8 (2.9)	83.9 (2.6)	59.6 (3.2)	72.5 (3.3)	73.0 (2.9)	71.1 (2.9)	79.0 (2.9)	82.2 (2.2)	76.2 (3.4)	80.0 (2.2)
TOTAL RECRUITING MARKET	1,904	58.9 (2.8)	78.4 (1.7)	69.2 (1.9)	50.7 (1.9)	71.9 (1.8)	80.9 (1.4)	56.4 (2.0)	71.9 (1.8)	70.5 (1.5)	68.1 (1.7)	77.1 (1.5)	78.5 (1.3)	74.9 (1.7)	79.2 (1.3)
PMAS:															
College Freshmen and Sophomores	182	66.9 (4.2)	80.5 (4.2)	59.4 (4.1)	35.5 (4.4)	66.8 (3.5)	71.5 (4.1)	35.6 (4.2)	64.1 (5.4)	58.9 (4.6)	56.3 (4.2)	69.7 (4.0)	65.3 (3.5)	65.5 (3.6)	80.7 (3.5)
M.S. Students (College Oriented)	563	68.5 (2.5)	82.2 (1.8)	70.9 (2.7)	47.5 (2.6)	73.9 (2.2)	81.4 (1.9)	59.3 (2.5)	74.9 (2.5)	72.3 (2.4)	66.6 (2.1)	78.7 (2.2)	78.4 (2.2)	74.0 (2.4)	79.1 (2.3)
M.S. Students (Work Oriented)	133	71.5 (4.6)	77.5 (6.2)	69.2 (4.6)	60.4 (4.6)	71.7 (3.9)	80.2 (4.0)	62.6 (4.7)	80.2 (3.8)	76.8 (3.3)	73.0 (4.5)	75.3 (3.9)	79.9 (3.5)	79.9 (3.8)	78.1 (3.5)
M.S. Graduates Not Currently Enrolled	481	53.2 (2.7)	76.8 (2.4)	63.6 (2.4)	47.7 (3.0)	68.8 (2.3)	76.6 (2.2)	50.8 (2.8)	69.6 (2.5)	66.0 (2.5)	63.2 (2.7)	73.2 (2.8)	73.1 (2.7)	72.2 (2.4)	78.0 (2.8)
1st Actg Bde	314	51.9 (4.2)	79.3 (2.8)	61.5 (3.5)	40.1 (4.2)	70.5 (2.8)	76.0 (3.4)	48.5 (3.6)	70.6 (3.1)	64.9 (2.5)	62.1 (2.7)	74.5 (2.2)	74.7 (2.1)	73.1 (2.7)	76.6 (3.2)
2nd Actg Bde	262	62.3 (3.6)	80.4 (2.4)	74.5 (3.7)	54.6 (4.3)	73.7 (2.7)	80.3 (3.0)	55.9 (3.6)	77.3 (2.3)	76.5 (2.3)	67.6 (3.2)	64.1 (2.8)	77.6 (3.1)	75.9 (2.6)	86.7 (2.9)
4th Actg Bde	390	56.6 (3.1)	77.8 (3.3)	69.2 (2.9)	42.4 (4.0)	68.8 (2.8)	74.8 (2.5)	49.2 (3.0)	67.9 (2.5)	61.2 (2.8)	60.5 (3.1)	74.3 (2.1)	68.9 (2.8)	66.4 (3.0)	81.0 (2.0)
5th Actg Bde	187	68.5 (4.3)	84.3 (3.3)	68.5 (4.3)	52.8 (4.0)	77.3 (3.5)	80.2 (4.5)	59.6 (5.8)	75.9 (4.2)	75.6 (3.2)	72.4 (3.9)	74.7 (3.6)	79.7 (3.4)	78.6 (3.6)	80.7 (3.5)
6th Actg Bde	206	50.4 (4.1)	74.4 (3.6)	51.6 (4.2)	39.9 (4.9)	58.9 (4.2)	75.0 (4.8)	41.2 (3.8)	61.4 (3.9)	57.2 (4.3)	53.6 (3.9)	62.6 (4.8)	66.3 (4.1)	64.7 (3.5)	68.2 (4.5)
16-17 Years Old	581	68.0 (2.4)	81.5 (2.1)	67.4 (2.8)	47.1 (2.5)	74.3 (2.0)	80.5 (1.7)	57.3 (2.3)	74.1 (2.5)	71.0 (2.2)	67.3 (2.3)	77.4 (2.4)	77.8 (2.1)	73.3 (2.1)	78.6 (2.0)
18-19 Years Old	316	60.5 (3.9)	82.7 (3.0)	70.6 (3.1)	43.3 (3.3)	73.0 (2.5)	76.9 (2.9)	51.5 (3.3)	72.7 (3.2)	69.3 (2.4)	66.1 (3.1)	76.9 (2.6)	76.1 (2.3)	77.0 (2.4)	81.0 (2.5)
20-21 Years Old	211	51.2 (3.8)	75.4 (3.8)	60.1 (4.1)	44.8 (4.1)	64.9 (3.7)	73.4 (4.4)	47.0 (3.8)	65.5 (4.5)	60.1 (4.2)	56.1 (3.5)	70.6 (4.7)	68.5 (4.4)	66.2 (3.8)	76.7 (4.1)
22-24 Years Old	251	48.3 (3.0)	76.4 (3.0)	61.9 (3.5)	48.1 (3.6)	66.2 (3.0)	76.5 (3.7)	46.1 (3.5)	69.1 (3.9)	65.9 (3.1)	61.7 (3.5)	71.0 (3.2)	69.8 (3.7)	69.5 (2.9)	79.0 (3.9)
TOTAL PMAS	1,359	58.8 (1.7)	79.3 (1.4)	65.4 (1.9)	46.8 (2.0)	70.2 (1.5)	77.3 (1.5)	51.1 (1.8)	70.9 (1.5)	67.2 (1.5)	63.5 (1.6)	74.4 (1.5)	73.6 (1.4)	71.9 (1.5)	78.9 (1.8)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- There is widespread agreement by PMAS youth that the Army provides opportunities for physical challenge (79.3%), for earning money for education (78.9%), for working with high-tech equipment (77.3%), for becoming more mature and responsible (74.4%), and for skills training (73.6%). The same perceptions have widespread agreement among all other sample groups.
- Agreement is least likely in the PMAS with statements that the Army offers an advantage over going right from high school to college (46.0%), value in civilian career development (51.1%), and a wide variety of opportunities to find an enjoyable job (58.0%). The same perceptions are least frequent among all other sample groups.
- Perceptions of the Army tend, again this quarter, to be more favorable among youth in the 2nd Recruiting Brigade (Southeast) and the 5th Recruiting Brigade (Southwest) although the differences among regions are smaller this quarter than last.

Different from Last Quarter

- There is a tendency for greater agreement this quarter that the Army offers money for education, one of the quarter's main advertising messages. However, this change should be interpreted cautiously since the wording of the question was altered this quarter (see Appendix E).
- 22- to 24-year old PMAS youth show a significant increase in agreement with this statement and non-significant increases also occurred among college freshmen and sophomores and non-enrolled high school grads.
- Women are also significantly more likely to think the Army offers money for school this quarter than they were last quarter.
- Perceptions of the active Army are lower this quarter especially for work-oriented high school students and youth in the 2nd Recruiting Brigade (Southeast). These shifts suggest a convergence among educational and regional groups in their perceptions of the active Army.
- The predominant perceptions of work-oriented high school students are still that the Army offers a chance to work with high-tech equipment (80.2%) and to get useful skill training (79.9%) though the levels of agreement with these statements appear to have have dropped somewhat. Additionally, decreases in agreement that the Army provides opportunities for becoming mature and responsible and money for education occurred (not statistically significant) (possible instrumentation effects). These shifts diminish the picture of the work-oriented as more favorable toward the Army than other educational groups.
- In contrast to last quarter, women are no longer more likely to agree with statements about the Army's attributes.



Table 5-58

Perceptions Active Army

WINTER - FALL DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Bn Col.	Leader Skills	Mi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Δ Mature & Responsible	Skill Training	Mi Trained Co Workers	Δ Money for Ed.
RECRUITING MARKET: MALES (PMAS + SMS)		+	-	-	+	-	-	-	-	-	-	-	+	-	+
FEMALES (PFAS + SFS)		-	-	-	+	+	-	-	+	+	+	+	+	-	+2.23
TOTAL RECRUITING MARKET		-	-	-	+	-	-	-	+	+	-	-	+	-	+2.80
PMAS:															
College Freshman and Sophomores		-	-	-	+	-	-	-2.32	-	-	-	-	-	-	+
M.S. Students (College-Oriented)		+	-	-	+	+	-	+	+	-	-	-	+	-	-
M.S. Students (Work-Oriented)		-	-	-2.16	-	-	-	-	+	-	-	-3.37	-	-	-
M.S. Graduates Not Currently Enrolled		-	-	-	-	-	-	+	+	+	-	+	+	+	+
1st Bctg Bde		+	-	-	+	+	-	+	-	+	-	+	+	+	+
2nd Bctg Bde		-	-2.74	-	-	-2.03	-	-	-	-	-	-	-	-2.03	+
4th Bctg Bde		-	-	+	+	-	-	-	+	-	-	+	-	-2.02	+
5th Bctg Bde		+	-	-	+	-	+	-	+	-	+	-	+	+	+
6th Bctg Bde		+	+	-	+	+	+	-	-	-	+	-	+	+	+
16-17 Years Old		+	-	-	+	+	-	-	+	-	-	-	+	-	-
18-19 Years Old		+	-	-	+	-	-	-	+	+	+	-	+	+	+
20-21 Years Old		-	-	-	-	-	+	-	-	-	-	-	+	-	+
22-24 Years Old		-	-	-	+	-	-	-	+	-	-	-	+	-	+2.48
TOTAL PMAS		+	-2.00	-	+	-	-	-	+	-	-	-	+	-	+

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

Table 5-6A

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS  
(Standard Error)

Perceptions Army Reserve

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mt.-Trained Co-Workers	Money for Ed.	Exciting Weekends	Part-Time Work	Live in Hometown	N*
MALES (PMAS + SRS)	252	50.0 (4.9)	57.2 (4.5)	59.6 (4.8)	41.0 (4.9)	61.2 (5.3)	58.3 (4.5)	53.0 (4.9)	67.1 (4.8)	62.7 (3.8)	64.4 (4.1)	66.0 (4.0)	46.0 (4.8)	55.9 (5.2)	58.6 (4.2)	231
FEMALES (PFAS + SFS)	48	58.9 (10.0)	72.7 (7.9)	67.4 (9.1)	58.4 (9.4)	58.5 (11.3)	49.9 (11.8)	63.0 (9.2)	73.0 (10.1)	77.1 (9.0)	61.8 (10.3)	81.8 (7.2)	36.8 (10.6)	56.6 (12.6)	43.6 (9.6)	45
TOTAL RECRUITING MARKET	300	54.0 (5.0)	64.3 (3.9)	63.1 (4.9)	49.0 (4.6)	59.9 (5.7)	54.4 (6.2)	57.6 (4.6)	69.8 (4.9)	69.3 (4.3)	63.2 (5.4)	73.3 (4.1)	41.8 (5.4)	56.2 (6.4)	51.7 (4.8)	276
TOTAL PMAS	231	50.3 (4.4)	54.5 (4.9)	60.1 (4.5)	37.5 (4.5)	61.3 (4.9)	55.3 (4.9)	51.1 (4.6)	70.5 (4.1)	61.3 (4.2)	62.3 (4.4)	66.1 (4.8)	43.4 (5.0)	55.2 (5.0)	59.1 (4.4)	215

\* indicates variable was added Winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- The Army Reserve brand image continues to be moderate in strength. Agreement with statements about the Army Reserve by PMAS youth ranges from approximately 40% to 70%.
- Predominant perceptions of the Army Reserve for PMAS youth are that it offers the opportunity to become more mature and responsible (70.5%) and to earn money for education (66.1%).
- Agreement is again low for PMAS youth with the statement that the Army Reserve offers interesting and exciting weekends (43.4%).

### Different from Last Quarter

- In general, the percentages of youth in all sample groups who agree with the Army Reserve attribute statements tend to have decreased from last quarter.
- A significant drop from last quarter is shown for PHAS youth in the perception that the Army Reserve offers value in the development of one's career.
- A significant decrease is also shown for females in agreement that the Army Reserve offers the opportunity to serve America while living in your own hometown. It is likely that this decrease is caused by wording changes in the question from Fall to Winter quarter (see Appendix E).

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School Year 86/87 - Fall, Winter

Table 5-68

WINTER - FALL DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	H. Trained Co Workers	Δ Money for Ed.	Exciting Weekends	Part Time Work	Δ Live in Hometown	N*
MALES (PHAS + SMS)		+	-	-	-	-	+	-	+	+	-	+	+	N/A	-	
FEMALES (PFAS + SFS)		-	+	-	-	-	-	-	-	+	-	+	-	N/A	-2.00	
TOTAL RECRUITING MARKET		+	-	-	-	-	-	-	-	+	-	+	-	N/A	-2.12	
TOTAL PHAS		+	-	-	-2.55	-	-	-	+	-	-	+	+	N/A	-	

\* indicates variable was added Winter 87.

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)

Signs indicate direction of insignificant changes.

Table S-7A

Perceptions: Army National Guard

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mt. Trained Co-Workers	Mixing for Id.	Exciting Weekends	Part Time Work	Live in Hometown	N <sup>a</sup>
MALES (PMAS + SHS)	239	39.5 (6.2)	56.8 (3.9)	56.7 (3.8)	40.0 (4.8)	59.9 (3.7)	53.9 (3.7)	44.6 (3.4)	60.5 (4.7)	62.5 (3.6)	61.6 (4.2)	59.0 (3.9)	36.2 (5.3)	52.9 (4.9)	65.8 (3.6)	209
FEMALES (PFAS + SFS)	51	47.3 (11.1)	70.2 (6.6)	75.1 (7.7)	65.3 (8.4)	71.6 (8.3)	81.8 (6.3)	64.9 (8.6)	78.6 (6.0)	77.6 (5.6)	82.2 (6.3)	63.2 (8.9)	32.1 (10.2)	64.5 (10.6)	67.9 (9.1)	46
TOTAL RECRUITING MARKET	290	43.9 (6.3)	64.2 (4.2)	66.9 (4.8)	54.1 (6.0)	66.4 (4.7)	69.4 (4.8)	55.9 (5.2)	74.1 (4.2)	70.9 (4.0)	73.0 (4.4)	61.3 (5.2)	33.9 (6.5)	59.5 (6.0)	67.0 (5.1)	255
TOTAL PMAS	219	38.7 (6.4)	56.9 (4.1)	56.0 (4.0)	38.6 (5.9)	59.6 (4.0)	55.2 (4.0)	45.3 (3.8)	60.3 (5.2)	62.0 (4.2)	61.5 (4.5)	60.4 (4.0)	33.2 (5.4)	51.8 (5.7)	64.4 (3.8)	190

<sup>a</sup> indicates variable was added Winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- The brand image of the Army National Guard continues to be moderate in strength for PMAS youth ranging from approximately 35% to 70%.
- For PMAS youth, the predominant perceptions of the National Guard are that it provides opportunities for becoming more mature and responsible (68.3%) and for serving America while living at home (64.4%).
- Least frequent agreement is found for PMAS youth with statements that the National Guard provides interesting and exciting weekends (33.2%), value in career development (38.6%), and opportunities for finding an enjoyable job (38.7%).

### Different from Last Quarter

- There is an apparent general downward shift in perceptions of the Army National Guard for males. This is especially shown in the significant decreases in agreement with the statements that the National Guard offers interesting and exciting weekends and that it offers a mental challenge.
- Females, on the other hand, show a tendency toward greater agreement with statements about the Army National Guard. This quarter, females are significantly more likely than males to agree with seven of the fourteen attribute statements.

School Year 86/87 - Fall, Winter

Table 5-7B

WINTER - FALL DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS

Perceptions Army National Guard

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi-Trained Co-Workers	Money for Ed.	Exciting Weekends	Part-time Work	Live in Home town	N*
MALES (PMAS + SMS)		-	-	-	-	-	-	-2.22	-	+	+	+	-2.01	N/A	-	-
FEMALES (PFAS + SFS)		+	+	+	+	+	+	+	+	+	+	+	-	N/A	+	+
TOTAL RECRUITING MARKET		-	-	+	+	+	+	-	+	+	+	+	-	N/A	+	+
TOTAL PMAS		-	-	-	-	-	-	-	-	+	+	+	-2.22	N/A	-	-

\* indicates variable was added Winter 87.

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)

Signs indicate direction of insignificant changes.

Table 5-8A

Perceptions and Importance Army ROTC

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTIVE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
 (Standard Error)

SAMPLE GROUPS	N1	ROTC OFFICERS					ROTC PERCEPTIONS					N2	ROTC IMPORTANCE					N*
		Leader/Dept Training	Self Confidence	College Elective	Officer's Commission		Job Variety	Proud Experience	Use College Skills	Use Own Judgment	Leader Skills		Self Confidence	Job Variety	Proud Experience	Use Own Judgment		
ROTC MALE SAMPLE: College Juniors and Seniors	108	54.9 (6.1)	68.7 (5.0)	68.3 (5.8)	66.4 (5.6)		43.7 (4.4)	64.4 (5.1)	52.0 (6.1)	46.6 (5.5)	130	75.7 (5.2)	83.4 (4.0)	95.0 (2.5)	86.0 (3.2)	92.7 (1.9)	106	
College Freshmen and Sophomores	132	49.2 (5.7)	64.8 (4.9)	56.2 (5.3)	62.0 (4.6)		51.4 (5.2)	69.4 (5.7)	52.7 (5.6)	65.6 (6.9)	268	76.5 (3.4)	83.6 (2.5)	90.1 (2.6)	92.3 (2.0)	91.4 (1.6)	227	
M.S. Students (College-Oriented)	263	64.6 (3.7)	79.5 (2.5)	70.5 (3.4)	71.6 (2.8)		71.1 (2.9)	84.0 (2.3)	72.0 (3.0)	77.8 (2.5)	563	77.9 (2.2)	89.6 (1.4)	91.4 (1.4)	91.9 (1.4)	91.3 (1.1)	501	
1st ROTC Region	182	52.4 (4.3)	69.4 (4.0)	65.9 (5.0)	63.3 (5.6)		53.2 (4.1)	72.3 (5.2)	53.0 (5.3)	64.6 (4.2)	342	74.6 (3.4)	84.8 (2.6)	91.3 (2.0)	89.1 (1.8)	91.0 (1.5)	298	
2nd ROTC Region	130	58.5 (5.1)	66.7 (5.8)	63.1 (6.7)	63.6 (4.5)		61.7 (5.2)	75.6 (5.6)	58.4 (6.2)	60.7 (5.7)	254	78.6 (3.1)	89.5 (2.2)	93.0 (1.3)	88.5 (2.8)	91.8 (1.5)	219	
3rd ROTC Region	79	67.1 (7.5)	82.2 (4.7)	63.2 (7.8)	76.6 (5.8)		66.6 (6.4)	79.6 (6.6)	70.9 (7.4)	77.1 (8.5)	143	83.2 (3.4)	89.1 (2.2)	92.1 (2.9)	97.2 (1.1)	96.4 (1.7)	123	
4th ROTC Region	112	50.8 (5.8)	68.1 (5.3)	63.4 (4.5)	65.8 (5.8)		51.2 (6.4)	69.3 (5.1)	62.8 (4.3)	63.0 (4.9)	222	74.5 (3.1)	84.5 (2.7)	90.2 (2.4)	91.0 (1.9)	91.0 (2.2)	194	
16-17 Years Old	210	62.1 (3.8)	77.4 (2.9)	68.0 (4.1)	69.3 (3.2)		68.6 (3.1)	83.9 (2.8)	69.3 (3.4)	78.0 (3.0)	466	77.0 (2.4)	89.0 (1.5)	91.5 (1.6)	91.1 (1.5)	91.8 (1.3)	416	
18-19 Years Old	135	53.8 (6.4)	70.8 (4.2)	62.2 (4.7)	62.1 (3.8)		62.1 (5.0)	72.9 (6.0)	60.7 (6.4)	64.5 (6.8)	253	79.1 (3.2)	85.1 (2.5)	93.0 (1.8)	93.5 (1.5)	92.6 (1.6)	215	
20-21 Years Old	103	60.6 (5.7)	64.9 (4.9)	64.2 (6.7)	73.8 (6.0)		46.3 (6.3)	62.3 (5.9)	46.4 (6.1)	64.7 (6.7)	155	76.2 (4.1)	86.7 (2.9)	90.7 (3.0)	90.2 (3.1)	90.9 (2.2)	129	
22-24 Years Old	55	43.5 (8.4)	70.2 (8.6)	58.4 (8.2)	58.9 (10.5)		43.0 (6.9)	74.3 (9.0)	61.1 (8.5)	48.9 (8.6)	87	74.3 (6.0)	81.8 (4.7)	90.3 (4.5)	86.9 (5.6)	94.7 (2.9)	74	
TOTAL ROTC MALE SAMPLE	543	56.3 (2.9)	71.2 (2.5)	64.3 (3.3)	66.4 (2.8)		57.2 (2.9)	73.8 (3.2)	59.8 (3.3)	64.8 (3.3)	961	77.1 (1.7)	86.5 (1.4)	91.6 (1.1)	91.0 (1.1)	92.2 (0.9)	834	
TOTAL ROTC FEMALE SAMPLE	108	63.3 (4.6)	78.7 (5.9)	76.1 (5.5)	67.6 (5.5)		62.6 (5.2)	82.9 (3.3)	76.8 (4.4)	63.6 (4.4)	213	83.8 (3.3)	92.8 (2.6)	92.5 (2.9)	95.0 (1.3)	95.8 (1.4)	186	
TOTAL ROTC SAMPLE (MALES + FEMALES)	611	60.8 (2.9)	75.2 (2.6)	70.6 (3.4)	67.1 (3.4)		60.1 (3.0)	78.6 (2.3)	68.8 (2.8)	64.9 (2.9)	1,174	80.7 (2.6)	89.9 (1.6)	92.1 (1.7)	93.2 (0.9)	94.2 (0.9)	1,018	
TOTAL PMAA	422	54.3 (5.1)	59.3 (4.4)	61.8 (5.1)	62.4 (5.8)		61.6 (3.7)	71.3 (3.3)	68.0 (4.7)	64.7 (3.3)	1,443	74.9 (1.2)	87.6 (1.9)	88.9 (1.0)	91.7 (0.8)	92.8 (0.7)	1,258	

\* indicates variable was added Winter 87.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last QuarterPerceptions

- Agreement with statements about attributes of the Army ROTC for males in the ROTC Sample is generally moderate ranging from approximately 55% to 75%.

- For youth in the ROTC Male Sample, the highest proportions of agreement are with statements that the ROTC offers experiences to be proud of (73.8%), and opportunities for gaining self-confidence (71.2%). This pattern is consistent across all educational groups. College-oriented high school students are also highly likely to agree that the Army ROTC offers opportunities for using one's own judgment and making changes (77.8%).
- Least agreement is found for ROTC males with statements that the Army ROTC offers leadership and management training (56.3%), job variety (57.2%), and opportunities to use college acquired skills (59.8%).
- As education level rises, there is less agreement on some attributes. College-oriented high school students are more likely to agree that the Army ROTC offers a wide variety of job opportunities (71.1%) than college freshmen and sophomores (51.4%), and college juniors and seniors (43.7%). A similar pattern is shown for perceptions that the Army ROTC offers opportunities to use one's own judgment, to use college acquired skills, and to develop self-confidence.
- Agreement with ROTC attribute statements again tends to be strongest for males in the 3rd ROTC Region though these regional differences are not as strong this quarter as last.
- Younger respondents (especially 16- to 17- year old males) are more likely than older respondents to agree that the ROTC offers an experience to be proud of, a wide variety of job opportunities, and opportunities for gaining self-confidence and using college acquired skills.
- All of the opportunities relevant to the ROTC are highly likely to be considered important by youth in the ROTC Male Sample. Opportunities for using one's own judgment (92.2%), having a wide variety of job choices (91.6%), having an experience to be proud of (91.0%), and gaining self-confidence (86.5%) are all highly valued. Leadership and management training opportunity is least likely to be considered important by males in the ROTC Sample (77.1%). A similar pattern is evident among all educational and age groups and for both sexes.

Importance

TABLE 5-8A & 5-8B (continued)

PERCEPTIONS - ARMY ROTC

Comparison of Perceptions and Importance Items

- In all cases, opportunities are more likely to be valued by youth than to be perceived as available in the ROTC.
- In particular, there are large discrepancies between perceptions and importance for job variety, use of one's own judgment, and leadership and management training.

Different from Last Quarter

Perceptions

- There is a pattern of increase in the perception that the ROTC offers the opportunity to use one's own judgment, but it is significant only for 20- to 21-year olds.
- Significant increases in agreement that becoming an officer is an experience to be proud of are also found for college-oriented high school students and 16- to 17-year olds (possible instrumentation effect).
- Respondents are less aware this quarter that ROTC courses can be taken as college electives especially college freshmen and sophomores. Less awareness is also shown for the perception that the ROTC offers an officer's commission, especially by 18- to 19-year olds. Since ROTC did not advertise during this quarter, these decreases are not surprising.

Importance

- Having an experience to be proud of is more likely to be considered important this quarter by youth in the ROTC Sample (possible instrumentation effect). Use of one's own judgment also appears more likely to be valued.
- Leadership and management training is less likely to be valued this quarter by ROTC males, especially 22- to 24-year olds. The opportunity to gain self-confidence is also less likely to be considered important by 22- to 24-year old youth.
- Youth in the 3rd ROTC Region differ from those in other regions by being more likely to consider an experience to be proud of and use of their own judgment important. There are no other regional differences in the importance items.



Table 5-88

Perceptions and Importance Army ROTC

WINTER - FALL DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTIVE STATEMENTS  
PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

SAMPLE GROUPS	M1	ROTC PERCEPTIONS					M2	ROTC IMPORTANCE					M3	
		Leader/Agent Training	Self Confidence	College Elective	Officer's Commission	Officer's Job Variety		Officer's Proud Experience	Use College Skills	Use Own Judgment	Leader Skills	Self Confidence		Job Variety
ROTC MALE SAMPLE: College Juniors and Seniors	-	+	-	-	-	+	-	+	+	-	N/A	+	+	+
College Freshmen and Sophomores	+	-	-2.02	-	-	-	-	-	+	-	N/A	+	+	+
M.S. Students (College Or United)	+	+	-	-	-	-	+2.07	-	+	+	N/A	+	+	+
1st ROTC Region	+	+	-	-	-	-	+	-	+	-	N/A	+	+	+
2nd ROTC Region	+	+	+	-	-	+	-	+	-	-	N/A	+	+	+
3rd ROTC Region	-	+	-2.10	-	-	+	-	-	+	-	N/A	+2.17	+	+
4th ROTC Region	+	+	-	+	+	-	+	+	+	+	N/A	+2.17	+	+
16-17 Years Old	+	+	-	-	-	-	+1.96	-	+	-	N/A	+	+	+
18-19 Years Old	+	+	-	-2.14	-	-	-	-	+	-	N/A	+2.26	+	+
20-21 Years Old	+	+	-	+	+	+	+	+	+2.62	-	N/A	+2.04	+	+
22-24 Years Old	-	+	-	-	-	-	-	-	-	-2.00	-2.72	N/A	-	+
TOTAL ROTC MALE SAMPLE	+	+	-2.08	-	-	-	-	-	+	-2.27	-	N/A	+2.37	+2.11
TOTAL ROTC FEMALE SAMPLE	-	+	-	+	+	+	-	-	+	+	+	N/A	+	+
TOTAL ROTC SAMPLE (MALES + FEMALES)	+	+	-	-	-	+	+	+	+	+	+	N/A	+2.86	+2.74
TOTAL PMS	-	-2.28	-	-2.00	-	-	-	-	-	-	-	N/A	+2.60	+

\* indicates variable was added Winter 87.

$\Delta$  indicates wording for question item(s) was changed significantly. See Appendix E.

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

Table 5-9A

Behavior

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
(Standard Error)

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASVAB	Visited Army Recruiting Station	Toll Free Call Sent for Gift
RECRUITING MARKET:						
MALES (PMAS + SMS)	1,670	23.7 (1.6)	12.3 (0.9)	11.6 (0.8)	8.0 (0.8)	5.4 (0.6)
FEMALES (PFAS + SFS)	340	10.0 (2.3)	3.5 (1.4)	4.4 (1.3)	2.9 (0.7)	2.4 (0.9)
TOTAL RECRUITING MARKET	2,010	16.7 (1.5)	7.8 (0.9)	7.9 (0.8)	5.4 (0.5)	3.8 (0.5)
PMAS:						
College Freshmen and Sophomores	268	18.8 (3.2)	10.3 (2.3)	10.1 (2.5)	7.3 (2.0)	7.1 (2.0)
U.S. Students (College-Oriented)	563	33.4 (2.9)	16.2 (2.0)	19.2 (1.9)	9.2 (1.3)	8.3 (1.2)
U.S. Students (Work-Oriented)	133	35.7 (3.9)	17.4 (3.3)	12.1 (3.7)	8.8 (2.7)	10.7 (3.2)
U.S. Graduates Not Currently Enrolled	481	16.2 (2.2)	10.3 (1.7)	8.1 (1.2)	7.1 (1.3)	2.7 (1.0)
1st Rctg Bde	336	19.5 (2.5)	10.3 (2.2)	9.5 (2.1)	7.2 (1.4)	7.7 (1.8)
2nd Rctg Bde	280	22.9 (3.9)	12.6 (2.1)	13.3 (2.3)	8.1 (1.8)	3.8 (1.3)
4th Rctg Bde	414	26.1 (2.9)	15.4 (2.2)	13.0 (2.0)	9.0 (1.6)	5.7 (1.2)
5th Rctg Bde	200	24.5 (4.4)	11.9 (2.8)	12.3 (2.4)	8.0 (2.5)	6.9 (2.0)
6th Rctg Bde	215	25.5 (3.2)	13.4 (2.3)	13.8 (2.7)	7.3 (1.7)	5.4 (1.5)
16-17 Years Old	583	32.7 (2.4)	15.7 (1.7)	13.9 (1.6)	7.7 (1.1)	7.4 (1.8)
18-19 Years Old	365	29.5 (3.3)	18.3 (2.1)	17.1 (2.1)	12.2 (2.0)	9.3 (1.8)
20-21 Years Old	235	17.3 (3.1)	10.7 (2.3)	11.9 (2.3)	7.7 (2.0)	3.9 (1.5)
22-24 Years Old	262	11.4 (2.4)	5.1 (1.9)	6.0 (1.5)	4.3 (1.6)	2.5 (1.3)
TOTAL PMAS	1,445	23.6 (1.7)	12.7 (0.9)	12.3 (0.9)	7.9 (0.7)	6.0 (0.7)

Similar to Last Quarter

- Enlistment-related actions by youth in all sample groups are relatively infrequent.
- The most common behavior for PMAS youth is talking to someone about joining the Army (23.6%). Talking to a recruiter (12.7%) and taking a written test (12.3%) are each about half as likely while visiting a recruiting station (7.9%) and sending for a gift or making a telephone call are least likely (6.0%).
- Although the above pattern is consistent across sample groups, there are relative differences among the groups as well.
  - High school students tend to be more likely than the other educational groups to have done all of the activities except visit a recruiting station.
  - More males than females report having done all of the enlistment-related activities.
  - In general, enlistment-related behaviors tend to be more likely for younger respondents especially 18- to 19-year olds.

Different from Last Quarter

- The general pattern of changes across quarters in activity levels suggests that youth are moving from the preliminary actions of discussing enlistment possibilities toward more direct actions like visiting a recruiting station and sending for a gift or making a phone call.
  - For example, 18- to 19-year olds show an increased tendency toward enlistment-related action especially visiting recruiting stations.
  - A pattern suggesting increases in visiting recruiting stations and calling or sending for a gift is shown in the regional breakdown. It is especially apparent in the significant increases this quarter in visits to recruiting stations among youth in the 6th Recruiting Brigade (West) and in calling or sending for a gift among youth in the 1st Recruiting Brigade (Northeast).
- In general, the regional variations reported last quarter have faded and enlistment-related behaviors appear to be converging among the recruiting brigades.

School Year 86/87 - Fall, Winter

Table 5-98

Behavior

WINTER - FALL DIFFERENCES IN

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASVAB	Visited Army Recruiting Station	Toll-free Call Sent for Gift
RECRUITING MARKET:						
MALES (PMAS + SMS)		-	-	+	+	+
MALES (PMAS + SMS)		-	-	-	-	+
TOTAL RECRUITING MARKET		-	-	+	-	+
PMAS:						
College Freshmen and Sophomores		-	-	-	+	+
M.S. Students (College-Oriented)		-	+	+	+	+
M.S. Students (Work-Oriented)		+	+	-	+	+
M.S. Graduates Not Currently Enrolled		-	-	+	+	-
1st Actg Bde		-	-	-	-	+3.00
2nd Actg Bde		-	-	-	+	-
4th Actg Bde		+	+	+	+	+
5th Actg Bde		-2.75	-	-	+	+
6th Actg Bde		+2.11	+	+	+2.28	+
16-17 Years Old		-	-	-	-	+
18-19 Years Old		-	-	+	+2.12	+
20-21 Years Old		-	-	-	+	-
22-24 Years Old		+	-	+	+	+
TOTAL PMAS		-	-	+	+	+

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	ACTIVE	Army Components		USAR	Other Military Branches			JRAP	NONE
			ROTC	ARNG		USAF	NAVY	USMC		
RECRUITING MARKET:										
MALES (PMAS + SMS)	1,670	82.6 (1.3)	1.4 (0.3)	14.2 (1.0)	11.8 (0.8)	64.3 (1.4)	61.6 (1.5)	67.1 (1.5)	7.5 (0.7)	2.1 (0.4)
FEMALES (PFAS + SFS)	340	79.9 (3.0)	1.6 (0.8)	6.4 (1.6)	8.1 (2.0)	54.2 (3.5)	54.6 (3.1)	55.6 (2.9)	7.7 (1.8)	3.6 (1.2)
TOTAL RECRUITING MARKET	3,010	81.3 (1.6)	1.5 (0.5)	10.2 (1.0)	9.9 (1.1)	59.1 (1.9)	58.0 (1.8)	61.2 (1.7)	7.6 (0.8)	2.9 (0.7)
PMAS:										
College Freshmen and Sophomores	268	81.8 (3.1)	1.6 (0.7)	10.4 (1.9)	13.0 (2.0)	72.5 (3.1)	67.5 (3.0)	69.8 (3.7)	5.4 (1.3)	2.1 (1.2)
U.S. Students (College-Oriented)	543	84.0 (1.7)	0.9 (0.4)	13.9 (1.8)	11.2 (1.5)	69.5 (2.4)	69.0 (2.2)	72.2 (1.8)	5.8 (1.1)	2.5 (0.9)
U.S. Students (Work-Oriented)	133	80.2 (3.7)	0.6 (0.6)	17.2 (3.9)	12.2 (3.3)	62.6 (3.8)	60.0 (4.5)	64.5 (5.0)	3.6 (1.9)	6.0 (1.9)
U.S. Graduates Not Currently Enrolled	481	83.1 (2.3)	2.2 (0.8)	16.7 (1.9)	14.1 (1.8)	60.4 (2.5)	56.0 (2.8)	61.6 (3.0)	10.4 (1.7)	1.8 (0.8)
1st Rctg Bde	336	83.6 (2.0)	1.1 (0.6)	15.6 (2.3)	15.8 (2.1)	68.7 (2.9)	68.9 (2.6)	71.6 (2.3)	4.5 (1.2)	2.1 (1.2)
2nd Rctg Bde	280	83.7 (2.6)	2.2 (1.0)	12.9 (2.9)	11.3 (1.9)	67.6 (2.8)	63.6 (3.6)	67.7 (4.0)	9.1 (2.0)	2.0 (1.0)
4th Rctg Bde	414	86.0 (2.0)	0.8 (0.4)	15.6 (2.3)	13.3 (1.5)	63.3 (3.0)	63.3 (2.8)	63.6 (2.3)	8.5 (1.7)	2.6 (1.1)
5th Rctg Bde	200	78.9 (3.8)	1.1 (0.7)	15.9 (3.5)	13.2 (2.1)	67.1 (3.5)	61.0 (3.9)	69.1 (3.8)	5.6 (2.4)	2.1 (1.4)
6th Rctg Bde	215	82.0 (3.2)	2.8 (1.5)	12.1 (2.7)	9.5 (1.9)	62.2 (3.3)	55.1 (4.1)	60.8 (4.6)	10.3 (2.0)	2.3 (1.1)
16-17 Years Old	583	84.9 (1.5)	0.9 (0.4)	15.4 (1.6)	12.3 (1.4)	69.9 (1.9)	68.7 (2.2)	70.3 (1.6)	5.2 (1.0)	2.6 (0.7)
18-19 Years Old	365	84.4 (2.3)	1.1 (0.6)	13.9 (2.7)	13.1 (2.0)	67.9 (2.5)	66.6 (2.7)	68.9 (3.1)	5.6 (1.2)	2.1 (0.8)
20-21 Years Old	235	80.8 (2.8)	2.3 (1.2)	11.1 (2.1)	12.0 (2.2)	64.1 (4.2)	54.1 (3.1)	63.5 (3.6)	7.3 (1.7)	1.6 (1.1)
22-24 Years Old	262	80.5 (3.1)	2.2 (0.9)	16.6 (2.7)	13.6 (2.2)	60.7 (3.4)	56.8 (4.0)	63.3 (3.7)	12.0 (2.2)	2.3 (1.1)
TOTAL PMAS	1,449	82.9 (1.4)	1.5 (0.4)	14.6 (1.1)	12.8 (0.9)	66.8 (1.6)	62.8 (1.5)	64.9 (1.6)	7.4 (0.8)	2.2 (0.5)

Similar to Last Quarter

- Unaided recall of Army advertising is highest across all services again this quarter.
- Of PMAS youth, 82.9% recall seeing or hearing Army ads compared with 66.9% for the Marine Corps, 66.0% for Air Force, and 62.8% for Navy. This pattern is consistent among all sample groups.
- Very few youth (7.4% for PMAS) recall joint recruiting advertising.
- Unaided recall of advertising for the other services is again less for females than for males, while unaided recall of Army advertising is similar for both.
- Unaided recall is lower for advertising by the Army's components than for the active Army ads.
- Of PMAS youth, 14.6% recall Army National Guard advertising without aid, compared with 12.8% for the Army Reserve ads and only 1.5% for Army ROTC.
- Levels of unaided recall of advertising for both the active Army and the Army Reserve were relatively stable across quarters.

Different from Last Quarter

- In contrast to last quarter, unaided recall of ROTC advertising is not higher for the college-oriented groups than for the other educational groups.
- Significant decreases in unaided recall of ROTC ads are shown for both college freshmen and sophomores and college-oriented high school students. These decreases are part of a general decline in levels of unaided recall for ROTC advertising among youth in all sample groups.
- Fewer educational or age differences are shown this quarter for recall of Reserve or Guard ads.
- A significant decrease in unaided recall of Army National Guard advertising by college freshmen and sophomores and a sizable, though non-significant, increase among work-oriented high school students accounts for the convergence among educational groups.
- A similar pattern is shown for unaided recall of Reserve advertising. A significant increase in unaided recall of Reserve ads among high school graduates is also shown.
- Converging patterns of unaided recall for Reserve and Guard advertising are also shown among age categories.
- There is a tendency this quarter for levels of unaided recall to be higher than last quarter for advertising by the other services, especially by females for Air Force and Navy ads.

Table 5-108

WINTER - FALL DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	N	ACTIVE	Army Components ROTC	USAR	USAF	Other Military Branches NAVY USMC	USCG	JRAP	NONE
RECRUITING MARKET: MALES (PMAS + SMS)		+	-3.45	+	+	+	-	-	-
FEMALES (PFAS + SFS)		+	-	+	+2.41	+2.34	-	+	-
TOTAL RECRUITING MARKET		+	-2.03	+	+2.58	+2.95	-	-	-
PMAS: College Freshmen and Sophomores		-	-2.12	-2.21	+	+	-	-2.21	+
M.S. Students (College-Oriented)		-	-2.66	-	-	+2.12	-	-	+
M.S. Students (Work-Oriented)		+	-	+	+	+	+	-	+
M.S. Graduates Not Currently Enrolled		+	-	+2.09	-	+	-	-	-
1st Rctg Bde		-	-	-	+	+	-	-	+
2nd Rctg Bde		-	-2.17	+	-	+	+	+	+
4th Rctg Bde		+2.22	-	-	-	+	+	-	+
5th Rctg Bde		-	-	+	+	+	+	-	+
6th Rctg Bde		+	-	-	+	+	-	+	-
16-17 Years Old		-	-2.24	+	+	+2.39	-	-	-
18-19 Years Old		+	-2.36	-	+	+	-	-	+2.15
20-21 Years Old		-	-	+	-	+	-	-	-
22-24 Years Old		+	-	+	-	+	-	-	+
TOTAL PMAS		-	-3.32	+	+	+	-	-2.23	+

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)

Table 5-11A

Knowledge/Recall - Unaided plus Aided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			USAR	Other Military Branches			JRAP
		ACTIVE	ROTC	ARNG		USAF	NAVY	USMC	
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,670	94.1 (0.7)	45.0 (1.9)	67.2 (1.4)	72.8 (1.4)	86.7 (1.0)	81.9 (1.2)	86.4 (1.1)	61.5 (1.2)
FEMALES (PFAS + SFS)	340	96.7 (1.4)	55.6 (3.2)	57.9 (3.4)	73.7 (2.9)	81.5 (3.1)	74.0 (3.1)	82.6 (2.8)	47.9 (4.0)
TOTAL RECRUITING MARKET	2,010	95.4 (0.8)	50.5 (1.8)	62.5 (1.8)	73.3 (1.3)	84.0 (1.7)	77.8 (1.7)	84.4 (1.5)	54.6 (2.0)
PMAS:									
College Freshmen and Sophomores	268	91.0 (2.4)	52.3 (3.3)	62.4 (3.1)	68.0 (3.9)	87.5 (2.3)	80.9 (2.8)	88.8 (2.1)	57.7 (3.6)
M.S. Students [College-Oriented]	563	96.1 (0.9)	42.7 (2.0)	66.1 (2.4)	72.4 (1.7)	90.3 (1.4)	88.1 (1.6)	89.3 (1.4)	66.6 (2.2)
M.S. Students [Work-Oriented]	133	88.5 (3.2)	56.6 (4.2)	67.9 (4.9)	69.8 (3.9)	83.4 (3.1)	77.4 (4.3)	84.0 (3.7)	53.2 (6.4)
M.S. Graduates Not Currently Enrolled	481	94.7 (1.4)	41.7 (3.3)	70.1 (2.5)	76.1 (2.5)	85.2 (1.7)	79.4 (2.2)	82.7 (2.5)	43.5 (2.3)
1st Rctg Bde	336	92.8 (1.4)	47.8 (2.5)	67.7 (2.8)	74.9 (3.1)	88.6 (2.3)	87.1 (2.1)	88.4 (1.8)	60.9 (2.1)
2nd Rctg Bde	280	96.2 (1.1)	48.7 (2.7)	75.0 (2.9)	72.4 (3.1)	90.6 (1.3)	85.4 (3.0)	89.2 (1.9)	61.4 (3.0)
4th Rctg Bde	416	95.7 (1.2)	47.5 (2.8)	66.0 (2.7)	72.0 (1.9)	82.6 (2.0)	82.5 (1.8)	82.2 (1.8)	64.8 (2.5)
5th Rctg Bde	200	94.6 (1.8)	43.3 (4.5)	63.4 (4.3)	75.2 (4.4)	87.8 (2.6)	76.8 (3.5)	87.1 (2.7)	60.0 (3.7)
6th Rctg Bde	215	89.7 (2.8)	37.5 (4.1)	62.8 (4.4)	68.3 (4.0)	86.1 (2.4)	78.6 (3.5)	83.2 (3.1)	66.4 (4.6)
16-17 Years Old	583	95.3 (0.8)	45.3 (2.1)	67.9 (2.1)	71.0 (1.7)	89.6 (1.2)	87.0 (1.7)	87.4 (1.5)	63.1 (2.3)
18-19 Years Old	365	94.8 (1.3)	47.3 (3.1)	64.5 (2.7)	76.4 (2.9)	87.5 (1.9)	84.3 (1.9)	87.6 (1.7)	64.9 (2.9)
20-21 Years Old	235	93.4 (1.9)	41.3 (3.2)	61.1 (3.9)	68.4 (4.0)	86.5 (2.9)	75.8 (3.6)	81.8 (3.0)	61.1 (3.9)
22-24 Years Old	262	91.9 (1.8)	46.4 (4.5)	73.3 (2.3)	74.7 (3.2)	84.4 (2.5)	79.5 (2.8)	86.5 (3.0)	60.6 (2.8)
TOTAL PMAS	1,445	93.9 (0.8)	45.3 (1.8)	67.1 (1.5)	72.9 (1.5)	87.2 (0.9)	82.3 (1.2)	86.2 (1.2)	62.5 (1.3)



TABLES 5-11A & 5-11B

KNOWLEDGE/RECALL - UNAIDED PLUS AIDED

Similar to Last Quarter

- Combined unaided and aided recall of active Army advertising is again highest across all services.
- Of PMAS youth, combined recall for Army advertising is 93.9% compared with 87.2% for Air Force, 86.2% for the Marine Corps, and 82.3% for the Navy.
- Large increases are again observed in all categories when responses to aided recall questions are added to unaided recall (Table 5-10A). The largest increases are observed in those categories with the lowest levels of unaided recall such as the Army ROTC and the smallest increases are in categories with the highest unaided recall levels such as the active Army.

Different from Last Quarter

- College-oriented high school students have higher levels of combined recall for Army advertising than work-oriented.
- The general downward shift in ROTC advertising recall shown in Table 5-10A is modified somewhat when aided recall is added.
- Work-oriented high school students are more likely than college-oriented to recall ROTC ads. This contrast to last quarter's findings is accounted for by a downward shift in ROTC recall for the college-oriented and a relatively large upward shift for the work-oriented.
- Combined recall of ROTC advertising by females increased significantly this quarter over last, making females more likely than males to recall ROTC ads.

School Year 86/87 - Fall, Winter

Table 5-118

Knowledge/Recall - Unaided plus Aided

WINTER - FALL DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	N	ACTIVE	Army Components ROTC ARNG	USAR	USAF	Other Military Branches NAVY USMC	USCG	JBAP
RECRUITING MARKET: MALES (PMAS + SMS)		+	-	-	-	+	+	+2.09
FEMALES (PTAS + SFS)		+2.39	+2.35	+	+	+	+	+
TOTAL RECRUITING MARKET		+2.45	+2.03	+	+	+	+	+
PMAS: College Freshmen and Sophomores		-	-	-	-	-	-	-
M.S. Students (College-Oriented)		+	-	-	+	+	+	+
M.S. Students (Work-Oriented)		-	+	-	-	+	-	+
M.S. Graduates Not Currently Enrolled		+	+	+	-	+	-	+
1st Rctg Bde		-	+	-	-	+	-	-
2nd Rctg Bde		+	-	-	+	+	+	+
4th Rctg Bde		+	-	+	-	-1.97	+	+
5th Rctg Bde		-	+	+	-	+	-	+
6th Rctg Bde		-	-	-	+	+	+	+
16-17 Years Old		-	-	+	+	+	+	+
18-19 Years Old		+	-	+	+	-	-	+
20-21 Years Old		+	-	-	+	+	+	+
22-24 Years Old		-	+	-	-2.10	+	-	-
TOTAL PMAS		-	-	-	-	+	+	+

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

Table 5-12A

knowledge

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY  
(Standard Error)

SAMPLE GROUPS	N	Active Army Knowledge					Minimum Duty Tour	Delayed Entry Allowed	Army Reserve and Army National Guard Knowledge			
		If Enlist Eligible for College \$	Total Education Benefits	Army Benefits Better?	ARMY	USAF	NAVY	USMC	17 Year Old Eligible to Join	U.S. Required Sponsor	Scholar Athlete Eligible for College \$	Maximum GI Bill College \$
RECRUITING MARKET:												
MALES (PMAS + SNS)	861	94.2 (1.1)	25.4 (1.4)	14.8 (1.5)	83.4 (1.8)	45.1 (2.0)	44.2 (2.2)	51.4 (2.3)	64.0 (2.4)	77.4 (1.4)	28.7 (2.0)	84.1 (1.4)
FEMALES (PFAS + SFS)	175	89.3 (3.1)	9.8 (2.7)	9.0 (2.3)	68.9 (4.9)	49.7 (6.4)	55.1 (5.4)	51.1 (5.5)	57.5 (5.2)	72.8 (5.2)	23.7 (3.9)	87.2 (2.7)
TOTAL RECRUITING MARKET	1,036	91.6 (1.6)	17.4 (1.7)	11.8 (1.3)	75.9 (2.5)	47.5 (3.3)	49.8 (3.1)	51.3 (3.1)	60.6 (3.2)	75.8 (2.8)	26.1 (2.2)	85.7 (1.5)
PMAS:												
College Freshmen and Sophomores	139	96.2 (2.6)	34.5 (4.2)	19.5 (4.2)	89.4 (3.3)	46.7 (4.5)	41.9 (5.4)	45.9 (4.8)	64.6 (5.2)	76.0 (4.0)	28.1 (5.3)	82.8 (4.4)
U.S. Students (College-Oriented)	283	95.5 (1.7)	29.1 (2.8)	20.5 (2.9)	84.7 (2.6)	40.4 (3.4)	41.1 (3.2)	50.5 (3.4)	58.6 (3.8)	79.0 (2.8)	34.2 (2.6)	89.4 (2.6)
U.S. Students (Work-Oriented)	75	92.9 (3.8)	18.7 (5.2)	7.9 (3.4)	88.6 (4.6)	42.0 (6.5)	41.7 (5.6)	45.2 (6.1)	59.4 (6.2)	71.9 (5.5)	44.2 (6.3)	89.1 (3.5)
U.S. Graduates Not Currently Enrolled	250	95.4 (1.8)	22.5 (2.7)	9.9 (1.6)	84.1 (2.6)	50.8 (3.9)	49.5 (3.7)	59.1 (4.0)	69.2 (3.5)	79.1 (2.8)	24.8 (3.0)	83.4 (3.0)
1st Rctg Bde	179	94.2 (2.8)	26.9 (3.8)	13.7 (2.8)	87.1 (2.7)	48.9 (4.5)	46.8 (5.1)	48.6 (4.6)	62.8 (4.2)	72.0 (4.4)	34.6 (3.5)	86.9 (3.3)
2nd Rctg Bde	128	95.8 (1.6)	26.3 (4.8)	17.3 (4.2)	81.4 (3.8)	45.3 (5.2)	43.0 (3.9)	56.6 (4.3)	66.6 (4.1)	81.1 (4.7)	28.5 (3.8)	88.3 (3.1)
4th Rctg Bde	224	97.4 (1.2)	28.6 (3.4)	13.4 (2.3)	90.1 (3.0)	48.3 (4.1)	46.5 (3.9)	56.9 (3.6)	64.6 (3.5)	78.0 (2.3)	31.4 (3.3)	83.8 (3.1)
5th Rctg Bde	99	92.2 (3.5)	29.5 (4.1)	12.6 (3.7)	81.4 (4.0)	42.1 (6.4)	41.5 (4.6)	49.4 (6.6)	68.2 (7.5)	82.7 (4.8)	23.7 (4.6)	83.5 (4.2)
6th Rctg Bde	117	97.4 (1.4)	21.5 (3.7)	19.5 (4.3)	87.9 (3.4)	44.6 (4.8)	44.9 (6.2)	51.8 (6.1)	58.5 (5.5)	76.3 (4.2)	30.8 (5.0)	86.1 (3.1)
16-17 Years Old	309	95.2 (1.5)	26.3 (2.7)	18.1 (2.9)	84.3 (2.5)	43.5 (3.7)	42.0 (3.3)	50.2 (3.2)	56.1 (3.1)	75.9 (2.7)	34.7 (3.1)	88.3 (2.3)
18-19 Years Old	180	96.6 (1.7)	32.8 (3.2)	18.5 (3.3)	92.6 (2.4)	45.1 (3.6)	41.7 (3.9)	47.7 (3.6)	69.0 (3.9)	80.8 (2.6)	35.5 (3.8)	89.5 (2.3)
20-21 Years Old	122	98.6 (1.0)	25.1 (4.3)	17.7 (3.6)	86.9 (3.2)	53.0 (5.7)	50.3 (5.6)	56.7 (5.4)	70.2 (4.5)	80.2 (3.8)	20.2 (4.8)	87.2 (4.1)
22-24 Years Old	136	91.9 (3.2)	22.7 (3.7)	5.6 (2.0)	80.2 (3.9)	45.0 (4.9)	46.7 (4.9)	55.7 (5.4)	65.6 (4.5)	75.6 (3.8)	25.6 (3.7)	77.0 (4.4)
TOTAL PMAS	747	95.4 (1.1)	26.8 (1.5)	15.8 (1.5)	85.8 (1.6)	44.0 (2.1)	44.7 (2.3)	52.5 (2.3)	64.2 (2.3)	77.8 (1.6)	30.0 (1.7)	89.6 (1.6)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- General knowledge of Army offers is widespread while specific information is less well known.
- Of youth in the PMAS, 95.4% know that the Army offers educational benefits for enlistment and 85.1% know of the delayed entry program.
- However, only 26.8% correctly name the maximum amount of educational benefits available, only 15.0% know that the educational benefits available through Army enlistment are better than those offered by other services, and 41.6% are aware that the minimum tour of duty in the Army is two years.
- Youth in all sample groups again are more likely to associate the G.I. Bill with the Army than with other services. Of the PMAS, for example, 85.8% answered correctly that the Army offers the G.I. Bill while only 46.0% were correct when asked about the Air Force, 44.7% about the Navy, and 52.5% about the Marine Corps.
- Knowledge of the eligibility requirements and educational benefits offered by the Army Reserve and National Guard are also relatively high in all sample groups.
- Of PMAS youth, for example, 77.8% are aware that high school graduation is not required before enlisting, and 64.2% know that 17-year-olds may join.
- Of PMAS youth, 85.6% know that the Army Reserve and National Guard offer educational benefits but only 8.6% can specify the correct amount of maximum benefits available.

Different from Last Quarter

- Unlike last quarter, differences in knowledge of the Army's offers have emerged among educational groups.
- College freshmen and sophomores and college-oriented high school students tend to be more likely than the other educational groups to know how much money is available for education through enlistment in the Army and to know that the Army's educational benefits are better than those offered by other services.
- Knowledge of the amount of Reserve and Guard educational benefits decreased significantly for work-oriented high school students this quarter making them least likely of the PMAS educational groups to have this information. A significant decrease also occurred for college freshmen and sophomores on this item.
- In contrast to last quarter, no significant regional or age differences in knowledge of the eligibility requirements for the Reserve and Guard are shown.
- Several significant decreases in percentage of youth who correctly identify the services with the G.I. Bill occurred. The decrease is especially large for the Marine Corps.

School Year 86/87 - Fall, Winter

Table 5-128

Knowledge

PERCENTAGE ASSURING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY

SAMPLE GROUP	N	El Enlist Eligible for College \$	Total Education Benefits	Army Benefits	Active Army Knowledge	Offer GI Bill	USMC	Minimum Duty Year	Delayed Entry Allowed	Army Reserve and Army National Guard Knowledge	17 Year Old	U.S. Scholar	Eligible for GI Bill	Maximum College \$
RECRUITING MODEL: MALES (PMAS + SFS)		+	+	+	-	-	-2.04	+	-	+	+	-	-	-
FEMALES (PMAS + SFS)		-	-	-	-	+	+	+	+	-	-	+	-	-
TOTAL RECRUITING MODEL		-	-	-	-	+	-	+	+	+	+	-	+	-
PMAS: College Freshmen and Sophomores		+	+	+	+	-	-	+	-	+	+	-	-	-1.99
U.S. Students (College Oriented)		+	+	+	-	-	-	-	-	-	-	-	+	+
U.S. Students (Non-Oriented)		+	-	-	-	-	-2.36	-2.62	+	+	-	-	+	-2.04
U.S. Graduates Not Currently Enrolled		-	+	-	-	+	+	+	+	+	+	-	-	-
1st Rctg Bde		-	+	-	+	-	-	-	-	+	-	+	-	-
2nd Rctg Bde		+	-	+	-2.88	+	-	-2.35	+	+	+	-	+	-
4th Rctg Bde		+	+	+	+	-	+	+	-3.27	-	-	+	-	+
5th Rctg Bde		-	+	+	-	-	-	-	-	+	+	-	-	-
6th Rctg Bde		+1.98	+	+	+	-	-	-	+	+	+	+	+	-
16 17 Years Old		+	-	+	-	-	-	-2.94	-	-	-	+	+	-
18 19 Years Old		+	+	+	+	-	-	-	+	-	-	-	+	-
20 21 Years Old		+	+	+	-	+	-	-	+	+	+	-	-	-
22 24 Years Old		-	-	-	-	-	-	+	-	+	+	-	-	-
TOTAL PMAS		+	+	+	-	-	-	+	-	+	+	-	-	-

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)

Signs indicate direction of insignificant changes.

A indicates need for question item(s) was changed significantly. See Appendix E.

Table 5-13A

Media Habits

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING  
(Standard Error)

SAMPLE GROUPS	M1	M2	Types of TV Shows					Types of Radio Programs										
			Sports	Mystery	Drama	Music	Comedy	Movie	Talk	News	Classical	Pop	Country	Sports	Talk	Rock	Easy	
RECRUITING MARKET:																		
MALES (PMAS + SMS)	570	722	82.8 (2.0)	58.8 (2.4)	41.4 (2.4)	66.2 (2.2)	89.5 (1.5)	84.7 (1.7)	45.5 (3.0)	53.9 (2.1)	17.3 (1.7)	60.1 (2.1)	33.1 (1.9)	46.5 (2.4)	20.3 (2.6)	80.5 (2.2)	43.1 (2.3)	
FEMALES (PFAS + SFS)	114	160	45.0 (6.5)	65.4 (6.1)	86.6 (3.9)	71.3 (5.6)	89.7 (4.3)	86.7 (3.8)	62.4 (5.7)	54.1 (4.5)	11.4 (2.7)	65.5 (5.0)	32.9 (4.5)	22.0 (3.5)	27.2 (4.3)	79.3 (3.6)	64.6 (3.6)	
TOTAL RECRUITING MARKET	684	882	64.8 (3.8)	62.1 (3.4)	64.0 (1.9)	68.7 (2.7)	89.6 (2.1)	85.7 (1.9)	53.9 (3.1)	54.0 (2.4)	14.2 (1.6)	62.9 (3.1)	33.0 (2.6)	33.5 (2.2)	23.9 (2.4)	79.9 (2.3)	54.5 (2.1)	
PMAS:																		
College Freshmen and Sophomores	88	116	84.3 (5.1)	59.3 (6.3)	38.3 (5.0)	62.5 (5.4)	85.5 (5.6)	81.0 (4.2)	55.0 (5.3)	55.4 (5.0)	25.7 (5.7)	67.5 (5.2)	24.2 (5.2)	37.0 (5.6)	21.7 (4.3)	79.3 (5.5)	48.7 (5.9)	
M.S. Students (College-Oriented)	213	253	83.3 (3.3)	62.4 (3.3)	41.3 (4.3)	69.7 (3.8)	91.4 (1.9)	83.6 (2.7)	36.0 (4.1)	42.5 (3.2)	9.6 (2.3)	64.8 (3.2)	20.3 (2.9)	49.6 (3.7)	19.1 (3.1)	85.3 (2.6)	33.1 (3.5)	
M.S. Students (Work-Oriented)	40	49	74.0 (8.0)	56.2 (8.3)	33.8 (6.3)	80.1 (6.2)	91.4 (3.6)	88.7 (5.0)	36.9 (10.0)	41.7 (8.1)	13.9 (6.4)	56.2 (7.4)	38.1 (8.3)	37.2 (8.6)	15.2 (5.5)	88.5 (4.7)	42.6 (7.4)	
M.S. Graduates Not Currently Enrolled	154	204	83.7 (3.4)	57.3 (4.6)	43.4 (4.5)	64.9 (5.3)	91.2 (2.0)	87.3 (3.0)	48.7 (3.8)	65.3 (3.7)	17.0 (3.2)	60.7 (3.9)	44.3 (3.6)	53.6 (4.8)	22.3 (4.0)	77.9 (4.5)	47.4 (4.6)	
1st Actg Bde	110	138	85.6 (2.8)	61.9 (6.0)	42.2 (5.3)	65.6 (5.0)	92.1 (3.4)	84.9 (4.0)	52.5 (4.9)	55.6 (4.3)	14.3 (3.8)	57.4 (7.2)	16.5 (3.2)	50.8 (5.0)	20.6 (4.7)	81.2 (4.1)	40.2 (7.9)	
2nd Actg Bde	119	139	85.6 (4.3)	64.7 (5.3)	51.6 (5.6)	70.2 (3.9)	84.5 (4.1)	87.2 (2.6)	46.9 (4.7)	55.1 (4.5)	13.9 (3.5)	74.6 (4.0)	37.3 (3.6)	48.9 (4.5)	22.8 (4.8)	80.1 (5.8)	42.4 (4.4)	
4th Actg Bde	124	165	82.9 (3.6)	60.9 (6.0)	36.4 (4.9)	58.2 (8.8)	93.7 (2.0)	84.9 (4.3)	40.6 (5.6)	52.0 (4.8)	16.9 (5.2)	54.2 (4.6)	31.3 (4.1)	53.3 (4.5)	22.1 (3.5)	85.5 (3.4)	42.2 (4.6)	
5th Actg Bde	74	95	79.3 (4.3)	48.1 (6.1)	34.0 (5.4)	71.9 (6.0)	93.0 (4.4)	83.8 (4.0)	33.2 (5.9)	59.2 (5.1)	18.0 (3.4)	65.7 (6.2)	47.7 (6.2)	42.2 (7.2)	23.1 (7.7)	81.8 (5.3)	41.1 (4.6)	
6th Actg Bde	68	85	81.4 (6.4)	62.2 (8.8)	39.1 (5.1)	67.7 (7.1)	87.7 (4.2)	82.7 (4.8)	53.1 (7.1)	47.1 (7.2)	19.5 (5.2)	60.5 (6.1)	23.1 (5.5)	43.2 (6.0)	11.6 (3.9)	77.0 (4.9)	50.7 (6.1)	
16-17 Years Old	210	243	82.5 (2.8)	65.8 (3.0)	39.1 (3.7)	69.8 (3.3)	92.6 (1.7)	81.8 (2.6)	34.4 (4.0)	37.8 (3.0)	8.1 (2.0)	60.2 (3.9)	22.1 (3.1)	48.4 (3.7)	17.4 (2.7)	85.5 (2.6)	31.9 (2.7)	
18-19 Years Old	125	178	88.9 (3.6)	54.5 (4.5)	40.6 (4.3)	70.2 (5.5)	87.7 (3.6)	89.4 (2.6)	47.6 (5.7)	51.4 (3.7)	17.5 (2.9)	65.7 (4.2)	26.8 (3.4)	44.4 (4.9)	16.8 (3.0)	83.5 (4.5)	40.9 (3.6)	
20-21 Years Old	77	99	75.3 (5.6)	54.1 (6.5)	43.8 (5.7)	60.7 (7.8)	83.0 (5.5)	79.9 (6.3)	46.3 (6.1)	55.8 (7.3)	21.5 (4.4)	67.6 (4.3)	38.0 (6.1)	46.9 (6.5)	21.6 (6.0)	82.2 (5.2)	54.8 (4.7)	
22-24 Years Old	83	102	84.3 (5.6)	59.9 (6.5)	42.1 (7.5)	64.9 (6.9)	95.1 (2.4)	88.5 (3.6)	55.5 (6.0)	76.3 (3.7)	20.2 (5.5)	60.4 (5.3)	44.5 (4.6)	51.9 (6.8)	28.4 (5.7)	73.0 (5.3)	48.2 (6.1)	
TOTAL PMAS	495	622	83.1 (3.2)	59.4 (2.7)	41.1 (2.6)	67.0 (2.4)	90.1 (1.4)	84.9 (1.5)	44.8 (2.7)	54.4 (2.0)	16.2 (1.8)	63.2 (2.5)	31.9 (1.9)	47.9 (2.7)	20.7 (2.6)	81.2 (3.5)	42.8 (2.5)	

Similar to Last Quarter

- Youth are more likely to describe themselves as regular radio listeners than as regular television viewers.
- Of PMAS youth, 87.1% say they listen to radio regularly, compared with only 67.5% who say they watch television regularly. This difference is consistent among educational segments, sexes, regions, and age groups.

Television

- Overall, PMAS youth are most likely to prefer comedy (90.1%) movies (84.9%), and sports (83.1%) programs. They are least likely to regularly watch dramatic (41.1%) and talk (44.8%) shows.
- Males are more likely than females to watch sports programs on TV while females are more likely than males to prefer dramatic and talk shows.

Radio

- For PMAS youth generally, radio rock programs are clearly the most popular (81.2%) with pop (63.2%) programming a fairly distant second. Classical (16.2%) and talk (20.7%) shows are least likely to be preferred.
- The popularity of country music programs varies both regionally and by level of education. Youth in the 2nd and 5th Recruiting Brigades (Southeast and Southwest), work-oriented high school students and graduates who are not currently enrolled are more likely than the other regional and educational groups to report regularly listening to country music.
- The popularity of news and classical programming tends to increase with age.
- Males are more likely than females to listen to radio sports.
- In general, the patterns of programming preferences are fairly stable across quarters.

Different from Last QuarterTelevision

- There are no clear patterns of preferences for types of television programming among groups in the PMAS educational, regional, and age categories. Rather, there are isolated differences among groups in the popularity of particular types of television programming.
- For example, comedy shows, while most popular overall, are less likely to be watched regularly by 20- to 21-year-olds.
- Talk shows, while relatively unpopular overall, have stronger appeal for youth in the 1st Recruiting Brigade (Northeast) and 6th Recruiting Brigade (West) than for youth in the 5th Recruiting Brigade (Southwest). Additionally, talk shows tend to be most popular among older viewers who are out of high school.

Radio

- Regular listening to radio sports broadcasts is significantly down this quarter among college freshmen and sophomores and college-oriented high school students, presumably reflecting the end of the football season.
- Easy listening programs show a significant increase in popularity among women making females more likely than males to listen to this type of programming.



Table 5-138

Media Habits

WINTER - FALL DIFFERENCES IN  
PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING

SAMPLE GROUPS	M1	Types of TV Shows						M2	Types of Radio Programs					
		Sports	Mystery	Drama	Music	Comedy	Movie	Talk	News	Classical	Pop	Country	Sports	Talk
RECRUITING MARKET:														
MALES (MMS + SMS)		+	-	-	-	+	+	-	-	+	+	-	-	+
FEMALES (FMS + FFS)		+	-	+	+	+	-	+	+	-	+	+	+	+
TOTAL RECRUITING MARKET		+	-	+	+	+	-	+	+	-	+	-	+	+
PEMS:														
College Freshmen and Sophomores		-	+	-	-	-	+	-	-	+	+	+	-2.47	+
U.S. Students (College Oriented)		-	-	+	-	-	-	-	-	-	-	+	-2.17	+
U.S. Students (Work Oriented)		-	-	+	-	+	+	+	+	+	-	-	-	+
U.S. Graduates Not Currently Enrolled		+	+	-	+	+	+	+	+	-	+	-	+	+
1st Rctg Bde		-	+	-	+	-	+	+	+	+	+	+	-	+
2nd Rctg Bde		+	+	-	-	+	-	-	+	-	+	-	-	-
4th Rctg Bde		-	+	-	-	+	+	-	+	+	-	+	+	-
5th Rctg Bde		-	-	-	+	+	+	-	+	+	+	-	-	-
6th Rctg Bde		+	+	+	+	+	+	+	-	-	+	-	+	+
16-17 Years Old		-	-	+	-	-	-	-	-	-	+	+	-	+
18-19 Years Old		+	-	+	-	-	+	-	+	-	+	+	-	+
20-21 Years Old		+	+	-	-	+	-	-	+	+	+	-	+	+
22-24 Years Old		-	+	-	+	+	+	+	+	-	+	-	-	-
TOTAL PMS		+	+	-	-	+	+	-	+	-	+	-	-	+

Note: Numbers are significant quarter-to-quarter differences (i.e.,  $p \leq 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate direction of insignificant changes.

Jan. Feb. March 1987

Table 5-14

Intention to Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	N1	Unaided Intention			Aided Intention			M2	Army ROTC
		General Intention	Active Army	USAR	ARNG	General Intention	Active Army	USAR	ARNG
January	344	2.6 (0.7)	1.2 (0.6)	0.9 (0.6)	0.5 (0.3)	31.4 (6.8)	18.0 (4.1)	20.8 (3.6)	18.2 (3.4)
February	579	2.7 (0.7)	1.0 (0.4)	1.0 (0.5)	0.6 (0.4)	24.8 (2.4)	12.6 (1.7)	13.5 (1.6)	10.1 (1.4)
March	522	2.3 (0.7)	1.6 (0.6)	0.7 (0.3)	0.1 (0.1)	24.2 (2.6)	11.8 (1.8)	15.7 (2.2)	11.6 (1.6)
TOTAL	1,445	2.5 (0.4)	1.2 (0.3)	0.9 (0.2)	0.4 (0.2)	24.2 (1.7)	13.6 (1.2)	14.0 (1.3)	12.6 (1.2)
									16.3 (1.6)

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Table 5-15

Perceptions Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	N	Job Variety	Physical Challenge	Proud Experience	Step Btn MS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Skill Training	Mi-Trained Co-Workers	Money for Ed.
January	327	57.1 (2.9)	79.9 (2.7)	65.9 (2.2)	44.0 (2.9)	69.5 (1.8)	79.9 (2.4)	53.8 (2.8)	72.0 (2.4)	72.6 (2.8)	66.5 (2.8)	74.2 (4.2)	74.4 (2.1)	78.9 (4.4)
February	547	59.9 (2.4)	80.0 (2.1)	65.7 (2.9)	47.0 (3.1)	72.3 (2.5)	76.0 (2.5)	51.6 (2.9)	73.9 (2.3)	66.4 (2.6)	64.0 (2.5)	73.3 (2.3)	73.6 (2.7)	80.6 (2.0)
March	485	56.4 (3.0)	78.2 (2.4)	64.8 (3.0)	46.1 (3.3)	68.1 (2.5)	76.9 (2.7)	48.7 (3.3)	66.7 (2.6)	64.7 (2.5)	60.9 (2.7)	73.6 (2.2)	68.3 (2.5)	77.2 (2.3)
TOTAL	1,359	54.8 (1.7)	79.3 (1.4)	65.4 (1.9)	46.0 (2.8)	70.2 (1.5)	77.3 (1.5)	51.7 (1.8)	70.9 (1.5)	67.2 (1.5)	63.5 (1.8)	74.4 (1.4)	71.9 (1.5)	78.9 (1.8)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Jan. Feb. March 1987

Table 5-16

Knowledge/Recall - Unaided

## PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

(PMAS MONTHLY TOTALS)

(Standard Error)

MONTHS	N	Army Components				Other Military Branches				JRAP	NOME
		ACTIVE	ROTC	ARMIG	USAR	USAF	NAVY	USMC	USCG		
January	344	84.0 (2.4)	2.1 (1.0)	15.2 (2.1)	12.5 (1.7)	63.4 (2.7)	60.8 (2.8)	68.4 (3.2)	13.4 (1.6)	6.5 (1.6)	1.7 (1.0)
February	579	82.5 (2.1)	1.9 (0.6)	13.2 (1.6)	13.6 (1.7)	67.5 (2.0)	65.0 (2.3)	65.8 (1.9)	14.9 (2.2)	7.4 (1.2)	2.7 (0.7)
March	522	82.5 (2.4)	0.8 (0.4)	15.6 (2.3)	12.0 (1.5)	66.0 (2.6)	61.6 (2.7)	67.1 (2.9)	13.4 (1.9)	8.1 (1.5)	2.1 (0.9)
TOTAL	1,445	82.9 (1.4)	1.5 (0.4)	14.6 (1.1)	12.8 (0.9)	66.0 (1.4)	62.8 (1.5)	66.9 (1.6)	14.0 (1.2)	7.6 (0.8)	2.2 (0.5)

Note. Summary text and interpretation of the monthly PMAS totals shown in Tables W-12, W-13, and W-14 will be deferred until sufficient data accumulate.

6. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM  
(ACOMS): QUARTERLY REPORT, SPRING 1987

Linda J. Keil and Nancy L. Gay

Overview of Findings

Purpose

To provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans.

Methodology

Computer-assisted telephone interviews were conducted with 2,824 youth between the ages of 16 and 24 during the quarter beginning 1 April 1987 and ending 30 June 1987. Each interview lasted approximately 30 minutes. Youth were asked about their education and employment history, career plans for the future, intentions to enlist in the Army, enlistment-related activities undertaken during the prior six months, and what opportunities they regard as important to their future plans. They were also asked about their media monitoring habits, recall of military advertising, knowledge and perceptions of the Army and its components, and their attitudes toward Army advertisements. Demographic information was collected and, for selected youth, parental location and tracking information was requested to be used for parental and longitudinal interviewing.

In this report, data tables with accompanying text summarize the results of the current quarter's interviews on key indicators of the present state of the recruiting market. Tables and accompanying text also highlight significant changes in these key indicators from the previous quarter.

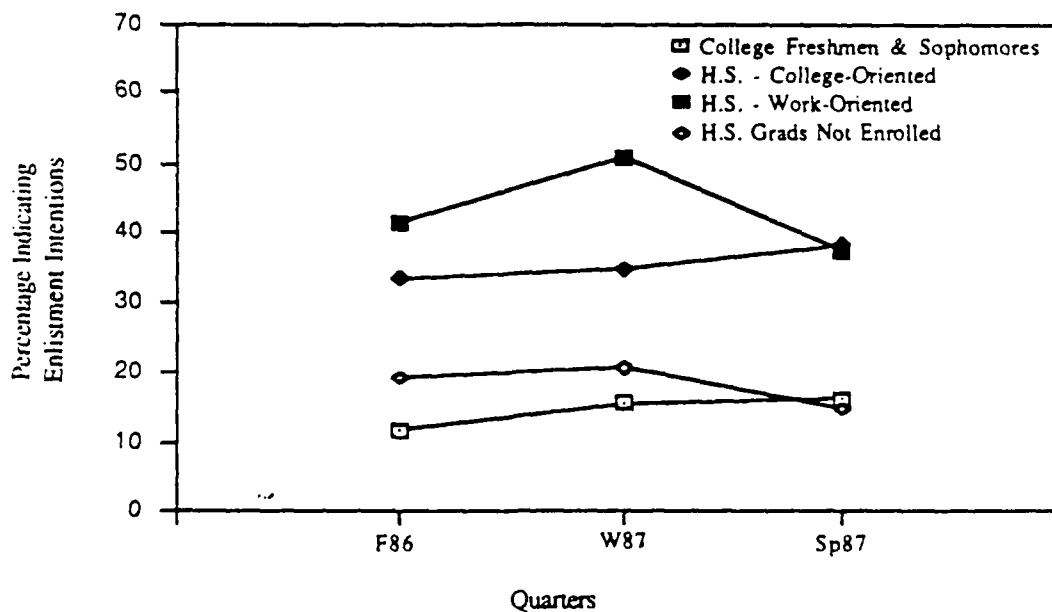
The quarterly report focuses mainly on males in the Primary Male Analytic Sample (PMAS). The PMAS corresponds to the primary enlisted market and includes youth who have neither served nor been accepted for service in the military; who are either in high school or have a regular high school diploma; who have never taken a college ROTC course; and, who have not yet completed their sophomore year in college. This quarter 1,614 PMAS youth were interviewed. Data are reported by PMAS educational, regional, and age groups. Findings are reported by sex for the Recruiting Market as a whole, including both the primary and secondary enlisted markets. The secondary enlisted market includes high school non-completers and youth with a high school

certificate other than a diploma (e.g., GED) who have not yet completed one year of college. Finally, data for youth in the officer market are reported for ROTC perceptions and ROTC-relevant importance items by education, region, age, and sex.

## Findings

### General Army Findings (All Components)

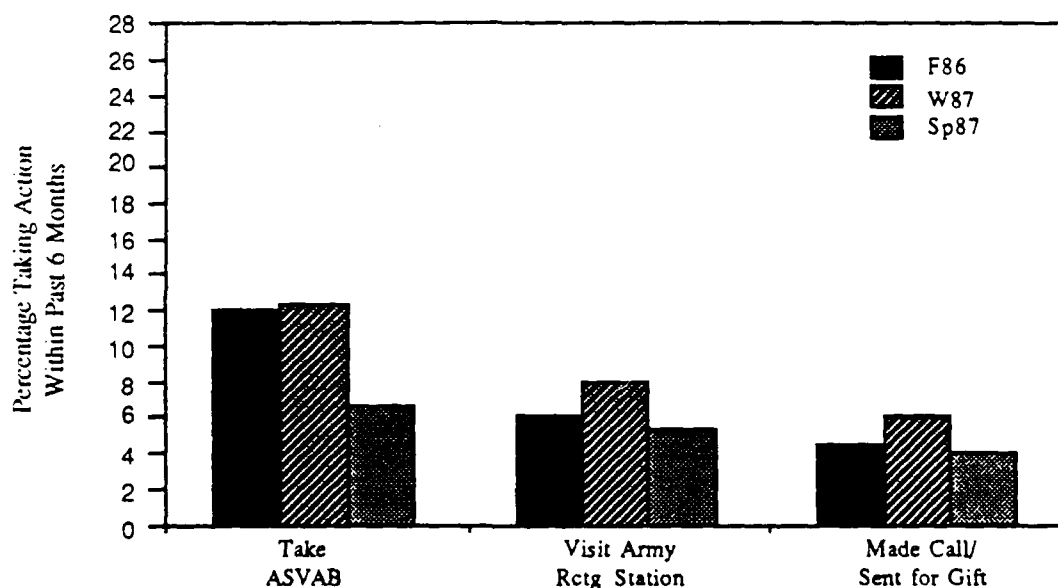
Enlistment intentions and behaviors. Intentions to enlist in the Army in general remain strongest in the high school student market. Significant decreases in intention to enlist occurred this quarter among the work-oriented high school students and among high school graduates who are not currently enrolled (see Figure 6-1).



Note. Respondents answering DEFINITELY or PROBABLY to one or more of four questions about their intentions to enlist in the active Army, USAR, ARNG, and ROTC are included in percentage for general aided intention.

Figure 6-1. General aided intentions to enlist in the Army by educational groups in the Primary Male Enlisted Market (F86, W87, Sp87).

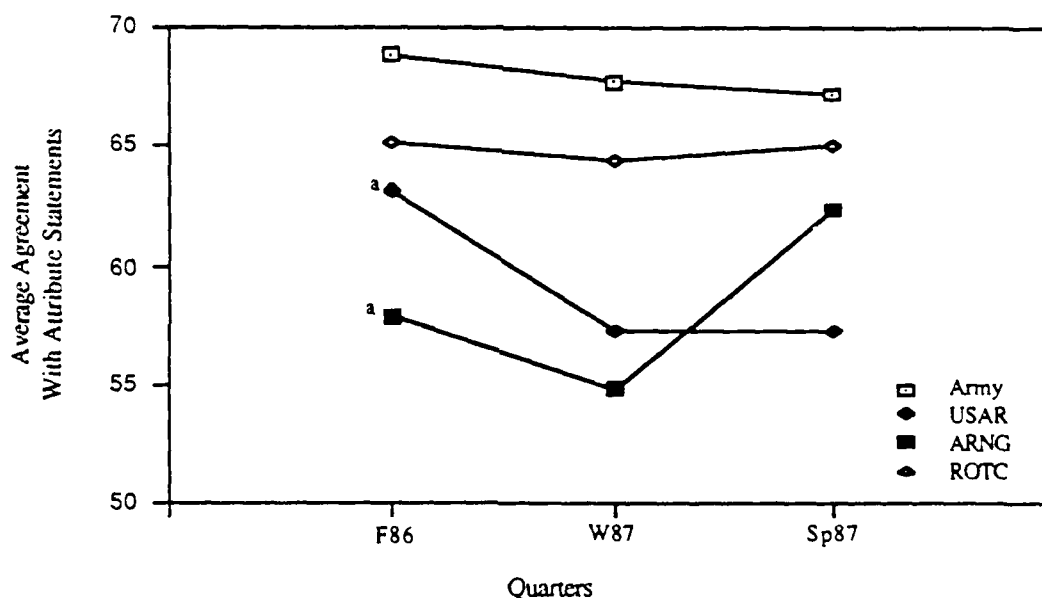
There were also decreases in actions directly related to Army enlistment (for example, taking the ASVAB, visiting a recruiting station, or sending away for a gift in response to an Army announcement) (see Figure 6-2). The largest declines in these behaviors occurred among 18- to 19-year olds and youth in the 4th Recruiting Brigade (Midwest).



Note: Beginning in Spring 1987, youth were first asked if they had ever taken a military aptitude test. Those answering yes were then asked if they had taken such a test in the past six months. Prior to Spring 1987, all youth were asked about test taking within the past six months. This change in question administration may account for the apparent decline in this behavior beginning in Spring 1987.

Figure 6-2. Actions relating to Army enlistment by youth in the Primary Male Enlisted Market (F86, W87, Sp87).

The Army image. The Army Image is defined in terms of agreement with statements that the Army, the Reserve, the National Guard and the ROTC offer a set of attributes emphasized in Army advertising. Average agreement with statements that the Army offers these attributes is about 67% across three quarters (see Figure 6-3). Average agreement with statements about the USAR and ARNG has been less stable, fluctuating between 55% and 65%. Average agreement among youth in the officer market that the ROTC provides opportunities emphasized in ROTC advertising ranges between 60% and 65% (note: ROTC attributes and samples differ from those of other components).



Note. ROTC line is dotted because percentages are for the ROTC Male Sample (Officer Market), not the Primary Male Enlisted Market, and are based on fewer and different attributes than the other components.

<sup>a</sup>Part-time work was not asked this quarter, thus average is computed with 13 rather than 14 attributes.

Figure 6-3. Army component images among youth in the Primary Male Enlisted Market (F86, W87, Sp87).

Importance of Army offers and their links to the Army image. The opportunities most often valued by the primary male enlisted market remain focused on self and career development. The opportunities least valued are part-time work, living in one's one hometown, and having a stepping stone between high school and college.

There are notable gaps between the opportunities highly valued by youth and in the enlisted market and their perceptions that the Army offers them these opportunities. "Importance-Perceptions" gaps occur when there is a difference between how youth value an attribute and how likely they are to see it as present in the Army or its components. (See figures in sections following for graphs showing these discrepancies for each of the Army's components.) Of particular interest are Importance-Perceptions gaps in the following attributes: civilian career development, wide variety of opportunities to find an enjoyable job, and leadership development. There is little Importance-Perception gap for the following attributes: a stepping stone between high school and college, working with high-tech equipment, physical challenge, and money for education.

These findings on Importance-Perception gaps provide useful information to the Army's advertising program regarding attributes on which specific emphasis may be needed and those which may currently be relatively "oversold."



Recall of Army advertising. A large and stable majority of youth (84.3% in Spring quarter) were able to recall active Army advertising unaided (see Figure 6-4). Recall of active Army advertising is substantially higher than recall of other services' advertising (USAF = 66.2%, Navy = 61.2%, USMC = 65.4%, JRAP = 5.8% all in Spring quarter). Unaided recall levels of Army ROTC, ARNG and USAR advertising are substantially lower than that of active Army advertising.

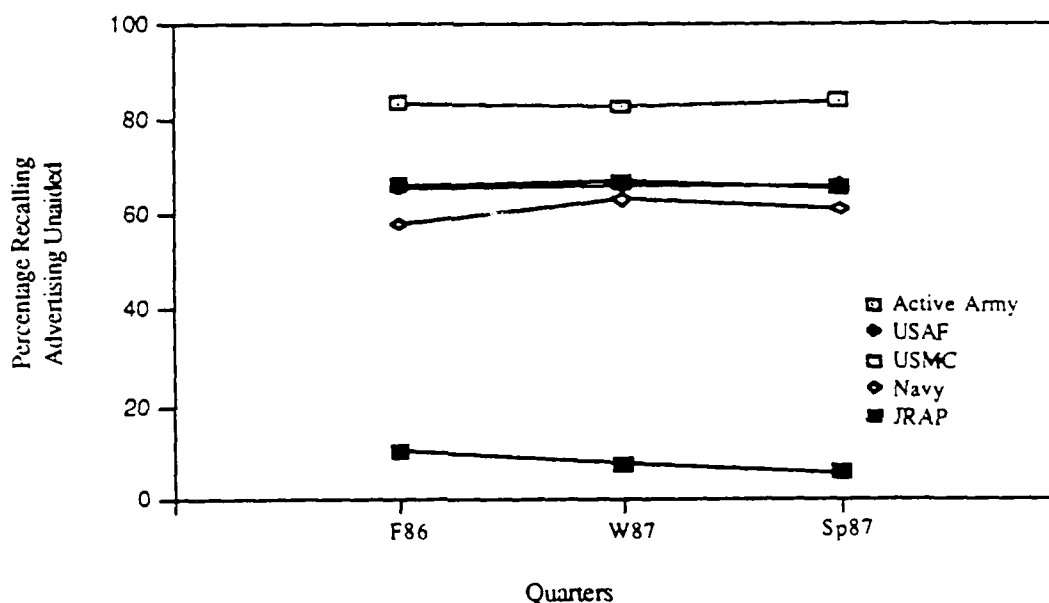


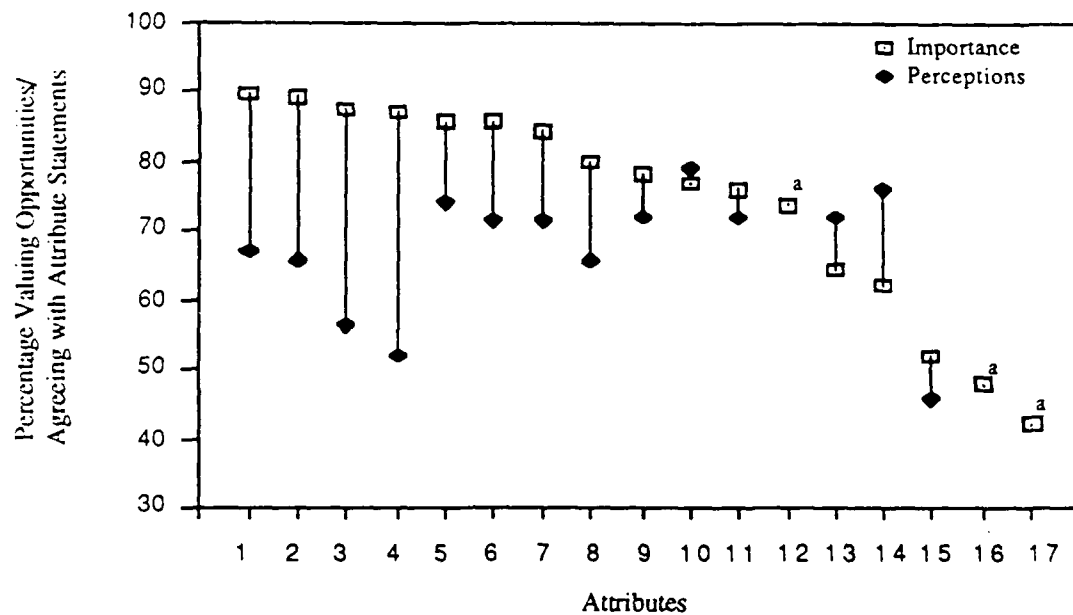
Figure 6-4. Unaided recall of advertising by youth in the Primary Male Enlistment Market (F86, W87, Sp87).

### Active Army (Enlisted)

Enlistment intentions. The proportion of the primary male enlisted market responding that they would definitely or probably be serving on active duty in the Army in the next few years dropped significantly this quarter in one market group--the high school graduates not currently enrolled.

Values and the Army image. Questions on perceptions did not specifically mention the active Army. We assume respondents were referring to the active Army in agreeing to statements that "The Army offers..." various opportunities. The Importance-Perception gap for the active Army is greatest for the following attributes: the development of potential, civilian career development, job variety, and having an experience that one can be proud of (see Figure 6-5).

Recall and knowledge. As previously discussed, recall of active Army advertising remains very high. Further, general knowledge of Army offers and benefits remains high. Knowledge about specific information (e.g., the total amount of educational benefits) remains considerably lower.



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Physical Challenge   |
| 2. Proud Experience      | 11. Leader Skills        |
| 3. Job Variety           | 12. Exciting Weekends    |
| 4. Civilian Career       | 13. Money for Ed.        |
| 5. Mature & Responsible  | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army perceptions module.

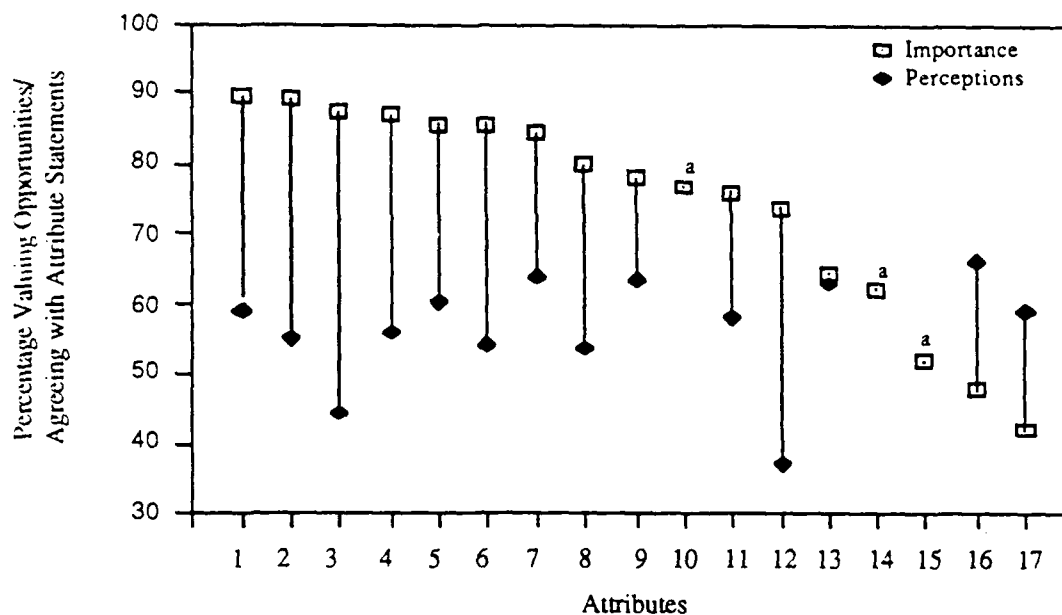
Figure 6-5. Primary Male Enlisted Market importance-perception gaps for Army attributes (Sp87).

### Army Reserve (USAR)

Enlistment intentions. When asked directly, 13.7% of youth in the primary male enlisted market say they will definitely or probably enlist in the Army Reserve. Similar to the active Army, a decline in Army Reserve enlistment intentions was found among the high school graduates not currently enrolled. Concurrently, there was a decrease in recall of Army Reserve advertising for the same group.

Values and the Army Reserve image. The Army Reserve brand image remains somewhat lower than those of the other Army components. The Importance-Perception gaps for the Army Reserve are similar to those found for the active Army, with the notable exceptions of attributes that are particularly characteristic of the Reserve (i.e., part-time work opportunities, and serving America in one's hometown) (see Figure 6-6). These attributes are well established in the Reserve image. However, these attributes have a generally low level of importance in the youth market.

Recall and knowledge. Unaided recall of Army Reserve advertising remains low (9.0%), although aided recall is substantially higher (71.7%). While general knowledge of Reserve (and Guard) offers remains high, knowledge about specific offers is relatively low. For example, 84% of the primary male enlisted market is aware that money for education may be obtained from the Reserve or Guard, but only 9% can correctly identify the amount.



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Physical Challenge   |
| 2. Proud Experience      | 11. Leader Skills        |
| 3. Job Variety           | 12. Exciting Weekends    |
| 4. Civilian Career       | 13. Money for Ed.        |
| 5. Mature & Responsible  | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army Reserve perceptions module.

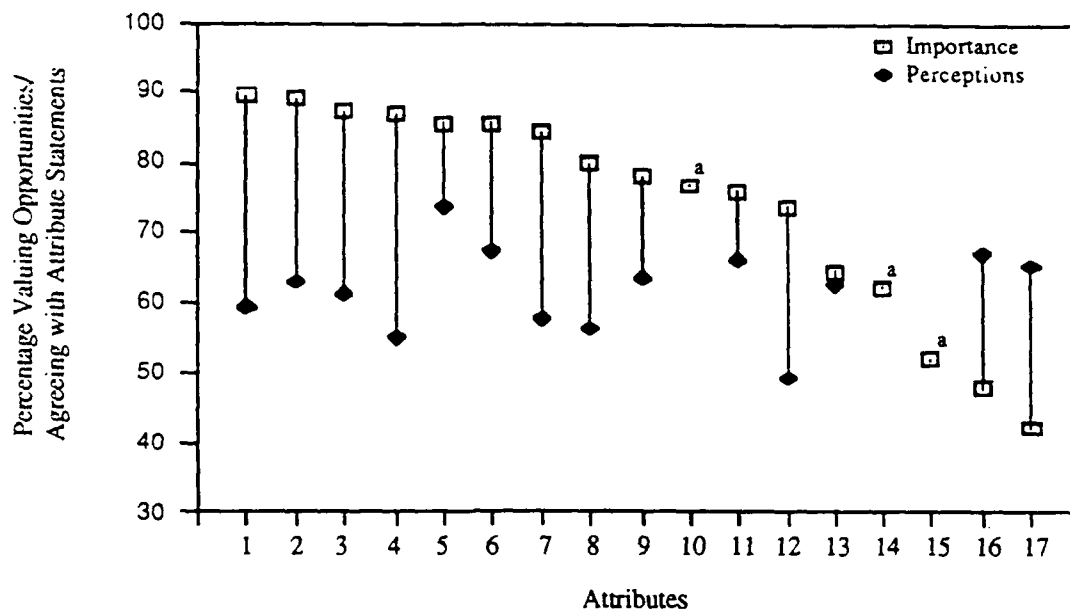
**Figure 6-6.** Primary Male Enlisted Market importance-perception gaps for Army Reserve attributes (Sp87).

### Army National Guard (ARNG)

Enlistment intentions. Intentions to enlist in the Army National Guard remained stable this quarter for youth in the enlisted market. When asked directly, 12.3% of youth in the primary male enlisted market say they will probably or definitely enlist in the ARNG.

Values and the Army National Guard image. The Army National Guard brand image remains weaker than that of the active Army. For most attributes, large discrepancies remain between youth values and perceptions of the Guard (see Figure 6-7). The notable exceptions are opportunities to live in one's own hometown and opportunities for part-time work.

Recall and knowledge. Unaided recall of Army National Guard advertising remains low (11.6%), although aided recall is much higher (64.3%). The same questions assess knowledge of Guard and Reserve offers. On knowledge of offers, see the discussion above for the Reserve.



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Physical Challenge   |
| 2. Proud Experience      | 11. Leader Skills        |
| 3. Job Variety           | 12. Exciting Weekends    |
| 4. Civilian Career       | 13. Money for Ed.        |
| 5. Mature & Responsible  | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army National Guard perceptions module.

**Figure 6-7.** Primary Male Enlisted Market importance-perception gaps for Army National Guard attributes (Sp87).

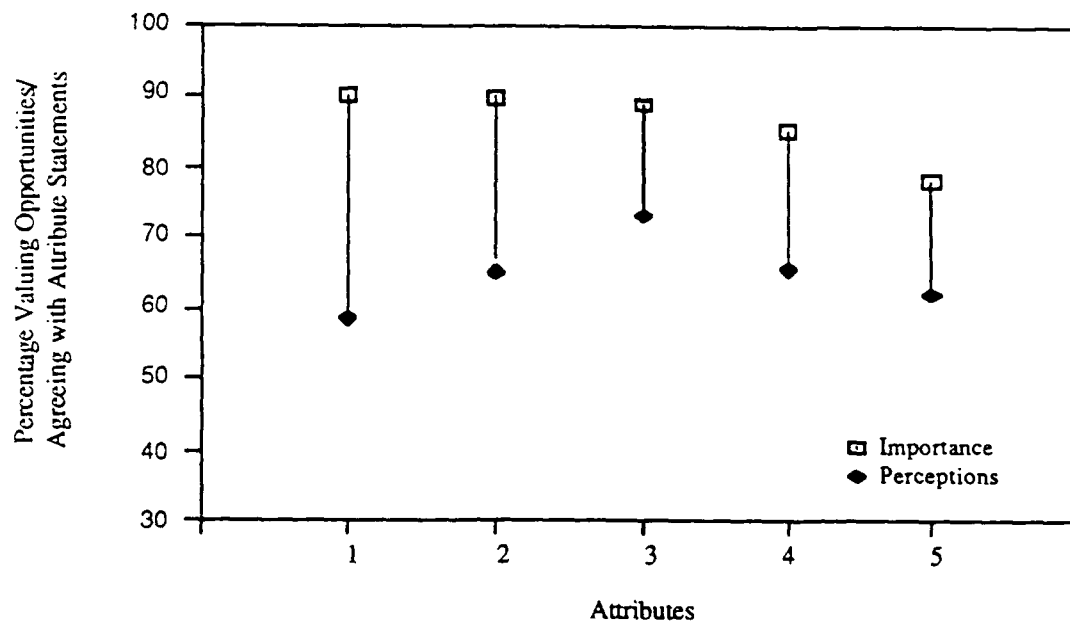
### Army Reserve Officers' Training Corps (ROTC)

Intentions to join the ROTC. These intentions remain relatively stable across quarters. 16.6% of youth in the primary male enlisted market report that they will probably or definitely receive an officer's commission through participation in the Army Reserve Officers' Training Corps.

Values and the ROTC image. All five attributes emphasized by the ROTC are highly valued by the majority of the youth in the officer market (see Figure 6-8). The attribute valued by the greatest proportion (over 90%) of the officer market is job variety, while the one valued by the smallest proportion (slightly over 80%) is acquiring leadership skills. The largest Importance-Perception gaps are found for job variety and the opportunity to use one's own judgment. There is a relatively small gap found between the value placed on having opportunities to be proud of and the perception that this attribute is offered by the ROTC.

Recall and knowledge. Unaided recall of ROTC advertising is reported by less than 2% of youth in the officer market while close to 50% recall it when prompted. These levels are similar to those reported for Winter quarter, though both Spring and Winter unaided recall levels are lower than in Fall quarter when most ROTC advertising occurs. Similarly, knowledge of ROTC offers remains at about the same level as last quarter (60%-70%) and down somewhat from Fall quarter.





Key:

1. Job Variety
2. Use Own Judgment
3. Proud Experience
4. Self-Confidence
5. Leader Skills

Note. Attributes are presented in descending order of importance to aid interpretation.

Figure 6-8. ROTC Male Sample (Officer Market) importance-perception gaps for ROTC attributes (Sp87).

## Introduction

This report presents data collected from youth respondents in the main interview conducted for ACOMS between 1 April and 30 June 1987.

## Methodology

### Respondents

During the Spring quarter, a total of 2,824 youth interviews were completed. All of the tables in the quarterly report except Table 6-8, Perceptions - Army ROTC, focus on the main Army Enlisted Recruiting Market, a subset of 2,267 of the total youth interviews. Subgroups reported within the Army Recruiting Market and the Primary Male Analytic Sample (PMAS) are listed in Table 6-1. The composition of the subgroups is shown by number of respondents and the weighted percentage of respondents in each subgroup. Respondents have been weighted to represent the population eligible to be surveyed. Weighted percentages in Table 6-1 reflect the (estimated) composition of the population of eligibles.

The number of interviews and weighted percentages in Table 6-1 are provided as a general guide to sample sizes. It should be noted, however, that the numbers of interviews and weighted percentages are different for each of the tables containing data from rotating modules (Tables 6-5, 6-6, 6-7, 6-12, and 6-13), for Perceptions of the Army, USAR, ARNG, Knowledge, and Media Habits respectively.

The sample for Table 6-8, Perceptions - Army ROTC, is quite different because it reflects the Officer Market rather than the Recruiting Market.

Table 6-1  
Spring Respondents by Market and Market Subgroup Percentages

Sample Groups	Respondents	Weighted Percentage
TOTAL RECRUITING MARKET (2,267 Respondents)		
MALES [PMAS + SMS]	1,858	46.9
FEMALES [PFAS + SFS]	409	53.1
TOTAL PMAS (1,614 Respondents)		
College Freshmen and Sophomores	296	21.3
H.S. Students [College-Oriented]	642	31.9
H.S. Students [Work-Oriented]	184	9.5
H.S. Graduates Not Currently Enrolled	492	37.3
1st Rctg Bde	374	24.6
2nd Rctg Bde	271	17.5
4th Rctg Bde	469	24.2
5th Rctg Bde	260	16.2
6th Rctg Bde	240	17.4
16-17 Years Old	715	33.6
18-19 Years Old	413	26.3
20-21 Years Old	234	18.4
22-24 Years Old	252	21.7
OFFICER MARKET: TOTAL ROTC SAMPLE (755 Respondents)		
Total ROTC Male Sample	642	51.4
Total ROTC Female Sample	131	48.6
OFFICER MARKET: TOTAL ROTC MALE SAMPLE (642 Respondents)		
College Juniors and Seniors	185	34.1
College Freshmen and Sophomores	130	34.2
H.S. Students [College-Oriented]	327	31.7
1st ROTC Region	188	29.7
2nd ROTC Region	180	23.6
3rd ROTC Region	128	22.8
4th ROTC Region	146	24.0
16-17 Years Old	277	26.8
18-19 Years Old	153	26.2
20-21 Years Olds	121	26.4
22-24 Years Old	91	20.6

### Questionnaire

The version of the questionnaire a respondent receives is the version in use during the month in which he or she is identified as an eligible respondent. Interviewers have a total of eight weeks to close out each monthly sample of telephone numbers. This process includes identifying all non-working and non-residential numbers in addition to completing household screeners on all identified households and completing interviews with all eligible respondents. Therefore, the respondents included in the response rate calculations are somewhat different than those included in the quarterly report itself. In particular, since the June monthly sample was not closed out until late in July, interviewing continued for this sample past the June 30 cutoff date used for reporting purposes. Interviews in this category are included in the Summer 1987 quarterly report.

### Sample Data

Table 6-2 shows response rates for household screeners and youth interviews for samples initiated on 1 April, 1 May, and 1 June 1987. The response rate for household screeners is the percentage of total identified households for which the screening instrument was completed to identify youths eligible for interviewing. The youth response rate is the percentage of youths for whom interviews were conducted of those who were eligible for interviewing. The combined rate is the product of the household and youth interview rates.

Table 6-2

Response Rates for Samples Drawn April, May, and June 1987

	April	May	June
Household Screener	84.5	84.6	83.4
Youth Interviews	81.9	75.7	77.3
Combined	69.2	64.0	64.5

## Results and Discussion

Table 6-3A

Intention To Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY (COMMITMENTS  
(Standard Error))

SAMPLE GROUPS	N1	Unaided Intention			Aided Intention			N2	Army ROTC
		General Intention	Active Army	USAR	ARNG	General Intention	Active Army	USAR	ARNG
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,858	2.3 (0.4)	1.5 (0.3)	0.3 (0.2)	0.5 (0.2)	25.7 (1.2)	14.5 (1.1)	14.2 (0.9)	12.9 (1.0)
FEMALES (PFAS + SFS)	409	2.6 (1.8)	2.6 (1.8)	0.0 n.e.	0.0 n.e.	14.2 (2.8)	6.6 (1.9)	6.5 (1.6)	8.5 (2.7)
TOTAL RECRUITING MARKET	2,267	2.4 (1.0)	2.1 (1.0)	0.2 (0.1)	0.2 (0.1)	19.6 (1.7)	10.3 (1.2)	10.1 (1.0)	10.6 (1.6)
PMAS:									
College Freshmen and Sophomores	296	1.4 (0.9)	1.4 (0.9)	0.0 n.e.	0.0 n.e.	16.2 (2.4)	8.0 (1.7)	10.5 (2.1)	7.7 (1.6)
H.S. Students (College-Oriented)	642	2.9 (0.7)	1.3 (0.4)	0.8 (0.5)	0.8 (0.3)	38.2 (2.3)	22.8 (2.5)	20.8 (1.8)	18.1 (1.9)
H.S. Students (Work-Oriented)	184	6.3 (2.0)	5.2 (1.9)	1.1 (0.9)	0.0 n.e.	37.4 (4.6)	25.4 (3.5)	23.1 (3.4)	20.0 (3.6)
H.S. Graduates Not Currently Enrolled	492	0.8 (0.4)	0.5 (0.3)	0.0 n.e.	0.3 (0.4)	14.6 (1.8)	6.2 (1.3)	7.2 (1.4)	7.9 (1.2)
1st Rctg Bde	374	0.6 (0.4)	0.5 (0.4)	0.1 (0.1)	0.0 n.e.	20.6 (1.9)	11.2 (1.7)	11.7 (1.6)	8.3 (1.6)
2nd Rctg Bde	271	3.8 (1.5)	2.4 (0.9)	0.4 (0.5)	1.0 (0.8)	35.5 (4.1)	24.5 (4.1)	18.8 (2.0)	19.2 (3.4)
4th Rctg Bde	469	0.9 (0.4)	0.8 (0.4)	0.1 (0.1)	0.0 n.e.	19.5 (2.2)	8.0 (1.5)	9.9 (1.3)	8.9 (1.3)
5th Rctg Bde	260	4.2 (1.5)	3.1 (1.5)	0.3 (0.3)	0.8 (0.1)	26.4 (4.1)	15.9 (3.6)	14.9 (2.8)	17.0 (3.6)
6th Rctg Bde	240	2.3 (1.2)	0.8 (0.5)	1.1 (0.9)	0.5 (0.5)	25.1 (4.0)	12.3 (2.0)	15.7 (3.7)	11.0 (2.3)
16-17 Years Old	715	3.5 (0.8)	2.2 (0.6)	1.1 (0.6)	0.3 (0.2)	38.4 (1.9)	24.4 (1.9)	20.8 (1.5)	17.2 (1.6)
18-19 Years Old	413	1.9 (0.7)	1.4 (0.6)	0.0 n.e.	0.6 (0.4)	22.0 (2.4)	10.8 (2.2)	13.0 (2.0)	11.2 (1.9)
20-21 Years Old	234	2.3 (1.2)	1.6 (1.0)	0.0 n.e.	0.7 (0.7)	15.9 (2.8)	9.2 (2.0)	10.8 (2.4)	10.7 (2.6)
22-24 Years Old	252	0.0 n.e.	0.0 n.e.	0.0 n.e.	0.0 n.e.	14.0 (2.6)	4.4 (1.5)	6.3 (1.7)	7.2 (1.9)
TOTAL PMAS	1,614	2.1 (0.4)	1.4 (0.3)	0.4 (0.2)	0.4 (0.2)	24.7 (1.3)	13.7 (1.2)	13.7 (1.0)	12.3 (1.0)

Note: n.e. indicates standard error is not estimable.

Similar to Last Quarter

- High school students continue to have the highest aided and unaided general intentions to enlist in the Army among PMAS youth ( $p < .05$  for 7 of the 8 relevant comparisons).
- Aided intentions to enlist in all Army components are again higher for high school students than for college freshmen and sophomores or high school graduates not currently enrolled in school ( $p < .05$  for all 18 relevant comparisons).
- Unaided intentions to enlist in the active Army are higher for work-oriented high school students than for college-oriented high school students ( $5.2\%$  vs.  $1.3\%$ ) ( $Z = +2.00$ ,  $p < .05$ ) and high school graduates ( $5.2\%$  vs.  $0.5\%$ ) ( $Z = +2.44$ ,  $p < .02$ ), and tend to be higher than for college freshmen and sophomores ( $5.2\%$  vs.  $1.4\%$ ) ( $Z = +1.80$ ,  $p < .08$ ). There are no differences among educational groups in unaided intentions to enlist in the Army Reserve or Army National Guard.
- Youth in the 2nd Recruiting Brigade (Southeast) tend to have higher aided intentions to enlist in all Army components than youth in other regions of the country ( $p < .10$  for 10 of the 16 relevant comparisons, of these  $p < .05$  for 11 comparisons). The aided intentions of Southeasterners are especially high in comparison with youth in the 4th Recruiting Brigade (Midwest) and 1st Recruiting Brigade (Northeast) ( $p < .10$  for all 10 comparisons;  $p < .05$  for 9 comparisons).
- Men continue to be significantly more likely than women to express aided intentions to enlist generally and in all Army components except the National Guard ( $p \leq .05$  for all 4 relevant comparisons).

Different from Last Quarter

- Patterns of decline in intentions to enlist are noted for several groups this quarter.
- Aided intentions generally and for active Army and Army Reserve dropped significantly among high school graduates not currently enrolled ( $p < .05$  for all 3 relevant comparisons). All but one of the remaining changes for this group are negative but not significant.

TABLES 6-3A & 6-3B (continued)

INTENTIONS TO ENLIST

- A pattern of decrease in aided intentions is found for 22- to 24-year olds ( $p < .20$  for 3 of the 5 relevant comparisons; of these  $p < .05$  for 1 comparison) while youth in the 1st Recruiting Brigade (Northeast) and 4th Recruiting Brigade (Midwest) show patterns of declining unaided intentions ( $p < .05$  for 2 of 3 relevant comparisons for youth in the Northeast;  $p < .10$  for 2 of the 3 relevant comparisons for youth in the Midwest; of these,  $p < .05$  for 1 comparison; quarter-to-quarter comparisons cannot be made for ARNG).
- This quarter, aided intentions of work-oriented high school students were significantly lower for general (37.4% vs. 51.0%) ( $Z = -2.9$ ,  $p < .04$ ), for active Army (25.4% vs. 29.5%) ( $Z = -1.96$ ,  $p < .05$ ), and for Army Reserve (23.1% vs. 27.7%) ( $Z = -2.91$ ,  $p < .01$ ). There are no significant differences this quarter between work-oriented and college-oriented high school students in aided intentions to enlist.
- Regional patterns of enlistment intentions show some shifts this quarter in addition to the declines noted above.
  - Youth in the 2nd Recruiting Brigade (Southeast) show a strong increase in aided intention to enlist in the active Army (24.5% vs. 14.5%) ( $Z = +1.13$ ,  $p < .03$ ).
  - Youth in the 5th Recruiting Brigade (Southwest), however, are no longer significantly higher in general aided intentions to enlist than those in other regions.



Table 6-38

Intention to Enlist

SPRING: WINTER DIFFERENCES IN  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

SAMPLE GROUPS	N1	Unaided Intention			Aided Intention			M2	Army RUC
		General Intention	Active Army	USAR	ARNG	General Intention	Active Army	USAR	ARNG
RECRUITING MARKET: MALES (PMAS + SMS)		-	+	-	-	-	-	-1.98	-
FEMALES (PFAS + SFS)		+	+	0	0	+	+	+	+
TOTAL RECRUITING MARKET		+	+	-	-	+	+	+	+
PMAS: College Freshmen and Sophomores		+	+	0	-	+	+	+	-
U.S. Students (College-Oriented)		-	-	-	+	+	+	+	+
U.S. Students (Work-Oriented)		-	+	-	-	-2.02	-	-	-
U.S. Graduates Not Currently Enrolled		-	-	-	+	-2.09	-1.96	-2.91	-
1st Rctg Bde		-2.74	-	-2.18	0	-	+	-	-
2nd Rctg Bde		+	+	-	+	+	+2.13	+	+
4th Rctg Bde		-2.00	-	-	-	-	-2.01	-	-
5th Rctg Bde		+	+	-	+	-	-	-	-
6th Rctg Bde		+	+	+	+	-	-	-	-
16-17 Years Old		-	+	-	-	+	+	+	+
18-19 Years Old		-	-	-	+	-	+	-	-
20-21 Years Old		+	+	-	+	-	-	-	-
22-24 Years Old		-	0	0	-	-	-	-2.71	-
TOTAL PMAS		-	+	-	+	-	+	-	+

Note: Numbers are *t* scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ; 2 d.f.).  
Signs indicate the direction of changes that are not statistically significant.

Table 6-4A

Importance of Attributes

PERCEIVED MATING OPPORTUNITIES "PROMISING" TO PLANS FOR THE NEXT YEAR  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Practical Experience	Step Down MS & Col.	Leader Skills	M. Tech. Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	At Trained Co Workers	Money for 10 Country	Seize Country	Fastest Part Time Live in Weekends	Mult. Homestead
RECRUITING MARKET																		
MALES (PMAS + SMS)	1,858	87.4 (0.9)	75.6 (1.2)	89.3 (0.8)	51.3 (1.7)	75.0 (1.4)	60.9 (1.3)	86.3 (1.0)	85.3 (1.0)	89.3 (0.9)	78.7 (1.2)	86.1 (1.0)	84.0 (0.9)	77.8 (1.2)	62.8 (1.3)	57.1 (1.3)	74.4 (1.2)	50.2 (1.6)
FEMALES (PFAS + SFS)	409	89.7 (2.1)	65.6 (3.3)	88.4 (2.9)	60.2 (2.6)	71.9 (3.2)	54.6 (3.3)	85.2 (2.2)	91.1 (1.8)	91.9 (2.0)	84.6 (2.4)	91.8 (1.7)	83.1 (2.2)	79.2 (2.5)	68.2 (2.6)	50.1 (2.9)	65.8 (2.9)	51.7 (3.3)
JOB RECRUITING MARKET	2,267	88.4 (1.3)	70.3 (1.9)	88.8 (1.4)	54.9 (1.7)	73.3 (1.9)	57.5 (1.9)	88.7 (1.3)	88.4 (1.6)	90.7 (1.1)	81.9 (1.3)	89.1 (1.0)	83.5 (1.3)	78.6 (1.4)	65.7 (1.4)	53.4 (1.7)	69.8 (1.7)	51.9 (1.9)
PMAS:																		
College Freshmen and Sophomores	296	86.3 (2.2)	74.0 (2.6)	83.3 (2.6)	47.7 (3.1)	77.8 (3.0)	56.1 (3.2)	90.5 (1.8)	82.4 (2.7)	90.4 (2.2)	83.4 (2.6)	86.3 (2.3)	84.5 (2.0)	78.2 (2.9)	72.0 (3.0)	53.2 (3.5)	71.3 (3.0)	35.5 (3.3)
M.S. Students (College Oriented)	642	91.9 (1.0)	80.4 (1.9)	93.4 (1.0)	62.5 (2.2)	80.5 (1.8)	67.8 (2.1)	88.6 (1.2)	87.3 (1.4)	90.4 (1.4)	81.2 (1.9)	88.2 (1.5)	84.3 (1.5)	79.8 (2.0)	81.1 (2.1)	64.8 (2.2)	73.0 (1.9)	43.8 (2.2)
M.S. Students (Work Oriented)	184	84.3 (2.7)	70.1 (3.8)	85.0 (2.9)	49.6 (5.0)	65.4 (3.8)	64.7 (4.5)	82.0 (3.3)	84.3 (3.1)	84.1 (3.4)	62.9 (4.4)	81.0 (4.0)	80.9 (3.5)	74.7 (3.8)	53.6 (4.6)	64.5 (4.5)	78.8 (4.0)	52.2 (4.7)
M.S. Graduates Not Currently Enrolled	492	82.6 (1.8)	77.0 (1.9)	90.2 (1.1)	46.1 (2.8)	73.3 (2.4)	59.7 (2.5)	85.6 (1.6)	86.6 (1.6)	90.4 (1.3)	81.5 (2.0)	84.9 (1.8)	85.5 (1.5)	77.2 (2.0)	48.7 (2.4)	51.8 (2.3)	74.2 (2.2)	37.1 (2.5)
1st Reg Bde	374	88.3 (1.8)	73.4 (2.2)	89.0 (1.8)	50.3 (2.9)	74.6 (2.8)	62.2 (2.8)	87.5 (1.8)	83.0 (2.2)	87.1 (2.0)	77.0 (2.5)	82.7 (2.2)	83.6 (2.1)	76.1 (2.6)	58.7 (2.5)	51.1 (3.1)	74.9 (2.2)	42.3 (3.4)
2nd Reg Bde	271	87.6 (2.3)	78.2 (3.2)	86.5 (1.7)	50.0 (3.4)	78.7 (2.8)	66.5 (3.4)	86.4 (2.3)	86.7 (2.4)	87.8 (2.7)	79.9 (2.7)	87.7 (2.2)	85.1 (1.9)	81.3 (2.6)	61.6 (3.5)	63.3 (2.6)	75.9 (2.3)	53.7 (3.2)
4th Reg Bde	469	83.9 (1.9)	75.8 (2.3)	88.9 (1.7)	50.3 (3.0)	75.4 (2.8)	58.2 (2.5)	84.0 (1.9)	85.1 (2.0)	90.5 (1.6)	82.1 (2.2)	85.3 (1.9)	83.3 (2.0)	77.3 (1.7)	65.9 (3.3)	56.2 (2.8)	72.2 (2.1)	43.7 (2.4)
5th Reg Bde	260	95.0 (1.5)	81.7 (3.0)	91.6 (1.7)	55.3 (4.5)	75.1 (3.8)	65.2 (3.3)	90.7 (1.7)	89.8 (1.7)	92.7 (1.8)	79.5 (3.0)	88.7 (2.5)	86.5 (2.0)	79.9 (3.1)	70.6 (4.6)	63.3 (3.4)	75.2 (3.4)	51.3 (4.9)
6th Reg Bde	240	84.6 (2.8)	76.8 (3.4)	88.6 (2.1)	55.7 (3.4)	75.5 (3.8)	59.6 (3.8)	89.1 (2.5)	85.6 (2.1)	92.0 (1.8)	82.2 (2.7)	86.8 (2.6)	84.6 (2.3)	76.6 (4.6)	67.8 (3.5)	56.9 (4.3)	70.3 (4.3)	51.9 (4.5)
16-17 Years Old	715	91.7 (1.3)	78.9 (1.8)	91.1 (1.1)	59.4 (2.3)	79.2 (1.7)	67.4 (2.1)	87.4 (1.3)	88.1 (1.5)	89.9 (1.4)	77.5 (1.6)	87.1 (1.7)	85.9 (1.3)	80.1 (1.9)	77.3 (2.0)	65.9 (1.9)	74.0 (1.7)	44.2 (2.2)
18-19 Years Old	413	88.9 (1.7)	75.3 (2.2)	86.8 (1.8)	57.3 (3.0)	73.5 (2.7)	59.0 (2.4)	87.0 (2.0)	82.6 (2.1)	87.4 (2.0)	80.4 (2.7)	85.2 (2.9)	83.1 (1.8)	76.2 (2.2)	66.9 (2.9)	53.7 (3.1)	73.2 (2.1)	44.8 (2.5)
20-21 Years Old	234	87.3 (2.2)	79.2 (2.8)	89.9 (2.1)	47.2 (3.7)	76.6 (2.9)	65.1 (4.1)	87.7 (2.2)	86.1 (2.3)	90.8 (2.0)	82.7 (2.4)	87.9 (2.4)	86.5 (2.2)	78.8 (3.1)	60.5 (3.6)	55.2 (3.3)	80.4 (3.2)	54.9 (3.7)
22-24 Years Old	292	79.8 (2.7)	73.2 (2.8)	88.9 (2.1)	38.4 (3.9)	72.7 (3.6)	54.7 (3.8)	86.8 (2.2)	85.5 (2.6)	91.6 (1.9)	81.4 (2.9)	83.2 (2.5)	85.1 (2.5)	76.1 (3.5)	44.9 (3.4)	50.9 (3.0)	68.0 (3.0)	53.9 (3.6)
1966-1967	9,016	87.6 (0.9)	70.8 (1.2)	89.3 (0.8)	52.8 (1.7)	73.0 (1.4)	62.0 (1.4)	87.2 (0.9)	88.7 (1.0)	89.8 (0.9)	80.1 (1.2)	88.9 (1.0)	84.4 (0.9)	78.9 (1.3)	64.4 (1.3)	57.5 (1.3)	73.7 (1.2)	47.8 (1.8)

△ indicates wording for question item(s) was changed significantly. See Appendix 1.

Similar to Last Quarter

- Again this quarter, a majority of youth (80-95%) in all sample groups consider career and self-development opportunities important. The attributes most likely to be valued are having experiences to be proud of, having opportunities for developing potential, maturity, self-confidence, and having opportunities for job variety and career development.
- Those opportunities least likely to be considered important (20-63%) are living in one's own hometown, having a stepping-stone between high school and college, and working part-time.
- Differences among educational groups for two college-related opportunities, earning money for education and having a stepping-stone between high school and college, remain stable.
- College freshmen and sophomores are most likely to value the opportunity to earn money for education ( $p < .05$  for all 3 relevant comparisons). College-oriented high school students are also more likely to value this opportunity than either work-oriented high school students (81.1% vs. 53.6%) ( $Z = +5.43$ ,  $p < .001$ ) or high school graduates not currently enrolled (81.1% vs. 48.7%) ( $Z = +10.16$ ,  $p < .001$ ).
- The value of earning money for school decreases with age as it has for the past two quarters ( $p < .05$  for 2 of the 3 relevant comparisons).
- College-oriented high school students are again more likely than those who are work-oriented to value having a stepping-stone between high school and college (62.5% vs. 49.6%) ( $Z = +2.36$ ,  $p < .04$ ).
- The proportion of PMAS youth in all sample categories who value living in their own hometowns this quarter (47.8%) is very similar to last quarter (48.8%). (This similarity suggests that the significant increases observed from Fall to Winter were attributable to wording changes in this question.)
- Work-oriented high school students and graduates not currently enrolled are more likely than the other education groups to value this opportunity ( $p < .11$  for all 4 relevant comparisons; of these,  $p < .05$  for 3 comparisons).
- The importance of living in one's own hometown tends to increase with age (53.9% for 22- to 24-year olds vs. 44.2% for 16- to 17-year olds) ( $Z = +2.30$ ,  $p < .02$ ).

TABLES 6-4A & 6-4B (continued)

IMPORTANCE OF ATTRIBUTES

Differences from Last Quarter

- The Winter-Spring Change table shows an overall pattern of decreases in importance items from last quarter. Approximately 80% of all changes shown in the table are negative and all of the significant changes are negative. This contrasts with the Fall-Winter comparisons where the majority of changes were positive. The reasons behind these decreases in importance are not clear.
- Greatest drops occurred for opportunities for career development and having an experience to be proud of ( $p < .20$  for 11 of the 17 comparisons for career development; of these,  $p < .05$  for 5 comparisons) ( $p < .20$  for 9 of the 17 comparisons for proud experience; of these,  $p < .05$  for 5 comparisons).
- The greatest number of significant decreases in valued attributes exist for work-oriented high school students ( $p < .20$  for 12 of the 18 comparisons; of these,  $p < .05$  for 8 comparisons).
- A similar negative pattern is shown for 18- to 19-year olds ( $p < .20$  for 10 of the 18 relevant comparisons; of these,  $p < .05$  for 3 comparisons).
- The decreases in importance items for work-oriented high school students (noted above) have several implications for comparisons with college-oriented high school students.
  - In past quarters, the proportions of college- and work-oriented high school students valuing most of these opportunities were very similar. This quarter the work-oriented are less likely than the college-oriented to value the majority of opportunities ( $p < .20$  for 13 of the 18 relevant comparisons; of these,  $p < .05$  for 7 comparisons). For example, this quarter the work-oriented are significantly less likely than the college-oriented to value mental challenge (62.9% vs. 81.2%) ( $Z = -3.81$ ,  $p < .001$ ) and having an experience to be proud of (85.0% vs. 93.4%) ( $Z = -2.74$ ,  $p < .01$ ).
  - Last quarter, work-oriented high school students were more likely than college-oriented students to value service to country and exciting weekends. This quarter, the differences have disappeared because of decreases among the work-oriented.

Table 6-48

Importance of Attitudes

SPRING: MINOR DIFFERENCES IN PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Stop Blun Leader	MS & Col. Skills	Equipment	Civilian Career	Self Confidence	Develop Potential	Mature & Responsible	Skill Training	MI Trained Workers	Money for Ed.	Money for Ed.	Exciting Part Time Live in	Weekends Work	Home town
RECRUITING MARKET: MALES (PMAS + SMS)		-	-2.12	-	-	-2.14	-2.69	-	-	-2.08	-	-	-	-	-	-	-	-
FEMALES (PFAS + SFS)		+	-	-	-	-	-	+	-	-	-	-	-	-	-	-	-	-
TOTAL RECRUITING MARKET		+	-	-	-	-	-2.48	-	-1.99	-	-	-	-	-	-	-	-	+
PMAS: College Freshmen and Sophomores		-	-	-2.74	+	-	-	-	-	-	+	-	-	-	-	-	-	-
M.S. Students (College-Oriented)		+	+	+	-	-	-	-	-	-	+	-	-	+	+	-	-	+
M.S. Students (Work-Oriented)		-2.70	-2.76	-2.07	-	-	-	-2.19	-	-2.74	-2.79	-1.98	-	-	-2.11	-	-	-
M.S. Graduates Not Currently Enrolled		-	-	-	-	-	-	-	-	-	-	+	-	-	-	-	-	-
1st Rctg Bde		+	-	-	-	+	+	-	-	-	-	-	-	-	-	-	-	-
2nd Rctg Bde		-	-	-2.27	-	-	-2.78	-	-2.26	-	-	-	-	-	-	-	-	-
4th Rctg Bde		-	-	-	-	+	-	-	-	-	+	-	-	-	-	-	-	-
5th Rctg Bde		+	+	-	-	-	-	+	-	-	-	+	-	-	-	-	-	-
6th Rctg Bde		-	-	-	+	+	+	-	+	-	-	-	-	-	-	-	-	-
16-17 Years Old		+	-	-	-	+	-	-	-	-	-	-	-	-	-	-	-	-
18-19 Years Old		-	-	-2.70	+	-	-	-2.14	-	-	-	-	-	-2.07	-	-	-	-
20-21 Years Old		-	+	-	-	+	+	-	+	-	-	+	-	-	-	-	-	-
22-24 Years Old		-	-	-	-	-	-	-	-	-	-	+	-	-	-	-	-	-
TOTAL PMAS		-	-	-2.15	-	-	-2.47	-	-	-	-	-	-	-	-	-	-	-

Note: Numbers are z scores for significant upward to quarter differences (i.e., p < 0.05, 2-tail).

Signs indicate the direction of changes that are not statistically significant.

Δ indicates wording for question item(s) was changed significantly. See Appendix 1.

Table 6-5A

Perception: Active Army

PERCENTAGE "ALRIGHT" OR "STRONGLY ALRIGHT" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Blwn MS & Col.	Leader Skills	Mil Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Ml Trained Co Workers	Money for Ed.
RECRUITING MARKET: MALES (PMAS + SMS)	1,770	57.6 (1.2)	70.7 (1.5)	65.0 (1.4)	47.3 (1.3)	71.3 (1.3)	76.6 (1.4)	52.3 (1.3)	71.9 (1.3)	67.0 (1.4)	66.7 (1.3)	73.6 (1.1)	71.7 (1.2)	71.6 (1.4)	72.9 (1.3)
FEMALES (PFAS + SFS)	391	43.0 (3.3)	65.3 (1.8)	75.7 (3.0)	51.3 (3.1)	75.4 (3.1)	74.9 (3.5)	55.2 (3.4)	74.0 (3.0)	73.4 (2.9)	72.4 (3.0)	70.7 (2.5)	79.3 (2.9)	79.0 (3.2)	75.0 (3.1)
DEPT. RECRUITING MARKET	2,162	60.3 (1.6)	68.3 (1.2)	70.7 (1.6)	49.4 (1.7)	73.5 (1.7)	75.6 (1.9)	53.8 (1.9)	73.0 (1.7)	70.5 (1.7)	69.8 (1.8)	70.4 (1.4)	75.7 (1.7)	75.6 (1.8)	74.0 (1.8)
PMAS: College Freshmen and Sophomores	208	49.8 (4.0)	75.9 (4.1)	61.1 (4.2)	30.1 (3.1)	65.8 (3.6)	68.3 (4.2)	42.0 (3.8)	67.6 (3.5)	61.7 (4.1)	55.0 (4.2)	70.3 (3.6)	59.3 (3.8)	62.9 (4.4)	63.6 (3.6)
M.S. Students [College-Oriented]	642	43.1 (2.2)	81.5 (1.6)	74.4 (2.2)	47.0 (2.3)	77.2 (1.8)	78.2 (2.1)	58.0 (2.3)	75.9 (2.1)	71.0 (2.1)	69.2 (2.4)	78.7 (1.7)	75.2 (1.9)	74.1 (2.2)	75.2 (2.0)
M.S. Students (Work-Oriented)	184	74.4 (3.3)	78.5 (3.5)	67.9 (3.8)	59.0 (4.4)	72.6 (4.0)	83.3 (2.9)	67.8 (4.3)	72.1 (4.0)	65.6 (4.3)	69.4 (4.0)	75.1 (4.1)	82.5 (2.9)	81.4 (2.6)	73.4 (3.7)
M.S. Graduates Not Currently Enrolled	492	54.6 (2.2)	79.0 (2.6)	60.2 (2.7)	49.5 (2.8)	70.0 (2.7)	75.8 (2.8)	47.8 (2.8)	69.7 (2.7)	64.8 (2.5)	67.3 (2.5)	72.2 (2.4)	72.3 (2.4)	71.7 (2.4)	73.4 (2.4)
1st Rctg Bde	352	54.4 (2.6)	83.2 (2.3)	64.4 (2.7)	39.5 (3.0)	68.0 (2.8)	76.0 (2.7)	46.3 (3.3)	73.1 (3.1)	62.6 (3.2)	62.3 (2.7)	72.2 (2.8)	70.2 (3.3)	70.8 (2.4)	68.8 (2.7)
2nd Rctg Bde	257	64.6 (3.1)	78.4 (3.3)	70.1 (3.4)	51.5 (3.2)	74.4 (3.3)	79.6 (2.9)	58.3 (4.2)	71.4 (3.9)	68.8 (3.9)	66.2 (3.5)	76.9 (3.6)	76.4 (3.2)	77.2 (2.9)	76.6 (2.5)
4th Rctg Bde	441	54.9 (2.9)	77.4 (2.6)	61.4 (3.3)	44.2 (2.5)	71.9 (2.4)	75.2 (2.5)	49.3 (3.0)	71.0 (3.0)	65.4 (2.8)	64.1 (2.6)	71.9 (2.4)	71.9 (2.5)	67.7 (2.3)	71.7 (2.7)
5th Rctg Bde	249	56.8 (3.9)	81.2 (3.4)	73.2 (3.4)	49.7 (3.5)	76.8 (3.0)	74.5 (3.2)	57.6 (3.7)	76.0 (3.0)	74.0 (3.7)	68.4 (3.8)	79.9 (2.9)	75.4 (3.1)	78.2 (3.2)	75.7 (3.1)
6th Rctg Bde	227	53.5 (3.2)	74.8 (5.6)	62.2 (3.0)	46.9 (3.6)	69.5 (3.7)	73.9 (4.0)	51.5 (3.8)	66.0 (3.5)	67.2 (3.3)	66.6 (4.1)	72.4 (3.9)	65.0 (4.3)	68.8 (4.1)	69.1 (4.0)
16-17 Years Old	713	65.2 (2.0)	81.0 (1.7)	72.4 (2.0)	48.9 (1.8)	76.7 (1.8)	79.9 (1.7)	50.1 (2.2)	77.1 (2.0)	71.3 (2.1)	69.7 (2.1)	76.8 (1.8)	75.3 (1.9)	74.9 (1.8)	74.4 (2.0)
18-19 Years Old	365	54.3 (2.7)	77.6 (2.8)	67.5 (2.5)	43.1 (2.8)	69.4 (2.7)	74.8 (2.2)	52.8 (3.2)	67.0 (3.0)	63.4 (2.8)	63.1 (2.9)	76.1 (2.6)	71.7 (2.8)	72.2 (2.4)	74.3 (2.6)
20-21 Years Old	209	51.1 (4.1)	80.4 (3.6)	65.0 (3.9)	43.5 (4.1)	68.4 (3.7)	71.5 (4.9)	45.1 (4.0)	72.1 (4.1)	67.8 (4.2)	66.7 (3.6)	71.9 (3.6)	68.7 (3.8)	70.1 (4.3)	65.8 (4.4)
22-24 Years Old	239	49.9 (3.3)	77.1 (3.6)	53.5 (4.2)	45.6 (3.9)	69.2 (3.6)	74.0 (3.4)	46.4 (3.9)	67.5 (3.7)	63.9 (3.9)	61.4 (4.3)	69.6 (3.9)	68.1 (3.8)	67.4 (3.7)	70.6 (3.3)
TOTAL PMAS	1,386	56.5 (1.4)	79.1 (1.7)	66.7 (1.4)	45.7 (1.4)	71.7 (1.5)	75.8 (1.5)	51.9 (1.4)	71.5 (1.7)	67.0 (1.4)	65.6 (1.3)	74.8 (1.3)	71.6 (1.4)	71.7 (1.5)	72.8 (1.3)

△ indicates wording for question item(s) was changed significantly. See Appendix 1.

Similar to Last Quarter

- PMAS youth are most likely to agree that the Army provides opportunities for physical challenge (79.1%), for working with high-tech equipment (75.8%), and for becoming more mature and responsible (74.2%).
- PMAS youth are least likely to agree that the Army offers an advantage over going right from high school to college (45.7%), value in civilian career development (51.9%), or a wide variety of opportunities to find an enjoyable job (56.5%).
- Messages targeted to college-oriented high school students under the dual market theory (money for education and mental challenge) do not appear to have differential impact on the perceptions of the two high school groups. Both attributes are equally likely to be perceived by 70-75% of college- and work-oriented high school students. (See below for results supporting the dual market theory for the work-oriented.)
- Across all three quarters, the work-oriented have been the most likely to perceive the Army as offering a stepping-stone between high school and college (for example, this quarter: work-oriented = 59.0% vs. college-oriented = 47.0%) ( $Z = +2.42$ ,  $p < .02$ ).

Different from Last Quarter

- While the overall perceptions of the college- and work-oriented high school groups are still quite similar, the work-oriented are significantly more likely this quarter to perceive the Army as offering job variety (74.4% vs. 63.1%) ( $Z = +2.85$ ,  $p < .01$ ), civilian career development (67.8% vs. 58.0%) ( $Z = +2.01$ ,  $p < .05$ ), and skills training (82.5% vs. 75.2%) ( $Z = +2.10$ ,  $p < .04$ ). These perceptions are in line with dual market theory predictions. (This quarter's differences between groups are similar to the findings for Fall quarter and different from Winter quarter's convergent trend.)

TABLES 6-5A & 6-5B (continued)

PERCEPTIONS - ACTIVE ARMY

- Youth in the Recruiting Market this quarter are clearly less likely to perceive the Army as offering money for education than last. This negative pattern is not surprising because money for education was not one of this quarter's main advertising messages. (However, caution should be used in interpreting this change because of the wording change to the question this quarter. See Appendix E.)
- This overall pattern is clearly shown in the significant decreases observed for Recruiting Market males (72.9% vs. 78.4%) ( $Z = -2.79$ ,  $p < .01$ ), college freshmen and sophomores (63.6% - 80.7%) ( $Z = -3.43$ ,  $p < .01$ ), and youth in the 2nd Recruiting Brigade (Southeast) (76.6% vs. 86.7%) ( $Z = -2.63$ ,  $p < .01$ ), and the 4th Recruiting Brigade (Midwest) (71.7% vs. 81.0%) ( $Z = -2.78$ ,  $p < .01$ ). PMAS totals also show significantly lower perceptions this quarter.



Table 6-5B

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Bnms MS & Col.	Leader Skills	Mil Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mil Trained Co Workers	Money for Ed.
RECRUITING MARKET: MALES (PMAS + SMS)		-	-	-	-	+	-	-	+	-	+	-	-	-	-2.79
FEMALES (PIAS + SFS)		+	+2.23	+	-	+	-	-2.07	+	+	+	-	-	+	-
TOTAL RECRUITMENT MARKET		+	+	+	-	+	-	-2.23	+	-	+	-	-	+	-2.86
PMAS: College Freshmen and Sophomores		-	-	+	-	-	+	+	+	+	-	+	-	-	-3.43
U.S. Students (College Oriented)		-	-	+	-	+	-	-	+	-	+	-	-	+	-
U.S. Students (Work Oriented)		+	+	-	-	+	+	+	-	-2.06	-	-	+	+	-
U.S. Graduates Not Currently Enrolled		+	+	-	+	+	-	-	+	+	+	-	-	-	-
1st Rctg Bde		+	+	+	-	-	+	-	+	-	+	-	-	-	-
2nd Rctg Bde		+	-	-	-	+	-	+	-	-	-	-	-	+	-2.63
4th Rctg Bde		-	-	-	+	+	+	+	+	+	+	-	+	+	-2.78
5th Rctg Bde	-2.03	-	+	+	-	-	-	-	+	-	-	+	-	-	-
6th Rctg Bde		+	+	+2.04	+	+	-	+	+	+	+2.29	+	-	+	+
16-17 Years Old		-	-	+	+	+	-	+	+	+	+	-	-	+	-
18-19 Years Old		-	-	-	-	-	-	+	-	-	-	-	-	-	-
20-21 Years Old		-	+	+	-	+	-	-	+	+	+2.12	+	+	+	-
22-24 Years Old		+	+	-	-	+	-	+	-	-	-	-	-	-	-
TOTAL PMAS		-	-	+	-	+	-	+	+	-	+	-	-	-	-3.12

Note: Numbers are z scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ; 2 d.f.).

Signs indicate the direction of changes that are not statistically significant.

Δ indicates wording for question item(s) was changed significantly. See Appendix I.

April, May, June 1987

Table 6-6A

Perceptions - Army Reserve

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	# Trained Co Workers	Money for Ed.	Exciting Weekends	Part Time Work	Live in Hometown
MALES (PMAS + SMS)	271	43.8 (4.0)	56.2 (3.5)	58.8 (4.0)	54.9 (4.0)	55.8 (4.8)	58.6 (3.9)	54.2 (3.9)	61.6 (4.1)	63.6 (3.6)	65.2 (3.8)	64.6 (3.9)	38.0 (3.8)	59.7 (3.5)	67.2 (3.5)
FEMALES (PFAS + SFIS)	50	56.9 (9.5)	64.6 (9.9)	69.1 (7.9)	57.4 (8.8)	72.4 (7.8)	64.5 (9.6)	71.4 (7.5)	79.8 (7.2)	73.9 (7.4)	69.8 (8.4)	73.4 (8.3)	39.1 (9.0)	51.8 (10.8)	51.8 (9.9)
TOTAL RECRUITING MARKET	321	49.9 (5.2)	60.1 (5.2)	63.6 (4.4)	56.1 (4.7)	63.6 (4.7)	61.4 (4.7)	62.3 (3.9)	70.1 (4.2)	68.4 (3.6)	67.3 (3.7)	68.7 (4.7)	38.5 (4.5)	56.0 (5.5)	60.0 (5.6)
TOTAL PMAS	246	44.1 (4.2)	54.8 (4.2)	58.2 (4.2)	56.0 (4.6)	54.2 (4.9)	58.9 (4.5)	53.5 (4.2)	60.5 (4.4)	63.9 (4.0)	63.6 (4.1)	62.9 (4.4)	37.1 (3.8)	58.8 (4.1)	66.0 (4.1)

△ Indicates wording for question item(s) was changed significantly. See Appendix E.

### Similar to Last Quarter

- o The strength of the Army Reserve brand image continues to be moderate. Agreement with statements about the Army Reserve by PMAS youth ranges from approximately 35% to 65%.
- o PMAS youth continue to agree least with the statements that the Army Reserve offers interesting and exciting weekends (37.1%) and job variety (44.1%).

### Different from Last Quarter

- In contrast to last quarter's pattern of decreases in agreement with Army Reserve attribute statements, no clear change pattern emerges this quarter.
- Males in the Recruiting Market show significant increases in their perception of the Army Reserve's value in civilian career development (54.9% vs. 41.0%) ( $Z = +2.22$ ,  $p < .03$ ). The same is true for PMAS (56.0% vs. 37.5%) ( $Z = +2.88$ ,  $p < .01$ ). However, there are no other significant changes.
- Shifts occurred this quarter in the predominant perceptions of the Army Reserve among PMAS youth.
- PMAS youth are most likely to agree that the Army Reserve offers opportunities to serve America while living in one's own hometown (66.0%), to gain training in useful skill areas (63.9%), and to work with highly trained co-workers (63.6%).
- Of last quarter's predominant perceptions, there is a tendency among the PMAS to be less likely to agree that the Reserve provides opportunities for becoming more mature and responsible (60.5% vs. 70.5%) ( $Z = -1.66$ ,  $p < .12$ ).

School Year 86/87: Winter, Spring

Table 6-68

Perceptions: Army Reserve

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mi-Trained Co-Workers	Money for Ed.	Exciting Part Time Work	Live in Hometown
MALES (PMAS + SMS)		-	-	-	+2.22	-	+	+	-	+	+	-	-	+
FEMALES (PMAS + SMS)		-	-	+	-	+	+	+	+	-	+	-	+	+
TOTAL RECRUITING MARKET		-	-	+	+	+	+	+	+	-	+	-	-	+
TOTAL PMAS		-	+	-	+2.88	-	+	+	-	+	+	-	-	+

Note: Numbers are z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

April, May, June 1987

Table 6-7A

Perceptions Army National Guard

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi-Trained Co-Workers	Money for Ed.	Exciting Weekends	Part-Time Work	Live in Hometown
MALES (PMAS + SMS)	273	56.0 (4.2)	62.9 (4.7)	66.2 (4.5)	53.0 (4.2)	64.0 (4.5)	59.0 (4.9)	56.3 (5.3)	68.0 (3.9)	58.0 (4.7)	64.7 (4.2)	64.9 (4.7)	48.4 (5.4)	60.6 (4.5)	61.2 (5.0)
FEMALES (PFAS + SFS)	67	54.9 (8.5)	73.5 (7.8)	66.0 (8.1)	51.5 (8.9)	70.7 (7.2)	63.3 (9.5)	65.3 (8.3)	75.3 (8.3)	73.4 (7.7)	78.8 (7.5)	64.3 (8.4)	41.0 (10.2)	62.9 (7.9)	57.0 (8.7)
TOTAL RECRUITING MARKET	340	56.5 (4.9)	69.2 (5.8)	66.1 (4.8)	52.1 (5.2)	68.0 (4.7)	61.6 (5.5)	61.7 (5.2)	72.4 (5.4)	67.1 (4.7)	73.1 (4.8)	64.5 (5.0)	44.0 (6.6)	62.0 (4.5)	58.7 (5.4)
TOTAL PMAS	248	61.2 (4.3)	62.8 (4.3)	66.1 (4.6)	55.0 (3.9)	67.3 (4.8)	59.4 (4.5)	56.5 (5.2)	73.9 (3.7)	57.7 (5.0)	63.6 (4.2)	62.7 (4.5)	49.2 (5.7)	65.4 (4.4)	66.8 (4.2)

△ indicates wording for question item(s) was changed significantly. See Appendix E.

### Similar to Last Quarter

- The strength of the Army National Guard brand image continues to be moderate. Agreement with statements about the Army National Guard by PMAS youth ranges from approximately 50% to 70%.
- For PMAS youth, the predominant perceptions are that the National Guard provides opportunities for becoming more mature and responsible (73.9%), for gaining self-confidence (67.3%), and for serving America while living at home (66.8%).
- PMAS youth are once again least likely to agree that the National Guard provides interesting and exciting weekends (49.2%). However, the percentage of PMAS youth agreeing with this statement has increased significantly from last quarter (49.2% vs. 33.2%) ( $Z = +2.05$ ,  $p < .05$ ).

### Different from Last Quarter

- The downward shift in males' perceptions of the Army National Guard reported last quarter did not continue this quarter. Rather, significant increases occur in perceptions by youth in the PMAS that the Guard provides job variety (61.2% vs. 38.7%) ( $Z = +3.68$ ,  $p < .01$ ), value in civilian career development (55.0% vs. 38.6%) ( $Z = +2.32$ ,  $p < .03$ ), and interesting and exciting weekends (49.2% vs. 33.2%) ( $Z = +2.05$ ,  $p < .05$ ).

- Among youth in the Recruiting Market, there are no longer any significant sex differences in National Guard perceptions.

School Year 86/87 - Winter, Spring

Table 6-7b

SPRING - YOUTH DIFFERENCES IN PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS

SAMPLE GROUPS	N	Perceptions Army National Guard									
		Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Military Trained Co-Workers
MALES (PMAS + SMS)		+2.78	+	+	+2.02	+	+	+	-	-	+
FEMALES (PMAS + SMS)		+	+	-	-	-	-	+	-	-	-
TOTAL RECRUITING MARKET		+	+	-	-	+	-	+	-	-	+
TOTAL PMAS		+3.68	+	+	+2.32	+	+	+	+	-	+

Note: Numbers are z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  a.e.)  
Signs indicate the direction of changes that are not statistically significant.

△ indicates wording for question item(s) was changed significantly. See Appendix E.

Table 6-8A

Perceptions and Importance Army ROTC

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
 (Standard Error)

SAMPLE GROUPS	N1	ROTC PERCEPTIONS						N2	ROTC IMPORTANCE					
		Leader/Mgmt Training	Self Confidence	Officer's Elective Commission	Officer's Job Variety	Officer's Proud Experience	Officer's Use College Skills		Use Own Judgment	Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment
ROTC MALE SAMPLE: College Juniors and Seniors	171	65.0 (3.6)	57.7 (4.9)	66.2 (5.4)	75.8 (3.8)	50.4 (4.8)	71.0 (5.5)	54.0 (4.4)	63.8 (4.3)	74.6 (3.3)	85.4 (2.8)	86.9 (3.3)	87.0 (2.0)	90.2 (3.0)
College Freshmen and Sophomores	130	58.5 (6.0)	65.9 (5.0)	64.5 (4.9)	60.9 (6.0)	60.6 (5.6)	68.8 (4.4)	60.0 (5.5)	62.5 (5.3)	77.8 (3.0)	82.4 (2.7)	88.3 (2.2)	83.3 (2.6)	87.1 (2.4)
U.S. Students (College-Oriented)	327	63.0 (3.3)	74.4 (2.3)	69.7 (2.8)	64.5 (2.8)	65.4 (2.9)	81.0 (2.2)	69.9 (2.5)	69.6 (2.5)	80.5 (1.8)	87.3 (1.4)	93.9 (1.0)	93.4 (1.0)	91.6 (1.2)
1st ROTC Region	185	58.5 (5.1)	61.9 (4.5)	68.2 (3.7)	69.9 (4.2)	54.7 (4.1)	69.7 (4.3)	59.1 (4.7)	58.7 (5.2)	78.1 (2.1)	85.0 (1.8)	92.0 (1.6)	88.1 (1.9)	91.5 (1.6)
2nd ROTC Region	177	65.8 (4.4)	69.7 (4.4)	68.5 (4.3)	66.1 (4.3)	58.8 (4.6)	73.7 (4.0)	58.7 (4.9)	63.8 (4.8)	80.5 (2.4)	85.1 (2.2)	90.7 (1.6)	89.1 (2.0)	89.8 (1.8)
3rd ROTC Region	123	66.0 (5.7)	64.6 (6.1)	65.4 (5.5)	69.1 (6.6)	69.4 (6.2)	74.3 (5.3)	72.4 (5.9)	77.2 (5.4)	81.7 (3.4)	86.4 (2.3)	91.9 (2.4)	90.9 (1.6)	90.6 (2.4)
4th ROTC Region	143	59.5 (5.3)	68.0 (4.4)	64.4 (6.2)	62.8 (5.0)	53.0 (5.5)	76.9 (4.0)	55.3 (5.6)	63.1 (4.9)	72.6 (4.4)	85.1 (3.1)	86.4 (3.7)	87.2 (2.7)	87.4 (3.4)
16-17 Years Old	277	63.8 (3.1)	72.4 (3.0)	70.1 (3.5)	65.8 (3.2)	66.6 (3.3)	79.1 (2.4)	69.9 (2.9)	69.8 (2.9)	80.2 (2.0)	88.2 (1.6)	93.4 (1.2)	92.2 (1.2)	91.3 (1.3)
18-19 Years Old	148	65.4 (4.4)	70.0 (4.8)	69.1 (4.1)	64.6 (4.7)	59.0 (3.9)	75.2 (4.6)	58.7 (4.0)	67.8 (4.2)	76.8 (2.7)	82.1 (2.4)	90.2 (2.0)	87.4 (2.1)	88.6 (2.4)
20-21 Years Old	120	62.5 (6.6)	61.3 (4.8)	62.9 (5.6)	70.4 (5.3)	58.5 (6.8)	65.7 (5.7)	61.4 (6.8)	59.9 (7.3)	79.8 (3.2)	85.8 (2.4)	89.5 (2.5)	86.2 (3.0)	91.6 (3.1)
22-24 Years Old	83	55.5 (5.7)	57.8 (5.5)	64.2 (7.1)	67.8 (7.3)	48.1 (6.1)	73.5 (5.2)	52.4 (6.5)	62.6 (7.0)	73.9 (4.9)	83.7 (3.5)	85.5 (4.7)	86.6 (3.4)	87.0 (4.2)
TOTAL ROTC MALE SAMPLE	628	62.2 (2.5)	68.8 (2.1)	64.7 (2.6)	67.1 (2.7)	58.4 (2.7)	73.4 (2.3)	61.1 (2.8)	65.2 (2.7)	78.1 (1.6)	85.4 (1.3)	90.3 (1.2)	88.7 (0.9)	89.9 (1.2)
TOTAL ROTC FEMALE SAMPLE	127	64.9 (6.8)	79.3 (4.5)	67.2 (4.6)	61.1 (4.9)	49.1 (4.8)	76.6 (4.4)	71.3 (4.9)	65.1 (4.2)	78.2 (4.0)	94.4 (1.7)	94.8 (1.7)	88.4 (3.8)	91.0 (3.7)
TOTAL ROTC SAMPLE (MALES + FEMALES)	755	63.5 (3.8)	70.4 (2.3)	67.0 (2.8)	64.2 (2.5)	63.7 (2.7)	74.9 (2.4)	66.1 (2.7)	65.1 (2.5)	78.2 (2.4)	90.2 (1.2)	92.6 (1.1)	88.5 (2.0)	90.5 (2.3)
TOTAL PWAS	487	54.3 (4.8)	66.7 (3.5)	64.6 (4.8)	65.5 (3.9)	59.4 (4.2)	72.9 (3.6)	64.5 (3.9)	65.2 (4.2)	75.8 (1.4)	85.7 (1.0)	87.6 (0.9)	89.3 (0.8)	89.3 (1.0)

△ Note: ROTC Regions have been redefined since Winter quarter. Calculations for this table are based on regions as currently defined. See Appendix B.

Similar to Last QuarterPerceptions

- Brand image of the Army ROTC continues to be moderately strong. Agreement with statements about attributes of the Army ROTC for males in the ROTC Sample ranges from approximately 55% to 75%.
- Among males in the officer market, there is highest agreement with the statement that the ROTC offers an experience to be proud of (73.4%). There is least agreement with statements that the Army ROTC offers job variety (58.6%), opportunities to use college-acquired skills (61.1%) and leadership and management training (62.2%).
- College-oriented high school students and 16- to 17-year olds are more likely than better educated and older youth to agree that the Army ROTC offers a wide variety of job opportunities, an experience to be proud of, and the opportunities to gain self-confidence and use college-acquired skills ( $p < .20$  for 11 of the 23 relevant comparisons; of these,  $p < .05$  for 8 comparisons). In other words, as age and education levels increase, agreement with these attributes statements decreases.
- The ROTC brand image is strongest for males in 3rd ROTC Region. Agreement with ROTC attribute statements is especially likely for job variety, use of college-acquired skills, and the opportunity to use one's own judgment ( $p < .20$  for all relevant comparisons; of these,  $p < .05$  for 4 comparisons).
- The ROTC Male Sample does not differ significantly from the PMAS in perceptions of the Army ROTC.
- Knowledge among youth in the ROTC Sample that Army ROTC courses can be taken as college electives and that the ROTC offers an officer's commission is similar to that reported last quarter. Since ROTC advertised only during the Fall quarter, it is not surprising that the Spring and Winter knowledge levels are low relative to those reported for Fall quarter.

Importance

- All the opportunities relevant to the ROTC are likely to be considered important by youth in the ROTC Male Sample.
- Opportunities for using one's own judgment (89.9%), having a wide variety of job choices (90.3%), gaining self-confidence (85.4%), and having an experience to be proud of (88.7%) are highly valued.
- The leadership and management training opportunity is least likely to be considered important by males in the ROTC Sample (78.1%).
- A similar pattern is evident for all educational and age groups as well as for both sexes.

- Last quarter the likelihood of valuing opportunities to develop leadership skills and self-confidence decreased among most ROTC Sample groups. This quarter's percentages are similar to last.

Comparison of Perceptions and Importance Items

- In all cases, opportunities are more likely to be valued by youth than to be perceived as available in the ROTC.
- In particular, there are large discrepancies between perceptions and importance for job variety, use of one's own judgment, and leadership and management training. The gap between the importance of developing leadership skills and the perception of the ROTC as offering leadership and management training, however, narrowed this quarter.

Different from Last Quarter

Importance

- Having an experience to be proud of is less likely to be considered important this quarter by college freshman and sophomores (83.3% vs 92.3%) ( $Z = -2.74$ ,  $p < .01$ ), youth in the 3rd ROTC Region (90.9% vs 97.2%) ( $Z = -2.12$ ,  $p < .05$ ), and 18- to 19-year olds (87.4% vs 93.5%) ( $Z = -2.38$ ,  $p < .04$ ). The totals for both the ROTC Sample and PMAS are also significantly lower [Total ROTC Sample: 88.5% vs 93.2% ( $Z = -2.12$ ,  $p < .05$ ); PMAS: 89.3% vs 91.7% ( $Z = -2.15$ ,  $p < .05$ )].
- This quarter, college-oriented high school students are more likely than college students to value job variety and having an experience to be proud of ( $p < .05$  for all 4 relevant comparisons). They also tend to be more likely than college freshmen and sophomores to value the opportunities to use their own judgment and to develop self-confidence ( $p < .10$  for both comparisons).



Table 6-88

SPRING WINTER DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS  
PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

SAMPLE GROUPS	M1	ROTC PERCEPTIONS					ROTC IMPORTANCE				
		Leader/Mgmt Training	Self Confidence	College Elective Commission	Officer's	Officer Benefits	Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment
ROTC MALE SAMPLE: College Juniors and Seniors		+	-	+	+	+	+	+	-1.96	+	-
College Freshmen and Sophomores		+	+	-	-	+	+	-	-	-2.74	-2.21
M.S. Students (College Oriented)		-	-	-	-	-	+	-	+	+	+
1st ROTC Region		+	-	+	+	+	+	+	+	-	+
2nd ROTC Region		+	+	+	+	+	+	-	-	+	-
3rd ROTC Region		+	-2.23	+	-	+	-	-	+	-2.12	-
4th ROTC Region		+	-	-	-	+	-	+	-	-	-
16-17 Years Old		+	-	+	-	+	+	-	+	+	-
18-19 Years Old		+	-	+	+	-	-	-	-	-2.38	-
20-21 Years Old		+	-	-	-	+	+	-	-	-	+
22-24 Years Old		+	-	+	+	-	-	+	-	-	-
TOTAL ROTC MALE SAMPLE		+	-	+	+	+	+	-	-	-	-
TOTAL ROTC FEMALE SAMPLE		+	-	-	-	-	-	+	+	-	-
TOTAL ROTC SAMPLE (MALES + FEMALES)		+	-	-	-	-	-	+	+	-2.12	-
TOTAL PHAS		+	+	+	+	+	-	-	-	-2.15	-2.24

Note: Numbers are z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

△ ROTC Regions have been redefined since Winter quarter. Calculations of quarter-to-quarter changes are based on regions as currently defined. See Appendix B.

Table 6-9A

Behavior

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
(Standard Error)

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Δ Taken ASVAB	Visited Army Recruiting Station	Toll Free Call Sent for Gift
RECRUITING MARKET: MALES (PMAS + SMS)	1,858	22.8 (1.0)	11.7 (0.8)	6.3 (0.6)	5.1 (0.5)	3.7 (0.4)
FEMALES (PEAS + SFS)	409	10.9 (2.0)	4.2 (1.3)	3.1 (1.0)	2.7 (0.9)	2.4 (1.0)
TOTAL RECRUITING MARKET	2,267	16.5 (1.1)	7.7 (0.8)	4.6 (0.6)	3.8 (0.5)	3.0 (0.6)
PMAS:						
College Freshmen and Sophomores	296	25.6 (2.7)	17.1 (2.6)	4.6 (1.5)	5.9 (1.6)	1.9 (0.7)
M.S. Students (College-Oriented)	642	32.5 (1.9)	16.6 (1.7)	11.3 (1.3)	6.4 (1.0)	6.3 (1.0)
M.S. Students (Work-Oriented)	184	31.8 (3.6)	12.2 (2.6)	5.8 (1.7)	4.9 (1.7)	6.8 (2.5)
M.S. Graduates Not Currently Enrolled	492	11.9 (2.0)	6.3 (1.2)	4.2 (1.0)	4.4 (1.0)	2.9 (0.8)
1st Rctg Bde	374	22.9 (2.2)	12.6 (2.2)	5.3 (1.2)	2.8 (0.8)	4.5 (1.3)
2nd Rctg Bde	271	25.7 (2.4)	13.4 (2.0)	6.3 (1.5)	8.2 (1.6)	4.6 (1.0)
4th Rctg Bde	469	19.2 (2.0)	10.7 (1.3)	5.3 (1.0)	4.8 (0.9)	3.1 (1.0)
5th Rctg Bde	260	25.3 (3.5)	14.5 (2.5)	11.0 (2.5)	7.0 (1.9)	6.3 (2.3)
6th Rctg Bde	240	25.0 (3.0)	11.8 (2.1)	7.0 (1.5)	5.7 (1.3)	2.6 (0.9)
16-17 Years Old	715	32.0 (1.8)	14.5 (1.4)	10.7 (1.2)	6.7 (0.9)	5.8 (1.0)
18-19 Years Old	413	32.3 (2.5)	20.1 (2.1)	8.4 (1.5)	8.2 (1.5)	5.0 (1.2)
20-21 Years Old	234	15.3 (2.6)	9.3 (2.1)	2.9 (1.3)	4.2 (1.6)	2.1 (0.9)
22-24 Years Old	252	5.6 (1.7)	2.6 (1.2)	1.8 (1.1)	1.0 (0.6)	2.2 (1.3)
TOTAL PMAS	1,614	23.3 (1.1)	12.4 (0.9)	6.7 (0.6)	5.4 (0.6)	4.1 (0.5)

Δ indicates wording for question item(s) was changed significantly. See Appendix E.

Similar to Last Quarter

- The most common enlistment-related action by PMAS youth is talking to someone about joining the Army (23.3%). Talking to a recruiter is about half as likely (12.4%). These proportions are almost identical to those reported last quarter.
- All of the enlistment-related activities (except making a call or sending for a gift) are again more likely to be reported by males than females ( $p < .05$  for all 4 relevant comparisons) and by younger PMAS youth ( $p < .05$  for all comparisons of 16- to 17-year olds with 22- to 24-year olds).
- Again this quarter, high school students tend to be more likely than youth in the other educational groups to talk to someone about enlisting in the Army ( $p < .20$  for all 4 comparisons; of these,  $p < .05$  for 3 comparisons), to talk to an Army Recruiter ( $p < .20$  for 3 of the 4 relevant comparisons; of these,  $p < .05$  for 2 comparisons) and to call or send for a gift ( $p < .20$  for all 4 comparisons; of these,  $p < .05$  for 2 comparisons).

Different from Last Quarter

- Activity levels are down substantially this quarter in the PMAS for taking a written test (6.7% vs. 12.3%) ( $Z = -5.36$ ,  $p < .01$ ), visiting a recruiting station (5.4% vs. 7.9%) ( $Z = -2.76$ ,  $p < .02$ ), and sending for a gift or making a telephone call (4.1% vs. 6.0%) ( $Z = -2.15$ ,  $p < .05$ ). This pattern reverses the upward trend reported last quarter.

Table 6-98

Behavior

SPRING - WINTER DIFFERENCES IN  
PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	$\Delta$ ASVAB	Visited Army Recruiting Station	Toll-free Call Sent for Gift
RECRUITING MARKET: MALES (PMAS + SMS)		-	-	-5.18	-2.98	-2.28
FEMALES (PFAS + SFS)		+	+	-	-	+
TOTAL RECRUITING MARKET		-	-	-3.42	-2.17	-
PMAS: College Freshmen and Sophomores		+	+1.97	-	-	-2.42
M.S. Students (College-Oriented)		-	+	-3.44	-	-
M.S. Students (Work-Oriented)		-	-	-	-	-
M.S. Graduates Not Currently Enrolled		-	-	-2.43	-	+
1st Rctg Bde		+	+	-	-2.73	-
2nd Rctg Bde		+	+	-2.59	+	+
4th Rctg Bde		-	-	-3.38	-2.23	-
5th Rctg Bde		+	+	-	-	-
6th Rctg Bde		-	-	-2.21	-	-
16-17 Years Old		-	-	-	-	-
18-19 Years Old		+	+	-3.38	-	-2.00
20-21 Years Old		-	-	-3.36	-	-
22-24 Years Old		-1.97	-	-2.23	-	-
TOTAL PMAS		-	-	-5.36	-2.76	-2.15

Note: Numbers are z scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 6-10A

Knowledge/Recall Unaided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			Other Military Branches			JRAP	NOME
		ACTIVE	ROTC	ARMG	USAR	USAF	NAVY	USMC	
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,858	83.4 (1.1)	1.6 (0.3)	12.1 (0.9)	8.8 (0.7)	64.4 (1.3)	60.0 (1.4)	65.3 (1.2)	6.0 (0.7)
FEMALES (PFAS + SFS)	409	78.9 (2.8)	2.1 (0.7)	5.7 (1.2)	6.4 (1.7)	59.3 (3.1)	54.7 (3.0)	51.3 (3.2)	2.7 (0.9)
TOTAL RECRUITING MARKET	2,267	81.0 (1.6)	1.9 (0.4)	8.7 (0.8)	7.5 (1.0)	61.7 (1.8)	57.2 (1.8)	57.8 (2.0)	4.3 (0.5)
PMAS:									
College Freshmen and Sophomores	296	84.5 (2.3)	1.8 (0.8)	12.5 (2.4)	11.5 (2.1)	73.8 (2.8)	65.4 (3.2)	73.2 (3.1)	7.6 (1.7)
H.S. Students (College-Oriented)	642	85.7 (1.8)	2.4 (0.7)	11.8 (1.5)	8.9 (1.2)	66.8 (2.1)	61.8 (2.5)	63.5 (2.4)	5.4 (1.0)
H.S. Students (Work-Oriented)	184	79.4 (3.2)	1.4 (0.8)	7.4 (1.7)	6.8 (2.3)	61.4 (3.9)	57.9 (4.4)	57.6 (3.5)	4.5 (1.9)
H.S. Graduates Not Currently Enrolled	492	84.2 (2.1)	1.4 (0.6)	11.9 (1.7)	8.3 (1.5)	62.7 (2.4)	59.0 (2.5)	64.5 (2.2)	5.5 (1.2)
1st Rctg Bde	374	83.4 (2.3)	1.6 (0.6)	11.3 (1.9)	7.3 (1.7)	66.5 (2.6)	65.1 (2.5)	67.7 (2.9)	6.2 (1.3)
2nd Rctg Bde	271	86.1 (2.5)	2.0 (1.1)	13.2 (2.2)	10.0 (1.9)	63.5 (4.0)	60.0 (3.9)	61.8 (3.4)	4.9 (1.7)
4th Rctg Bde	469	85.7 (1.9)	2.6 (0.7)	9.4 (1.3)	10.2 (1.1)	70.4 (2.2)	60.3 (2.4)	64.6 (2.5)	5.8 (1.5)
5th Rctg Bde	260	80.5 (2.4)	0.7 (0.5)	12.3 (2.4)	9.3 (2.0)	67.8 (3.2)	57.4 (3.1)	66.4 (3.1)	4.4 (1.4)
6th Rctg Bde	240	85.2 (2.9)	1.7 (0.9)	12.8 (3.5)	8.5 (2.8)	61.4 (3.2)	61.6 (3.1)	65.8 (3.1)	7.4 (2.0)
16-17 Years Old	715	85.3 (1.5)	2.8 (0.7)	12.3 (1.3)	8.9 (1.3)	66.2 (1.8)	60.3 (2.2)	61.7 (2.2)	5.8 (1.0)
18-19 Years Old	413	86.3 (1.7)	1.3 (0.6)	9.6 (1.6)	9.9 (1.5)	70.5 (2.3)	64.9 (2.9)	67.4 (2.8)	5.1 (1.3)
20-21 Years Old	234	84.4 (3.4)	1.0 (0.6)	12.9 (2.8)	8.1 (2.9)	69.8 (3.7)	65.3 (3.9)	76.6 (3.1)	5.9 (1.6)
22-24 Years Old	252	80.2 (3.2)	1.5 (0.9)	11.8 (2.4)	8.9 (1.6)	58.2 (3.7)	54.4 (3.5)	59.0 (3.1)	6.6 (1.8)
TOTAL PMAS	1,614	84.3 (1.0)	1.8 (0.3)	11.6 (0.9)	9.0 (0.8)	66.2 (1.2)	61.2 (1.3)	65.4 (1.2)	5.8 (0.7)

Similar to Last Quarter

- Unaided recall of Army advertising remains the highest of all services for all sample groups.
- In the PMAS, for example, 84.3% recall seeing or hearing Army ads compared with 66.2% for the Air Force, 65.4% for the Marine Corps, and 61.2% for Navy.
- Very few youth (5.8%) recall joint recruiting advertising without aid.
- Unaided recall of advertising continues to be lower for females as opposed to males for the Marine Corps (51.3% vs. 65.3%) ( $Z = -4.10$ ,  $p < .01$ ) and Coast Guard (3.5% vs. 13.4%) ( $Z = -6.04$ ,  $p < .01$ ). Unaided recall of Army advertising is similar for both. (This quarter, nonsignificant increases in unaided recall among females eliminated the previously reported sex differences in recall of Air Force and Navy ads.)
- Unaided recall is lower for advertising by the Army's components than for the active Army ads.
- Of PMAS youth, 11.6% recall Army National Guard advertising without aid, compared with 9.0% for the Army Reserve ads, and only 1.8% for Army ROTC.
- Levels of unaided recall of advertising for both the active Army and the Army ROTC were relatively stable across quarters.
- Again this quarter, there are very few differences among educational, age, or regional groups in unaided recall.

Different from Last Quarter

- Unaided recall of advertising for the Army Reserve and Army National Guard decreased this quarter among PMAS youth.
- The drop in unaided recall of Army Reserve ads was mostly due to high school graduates who are not currently enrolled in school (8.3% vs. 14.1%) ( $Z = -2.51$ ,  $p < .02$ ) and youth in the 1st Recruiting Brigade (Northeast) (7.3% vs. 15.8%) ( $Z = -3.13$ ,  $p < .01$ ).
- The significant decline in recall of National Guard was mostly due to work-oriented high school students (7.4% vs. 17.2%) ( $Z = -2.27$ ,  $p < .03$ ) and youth in the 4th Recruiting Brigade (Midwest) (9.4% vs. 15.6%) ( $Z = -2.40$ ,  $p < .03$ ).

Table 6-108

School Year 86/87 - Winter, Spring

SPRING WINTER DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	N	ACTIVE	ARMY COMPONENTS ROTC ARNG	USAR	USAF	NAVY	USMC	USCG	JRAP	NONE
RECRUITING MARKET: MALES (PHAS + SMS)		+	+	-	-2.62	+	-	+	-	+
FEMALES (PHAS + SFS)		-	+	-	-	+	-	-	-2.51	+
TOTAL RECRUITING MARKET		-	+	-	-	+	-	-	-3.41	+
PHAS: College Freshmen and Sophomores		+	+	+	-	+	+	-	+	-
H.S. Students (College-Oriented)		+	+	-	-	-	-2.15	-2.89	-	+
H.S. Students (Work-Oriented)		-	+	-2.27	-	-	-	+	+	+
H.S. Graduates Not Currently Enrolled		+	-	-2.51	+	+	+	-	-2.41	-
1st Rctg Bde		-	+	-3.13	-	-	-	+	+	-
2nd Rctg Bde		+	-	+	-	-	-	+	-	-
4th Rctg Bde		-	+2.15	-2.40	-	+	+	-	-	+
5th Rctg Bde		+	-	-	-	+	-	-	-	+
6th Rctg Bde		+	-	+	-	-	+	+	-	-
16-17 Years Old		+	+2.30	-	-	-	-2.68	-1.18	+	+
18-19 Years Old		+	+	-	-	+	-	-	-	-
20-21 Years Old		+	-	+	-	+	+	+2.75	-	-
22-24 Years Old		-	-	-	-	-	-	-	-	+
TOTAL PHAS		+	+	-2.10	-3.07	+	-	+	-	+

Note: Numbers are z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 6-11A

Knowledge/Recall Unaided plus Aided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			USAR	Other Military Branches			JRAP
		ACTIVE	ROTC	ARMC		USAF	NAVY	USMC	
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,858	93.5 (0.6)	44.7 (1.4)	65.2 (1.1)	71.8 (1.3)	86.9 (1.0)	82.4 (1.1)	85.3 (0.8)	51.8 (1.6)
FEMALES (PFAS + SFS)	409	91.3 (2.4)	51.0 (3.2)	60.0 (3.3)	69.1 (2.9)	86.1 (1.7)	76.7 (2.4)	77.2 (2.5)	43.3 (3.0)
TOTAL RECRUITING MARKET	2,267	92.3 (1.3)	48.0 (1.8)	62.4 (1.9)	70.3 (1.7)	86.5 (1.0)	79.4 (1.4)	81.0 (1.4)	47.2 (1.8)
PMAS:									
College Freshmen and Sophomores	296	92.3 (1.8)	56.3 (3.4)	60.7 (2.7)	74.9 (2.9)	88.2 (2.2)	85.4 (2.2)	90.5 (1.9)	51.6 (3.4)
H.S. Students (College-Oriented)	642	95.7 (0.8)	44.3 (2.1)	66.9 (2.1)	73.6 (1.9)	87.8 (1.5)	84.8 (1.4)	81.6 (1.7)	53.7 (2.4)
H.S. Students (Work-Oriented)	184	90.8 (2.0)	37.1 (3.7)	55.9 (5.3)	66.7 (5.2)	83.7 (2.8)	78.2 (3.2)	78.9 (3.0)	49.3 (4.8)
H.S. Graduates Not Currently Enrolled	492	94.1 (1.3)	43.1 (3.1)	66.2 (2.0)	69.6 (2.6)	88.5 (1.7)	82.5 (1.7)	87.5 (1.7)	50.0 (2.6)
1st Rctg Bde	374	94.4 (1.3)	47.7 (2.7)	63.1 (2.8)	73.8 (2.5)	88.5 (1.6)	86.8 (2.0)	86.3 (1.8)	54.0 (3.0)
2nd Rctg Bde	271	93.9 (2.5)	45.2 (3.5)	67.1 (4.3)	67.6 (4.5)	86.2 (2.8)	81.3 (3.1)	82.9 (2.8)	55.3 (3.8)
4th Rctg Bde	469	94.1 (1.2)	48.6 (2.6)	63.0 (2.5)	72.4 (2.9)	88.8 (1.5)	80.8 (2.1)	85.2 (1.7)	48.7 (2.7)
5th Rctg Bde	260	92.9 (1.7)	41.7 (4.6)	65.1 (3.9)	72.4 (3.9)	88.8 (2.5)	85.6 (1.8)	89.4 (2.0)	52.5 (4.3)
6th Rctg Bde	240	93.9 (2.1)	43.2 (5.1)	64.1 (3.0)	71.3 (4.0)	85.6 (2.4)	82.5 (2.6)	83.6 (2.6)	47.0 (4.7)
16-17 Years Old	715	94.5 (0.9)	44.0 (2.0)	64.8 (2.4)	73.6 (1.8)	86.7 (1.3)	82.6 (1.5)	80.9 (1.7)	52.7 (2.5)
18-19 Years Old	413	95.1 (0.9)	48.8 (2.6)	62.1 (2.5)	73.9 (3.0)	88.8 (1.5)	84.2 (2.0)	87.6 (1.7)	52.5 (2.9)
20-21 Years Old	234	93.4 (2.0)	43.3 (4.3)	67.2 (3.8)	71.6 (3.9)	89.0 (2.1)	85.2 (2.8)	89.0 (2.0)	53.0 (4.2)
22-24 Years Old	252	92.0 (2.2)	46.8 (3.3)	63.6 (3.1)	66.3 (3.0)	86.9 (2.7)	82.4 (2.8)	87.0 (2.6)	46.9 (3.5)
TOTAL PMAS	1,614	93.9 (0.6)	45.7 (1.4)	64.3 (1.2)	71.7 (1.5)	87.7 (0.9)	83.4 (1.0)	85.5 (0.8)	51.5 (1.8)



Similar to Last Quarter

- Combined unaided and aided recall of active Army advertising is again the highest of all services.
- For PMAS youth, combined recall for Army advertising is 93.9% compared with 87.7% for Air Force, 85.5% for the Marine Corps and 83.4% for the Navy.
- Large increases are again observed in all categories when responses to aided recall questions are added to unaided recall (Table 6-10A). The largest increases are observed in those categories with the lowest levels of unaided recall such as the Army ROTC and the smallest increases are in categories with the highest unaided recall levels such as the active Army.
- College-oriented high school students have higher levels of combined recall for Army advertising than the work-oriented. They also tend to have higher recall of Army Reserve ads.

Different from Last Quarter

- Last quarter, work-oriented high school students were more likely than the college-oriented to remember ROTC advertising. This quarter, a significant decrease in combined recall levels for the work-oriented reverses the difference--it is now the college-oriented who tend to have greater recall of ROTC ads (44.3% vs. 37.1%) ( $Z = 1.69$ ,  $p < .09$ ).
- Combined recall of JRAP advertising decreased this quarter among Recruiting Market males (56.7% vs. 61.5%) ( $Z = -2.56$ ,  $p < .03$ ) and high school graduates not currently enrolled in school (56.0% vs. 63.5%) ( $Z = -2.18$ ,  $p < .05$ ).

Table 6-118

knowledge/Recall - Unaided plus Aided

SPRING - WINTER DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	N	ACTIVE	ARMY COMPONENTS ROTC ARNG	USAR	USAF	Other Military Branches NAVY USMC	USCG	JRAP
RECRUITING MARKET: MALES (PMAS + SMS)		-	-	-	+	+	-	-2,56
FEMALES (PFAS + SFS)		-	-	-	+	+	-	-
TOTAL RECRUITING MARKET		-2.00	-	-	+	+	-	-
PMAS: College Freshmen and Sophomores		+	+	+	+	+	-	+
H.S. Students (College-Oriented)		-	+	+	-	-	-3.54	-
H.S. Students (Work-Oriented)		+	-3.51	-	+	+	-	-
H.S. Graduates Not Currently Enrolled		-	+	-	+	+	-	-2,11
1st Rctg Bde		+	-	-	-	-	-	-
2nd Rctg Bde		-	-	-	-	-	-	-
4th Rctg Bde		-	+	+	+2.47	-	-	-
5th Rctg Bde		-	-	-	+	+2.22	+	-
6th Rctg Bde		+	+	+	-	+	-	-
16-17 Years Old		-	-	+	-	-	-2.92	-
18-19 Years Old		+	+	-	+	-	-	-
20-21 Years Old		+	+	+	+	+2.06	+2.01	-
22-24 Years Old		+	+	-	+	+	-	-
TOTAL PMAS		-	+	-	+	+	-	-2,38

Note: Numbers are *t* scores for significant quarter-to-quarter differences (*t*  $\leq$  0.05;  $\pm$  2 s.e.)  
Signs indicate the direction of changes that are not statistically significant.



TABLES 6-12A & 6-12B

Similar to Last Quarter

- Proportions of PMAS indicating knowledge of the Army's offers and benefits remains remarkably stable across quarters.
- General knowledge of Army offers remains widespread while specific information continues to be less well known.
  - Of PMAS youth, 94.1% know that the Army offers educational benefits for enlistment and 82.5% know of the delayed entry program.
  - However, only 26.4% correctly specify the maximum amount of educational benefits available, only 16.3% know that the educational benefits available through Army enlistment are better than those offered by other services, and 40.3% are aware that the minimum tour of duty in the Army is two years.
  - Youth in all sample groups are again more likely to associate the G.I. Bill with the Army than with other services ( $p < .05$  for all relevant 51 comparisons). For example, 83.6% of the PMAS correctly answered that the Army offers the G.I. Bill while only 43.0% were correct when asked about the Air Force, 43.0% about the Navy, and 50.9% about the Marine Corps.
- Knowledge of the eligibility requirements and educational benefits offered by the Army Reserve and Army National Guard are also relatively high in all sample groups and quite stable across quarters.
  - Of PMAS youth, for example, 77.4% are aware that high school graduation is not required before enlisting, and 64.8% know that 17-year-olds may enlist.
  - Of PMAS youth, 83.8% know that the Army Reserve and National Guard offer educational benefits, but only 8.8% can specify the correct maximum amount of benefits available.
  - Knowledge of the amount of Reserve and Guard educational benefits is again low for work-oriented high school students making them less likely to have this information than college freshmen and sophomores (3.5% vs. 12.8%) ( $Z = 2.07$ ,  $p < .05$ ) or high school graduates not currently enrolled (3.5% vs. 9.6%) ( $Z = 1.91$ ,  $p < .06$ ).
- Again this quarter, there are few significant regional differences in knowledge of the Army's benefits and offers.

TABLES 6-12A & 6-12B (continued)

KNOWLEDGE

- The decrease noted last quarter in correct identification of the Marine Corps with the G.I. Bill continues this quarter with a significant drop for high school graduates not currently enrolled (47.1% vs. 59.1%) ( $\bar{Z} = -2.19$ ,  $p < .05$ ). Decreases are also found this quarter in identifying the Army with the G.I. Bill, especially by high school grads (75.8% vs. 84.1%) ( $\bar{Z} = -2.21$ ,  $p < .05$ ) and youth in the 1st Recruiting Brigade (Northeast) (78.7% vs. 87.1%) ( $\bar{Z} = -2.15$ ,  $p < .05$ ).

Different from Last Quarter

- Significant increases appear this quarter for knowledge that Army benefits are better than those of other services for high school graduates (15.7% vs. 9.9%) ( $\bar{Z} = +2.10$ ,  $p < .05$ ) and 22- to 24-year olds (16.7% vs. 5.6%) ( $\bar{Z} = +2.56$ ,  $p < .04$ ).
- This quarter college freshmen and sophomores still tend to be more likely than the other educational groups to know how much money can be earned for college by enlisting in the Army ( $p < .15$  for 2 of the 3 relevant comparisons; of these,  $p < .05$  for 1 comparison), the Army Reserve and National Guard ( $p < .15$  for 2 of the 3 relevant comparisons; of these,  $p < .05$  for 1 comparison). However, college-oriented high school students are no longer more likely to have this knowledge than the work-oriented or high school grads.
- Age differences appear this quarter for the first time in knowledge of the Army's offers.
  - Older youth are less likely to know that the Army offers educational benefits (16- to 17-year olds vs. 22- to 24-year olds: 96.5% vs. 88.6%) ( $\bar{Z} = 2.15$ ,  $p < .05$ ). Older youth are also more likely than those who are younger to know about educational benefits offered by the Army Reserve and National Guard (16- to 17-year olds vs. 22- to 24-year olds: 89.9% vs. 73.1%) ( $\bar{Z} = 3.54$ ,  $p < .01$ ). Identification of the Army with the G.I. Bill also decreases with age (16- to 17-year olds vs. 22- to 24-year olds: 88.0% vs. 74.6%) ( $\bar{Z} = 3.11$ ,  $p < .01$ ).
  - 18- to 19-year olds tend to be more likely than youth in other age categories to know the maximum amount of Army educational benefits and to know that 17-year-olds and non-high school graduates can enlist in the Army Reserve and National Guard ( $p < .20$  for 4 of the 6 relevant comparisons; of these,  $p < .05$  for 2 comparisons).

Table 6-128

Knowledge

SPRING WINTER DIFFERENCES IN  
PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY

SAMPLE GROUPS	N	Active Army Knowledge				Offer GI Bill				Minimum				17 Year Old M.S. Scholar Eligible to Join				If Enlist Maximum College \$			
		If Enlist Eligible for College \$	Total Education Benefits	Army Benefits	Army Better?	USAF	NAVY	USMC	Duty Tour	Delayed Entry Allowed	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill	Eligible for GI Bill
RECRUITING MARKET:																					
MALES (PMAS + SMS)		-	+	+	-	-	-	-	-	-	-	-	-	+	+	+	+	-	-	+	+
FEMALES (PFAS + SFS)		-	+	+	+	+	-	-	-	-	-	-	-	-	+	+	+	-	-	-	-
TOTAL RECRUITING MARKET		-	+	+	+	+	-	-	-	-	-	-	-	+	+	+	+	-	-	-	-
PMAS:																					
College Freshmen and Sophomores		-	-	+	-	-	-	+	+	-	-	-	-	-	+	+	+	+	+	+	+
M.S. Students (College Oriented)		+	-	-	+	+	+	+	+	+	+	+	+	+	-	-	-	-	-	-	-
M.S. Students (Work Oriented)		+	+	+	+	-	+	+	-	-	-	-	-	+	+	-2.12	-	-	-	-	-
M.S. Graduates Not Currently Enrolled		-	+	+2.10	-2.21	-	-	-2.19	-	-	-	-	-	-	-	+	+	-	-	-	-
1st Rctg Bde		-	+	-	-2.15	-	-	+	-	-	-	-	-	-	+	-	-	-	-	-	-
2nd Rctg Bde		-	-	+	+	-	+	-	+	-	-	-	-	-	-	+	-2.02	-	-	-	-
4th Rctg Bde		-	-	+	-	-	-	-	-	+	-	-	-	+	+	-	+	+	+	+	+
5th Rctg Bde		+	-	+	+	-	+	-	-	-	-	-	-	-	+	+	+	+	+	+	+
6th Rctg Bde		-	+	-	-	+	+	+	-	-	-	-	-	+	+	+	-	-	-	-	-
16 17 Years Old		+	+	-	+	-	+	+	+	+	+	+	+	+	-	-	-	+	+	+	+
18 19 Years Old		+	-	-	-	-	+	+	+	+	+	+	+	+	+	-	-	-	-	-	-
20 21 Years Old		-	+	-	-	-	-	-	+	-	-	-	-	-	-	+2.08	-	-	-	-	-
22 24 Years Old		-	-	+2.56	-	+	-	-	-	-	-	-	-	-	-	+	+	-	-	-	-
TOTAL PMAS		-	-	+	-	-	-	-	-	-	-	-	-	+	+	+	+	-	-	-	-

Note: Numbers are t scores for significant quarter-to-quarter differences (t.e., p < 0.05; 2 s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 6-13A

Media Habits

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING  
(Standard Error)

SAMPLE GROUPS	M1	Types of TV Shows					M2	Types of Radio Programs					Easy			
		Sports	Mystery	Drama	Music	Comedy		Movie	Talk	News	Classical	Pop		Country	Sports	Talk
RECRUITING MARKET: MALES (PMAS + SMS)	603	80.0 (1.7)	61.7 (2.7)	47.4 (2.2)	68.5 (2.6)	87.1 (1.7)	84.7 (1.6)	43.3 (2.4)	57.6 (2.1)	17.9 (1.6)	55.4 (1.7)	31.2 (2.4)	50.9 (1.9)	20.8 (1.7)	80.8 (1.8)	45.2 (2.0)
	135	42.9 (5.4)	61.2 (4.6)	80.5 (4.0)	64.6 (5.4)	90.1 (3.0)	93.4 (2.3)	60.2 (4.6)	60.1 (4.0)	16.9 (3.4)	67.3 (4.4)	33.2 (4.5)	14.5 (3.4)	26.0 (4.8)	81.3 (3.2)	55.3 (4.9)
TOTAL RECRUITING MARKET	738	60.3 (3.2)	61.4 (2.6)	65.0 (2.4)	66.4 (3.4)	88.7 (1.8)	89.3 (1.4)	52.3 (2.7)	59.3 (2.4)	17.4 (2.0)	61.8 (2.5)	32.2 (2.5)	31.4 (2.1)	23.6 (2.7)	81.1 (1.9)	50.6 (2.6)
PMAS:																
College Freshmen and Sophomores	89	87.2 (3.4)	63.2 (6.9)	53.0 (6.8)	63.2 (6.8)	88.0 (4.2)	81.1 (5.6)	46.7 (5.7)	52.0 (5.7)	21.4 (4.9)	56.0 (5.4)	24.1 (4.5)	59.2 (4.0)	21.1 (4.3)	82.1 (4.0)	50.0 (4.9)
M.S. Students (College Oriented)	217	82.6 (2.4)	62.4 (4.0)	37.9 (3.4)	78.0 (3.2)	90.2 (2.6)	81.0 (2.5)	34.7 (3.4)	47.6 (4.1)	13.7 (2.5)	62.5 (3.5)	20.0 (2.4)	52.5 (3.1)	15.6 (2.6)	86.2 (2.2)	36.4 (2.7)
M.S. Students (Work Oriented)	71	85.8 (4.5)	58.6 (7.9)	42.3 (6.8)	77.9 (5.4)	90.9 (4.3)	88.3 (5.5)	40.0 (6.7)	48.2 (6.2)	17.6 (6.5)	37.9 (7.2)	37.5 (8.1)	46.0 (6.8)	20.2 (6.4)	75.4 (6.7)	41.2 (7.0)
M.S. Graduates Not Currently Enrolled	153	75.4 (3.9)	61.2 (5.2)	52.0 (4.2)	60.5 (4.7)	83.2 (4.1)	88.1 (2.9)	43.4 (5.6)	66.1 (3.9)	13.8 (2.9)	60.8 (3.5)	33.0 (4.0)	52.2 (3.6)	19.8 (3.2)	84.3 (3.0)	47.5 (3.0)
1st Actg Bde	120	78.5 (4.2)	55.9 (4.6)	47.4 (5.4)	69.5 (6.0)	89.2 (3.4)	83.1 (3.9)	29.7 (4.6)	56.6 (4.3)	15.1 (3.9)	59.4 (4.0)	15.9 (3.6)	58.7 (3.9)	22.0 (4.1)	90.9 (2.2)	43.1 (3.8)
2nd Actg Bde	88	81.8 (5.5)	70.8 (6.2)	45.7 (6.3)	71.6 (6.3)	83.3 (6.0)	82.3 (5.1)	43.6 (5.3)	63.1 (3.7)	17.9 (3.4)	58.2 (5.7)	34.0 (5.1)	50.6 (4.1)	24.6 (4.5)	81.1 (3.8)	43.9 (5.0)
4th Actg Bde	151	80.6 (2.9)	61.2 (6.0)	54.1 (4.6)	64.2 (5.0)	87.1 (3.1)	87.6 (3.3)	37.0 (4.1)	56.5 (4.0)	11.6 (2.4)	61.2 (4.1)	23.1 (3.8)	50.8 (3.9)	15.4 (2.2)	86.7 (2.4)	39.0 (2.8)
5th Actg Bde	100	81.5 (3.5)	54.0 (7.2)	36.3 (6.2)	71.7 (7.0)	81.7 (6.4)	87.1 (4.2)	52.8 (5.3)	48.6 (6.2)	21.4 (4.8)	55.8 (6.1)	49.1 (6.0)	44.4 (5.3)	22.6 (4.2)	78.8 (5.3)	41.7 (5.5)
6th Actg Bde	71	85.8 (3.7)	70.6 (5.9)	47.6 (6.5)	67.4 (8.0)	97.1 (1.9)	80.6 (6.3)	45.5 (6.6)	52.2 (8.7)	15.3 (3.9)	53.1 (5.4)	23.3 (4.8)	59.5 (4.1)	10.2 (4.2)	76.0 (4.7)	56.4 (4.4)
16-17 Years Old	24	81.6 (2.6)	61.8 (3.5)	37.0 (3.2)	76.4 (3.0)	89.1 (2.6)	83.1 (2.7)	33.8 (3.3)	44.9 (4.0)	11.1 (1.9)	52.6 (3.9)	23.2 (2.4)	49.4 (3.2)	14.4 (2.2)	87.6 (2.0)	34.2 (2.9)
18-19 Years Old	131	83.3 (3.2)	61.2 (5.0)	51.3 (4.9)	70.1 (4.8)	94.5 (2.2)	85.4 (3.1)	38.2 (4.5)	53.5 (4.3)	18.1 (3.3)	61.8 (3.6)	27.3 (3.9)	53.2 (3.6)	19.8 (3.4)	84.3 (2.7)	40.1 (4.1)
20-21 Years Old	69	79.1 (4.8)	65.5 (8.0)	54.9 (7.2)	63.2 (6.4)	88.6 (4.0)	80.1 (5.0)	49.8 (7.3)	61.0 (6.2)	14.3 (4.2)	62.9 (5.7)	35.8 (6.8)	57.6 (4.8)	17.1 (3.8)	81.8 (4.9)	52.2 (6.0)
22-24 Years Old	88	80.3 (5.0)	59.2 (6.7)	49.2 (5.5)	59.8 (5.6)	75.8 (5.8)	88.7 (3.8)	47.7 (7.2)	69.4 (5.8)	21.1 (4.7)	56.3 (5.5)	27.5 (4.5)	54.8 (5.5)	25.8 (5.1)	77.8 (4.3)	56.8 (4.8)
TOTAL PMAS	530	81.3 (1.7)	61.7 (3.1)	46.5 (2.3)	68.7 (2.6)	87.3 (2.0)	84.5 (1.9)	40.9 (2.5)	55.6 (2.5)	15.8 (1.6)	57.9 (2.1)	27.6 (2.2)	53.2 (1.9)	18.9 (1.4)	83.5 (1.6)	44.1 (1.8)

TABLES 6-13A & 6-13B

Similar to Last Quarter

- In general, the patterns of programming preferences are fairly stable across quarters.
- Youth are once again more likely to describe themselves as regular radio listeners than as regular television viewers.
- Of PMAS youth, for example, 85.6% say they listen to radio regularly, compared with only 65.4% who say they watch television regularly. This difference is consistent among educational segments, sexes, regions, and age groups.

Television

- Overall, PMAS youth have the highest preferences for comedy (87.3%), movies (84.5%), and sports (81.3%) programs. They are least likely to regularly watch dramatic (46.5%) and talk (40.9%) shows.
- Males are more likely than females to watch sports programs on TV (80.0% vs. 42.9%) ( $Z = 6.55$ ,  $p < .01$ ) while females are more likely than males to prefer drama, movies and talk shows ( $p < .01$  for all 3 comparisons).
- Regular viewing of talk shows tends to increase with age (16- to 17-year olds vs. 22- to 24-year olds: 33.8% vs. 47.7%) ( $Z = 1.76$ ,  $p < .08$ ).

Radio

- For PMAS youth generally, radio rock programs are clearly the most popular (83.5%) with pop (57.9%) programming a fairly distant second. Classical music (15.8%) and talk shows (18.9%) are least preferred.
- The popularity of country music programs varies both regionally and by level of education. Youth in the 2nd Recruiting Brigade (Southeast) and 5th Recruiting Brigade (Southwest) youth and work-oriented high school students and graduates who are not currently enrolled tend to be more likely than the other regional and educational groups to report regularly listening to country music ( $p < .20$  for 10 of the 11 relevant comparisons; of these,  $p < .05$  for 6 comparisons).



TABLES 6-13A & 6-13B (continued)

MEDIA HABITS

- The popularity of news, classical, talk, and easy listening programming tends to increase with age ( $p < .05$  for all 4 comparisons of 16- to 17-year olds with 22- to 24-year olds). Regular listening to rock music decreases with age (16- to 17-year olds vs. 22- to 24-year olds:  $87.6\%$  vs.  $77.8\%$ ) ( $Z = 2.07$ ,  $p < .05$ ).
- Males are more likely than females to listen to radio sports programs ( $50.9\%$  vs.  $14.5\%$ ) ( $Z = 9.35$ ,  $p < .01$ ) while pop and easy listening are more popular among females ( $p < .05$  for both comparisons).

Different from Last Quarter

Television

- This quarter, regular viewing of dramatic shows tends to increase with age (16- to 17-year olds vs. 22- to 24-year olds:  $37.0\%$  vs.  $49.2\%$ ) ( $Z = -1.92$ ,  $p < .06$ ) while the popularity of music programming decreases with age (16- to 17-year olds vs. 22- to 24-year olds:  $76.4\%$  vs.  $59.8\%$ ) ( $Z = 2.61$ ,  $p < .01$ ). Last quarter, there were no significant age differences for either type of programming.
- Again this quarter, there are no clear differences among PMAS educational segments or among regional groups in programming preferences. Rather, there are isolated differences between groups in the popularity of particular types of television programming.
  - For example, youth in the 6th Recruiting Brigade (West) are more likely than those in the 5th Recruiting Brigade (Southwest) to watch comedy shows regularly ( $97.1\%$  vs.  $81.7\%$ ) ( $Z = 2.31$ ,  $p < .01$ ). Regular comedy viewing is up significantly this quarter in the West ( $97.1\%$  vs.  $87.7\%$ ) ( $Z = +2.06$ ,  $p < .05$ ).
  - Music programs and music videos are most popular with high school students ( $p < .10$  for all 4 relevant comparisons and  $p < .05$  for 3 comparisons).

Radio

- Listening to sports programs increased significantly this quarter for college freshmen and sophomores ( $59.2\%$  vs.  $37.0\%$ ) ( $Z = +3.20$ ,  $p < .05$ ) and youth in the 6th Recruiting Brigade (West) ( $59.5\%$  vs.  $43.2\%$ ) ( $Z = +2.24$ ,  $p < .05$ ).

Table 6-138

SPRING - WINTER DIFFERENCES IN  
PREFERENCE REGULARLY VIEWING OR LISTENING TO PROGRAMS WITH ARMY ADVERTISING

SAMPLE GROUPS	N1	Types of TV Shows							N2	Types of Radio Programs						
		Sports	Mystery	Drama	Music	Comedy	Movie	Talk		News	Classical	Pop	Country	Sports	Talk	Rock
RECRUITING MARKET:																
MALES (PMAS + SMS)		-	+	+	+	-	-	-		+	+	-	-	+	+	+
FEMALES (PFAS + SFIS)		-	-	-	-	+	+	-		+	+	+	-	-	+	-
TOTAL RECRUITING MARKET		-	-	+	-	-	+	-		+	+	-	-	-	+	-
PMAS:																
College Freshmen and Sophomores		+	+	+	+	+	+	-		-	-	-	+3.20	-	+	+
M.S. Students (College Oriented)		-	+	-	+	-	-	-		+	+	-	+	-	+	+
M.S. Students (Work Oriented)		+	+	+	-	-	-	+		+	+	-	+	+	-	-
M.S. Graduates Not Currently Enrolled		-	+	+	-	-	+	-		+	-	+	-2.09	-	+	+
1st Rctg Bde		-	-	+	+	-	-	-3.39		+	+	-	+	+	+2.08	+
2nd Rctg Bde		-	+	-	+	-	-	-		+	+	-2.33	-	+	+	+
4th Rctg Bde		-	+	+2.64	+	-	+	-		+	-	-	-	-	+	-
5th Rctg Bde		+	+	+	-	-	+	+2.41		-	+	+	+	-	-	+
6th Rctg Bde		+	+	+	-	+2.06	-	-		+	-	+	+2.24	-	-	+
16 17 Years Old		-	-	-	+	-	+	-		+	+	-	+	-	+	+
18 19 Years Old		-	+	+	-	+	-	-		+	+	+	+	+	+	-
20 21 Years Old		+	+	+	+	+	+	+		+	-	-	+	-	-	-
22 24 Years Old		-	-	+	-	-3.07	+	-		-	+	-	-2.64	+	+	+
TOTAL PMAS		-	+	+	+	-	-	-		+	-	-	-	+	+	+

Note: Numbers are z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ );  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

April, May, June 1987

Table 6-14

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
(JPMAS MONTHLY TOTALS)  
(Standard Error)

Intention to Enlist

MONTHS	N1	Unaided Intention			Aided Intention				Army ROIC
		General Intention	Active Army	USAR	ARMG	General Intention	Active Army	USAR	
April	560	2.2 (0.7)	1.2 (0.4)	0.2 (0.2)	0.7 (0.4)	25.6 (2.6)	13.3 (2.2)	13.6 (1.7)	17.7 (2.1)
May	486	2.2 (0.7)	1.8 (0.6)	0.2 (0.2)	0.3 (0.3)	23.7 (2.0)	11.5 (1.3)	12.1 (1.6)	15.1 (1.9)
June	568	2.0 (0.8)	1.2 (0.7)	0.7 (0.5)	0.1 (0.1)	24.5 (2.9)	15.8 (2.6)	15.2 (1.9)	16.8 (2.6)
TOTAL	1,614	2.1 (0.4)	1.4 (0.3)	0.4 (0.2)	0.4 (0.2)	24.7 (1.3)	13.7 (1.2)	13.7 (1.0)	16.6 (1.2)

April, May, June 1987

Table 6-15

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(JPMAS MONTHLY TOTALS)  
(Standard Error)

Perceptions Active Army

MONTHS	N	Job Variety	Physical Challenge	Proud Experience	Step Bton MS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co Workers	Money for Ed.	△
April	526	56.3 (2.6)	79.9 (2.4)	66.0 (2.3)	45.4 (2.5)	71.1 (2.2)	75.6 (1.8)	50.7 (2.1)	71.5 (2.5)	66.9 (2.3)	67.0 (3.1)	75.8 (2.0)	70.2 (2.7)	72.7 (2.6)	73.9 (2.0)	
May	458	57.6 (2.5)	77.2 (2.5)	64.0 (2.4)	46.3 (2.1)	72.7 (2.7)	76.1 (3.1)	53.7 (3.0)	70.0 (2.9)	66.2 (3.1)	64.0 (2.7)	71.7 (2.4)	71.5 (2.7)	72.9 (2.7)	68.9 (2.6)	
June	542	55.9 (2.5)	80.0 (3.1)	66.7 (2.5)	45.6 (2.5)	71.6 (2.7)	75.7 (2.7)	51.6 (3.2)	72.7 (2.7)	67.8 (2.7)	65.7 (2.5)	74.6 (2.4)	73.0 (2.1)	69.9 (2.5)	72.7 (2.1)	
TOTAL	1,526	54.9 (1.4)	79.1 (1.7)	66.7 (1.5)	48.7 (1.4)	71.7 (1.3)	75.8 (1.8)	51.9 (1.6)	71.3 (1.7)	67.0 (1.6)	69.6 (1.3)	76.2 (1.3)	71.6 (1.4)	71.7 (1.3)	72.0 (1.3)	

△ indicates wording for question item(s) was changed significantly. See Appendix E.

April, May, June 1987

Table 6-16

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
[PMAS MONTHLY TOTALS]  
(Standard Error)

Knowledge/Recall - Unaided

MONTHS	N	Army Components			Other Military Branches				JRAP	NONE
		ACTIVE	ROTC	ARNG	USAR	USAF	NAVY	USMC		
April	560	80.9 (2.1)	1.0 (0.4)	11.8 (1.3)	7.8 (1.1)	66.4 (2.0)	61.5 (2.3)	64.7 (1.8)	4.8 (0.9)	2.6 (0.7)
May	486	88.0 (1.7)	1.4 (0.5)	11.3 (1.6)	10.6 (1.7)	71.3 (2.6)	61.3 (2.7)	70.5 (2.5)	4.9 (1.4)	1.8 (0.6)
June	568	84.6 (1.7)	2.9 (0.8)	11.6 (1.6)	9.0 (1.4)	62.1 (1.8)	60.8 (2.0)	62.0 (2.3)	7.4 (1.2)	3.0 (0.6)
TOTAL	1,614	84.3 (1.0)	1.8 (0.3)	11.6 (0.9)	9.0 (0.8)	66.2 (1.2)	61.2 (1.3)	65.4 (1.2)	5.8 (0.7)	2.5 (0.4)

7. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM  
(ACOMS): QUARTERLY REPORT, SUMMER 1987

Nancy L. Gay and Linda J. Keil

Overview of Findings

Purpose

To provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans.

Methodology

During Summer Quarter 1987 (1 July through 30 September), computer-assisted 30-minute telephone interviews were conducted with 2,743 youth between the ages of 16 and 24. Youth were asked about their education and employment history, career plans, intentions to enlist in the Army, enlistment-related activities undertaken during the prior six months, and what opportunities they regard as important to their future plans. They were also asked about their media habits, recall of military advertising, knowledge and perceptions of the Army and its components, and their attitudes toward Army advertisements. Demographic information was collected and, for selected youth, parental location information was requested for use in parental interviewing.

The quarterly report focuses mainly on males in the Primary Male Analytic Sample (PMAS). The PMAS corresponds to the primary enlisted market and includes youth who have neither served nor been accepted for service in the military; who are either in high school or have a regular high school diploma; who have never taken a college ROTC course; and, who have not yet completed their sophomore year in college. This quarter 1,722 PMAS youth were interviewed. Data are reported by PMAS educational, regional, and age groups. Findings are reported by sex for the Recruiting Market as a whole, including both the primary and secondary enlisted markets. The secondary enlisted market includes high school non-completers and youth with a high school certificate other than a diploma (e.g., GED) who have not yet completed one year of college. Finally, data for youth in the officer market are reported for ROTC perceptions and ROTC-relevant importance items by education, region, age, and sex.

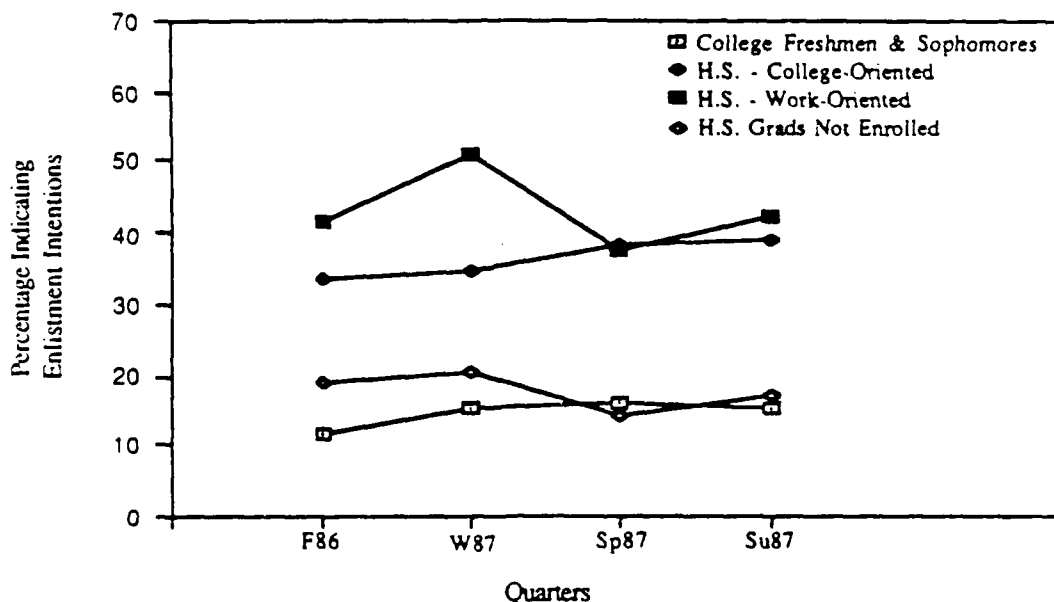
## Findings

The overall pattern of results has been very stable between Spring and Summer quarters. However, there were changes in knowledge of the Army's educational benefits and knowledge of Army Reserve and National Guard eligibility requirements.

### General Army Findings (All Components)

This quarter's findings are very similar to last quarter for enlistment intentions, behaviors, recall of Army advertising and the Army image.

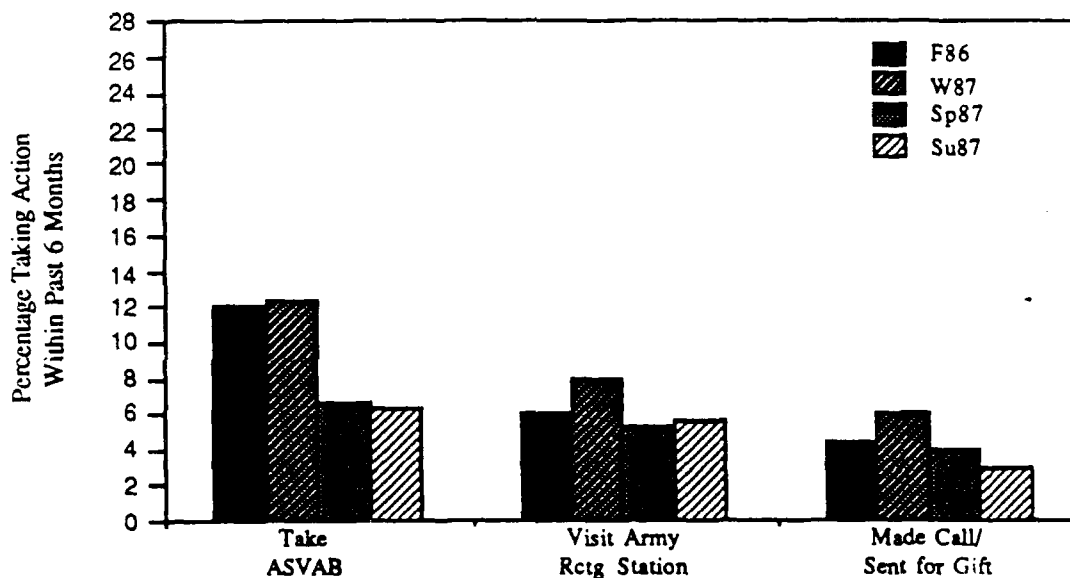
Enlistment intentions and behaviors. High school students continue to have highest general aided intentions to enlist in the Army. No significant changes from last quarter in intentions to enlist are observed this quarter (see Figure 7-1).



Note. Respondents answering DEFINITELY or PROBABLY to one or more of four questions about their intentions to enlist in the active Army, USAR, ARNG, and ROTC are included in percentage for general aided intention.

Figure 7-1. General aided intentions to enlist in the Army by educational groups in the Primary Male Enlisted Market (F86, W87, Sp87, Su87).

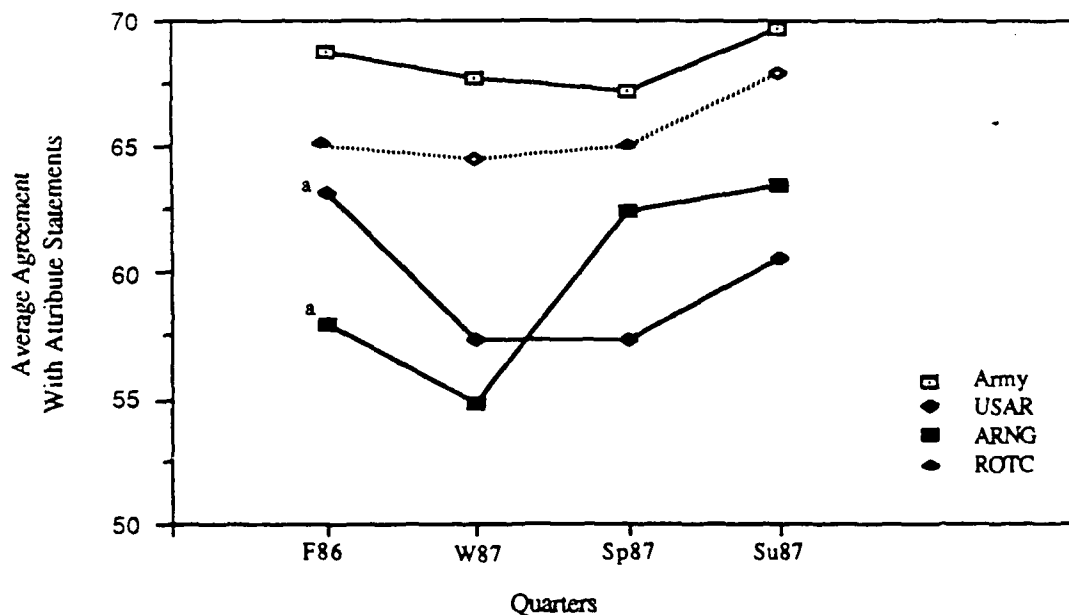
Enlistment-related actions by youth in the primary male enlisted market are also similar to last quarter (see Figure 7-2). Talking to someone about joining the Army is about twice as likely as talking to an Army recruiter (22.6% and 12.6% respectively). Less likely are taking an Army aptitude test (6.3%), visiting an Army recruiting station (5.7%), and making a toll free call or sending for a free gift (3.1%).



Note: Beginning in Spring 1987, youth were first asked if they had ever taken a military aptitude test. Those answering yes were then asked if they had taken such a test in the past six months. Prior to Spring 1987, all youth were asked about test taking within the past six months. This change in question administration may account for the apparent decline in this behavior beginning in Spring 1987.

Figure 7-2. Actions relating to Army Enlistment by youth in the Primary Male Enlisted Market (F86, W87, Sp87, Su87).

The Army image. The Army image is defined in terms of agreement with statements that the Army, the Army Reserve (USAR), the Army National Guard (ARNG), and the Army Reserve Officers' Training Corps (ROTC) offer attributes emphasized in Army advertising. Among youth in the primary male enlisted market, the average percentage of youth agreeing with statements about Army attributes is 69.7% this quarter (see Figure 7-3). Average percentages agreeing with statements about USAR and ARNG attributes are 60.5% and 63.4% respectively. Among youth in the officer market, an average percentage of 67.9% agree with statements about the ROTC. This quarter's Army image percentages are very similar to those reported last quarter for all four components.



Note. ROTC line is dotted because percentages are for the ROTC Male Sample (Officer Market), not the Primary Male Enlisted Market, and are based on fewer and different attributes than the other components.

<sup>a</sup>Part-time work was not asked this quarter, thus average is computed with 13 rather than 14 attributes.

Figure 7-3. Army component images among youth in the Primary Male Enlisted Market (F86, W87, Sp87, Su87).



Recall of Army advertising. Again this quarter, a large majority of youth in the primary male enlisted market recall active Army advertising without aid (82.5%)(see Figure 7-4). Recall of other services' advertising is considerably lower: USMC=66.7%, USAF=66.4%, Navy=59.1%, and JRAP=5.3%. The active Army advertising recall level is also higher than those of the other Army components: ARNG=12.1%, USAR=8.8%, and ROTC=1.6%.

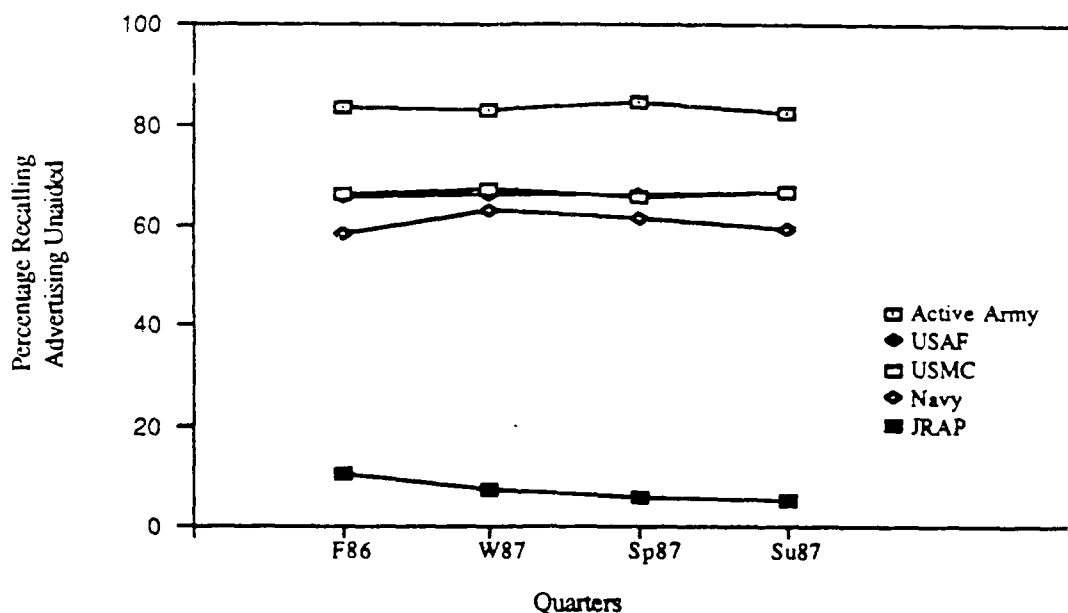


Figure 7-4. Unaided recall of advertising by youth in the Primary Male Enlistment Market (F86, W87, Sp87, Su87).

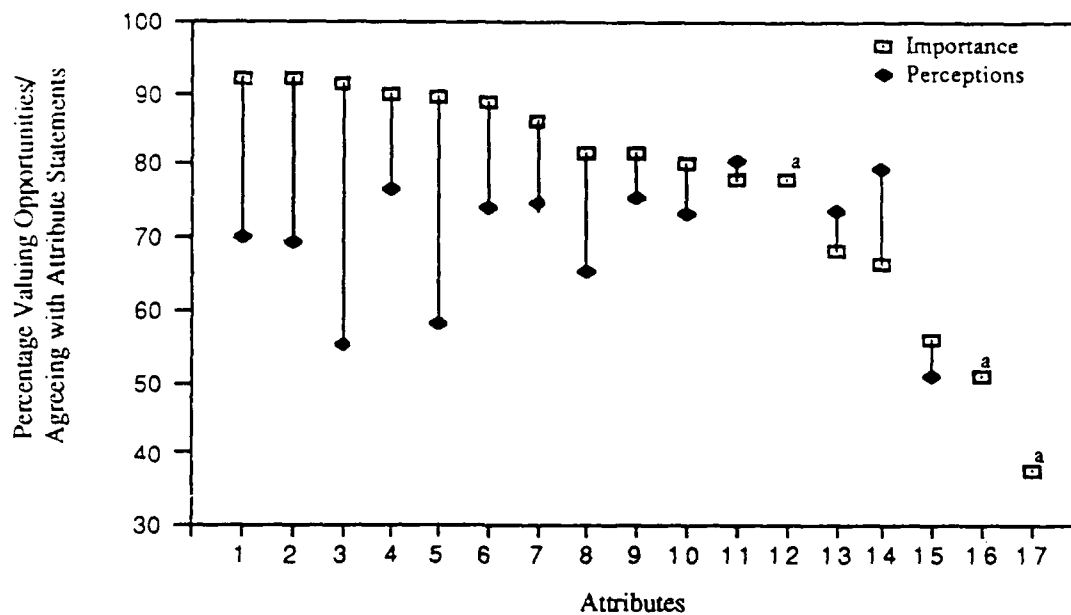
### Active Army (Enlisted)

General. The overall pattern of results for the active Army is stable. However, there were significant shifts in knowledge about the Army's educational benefits.

Enlistment intentions. No significant changes were observed this quarter in the percentages of youth in the primary male enlisted market who said they probably or definitely would enlist in the active Army (15.2%).

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 7-5, for youth in the primary male enlisted market, the largest gaps between importance of opportunities and perception of them as available in the Army are for developing civilian career and potential, having job variety and an experience to be proud of. The smallest gaps between importance and active Army perceptions are found for opportunities for physical challenge, working with highly-trained co-workers, developing leadership skills and having a stepping stone between high school and college. These findings are similar to those reported last quarter.

Recall and knowledge. Recall of active Army advertising remains very high. General knowledge of Army offers and benefits also remains high but more specific knowledge (e.g., the total amount of educational benefits) remains considerably lower. Knowledge that the Army's educational benefits are greater than those offered by other services decreased significantly among youth in the primary enlisted market from Spring (16.3% correct) to Summer (11.3% correct).



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Leader Skills        |
| 2. Proud Experience      | 11. Physical Challenge   |
| 3. Civilian Career       | 12. Exciting Weekends    |
| 4. Mature & Responsible  | 13. Money for Ed.        |
| 5. Job Variety           | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step B/twn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army perceptions module.

Figure 7-5. Primary Male Enlisted Market importance-perception gaps for Army attributes (Su87).

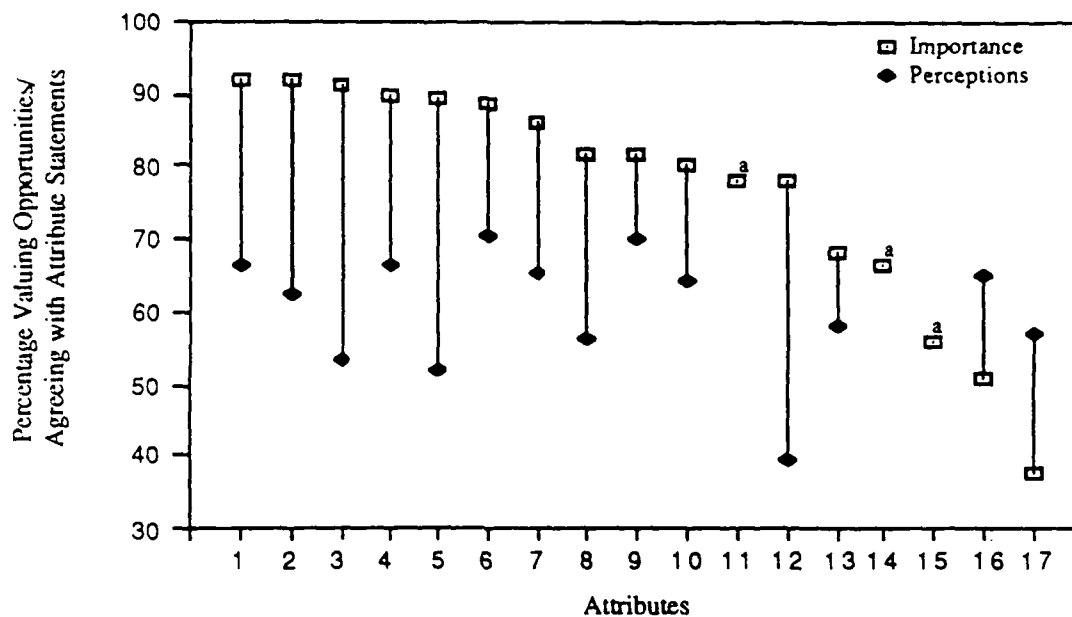
### Army Reserve (USAR)

General. In general, the findings pertaining to the USAR are also stable this quarter. However, increases were found in knowledge of USAR and ARNG eligibility requirements.

Enlistment intentions. No significant changes were observed this quarter in the percentage of youth in the primary enlisted market who said they would probably or definitely enlist in the USAR (13.8%).

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 7-6, the largest gaps between importance of opportunities and perceptions of their availability in the USAR are for having interesting and exciting weekends, developing one's civilian career and having a wide variety of opportunities to find an enjoyable job. Smallest gaps are for opportunities to earn money for education and to work with highly-trained co-workers. Opportunities for part-time work and for serving America while living in one's own hometown are perceived as available in the USAR by larger percentages of youth than the percentages who value these opportunities.

Recall and knowledge. Unaided recall of USAR advertising continues to be low (8.8%) but increases markedly when recall is aided (71.3%). General knowledge that educational money can be earned by enlisting in the USAR and ARNG remains high (85.1%) while specific knowledge of the maximum amount that can be earned continues to be low (6.7%). Knowledge of Army Reserve (USAR) and Army National Guard (ARNG) eligibility requirements increased this quarter among females in the recruiting market (17-year olds eligible: 71.7% vs. 56.5%; high school graduation not required: 84.3% vs. 73.1%).



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Leader Skills        |
| 2. Proud Experience      | 11. Physical Challenge   |
| 3. Civilian Career       | 12. Exciting Weekends    |
| 4. Mature & Responsible  | 13. Money for Ed.        |
| 5. Job Variety           | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army Reserve perceptions module.

Figure 7-6. Primary Male Enlisted Market importance-perception gaps for Army Reserve attributes (Su87).

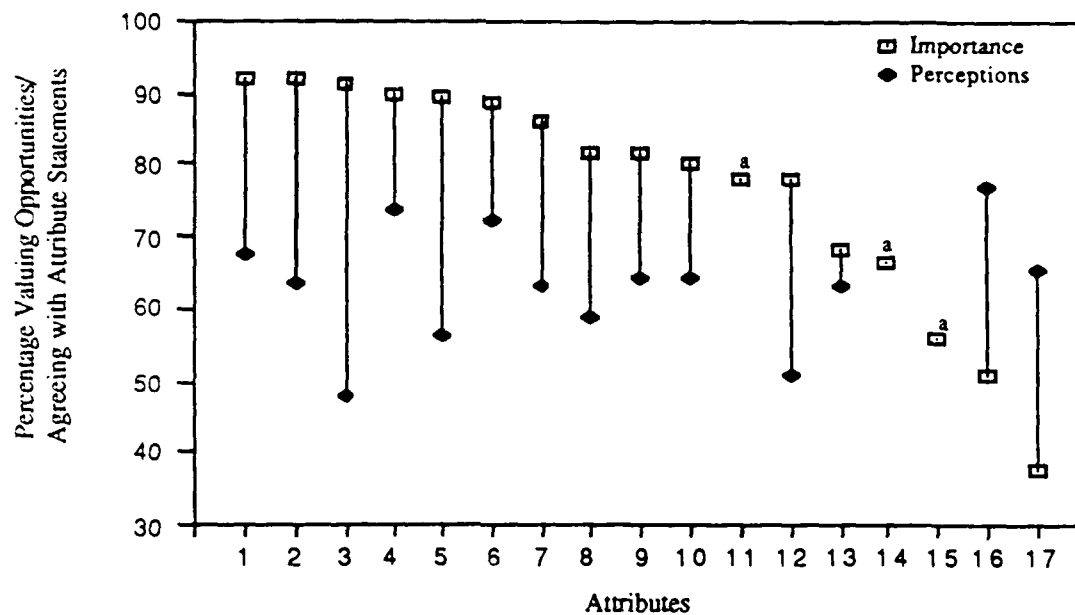
### Army National Guard (ARNG)

General. In general, the findings pertaining to the ARNG are also stable this quarter. However, increases were found in knowledge of USAR and ARNG eligibility requirements.

Enlistment intentions. There were no significant changes this quarter in the percentages of youth in the primary enlisted market who said they would probably or definitely enlist in the ARNG (PMAS aided intentions = 11.2%). Unaided intentions, however, were significantly lower this quarter among college-oriented high school students.

Perceptions of opportunities and importance of opportunities. As shown in Figure 7-7, the largest gaps between importance of opportunities and perceptions that they are available in the ARNG are found for developing one's civilian career, having job variety, exciting weekends, and an experience to be proud of. The smallest gap is observed for earning money for education. Two opportunities, part-time work and serving America while living in one's own hometown, are perceived as available in the ARNG by larger percentages of youth than the percentages considering them important.

Recall and knowledge. Unaided recall of ARNG advertising remains low (12.1%) but increases substantially when recall is aided (65.1%). General knowledge that educational money can be earned by enlisting in the USAR and ARNG remains high (85.1%) while specific knowledge of the maximum amount that can be earned continues to be low (6.7%). Knowledge of Army Reserve (USAR) and Army National Guard (ARNG) eligibility requirements increased this quarter among females in the recruiting market (17-year olds eligible: 71.7% vs. 56.5%; high school graduation not required: 84.3% vs. 73.1%).



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Leader Skills        |
| 2. Proud Experience      | 11. Physical Challenge   |
| 3. Civilian Career       | 12. Exciting Weekends    |
| 4. Mature & Responsible  | 13. Money for Ed.        |
| 5. Job Variety           | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army National Guard perceptions module.

**Figure 7-7.** Primary Male Enlisted Market importance-perception gaps for Army National Guard attributes (Su87).

### Army Reserve Officers' Training Corps (ROTC)

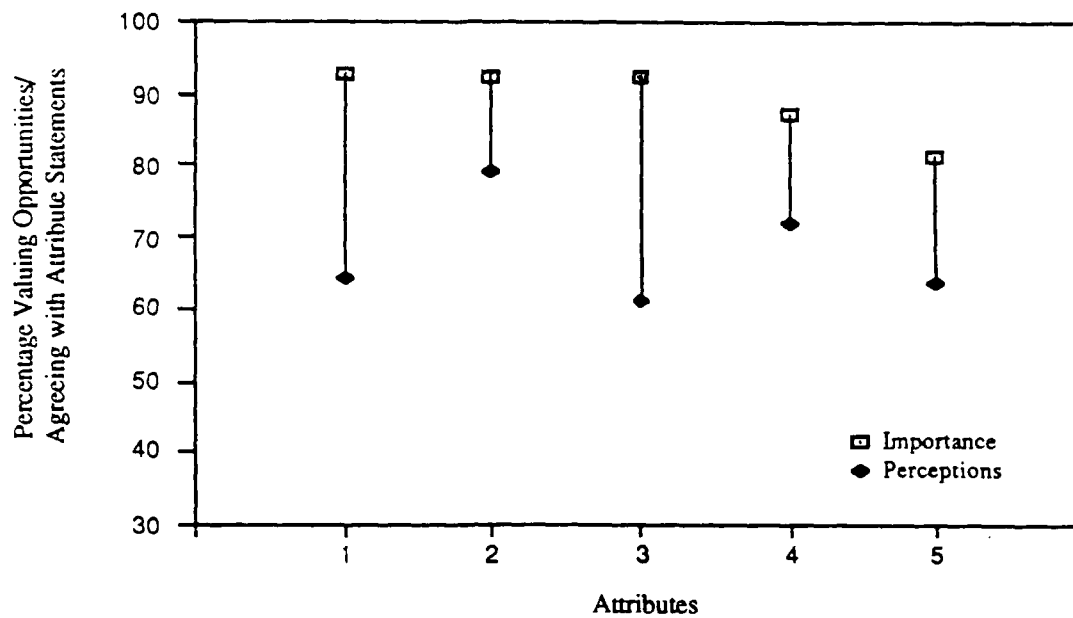
General. Stable findings also characterize the overall pattern of results for the ROTC this quarter.

Intention to join the ROTC. No significant changes were observed this quarter in the percentages of youth in the officer market who said they would probably or definitely receive an officer's commission through participation in the Army ROTC (15.1%).

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 7-8, there are importance-perceptions gaps for all of the ROTC-relevant opportunities again this quarter. Largest gaps are observed for opportunities to find job variety and to use one's own judgment. The smallest gap appears for having an experience to be proud of.

Recall and knowledge. Unaided recall of ROTC advertising continues to be very low (1.6%) but is substantially increased when recall is aided (45.9%). Approximately 70% of youth in the officer market know that ROTC courses can be taken as college electives and that an officer's commission can be earned through participation in the ROTC.





Key:

1. Use Own Judgment
2. Proud Experience
3. Job Variety
4. Self-Confidence
5. Leader Skills

Note. Attributes are presented in descending order of importance to aid interpretation.

Figure 7-8. ROTC Male Sample (Officer Market) importance-perception gaps for ROTC attributes (Su87).

### Explaining Spring-Summer Attitude Changes in College Freshmen and Sophomores

Beginning 1 July 1987, recent high school graduates who plan to attend college in the Fall are classified as college freshmen. Prior to this date, they were classified as college-oriented high school students. It is possible that this shift in classification to reflect the school year may underlie some of the quarter-to-quarter changes reported in the Summer quarter report. Thus, any increases or decreases from last quarter among college freshmen and sophomores should be interpreted in light of the classification shift.

Changes on four of the quarterly tables exemplify this issue. College freshmen and sophomores are significantly more likely this quarter than last to have combined aided and unaided recall of active Army advertising (Table 7-11B). Since high school students typically have somewhat higher recall levels than college students, it is likely that the increase results from the cohort shift. Tables 7-4B and 7-8B show that college freshmen and sophomores are more likely this quarter than last to value job variety, having an experience to be proud of, using their own judgment, and opportunities to work with high-tech equipment. Again, high school students are typically more likely to value these opportunities than college students so the effect of reclassifying recent college-oriented high school graduates as college freshmen is the most likely explanation of these increases. Finally, Table 7-12B shows that college freshmen and sophomores are less likely this quarter than last to know the maximum amount of USAR and ARNG educational benefits. In two of the three previous quarters (Fall 86 and Spring 87), college freshmen and sophomores were more likely than college-oriented high school students to have this information. Thus, the cohort effect seems a likely cause of this decrease.

The Spring to Summer shift in classification of college-oriented high school graduates as college freshmen is an event that will recur each year and that may be expected to contribute to seasonality effects in two ways. Respondents surveyed in the Summer quarter are beginning or about to begin a new school year. When Summer respondents are compared by educational group to Spring respondents, they are being compared to respondents who have just finished that year of school. It may be that as they are assimilated into the college lifestyle, they will become increasingly similar to youth in last year's cohort. On the other hand, there may be differences between the cohorts that continue over time. In future reports, we will continue quarter-to-quarter comparisons but will add comparisons with the same quarter last year to assess the cohort effects.

## Introduction

This report presents data collected from youth respondents to the main interview conducted for ACOMS between 1 July and 30 September 1987.

## Methodology

### Respondents

During this quarter of data collection, a total of 2,743 youth interviews were completed. All of the tables in the quarterly report except Table 7-8, Perceptions - Army ROTC, focus on the Army Recruiting Market, a subset of 2,372 of the total youth interviews. Subgroups reported within the Army Recruiting Market and the Primary Male Analytic Sample (PMAS) are listed in Table 7-1. The composition of the subgroups is shown by number of respondents and the weighted percentage of respondents in each subgroup. Respondents have been weighted to represent the population eligible to be surveyed. Weighted percentages in Table 7-1 reflect the (estimated) composition of the population of eligibles.

The number of interviews and the weighted percentages in Table 7-1 are provided as a general guide to sample sizes. It should be noted, however, that the number of interviews and weighted percentages are different for each of the tables containing data from rotating modules (Tables 7-5, 7-6, 7-7, 7-12, and 7-13, for Perceptions of the Army, USAR, and Army National Guard, Knowledge, and Media Habits, respectively).

The sample for Table 7-8, Perceptions - Army ROTC, is quite different because it reflects an Officer Market rather than a Recruiting Market.

Table 7-1

Summer 1987 Respondents by Market and Market Subgroup Percentages

<u>Sample</u>	<u>Respondents</u>	<u>Weighted Percentage</u>
TOTAL RECRUITING MARKET (2,372 Respondents)		
Males [PMAS + SMS]	1,987	48.4
Females [PFAS + SFS]	385	51.6
TOTAL PMAS (1,722 Respondents)		
College Freshman and Sophomores	390	23.1
H.S. Students [College-Oriented]	578	28.5
H.S. Students [Work-Oriented]	168	8.9
H.S. Graduates Not Currently Enrolled	586	39.5
1st Rctg Bde	442	24.2
2nd Rctg Bde	308	20.8
4th Rctg Bde	392	20.7
5th Rctg Bde	340	18.5
6th Rctg Bde	240	15.8
16-17 Years Old	718	34.4
18-19 Years Old	459	26.9
20-21 Years Old	222	16.1
22-24 Years Old	323	22.6
OFFICER MARKET : TOTAL ROTC SAMPLE (1,412 Respondents)		
Total ROTC Male Sample	1,181	48.0
Total ROTC Female Sample	231	52.0
OFFICER MARKET: ROTC MALE SAMPLE (1,181 Respondents)		
College Juniors and Seniors	180	24.2
College Freshman and Sophomores	184	34.0
H.S. Students [College-Oriented]	292	41.9
1st ROTC Region	197	31.5
2nd ROTC Region	161	22.5
3rd ROTC Region	164	23.4
4th ROTC Region	134	22.7
16-17 Years Old	289	39.4
18-19 Years Old	150	25.2
20-21 Years Old	131	20.4
22-24 Years Old	86	15.0

## Questionnaire

In general, the version of the questionnaire that a respondent receives is determined by the date an interview is conducted. Respondents interviewed on June 30th received the Spring version while those interviewed on July 1st received the Summer version. The Spring and Summer questionnaires can be found in the Users' Manuals (Westat, 1987a, 1987b). The only exceptions occurred when, for any reason, a June interview could not be completed during one telephone call, and the youth was not available to complete the interview until July. These youth received the Spring version of the questionnaire rather than the Summer version of the instrument. A total of 80 respondents in the Recruiting Market, 48 of whom are in the PMAS, were interviewed during Summer quarter using the Spring version of the questionnaire. Their responses are included in the Summer quarter data.

## Sample Data

Table 7-2 shows response rates for household screeners, youth interviews, and a combined rate for samples initiated on 1 July, 1 August, and 1 September. The response rate for household screeners is the percentage of total identified households for which the screening instrument was completed to identify youths eligible for interviewing. The youth response rate is the percentage of youths eligible for interviewing for whom interviews were completed. The combined rate is the product of the household and youth-interview rates.

Table 7-2

Response Rates for Samples Drawn July, August, and September 1987

	July	August	September
Household Screener	81.31	78.89	85.28
Youth Interview	76.92	75.63	77.20
Combined	62.54	59.66	65.84

## Results and Discussion

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
(Standard Error)

Note: n.e. indicates standard error is not estimable.  
 n1 provides case bases for all Unaided Intention Measures and for all Aided Intention Measures except Army ROIC.  
 n2 provides case bases for Aided Intention - Army ROIC.

Similar to Last Quarter

- High school students continue to have the highest aided general intentions to enlist in the Army among PMAS youth ( $p < .05$  for all 4 relevant comparisons).
- Aided intentions to enlist in all Army components are again higher for high school students than for college freshmen and sophomores or high school graduates not currently enrolled in school ( $p < .01$  for all 14 relevant comparisons).
- Similarly, 16- to 17-year olds are significantly more likely than youth in the other three age groups to have aided intentions to enlist generally and in all Army components ( $p < .05$  for 14 of the 15 relevant comparisons, 16- to 17-year olds are not significantly more likely than 20- to 21-year olds to intend to join the ROTC).
- Youth in the 2nd Recruiting Brigade (Southeast) have higher aided intentions to enlist generally and in all Army components than youth in the 1st Recruiting Brigade (Northeast) (Aided general intentions: 34.5% vs. 19.1%,  $Z = -4.11$ ,  $p < .01$ ; Active Army: 25.4% vs. 8.4%,  $Z = -5.70$ ,  $p < .01$ ; USAR: 20.2% vs. 10.4%,  $Z = -3.18$ ,  $p < .01$ ; ARNG: 17.9% vs. 7.9%,  $Z = -3.50$ ,  $p < .01$ ; ROTC: 21.5% vs. 11.7%,  $Z = -2.03$ ,  $p < .05$ ) and the 4th Recruiting Brigade (Midwest) (Aided general intentions: 34.5% vs. 19.4%,  $Z = -4.15$ ,  $p < .01$ ; Active Army: 25.4% vs. 11.6%,  $Z = -4.73$ ,  $p < .01$ ; USAR: 20.2% vs. 9.2%,  $Z = -3.97$ ,  $p < .01$ ; ARNG: 17.9% vs. 9.1%,  $Z = -3.27$ ,  $p < .01$ ; ROTC: 21.5% vs. 12.5%,  $Z = -1.84$ , n.s.). Southeastern youth also have higher intentions to enlist in the ARNG than youth in the 5th Recruiting Brigade (Southwest) and 6th Recruiting Brigade (West) (17.9% vs. 10.9%,  $Z = -2.45$ ,  $p < .05$  and 17.9% vs. 10.3%,  $Z = -2.01$ ,  $p < .05$ , respectively).
- Men continue to be significantly more likely than women to express aided intentions to enlist generally (26.9% vs. 9.8%) ( $Z = -7.07$ ,  $p < .01$ ) and in all Army components (Active Army: 17.1% vs. 3.8%,  $Z = -8.17$ ,  $p < .01$ ; USAR: 14.7% vs. 5.8%,  $Z = -4.51$ ,  $p < .01$ ; ARNG: 12.6% vs. 5.6%,  $Z = -3.13$ ,  $p < .01$ ; ROTC: 16.6% vs. 7.9%,  $Z = -2.95$ ,  $p < .01$ ).



# INTENTIONS TO ENLIST

TABLES 7-3A & 7-3B (continued)

## Different from Last Quarter

- None of the declines in enlistment intentions noted last quarter continued this quarter.
- College-oriented high school students are less likely this quarter than last quarter to mention unaltered intentions to enlist in the ARNG (0.1% vs. 0.8%) ( $Z=1.96$ ,  $p<.05$ ). This is the only significant quarter-to-quarter change observed.

Table 7-38

SUMMER - SPRING DIFFERENCES IN  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

SAMPLE GROUPS	n1	Unaided Intention				Aided Intention				D2	Army ROTC
		General Intention	Active Army	USAR	ARMG	General Intention	Active Army	USAR	ARMG		
RECRUITING MARKET: MALES (PMAS + SMS)		-	+	+	-	+	+	+	-		-
FEMALES (PFAS + SFS)		-	-	0	+	-	-	-	-		+
TOTAL RECRUITMENT MARKET		-	-	+	+	-	-	-	-		+
PMAS:											
College Freshmen and Sophomores		-	-	+	+	-	+	-	-		-
M.S. Students (College-Oriented)		+	+	-	-1.96	+	+	+	-		+
M.S. Students (Work-Oriented)		+	-	+	+	+	+	-	+		0
M.S. Graduates Not Currently Enrolled		+	+	0	-	+	+	+	+		-
1st Actg Bde		+	-	+	+	-	-	-	-		-
2nd Actg Bde		+	+	-	-	-	+	+	-		-
4th Actg Bde		+	+	+	0	-	+	-	+		+
5th Actg Bde		-	-	+	-	+	-	-	-		+
6th Actg Bde		-	-	-	+	+	+	-	-		-
16-17 Years Old		-	-	+	-	-	-	-	-		-
18-19 Years Old		+	+	+	-	+	+	+	-		-
20-21 Years Old		-	-	0	+	+	+	-	-		+
22-24 Years Old		+	+	0	0	-	+	+	-		-
TOTAL PMAS		+	+	+	-	+	+	+	-		-

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Table 7-4A

Importance of Attributes

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Btm	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co Workers	Money for Ed.	Serve Country	Exciting Part Time Work	Live in Roomtown
<b>RECRUITING MARKET:</b>																		
MALES (PMAS + SMS)	1,967	80.3 (1.0)	77.9 (1.1)	91.8 (0.8)	53.0 (1.3)	78.6 (1.2)	65.9 (1.4)	90.8 (0.8)	88.7 (0.8)	91.4 (0.8)	79.9 (1.3)	90.1 (0.9)	85.1 (0.9)	80.8 (1.1)	65.6 (1.3)	61.7 (1.3)	78.0 (0.9)	53.7 (1.8)
FEMALES (PMAS + SMS)	305	94.0 (1.0)	71.9 (1.3)	94.1 (1.4)	64.1 (2.9)	72.3 (2.8)	58.1 (3.2)	90.0 (1.8)	93.7 (1.4)	94.1 (1.4)	83.4 (2.2)	92.8 (1.6)	87.9 (2.0)	84.2 (2.8)	71.1 (3.1)	52.1 (2.8)	67.3 (3.0)	51.8 (3.6)
TOTAL RECRUITMENT MARKET	8,372	89.3 (0.7)	74.8 (1.2)	93.0 (0.9)	58.7 (1.6)	75.5 (1.5)	62.0 (1.7)	90.4 (1.0)	91.2 (0.9)	92.8 (0.9)	81.7 (1.3)	91.5 (1.0)	86.5 (1.1)	82.6 (1.4)	68.4 (1.8)	54.0 (1.5)	72.5 (1.0)	52.7 (1.9)
<b>PMAS:</b>																		
College Freshmen and Sophomores	390	94.9 (1.1)	88.4 (2.3)	92.6 (1.5)	53.2 (3.8)	82.8 (2.1)	65.8 (2.5)	92.3 (1.3)	87.6 (1.9)	92.9 (1.3)	89.3 (2.0)	88.8 (2.0)	84.6 (2.1)	83.4 (2.2)	77.4 (2.7)	58.1 (2.8)	76.4 (2.7)	41.7 (2.9)
U.S. Students (College-Oriented)	578	92.8 (1.2)	79.2 (2.4)	94.5 (1.0)	70.9 (2.0)	82.9 (2.1)	69.2 (2.3)	92.5 (1.3)	88.2 (1.3)	91.1 (1.3)	79.1 (2.2)	91.9 (1.3)	84.2 (1.7)	85.1 (1.8)	64.4 (1.9)	69.3 (2.4)	77.2 (2.0)	44.7 (2.6)
U.S. Students (Non-Oriented)	168	87.2 (3.9)	78.8 (3.7)	90.3 (3.1)	57.9 (5.8)	71.7 (4.6)	68.2 (4.6)	84.5 (3.6)	85.9 (2.9)	88.8 (3.1)	72.5 (4.2)	90.8 (3.0)	84.8 (3.1)	78.2 (4.4)	58.4 (4.7)	71.5 (4.6)	77.3 (4.6)	51.9 (4.5)
U.S. Graduate Not Currently Enrolled	546	84.3 (1.9)	75.8 (2.0)	90.8 (1.4)	64.1 (2.4)	78.2 (2.7)	63.9 (2.7)	91.0 (1.3)	90.5 (1.6)	93.5 (1.4)	80.7 (1.8)	89.3 (1.5)	87.5 (1.7)	78.6 (2.0)	53.8 (2.8)	54.4 (2.6)	79.3 (1.7)	59.2 (3.0)
1st BtG Bde	642	88.7 (1.5)	81.9 (2.2)	90.2 (1.8)	55.6 (2.7)	76.3 (2.3)	59.5 (3.2)	91.3 (1.6)	88.2 (1.6)	91.9 (1.6)	79.5 (2.5)	89.4 (1.7)	84.6 (1.6)	79.4 (1.8)	68.2 (3.2)	57.1 (2.8)	79.1 (2.4)	51.0 (3.5)
2nd BtG Bde	308	90.9 (1.9)	76.3 (3.2)	93.6 (1.6)	61.4 (3.6)	80.6 (3.7)	68.6 (3.8)	92.7 (1.7)	90.5 (2.0)	91.3 (1.8)	78.3 (2.9)	90.6 (2.2)	85.7 (2.7)	85.1 (2.9)	69.8 (3.0)	67.8 (2.8)	79.7 (2.2)	50.7 (4.5)
4th BtG Bde	392	88.1 (2.2)	78.1 (2.1)	92.8 (1.4)	58.4 (2.7)	79.2 (2.2)	67.9 (2.8)	90.5 (1.4)	88.2 (2.0)	93.2 (1.2)	85.2 (2.4)	87.9 (1.9)	84.2 (2.3)	82.4 (2.2)	67.5 (3.1)	54.4 (3.0)	78.2 (2.6)	47.4 (3.1)
5th BtG Bde	340	92.5 (1.7)	77.9 (2.9)	93.4 (1.7)	54.7 (3.1)	85.1 (2.8)	65.0 (3.1)	90.8 (1.2)	92.6 (1.6)	93.4 (1.8)	83.3 (1.9)	93.8 (1.6)	87.4 (2.5)	80.4 (3.1)	68.3 (3.3)	64.4 (3.5)	76.9 (3.3)	52.5 (3.7)
6th BtG Bde	248	86.9 (3.4)	77.4 (6.1)	91.4 (2.3)	57.7 (6.3)	88.3 (2.9)	72.9 (2.7)	91.2 (2.3)	83.4 (2.7)	91.1 (2.3)	81.9 (3.0)	89.3 (2.0)	87.6 (2.9)	80.4 (3.1)	68.1 (3.3)	65.3 (4.1)	74.1 (2.9)	52.8 (6.4)
16-17 Years Old	718	92.4 (1.2)	79.2 (1.9)	94.2 (1.0)	67.6 (1.9)	81.5 (1.6)	68.0 (1.9)	91.5 (1.2)	88.8 (1.2)	91.8 (1.2)	78.3 (2.0)	92.8 (1.1)	87.1 (1.4)	84.2 (1.6)	78.7 (1.8)	69.8 (1.9)	78.5 (1.6)	44.5 (2.4)
18-19 Years Old	459	91.4 (1.6)	78.5 (2.2)	91.7 (1.5)	54.5 (2.6)	79.3 (2.5)	68.1 (2.5)	91.3 (1.6)	86.8 (1.9)	91.5 (1.7)	82.7 (2.2)	88.8 (1.8)	85.8 (1.8)	79.4 (1.9)	72.9 (2.6)	62.8 (2.7)	75.8 (2.4)	48.0 (3.0)
20-21 Years Old	222	90.3 (2.1)	78.6 (3.4)	89.6 (2.3)	58.8 (3.5)	82.6 (3.9)	64.6 (3.9)	91.4 (2.1)	91.3 (2.1)	94.5 (1.5)	85.8 (2.6)	92.3 (1.7)	90.6 (1.9)	86.8 (2.3)	67.3 (4.3)	59.2 (3.8)	77.8 (3.6)	51.1 (6.8)
22-24 Years Old	323	81.6 (2.7)	76.6 (3.0)	91.7 (1.9)	41.8 (3.6)	77.0 (2.7)	61.1 (5.2)	90.3 (1.9)	89.3 (2.4)	93.2 (1.7)	82.4 (2.8)	84.4 (2.2)	83.2 (2.5)	76.2 (2.9)	48.0 (3.0)	50.4 (3.2)	80.1 (2.6)	48.4 (3.4)
TOTAL PMAS	1,708	89.4 (1.0)	78.0 (1.3)	94.2 (0.8)	58.9 (1.3)	80.1 (1.5)	64.3 (1.5)	91.2 (0.8)	88.0 (0.9)	92.2 (0.7)	81.3 (1.7)	90.8 (0.8)	84.8 (0.8)	81.5 (1.1)	68.4 (1.4)	61.8 (1.2)	77.9 (1.0)	50.8 (1.9)

# IMPORTANCE OF ATTRIBUTES

TABLES 7-4A & 7-4B

## Similar to Last Quarter

- Again this quarter, a majority of youth (80%-95%) in all sample groups consider career and self-development opportunities important. The attributes most likely to be valued are having experiences to be proud of, having opportunities for developing potential, maturity, self-confidence, and having opportunities for job variety and career development.
- Those opportunities least likely to be considered important (20%-65%) are living in one's own hometown, having a stepping-stone between high school and college, and working part-time.
- Differences among educational groups for two college-related opportunities, earning money for education and having a stepping-stone between high school and college, remain stable.
- College-oriented high school students are most likely to value the opportunity to earn money for education. They are significantly more likely to value this opportunity than college freshmen and sophomores (84.4% vs. 77.4%) ( $Z=2.12$ ,  $p<.05$ ), work-oriented high school students (84.4% vs. 58.4%) ( $Z=5.13$ ,  $p<.01$ ), and high school graduates who are not currently enrolled in school (84.4% vs. 53.8%) ( $Z=9.04$ ,  $p<.01$ ).
- College freshmen and sophomores are also significantly more likely than work-oriented high school students (77.4% vs. 58.4%) ( $Z=3.51$ ,  $p<.01$ ) and high school graduates not currently enrolled (77.4% vs. 53.8%) ( $Z=6.07$ ,  $p<.01$ ) to value earning money for education.
- College-oriented high school students are again more likely than those who are work-oriented to value having a stepping-stone between high school and college (70.9% vs. 57.9%) ( $Z=2.41$ ,  $p<.05$ ). They are also significantly more likely to value it than college freshmen and sophomores (70.9% vs. 53.2%) ( $Z=4.91$ ,  $p<.01$ ) and high school graduates not enrolled in school (70.9% vs. 46.1%) ( $Z=7.94$ ,  $p<.01$ ).
- The percentage of PMAS youth who value the opportunity to serve American while living in their own hometowns (50.8%) is similar to last quarter (47.8%). Educational and age differences in the likelihood of valuing this opportunity are also similar to those reported last quarter.
- The likelihood of valuing some opportunities varies by sex of respondents.
- Females are more likely than males to value job variety (94.0% vs. 88.3%) ( $Z=4.03$ ,  $p<.01$ ), a stepping-stone between high school and college (64.1% vs. 53.0%) ( $Z=3.49$ ,  $p<.01$ ), gaining self-confidence (93.7% vs. 88.7%) ( $Z=3.10$ ,  $p<.01$ ), and part-time work (48.4% vs. 35.5%) ( $Z=3.99$ ,  $p<.01$ ).

TABLES 7-4A & 7-4B (continued)

IMPORTANCE OF ATTRIBUTES

- Males are more likely than females to value developing leadership skills (78.6% vs. 72.3%) ( $Z=2.07$ ,  $p<.05$ ), using high-tech equipment (65.9% vs. 58.1%) ( $Z=2.23$ ,  $p<.05$ ), serving the country (61.7% vs. 52.1%) ( $Z=3.11$ ,  $p<.01$ ), and having exciting weekends (78.0% vs. 67.3%) ( $Z=3.13$ ,  $p<.01$ ).

Different from Last Quarter

- Table 7-4B (Summer-Spring changes) contains an overall pattern of increases in importance items from last quarter. 86% of all changes shown in the table are positive and 32 of the 36 significant changes (not including Total rows) are positive. This contrasts with the Winter-Spring comparisons when approximately 80% of the changes were negative.
  - The greatest numbers of significant increases occurred for opportunities for career development ( $p<.05$  for 8 of the 17 comparisons in the column) and having an experience to be proud of ( $p<.05$  for 7 of the 17 comparisons). Last quarter, it was these two opportunities that showed the greatest numbers of significant decreases.
  - Last quarter, work-oriented high school students decreased in likelihood of valuing 8 of the 18 opportunities. This quarter, there are no significant changes for this group.
  - Last quarter, 18- to 19-year olds showed significant decreases in likelihood of valuing 3 of the 18 opportunities. This quarter, significant increases are shown for 3 opportunities though only one, having an experience to be proud of, was among those that decreased last quarter.
  - The likelihood of valuing job variety, having an experience to be proud of, and working with high-tech equipment increased significantly among college freshmen and sophomores this quarter ( $p<.05$  for all three comparisons). However, it should be noted that this group now includes recent high school graduates who plan to attend college in the Fall, youth who last quarter were classified as college-oriented high school students. Since high school students are typically more likely to value these opportunities than college students, the increases are likely the result of adding the new cohort to the college freshmen and sophomores group.
  - College-oriented high school students are more likely than those who are work oriented to value civilian career development (92.5% vs. 84.5%) ( $Z=2.09$ ,  $p<.05$ ), earning money for education (84.4% vs. 58.4%) ( $Z=9.04$ ,  $p<.01$ ), a stepping-stone between high school and college (70.9% vs. 57.9%) ( $Z=2.41$ ,  $p<.05$ ), and developing leadership skills (82.9% vs. 71.7%) ( $Z=2.21$ ,  $p<.05$ ). This quarter, the two high school student groups do not differ significantly on four opportunities that were significantly different last quarter: job variety, physical challenge, proud experience, and mental challenge.

Table 7-48

Influence of Attributes

SPRING DIFFERENCES IN  
PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

Sample Groups	n	Job Variety	Physical Challenge	Proud Experience	Step Blun	Leader Skills	At Tech	Civilian Career	Sell Confidence	Develop Potential	Mentor Challenge	Mature & Responsible	Skill Training	Hi. Trained Co-workers	Money for Ed.	Country Weekends	Exciting Part Time Live in Work	
RECRUITING MARKET:																		
MALES (PMAS + SPS)		+	+	+2.34	+	+	+2.69	+3.64	+2.57	+	+	+2.96	+	+	+	+2.55	+7.41	-2.56
FEMALES (PMAS + SPS)		+	+	+	+	+	+	+	+	+	-	+	+	+	+	+	+	+
SPRING RECRUITING MARKET																		
PMAS:		+	+	+2.32	+	+	+	+2.98	+2.16	+	-	+	+	+	+	+	+	-
College Freshmen and Sophomores		+2.73	+	+3.11	+	+	+2.36	+	+	+	+	+	+	+	+	+	+	-2.21
M.S. Students (College Oriented)		-	-	+	+2.04	+	+	+2.28	+	+	-	+	+	+	+	+	+	-
M.S. Students (Work Oriented)		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	-	-
M.S. Graduates Not Currently Enrolled		+	+	+	+	+	+	+2.58	+	+	-	+	+	+	+	+	+	+
1st Actg Bde		+	+2.72	+	+	-	+	+	+	+	+2.43	+	+	+2.36	+	+	+	-
2nd Actg Bde		+	-	+2.18	+2.26	+	+	+2.31	+	+	-	+	+	+	+	+	+	-
4th Actg Bde		+	+	+	+	+	+2.60	+2.73	+	+	+	+	+	+	+	+	+	-
5th Actg Bde		-	-	+	-	+2.11	-	-	+	+	+	+	+	+	-	+	-2.96	+
6th Actg Bde		+	+	+	+	+	+2.87	+	-	-	-	+	+	+	+	+	+	-
16-17 Years Old		+	+	+2.15	+2.75	+	+	+2.25	+	+	+	+2.86	+	+	+	+	+	-
18-19 Years Old		+	+	+2.10	-	+	+2.65	+	+	+	+	+	+	+	+	+2.21	+	-
20-21 Years Old		+	+	-	+	+	+	+	+	+	+	+	+	+2.05	+	+	-2.53	-
22-24 Years Old		+	+	+	+	+	+	+	+	+	+	+	-	+	+	+	+1.01	-
SPRING PMAS		+	+	+2.61	+	+2.18	+2.13	+3.24	+2.32	+2.08	+	+3.13	+	+2.12	+	+2.32	+2.67	-2.16

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

Table 7-5A

Perceptions - Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	N	Job Variety	Physical Challenge	Proud Experience	Step Btn MS & Col.	Leader Skills	Hi Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co Workers	Money for Ed.
<b>RECRUITING BAREET:</b>															
MALES (PMAS + SPS)	1,861	59.6 (1.3)	79.9 (1.1)	70.6 (1.4)	52.3 (1.5)	73.1 (1.4)	79.6 (1.0)	56.1 (1.2)	74.8 (1.3)	70.9 (1.1)	66.8 (1.2)	77.4 (1.2)	74.4 (1.2)	75.5 (1.5)	74.2 (1.3)
FEMALES (PFAS + SFS)	351	60.9 (3.5)	77.4 (2.9)	70.3 (3.1)	53.8 (3.7)	72.8 (3.3)	77.6 (2.9)	56.4 (3.7)	70.3 (3.3)	72.4 (3.2)	69.1 (2.7)	76.2 (2.8)	77.6 (2.5)	74.6 (2.8)	73.8 (3.1)
<b>TOTAL RECRUITING BAREET</b>	<b>2,212</b>	<b>60.2 (1.9)</b>	<b>78.6 (1.7)</b>	<b>70.4 (1.6)</b>	<b>53.1 (1.9)</b>	<b>73.0 (1.8)</b>	<b>78.6 (1.3)</b>	<b>56.3 (2.0)</b>	<b>70.5 (1.8)</b>	<b>71.6 (1.7)</b>	<b>67.9 (1.5)</b>	<b>76.8 (1.4)</b>	<b>75.9 (1.4)</b>	<b>75.1 (1.5)</b>	<b>74.0 (1.7)</b>
<b>PMAS:</b>															
College Freshmen and Sophomores	264	64.5 (3.8)	84.8 (2.5)	67.1 (3.7)	37.5 (3.3)	72.2 (4.0)	77.0 (3.7)	66.0 (3.1)	73.2 (3.7)	64.8 (3.3)	55.6 (3.1)	72.8 (3.8)	67.3 (3.5)	67.3 (4.0)	67.4 (3.6)
U.S. Students (College-Oriented)	578	68.4 (2.2)	81.9 (1.9)	76.3 (2.2)	56.4 (2.6)	75.6 (2.2)	81.7 (2.0)	60.7 (2.6)	78.0 (1.8)	76.9 (1.9)	65.8 (2.5)	81.0 (1.9)	79.4 (2.1)	81.0 (1.9)	78.9 (2.0)
U.S. Students (Non-Oriented)	168	69.5 (3.9)	72.4 (6.5)	73.0 (3.2)	65.2 (4.5)	72.3 (6.4)	73.5 (4.3)	63.8 (4.5)	70.0 (4.5)	72.8 (4.3)	74.7 (4.1)	81.5 (3.6)	77.4 (3.8)	78.6 (4.1)	75.6 (3.8)
U.S. Graduates Not Currently Enrolled	506	57.4 (2.6)	78.1 (2.4)	64.4 (2.4)	33.3 (2.4)	72.3 (2.2)	81.3 (1.8)	55.6 (2.5)	72.6 (2.4)	68.5 (2.0)	69.3 (2.5)	74.9 (1.9)	76.1 (2.1)	76.5 (2.0)	73.6 (2.3)
1st Rctg Bde	403	55.9 (3.0)	80.2 (2.0)	64.0 (1.8)	48.4 (2.5)	71.6 (2.6)	75.3 (2.5)	47.8 (2.6)	70.1 (3.0)	66.0 (3.0)	58.2 (3.1)	74.7 (2.3)	70.1 (2.3)	72.0 (3.1)	66.8 (3.1)
2nd Rctg Bde	290	65.3 (3.0)	81.9 (3.7)	79.3 (3.2)	57.1 (3.7)	80.2 (2.8)	87.8 (1.9)	67.6 (4.3)	75.5 (3.5)	74.8 (3.5)	74.1 (3.3)	78.9 (3.3)	78.1 (3.4)	82.4 (3.1)	78.8 (2.3)
4th Rctg Bde	365	56.4 (3.3)	80.1 (2.3)	67.3 (3.5)	49.6 (3.0)	71.2 (2.9)	77.0 (3.1)	51.5 (3.3)	73.7 (3.9)	67.8 (2.7)	64.5 (3.4)	72.5 (3.0)	70.8 (2.8)	69.5 (3.8)	75.5 (3.1)
5th Rctg Bde	318	63.5 (3.4)	79.0 (2.2)	70.4 (2.9)	55.0 (3.9)	75.1 (3.1)	82.0 (2.6)	59.2 (2.9)	75.1 (2.7)	71.4 (2.9)	72.4 (2.8)	78.9 (2.4)	80.2 (2.4)	78.9 (3.2)	76.2 (2.9)
6th Rctg Bde	220	48.3 (5.1)	80.9 (3.5)	65.3 (4.5)	44.8 (3.9)	67.4 (5.0)	76.6 (3.6)	51.0 (4.0)	77.1 (3.9)	72.5 (3.8)	57.6 (4.2)	79.0 (3.2)	76.6 (3.2)	76.0 (3.2)	71.8 (4.5)
16-17 Years Old	701	68.8 (1.8)	80.0 (1.8)	74.0 (2.2)	56.7 (2.1)	74.2 (1.9)	80.0 (2.0)	60.1 (2.3)	75.3 (1.7)	76.2 (2.0)	66.9 (2.5)	80.3 (1.9)	78.7 (1.7)	79.3 (1.9)	78.4 (1.8)
18-19 Years Old	309	54.8 (3.1)	85.1 (2.2)	69.7 (2.8)	43.8 (3.1)	74.4 (2.6)	81.0 (2.4)	55.2 (3.0)	76.0 (2.8)	69.2 (3.0)	65.4 (2.7)	77.8 (2.5)	73.0 (2.6)	74.5 (2.8)	72.8 (2.7)
20-21 Years Old	203	56.5 (4.4)	74.8 (3.8)	65.7 (3.2)	53.5 (3.9)	71.8 (3.3)	81.9 (2.9)	49.5 (4.0)	71.4 (3.3)	69.4 (3.6)	62.9 (4.3)	73.1 (3.0)	70.5 (3.6)	75.5 (3.7)	72.8 (4.0)
22-24 Years Old	303	47.4 (3.8)	79.3 (2.9)	64.0 (3.6)	50.2 (3.7)	71.2 (4.0)	75.6 (3.3)	52.0 (3.4)	71.4 (3.4)	63.2 (3.5)	64.1 (3.5)	71.9 (3.3)	74.3 (3.1)	71.1 (3.9)	68.0 (3.6)
<b>TOTAL PMAS</b>	<b>1,596</b>	<b>58.8 (1.4)</b>	<b>80.4 (1.1)</b>	<b>69.2 (1.9)</b>	<b>51.8 (1.5)</b>	<b>73.2 (1.4)</b>	<b>79.6 (1.7)</b>	<b>58.2 (1.4)</b>	<b>74.9 (1.5)</b>	<b>70.2 (1.4)</b>	<b>65.2 (1.3)</b>	<b>76.5 (1.3)</b>	<b>74.8 (1.2)</b>	<b>75.5 (1.3)</b>	<b>73.4 (1.4)</b>

TABLES 7-5A & 7-5B

PERCEPTIONS - ACTIVE ARMY

Similar to Last Quarter

- PMAS youth are most likely to agree that the Army provides opportunities for physical challenge (80.4%), for working with high-tech equipment (79.6%), and for becoming more mature and responsible (76.5%).
- PMAS youth are least likely to agree that the Army offers an advantage over going right from high school to college (51.0%), value in civilian career development (55.2%), and a wide variety of opportunities to find an enjoyable job (58.0%).
- Youth in the 2nd Recruiting Brigade (Southeast) are more likely than youth in the 1st Recruiting Brigade (Northeast), 4th Recruiting Brigade (Midwest) and 6th Recruiting Brigade (West) to agree that the Army offers value in civilian career development, highly trained co-workers (comparison between 2nd Recruiting Brigade and 6th Recruiting Brigade is not statistically significant), opportunities for learning leadership skills, working with high-tech equipment and mental challenge ( $p < .05$  for all comparisons except the one indicated).
- Decreases in likelihood of agreement occur with increasing age for statements that the Army offers job variety, an experience to be proud of, a value in civilian career development, money for education, and opportunities for becoming more mature and responsible and for developing one's potential ( $p < .05$  for all comparisons of 16- to 17-year olds with 22- to 24-year olds).



TABLES 7-5A & 7-5B (continued)

Different from Last Quarter

- PMAS educational groups exhibit very few differences in perceptions of the Army this quarter.
- There are no significant differences between college-oriented and work-oriented high school students' perceptions of the Army this quarter.
- College freshmen and sophomores tend to be significantly less likely than high school students to agree that the Army offers job variety, an experience to be proud of (comparison of work-oriented high school students to college freshmen and sophomores is not statistically significant), a stepping-stone between high school and college, value in civilian career development, mental challenge, skills training, and highly trained co-workers ( $p < .05$  on all comparisons except the one indicated).
- High school students are also more likely than high school graduates who are not currently enrolled to agree that the Army offers job variety, a stepping-stone between high school and college (comparison between college-oriented high school students and non-enrolled high school graduates is not statistically significant), and an experience to be proud of ( $p < .05$  on all comparisons except the one indicated).

Table 7-58

Perceptions Active Army

SUMMER SPRING DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

SAMPLE GROUPS	n	Job Variety	Physical Challenge	Proud Experience	Step Btm MS & Col.	Leader Skills	M Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Mt Trained Co Workers	Money for Ed.
RECRUITING MARKET: MALES (PEAS + SFS)		+	+	+2.81	+2.55	+	+	+2.03	+	+2.11	+	+2.29	+	+	+
FEMALES (PEAS + SFS)		-	-2.10	-	+	-	+	+	-	-	-	-	-	-	-
TOTAL (PEAS + SFS)		+	-	+	+	-	+	+	-	+	-	+	+	-	-
PEAS: College Freshmen and Sophomores		+	+	+	+	+	+	+	+	+	+	+	+	+	+
U.S. Students (College Oriented)		+	+	+	+2.71	-	+	+	+	+2.06	-	+	+	+2.40	+
U.S. Students (Work Oriented)		-	-	+	+	-	-	-	-	+	+	+	-	-	+
U.S. Graduates Not Currently Enrolled		+	-	+	+	+	+	+2.08	+	+	+	+	+	+	+
1st Bctg Bde		+	-	-	+2.31	+	-	+	-	+	-	+	-	-	-
2nd Bctg Bde		+	+	+	+	+	+2.40	+	+	+	+	+	+	+	+
4th Bctg Bde		+	+	+	+	-	+	+	+	+	-	+	-	+	+
5th Bctg Bde		+	-	-	+	-	+	+	-	-	+	-	+	+	+
6th Bctg Bde		-	+	+	-	-	+	-	+2.10	+	-	+	+2.19	+	+
16-17 Years Old		+	-	+	+2.80	-	+	+	-	+	-	+	+	+	+
18-19 Years Old		+	+2.10	+	+	+	+	+	+2.19	+	+	+	+	+	-
20-21 Years Old		+	-	+	+	+	+	+	-	+	-	+	+	+	+
22-24 Years Old		-	+	+	+	+	+	+	+	-	+	+	+	+	-
Grand Total		+	+	+	+2.61	+	+1.99	+	+	+	-	+	+	+	+

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

Jul., Aug., Sep. 1967

Table 7-6A

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS  
(Standard Error)

Perceptions Army Reserve

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co Workers	Money for Id.	Exciting Weekends	Part Time Work	Live in Humiliation
MALES (PMAS + SRS)	293	52.9 (4.7)	63.5 (4.9)	67.0 (4.3)	55.0 (3.9)	70.4 (3.1)	68.0 (3.6)	60.4 (4.1)	70.2 (4.1)	64.5 (3.9)	71.4 (4.2)	59.4 (4.7)	59.3 (4.2)	57.5 (4.4)	62.6 (4.8)
FEMALES (PMAS + SRS)	53	54.3 (10.9)	47.2 (13.2)	63.9 (11.2)	60.7 (10.7)	63.3 (10.5)	64.2 (10.8)	47.4 (11.6)	57.0 (11.5)	48.3 (11.0)	69.7 (11.0)	67.0 (11.5)	34.6 (12.0)	54.0 (11.5)	58.9 (11.4)
TOTAL RECRUITING MARKET	346	55.5 (5.4)	55.8 (6.8)	65.5 (5.9)	57.7 (5.3)	67.0 (5.1)	66.2 (5.6)	54.2 (6.3)	63.9 (6.1)	64.0 (5.4)	70.6 (5.7)	65.1 (5.5)	37.1 (6.1)	55.9 (5.6)	60.8 (5.7)
TOTAL PMAS	263	51.9 (5.0)	62.3 (5.1)	64.4 (4.4)	53.3 (4.6)	70.4 (3.8)	66.6 (4.0)	56.5 (4.5)	66.5 (4.9)	65.2 (4.2)	70.0 (4.7)	58.0 (5.1)	39.4 (4.3)	57.1 (4.3)	64.9 (4.8)

### Similar to Last Quarter

- The strength of the Army Reserve brand image continues to be moderate. Agreement with statements about the Army Reserve by PMAS youth ranges from approximately 40% to 70%.
- PMAS youth are most likely to agree that the Army Reserve offers the opportunity to gain self-confidence (70.4%) and to work with highly-trained co-workers (70.0%) and least likely to agree that it provides interesting and exciting weekends (39.4%).
- Again this quarter, there is no clear pattern of increases or decreases in perceptions over last quarter. About half of the quarter-to-quarter changes are positive and half are negative.

### Different from Last Quarter

- Significant increases occurred this quarter in perceptions that the Army Reserve offers the opportunity to gain self-confidence by Recruiting Market Males (70.4% vs. 55.8%) ( $Z=2.54$ ,  $p<.05$ ) and PHAS youth (70.4% vs. 54.2%) ( $Z=2.61$ ,  $p<.01$ ).
- Nonsignificant decreases in agreement with all but three of the Army Reserve attribute statements appeared this quarter among Recruiting Market Females.

School Year 87/88 - Spring, Summer

Table 7-68

Perceptions Army Reserve

SUMMER - SPRING DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

SAMPLE GROUPS	D	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Monitor Challenge	Mature & Responsible	Skill Training	Well-Trained Co Workers	Money for Ed.	Exciting Weekends	Part Time Work	Live In Apartment
MALES (PHAS + SMS)		+	+	+	+	+2.54	+	+	+	+	+	-	+	-	-
FEMALES (PHAS + SMS)		+	-	-	+	-	-	-	-	-	-	-	-	+	+
TOTAL RECRUITING MARKET		+	-	+	+	+	+	-	-	-	+	-	-	-	+
TOTAL PHAS		+	+	+	-	+2.61	+	+	+	+	+	-	+	-	-

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

Jul., Aug., Sep. 1987

Table 7-7A

Perceptions Army National Guard

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD AFFIRMATIVE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	0	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	At Trained Co Workers	Money For Ed.	Exciting Weekends	Part Time Work	Live in Hometown
MALES (PMAS + SMS)	297	56.7 (3.6)	62.1 (4.8)	66.5 (3.2)	48.7 (4.1)	72.9 (3.2)	69.0 (3.2)	55.8 (4.8)	73.9 (3.9)	64.6 (3.7)	63.6 (3.9)	63.7 (3.9)	51.0 (3.9)	64.9 (4.1)	77.0 (3.7)
FEMALES (PFAS + SFAS)	54	62.2 (9.7)	63.1 (10.8)	57.7 (11.2)	62.7 (10.4)	63.2 (10.8)	61.1 (10.9)	67.4 (9.5)	73.9 (9.8)	68.4 (10.1)	70.2 (10.2)	63.8 (11.1)	45.9 (11.1)	65.9 (10.2)	68.5 (10.5)
TOTAL RECRUITING MARKET	351	59.7 (5.5)	62.7 (5.9)	61.7 (6.4)	56.3 (6.1)	67.6 (6.2)	64.7 (6.2)	62.1 (5.6)	73.9 (5.8)	66.7 (5.7)	67.2 (5.9)	63.8 (6.2)	48.2 (6.4)	65.5 (6.4)	72.3 (6.2)
TOTAL PMAS	277	56.3 (3.9)	63.4 (4.9)	64.1 (3.5)	47.9 (4.3)	72.2 (3.4)	67.6 (3.6)	59.8 (3.8)	73.5 (4.0)	63.1 (4.3)	64.2 (4.5)	63.1 (4.2)	50.9 (4.3)	65.2 (4.8)	77.0 (3.8)

# Similar to Last Quarter

- The strength of the Army National Guard brand image continues to be moderate. Agreement with statements about the ARNG by PMAS youth ranges from approximately 45% to 75%, a somewhat broader range than that reported last quarter (50% to 70%).
- For PMAS youth the predominant perceptions are that the ARNG provides opportunities for becoming more mature and responsible (73.5%), for gaining self-confidence (72.2%), and for serving America while living in one's own hometown (77.0%).
- PMAS youth are least likely to agree that the ARNG provides interesting and exciting weekends (50.9%) and value in civilian career development (47.9%).
- Like last quarter, there is no clear pattern of changes in likelihood of agreement with statements about the ARNG. Approximately half of the quarter-to-quarter changes are positive and half are negative.

# Different from Last Quarter

- Males in the Recruiting Market are significantly more likely to agree this quarter than last that the Army National Guard offers the opportunity to serve America while living in one's own hometown (77.0% vs. 67.2%) ( $Z=2.54$ ,  $p<.05$ ).

School Year 87/88 : Spring, Summer

Table 7-7B

SAMPLE GROUPS	n	SUMMER : SPRING DIFFERENCES IN PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS												Perceptions	
		Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Nature & Responsible	Skill Training	BI Trained Co-workers	Money for Ed.	Exciting Weekends	Part Time Work	Live in Hometown
MALES (PMAS + SMS)		+	-	+	-	+	+	-	+	+	-	-	+	+	+2.54
FEMALES (PFAS + SFS)		+	-	-	+	-	-	+	-	-	-	-	+	+	+
TOTAL RECRUITING MARKET		+	-	-	+	-	+	+	+	-	-	-	+	+	+
TOTAL PMAS		-	+	-	-	+	+	+	-	+	+	+	+	-	+

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 7-8A

Perceptions and Importance - Army ROTC

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTIVE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
 (Standard Error)

SAMPLE GROUPS	n1	ROTC PERCEPTIONS								n2	ROTC IMPORTANCE				
		ROTC Officers				Officer Benefits					Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment
		Leader/Mgmt Training	Self Confidence	College Elective	Officer's Commission	Job Variety	Proud Experience	Use College Skills	Use Own Judgment						
ROTC MALE SAMPLE: College Juniors and Seniors	100	57.9 (4.2)	65.1 (3.8)	68.6 (5.3)	68.8 (4.1)	49.6 (4.5)	74.8 (4.3)	56.5 (3.9)	50.7 (4.4)	213	76.9 (3.8)	85.3 (2.8)	87.5 (2.6)	89.2 (2.8)	95.2 (1.5)
College Freshmen and Sophomores	184	62.8 (4.9)	74.4 (3.9)	67.5 (4.6)	67.2 (3.9)	57.9 (3.9)	77.4 (3.6)	58.8 (5.1)	63.1 (4.5)	390	82.8 (2.1)	87.6 (1.9)	94.9 (1.1)	92.6 (1.5)	92.7 (1.4)
N.S. Students (College-Oriented)	292	69.7 (2.9)	75.9 (2.5)	70.4 (3.5)	69.7 (3.6)	75.3 (2.8)	84.7 (2.6)	73.6 (2.7)	77.9 (2.7)	578	82.9 (2.1)	88.2 (1.3)	92.8 (1.2)	94.5 (1.0)	91.7 (1.5)
1st ROTC Region	197	62.7 (4.2)	73.6 (3.3)	71.0 (4.6)	69.4 (5.0)	62.4 (4.1)	77.3 (2.9)	61.7 (3.1)	64.6 (4.0)	376	81.2 (2.1)	88.5 (1.6)	90.9 (2.0)	91.2 (1.5)	90.9 (1.7)
2nd ROTC Region	161	64.1 (4.3)	75.9 (3.8)	64.7 (5.7)	66.6 (5.0)	59.8 (4.2)	79.9 (4.3)	67.4 (3.2)	71.3 (3.6)	279	82.2 (3.2)	85.4 (2.7)	92.5 (1.5)	94.3 (1.5)	92.9 (2.0)
3rd ROTC Region	164	63.4 (6.1)	71.3 (5.3)	69.5 (4.5)	68.1 (4.1)	66.1 (4.1)	81.7 (3.4)	63.9 (4.7)	64.1 (5.0)	286	82.0 (3.3)	89.7 (2.1)	95.8 (1.4)	93.2 (1.9)	94.3 (1.3)
4th ROTC Region	134	64.1 (4.0)	66.1 (4.4)	69.6 (6.1)	69.9 (4.8)	55.4 (5.9)	77.5 (4.7)	59.6 (4.9)	56.1 (4.9)	240	80.5 (2.7)	85.0 (2.9)	90.3 (2.1)	92.2 (2.3)	94.1 (1.9)
16-17 Years Old	289	70.8 (2.7)	75.9 (2.5)	71.7 (3.5)	71.6 (3.2)	73.2 (2.7)	83.4 (2.7)	71.8 (2.8)	76.7 (2.9)	565	83.6 (2.0)	89.7 (1.4)	93.4 (1.3)	94.9 (1.0)	92.2 (1.4)
18-19 Years Old	150	57.9 (4.3)	69.6 (4.8)	66.2 (4.2)	63.5 (4.8)	57.3 (4.6)	75.6 (4.0)	57.1 (4.3)	62.1 (4.2)	298	80.9 (2.6)	83.6 (2.5)	92.8 (1.8)	93.7 (1.5)	92.1 (1.6)
20-21 Years Old	131	62.2 (4.8)	71.6 (4.2)	67.7 (5.8)	67.9 (5.5)	57.2 (5.5)	77.0 (4.7)	60.6 (5.0)	59.2 (5.0)	100	81.5 (3.5)	89.7 (2.4)	89.8 (2.7)	91.4 (2.6)	94.3 (1.7)
22-24 Years Old	86	59.8 (6.4)	67.6 (5.1)	69.2 (6.3)	71.3 (5.2)	48.9 (5.5)	78.6 (4.6)	58.8 (7.1)	49.8 (5.3)	130	76.5 (4.3)	83.9 (4.3)	91.9 (2.9)	86.1 (3.3)	94.2 (2.4)
TOTAL ROTC MALE SAMPLE	686	63.5 (2.5)	71.8 (2.2)	68.9 (2.6)	68.6 (2.6)	61.1 (7.2)	79.8 (2.8)	63.1 (2.5)	64.1 (2.3)	1,101	81.4 (1.4)	87.3 (1.8)	92.3 (0.8)	92.4 (0.9)	92.9 (0.9)
TOTAL ROTC FEMALE SAMPLE	119	68.5 (5.1)	70.9 (4.8)	71.2 (5.5)	71.0 (5.3)	72.3 (5.5)	76.7 (4.4)	78.7 (5.4)	72.2 (4.8)	231	77.8 (3.7)	94.7 (1.4)	94.3 (1.3)	94.1 (1.2)	99.8 (1.7)
TOTAL ROTC SAMPLE (males + females)	775	64.1 (3.9)	72.3 (2.7)	70.1 (2.9)	71.4 (3.0)	64.9 (3.2)	77.8 (2.5)	69.1 (2.9)	68.2 (2.7)	1,412	79.6 (1.9)	92.2 (1.8)	94.3 (0.7)	94.4 (0.7)	94.8 (0.9)
TOTAL ROTC	917	64.3 (3.2)	73.8 (4.1)	68.9 (4.5)	64.8 (4.8)	65.0 (5.1)	79.0 (4.3)	72.8 (4.3)	69.8 (4.7)	1,722	80.1 (1.4)	88.8 (0.8)	89.4 (1.8)	92.2 (0.8)	91.6 (0.8)

Note: n1 provides case bases for all ROTC Perceptions Measures.  
 n2 provides case bases for all ROTC Importance Measures.

Similar to Last QuarterPerceptions

- Brand image of the Army ROTC continues to be moderately strong. Agreement with statements about attributes of the Army ROTC for males in the ROTC Sample ranges from approximately 60% to 80%.
- Among males in the officer market, there is highest agreement with the statement that the ROTC offers an experience to be proud of (79.0%). There is least agreement with statements that the Army ROTC offers job variety (61.1%), opportunities to use college-acquired skills (63.1%), and leadership and management training (63.5%).
- College-oriented high school students and 16- to 17-year olds are more likely than better educated and older youth to agree that the Army ROTC offers a wide variety of job opportunities, opportunities to use college-acquired skills (comparisons between 16- to 17-year olds and 20- to 21-year olds and between 16- to 17-year olds and 22- to 24-year olds are not statistically significant), and to use one's own judgment ( $p < .05$  on all comparisons except those indicated).

Importance

- All the opportunities relevant to the ROTC are likely to be considered important.
- Opportunities for using one's own judgment (92.9%), an experience to be proud of (92.6%), job variety (92.3%) and gaining self-confidence (87.3%) are highly likely to be valued by ROTC youth.
- The leadership and management training opportunity, while still likely to be valued, is least likely to be considered important by males in the ROTC Sample (81.4%).



TABLES 7-8A & 7-8B (continued)

PERCEPTIONS AND IMPORTANCE - ARMY ROTC

Comparison of Perceptions and Importance Items

- Youth are more likely to value the opportunities than to perceive them as available in the ROTC.
- Gaps between perceptions and importance are especially large for job variety (92.3% vs. 61.1%), using one's own judgment (92.9% vs. 64.1%), and leadership and management training (81.4% vs. 63.5%).

Different from Last Quarter

Perceptions

- Unlike last quarter, youth in the 3rd ROTC Region are not significantly more likely to agree with any of the ROTC Perceptions statements than youth in other regions of the country.
- Females are more likely than males to agree that the Army ROTC offers the opportunity for using college-acquired skills (74.7% vs. 63.1%) ( $Z=1.96$ ,  $p<.05$ ).

Importance

- Having an experience to be proud of is more likely to be considered important this quarter than last by college freshmen and sophomores (92.6% vs. 83.3%) ( $Z=3.11$ ,  $p<.01$ ), youth in the 2nd ROTC Region (94.3% vs. 89.1%) ( $Z=2.07$ ,  $p<.05$ ), and 18- to 19-year olds (93.7% vs. 87.4%) ( $Z=2.44$ ,  $p<.05$ ). The totals for ROTC Males (92.6% vs. 88.7%) ( $Z=1.96$ ,  $p<.05$ ), the ROTC Sample (94.4 vs. 88.5%) ( $Z=2.77$ ,  $p<.01$ ) and the PMAS (92.2% vs. 89.3%) ( $Z=2.61$ ,  $p<.01$ ) are also significantly higher. These findings contrast with the decreases in value of having an experience to be proud of found between Winter and Spring quarters.
- This quarter, college freshmen and sophomores are more likely than college juniors and seniors to consider job variety important (94.9% vs. 87.5%) ( $Z=2.62$ ,  $p<.01$ ). No other significant differences are found among educational groups this quarter in ROTC-relevant values.
- This quarter's increases among college freshmen and sophomores in likelihood of valuing job variety, an experience to be proud of and use of their own judgment are likely the result of classifying recent high school graduates who are planning to attend college this Fall as college freshmen.

Table 7-88

Summer: Spring Differences in  
Percentage "Agree" or "Strongly Agree" with Army ROTC Attribute Statements  
Percentage Rating ROTC Opportunities "Important" or "Very Important" to Plans for the Next Year

SAMPLE GROUPS	n1	ROTC PERCEPTIONS								p2	ROTC IMPORTANCE				
		Leader/High Training	Self Confidence	College Elective	Officer's Commission	Job Variety	Proud Experience	Use College Skills	Use Own Judgment		Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment
ROTC MALE SAMPLE: College Juniors and Seniors		-	+	+	-	-	+	+	-2.11		+	+	+	+	
College Freshmen and Sophomores		+	+	+	+	-	+	-	+		+	+2.73	+3.11	+2.03	
U.S. Students (College Oriented)		+	+	+	+	+2.48	+	+	+2.25		+	-	+	+	
1st ROTC Region		+	+2.09	+	-	+	+	+	+		+	-	+	-	
2nd ROTC Region		-	+	-	+	+	+	+	+		+	+	+2.07	+	
3rd ROTC Region		-	+	+	-	-	+	-	-		+	+	+	+	
4th ROTC Region		+	-	+	+	+	+	+	-		+	+	+	+	
16 17 Years Old		+	+	+	+	+	+	+	+		+	-	+	+	
18 19 Years Old		-	-	-	-	-	+	-	-		+	+	+2.44	+	
20 21 Years Old		-	+	+	-	-	+	-	-		+	+	+	+	
22 24 Years Old		+	+	+	+	+	+	+	-		+	+	-	+	
TOTAL ROTC MALE SAMPLE		+	+1.99	+	+	+	+	+	-		+	+	+2.97	+1.96	
TOTAL ROTC FEMALE SAMPLE		+	+	+	+	+	+	+	+		-	+	+	+	
TOTAL ROTC SAMPLE (MALES + FEMALES)		+	+	+	+	+	+	+	+		+	+	+2.77	+	
TOTAL ROTC		+	+	+	+	+	+	+	+		+2.15	+2.52	+2.61	+	

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 7-9A

Behavior

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
(Standard Error)

SAMPLE GROUPS	n	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASVAB	Visited Army Recruiting Station	Toll-free Call Sent for Gift
RECRUITING MARKET:						
MALES (PHAS + SMS)	1,987	22.1 (1.0)	11.2 (0.7)	5.5 (0.6)	5.6 (0.6)	3.5 (0.5)
FEMALES (PFAS + SFS)	385	10.1 (2.5)	6.4 (2.1)	2.4 (0.6)	2.4 (1.3)	1.8 (0.8)
TOTAL RECRUITING MARKET	2,372	15.9 (1.4)	8.7 (1.1)	3.9 (0.4)	8.9 (0.8)	2.6 (0.5)
PHAS:						
College Freshmen and Sophomores	390	20.0 (2.1)	15.5 (2.0)	6.0 (1.6)	6.6 (1.6)	1.5 (0.6)
M.S. Students (College-Oriented)	578	30.0 (2.3)	12.3 (1.7)	8.5 (1.5)	5.5 (1.3)	4.4 (0.9)
M.S. Students (Work-Oriented)	168	28.3 (5.0)	13.9 (3.7)	8.0 (2.4)	2.9 (1.4)	5.8 (2.1)
M.S. Graduates Not Currently Enrolled	586	17.5 (2.1)	10.7 (1.5)	4.4 (1.0)	5.9 (1.2)	2.6 (0.7)
1st Rctg Bde	442	18.8 (1.5)	10.2 (1.6)	4.2 (1.1)	4.3 (1.2)	2.1 (0.8)
2nd Rctg Bde	308	26.7 (3.8)	15.9 (2.5)	9.8 (2.1)	7.6 (2.1)	2.4 (1.2)
4th Rctg Bde	392	19.7 (1.8)	11.7 (1.5)	5.8 (1.2)	5.1 (1.2)	2.1 (0.7)
5th Rctg Bde	340	24.5 (2.8)	12.9 (1.9)	8.0 (1.7)	6.4 (1.8)	6.7 (1.5)
6th Rctg Bde	240	24.6 (3.8)	12.6 (2.6)	3.3 (1.0)	5.1 (1.6)	2.9 (1.4)
16-17 Years Old	718	29.9 (2.2)	11.9 (1.6)	8.5 (1.2)	4.6 (1.0)	3.8 (0.7)
18-19 Years Old	459	30.6 (2.0)	24.2 (1.9)	9.1 (2.0)	10.1 (1.7)	5.4 (1.3)
20-21 Years Old	222	11.7 (2.9)	6.7 (1.6)	2.4 (1.2)	4.4 (1.1)	0.4 (0.3)
22-24 Years Old	323	9.7 (2.2)	3.9 (1.2)	2.2 (0.9)	2.9 (1.1)	1.5 (0.7)
TOTAL PHAS	1,722	22.4 (1.1)	12.4 (0.8)	6.3 (0.7)	5.7 (0.6)	3.1 (0.5)

Similar to Last Quarter

- The most common enlistment-related action by PMAS youth is talking to someone about joining the Army (22.6%). Talking to a recruiter is about half as likely (12.6%). These proportions are almost identical to those reported last quarter.
- All of the enlistment-related activities (except sending for a gift) are again more likely to be reported by males than females ( $p < .05$  for all 4 relevant comparisons) and by younger than older PMAS youth ( $p < .05$  for all comparisons of 16- to 17-year olds and 18- to 19-year olds with 20- to 21- and 22- to 24-year olds).
- Again this quarter, high school students tend to be more likely than youth in the other educational groups to talk to someone about enlisting in the Army ( $p < .05$  for all 3 comparisons). High school students also tend to be more likely than college freshmen and sophomores to call or send for a gift (4.4% vs. 1.5%) ( $Z = -2.68$ ,  $p < .05$ ); (5.8% vs. 1.5%) ( $Z = -1.97$ ,  $p < .05$ ).

Different from last Quarter

- PMAS youth in the 5th Recruiting Brigade (Southwest) are more likely than those in the other recruiting brigades (except for the 6th Recruiting Brigade) to make a toll-free call or send for a gift ( $p < .05$  for comparisons of the 5th Recruiting Brigade with the 1st, 2nd, and 4th Recruiting Brigades).
- The percentage of high school students not currently enrolled who reported talking to an Army recruiter increased significantly this quarter (10.7% vs. 6.3%) ( $Z = -2.27$ ,  $p < .05$ ).
- PMAS youth in the 6th Recruiting Brigade (West) were significantly less likely this quarter than last to report having taken the ASVAB (7.0% vs. 3.3%) ( $Z = -2.05$ ,  $p < .05$ ).

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
SUMMER - SPRING DIFFERENCES IN

SAMPLE GROUPS	n	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASVAB	Visited Army Recruiting Station	Toll-free Call Sent for Gift
RECRUITING MARKET: MALES (PMAS + SMS)		-	-	-	+	-
FEMALES (PFAS + SFS)		-	+	-	-	-
TOTAL RECRUITING MARKET		-	+	-	+	-
PMAS: College Freshmen and Sophomores		-	-	+	+	-
M.S. Students (College-Oriented)		-	-	-	-	-
M.S. Students (Work-Oriented)		-	+	+	-	-
M.S. Graduates Not Currently Enrolled		+	+2.27	+	+	-
1st Rctg Bde		-	-	-	+	-
2nd Rctg Bde		+	+	+	-	-
4th Rctg Bde		+	+	+	+	-
5th Rctg Bde		-	-	-	-	+
6th Rctg Bde		-	+	-2.05	-	+
16-17 Years Old		-	-	-	-	-
18-19 Years Old		-	+	+	+	+
20-21 Years Old		-	-	-	+	-
22-24 Years Old		+	+	+	+	-
TOTAL PMAS		-	+	-	+	-

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 7-10A

Knowledge/Recall Unaided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			Other Military Branches			JRAP	NONE
		ACTIVE	ROTC	ARMY	USAF	NAVY	USMC		
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,987	81.4 (1.1)	1.4 (0.3)	12.1 (1.0)	9.1 (0.8)	58.1 (1.4)	64.2 (1.4)	5.1 (0.6)	4.7 (0.7)
FEMALES (PMAS + SMS)	385	81.2 (2.5)	2.3 (0.8)	7.5 (1.9)	5.9 (1.4)	41.8 (2.9)	54.5 (2.8)	3.7 (1.1)	6.4 (1.4)
TOTAL RECRUITING MARKET	2,372	81.3 (1.4)	1.9 (0.4)	9.7 (1.1)	7.5 (0.8)	49.7 (1.6)	59.2 (1.7)	4.4 (0.7)	5.5 (0.9)
PMAS:									
College Freshmen and Sophomores	390	86.6 (2.2)	2.0 (0.7)	12.8 (1.8)	10.6 (1.5)	63.4 (2.8)	66.1 (2.9)	7.5 (1.5)	2.2 (0.9)
H.S. Students (College-Oriented)	578	82.9 (2.1)	2.1 (0.6)	11.0 (1.5)	7.4 (1.2)	57.3 (2.5)	66.2 (2.2)	4.8 (0.9)	4.4 (1.1)
H.S. Students (Work-Oriented)	168	80.9 (2.9)	0.9 (1.0)	9.3 (2.5)	4.1 (1.9)	55.7 (4.4)	70.7 (4.0)	3.3 (1.8)	6.2 (2.2)
H.S. Graduates Not Currently Enrolled	586	80.2 (2.0)	1.3 (0.6)	13.1 (1.8)	9.8 (1.4)	58.6 (2.1)	66.5 (2.6)	4.9 (1.1)	2.5 (0.8)
1st Rctg Bde	442	82.6 (2.5)	1.1 (0.5)	11.5 (1.4)	9.4 (1.3)	61.5 (3.3)	65.7 (2.4)	5.2 (0.9)	3.1 (0.9)
2nd Rctg Bde	308	82.4 (2.8)	0.8 (0.5)	10.1 (1.8)	8.5 (1.8)	58.4 (3.3)	66.5 (3.7)	4.1 (1.2)	3.0 (1.3)
4th Rctg Bde	392	85.3 (1.8)	4.1 (1.2)	14.3 (2.5)	10.7 (1.6)	60.4 (2.5)	68.5 (2.7)	6.1 (1.3)	2.7 (1.1)
5th Rctg Bde	340	83.6 (2.5)	1.2 (0.7)	15.9 (3.2)	7.2 (1.8)	54.9 (3.4)	66.6 (4.1)	5.2 (1.6)	2.8 (1.0)
6th Rctg Bde	240	77.8 (3.0)	0.6 (0.5)	8.0 (2.1)	7.8 (2.1)	59.5 (3.4)	66.2 (3.7)	6.3 (1.9)	5.5 (1.9)
16-17 Years Old	718	83.5 (1.7)	1.9 (0.5)	10.9 (1.5)	6.8 (1.1)	58.0 (2.1)	65.4 (2.1)	5.0 (0.9)	4.1 (0.9)
18-19 Years Old	459	87.0 (2.1)	2.0 (0.7)	12.6 (1.6)	10.8 (1.4)	60.2 (2.8)	70.5 (2.4)	4.8 (1.1)	2.3 (0.7)
20-21 Years Old	222	83.8 (3.2)	1.5 (1.0)	10.6 (3.3)	8.9 (2.2)	61.2 (3.8)	66.8 (3.7)	4.4 (1.4)	2.7 (1.3)
22-24 Years Old	323	74.8 (2.6)	0.7 (0.5)	14.2 (2.1)	9.4 (1.8)	57.9 (2.7)	64.0 (3.4)	7.2 (1.9)	3.6 (1.4)
TOTAL PMAS	1,722	82.5 (1.1)	1.6 (0.3)	12.1 (1.1)	8.8 (0.7)	59.1 (1.3)	66.7 (1.6)	5.3 (0.3)	3.3 (0.5)

Similar to Last Quarter

- Unaided recall of Army advertising remains the highest of all services for all sample groups.
- Among the PMAS, for example, 82.5% recall seeing or hearing Army ads compared with 66.4% for the Air Force, 66.7% for the Marine Corps, and 59.1% for the Navy.
- Very few youth (5.3%) recall joint recruiting advertising without aid.
- Unaided recall of advertising continues to be lower for females than males for all military branches except the Army ( $p < .05$  for all 4 comparisons) and for the ARNG (12.1% vs. 7.5%) ( $Z = -2.14$ ,  $p < .05$ ) and the USAR (9.1% vs. 5.9%,  $Z = -1.98$ ,  $p < .05$ ).
- Unaided recall is lower for Army component advertising than for the active Army ads.
- Of PMAS youth, 12.1% recall Army National Guard advertising without aid, compared with 8.8% for the Army Reserve ads, and only 1.6% for Army ROTC.
- Levels of unaided recall of active Army advertising and advertising by all three Army components were stable across quarters.
- Again this quarter, there are very few differences among educational, age, or regional groups in unaided recall.

TABLES 7-10A & 7-10B (continued)

KNOWLEDGE/RECALL - UNAIDED

Different from last Quarter

- Youth in the 4th Recruiting Brigade (Midwest) were significantly more likely than youth in any of the other recruiting brigades to recall unaided ROTC advertising ( $p < .05$  for all 4 comparisons).
- Females are less likely this quarter to show unaided recall of Navy advertising (54.7% vs. 41.8%) ( $Z = 3.10$ ,  $p < .05$ ).
- Compared to last quarter, there were significant decreases in unaided recall of USCG advertising for recruiting market males, college-oriented high school students, the 1st and 2nd Recruiting Brigades (Northeast and Southeast, respectively), and 16- to 17- and 20- to 21-year olds ( $p < .05$  for all 6 comparisons).



School Year 87/88 - Spring, Summer

Table 7-10B

Knowledge/Recall - Unaided

SUMMER - SPRING DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	n	ACTIVE	Army Components		USAR	USAF	Other Military Branches		USCG	JRAP	NONE
			ROTC	ARNG			NAVY	USMC			
RECRUITING MARKET:		-	-	+	+	-	-	-	-2.57	-	+2.09
MALES (PMAS + SMS)		+	+	+	-	-	-3.10	+	+	+	+
FEMALES (PFAS + SFS)		+	+	+	-	-	-3.09	+	-	+	+
TOTAL RECRUITING MARKET		+	+	+	-	-	-3.09	+	-	+	+
PMAS:		+	+	+	-	+	-	-	-	-	+
College Freshmen and Sophomores		-	-	-	-	-	-	+	-2.86	-	+
U.S. Students (College-Oriented)		+	-	+	-	+	-	+2.47	-	-	-
U.S. Students (Work-Oriented)		-	-	+	+	-	-	+	-	-	+
U.S. Graduates Not Currently Enrolled		-	-	+	+	-	-	+	-	-	+
1st Bctg Bde		-	-	+	+	-	-	-	-2.26	-	+
2nd Bctg Bde		-	-	-	-	-	-	+	-2.27	-	+
4th Bctg Bde		-	+	+	+	-	+	+	-	+	-
5th Bctg Bde		+	+	+	-	+	-	+	-	+	-
6th Bctg Bde		-	-	-	-	+2.34	-	+	+	-	+
16-17 Years Old		-	-	-	-	-	-	+	-3.28	-	+
18-19 Years Old		+	+	+	+	-	-	+	+	-	+
20-21 Years Old		-	+	-	+	-	-	-2.04	-1.98	-	+
22-24 Years Old		-	-	+	+	+	+	+	-	+	+
TOTAL PMAS		-	-	+	-	+	+	+	-2.72	-	+

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)

Table 7-11A

Knowledge/Recall - Unaided plus Aided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	n	Army Components			Other Military Branches			JPAP
		ACTIVE	ROTC	ARNG	USAR	USAF	MAVT USMC	USCG
<b>RECRUITING MARKET:</b>								
MALES (PMAS + SMS)	1,987	93.7 (0.6)	45.9 (1.5)	65.4 (1.4)	72.0 (1.3)	86.4 (1.0)	80.1 (1.2)	52.0 (1.5)
FEMALES (PFAS + SFS)	385	91.1 (1.6)	44.8 (2.6)	58.9 (3.2)	65.8 (3.0)	83.2 (2.2)	69.9 (3.3)	38.6 (3.1)
<b>TOTAL RECRUITING MARKET</b>	<b>2,372</b>	<b>92.3 (0.8)</b>	<b>45.3 (1.5)</b>	<b>62.0 (1.7)</b>	<b>68.8 (1.6)</b>	<b>84.8 (1.2)</b>	<b>74.8 (1.9)</b>	<b>45.1 (1.8)</b>
<b>PMAS:</b>								
College Freshmen and Sophomores	390	97.5 (0.8)	48.9 (3.2)	60.9 (3.6)	70.7 (3.0)	89.0 (2.0)	79.7 (2.8)	52.3 (3.2)
N.S. Students (College-Oriented)	578	95.9 (1.0)	44.7 (2.4)	67.8 (2.4)	71.2 (2.0)	86.5 (1.8)	80.7 (2.1)	47.5 (2.6)
N.S. Students (Work-Oriented)	168	92.5 (2.2)	46.8 (4.5)	62.3 (4.5)	67.8 (4.6)	90.5 (2.5)	77.7 (3.6)	47.4 (4.9)
N.S. Graduates Not Currently Enrolled	586	93.7 (1.1)	44.7 (2.6)	66.2 (2.1)	72.6 (2.3)	86.4 (1.8)	81.4 (1.9)	50.6 (2.8)
1st Rctg Bde	442	95.2 (1.1)	46.3 (3.3)	62.1 (2.9)	68.8 (2.4)	84.6 (2.4)	80.5 (2.9)	53.5 (2.9)
2nd Rctg Bde	308	96.1 (1.1)	45.3 (2.9)	66.4 (3.1)	73.6 (2.5)	88.8 (2.0)	81.2 (2.3)	53.3 (3.1)
4th Rctg Bde	392	94.3 (1.4)	47.6 (3.2)	65.6 (2.6)	74.6 (2.6)	88.2 (1.8)	81.4 (2.1)	44.4 (3.1)
5th Rctg Bde	340	95.3 (1.2)	43.3 (2.7)	69.8 (2.8)	70.3 (2.3)	87.3 (2.1)	80.0 (2.4)	44.9 (3.5)
6th Rctg Bde	240	94.2 (1.7)	46.9 (3.8)	61.7 (3.9)	69.2 (4.0)	86.9 (2.4)	78.8 (3.3)	52.5 (3.2)
16-17 Years Old	718	95.0 (0.9)	42.9 (2.2)	67.1 (2.1)	70.0 (2.0)	87.6 (1.4)	79.7 (1.8)	46.8 (2.5)
18-19 Years Old	459	97.2 (0.9)	49.6 (3.3)	63.9 (2.6)	71.8 (2.4)	88.5 (1.7)	79.8 (2.4)	53.5 (3.0)
20-21 Years Old	222	94.7 (1.9)	46.8 (3.9)	61.3 (3.4)	71.4 (4.0)	86.3 (2.8)	80.8 (2.8)	47.6 (3.9)
22-24 Years Old	323	93.0 (1.5)	45.2 (3.5)	66.1 (3.0)	72.7 (3.4)	86.6 (2.3)	82.3 (2.4)	51.6 (3.3)
<b>TOTAL PMAS</b>	<b>1,722</b>	<b>95.1 (0.6)</b>	<b>43.9 (1.5)</b>	<b>65.1 (1.2)</b>	<b>71.3 (1.3)</b>	<b>87.4 (0.9)</b>	<b>80.5 (1.3)</b>	<b>49.8 (1.5)</b>

Similar to Last Quarter

- Combined unaided and aided recall of active Army advertising is again the highest of all services.
- Among PMAS youth, combined recall for Army advertising is 95.1% compared with 87.4% for the Air Force, 84.8% for the Marine Corps, and 80.5% for the Navy.
- Large increases are again observed in all categories when responses to aided recall questions are added to unaided recall (Table 7-10A). The largest increases are observed in those categories with the lowest levels of unaided recall such as the Army ROTC and the smallest increases are in categories with the highest unaided recall levels such as the active Army.

Different from Last Quarter

- Males are significantly more likely than females to have combined recall of Navy, Marine Corps, Coast Guard, and joint advertising ( $p < .05$  for all 4 comparisons).
- College freshmen and sophomores are significantly more likely than work-oriented high school students and high school students not currently enrolled to have combined recall of active Army advertising (97.5% vs. 92.5%) ( $Z = -2.14$ ,  $p < .05$ ); (97.5% vs. 93.7%) ( $Z = -2.79$ ,  $p < .05$ ).
- Last quarter, college-oriented high school students had higher levels of combined recall for active Army, Army Reserve, and ROTC advertising than the work-oriented. This quarter, the levels of recall for these two high school groups are similar.
- The significant increase among college freshmen and sophomores in combined recall of active Army advertising is likely the result of classifying as college freshmen recent high school graduates who are planning to attend college in the Fall. As high school students typically have somewhat higher levels of combined recall of these ads than college students, the increase for college freshmen and sophomores this quarter probably results from adding the new cohort to this educational group.

Table 7-11B

Knowledge/Recall - Unaided plus Aided

SUMMER - SPRING DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	n	ACTIVE	Army Components NOTC	ARMC	USAR	USAF	Other Military Branches NAVY USMC	USCG	JRAP
RECRUITING MARKET: MALES (PMAS + SMS)		+	+	+	+	-	-	+	-
FEMALES (PFAS + SFS)		-	-	-	-	-	-	-	-
TOTAL RECRUITING MARKET		+	-	-	-	-	-	-	-
PMAS: College Freshmen and Sophomores		+2.63	-	+	-	+	-	+	+
M.S. Students (College-Oriented)		+	+	+	-	-	+	-	-
M.S. Students (Work-Oriented)		+	+	+	+	+	+	-	+
M.S. Graduates Not Currently Enrolled		-	+	-	+	-	-	+	+
1st Rctg Bde		+	-	-	-	-	-	-	+
2nd Rctg Bde		+	+	-	+	+	+	-	+
4th Rctg Bde		+	-	+	+	-	+	-	-
5th Rctg Bde		+	+	+	-	-	-	-	+
6th Rctg Bde		+	+	-	-	+	-	+	-
16-17 Years Old		+	-	+	-	+	+	-	-
18-19 Years Old		+	+	+	-	-	+	+	+
20-21 Years Old		+	+	-	-	-	-	-	+
22-24 Years Old		+	-	+	+	-	-	+	+
TOTAL PMAS		+	+	+	-	-	-	-	+

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.

Table 7-12A

Knowledge

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY  
(Standard Error)

SAMPLE GROUPS	n	Active Army Knowledge				Army Reserve and Army National Guard Knowledge			
		If Enlist Eligible for College \$	Total Benefits	Army Benefits Better?	Offer GI Bill	Minimum Duty Tour	Delayed Entry Allowed	17 Year Old Eligible to Join	M.S. Scholar Required
RECRUITING MARKET:									
MALES (PMAS + SMS)	1,025	94.6 (0.8)	27.2 (1.7)	11.1 (1.0)	46.5 (2.0)	43.3 (2.1)	51.1 (2.0)	35.9 (1.9)	81.5 (1.5)
FEMALES (PMAS + SMS)	190	88.4 (2.4)	7.9 (2.2)	11.7 (3.4)	42.6 (3.9)	38.9 (4.6)	46.7 (4.5)	26.1 (3.3)	73.0 (4.4)
TOTAL RECRUITING MARKET	1,215	91.4 (1.3)	17.9 (1.6)	11.4 (1.8)	44.6 (2.3)	41.2 (2.6)	49.0 (2.3)	31.2 (2.0)	77.4 (2.3)
PMAS:									
College Freshmen and Sophomores	203	95.9 (1.7)	30.3 (4.1)	10.4 (2.5)	35.2 (3.8)	43.0 (4.5)	51.6 (3.6)	43.7 (4.3)	82.8 (3.6)
M.S. Students (College-Oriented)	301	95.1 (1.6)	28.4 (3.8)	13.9 (2.0)	48.4 (3.4)	44.2 (3.7)	46.5 (3.2)	35.7 (3.1)	81.1 (2.8)
M.S. Students (Work-Oriented)	75	94.0 (3.5)	15.1 (4.7)	12.5 (4.3)	46.2 (7.3)	30.0 (6.5)	48.3 (7.9)	27.3 (6.4)	78.5 (4.9)
M.S. Graduates Not Currently Enrolled	306	95.2 (1.2)	23.7 (3.1)	9.8 (1.8)	48.2 (3.5)	42.4 (3.6)	53.4 (3.6)	36.9 (4.1)	86.4 (2.5)
1st Rctg Bde	241	95.6 (1.4)	28.6 (3.4)	13.0 (2.7)	51.3 (3.7)	49.4 (4.1)	58.5 (3.6)	34.2 (4.3)	78.7 (2.8)
2nd Rctg Bde	157	97.8 (1.4)	28.9 (6.7)	12.2 (2.7)	46.7 (3.9)	38.8 (4.8)	49.5 (3.8)	35.3 (4.6)	86.2 (3.0)
4th Rctg Bde	192	96.0 (1.9)	30.4 (3.9)	12.9 (2.9)	45.7 (3.5)	42.5 (3.9)	51.8 (5.4)	36.6 (3.6)	87.2 (3.5)
5th Rctg Bde	163	94.4 (2.0)	25.6 (5.1)	10.9 (2.7)	37.9 (4.4)	40.4 (5.2)	48.3 (4.6)	38.1 (5.7)	85.1 (3.0)
6th Rctg Bde	132	91.8 (3.0)	25.0 (4.5)	6.6 (2.3)	40.6 (5.3)	36.9 (5.6)	42.0 (4.7)	44.8 (5.9)	81.4 (4.9)
16 17 Years Old	354	94.4 (1.8)	25.4 (3.2)	15.5 (2.0)	46.8 (2.8)	39.2 (2.9)	49.2 (3.0)	38.3 (2.7)	82.2 (2.1)
18 19 Years Old	246	94.7 (1.8)	35.2 (3.3)	12.0 (2.7)	42.1 (3.7)	40.1 (4.5)	51.0 (3.7)	35.2 (3.4)	85.2 (3.2)
20 21 Years Old	108	96.7 (1.9)	20.4 (4.4)	12.7 (2.7)	40.5 (5.9)	43.6 (5.9)	47.1 (5.8)	37.1 (6.0)	81.8 (4.2)
22-24 Years Old	177	96.1 (1.4)	26.5 (6.7)	4.1 (1.3)	48.8 (5.2)	47.3 (4.7)	54.3 (4.4)	39.3 (4.7)	84.0 (3.4)
TOTAL PMAS	885	95.2 (0.8)	27.8 (2.6)	11.3 (1.1)	45.8 (1.9)	42.1 (2.2)	50.4 (2.1)	37.4 (2.1)	83.5 (1.5)
SMS:									
College Freshmen and Sophomores	203	95.9 (1.7)	30.3 (4.1)	10.4 (2.5)	35.2 (3.8)	43.0 (4.5)	51.6 (3.6)	43.7 (4.3)	82.8 (3.6)
M.S. Students (College-Oriented)	301	95.1 (1.6)	28.4 (3.8)	13.9 (2.0)	48.4 (3.4)	44.2 (3.7)	46.5 (3.2)	35.7 (3.1)	81.1 (2.8)
M.S. Students (Work-Oriented)	75	94.0 (3.5)	15.1 (4.7)	12.5 (4.3)	46.2 (7.3)	30.0 (6.5)	48.3 (7.9)	27.3 (6.4)	78.5 (4.9)
M.S. Graduates Not Currently Enrolled	306	95.2 (1.2)	23.7 (3.1)	9.8 (1.8)	48.2 (3.5)	42.4 (3.6)	53.4 (3.6)	36.9 (4.1)	86.4 (2.5)
1st Rctg Bde	241	95.6 (1.4)	28.6 (3.4)	13.0 (2.7)	51.3 (3.7)	49.4 (4.1)	58.5 (3.6)	34.2 (4.3)	78.7 (2.8)
2nd Rctg Bde	157	97.8 (1.4)	28.9 (6.7)	12.2 (2.7)	46.7 (3.9)	38.8 (4.8)	49.5 (3.8)	35.3 (4.6)	86.2 (3.0)
4th Rctg Bde	192	96.0 (1.9)	30.4 (3.9)	12.9 (2.9)	45.7 (3.5)	42.5 (3.9)	51.8 (5.4)	36.6 (3.6)	87.2 (3.5)
5th Rctg Bde	163	94.4 (2.0)	25.6 (5.1)	10.9 (2.7)	37.9 (4.4)	40.4 (5.2)	48.3 (4.6)	38.1 (5.7)	85.1 (3.0)
6th Rctg Bde	132	91.8 (3.0)	25.0 (4.5)	6.6 (2.3)	40.6 (5.3)	36.9 (5.6)	42.0 (4.7)	44.8 (5.9)	81.4 (4.9)
16 17 Years Old	354	94.4 (1.8)	25.4 (3.2)	15.5 (2.0)	46.8 (2.8)	39.2 (2.9)	49.2 (3.0)	38.3 (2.7)	82.2 (2.1)
18 19 Years Old	246	94.7 (1.8)	35.2 (3.3)	12.0 (2.7)	42.1 (3.7)	40.1 (4.5)	51.0 (3.7)	35.2 (3.4)	85.2 (3.2)
20 21 Years Old	108	96.7 (1.9)	20.4 (4.4)	12.7 (2.7)	40.5 (5.9)	43.6 (5.9)	47.1 (5.8)	37.1 (6.0)	81.8 (4.2)
22-24 Years Old	177	96.1 (1.4)	26.5 (6.7)	4.1 (1.3)	48.8 (5.2)	47.3 (4.7)	54.3 (4.4)	39.3 (4.7)	84.0 (3.4)
TOTAL SMS	885	95.2 (0.8)	27.8 (2.6)	11.3 (1.1)	45.8 (1.9)	42.1 (2.2)	50.4 (2.1)	37.4 (2.1)	83.5 (1.5)

Similar to Last Quarter

- Percentages of PMAS indicating knowledge of the Army's offers and benefits remain stable across quarters.
- General knowledge of Army offers remains widespread while specific information continues to be less well known.
- Of PMAS youth, 95.2% know that the Army offers educational benefits for enlistment and 83.5% know of the delayed entry program. However, only 27.8% correctly specify the maximum amount of educational benefits available, only 11.3% know that the educational benefits available through Army enlistment are better than those offered by other services, and 37.4% are aware that the minimum tour of duty in the Army is two years.
- College freshmen and sophomores are more likely to know the amount of money that can be earned for education by enlisting than work-oriented high school students (38.3% vs. 15.1%) ( $Z=3.72$ ,  $p<.01$ ) and high school graduates who are not currently enrolled in school (38.3% vs. 23.7%) ( $Z=2.84$ ,  $p<.01$ ). College-oriented high school students are more likely than those who are work oriented to have this information (28.4% vs. 15.1%) ( $Z=2.20$ ,  $p<.05$ ). These findings suggest that youth in a position to take advantage of the educational benefits are most likely to know about them.
- Youth in all sample groups are again more likely to associate the GI Bill with the Army than with other services ( $p<.05$  for all relevant comparisons). For example, 83.5% of the PMAS correctly answered that the Army offers the GI Bill while only 45.0% were correct when asked about the Air Force, 42.1% about the Navy, and 50.6% about the Marine Corps.
- Knowledge of the eligibility requirements and educational benefits offered by the Army Reserve and Army National Guard are also relatively high in all sample groups and quite stable across quarters.
- Of PMAS youth, for example, 76.6% are aware that high school graduation is not required before enlisting, and 63.5% know that 17-year-olds may enlist.
- Of PMAS youth, 85.1% know that the Army Reserve and National Guard offer educational benefits, but only 6.7% can specify the correct maximum amount of benefits available.

TABLES 7-12A & 7-12B (continued)

KNOWLEDGE

- Decreases noted over the last two quarters in identification of the Marine Corps with the GI Bill were not found this quarter. No significant differences were found between quarters in identification of the Marine Corps or Air Force with the GI Bill.

Different from Last Quarter

- Significant decreases are observed this quarter over last in knowledge that the Army offers more in educational benefits than the other services for high school graduates who are not currently enrolled in school (9.8% vs. 15.7%) ( $\bar{Z}=-2.07$ ,  $p<.05$ ), youth in the 6th Recruiting Brigade (6.6% vs. 19.3%) ( $\bar{Z}=-3.11$ ,  $p<.01$ ) and 22- to 24-year olds (4.1% vs. 16.7%) ( $\bar{Z}=-3.14$ ,  $p<.01$ ).
- Very few age differences in knowledge are apparent this quarter.
- 22- to 24-year olds are less likely than youth in the other age groups to know the Army offers more in educational benefits than the other services ( $p<.05$  on all three relevant comparisons).
- 18- to 19-year olds are more likely than 16- to 17-year olds to know the maximum amount of Army educational benefits and to know that high school graduation is not required before enlisting in the Army Reserve and Army National Guard (35.2% vs. 25.4%) ( $\bar{Z}=-2.13$ ,  $p<.05$ ) (80.8% vs. 72.8%) ( $\bar{Z}=-2.09$ ,  $p<.05$ ).
- Males are more likely than females to answer questions about active Army benefits and offers correctly ( $p<.05$  for 5 of the 6 relevant comparisons).
- Knowledge of USAR and ARNG eligibility requirements increased significantly for females in the recruiting market this quarter (17-year olds eligible: 71.7% vs. 56.5%,  $\bar{Z}=2.83$ ,  $p<.01$ ; high school graduation not required: 84.3% vs. 73.1%,  $\bar{Z}=2.31$ ,  $p<.05$ ).
- The decrease among college freshmen and sophomores this quarter in knowledge of the maximum in educational benefits available through the USAR and ARNG is likely the result of classifying recent high school graduates who are planning to attend college this Fall as college freshmen. Since high school students are typically less likely to have this information, it seems likely that the decrease among college students results from adding the new cohort.

Table 7-128

Knowledge

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY

SAMPLE GROUPS	D	Active Army Knowledge					Army Reserve and Army National Guard Knowledge				
		Eligible for College &	Total Education Benefits	Army Benefits Better?	USAF	NAVY	USMC	Minimum Duty Tour	Delayed Entry Allowed	17 Year Old	Maximum Eligible to Join
RECRUITING MARKET: MALES (PFAS + SFS)		+	+	-2.83	-	+	-	-	+	-	+
FEMALES (PFAS + SFS)		-	-	+	-	-	-	-	-	+2.83	+2.33
TOTAL RECRUITING MARKET		+	-	-	-	-	-	-	-	+2.36	+
PFAS: College Freshmen and Sophomores		+	+	-	-	+	+	-	+	-	-2.33
U.S. Students (College-Oriented)		-	+	-	+	-	-	-	+	-2.03	-
U.S. Students (Work-Oriented)		+	-	-	-1.97	+	-2.00	+	+	+	+
U.S. Graduates Not Currently Enrolled		+	+	-2.07	+2.34	+	+	-	-	+	+
1st Actg Bde		+	-	-	+	+	+	-	-	+	+
2nd Actg Bde		+	+	-	+	+	-	-	+	-	+2.07
4th Actg Bde		-	+	-	-	+	+	-	+	-	-2.22
5th Actg Bde		+	+	-	-	-	+	+	+	+	+
6th Actg Bde		-	-	-3.11	-	-	-	-	-	-	+
16-17 Years Old		-	-	-	-	+	-	+	+	-	-
18-19 Years Old		-	+	-	-	+	-	-	-	-	+
20-21 Years Old		+	-	-	+	-	+	-	+	+	+
22-24 Years Old		+1.08	+	-3.14	+	+	+	-	-	+	+
TOTAL PFAS		+	+	-2.93	-	+	-	-	+	-	+

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.



Table 7-13A

Media Habits

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING  $\Delta$   
(Standard Error)

SAMPLE GROUPS	n1	Types of TV Shows						n2	Types of Radio Programs								
		Sports	Mystery	Drama	Music	Comedy	Movie		Talk	News	Classical	Pop	Country	Sports	Talk	Rock	Easy
RECRUITING MARKET:																	
MALES (PMAS + SMS)	967	74.0 (1.8)	53.4 (1.9)	50.1 (2.1)	50.6 (2.1)	80.7 (1.5)	77.9 (1.7)	41.1 (2.0)	976	52.4 (1.7)	13.4 (1.2)	51.8 (2.3)	32.3 (1.7)	43.3 (2.0)	17.4 (1.6)	30.2 (1.9)	41.7 (2.1)
FEMALES (PFAS + SFS)	101	48.0 (5.4)	56.7 (4.8)	63.2 (4.7)	60.9 (4.0)	87.0 (2.5)	85.2 (2.8)	56.5 (4.3)	108	46.0 (5.2)	11.7 (2.7)	60.4 (4.2)	39.5 (4.7)	12.4 (3.7)	27.3 (4.4)	75.0 (4.4)	58.7 (4.2)
TOTAL RECRUITING MARKET	1,148	60.8 (3.8)	55.2 (2.6)	51.4 (2.7)	59.8 (2.4)	84.0 (1.5)	81.7 (1.6)	49.2 (2.5)	1,144	49.0 (2.8)	12.4 (1.6)	56.4 (2.6)	36.2 (2.8)	26.7 (2.0)	22.7 (2.3)	77.4 (2.5)	50.8 (2.5)
PMAS:																	
College Freshmen and Sophomores	177	77.2 (3.6)	48.7 (4.0)	36.6 (3.8)	50.7 (4.3)	80.5 (3.4)	70.9 (4.0)	47.1 (4.3)	181	49.1 (4.2)	16.0 (3.2)	55.3 (3.9)	21.2 (2.5)	43.7 (3.8)	22.9 (4.3)	86.2 (3.3)	38.7 (4.5)
H.S. Students (College-Oriented)	294	78.8 (3.3)	53.0 (3.8)	38.2 (3.1)	66.5 (3.3)	89.2 (1.8)	79.6 (2.9)	40.0 (3.2)	291	42.2 (3.9)	9.5 (2.1)	57.3 (3.3)	21.1 (2.8)	49.7 (3.4)	16.4 (2.8)	81.3 (2.4)	42.5 (3.2)
H.S. Students (Work-Oriented)	94	72.0 (5.2)	56.2 (4.5)	32.3 (5.0)	70.8 (4.8)	80.1 (5.0)	85.3 (3.6)	41.5 (7.1)	94	44.5 (5.8)	17.0 (4.8)	48.6 (6.1)	36.9 (7.3)	39.2 (5.6)	18.9 (5.2)	85.6 (4.5)	32.1 (5.2)
H.S. Graduates Not Currently Enrolled	269	74.8 (3.0)	54.5 (4.0)	38.8 (4.0)	50.6 (3.7)	79.8 (2.4)	77.3 (3.1)	37.0 (3.9)	273	58.3 (3.5)	14.1 (2.3)	49.3 (3.9)	43.8 (3.9)	47.4 (4.1)	14.6 (2.3)	80.6 (3.0)	43.9 (3.6)
1st Rctg Bde	231	74.7 (3.4)	61.6 (4.6)	37.1 (3.6)	56.1 (4.9)	85.0 (2.8)	74.2 (3.7)	26.7 (3.7)	231	42.6 (4.2)	13.7 (2.6)	46.2 (4.3)	21.9 (3.4)	46.6 (2.6)	15.1 (3.0)	86.2 (3.2)	42.8 (4.3)
2nd Rctg Bde	141	79.4 (5.1)	54.6 (6.6)	44.1 (5.2)	69.0 (5.7)	82.1 (3.9)	85.0 (2.9)	50.9 (4.0)	141	61.2 (4.2)	15.2 (4.0)	64.4 (4.4)	41.4 (6.4)	51.8 (7.0)	25.7 (4.0)	77.8 (4.5)	49.5 (4.7)
4th Rctg Bde	184	77.8 (3.5)	49.8 (4.1)	31.3 (3.5)	57.6 (4.9)	80.1 (3.7)	75.8 (4.1)	45.0 (3.9)	188	44.9 (4.6)	13.4 (3.1)	54.3 (5.2)	25.1 (4.1)	47.6 (4.0)	15.3 (2.7)	84.9 (3.1)	38.9 (3.7)
5th Rctg Bde	170	70.7 (4.3)	44.9 (4.2)	34.8 (4.6)	55.9 (5.0)	87.8 (3.4)	75.8 (5.1)	45.0 (6.3)	169	56.7 (4.5)	12.7 (3.2)	48.8 (5.2)	44.1 (4.8)	41.7 (3.3)	16.6 (3.3)	80.2 (4.0)	35.1 (4.4)
6th Rctg Bde	108	79.8 (4.8)	47.2 (5.4)	38.6 (5.4)	46.2 (5.3)	77.0 (4.2)	78.0 (4.4)	39.3 (5.3)	110	47.6 (5.6)	11.6 (4.0)	53.0 (5.0)	27.8 (5.5)	43.3 (5.3)	14.5 (3.2)	82.1 (5.0)	37.7 (5.6)
16-17 Years Old	373	75.0 (5.0)	52.6 (2.9)	38.5 (2.9)	66.0 (3.1)	87.9 (1.5)	80.7 (2.4)	38.8 (2.9)	369	41.2 (2.8)	12.2 (2.3)	55.5 (3.1)	24.8 (2.8)	44.7 (3.2)	15.1 (2.5)	82.3 (2.4)	39.9 (2.8)
18-19 Years Old	207	78.4 (3.2)	54.6 (4.4)	35.9 (3.6)	58.5 (4.1)	79.8 (3.2)	74.4 (3.8)	45.2 (4.3)	211	47.0 (3.5)	14.6 (2.7)	52.6 (4.1)	29.9 (3.2)	43.5 (3.3)	20.0 (3.4)	84.9 (2.9)	36.1 (4.4)
20-21 Years Old	113	81.6 (4.2)	47.6 (5.6)	32.3 (5.4)	51.0 (6.2)	82.1 (4.5)	84.6 (5.4)	43.9 (5.7)	115	53.7 (6.3)	12.6 (3.7)	49.3 (5.6)	39.7 (5.8)	63.2 (5.3)	15.1 (3.7)	83.7 (3.7)	43.7 (5.4)
22-24 Years Old	141	71.6 (4.7)	55.9 (4.8)	41.3 (5.3)	46.3 (4.7)	77.7 (3.9)	69.7 (4.1)	35.6 (4.5)	144	66.7 (4.1)	14.8 (3.1)	51.5 (5.5)	38.5 (5.0)	39.7 (6.1)	20.1 (4.0)	79.4 (4.8)	47.2 (4.4)
TOTAL PMAS	834	76.2 (1.9)	52.9 (2.1)	37.4 (2.2)	57.6 (2.4)	82.8 (1.4)	77.3 (1.6)	40.9 (2.9)	839	50.1 (1.9)	13.4 (1.5)	52.9 (2.2)	31.5 (2.0)	44.4 (1.9)	17.4 (1.6)	82.6 (1.7)	41.1 (2.1)

Note: n1 provides case bases for types of TV Shows regularly watched by youth selected for Media Habits questions who watch TV more than zero hours each week.

n2 provides case bases for types of Radio Programs regularly listened to by youth selected for Media Habits questions who listen to the radio more than zero hours each week.

$\Delta$  Indicates significant change in administration of questions. See Appendix F.

Television

- This quarter youth selected to receive media habits questions were asked about their television programming preferences unless they indicated they watch zero hours of TV each week. Previously, youth who claimed not to be regular television viewers were also excluded. This change resulted in an increase in the percentage of youth answering television preference questions.

- Of PMAS youth, 94.5% reported watching more than zero hours of TV a week and thus were asked the television preference questions. Only 61.2% claim to be regular television viewers. Thus, 33.3% of PMAS youth who would have been excluded under the old criteria are included now.

Similar to Last Quarter: Television

- PMAS youth continue to have the highest preferences for comedy (82.8%), movies (77.5%), and sports (76.2%) programs. They are least likely to regularly watch dramatic (37.4%) and talk (40.5%) shows.
- Males are more likely than females to watch sports programs on TV (74.0% vs. 48.0%) ( $Z=4.57$ ,  $p<.01$ ) while females are more likely than males to prefer drama (63.2% vs. 38.1%) ( $Z=4.88$ ,  $p<.01$ ), movies (85.2% vs. 77.9%) ( $Z=2.23$ ,  $p<.05$ ), comedy (87.0% vs. 80.0%) ( $Z=2.16$ ,  $p<.05$ ), and talk shows (56.5% vs. 41.1%) ( $Z=3.25$ ,  $p<.01$ ).
- There is no clear pattern of differences among groups in television programming preferences. A few of the group differences observed last quarter, however, were again found this quarter.
  - Music programs and music videos are most popular with high school students ( $p<.01$  for all 4 relevant comparisons). The popularity of music programs appears to decrease with age. Both 16- to 17-year olds and 18- to 19-year olds are significantly more likely than 22- to 24-year olds to prefer this type of programming (16- to 17-year olds vs. 22- to 24-year olds: 66.0% vs. 46.3%,  $Z=3.50$ ,  $p<.01$ ; 18- to 19-year olds vs. 22- to 24-year olds: 58.5% vs. 46.3%,  $Z=1.96$ ,  $p<.05$ ).

Different from Last Quarter: Television

- The many significant decreases shown in Table 7-13B probably result from the change in sample composition that occurred with inclusion of non-regular television viewers.

TABLES 7-13A & 7-13B (continued)

MEDIA HABITS

Radio

- This quarter youth selected to receive media habits questions were asked about their radio programming preferences unless they indicated they listen to zero hours of radio each week. Previously, youth who claimed not to be regular radio listeners were also excluded. This change resulted in an increase in the percentage of youth answering radio programming preference questions.
- 95.8% of PMAS youth reported listening to more than zero hours of radio a week and thus were asked the radio preference questions. This compares with 82.8% who say they are regular radio listeners. Thus, 13.0% of PMAS youth would have been excluded under the old criteria but are included now.

Similar to Last Quarter: Radio

- Among PMAS youth, radio rock programs are the most popular (82.6%) with pop programming (52.9%) a distant second. Classical music (13.4%) and talk shows (17.4%) are least preferred.
- The popularity of country music programs varies both regionally and by level of education. Youth in the 2nd Recruiting Brigade (Southeast), 5th Recruiting Brigade (Southwest), work-oriented high school students, and high school graduates who are not currently enrolled in school are more likely than youth in other regional and educational groups to report regularly listening to country music ( $p < .05$  for all relevant comparisons except that the difference between 2nd and 6th Recruiting Brigades is not statistically significant).
- Males are more likely than females to listen to sports shows on the radio (43.4% vs. 12.4%) ( $Z = -7.35$ ,  $p < .01$ ) while females are more likely than males to listen to radio talk shows (27.3% vs. 17.4%) ( $Z = -2.11$ ,  $p < .05$ ) and easy listening programs (58.7% vs. 41.7%) ( $Z = -3.62$ ,  $p < .01$ ).

Different from Last Quarter: Radio

- The significant decreases in radio programming preferences from last quarter are most likely the result of including non-regular radio listeners rather than changes in viewer preferences.

Table 7-138

Media Habits

PERCENTAGE REGULARLY VIEWING OR LISTENING TO PROGRAMS WITH ADVERTISING  $\Delta$

SAMPLE GROUPS	Q1	Sports	Mystery	Drama	Types of TV Shows Music	Comedy	Movie	Talk	D2	News	Classical	Pop	Types of Radio Programs Country	Sports	Talk	Rock	Easy
RECRUITING MARKET: MALES (PMAS + SMS)		-2.40	-2.49	-3.03	-3.00	-2.84	-2.89	-		-	-2.21	-	-	-2.71	-	-	-
FEMALES (PFAS + SFS)		+	-	-2.82	-	-	-2.26	-		-2.25	-	-	+	-	+	-	+
NETS, RECRUITING MARKET		-	-	-3.76	-	-	-3.53	-		-2.85	-	-	+	-	-	-	+
PMAS:																	
College Freshmen and Sophomores		-2.03	-	-2.11	-	-	-	+		-	-	-	-	-2.81	+	+	-
U.S. Students (College-Oriented)		-	-	+	-2.54	-	-	+		-	-	-	+	-	+	-	+
U.S. Students (Work-Oriented)		-2.01	-	-	-	-	-	+		-	-	+	-	-	-	+	-
U.S. Graduates Not Currently Enrolled		-	-	-2.26	-	-	-2.56	-		-	+	-2.19	+	-	-	-	-
1st Actg Bde		-	+	-	-	-	-	-		-2.34	-	-2.24	+	-2.56	-	-	-
2nd Actg Bde		-	-	-	-	-	+	+		-	-	+	+	+	+	-	+
4th Actg Bde		-	-	-3.92	-	-	-2.26	+		-	+	-	+	-	-	-	-
5th Actg Bde		-1.96	-	+	-	+	-	-		+	-	-	-	-	-	+	-
6th Actg Bde		-	-2.93	-	-2.20	-4.40	-	-		-	-	-	+	-2.42	+	+	-2.36
16-17 Years Old		-	-2.03	-	-2.42	-	-	+		-	+	+	+	-	+	-	+
18-19 Years Old		-	-	-2.50	-	-3.73	-2.22	+		-	-	-	+	-2.02	+	+	-
20-21 Years Old		+	-	-2.52	-	-	+	-		-	-	-	+	+	-	+	-
22-24 Years Old		-	-	-	-	+	-3.39	-		-	-	-	+	-	-	+	-
TOTAL PMAS		-	-2.35	-2.88	-3.16	-	-2.80	-		-	-	-	+	-2.47	-	-	-

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p > 0.05$ ;  $\pm 2$  s.e.)

Signs indicate the direction of changes that are not statistically significant.

$\Delta$  indicates significant changes in administration of Media Habits questions. See Appendix E.

## Intention to Enlist

MONTHS	D1	Unaided Intention				Aided Intention				Army ROTC	
		General Intention	Active Army	USAR	ARMG	General Intention	Active Army	USAR	ARMG		
July	502	1.5 (0.6)	1.0 (0.4)	0.2 (0.2)	0.0 n.e.	27.0 (2.2)	15.8 (2.4)	18.1 (1.9)	14.2 (2.0)	351	13.9 (3.2)
August	715	2.4 (0.8)	2.3 (0.7)	0.1 (0.1)	0.3 (0.3)	24.7 (2.3)	15.0 (1.7)	12.3 (1.7)	11.5 (1.3)	522	16.8 (2.5)
September	505	2.4 (0.8)	0.9 (0.4)	1.0 (0.4)	0.4 (0.3)	24.4 (2.1)	15.0 (2.0)	12.1 (1.6)	8.6 (1.6)	365	14.1 (1.8)
TOTAL	1,722	2.3 (0.4)	1.3 (0.3)	0.5 (0.2)	0.3 (0.2)	23.2 (1.2)	15.2 (1.1)	13.0 (0.9)	11.2 (0.9)	1,250	15.1 (1.5)

**Note:** n.e. indicates standard error is not estimable.

n.e. indicates standard error is not estimable.  
 p1) provides case bases for all Unaided Intention Measures and for all Aided Intention Measures except Army ROTC.  
 p2) provides case bases for Aided Intention - Army ROTC.

Jul., Aug., Sep. 1987

Table 7-15  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(PMAS MONTHLY TOTALS)  
(Standard Error)

MONTHS	N	Job Variety	Physical Challenge	Proud Experience	Step Blun MS & Col.	Leader Skills	Mi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mature & Responsible	Skill Training	Mi Trained Co Workers	Money for Ed.
July	461	57.1 (2.6)	77.9 (2.9)	69.1 (2.7)	55.0 (3.1)	74.0 (2.7)	79.2 (2.7)	55.9 (2.6)	75.4 (2.7)	69.0 (2.9)	75.4 (2.9)	75.9 (2.3)	75.2 (3.0)	72.7 (2.3)
August	668	59.1 (2.1)	81.9 (2.0)	70.3 (2.4)	52.2 (2.7)	76.9 (1.9)	79.8 (1.5)	55.9 (2.2)	75.6 (2.4)	72.0 (2.1)	79.3 (1.9)	74.8 (2.0)	76.2 (2.4)	75.6 (2.1)
September	467	57.6 (2.9)	80.7 (2.2)	68.0 (2.7)	48.1 (2.2)	68.4 (2.8)	79.7 (2.3)	53.7 (2.5)	72.6 (2.7)	69.1 (2.2)	74.3 (2.6)	73.8 (2.3)	74.9 (2.4)	72.0 (2.9)
TOTAL	1,596	54.0 (1.5)	80.4 (1.3)	69.2 (1.5)	51.0 (1.2)	73.2 (1.4)	79.6 (1.2)	53.2 (1.4)	74.0 (1.3)	70.2 (1.4)	74.3 (1.3)	74.0 (1.2)	75.1 (1.2)	73.4 (1.1)

Jul., Aug., Sep. 1987

Table 7-16  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(PMAS MONTHLY TOTALS)  
(Standard Error)

Knowledge/Recall - Unaided

MONTHS	N	Army Components			Other Military Branches			JRAP	NONE
		ACTIVE	ROTC	ARNG	USAF	NAVY	USMC		
July	502	82.4 (2.5)	1.8 (0.5)	9.8 (1.9)	8.4 (1.6)	59.0 (2.7)	65.7 (3.0)	5.3 (1.3)	2.9 (0.9)
August	715	81.5 (1.8)	0.9 (0.3)	13.9 (1.9)	10.6 (1.2)	58.9 (2.1)	67.5 (2.3)	5.5 (0.9)	3.7 (0.8)
September	505	83.8 (1.9)	2.3 (0.8)	11.7 (1.5)	7.2 (1.0)	59.3 (2.1)	66.5 (2.2)	5.1 (0.9)	3.1 (1.0)
TOTAL	1,722	82.6 (1.1)	1.6 (0.3)	12.1 (1.1)	8.8 (0.7)	59.1 (1.2)	66.7 (1.6)	5.3 (0.5)	3.3 (0.5)

8. ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM  
(ACOMS): QUARTERLY REPORT, FALL 1987

Nancy L. Gay and Linda J. Keil

Overview of Findings

Purpose

To provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans.

Methodology

During Fall Quarter 1987 (1 October through 31 December), computer-assisted 30-minute telephone interviews were conducted with 3,258 youth between the ages of 16 and 24. Youth were asked about their education and employment history, career plans, intentions to enlist in the Army, enlistment-related activities undertaken during the prior six months, and what opportunities they regard as important to their future plans. They were also asked about their media habits, recall of military advertising, knowledge and perceptions of the Army and its components, and their attitudes toward Army advertisements. Demographic information was collected and, for selected youth, parental location information was requested for use in parental interviewing.

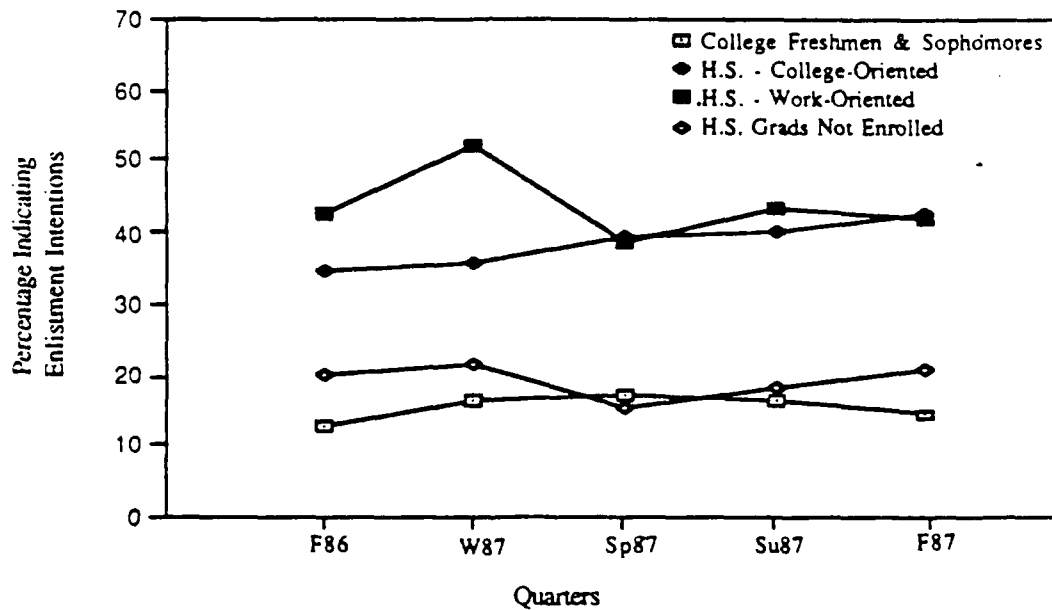
The quarterly report focuses mainly on males in the Primary Male Analytic Sample (PMAS). The PMAS corresponds to the primary enlisted market and includes youth who have neither served nor been accepted for service in the military; who are either in high school or have a regular high school diploma; who have never taken a college ROTC course; and, who have not yet completed their sophomore year in college. This quarter 2,087 PMAS youth were interviewed. Data are reported by PMAS educational, regional, and age groups. Findings are reported by sex for the Recruiting Market as a whole, including both the primary and secondary enlisted markets. The secondary enlisted market includes high school non-completers and youth with a high school certificate other than a diploma (e.g., GED) who have not yet completed one year of college. Finally, data for youth in the officer market are reported for ROTC perceptions and ROTC-relevant importance items by education, region, age, and sex.

## Findings

The overall pattern of results has been very stable between Summer and Fall quarters.

### General Army Findings (All Components)

Enlistment intentions and behaviors. High school students continue to have highest general aided intentions to enlist in the Army. Youth in the 2nd and 5th Recruiting Brigades have higher general aided intentions to enlist than those in other areas of the country. No significant changes from last quarter are observed this quarter in general intentions to enlist (see Figure 8-1).

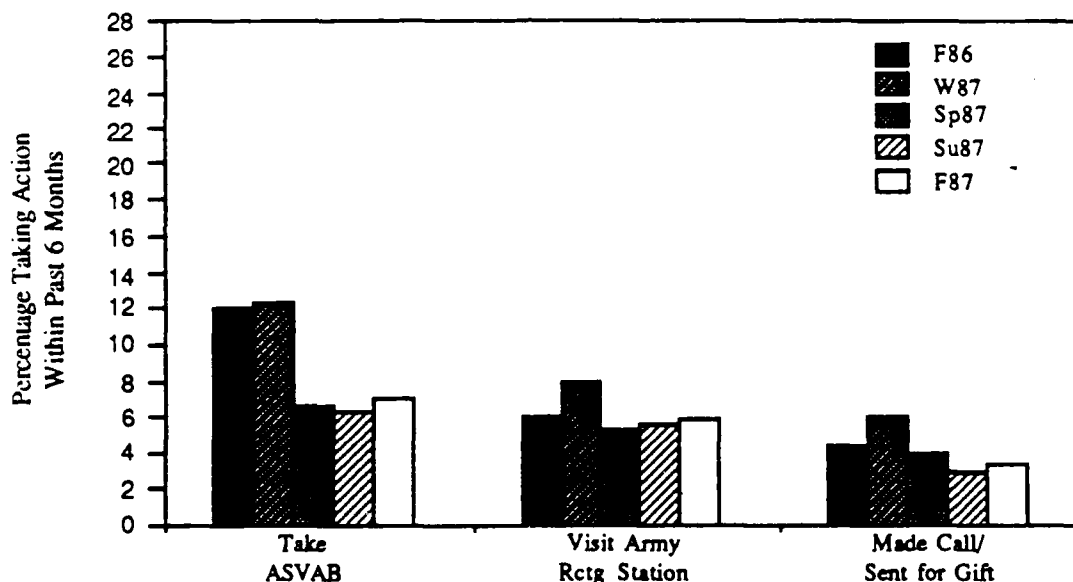


Note. Respondents answering DEFINITELY or PROBABLY to one or more of four questions about their intentions to enlist in the active Army, USAR, ARNG, and ROTC are included in percentage for general aided intention.

Figure 8-1. General aided intentions to enlist in the Army by educational groups in the Primary Male Enlisted Market (F86, W87, Sp87, Su87, F87).



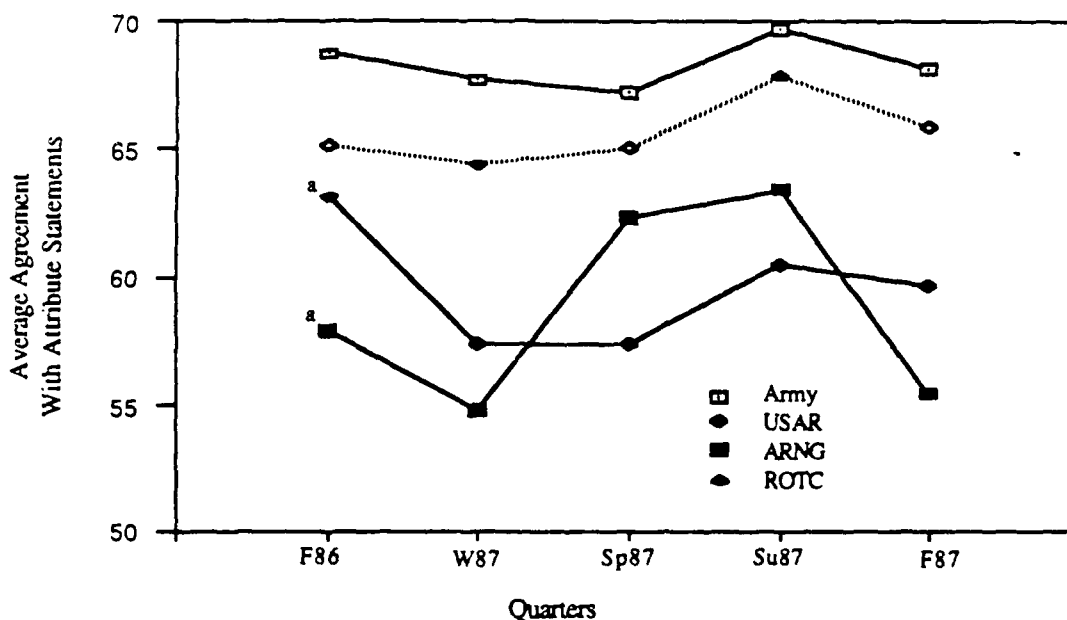
Enlistment-related actions by youth in the primary male enlisted market are also similar to last quarter (see Figure 8-2). Talking to someone about joining the Army is about twice as likely as talking to an Army recruiter (25.6% and 13.0%, respectively). Smaller percentages of youth have taken an Army aptitude test (7.1%), visited an Army recruiting station (5.9%), and made a toll-free call or sent for a free gift (3.5%).



Note: Beginning in Spring 1987, youth were first asked if they had ever taken a military aptitude test. Those answering yes were then asked if they had taken such a test in the past six months. Prior to Spring 1987, all youth were asked about test taking within the past six months. This change in question administration may account for the apparent decline in this behavior beginning in Spring 1987.

Figure 8-2. Actions relating to Army enlistment by youth in the Primary Male Enlisted Market (F86, W87, Sp87, Su87, F87)

The Army image. The Army image is defined in terms of agreement with statements that the Army, the Army Reserve (USAR), the Army National Guard (ARNG), and the Army Reserve Officers' Training Corps (ROTC) offer attributes emphasized in Army advertising. Among youth in the primary male enlisted market, the average percentage of youth agreeing with statements about Army attributes is 68.2% this quarter (see Figure 8-3). Average percentages agreeing with statements about USAR and ARNG attributes are 59.6% and 55.4%, respectively. Among youth in the officer market, an average percentage of 65.9% agree with statements about the ROTC. None of this quarter's Army image percentages are significantly different from those reported last quarter.



Note. ROTC line is dotted because percentages are for the ROTC Male Sample (Officer Market), not the Primary Male Enlisted Market, and are based on fewer and different attributes than the other components.

<sup>a</sup>Part-time work was not asked this quarter, thus average is computed with 13 rather than 14 attributes.

Figure 8-3. Army component images among youth in the Primary Male Enlisted Market (F86, W87, Sp87, Su87, F87).

Recall of Army advertising. Again this quarter, a large majority of youth in the primary male enlisted market recall active Army advertising without aid (84.7%) (see Figure 8-4). Recall of other services' advertising is considerably lower: USMC=66.5%, USAF=65.4%, Navy=59.1%, and JRAP=6.0%. The active Army advertising recall level is also higher than those of the other Army components: ARNG=12.0%, USAR=8.9%, and ROTC=1.6%.

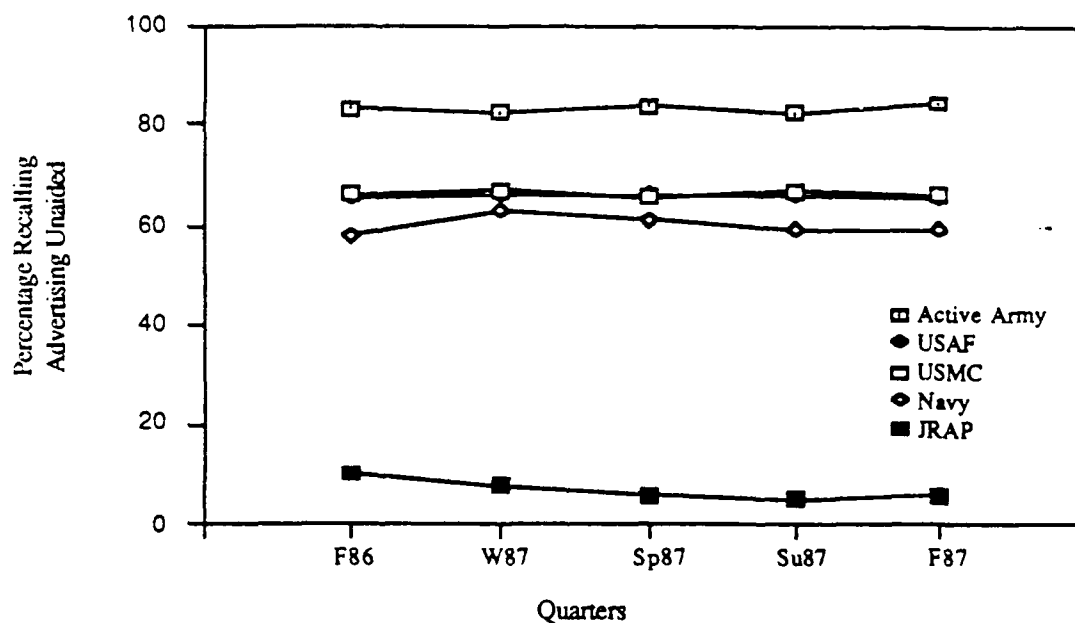


Figure 8-4. Unaided recall of advertising by youth in the Primary Male Enlistment Market (F86, W87, Sp87, Su87, F87).

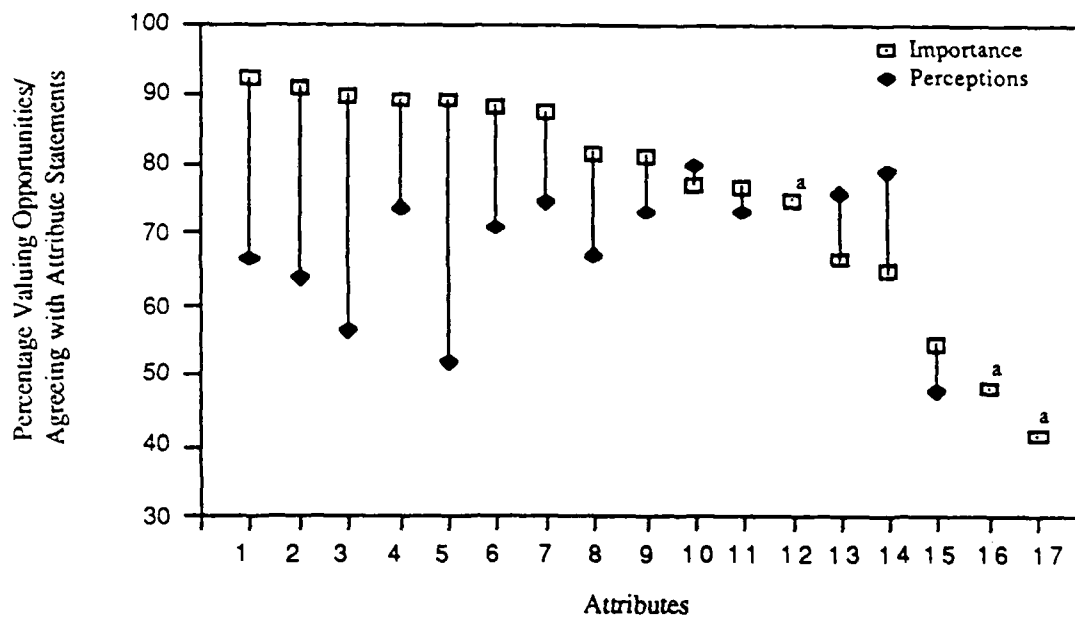
### Active Army (Enlisted)

General. The overall pattern of results for the active Army is relatively stable. A significant decline this quarter among PMAS youth in agreement that the Army provides an experience to be proud of appears due to decreases among college freshmen and sophomores and 20- to 21-year olds.

Enlistment intentions. College freshmen and sophomores are less likely this quarter than last to have aided intentions to enlist in the active Army. However, no other significant changes occurred in aided or unaided enlistment intentions. The overall percentage of youth in the primary male enlisted market who have aided intentions to enlist in the active Army is very similar to last quarter (15.2%).

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 8-5, for youth in the primary male enlisted market, the largest gaps between importance of opportunities and perception of them as available in the Army are for developing civilian career and potential, having job variety, and an experience to be proud of. Youth in the primary male enlisted market are more likely to perceive that the Army offers opportunities to work with high-tech equipment, money for education, and a physical challenge than to value these opportunities. In general, the pattern of differences between perceptions and importance of attributes is very similar to that found last quarter.

Recall and knowledge. Recall of active Army advertising remains very high. Unaided recall of Army advertising dropped this quarter for work-oriented high school students whose recall level is the lowest of the four educational groups. General knowledge of Army offers and benefits also remains high but more specific knowledge (e.g., the total amount of educational benefits) remains considerably lower. For some subgroups, increases over last quarter are found for knowledge that the Army offers more in educational benefits than other services (i.e., males, 6th Recruiting Brigade, 22- to 24-year olds) and for knowledge of the delayed entry program (DEP) (i.e., college freshmen and sophomores, 1st Recruiting Brigade).



Key:

- |                          |                          |
|--------------------------|--------------------------|
| 1. Develop Potential     | 10. Physical Challenge   |
| 2. Proud Experience      | 11. Leader Skills        |
| 3. Job Variety           | 12. Exciting Weekends    |
| 4. Mature & Responsible  | 13. Money for Ed.        |
| 5. Civilian Career       | 14. Hi-Tech Equipment    |
| 6. Self-Confidence       | 15. Step Betwn HS & Col. |
| 7. Skill Training        | 16. Live in Hometown     |
| 8. Mental Challenge      | 17. Part-time Work       |
| 9. Hi-Trained Co-Workers |                          |

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army perceptions module.

Figure 8-5. Primary Male Enlisted Market importance-perception gaps for Army attributes (F87).

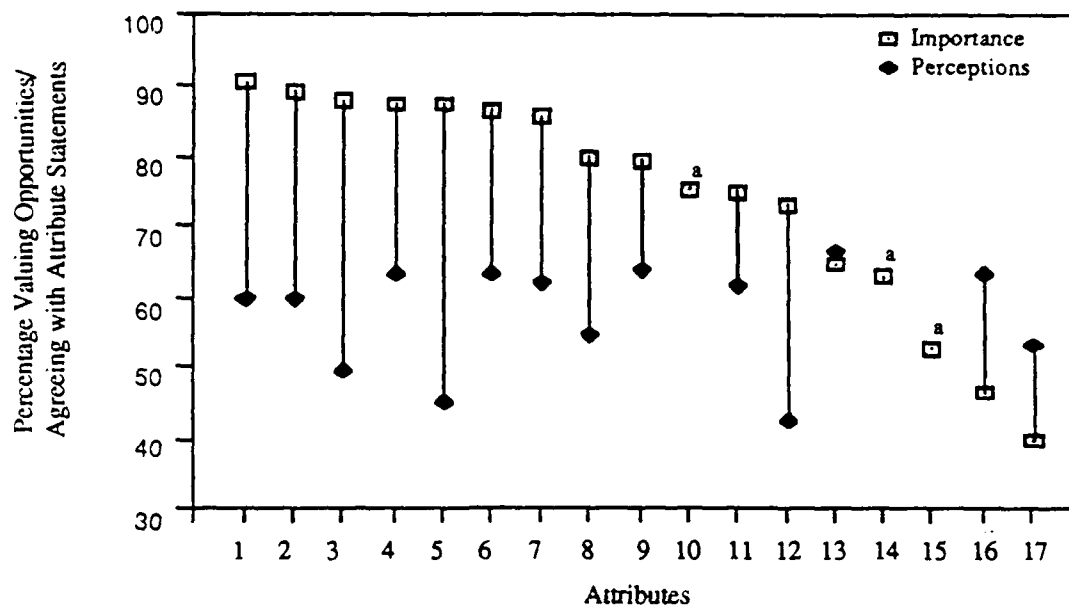
### Army Reserve (USAR)

General. In general, the findings pertaining to the USAR are also stable this quarter. A significant decrease over last quarter was observed in perceptions by Recruiting Market Males that the USAR offers opportunities for gaining self-confidence. This finding contrasts with the increase reported for this perception last quarter. Recruiting Market Females increased this quarter in perception of the USAR as offering opportunities for mental challenge and for becoming more mature and responsible.

Enlistment intentions. No significant changes were observed this quarter in the percentage of youth in the primary enlisted market who said they would probably or definitely enlist in the USAR (14.7%). However, work-oriented high school students are less likely this quarter than last to mention USAR enlistment intentions unaided.

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 8-6, the largest gaps between importance of opportunities and perceptions of their availability in the USAR are for having interesting and exciting weekends, developing one's civilian career and having a wide variety of opportunities to find an enjoyable job. The smallest gap is for the opportunity to earn money for education. Opportunities for part-time work and for serving America while living in one's own hometown are perceived as available in the USAR by larger percentages of youth than the percentages who value these opportunities.

Recall and knowledge. Unaided recall of USAR advertising continues to be low (8.9%) but increases markedly when recall is aided (72.8%). Recall of USAR ads is lower among work-oriented high school students than among those who are college-oriented. General knowledge that educational money can be earned by enlisting in the USAR and ARNG remains high (89.2%) while specific knowledge of the maximum amount that can be earned continues to be low (9.5%). However, knowledge of the latter increased this quarter for some subgroups (i.e., college freshmen and sophomores, 2nd Recruiting Brigade, and 18- to 19-year olds). In contrast to last quarter's increases, Recruiting Market Females decreased this quarter in knowledge of USAR/ARNG eligibility requirements.



- Key:
1. Develop Potential
  2. Proud Experience
  3. Job Variety
  4. Mature & Responsible
  5. Civilian Career
  6. Self-Confidence
  7. Skill Training
  8. Mental Challenge
  9. Hi-Trained Co-Workers

10. Physical Challenge
11. Leader Skills
12. Exciting Weekends
13. Money for Ed.
14. Hi-Tech Equipment
15. Step Betwn HS & Col.
16. Live in Hometown
17. Part-time Work

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army Reserve perceptions module.

**Figure 8-6.** Primary Male Enlisted Market importance-perception gaps for Army Reserve attributes (F87).

### Army National Guard (ARNG)

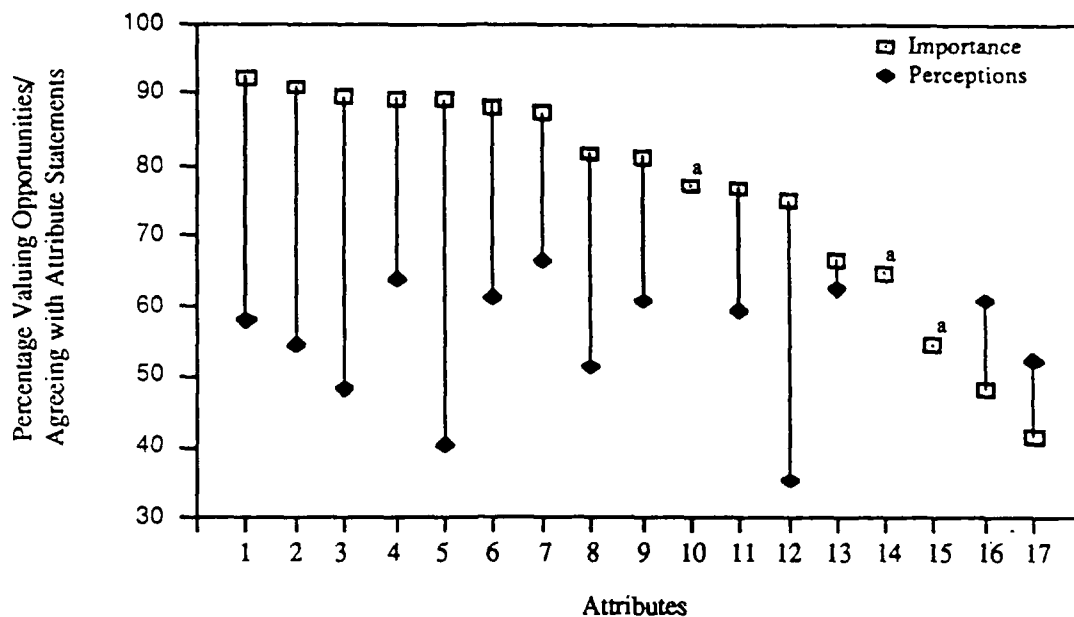
General. In general, the findings pertaining to the ARNG are also stable this quarter. Decreases in agreement that the ARNG provides opportunities for gaining self-confidence and for serving America while living in one's own hometown, two of last quarter's predominant perceptions, resulted in shifts in the predominant perceptions of the ARNG by PMAS youth this quarter. This quarter PMAS youth are most likely to agree that the ARNG offers opportunities for becoming more mature and responsible (also predominant last quarter), for training in useful skill areas, and for earning money for education.

Enlistment intentions. There were no significant changes this quarter in the percentage of youth in the primary enlisted market who said they would probably or definitely enlist in the ARNG (12.1%). No significant changes from last quarter were observed in unaided ARNG enlistment intentions.

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 8-7, the largest gaps between importance of opportunities and perceptions that they are available in the ARNG are found for developing one's civilian career and having job variety. Opportunities for part-time work, serving America while living in one's own hometown, and earning money for education are perceived as available in the ARNG by larger percentages of youth than the percentages considering them important.

Recall and knowledge. Unaided recall of ARNG advertising remains low (12.0%) but increases substantially when recall is aided (67.7%). A significant decrease over last quarter in recall of ARNG ads by youth in the 1st Recruiting Brigade occurred. This decline resulted in 1st Recruiting Brigade youth being least likely of all regional groups to recall ARNG advertising. Combined aided and unaided recall of ARNG advertising increased this quarter among college freshmen and sophomores. General knowledge that educational money can be earned by enlisting in the USAR and ARNG remains high (89.2%) while specific knowledge of the maximum amount that can be earned continues to be low (9.5%). However, knowledge of the latter increased this quarter for some subgroups (i.e., college freshmen and sophomores, 2nd Recruiting Brigade, and 18- to 19-year olds). In contrast to last quarter's increases, Recruiting Market Females decreased this quarter in knowledge of USAR/ARNG eligibility requirements.





- Key:
1. Develop Potential
  2. Proud Experience
  3. Job Variety
  4. Mature & Responsible
  5. Civilian Career
  6. Self-Confidence
  7. Skill Training
  8. Mental Challenge
  9. Hi-Trained Co-Workers

10. Physical Challenge
11. Leader Skills
12. Exciting Weekends
13. Money for Ed.
14. Hi-Tech Equipment
15. Step Betwn HS & Col.
16. Live in Hometown
17. Part-time Work

Note. Attributes are presented in descending order of importance to aid interpretation.

<sup>a</sup>This attribute is not asked in the Army National Guard perceptions module.

**Figure 8-7.** Primary Male Enlisted Market importance-perception gaps for Army National Guard attributes (F87).

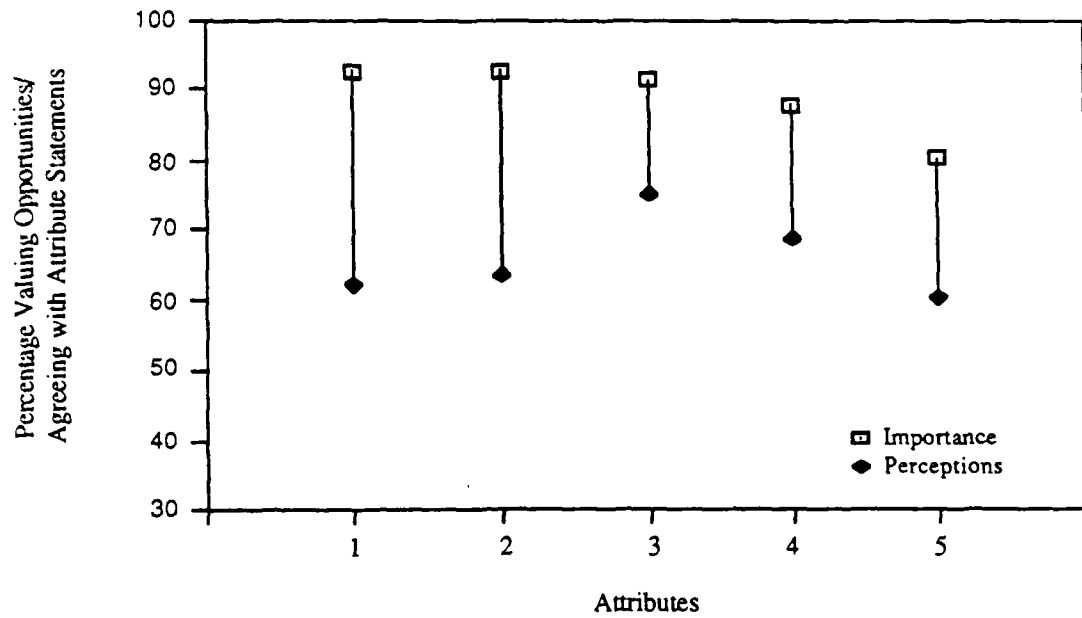
### Army Reserve Officers' Training Corps (ROTC)

General. Stable findings also characterize the overall pattern of results for the ROTC this quarter. However, decreases were observed for college freshmen and sophomores in agreement that the Army ROTC offers opportunities for gaining self-confidence, having an experience to be proud of, and using one's own judgment. College freshmen and sophomores are also less likely to value opportunities for having an experience to be proud of and finding an enjoyable job. These changes may be the result of assimilation of new college students into the college culture.

Intention to join the ROTC. No significant changes were observed this quarter in the overall percentage of youth in the officer market who said they would probably or definitely receive an officer's commission through participation in the Army ROTC (17.3%). However, youth in the 5th Recruiting Brigade were more likely this quarter than last to have aided ROTC enlistment intentions.

Perceptions of opportunities compared to importance of opportunities. As shown in Figure 8-8, there are importance-perceptions gaps for all of the ROTC-relevant opportunities again this quarter. Largest gaps are observed for opportunities for job variety and using one's own judgment. The smallest gaps appear for agreement that the ROTC offers opportunities for having an experience to be proud of and for gaining self-confidence.

Recall and knowledge. Unaided recall of ROTC advertising continues to be very low (1.6%) but is substantially increased when recall is aided (42.0%). Approximately 70% of male youth in the officer market know that ROTC courses can be taken as college electives and that an officer's commission can be earned through participation in the ROTC.



Key:

1. Use Own Judgment
2. Job Variety
3. Proud Experience
4. Self-Confidence
5. Leader Skills

Note. Attributes are presented in descending order of importance to aid interpretation.

Figure 8-8. ROTC Male Sample (Officer Market) importance-perception gaps for ROTC attributes (F87).

Season-to-Season Comparisons. Fall 1987 represents the fifth and final quarter of ACOMS data collection. There are few significant changes from Summer quarter in most of the variables tracked in the quarterly reports. Interpretation of these Summer to Fall differences are, however, complicated by the confounding of potential seasonal effects and longer term trends. Analyses to separate these two aspects of change which were planned for this quarterly report could not be conducted owing to funding limitations and the closing of the project. Comparisons between Fall 1987 and Fall 1988 to detect seasonality effects are not incorporated into the body of this quarterly report. However, we can make note of two significant changes from Fall 1987 to Fall 1988 that illustrate the complexity of interpreting season-to-season changes.

First, there are significant increases from last Fall to this Fall in general aided intentions to enlist in the Army by youth in the primary male enlisted market (27.3 vs. 23.4) ( $Z=2.07, p<.05$ ) and, more specifically, by college-oriented high school students within this market (41.6% vs. 33.6%) ( $Z=2.34, p<.05$ ). By looking at the pattern of changes in this variable across the five quarters of ACOMS data collection for these two subgroups, we can see that the significant increase from Fall 1987 to Fall 1988 reflects consistent, gradual increases in intentions to enlist from quarter-to-quarter throughout the year. While none of the previous quarter-to-quarter comparisons produced a significant change, nonsignificant positive increases across quarters have accumulated steadily and culminated in a significant difference between this Fall and last Fall. While this may be a trend rather than a seasonal pattern of change, additional data and more analysis would be needed to make this determination statistically.

Second, among youth in the primary male enlisted market, there is a significant decrease in agreement that the Army offers an experience to be proud of in Fall 1988 compared to Fall 1987 (64.0% vs. 70.3%) ( $Z=-2.55, p<.05$ ). However, the drop in agreement with this attribute statement occurred between Summer 1988 and Fall 1988 while no previous significant changes from quarter-to-quarter were found. In fact, while a nonsignificant decline occurred last Winter over Fall quarter, both Spring and Summer quarters showed nonsignificant rises in agreement that the Army offers an experience to be proud of. In this case, additional data would be crucial to interpreting the trend. While the change does not appear to be a seasonal effect, the downturn could signal the start of a longer term downturn in agreement with this attribute statement. One possible explanation for such a shift might be a change in the advertising content or a decrease in the quantity of ads carrying this message.

In sum, then, significant differences found comparing results from the same season in two years may reflect:  
(1) significant changes localized in one or two quarters or  
(2) the cumulative effects of gradual non-significant quarterly changes. Because we have only five quarters of data, we have no current example of a third possible cause of season-to-season changes: (3) significant changes in a durable seasonal pattern. Additional analysis must be conducted to distinguish among these interpretations.

## Introduction

This report presents data collected from youth respondents in the main interview conducted for ACOMS between 1 October and 31 December 1987.

## Methodology

### Respondents

During this quarter of data collection, a total of 3,258 youth interviews were completed. All of the tables in the quarterly report except Table 8-8, Perceptions - Army ROTC, focus on the Army Enlisted Recruiting Market, a subset of 2,988 of the total youth interviews. Subgroups reported within the Army Recruiting Market and the Primary Male Analytic Sample (PMAS) are listed in Table 8-1. The composition of the subgroups is shown by number of respondents and the weighted percentage of respondents in each subgroup. Respondents have been weighted to represent the population eligible to be surveyed. Weighted percentages in Table 8-1 reflect the (estimated) composition of the population of eligibles.

The number of interviews and the weighted percentages in Table 8-1 are provided as a general guide to sample sizes. It should be noted, however, that the number of interviews and weighted percentages are different for each of the tables containing data from rotating modules (Tables 8-5, 8-6, 8-7, 8-12, and 8-13, for Perceptions of the Army, USAR, and ARNG, Knowledge, and Media Habits, respectively).

The sample for Table 8-8, Perceptions - Army ROTC, is quite different because it reflects the Officer Market rather than the Recruiting Market.

Table 8-1

Fall 1987 Respondents by Market and Market Subgroup Percentages

Sample	Respondents	Weighted Percentage
RECRUITING MARKET (2,988 Respondents)		
Males [FMAS + SMS]	2,459	48.5
Females [PFAS + SFS]	529	51.5
TOTAL PMAS (2,087 Respondents)		
College Freshman and Sophomores	377	19.4
H.S. Students [College-Oriented]	834	32.1
H.S. Students [Work-Oriented]	188	8.0
H.S. Graduates Not Currently Enrolled	688	40.4
1st Rctg Bde	575	23.3
2nd Rctg Bde	334	17.6
4th Rctg Bde	528	21.8
5th Rctg Bde	366	18.8
6th Rctg Bde	284	18.6
16-17 Years Old	899	33.8
18-19 Years Old	575	26.8
20-21 Years Old	287	17.3
22-24 Years Old	326	22.2
OFFICER MARKET : TOTAL ROTC SAMPLE (1,772 Respondents)		
Total ROTC Male Sample	1,459	49.1
Total ROTC Female Sample	313	50.9
OFFICER MARKET: ROTC MALE SAMPLE (1,459 Respondents)		
College Juniors and Seniors	248	22.3
College Freshman and Sophomores	377	29.3
H.S. Students [College-Oriented]	834	48.4
1st ROTC Region	415	23.9
2nd ROTC Region	400	25.0
3rd ROTC Region	323	24.5
4th ROTC Region	321	26.7
16-17 Years Old	730	40.8
18-19 Years Old	357	24.1
20-21 Years Old	207	18.2
22-24 Years Old	165	17.0

## Questionnaire

In general, the version of the questionnaire that a respondent receives is determined by the date an interview is conducted. Respondents interviewed on September 30th received the Summer version while those interviewed on October 1st received the Fall version. The only exceptions occurred when, for any reason, a September interview could not be completed during one telephone call, and the youth was not available to complete the interview until October. Interviews with these youth were completed using the Summer version of the questionnaire rather than the Fall version of the instrument. A total of 15 respondents in the Recruiting Market completed their interviews during Fall quarter using the Summer version of the questionnaire. Their responses are included in the Fall quarter data.

## Sample Data

Table 8-2 shows response rates for household screeners, youth interviews, and a combined rate for samples initiated on 1 October, 1 November, and 1 December. The response rate for household screeners is the percentage of total identified households for which the screening instrument was completed to identify youths eligible for interviewing. The youth response rate is the percentage of youths for whom interviews were completed of those who were eligible for interviewing. The combined rate is the product of the household- and youth-interview rates.

Table 8-2

Response Rates for Samples Drawn October, November, and December 1987

	October	November	December
Household Screener	84.8	85.7	81.9*
Youth Interview	75.3	77.2	71.7*
Combined	63.9	66.2	58.7*

\*Note that the normal close-out time of 8 weeks was truncated for the month of December to approximately 5 weeks because of budget cuts. This resulted in lower response rates than would have been obtained if the normal close-out timeframe had been available.



## Results and Discussion

Table 8-3A

Intention to Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
(Standard Error)

SAMPLE GROUPS	n1	Unaided Intention			Aided Intention			Q2	Army ROTC
		General Intention	Active Army	USAR	ARMG	General Intention	Active Army		
RECRUITING MARKET:									
MALES (PMAS + SMS)	2,459	2.7 (0.4)	2.1 (0.3)	0.2 (0.1)	0.3 (0.1)	29.3 (1.1)	17.1 (0.9)	15.8 (1.0)	14.3 (0.9)
FEMALES (PFAS + SFS)	529	0.7 (0.5)	0.0 n.e.	0.7 (0.5)	0.0 n.e.	7.8 (1.6)	4.1 (1.0)	4.4 (1.3)	3.2 (0.9)
TOTAL RECRUITING MARKET	2,988	1.7 (0.3)	1.0 (0.2)	0.5 (0.3)	0.2 (0.1)	18.2 (1.0)	10.4 (0.6)	9.9 (0.9)	8.6 (0.6)
PMAS:									
College Freshmen and Sophomores	377	0.9 (0.6)	0.9 (0.6)	0.0 n.e.	0.0 n.e.	13.5 (2.3)	3.7 (1.2)	6.1 (1.4)	3.6 (1.3)
M.S. Students [College-Oriented]	834	3.2 (0.7)	1.6 (0.5)	0.8 (0.4)	0.7 (0.4)	41.6 (1.8)	24.2 (1.8)	23.6 (1.9)	18.2 (1.7)
M.S. Students [Work-Oriented]	188	7.9 (3.2)	5.5 (3.0)	0.6 (0.6)	1.8 (1.0)	40.8 (3.5)	26.7 (3.2)	23.8 (3.5)	21.5 (3.3)
M.S. Graduates Not Currently Enrolled	688	1.1 (0.5)	1.1 (0.5)	0.0 n.e.	0.0 n.e.	19.9 (2.0)	11.3 (1.7)	9.9 (1.3)	9.5 (1.4)
1st Rctg Bde	575	2.5 (1.0)	2.0 (1.0)	0.2 (0.2)	0.3 (0.2)	22.5 (1.5)	11.3 (1.3)	13.3 (1.5)	9.6 (1.1)
2nd Rctg Bde	334	2.6 (0.9)	2.4 (0.9)	0.0 n.e.	0.3 (0.3)	33.7 (2.5)	20.5 (2.4)	18.3 (2.6)	19.1 (2.4)
4th Rctg Bde	528	3.2 (0.9)	1.4 (0.5)	0.9 (0.5)	0.9 (0.5)	26.2 (2.1)	15.9 (1.9)	11.6 (1.6)	10.4 (1.8)
5th Rctg Bde	366	1.4 (0.5)	1.0 (0.5)	0.4 (0.3)	0.0 n.e.	35.0 (2.7)	16.1 (2.5)	20.1 (2.6)	15.4 (1.9)
6th Rctg Bde	284	1.4 (0.8)	1.2 (0.8)	0.0 n.e.	0.3 (0.3)	20.8 (2.8)	13.2 (1.9)	11.3 (2.2)	7.6 (1.6)
16-17 Years Old	899	4.4 (1.0)	2.4 (0.8)	0.9 (0.4)	1.1 (0.4)	40.7 (1.6)	24.6 (1.7)	23.5 (1.7)	18.7 (1.6)
18-19 Years Old	575	1.3 (0.5)	1.2 (0.5)	0.1 (0.1)	0.0 n.e.	25.2 (1.9)	11.7 (1.4)	12.0 (1.5)	8.6 (1.3)
20-21 Years Old	287	0.2 (0.2)	0.2 (0.2)	0.0 n.e.	0.0 n.e.	17.4 (2.6)	7.1 (1.9)	9.7 (2.2)	7.7 (1.9)
22-24 Years Old	326	1.9 (0.9)	1.9 (0.9)	0.0 n.e.	0.0 n.e.	17.4 (2.7)	11.2 (2.2)	8.4 (1.9)	9.8 (2.0)
TOTAL PMAS	2,087	2.3 (0.4)	1.6 (0.4)	0.3 (0.1)	0.4 (0.1)	27.3 (1.0)	15.2 (0.8)	14.7 (0.9)	12.1 (1.0)

Note: n.e. indicates standard error is not estimable.

Q1 provides case bases for all Unaided Intention Measures and for all Aided Intention Measures except Army ROTC.

Q2 provides case bases for all Aided Intention Army ROTC.

Similar to Last Quarter

- High school students continue to have the highest aided general intentions to enlist in the Army among PMAS youth ( $p < .05$  for all 4 relevant comparisons).
- Aided intentions to enlist in all Army components are again higher for high school students than for college freshmen and sophomores or high school graduates not currently enrolled in school ( $p < .01$  for all 13 relevant comparisons).
- Similarly, 16- to 17-year olds are significantly more likely than youth in the other three age groups to have aided intentions to enlist generally and in all Army components ( $p < .05$  for all 15 relevant comparisons).
- Youth in the 2nd Recruiting Brigade (Southeast) and the 5th Recruiting Brigade (Southwest) have higher general aided intentions to enlist in the Army than youth in the other three regions ( $p < .05$  for all 6 relevant comparisons).
- The regional differences are most apparent in aided intentions to enlist in the USAR, ARNG, and ROTC. For all three of these Army components, youth in the 2nd and 5th Recruiting Brigades appear more likely than those in the 1st, 4th, and 6th Recruiting Brigades to intend to enlist ( $p < .05$  for 15 of the 18 relevant comparisons).
- Although youth in the 2nd Recruiting Brigade are significantly more likely than youth in the 1st Recruiting Brigade (20.5% vs. 11.3%,  $Z = -3.37$ ,  $p < .01$ ) and 6th Recruiting Brigade (20.5% vs. 13.2%,  $Z = -2.38$ ,  $p < .05$ ) to have active Army enlistment intentions, there is no significant difference between 2nd and 4th Recruiting Brigade youth in active Army intentions. Youth in the 5th Recruiting Brigade are no more likely than those in the other areas of the country to have active Army enlistment intentions.
- Men continue to be significantly more likely than women to express aided intentions to enlist general  $\gamma$  (29.3% vs. 7.8%) ( $Z = -11.07$ ,  $p < .01$ ) and in all Army components (Active Army: 17.1% vs. 4.1%,  $Z = -9.66$ ,  $p < .01$ ; USAR: 15.8% vs. 4.4%,  $Z = -6.95$ ,  $p < .01$ ; ARNG: 14.3% vs. 3.2%,  $Z = -8.72$ ,  $p < .01$ ; ROTC: 18.9% vs. 6.8%,  $Z = -5.41$ ,  $p < .01$ ). Men are also more likely than women to volunteer that they intend to enlist in the Army (general unaided intention) (2.7% vs. 0.7%) ( $Z = -3.12$ ,  $p < .01$ ).

TABLES 8-3A & 3-3B (continued)

INTENTIONS TO ENLIST

Different from Last Quarter

- No clear patterns of changes in enlistment intentions are found when comparing this quarter to last quarter. Rather there were a few changes in the enlistment intention of particular subgroups with respect to some Army components.
- College freshmen and sophomores are significantly less likely to have aided intentions to enlist in the active Army this quarter than last quarter (3.7% vs. 9.2%) ( $Z=-2.36$ ,  $p<.05$ ).
- Work-oriented high school students show a decrease in unaided intentions to enlist in the USAR (0.6% vs. 2.4%) ( $Z=-1.96$ ,  $p<.05$ ).
- Significant increases occurred this quarter for general aided intentions to enlist in the Army among youth in the 4th Recruiting Brigade (26.2% vs. 19.4%) ( $Z=2.35$ ,  $p<.05$ ) and for Army ROTC enlistment intentions among youth in the 5th Recruiting Brigade (26.0% vs. 18.1%) ( $Z=2.0$ ,  $p<.05$ ).

School Year 81/82 Summer, Fall

Table 8-38

Intention to Enlist

FALL - SUMMER DIFFERENCES IN  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

SAMPLE GROUPS	n1	Unaided Intention			Aided Intention			n2	Army MTC
		General Intention	Active Army	USAR	General Intention	Active Army	USAR		
RECRUITING MARKET:									
MALES (PMAS + SMAS)		•	•	•	•	•	•		•
FEMALES (PFAS + MFAS)		-	-	•	-	•	-		
TOTAL RECRUITING MARKET		-	-	•	•	•	-		•
PMAS:									
College Freshmen and Sophomores		•	•	-	-	-2.36	-		-
M.S. Students (College-Oriented)		•	-	•	•	-	•		•
M.S. Students (Mark-Oriented)		•	•	-1.96	-	-	•		0
M.S. Graduates Not Currently Enrolled		-	-	0	•	•	•		•
1st Recg Bde		•	•	-	•	•	•		•
2nd Recg Bde		-	-	-	-	-	-		•
4th Recg Bde		•	•	•	+2.35	•	•		•
5th Recg Bde		-	-	-	•	•	•		•
6th Recg Bde		•	•	0	-	-	-		+2.00
16-17 Years Old		•	•	-	•	•	•		•
18-19 Years Old		-	-	-	•	-	-		•
20-21 Years Old		-	•	0	•	•	-		•
22-24 Years Old		•	•	0	•	•	•		•
TOTAL PMAS		•	•	-	•	-	•		•

Note: Numbers are Z-scores for significant quarter to quarter differences ( $\alpha = .05$ , 2-tailed).  
Signs indicate the direction of changes that are not statistically significant.

Table 8-4A

Importance of Attributes

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" PLANS FOR THE NEXT YEAR  
(Standard Error)

SAMPLE GROUPS	Job Variety	Physical Challenge	Proud Experience	Step Began	Leader Skills	BI Tech Equipment	Civilian Career Confidence	Self Develop Potential	Mental Challenge	Future 4 Responsible Training	SI Trained Co Workers	Money For Ed. Country	Save Homeless	Exciting Part Time Live In
N														
<b>RECRUITING MARKET:</b>														
2,459	89.2 (0.8)	77.5 (0.9)	91.3 (0.6)	54.2 (1.1)	76.1 (1.0)	64.1 (1.1)	88.6 (0.8)	88.3 (0.8)	80.2 (0.9)	85.2 (0.7)	85.0 (0.8)	79.9 (0.9)	64.3 (1.2)	59.8 (1.3)
529	91.3 (1.6)	64.9 (3.0)	94.6 (0.9)	65.6 (2.5)	75.1 (2.1)	55.6 (2.4)	90.4 (1.2)	91.2 (1.2)	82.6 (1.9)	90.9 (1.3)	86.1 (1.9)	82.0 (1.9)	71.7 (2.6)	52.2 (2.5)
2,900	90.3 (0.9)	72.0 (1.5)	93.0 (0.6)	60.2 (1.5)	73.6 (1.2)	59.7 (1.4)	89.5 (0.8)	89.0 (0.7)	81.5 (1.0)	90.1 (0.8)	85.5 (1.0)	81.0 (1.1)	64.1 (1.5)	55.9 (1.5)
<b>TOTAL RECRUITING MARKET</b>														
377	89.7 (2.0)	73.7 (2.9)	87.9 (1.9)	46.8 (3.5)	77.6 (3.1)	57.9 (3.4)	90.9 (1.7)	87.2 (2.2)	84.9 (1.9)	87.3 (1.7)	84.9 (2.0)	78.4 (2.6)	71.2 (3.4)	53.0 (3.4)
834	94.2 (0.8)	82.0 (1.6)	93.6 (1.0)	69.6 (1.8)	78.6 (1.8)	67.5 (2.0)	91.7 (0.9)	89.0 (1.3)	81.6 (1.4)	91.4 (1.0)	87.9 (1.4)	83.3 (1.2)	85.0 (1.3)	64.4 (2.1)
188	89.6 (2.2)	75.9 (3.0)	93.1 (1.8)	44.4 (4.2)	77.0 (3.0)	74.7 (3.1)	84.9 (2.9)	88.6 (1.8)	74.8 (3.9)	92.8 (2.3)	87.1 (2.4)	82.1 (3.0)	61.5 (3.4)	72.9 (3.6)
688	86.6 (1.8)	75.2 (2.0)	90.7 (1.4)	47.9 (3.4)	74.3 (1.5)	64.3 (2.1)	87.4 (1.3)	88.9 (1.4)	80.4 (1.8)	88.2 (1.6)	88.1 (1.3)	80.4 (1.5)	50.5 (2.1)	53.4 (2.2)
575	90.6 (1.4)	73.7 (2.4)	89.3 (1.3)	48.0 (2.2)	70.2 (2.3)	59.6 (2.4)	85.4 (2.0)	86.7 (1.6)	78.4 (1.9)	87.6 (1.6)	82.9 (1.6)	77.1 (1.8)	61.1 (3.0)	53.4 (2.5)
334	91.7 (1.6)	77.0 (2.5)	90.3 (1.8)	56.8 (3.6)	81.7 (2.3)	74.2 (2.8)	88.8 (1.7)	91.4 (1.7)	82.8 (2.2)	89.5 (2.3)	88.0 (2.4)	87.5 (2.0)	65.9 (3.1)	63.4 (3.2)
528	84.8 (2.3)	76.9 (1.9)	90.6 (1.2)	52.1 (3.1)	75.3 (1.9)	61.1 (2.6)	89.5 (1.5)	87.0 (1.7)	77.0 (2.4)	88.3 (1.3)	86.9 (1.6)	79.6 (1.9)	64.1 (2.4)	55.4 (2.6)
346	92.0 (1.4)	80.0 (2.5)	93.7 (1.4)	61.2 (2.6)	83.0 (1.9)	70.4 (2.5)	92.2 (1.5)	88.9 (2.1)	84.9 (2.3)	90.5 (1.6)	90.7 (1.6)	81.5 (2.4)	72.0 (2.4)	61.9 (3.0)
284	88.5 (3.2)	79.0 (2.3)	93.1 (2.0)	56.1 (3.1)	74.6 (2.3)	61.6 (2.7)	91.1 (1.3)	89.4 (2.2)	87.0 (2.2)	91.7 (1.7)	89.3 (1.7)	81.4 (2.5)	64.5 (2.8)	60.5 (3.8)
899	92.0 (0.7)	81.5 (1.3)	93.5 (0.8)	63.1 (1.8)	79.0 (1.4)	68.8 (1.5)	90.2 (0.9)	88.6 (1.1)	80.6 (1.3)	91.1 (1.0)	87.0 (1.2)	82.5 (1.4)	80.2 (1.2)	66.6 (1.9)
575	92.5 (1.3)	77.3 (1.8)	91.9 (1.2)	53.0 (2.3)	76.2 (1.8)	62.9 (2.2)	89.3 (1.5)	88.9 (1.4)	83.4 (1.4)	90.4 (1.4)	87.8 (1.5)	81.7 (1.8)	71.1 (2.2)	57.0 (2.3)
287	89.8 (2.6)	73.3 (2.0)	90.5 (1.7)	50.4 (3.5)	78.0 (2.4)	64.4 (2.7)	88.3 (2.1)	87.7 (2.1)	80.2 (2.9)	87.4 (2.1)	87.7 (2.0)	78.6 (3.4)	56.8 (3.5)	51.6 (2.4)
326	85.3 (2.6)	73.2 (2.9)	87.7 (2.1)	46.1 (3.0)	73.0 (2.9)	61.8 (3.2)	88.5 (1.9)	88.7 (1.9)	83.4 (2.5)	87.3 (2.0)	86.9 (1.9)	80.1 (2.3)	47.5 (3.6)	53.3 (3.1)
2,081	89.9 (1.0)	77.1 (1.1)	91.3 (0.7)	54.4 (1.1)	76.9 (1.0)	64.9 (1.1)	89.2 (0.7)	88.6 (0.8)	81.9 (1.0)	89.4 (0.8)	87.3 (1.0)	81.1 (0.9)	66.5 (1.1)	58.5 (1.3)
<b>TOTAL PWAS</b>														

Similar to Last Quarter

- Again this quarter, a majority of youth (85%-95%) in all sample groups consider career and self-development opportunities important. The attributes most likely to be valued are having experiences to be proud of, having opportunities for developing potential, maturity, self-confidence, and having opportunities for job variety and career development.
- Those opportunities least likely to be considered important (20% - 60%) are living in one's own hometown, working part-time, and having a stepping-stone between high school and college.
- Differences among educational groups for two college-related opportunities, earning money for education and having a stepping-stone between high school and college, remain stable.
- College-oriented high school students are most likely to value the opportunity to earn money for education. They are significantly more likely to value this opportunity than college freshmen and sophomores (85.0% vs. 71.2%) ( $Z=3.79$ ,  $p<.01$ ), work-oriented high school students (85.0% vs. 61.5%) ( $Z=6.46$ ,  $p<.01$ ), and high school graduates who are not currently enrolled in school (85.0% vs. 50.5%) ( $Z=13.97$ ,  $p<.01$ ).
- College freshmen and sophomores are also significantly more likely than work-oriented high school students (71.2% vs. 61.5%) ( $Z=2.02$ ,  $p<.05$ ) and high school graduates not currently enrolled (71.2% vs. 50.5%) ( $Z=5.18$ ,  $p<.01$ ) to value earning money for education.
- College-oriented high school students are again more likely than those who are work-oriented to value having a stepping stone between high school and college (69.8% vs. 44.4%) ( $Z=5.56$ ,  $p<.01$ ). They are also significantly more likely to value it than college freshmen and sophomores (69.8% vs. 46.8%) ( $Z=5.84$ ,  $p<.01$ ) and high school graduates not enrolled in school (69.8% vs. 47.9%) ( $Z=7.30$ ,  $p<.01$ ).
- The likelihood of valuing opportunities for service to country and living in one's own hometown also vary across educational groups.
- Work-oriented high school students are more likely to value the opportunity to serve the country than any of the other educational groups ( $p<.05$  for all 3 comparisons). However, college-oriented high school students are also more likely to value this opportunity than college freshmen and sophomores (64.4% vs. 53.0%) ( $Z=2.85$ ,  $p<.01$ ) or high school graduates who are not currently enrolled (64.4% vs. 53.6%) ( $Z=3.55$ ,  $p<.01$ ).

TABLES 8-4A & 8-4B (continued)

IMPORTANCE OF ATTRIBUTES

- Work-oriented high school students and high school graduates who are not currently enrolled in school are more likely than college-oriented youth to consider it important to live in their own hometowns ( $p < .05$  on all 4 comparisons).
- The likelihood of valuing some opportunities varies by sex of respondents.
  - Females are more likely than males to value having an experience to be proud of (94.6% vs. 91.3%) ( $Z = -3.05$ ,  $p < .01$ ), a stepping-stone between high school and college (65.8% vs. 54.2%) ( $Z = -4.25$ ,  $p < .01$ ), gaining self-confidence (91.2% vs. 88.3%) ( $Z = -2.01$ ,  $p < .01$ ), earning money for education (71.7% vs. 64.3%) ( $Z = -2.58$ ,  $p < .01$ ), part-time work (49.6% vs. 38.6%) ( $Z = -4.24$ ,  $p < .01$ ), and living in their own hometowns (57.1% vs. 51.0%) ( $Z = -2.04$ ,  $p < .05$ ).
  - Males are more likely than females to value having a physical challenge (77.5% vs. 66.9%) ( $Z = -3.38$ ,  $p < .01$ ), using high-tech equipment (64.1% vs. 55.6%) ( $Z = -3.22$ ,  $p < .01$ ), and serving the country (59.8% vs. 52.2%) ( $Z = -2.70$ ,  $p < .01$ ).

Different from Last Quarter

- In contrast to last quarter's clear pattern of increases in importance items, there are fewer significant changes this quarter (15 significant changes this quarter compared to 36 last quarter). Additionally, 59% of all changes are negative and 41% are positive as compared with 14% negative and 86% positive reported last quarter.
- None of the opportunities shows a strong pattern of value shifts this quarter.
- Similarly, none of the groups shown in Table 8-4B exhibits a clear pattern of change over last quarter.
- Significant differences between college-oriented and work-oriented high school students appear again this quarter. In addition to the stable differences between the two groups on college-related opportunities discussed previously, college-oriented high school students are more likely than those who are work-oriented to value opportunities for job variety (94.2% vs. 89.6%) ( $Z = -1.97$ ,  $p < .05$ ) and for developing career (91.7% vs. 84.9%) ( $Z = -2.24$ ,  $p < .05$ ) and potential (92.8% vs. 85.8%) ( $Z = -2.63$ ,  $p < .01$ ).
- High school students, both college- and work-oriented, are more likely than college freshmen and sophomores to value having an experience to be proud of (college-oriented: 93.6% vs. 87.9%,  $Z = -2.65$ ,  $p < .01$ ; work-oriented: 93.1% vs. 87.9%,  $Z = -1.99$ ,  $p < .05$ ) and having the opportunity to work with high-tech equipment (college-oriented: 67.5% vs. 57.9%,  $Z = -2.43$ ,  $p < .05$ ; work-oriented: 74.3% vs. 57.9%,  $Z = -3.56$ ,  $p < .01$ ).



School Year 01/00 - Summer, Fall

**Table 8-48**

**Department of Agriculture**

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

[illegible]

Numbers are  $\bar{z}$  scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ;  $\frac{1}{2}$  d.s.e.) since indicate the direction of change that are not statistically significant.

Table 8-5A

Percentage Points Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	n	Job Variety	Physical Challenge	Proud Experience	Step Ben HS & Col.	Leader Skills	Hi Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible Training	Hi Trained Co Workers for Ed
<b>RECRUITING MARKET:</b>													
MALES (PMAS + AMS)	2,322	58.9 (1.3)	78.8 (1.1)	65.7 (1.2)	50.2 (1.4)	73.7 (1.0)	78.9 (1.2)	54.0 (1.3)	71.6 (1.2)	68.7 (1.1)	68.0 (1.2)	74.7 (1.2)	75.0 (1.1)
FEMALES (PMAS + SES)	495	62.5 (2.4)	81.1 (2.4)	70.3 (2.6)	52.7 (2.5)	73.0 (2.6)	78.0 (2.5)	57.7 (2.7)	72.7 (2.4)	70.8 (2.2)	69.9 (2.4)	77.1 (2.3)	78.6 (2.2)
TOTAL RECRUITING MARKET	2,817	60.6 (1.5)	80.5 (1.4)	68.1 (1.4)	51.5 (1.5)	73.3 (1.5)	78.5 (1.4)	55.9 (1.6)	72.2 (1.3)	69.8 (1.2)	69.0 (1.5)	76.0 (1.2)	76.7 (1.1)
<b>PMAS:</b>													
College Freshmen and Sophomores	240	45.0 (4.3)	80.8 (3.2)	48.2 (3.9)	28.0 (3.5)	64.3 (3.6)	68.4 (3.9)	36.6 (3.6)	65.3 (4.2)	57.5 (4.0)	57.2 (3.7)	61.6 (3.9)	62.1 (3.4)
U.S. Students (College-Oriented)	834	60.6 (2.2)	83.3 (1.8)	72.2 (2.1)	54.7 (1.9)	77.9 (1.9)	82.3 (1.6)	59.9 (1.9)	75.6 (1.6)	72.5 (1.8)	68.5 (1.9)	80.2 (1.5)	78.6 (1.7)
U.S. Students (Non-College-Oriented)	188	74.1 (3.5)	77.4 (3.6)	73.6 (3.6)	56.3 (4.7)	75.9 (3.9)	79.8 (3.5)	67.3 (4.1)	76.5 (3.2)	71.6 (3.3)	74.1 (3.3)	78.9 (3.4)	76.7 (3.5)
U.S. Graduate Not Currently Enrolled	688	55.1 (2.0)	77.7 (1.8)	63.0 (2.2)	50.3 (2.3)	73.6 (1.6)	80.9 (2.1)	49.7 (2.2)	68.8 (2.2)	65.5 (2.1)	69.3 (1.9)	73.0 (2.2)	73.5 (2.1)
1st Rang Bde	541	50.2 (2.7)	78.6 (2.3)	61.8 (2.4)	44.7 (2.4)	72.3 (2.4)	77.3 (2.0)	48.4 (2.9)	70.5 (2.1)	64.8 (3.0)	66.0 (2.4)	72.0 (2.4)	71.4 (2.6)
2nd Rang Bde	307	67.0 (2.8)	84.8 (1.6)	75.3 (2.4)	54.5 (3.3)	84.2 (2.1)	85.5 (2.8)	62.3 (2.7)	81.4 (2.3)	75.5 (2.4)	73.1 (3.3)	84.2 (1.9)	82.4 (2.2)
4th Rang Bde	490	56.0 (3.1)	76.1 (2.9)	59.1 (3.5)	46.0 (2.8)	69.3 (2.5)	73.3 (3.2)	50.9 (2.7)	66.9 (2.6)	60.7 (2.9)	63.1 (2.6)	69.4 (2.1)	74.2 (2.2)
5th Rang Bde	349	59.5 (3.4)	81.0 (2.3)	66.3 (3.2)	54.5 (3.2)	73.2 (3.2)	76.9 (3.2)	58.1 (3.4)	72.8 (3.0)	70.2 (2.7)	68.3 (3.4)	78.1 (2.9)	75.0 (3.0)
6th Rang Bde	263	51.4 (3.0)	81.4 (2.7)	59.7 (3.5)	41.3 (4.0)	69.8 (3.1)	83.3 (3.3)	41.2 (2.8)	64.4 (3.1)	64.4 (3.9)	66.6 (2.9)	66.1 (3.8)	71.6 (3.4)
16-17 Years Old	895	62.8 (2.1)	82.9 (1.7)	71.2 (2.0)	54.1 (2.2)	77.1 (1.9)	81.4 (1.1)	60.6 (2.0)	75.0 (1.5)	72.3 (1.7)	69.7 (2.0)	81.0 (1.4)	77.3 (1.7)
18-19 Years Old	480	58.0 (2.9)	80.8 (1.9)	63.4 (2.6)	43.0 (2.4)	73.0 (2.7)	76.1 (2.1)	50.4 (2.2)	70.4 (2.5)	66.0 (2.4)	66.6 (2.6)	73.0 (2.2)	69.8 (2.4)
20-21 Years Old	265	51.2 (3.6)	75.4 (2.8)	55.1 (3.1)	43.0 (3.8)	65.5 (3.4)	75.8 (3.2)	42.9 (3.8)	65.3 (3.6)	61.7 (3.6)	61.5 (3.6)	62.5 (4.2)	68.1 (3.2)
22-24 Years Old	310	47.8 (3.5)	78.6 (2.5)	60.8 (3.6)	48.2 (3.1)	74.6 (3.0)	80.6 (1.0)	47.5 (4.2)	69.9 (2.8)	63.0 (2.8)	68.4 (3.0)	71.9 (3.4)	74.4 (3.0)
TOTAL PMAS	1,950	56.5 (1.4)	80.1 (1.2)	64.0 (1.3)	47.9 (1.5)	73.4 (1.1)	78.9 (1.2)	51.9 (1.1)	70.9 (1.2)	66.7 (1.2)	67.1 (1.2)	73.6 (1.1)	71.2 (1.1)

Similar to Last Quarter

- PMAS youth are most likely to agree that the Army provides opportunities for physical challenge (80.1%), for working with high-tech equipment (78.9%), and money for education (76.0%).
- PMAS youth are least likely to agree that the Army offers an advantage over going right from high school to college (47.9%), value in civilian career development (51.9%), and a wide variety of opportunities to find an enjoyable job (56.5%).
- Youth in the 2nd Recruiting Brigade (Southeast) are more likely than youth in the other recruiting brigades to agree that the Army offers highly trained co-workers, opportunities for learning leadership skills, gaining self-confidence, skills training, and having an experience to be proud of ( $p < .05$  for all 20 comparisons). Additionally, youth in the 2nd Recruiting Brigade are more likely than those in the 1st, 4th, and 6th Recruiting Brigades to agree that the Army offers job variety, money for education, a stepping-stone between high school and college, and opportunities for developing one's potential, maturity, and career ( $p < .05$  for all 18 comparisons).
- Decreases in likelihood of agreement occur with increasing age for statements that the Army offers an experience to be proud of, a value in civilian career development, and opportunities for becoming more mature and responsible and for developing one's potential ( $p < .05$  for all 12 comparisons of 16- to 17-year olds with youth in the other 3 age groups).
- PMAS educational groups exhibit few differences in perceptions of the Army this quarter.
  - College-oriented and work-oriented high school students' perceptions of the Army continue to be very similar. Only one significant difference between the two groups is found: work-oriented high school students are significantly more likely than those who are college-oriented to agree that the Army offers a wide variety of job opportunities (74.1% vs. 60.6%) ( $\chi^2 = 3.27$ ,  $p < .01$ ).
  - College freshmen and sophomores are less likely than youth in the other educational groups to agree with Army attribute statements. They are significantly less likely than high school students to agree with all statements except those pertaining to physical challenge and money for education ( $p < .05$  for 25 of 28 comparisons).

TABLES 8-5A & 8-5B (continued)

Different from Last Quarter

- No strong patterns of change in agreement with the Army attribute statements are found in comparing this quarter with last.

- The significant decrease among PMAS youth in agreement that the Army offers an experience to be proud of appears to be mainly due to a decline in agreement with this statement among college freshmen and sophomores (48.2% vs. 67.1%) ( $Z = -3.51$ ,  $p < .01$ ) and 20- to 21-year olds (55.1% vs. 65.7%) ( $Z = -2.39$ ,  $p < .05$ ).

School Year 87/88 Summer, Fall

Table 8-58

Participants Active Army

FALL - SUMMER DIFFERENCES IN  
PERCENTAGE "AWARE" OR "STRONGLY AWARE" WITH ACTIVE ARMY ATTRIBUTES STATEMENTS

SAMPLE GROUPS	n	Job Variety	Physical Challenge	Prison Experience	Step Man MS & Col.	Leader Skills	Hi Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible Training	Skill To Work for Us	Hi Trained Army
RECRUITING MARKET:														
MALES (PMAS & SAs)		-	-	-2.62	-	-	-	-	-	-	-	-	-	-
FEMALES (PMAS & SAs)		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RECRUITING MARKET		-	-	-	-	-	-	-	-	-	-	-	-	-
PMAS:														
College Freshman and Sophomores		-	-	-3.51	-1.97	-	-	-1.96	-	-	-	-2.03	-	-
U.S. Students (College-Orleans)		-2.55	-	-	-	-	-	-	-	-	-	-	-	-
U.S. Students (North-Orleans)		-	-	-	-	-	-	-	-	-	-	-	-	-
U.S. Graduates Not Currently Enrolled		-	-	-	-	-	-	-	-	-	-	-	-	-
1st Reg Bde		-	-	-	-	-	-	-	-	-	-1.96	-	-	-
2nd Reg Bde		-	-	-	-	-	-	-	-	-	-	-	-	-
4th Reg Bde		-	-	-	-	-	-	-	-	-	-	-	-	-
5th Reg Bde		-	-	-	-	-	-	-	-	-	-	-	-	-
6th Reg Bde		-	-	-	-	-	-	-	-	-	-	-	-	-
16-17 Years Old		-2.15	-	-	-	-	-	-	-	-	-	-	-	-
18-19 Years Old		-	-	-	-	-	-	-	-	-	-	-	-	-
20-21 Years Old		-	-	-2.39	-	-	-	-	-	-	-	-2.03	-	-
22-24 Years Old		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PMAS		-	-	-2.64	-	-	-	-	-	-	-	-	-	-

Note: Numbers are t-scores for significant quarter to quarter differences (t > 1.96, p < 0.05, 2-tailed).  
Signs indicate the direction of change that are not statistically significant

Table B-6A

PERCENTAGE "MAYBE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS  
(Standard Error)

Percentage India Army Reserve

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Ht Trained Co Member	Money For Ed.	Exciting Weekends	Part Time Work	Live In Humiliaten
MALES (PMAS + SMI)	381	52.2 (3.6)	62.1 (3.5)	62.4 (3.4)	45.9 (3.5)	60.1 (3.3)	63.0 (3.6)	57.0 (3.5)	47.1 (3.3)	64.6 (3.6)	67.7 (3.4)	65.8 (3.8)	61.4 (3.7)	58.6 (3.6)	61.7 (3.3)
FEMALES (SPMS + STS)	70	46.7 (3.4)	73.2 (9.8)	76.1 (6.7)	51.0 (7.9)	80.8 (8.9)	74.8 (9.1)	74.6 (6.9)	82.7 (5.5)	70.3 (9.6)	74.0 (6.8)	53.5 (6.9)	32.7 (6.8)	60.1 (9.8)	55.5 (1.8)
TOTAL RECRUITING MARKET	451	49.6 (3.3)	67.3 (5.2)	68.8 (3.4)	51.1 (4.4)	70.1 (4.6)	68.5 (4.8)	65.3 (3.9)	74.4 (3.3)	67.3 (4.9)	70.7 (4.5)	60.0 (6.0)	38.2 (3.4)	59.3 (5.0)	58.6 (4.2)
TOTAL PMAS	336	51.4 (4.3)	61.6 (3.6)	63.6 (3.4)	47.0 (4.0)	65.2 (3.7)	61.6 (3.8)	56.5 (3.6)	65.1 (3.5)	63.9 (4.8)	65.6 (4.2)	60.3 (3.8)	44.4 (4.0)	58.6 (3.6)	65.2 (2.9)

### Similar to Last Quarter

- The strength of the USAR brand image continues to be moderate. Agreement with statements about the USAR by PMAS youth ranges from approximately 45% to 70%.
- PMAS youth are most likely to agree that the USAR offers the opportunity to obtain money for education (68.3%), to work with highly-trained co-workers (65.6%), and to gain self-confidence (65.2%). They are least likely to agree that it provides interesting and exciting weekends (44.4%).
- Again this quarter, there is no clear pattern of increases or decreases in perceptions over last quarter. About half of the quarter-to-quarter changes are positive and half are negative.

### Different from Last Quarter

- Significant increases in agreement by women with two USAR attribute statements and a decrease among men in agreement with one statement resulted in sex differences in USAR perceptions.
- A significant decrease occurred for Recruiting Market Males in the perception that the USAR offers the opportunity to gain self-confidence (60.7% vs. 70.4%) ( $Z=-1.97$ ,  $p<.05$ ).
- Recruiting Market Females showed significant increases in their perceptions that the USAR offers opportunities for a mentally challenging experience (74.6% vs. 47.4%) ( $Z=2.02$ ,  $p<.05$ ), and for becoming more mature and responsible (82.7% vs. 57.0%) ( $Z=2.01$ ,  $p<.05$ ).
- Last quarter there were no significant sex differences, but this quarter Recruiting Market Females are significantly more likely than Recruiting Market Males to perceive the USAR as offering opportunities for becoming more mature and responsible (82.7% vs. 67.1%) ( $Z=2.43$ ,  $p<.05$ ) and for a mentally challenging experience (74.6% vs. 57.0%) ( $Z=2.27$ ,  $p<.05$ ). Women are also more likely than men to agree that the USAR provides opportunities for developing self-confidence (80.8% vs. 60.7%) ( $Z=2.09$ ,  $p<.05$ ).

School Year 87/88 - Summer, Fall

Table 8-68

FALL - SUMMER DIFFERENCES IN  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

SAMPLE GROUPS	n	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature Responsible	Skill Training	Military Experience	Exciting Work	Fast Time	Live in Community
MALES (FMS + SWS)		-	-	-	-	-1.97	-	-	-	-	-	-	-	-
FEMALES (FMS + SWS)		-	-	-	-	-	-	+2.02	+2.01	-	-	-	-	-
TOTAL RECRUITING MARKET		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL FMS		-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Numbers are  $Z$  scores for significant quarter to quarter differences ( $t = p < .05$ ,  $± 1.96$ ).  
Signs indicate the direction of change that are not statistically significant.

Table 0 7A

Perceptions Army National Guard

PERCENTAGE "AGREE" ON "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS  
(Standard Error)

SAMPLE GROUPS	n	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature & Responsible	Skill Training	Hi Trained Co-Workers	Money for Ed.	Exciting Weekends	Part Time Work	Live In Hometown
MALES (PMAS + SWS)	760	53.8 (3.1)	56.4 (3.1)	61.1 (3.6)	46.7 (3.4)	62.4 (2.8)	61.1 (3.4)	53.8 (4.1)	64.0 (3.0)	67.5 (3.3)	64.0 (3.3)	65.7 (3.1)	40.0 (1.1)	57.0 (2.6)	64.5 (1.3)
FEMALES (PTAS + STS)	76	54.0 (3.9)	48.0 (7.5)	67.2 (7.3)	42.4 (9.5)	67.4 (7.5)	63.1 (7.7)	64.4 (8.5)	77.3 (5.9)	74.0 (7.6)	78.6 (6.3)	68.3 (8.2)	31.0 (7.2)	58.6 (7.2)	52.6 (6.8)
TOTAL RECRUITING MARKET	844	53.8 (4.8)	62.1 (6.2)	64.1 (3.9)	43.8 (5.0)	65.0 (3.6)	62.0 (4.3)	59.0 (4.5)	71.6 (3.3)	70.7 (3.6)	71.2 (3.4)	67.0 (3.9)	35.6 (3.8)	57.8 (3.5)	58.6 (3.6)
TOTAL PMAS	336	48.1 (3.4)	54.4 (3.6)	58.4 (4.1)	40.2 (3.3)	61.0 (3.5)	58.1 (3.5)	51.6 (4.2)	63.8 (3.3)	66.7 (3.8)	60.9 (3.8)	62.6 (3.4)	35.2 (3.7)	52.5 (3.5)	60.9 (3.7)

### Similar to Last Quarter

- The strength of the Army National Guard brand image continues to be moderate. Agreement with statements about the ARNG by PMAS youth ranges from approximately 35% to 70%.
- PMAS youth are least likely to agree that the ARNG provides interesting and exciting weekends (35.2%) and value in civilian career development (40.2%).

### Different from Last Quarter

- Changes occurred this quarter in the predominant perceptions of the ARNG by PMAS youth.
- Last quarter, the predominant perceptions were that the ARNG provides opportunities for becoming more mature and responsible, for gaining self-confidence and for serving America while living in one's own hometown.



Significant decreases occurred this quarter in the PMAS perceptions that the ARNG offers opportunities for gaining self-confidence (61.0% vs. 72.2%) ( $Z = -2.28$   $p < .05$ ), and for serving American while living in one's own hometown (60.9% vs. 77.0%) ( $Z = -3.04$ ,  $p < .01$ ).

Thus, statements most likely to elicit agreement from PMAS youth this quarter are that the ARNG offers opportunities for training in useful skill areas (66.7%), for becoming more mature and responsible (63.8%), and for earning money for education (62.6%). The levels of agreement with all three statements are very similar to those found last quarter but they have become predominant because of the decreases discussed above.

- Last quarter there were no significant sex differences in ARNG perceptions, but this quarter Recruiting Market Females are significantly more likely than Recruiting Market Males to perceive the ARNG as offering the opportunity to work with highly trained co-workers (78.6% vs. 64.0%) ( $Z = -2.05$ ,  $p < .05$ ).

School Year 87/88 - Summer, Fall

Table 8-78

FALL - SUMMER DIFFERENCES IN PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS

Perceptions Army National Guard

SAMPLE GROUPS	N	Job Variety	Proud Experience	Leader Skills	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature Responsible	Skill Training	Mt Trained Co Workers	Money for Ed.	Exciting Weekends	Part Time Work	Live in Hometown
MALES (PMAS + SWS)		-	-	-	-	-2.45	-	-	-	-	-	-	-2.15	-	2.51
FEMALES (PTMS + STS)		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RECRUITING MARKET		-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PMAS		-	-	-	-	-2.28	-	-	-	-	-	-	-2.16	-2.36	3.04

Note: Numbers are Z scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.). Signs indicate the direction of change that are not statistically significant.

Table 8.8a

Perceptions and Importance Army ROTC

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTIVE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR  
 (Standard Error)

SAMPLE GROUPS	n <sub>1</sub>	ROTC OFFICERS					ROTC PERCEPTIONS					ROTC IMPORTANCE				
		Training	Self Confidence	College Elective	Officer's Commission	Job Variety	Proud Experience	Use College Skills	Use Own Judgment	n <sub>2</sub>	Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment	
ROTC MALE SAMPLE: College Juniors and Seniors	209	59.9 (3.3)	63.7 (3.8)	69.7 (4.0)	74.2 (3.7)	57.6 (3.9)	75.7 (3.7)	58.2 (4.3)	56.0 (4.0)	248	84.4 (2.6)	85.8 (2.9)	91.1 (1.4)	92.0 (1.9)	91.9 (2.9)	
College Freshmen and Sophomores	197	50.4 (5.7)	61.3 (4.5)	64.6 (4.8)	64.9 (4.4)	60.4 (4.1)	64.2 (4.2)	53.1 (4.4)	49.6 (4.5)	377	77.6 (3.1)	87.2 (2.2)	89.7 (2.0)	87.9 (1.9)	92.3 (1.4)	
U.S. Students [College-Oriented]	303	69.6 (2.9)	78.8 (2.2)	74.8 (2.4)	71.4 (2.6)	71.2 (2.6)	85.3 (2.1)	75.1 (2.7)	79.0 (2.1)	834	79.8 (1.8)	89.0 (1.3)	94.2 (0.8)	93.6 (1.0)	93.5 (1.1)	
1st ROTC Region	226	63.6 (4.4)	70.7 (3.5)	66.2 (3.7)	66.7 (3.5)	57.1 (4.2)	71.1 (3.8)	64.8 (4.4)	59.8 (4.3)	415	75.9 (2.7)	84.8 (2.1)	90.9 (1.2)	89.7 (1.5)	92.1 (1.4)	
2nd ROTC Region	234	65.5 (4.7)	71.1 (3.2)	74.0 (3.3)	67.3 (3.7)	64.6 (4.7)	78.0 (3.3)	61.7 (5.0)	62.1 (3.4)	400	79.7 (1.9)	88.1 (1.9)	91.0 (2.2)	90.4 (1.1)	93.2 (1.7)	
3rd ROTC Region	175	58.8 (3.7)	70.8 (3.9)	73.7 (4.2)	80.8 (3.6)	69.1 (4.3)	75.7 (4.2)	65.4 (4.8)	68.2 (4.6)	323	83.8 (2.5)	90.3 (1.5)	94.2 (1.3)	91.2 (1.8)	93.4 (1.1)	
4th ROTC Region	154	52.2 (5.5)	61.9 (4.6)	64.9 (5.0)	65.7 (5.0)	62.8 (6.2)	75.7 (4.2)	58.2 (5.9)	58.1 (4.6)	321	81.2 (3.0)	87.9 (2.4)	94.4 (1.3)	94.7 (1.5)	92.6 (2.0)	
16-17 Years Old	329	68.6 (3.1)	79.0 (2.4)	73.6 (2.3)	71.2 (2.9)	70.3 (2.6)	84.7 (2.4)	76.4 (2.6)	77.8 (2.4)	730	79.5 (1.9)	88.8 (1.3)	94.2 (0.8)	93.9 (0.9)	93.9 (1.1)	
18-19 Years Old	195	55.2 (5.4)	62.5 (4.8)	70.5 (4.0)	69.1 (3.6)	67.8 (4.1)	67.6 (4.1)	59.0 (4.6)	61.5 (2.9)	357	76.0 (2.6)	87.7 (2.0)	93.1 (1.4)	89.4 (1.1)	93.3 (1.6)	
20-21 Years Old	141	60.6 (5.1)	65.3 (4.1)	67.9 (5.1)	68.0 (4.7)	55.6 (5.2)	73.6 (5.2)	53.5 (5.1)	52.2 (4.7)	207	82.0 (3.4)	85.1 (3.3)	90.0 (1.9)	88.0 (2.4)	88.1 (2.1)	
22-24 Years Old	124	53.5 (4.8)	65.5 (5.2)	65.3 (4.9)	72.0 (5.5)	56.6 (7.0)	73.5 (4.8)	57.3 (5.4)	51.2 (6.1)	165	85.9 (3.6)	88.2 (3.5)	91.2 (2.3)	93.0 (2.2)	94.7 (2.1)	
TOTAL ROTC MALE SAMPLE	789	60.1 (2.5)	68.6 (1.8)	69.8 (2.0)	70.0 (2.1)	63.4 (2.3)	75.2 (2.1)	62.5 (2.4)	62.0 (2.1)	1,459	80.2 (1.4)	87.8 (1.1)	92.7 (0.7)	91.6 (0.8)	92.8 (0.8)	
TOTAL ROTC FEMALE SAMPLE	157	60.1 (5.2)	75.9 (4.5)	71.5 (4.1)	55.0 (5.2)	71.5 (4.5)	72.1 (4.9)	71.3 (4.0)	72.0 (4.4)	313	78.1 (3.0)	91.4 (2.2)	94.2 (1.8)	95.7 (1.1)	94.4 (1.8)	
TOTAL ROTC SAMPLE [MALES + FEMALES]	946	60.1 (2.7)	72.2 (2.2)	70.6 (2.3)	62.8 (2.7)	67.3 (2.3)	76.1 (2.1)	67.7 (2.2)	64.8 (2.3)	1,772	79.1 (1.6)	89.6 (1.3)	93.4 (1.0)	93.7 (0.7)	93.6 (1.0)	
TOTAL PWS	633	59.3 (5.1)	68.8 (4.5)	66.3 (4.5)	65.1 (4.2)	62.8 (2.9)	76.8 (2.0)	63.7 (4.6)	68.6 (3.4)	2,087	76.9 (1.0)	88.6 (0.8)	89.9 (1.0)	91.3 (0.7)	92.2 (0.6)	

Note. n<sub>1</sub> provides case bases for all ROTC Perceptions Measures.

n<sub>2</sub> provides case bases for all ROTC Importance Measures.

TABLES 8-8A & 8-8B

Similar to Last Quarter

Perceptions

- Brand image of the Army ROTC continues to be moderately strong. Agreement with statements about attributes of the Army ROTC for males in the ROTC Sample ranges from approximately 50% to 80%.
- Among males in the officer market, there is highest agreement with the statement that the ROTC offers an experience to be proud of (75.2%). There is least agreement with statements that the Army ROTC offers opportunities for leadership and management training (60.1%), use of one's own judgment (62.0%), and use of college-acquired skills (62.5%).
- Perceptions of the Army ROTC are related to age and educational level.
- College-oriented high school students are significantly more likely than better educated youth to agree that the Army ROTC offers opportunities for gaining self-confidence, job variety, an experience to be proud of, leadership and management training, and using one's college-acquired skills and one's own judgment ( $p < .05$  for all 12 comparisons).
- Similarly, 16- to 17-year olds are more likely than older youths to agree that the ROTC offers opportunities for gaining self-confidence, using college-acquired skills and using one's own judgment ( $p < .05$  for all 9 comparisons). 16- to 17-year olds are also more likely than 18- to 19-year olds, and 22- to 24-year olds ( $p < .05$  for all 4 comparisons) to perceive the ROTC as offering opportunities for an experience to be proud of and leadership and management training. There are no significant differences between 16- to 17-year olds and 20- to 21-year olds in agreement with these latter two attribute statements.

Importance

- All opportunities relevant to the ROTC are likely to be considered important.
- Opportunities for using one's own judgment (92.8%), job variety (92.7%), an experience to be proud of (91.6%), and gaining self-confidence (87.8%) are highly likely to be valued by males in the officer market.
- The leadership training opportunity, while still likely to be valued, is least likely to be considered important by males in the ROTC sample (80.2%).

TABLES 8-8A & 8-8B (continued)

PERCEPTIONS AND IMPORTANCE - ARMY ROTC

Comparison of Perceptions and Importance Items

- Youth are more likely to value the opportunities than to perceive them as available in the ROTC.
- Among males in the ROTC Sample, for example, gaps between importance and perceptions are especially large for job variety (92.7% vs. 63.4%), using one's own judgment (92.8% vs. 62.0%), and leadership and management training (80.2% vs. 60.1%).

Different from Last Quarter

Perceptions

- Females are more likely than males to agree that the Army ROTC offers the opportunity for using college-acquired skills (73.3% vs. 62.5%)( $Z=2.32$ ,  $p<.05$ ), and using one's own judgment (72.0% vs. 62.0%)( $Z=2.05$ ,  $p<.05$ ). Males are more likely than females to agree that the ROTC offers an officer's commission (70.0% vs. 55.0%)( $Z=2.67$ ,  $p<.01$ ).
- College freshmen and sophomores are less likely this quarter than last to agree that the Army ROTC offers opportunities for having an experience to be proud of (64.2% vs. 77.4%)( $Z=-2.38$ ,  $p<.05$ ), for gaining self-confidence (61.3% vs. 74.4%)( $Z=-2.19$ ,  $p<.05$ ), and for using one's own judgment (49.6% vs. 63.1%)( $Z=-2.12$ ,  $p<.05$ ).

Importance

- College freshmen and sophomores are less likely this quarter than last to value opportunities for job variety (89.7% vs. 94.9%)( $Z=-2.28$ ,  $p<.05$ ), and having an experience to be proud of (87.9% vs. 92.6%,  $Z=-1.97$ ,  $p<.05$ ).
- As discussed above, a number of decreases are noted this quarter in the perceptions and importance of ROTC opportunities by college freshmen and sophomores. These declines contrast with last quarter's significant increases for this group. We speculated last quarter that the increases might be the result of newly graduated high school student's reclassification into the college freshman category. Similarly, this quarter's decreases may be the result of assimilation of these new college students into the college culture.

Table 8-88

PERCENTAGE DIFFERENCES IN  
PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

SAMPLE GROUPS	Q1	ROTC PERCEPTIONS										ROTC IMPORTANCE			
		Leader/Regt Training	Self Confidence	College Elective Commission	Officer's Commission	Officer's Benefit	Job Variety	Proud Experience	Use College Skills	Use Own Judgment	Leader Skills	Self Confidence	Job Variety	Proud Experience	Use Own Judgment
ROTC MALE SAMPLE: College Juniors and Seniors		+	-	+	+	+	+	+	+	+	+	+	+	+	+
College Freshman and Sophomores		-	-2.19	-	-	2.38	+	+	-	-2.12	-	-	2.28	1.91	-
M.S. Students (College-Oriented)		-	+	+	+	+	-	+	+	+	-	+	+	+	+
1st ROTC Region		+	-	-	-	+	-	-	-	-	-	-	-	-	-
2nd ROTC Region		+	-	+	+	-	+	-	-	-	-	+	-	-	+
3rd ROTC Region		-	-	+	+2.33	+	+	-	+	+	+	+	-	-	+
4th ROTC Region		-	-	-	-	-	+	-	-	+	+	+	+	-	+
16-17 Years Old		-	+	+	-	+	-	+	+	+	-	-	+	-	+
18-19 Years Old		-	-	+	+	-	+	-	+	-	-	+	+	-	+
20-21 Years Old		-	-	+	+	-	-	-	-	-	+	-	+	-	+
22-24 Years Old		-	-	-	+	-	+	-	-	+	+	+	-	+	+
TOTAL ROTC MALE SAMPLE		-	-	+	+	-	+	-	-	-	-	+	+	-	-
TOTAL ROTC FEMALE SAMPLE		-	-	+	-2.38	-	-	+	-	-	+	-	2.05	-	-
TOTAL ROTC SAMPLE (MALES + FEMALES)		-	-	+	-2.14	-	+	-	-	-	-	-	-	-	-
TOTAL PWS		-	-	-	+	-	-	-	-	-	-	-	-	-	-

Note: Numbers are  $\bar{z}$  scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.). Signs indicate the direction of changes that are not statistically significant.

Table B-9A

Behavior

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS  
(Standard Error)

SAMPLE GROUPS	N	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken ASAB	Visited Army Recruiting Station	Toll-Free Call Sent for Gift
<b>RECRUITING MARKET:</b>						
MALES (PMAS + SMS)	2,459	24.5 (1.1)	12.3 (0.7)	6.8 (0.6)	6.1 (0.6)	3.2 (0.4)
FEMALES (PFAS + SFS)	529	9.4 (1.5)	4.1 (0.9)	3.7 (0.9)	2.6 (1.1)	1.0 (0.3)
<b>TOTAL RECRUITING MARKET</b>	<b>2,988</b>	<b>16.8 (0.9)</b>	<b>8.1 (0.6)</b>	<b>5.2 (0.5)</b>	<b>4.3 (0.7)</b>	<b>2.1 (0.3)</b>
<b>PMAS:</b>						
College Freshmen and Sophomores	377	19.7 (2.5)	13.5 (2.0)	1.5 (0.6)	4.0 (1.0)	1.9 (1.0)
H.S. Students (College-Oriented)	834	36.2 (2.4)	16.2 (1.8)	11.3 (1.4)	8.9 (1.4)	5.7 (0.9)
H.S. Students (Work-Oriented)	108	26.7 (3.6)	11.5 (3.4)	14.1 (4.3)	2.6 (1.4)	10.1 (1.5)
H.S. Graduates Not Currently Enrolled	608	19.7 (2.0)	10.5 (1.5)	5.2 (1.0)	5.1 (0.9)	1.2 (0.4)
1st Recg Bde	575	24.9 (2.4)	13.8 (1.8)	8.4 (1.6)	5.2 (1.2)	3.4 (1.1)
2nd Recg Bde	334	25.0 (2.6)	11.2 (1.9)	7.4 (1.6)	3.5 (0.9)	5.7 (1.7)
4th Recg Bde	528	25.8 (2.5)	14.2 (1.9)	8.1 (1.8)	7.9 (1.9)	3.3 (0.8)
5th Recg Bde	366	29.0 (3.7)	13.9 (2.5)	7.6 (1.4)	7.3 (1.4)	3.8 (1.0)
6th Recg Bde	284	23.1 (3.1)	11.5 (1.7)	3.7 (0.9)	5.3 (1.1)	1.7 (0.9)
16-17 Years Old	899	34.2 (2.2)	14.4 (1.7)	11.3 (1.6)	7.3 (1.3)	6.0 (1.0)
18-19 Years Old	575	32.6 (2.2)	21.8 (2.1)	8.0 (1.3)	7.9 (1.3)	2.7 (0.8)
20-21 Years Old	287	15.1 (3.0)	5.3 (1.4)	2.3 (1.0)	2.5 (1.0)	2.8 (1.1)
22-24 Years Old	326	12.2 (2.6)	6.3 (2.1)	3.6 (1.4)	3.9 (1.4)	1.3 (0.8)
<b>TOTAL PMAS</b>	<b>2,007</b>	<b>25.6 (1.3)</b>	<b>11.0 (0.9)</b>	<b>7.1 (0.7)</b>	<b>5.9 (1.0)</b>	<b>3.5 (0.5)</b>

Similar to Last Quarter

- The most common enlistment-related action by PMAS youth is talking to someone about joining the Army (25.6%). Talking to a recruiter is about half as likely (13.0%).
- All of the enlistment-related activities are again more likely to be reported by males than females ( $p < .01$  for all 5 comparisons) and by younger than older PMAS youth ( $p < .05$  for all comparisons of 16- to 17-year olds and 18- to 19-year olds with 20- to 21- and 22- to 24-year olds).
- High school students tend to be more likely than youth in the remaining educational groups to take action relevant to enlistment.
- College-oriented high school students are more likely than college freshmen and sophomores and high school graduates not currently enrolled to have taken all five enlistment-related actions ( $p < .01$  for 9 of the 10 relevant comparisons; talked to a recruiter is not a statistically significant difference).
- Work-oriented high school students are more likely than freshmen and sophomores and high school graduates not currently enrolled to have taken an Army aptitude test and made a call or sent for a gift within the past six months ( $p < .05$  for all 4 comparisons).

Different from Last Quarter

- College-oriented high school students are more likely than those who are work-oriented to talk to someone about joining the Army (36.2% vs. 26.7%) ( $Z = -2.20$ ,  $p < .05$ ) and to visit a recruiting station (8.9% vs. 2.6%) ( $Z = -3.18$ ,  $p < .01$ ).
- A few regional shifts in behaviors are noted.
- PMAS youth in the 6th Recruiting Brigade (West) are less likely than those in the other 4 comparisons).
- PMAS youth in the 1st and 4th Recruiting Brigades (Northeast and Midwest, respectively) are more likely this quarter than last to report talking to someone about joining the Army (1st Recruiting Brigade: 24.9% vs. 18.8%,  $Z = -2.17$ ,  $p < .05$ ; 4th Recruiting Brigade: 25.8% vs. 19.7%,  $Z = -1.97$ ,  $p < .05$ ).
- College freshmen and sophomores are less likely this quarter than last to report having taken an Army aptitude test within the past 6 months (1.5% vs. 6.0%) ( $Z = -2.53$ ,  $p < .05$ ).

School Year 87/88 - Summer, Fall

Table 8-98

Behavior

FALL SUMMER DIFFERENCES IN  
PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS

SAMPLE GROUPS	n	Talked to Anyone of Joining Army	Talked to an Army Recruiter	Taken APVAS	Visited Army Recruiting Station	Told Free Call Sent for Gift
RECRUITING MARKET:						
MALES (PMAS + SMs)		•	•	•	•	•
FEMALES (PMAS + SFs)		-	-	•	•	-
TOTAL RECRUITING MARKET		•	-	•	•	-
PMAS:						
College Freshmen and Sophomores		-	-	-2.53	-	•
U.S. Students (College-Oriented)		•	•	•	•	•
U.S. Students (Non-Oriented)		-	-	•	-	•
U.S. Graduate Not Currently Enrolled		•	-	•	-	-
1st Recg Bde		+2.17	•	+2.13	•	•
2nd Recg Bde		-	-	-	-	•
4th Recg Bde		+1.97	•	•	•	•
5th Recg Bde		•	•	-	•	-
6th Recg Bde		-	-	•	•	-
16-17 Years Old		•	•	•	•	•
18-19 Years Old		•	-	-	-	-
20-21 Years Old		•	-	-	-	+2.10
22-24 Years Old		•	•	•	•	-
TOTAL PMAS		•	•	•	•	•

Note. Numbers are  $\chi^2$  scores for significant quarter to quarter differences (p < .05, 2 d.f.). Signs indicate the direction of changes that are not statistically significant.



Table 8-10A

Percentages/Standard Error

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			Other Military Branches			JAP	MNR
		ACTIVE	NUC	AMG	USAF	NAVY	USMC		
RECRUITING MARKET:									
MALES (PMAS + MB)	2,459	82.0 (0.9)	1.5 (0.3)	11.7 (0.1)	8.9 (0.7)	62.5 (1.2)	56.7 (1.3)	64.1 (1.3)	9.5 (0.7)
FEMALES (PFAS + SFs)	529	79.5 (2.3)	0.9 (0.4)	5.4 (1.2)	6.6 (1.3)	59.0 (2.9)	45.2 (2.7)	53.0 (2.5)	6.5 (1.4)
TOTAL RECRUITING MARKET	2,988	80.7 (1.3)	1.2 (0.2)	8.4 (0.7)	7.7 (0.8)	60.7 (1.6)	50.8 (1.6)	58.4 (1.3)	8.0 (0.8)
PMAS:									
College Freshmen and Sophomores	377	88.0 (2.1)	2.3 (0.9)	16.4 (2.6)	10.6 (2.2)	69.3 (2.7)	59.6 (3.2)	70.3 (3.1)	13.0 (2.3)
H.S. Students (College Oriented)	834	87.4 (1.3)	2.1 (0.6)	11.9 (1.2)	9.4 (1.0)	69.8 (2.0)	64.4 (2.1)	70.7 (2.0)	11.2 (1.2)
H.S. Students (Work Oriented)	188	65.3 (4.9)	1.0 (0.8)	9.7 (2.0)	5.1 (1.9)	55.5 (4.2)	48.1 (4.9)	51.4 (4.6)	5.2 (1.6)
H.S. Graduates Not Currently Enrolled	686	84.9 (1.7)	1.0 (0.4)	11.3 (1.6)	6.3 (1.2)	62.1 (2.1)	56.8 (2.4)	64.5 (2.3)	8.2 (1.2)
1st Rctg Bde	575	85.6 (1.7)	1.8 (0.6)	6.4 (1.1)	9.3 (1.4)	63.5 (2.9)	61.2 (2.6)	66.3 (2.5)	11.8 (1.5)
2nd Rctg Bde	334	83.4 (2.4)	0.5 (0.4)	13.3 (2.0)	7.9 (1.5)	67.3 (2.9)	59.6 (3.2)	64.7 (3.3)	12.2 (2.5)
4th Rctg Bde	528	84.8 (2.1)	2.8 (0.9)	15.6 (1.9)	11.6 (1.7)	62.6 (2.5)	56.9 (2.2)	65.8 (2.6)	7.1 (1.0)
5th Rctg Bde	366	84.0 (2.3)	0.4 (0.3)	11.8 (1.4)	8.5 (1.4)	71.6 (2.6)	62.9 (3.4)	71.7 (3.1)	8.4 (1.7)
6th Rctg Bde	284	85.7 (2.6)	2.3 (0.7)	13.5 (2.5)	6.5 (2.0)	63.1 (4.5)	54.6 (3.6)	64.0 (3.9)	10.9 (2.4)
16-17 Years Old	899	84.8 (1.5)	2.2 (0.7)	12.0 (1.2)	8.6 (1.0)	68.4 (2.0)	62.6 (1.8)	68.0 (2.1)	10.3 (1.0)
18-19 Years Old	575	83.9 (2.0)	1.5 (0.5)	13.3 (1.5)	9.6 (1.3)	64.0 (2.3)	58.0 (2.5)	67.9 (2.5)	10.0 (1.3)
20-21 Years Old	287	86.1 (2.3)	1.2 (0.5)	13.6 (2.9)	10.0 (2.1)	65.5 (3.1)	61.4 (3.6)	66.1 (3.1)	7.5 (1.6)
22-24 Years Old	326	84.5 (2.4)	1.0 (0.7)	11.4 (2.1)	7.4 (1.4)	62.5 (2.8)	53.1 (3.4)	62.9 (3.1)	11.0 (2.2)
TOTAL PMAS	2,087	84.7 (1.0)	1.4 (0.2)	12.0 (1.0)	8.9 (0.8)	65.4 (1.4)	59.1 (1.5)	64.5 (1.5)	9.9 (0.8)

Similar to Last Quarter

- Unaided recall of Army advertising remains the highest of all services for all sample groups.
- Among the PMAS, for example, 84.7% recall seeing or hearing Army ads compared with 65.4% for the USAF, 59.1% for the USMC, and 66.5% for the Navy.
- Very few youth (6.0%) recall joint recruiting advertising without aid.
- Unaided recall of advertising continues to be lower for females than males for Navy (56.7% vs. 45.2%) ( $Z=3.84$ ,  $p<.01$ ) and for USMC (64.1% vs. 53.0%) ( $Z=3.94$ ,  $p<.01$ ) advertising.
- Unaided recall is lower for Army component advertising than for the active Army ads.
- Of PMAS youth, 12.0% recall ARNG advertising without aid, compared with 8.9% for the USAR ads, and only 1.6% for Army ROTC ads.
- Unaided recall of ARNG advertising is lower for females than males (11.7% vs. 5.4%) ( $Z=4.53$ ,  $p<.01$ ).
- Levels of unaided recall of active Army advertising and advertising by all three Army components were stable across quarters.

Different from Last Quarter

- Last quarter there were very few differences among educational, age, or regional groups in unaided recall. This quarter more differences appear.
- Work-oriented high school students are less likely than all the other educational groups to have unaided recall of active Army ads ( $p<.05$  for all 3 comparisons). They are also less likely than college-oriented high school students to have unaided recall of USAR advertising (5.1% vs. 9.4%) ( $Z=-2.00$ ,  $p<.05$ ).
- Work-oriented high school students are less likely than college freshmen and sophomores and college-oriented high school students to recall without aid advertising by the USAF, USMC, and Navy ( $p<.05$  for all 6 comparisons).
- Youth in the 1st Recruiting Brigade (Northeast) are less likely than youth in any of the other recruiting brigades to have unaided recall of ARNG advertising ( $p<.05$  for all 4 comparisons).

TABLES 8-10A & 8-10B (continued)

- There are a number of significant differences between this quarter and last quarter in unaided recall of Army component advertising.
  - Work-oriented high school students are less likely this quarter to recall without aid advertising for the active Army (65.3% vs. 80.9%) ( $Z=-2.74$ ,  $p<.05$ ).
  - Unaided recall of ARNG advertising decreased this quarter for the 1st Recruiting Brigade (Northeast) (6.4% vs. 11.5%) ( $Z=-2.80$ ,  $p<.05$ ). Unaided recall by youth in the 6th Recruiting Brigade (West) increased for both the active Army (85.7% vs. 77.8%) ( $Z=2.00$ ,  $p<.05$ ) and for the Army ROTC (2.3% vs. 0.6%) ( $Z=2.00$ ,  $p<.05$ ).
  - Older youth, 22- to 24-years of age, are more likely this quarter than last to have unaided recall of active Army advertising (84.5% vs. 74.8%) ( $Z=2.76$ ,  $p<.05$ ).
- Some shifts also occurred in unaided recall of advertising by other branches of the military.
  - Among the other military branches, college-oriented high school students are more likely this quarter than last to recall without aid advertising for the Navy (64.4% vs. 57.3%) ( $Z=2.16$ ,  $p<.05$ ), while work-oriented high school students are less likely to have unaided recall of USMC advertising (51.4% vs. 70.7%) ( $Z=-3.24$ ,  $p<.05$ ).
  - Advertising for the Air Force is less likely to be recalled without aid this quarter than last by 18- to 19-year old youth (64.0% vs. 70.2%) ( $Z=-1.99$ ,  $p<.05$ ).

Table 8-108

FALL SUMMER DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	n	ACTIVE	Army Components MOTC	ARMY	USAR	USAF	Other Military Branches USMC NAVY	USMC	JRMP	NAME
RECRUITING MAJORITY: MALES (PMAS + SM)		•	•	•	•	•	•	•	•	•
FEMALES (PMAS + SM)		•	•	•	•	•	•	•	•	•
TOTAL RECRUITING MAJORITY		•	•	•	•	•	•	•	•	•
PMAS:										
College Freshmen and Sophomores		•	•	•	•	•	•	•	•	•
B.S. Students [College-Oriented]		•	•	•	•	•	+2.16	•	•	•
B.S. Students [Work-Oriented]		-2.74	•	•	•	•	-3.24	•	•	•
B.S. Graduates Not Currently Enrolled		•	•	•	•	•	•	•	•	•
1st Recg Bde		•	•	-2.80	•	•	•	•	•	•
2nd Recg Bde		•	•	•	•	•	•	•	•	•
4th Recg Bde		•	•	•	•	•	•	•	•	•
5th Recg Bde		•	•	•	•	•	•	•	•	•
6th Recg Bde		+2.80	+2.80	•	•	•	•	•	•	•
16-17 Years Old		•	•	•	•	•	•	•	•	•
18-19 Years Old		•	•	•	•	-1.89	•	•	•	•
20-21 Years Old		•	•	•	•	•	•	•	•	•
22-24 Years Old		+2.76	•	•	•	•	•	•	•	•
TOTAL PMAS		•	•	•	•	•	•	•	•	•

Note: Numbers are  $\pm$  scores for significant quarter to quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.).  
 Signs indicate the direction of changes that are not statistically significant.

Table 8-11A

Kinfolkage/Racial Unaided plus Aided

PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(Standard Error)

SAMPLE GROUPS	N	Army Components			Other Military Branches			JNAP		
		ACTIVE	ROTC	ABNC	USAF	NAVY	USMC			
RECRUITING MARKET: MALES (PMAS + SMAS)	2,659	94.9 (10.5)	41.7 (1.4)	68.1 (1.1)	72.5 (1.2)	85.8 (1.0)	77.9 (1.0)	84.6 (1.0)	47.5 (1.2)	57.9 (1.2)
FEMALES (PFAS + SFAS)	529	93.6 (11.0)	48.1 (2.7)	58.0 (2.8)	75.2 (1.9)	85.9 (1.7)	72.5 (2.8)	77.5 (2.3)	40.9 (2.8)	46.2 (2.4)
TOTAL RECRUITING MARKET	2,988	94.3 (10.6)	45.0 (1.7)	62.9 (1.6)	73.9 (1.2)	85.8 (1.1)	75.1 (1.6)	80.9 (1.3)	44.1 (1.7)	51.9 (1.3)
PMAS:										
College Freshman and Sophomores	377	96.2 (11.1)	47.0 (3.6)	71.0 (2.6)	72.6 (2.7)	85.6 (2.5)	80.6 (2.4)	89.3 (2.2)	49.6 (3.5)	66.8 (2.9)
M.S. Students (College-Oriented)	934	96.4 (10.7)	40.4 (1.7)	68.6 (2.0)	73.4 (1.8)	87.0 (1.4)	82.8 (1.4)	84.8 (1.9)	47.4 (2.3)	57.4 (2.3)
M.S. Students (Work-Oriented)	188	92.0 (11.9)	33.1 (4.0)	63.2 (4.5)	59.1 (4.6)	82.7 (3.0)	68.6 (4.3)	75.1 (3.5)	44.4 (4.2)	43.1 (4.5)
M.S. Graduatees Not Currently Enrolled	698	94.7 (11.0)	42.6 (2.2)	66.4 (1.9)	75.1 (2.7)	87.7 (1.6)	77.6 (1.8)	85.1 (1.5)	45.6 (2.1)	60.4 (2.0)
1st Aczg Bde	575	96.3 (10.7)	42.7 (2.1)	63.9 (2.0)	74.0 (1.9)	85.9 (2.0)	81.7 (2.0)	84.9 (1.7)	49.6 (2.8)	58.2 (2.3)
2nd Aczg Bde	334	94.8 (11.5)	40.6 (4.1)	71.1 (2.8)	69.9 (3.3)	89.0 (1.9)	82.6 (2.6)	84.4 (2.0)	50.7 (3.4)	53.9 (3.4)
4th Aczg Bde	528	96.3 (10.8)	49.5 (2.5)	69.9 (3.3)	73.5 (2.8)	85.5 (2.0)	78.2 (1.6)	83.1 (2.5)	40.1 (2.4)	59.3 (2.5)
5th Aczg Bde	366	94.4 (11.2)	37.0 (3.5)	67.1 (3.7)	70.3 (3.6)	88.9 (1.7)	77.8 (2.6)	89.3 (2.0)	43.8 (3.3)	58.4 (2.7)
6th Aczg Bde	284	94.2 (11.7)	38.6 (4.2)	67.3 (3.5)	75.8 (2.9)	84.4 (3.2)	75.0 (2.6)	83.7 (2.6)	50.7 (3.9)	46.9 (4.2)
16-17 Years Old	899	96.3 (10.6)	38.4 (1.9)	68.6 (2.0)	69.4 (1.7)	86.5 (1.4)	80.3 (1.4)	83.7 (1.7)	47.6 (2.0)	54.1 (2.1)
18-19 Years Old	575	95.8 (11.0)	44.4 (2.6)	67.4 (2.5)	72.1 (2.3)	86.0 (1.6)	81.5 (2.2)	86.7 (1.6)	44.5 (2.5)	60.3 (2.2)
20-21 Years Old	287	94.8 (11.4)	46.8 (3.3)	68.4 (3.2)	76.7 (3.0)	87.0 (2.6)	80.0 (2.5)	87.3 (2.2)	44.3 (2.9)	65.2 (3.4)
22-24 Years Old	326	93.4 (11.7)	40.8 (3.2)	66.3 (2.9)	75.8 (2.4)	87.4 (2.2)	73.6 (3.2)	83.4 (2.4)	50.4 (3.1)	58.6 (3.6)
TOTAL PMAS	2,087	95.3 (10.5)	42.0 (1.5)	67.7 (1.1)	72.8 (1.2)	86.7 (1.1)	79.1 (1.1)	85.0 (1.0)	46.9 (1.4)	59.7 (1.7)

Similar to Last Quarter

- Combined unaided and aided recall of active Army advertising is again the highest of all services.
- Among PMAS youth, combined recall for Army advertising is 95.3% compared with 86.7% for the USAF, 85.0% for the USMC, and 79.1% for the Navy.
- Males are more likely than females to have combined recall of USMC, USCG, and joint advertising ( $p < .05$  for all 3 comparisons).
- Large increases are again observed in all categories when responses to aided recall questions are added to unaided recall (Table 8-10A). The largest increases are observed in those categories with the lowest levels of unaided recall such as the Army ROTC and the smallest increases are in categories with the highest unaided recall levels such as the active Army.

Different from Last Quarter

- Combined recall of ARNG advertising increased significantly this quarter from last for college freshmen and sophomores (71.0% vs. 60.9%) ( $Z = -2.28$ ,  $p < .05$ ).
- Work-oriented high school students appear less likely to recall military advertising than youth in other educational groups.
- Last quarter, the two high school groups had similar levels of combined recall for all Army components' advertising. This quarter, work-oriented high school students are less likely than those who are college-oriented to recall ads by the active Army (92.0% vs. 96.4%) ( $Z = -2.17$ ,  $p < .05$ ), and the USAR (59.1% vs. 73.4%) ( $Z = -2.89$ ,  $p < .01$ ). The work-oriented are also less likely than the college-oriented to recall USMC (75.1% vs. 84.8%) ( $Z = -2.44$ ,  $p < .05$ ), Navy (68.6% vs. 82.8%) ( $Z = -3.14$ ,  $p < .01$ ), and joint advertising (43.1% vs. 57.4%) ( $Z = -2.83$ ,  $p < .01$ ).
- Work-oriented high school students are also less likely than college freshmen and sophomores or high school graduates who are not currently enrolled in school to recall advertising by the Army ROTC, USAR, USMC and joint services ( $p < .05$  for all 8 comparisons). They are also less likely than college freshmen and sophomores to recall Navy ads (68.6% vs. 80.6%) ( $Z = -2.44$ ,  $p < .05$ ).
- Combined recall levels for work-oriented high school students decreased significantly this quarter from last for ROTC (33.1% vs. 46.8%) ( $Z = -2.29$ ,  $p < .05$ ) and USAF advertising (82.7% vs. 90.5%) ( $Z = -2.01$ ,  $p < .05$ ).

TABLES 8-11A & 8-11B (continued)

KNOWLEDGE/RECALL - UNAIDED PLUS AIDED

- This quarter, Recruiting Market Males are less likely than they were last quarter to recall ROTC ads (41.7% vs. 45.9%) ( $Z=-2.02$ ,  $p<.05$ ). Recruiting Market Females, on the other hand, are more likely this quarter than last to recall advertising by the USAR (75.2% vs. 65.8%) ( $Z=2.66$ ,  $p<.05$ ).
- Males are more likely than females to recall ARNG advertising (68.1% vs. 58.0%) ( $Z=3.36$ ,  $p<.01$ ). Females are more likely than males to recall ROTC ads (48.1% vs. 41.7%) ( $Z=2.10$ ,  $p<.05$ ).

School Year 87/88 - Summer, Fall

Table 8-118

Knowledge/Recall Unaided plus Aided

FALL SUMMER DIFFERENCES IN  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

SAMPLE GROUPS	n	Army Components				Other Military Branches			
		ACTIVE	NOTC	ARMG	USAR	USAF	NAVY	USMC	JAP
RECRUITING MARKET: MALES (PMAS + RMAS)		•	-2.02	•	•	-	-	-2.39	•
FEMALES (PFAS + RFAS)		•	•	-	+2.66	•	•	•	•
TOTAL RECRUITING MARKET		+1.99	-	•	+2.58	•	•	-	•
PMAS: College Freshmen and Sophomores		-	-	+2.26	•	-	•	-	•
B.S. Students [College-Oriented]		•	-	•	•	•	•	•	•
B.S. Students [Work-Oriented]		-	-2.29	•	-	-2.01	-	-	-
M.B. Graduate Not Currently Enrolled		•	-	•	•	•	-	-	•
1st Army Bde		•	-	•	•	•	•	-	•
2nd Army Bde		-	-	•	-	•	•	-	•
4th Army Bde		•	•	•	-	-	-	-	•
5th Army Bde		-	-	-	-	•	-	-	•
6th Army Bde		-	-	•	•	-	-	-	+1.99
16-17 Years Old		•	-	•	-	-	•	•	•
18-19 Years Old		-	-	•	•	-	•	-2.31	•
20-21 Years Old		•	-	•	•	•	-	-	•
22-24 Years Old		•	-	•	•	•	2.11	•	•
TOTAL PMAS		•	-	•	•	-	•	•	•

Note: Numbers are  $\pm$  scores for significant quarter to quarter differences (t.e.,  $p < 0.05$ , 2-tailed).  
Significance of changes that are not statistically significant.



Table 8-12A

Knowledge

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY  
(Standard Error)

SAMPLE GROUPS	N	Active Army Knowledge					Army Reserve and Army National Guard Knowledge							
		If Enlist Eligible for College \$	Total Army Benefits	Army Benefit Better?	USAF	NAVY	USMC	Minimum Duty Tour	Delayed Entry Allowed	1) Year Old H.S. Graduate Eligible to Join	2) Year Old H.S. Graduate Eligible for GI Bill	Maximum Eligible for College \$		
RECRUITING MARKET:														
MALES (PMAS + SWS)	1,231	93.8 (0.8)	26.7 (1.4)	15.2 (1.3)	82.2 (1.2)	45.8 (1.6)	43.5 (1.7)	49.4 (1.5)	37.9 (1.8)	62.7 (1.6)	76.2 (1.4)	10.2 (1.4)	88.4 (1.1)	8.9 (0.8)
FEMALES (PMAS + SWS)	269	93.7 (1.0)	14.2 (2.1)	13.4 (2.1)	69.1 (3.9)	42.0 (3.4)	45.2 (4.1)	42.1 (3.6)	24.5 (2.8)	60.7 (3.5)	72.9 (3.4)	28.3 (3.3)	87.2 (2.4)	8.9 (1.9)
TOTAL RECRUITING MARKET	1,500	93.8 (1.0)	20.4 (1.3)	14.3 (1.1)	75.5 (2.0)	43.9 (1.8)	44.4 (2.2)	45.7 (1.9)	31.1 (1.7)	61.7 (2.0)	74.5 (2.0)	29.2 (2.0)	87.8 (1.4)	8.9 (0.9)
PMAS:														
College Freshmen and Sophomores	103	95.5 (1.0)	46.9 (5.3)	14.9 (2.9)	90.0 (2.7)	49.9 (4.7)	53.9 (4.8)	53.1 (4.7)	51.4 (4.7)	65.2 (4.6)	80.5 (4.5)	36.9 (4.3)	90.4 (2.9)	11.3 (2.8)
H.S. Students (College-Oriented)	411	93.4 (2.3)	32.2 (2.4)	19.1 (2.1)	87.6 (1.9)	46.4 (3.0)	46.4 (3.0)	48.8 (3.0)	37.4 (3.1)	57.9 (2.6)	75.6 (2.6)	37.7 (3.1)	92.5 (1.4)	10.4 (1.8)
H.S. Students (Non-Oriented)	90	94.5 (1.6)	15.6 (4.1)	18.0 (5.0)	78.8 (4.2)	34.8 (5.5)	32.6 (6.3)	47.5 (6.6)	25.4 (5.0)	61.7 (5.4)	70.1 (5.2)	20.9 (4.7)	82.7 (4.4)	8.4 (2.9)
H.S. Graduates Not Currently Enrolled	357	92.3 (1.5)	20.5 (2.3)	15.5 (2.7)	80.9 (2.7)	43.2 (3.1)	39.0 (3.0)	45.3 (2.6)	39.3 (2.8)	64.4 (2.8)	74.4 (2.5)	25.8 (2.3)	87.5 (2.1)	8.3 (1.5)
1st Rec'd Side	203	92.8 (1.0)	24.7 (3.1)	16.3 (3.4)	80.8 (3.4)	46.1 (3.7)	42.0 (3.4)	49.1 (3.5)	35.5 (3.2)	65.9 (3.5)	76.9 (2.9)	27.6 (3.2)	87.7 (3.0)	8.9 (1.7)
2nd Rec'd Side	173	94.2 (1.7)	28.2 (3.8)	16.7 (3.0)	89.0 (3.0)	41.5 (4.1)	46.9 (3.9)	50.2 (4.1)	35.0 (3.4)	67.5 (3.2)	79.5 (3.3)	27.2 (3.9)	92.1 (2.0)	11.5 (2.7)
4th Rec'd Side	266	95.5 (1.4)	30.6 (3.3)	19.0 (3.0)	85.9 (2.5)	43.6 (3.5)	42.5 (3.6)	46.7 (3.8)	42.7 (3.9)	58.9 (3.7)	75.9 (2.8)	32.7 (3.1)	92.6 (1.7)	8.7 (1.7)
5th Rec'd Side	179	89.5 (3.9)	34.7 (4.1)	15.1 (2.2)	87.3 (2.9)	42.4 (3.8)	40.8 (4.3)	47.3 (3.9)	38.0 (3.8)	58.9 (4.2)	71.4 (4.5)	37.9 (5.5)	90.5 (2.2)	10.1 (2.1)
6th Rec'd Side	148	95.6 (1.9)	26.3 (4.8)	15.1 (3.0)	80.6 (3.9)	48.3 (5.6)	46.0 (5.8)	47.3 (4.6)	48.0 (5.2)	60.7 (3.9)	74.1 (3.8)	30.7 (3.9)	87.8 (3.1)	9.0 (2.2)
16-17 Years Old	445	93.7 (2.1)	27.4 (2.3)	20.0 (2.3)	86.0 (1.9)	44.5 (2.6)	43.0 (2.6)	49.1 (2.9)	35.8 (2.8)	57.7 (2.5)	74.2 (2.4)	34.5 (2.9)	90.0 (1.4)	9.0 (1.6)
18-19 Years Old	280	93.1 (1.9)	36.8 (3.3)	15.9 (2.3)	89.4 (2.0)	42.7 (3.1)	42.3 (3.3)	47.4 (3.3)	38.0 (2.7)	65.3 (3.1)	79.8 (2.9)	32.5 (3.3)	90.4 (1.7)	12.2 (1.9)
20-21 Years Old	150	95.3 (1.5)	28.1 (5.1)	16.8 (2.8)	85.9 (3.6)	43.8 (4.8)	41.2 (5.4)	46.6 (4.3)	41.6 (4.9)	61.4 (5.4)	71.1 (4.7)	26.6 (4.1)	87.4 (3.0)	8.5 (2.8)
22-24 Years Old	174	92.7 (2.1)	22.3 (4.1)	12.9 (3.7)	76.1 (3.6)	46.9 (4.6)	47.4 (4.9)	48.4 (4.3)	46.1 (3.7)	66.2 (4.1)	76.2 (4.0)	28.7 (3.9)	88.2 (3.2)	8.2 (2.5)
TOTAL PMAS	1,069	93.6 (1.0)	28.7 (1.7)	16.7 (1.6)	80.5 (1.4)	44.5 (1.9)	43.6 (1.8)	48.1 (1.6)	39.9 (1.7)	62.4 (1.7)	75.6 (1.6)	31.1 (1.7)	89.2 (1.7)	9.5 (0.9)

Similar to Last Quarter

- General knowledge of Army offers remains widespread while specific information continues to be less well known.
- Of PMAS youth, 93.6% know that the Army offers educational benefits for enlistment and 83.4% know of the delayed entry program. However, only 28.7% correctly specify the maximum amount of educational benefits available, only 16.7% know that the educational benefits available through Army enlistment are better than those offered by other services, and 39.9% are aware that the minimum duty tour in the Army is two years.
- College freshmen and sophomores are more likely than youth in the other educational groups to know the amount of money that can be earned for education by enlisting and college-oriented high school students are more likely than work-oriented high school students and high school graduates not currently enrolled to know this information ( $p < .05$  for all 5 comparisons). These results suggest that youth in a position to take advantage of the educational benefits are most likely to know about them.
- Youth in all sample groups are again more likely to associate the GI Bill with the Army than with other services ( $p < .05$  for all relevant comparisons). For example, 84.5% of the PMAS correctly answered that the Army offers the GI Bill while only 44.5% were correct when asked about the Air Force, 43.6% about the Navy, and 48.1% about the Marine Corps.
- Knowledge of the eligibility requirements and educational benefits offered by the Army Reserve and Army National Guard are also relatively high in all sample groups.
- Of PMAS youth, for example, 75.6% are aware that high school graduation is not required before enlisting, and 62.4% know that 17-year-olds may enlist.
- Of PMAS youth, 89.2% know that the Army Reserve and National Guard offer educational benefits, but only 9.5% can specify the correct maximum amount of benefits available.

Different from Last Quarter

- Noteworthy changes from last quarter in knowledge of Army benefits and offers include:
- Significant increases are observed this quarter in knowledge that the Army offers more in educational benefits than the other services by Recruiting Market Males (15.2% vs. 11.1%) ( $Z = 2.45$ ,  $p < .05$ ), by youth in the 6th Recruiting Brigade (15.1% vs. 6.6%) ( $Z = 2.28$ ,  $p < .05$ ), and by 22- to 24-year-olds (12.9% vs. 4.1%) ( $Z = 2.23$ ,  $p < .05$ ).

TABLES 8-12A & 8-12B (continued)

KNOWLEDGE

- Knowledge of the delayed entry program increased this quarter from last quarter for college freshmen and sophomores (92.2% vs. 82.8%) ( $Z=2.09$ ,  $p<.05$ ) and youth in the 1st Recruiting Brigade (86.1% vs. 78.7%) ( $Z=1.98$ ,  $p<.05$ ).
- Noteworthy changes from last quarter in knowledge of USAR and ARNG benefits and offers are:
  - In contrast to last quarter's increases, knowledge of Army Reserve and Army National Guard eligibility requirements decreased this quarter for females (17-year-olds eligible: 60.7% vs. 71.7%,  $Z=-2.23$ ,  $p<.05$ ; high school graduation not required: 72.9% vs. 84.3%,  $Z=-2.55$ ,  $p<.05$ ).
  - Knowledge of the maximum amount of college money available through the Army Reserve or Army National Guard GI Bill increased this quarter from last for college freshmen and sophomores (11.3% vs. 3.9%) ( $Z=2.38$ ,  $p<.05$ ), the 2nd Recruiting Brigade (11.5% vs. 3.8%) ( $Z=2.48$ ,  $p<.05$ ), and 18- to 19-year-olds (12.2% vs. 7.1%) ( $Z=2.05$ ,  $p<.05$ ).
- A number of knowledge differences among educational groups emerged this quarter.
  - College freshmen and sophomores are more likely than work-oriented high school students and high school graduates not currently enrolled to know that the GI Bill is offered by both the Army and the Navy ( $p<.05$  for all 4 comparisons). College-oriented high school students are more likely than high school graduates not currently enrolled to know of the Army GI Bill (87.6% vs. 80.9%) ( $Z=2.03$ ,  $p<.05$ ) and more likely than work-oriented high school students to know of the Navy GI Bill (46.4% vs. 32.6%) ( $Z=1.98$ ,  $p<.05$ ).
  - College freshmen and sophomores are more likely than youth in the other educational groups to know the minimum number of years of service required and to know of the delayed entry program ( $p<.05$  for all 3 comparisons).
  - Work-oriented high school students are less likely than those youth in other educational groups to know the minimum number of years of service required ( $p<.05$  for all 3 comparisons).
  - College-oriented high school students are more likely than those who are work-oriented and high school graduates not currently enrolled to know who sponsors the Scholar-Athlete Award Program and to know that joining the Army Reserve or Army National Guard qualifies people to receive money for college ( $p<.05$  for all 4 comparisons).

Table 8-128

**Summary:**

FALL - SUMMER DIFFERENCES IN  
PERCENTAGE ANSWERING KNOWLEDGE OF ARMY ORDERS AND BENEFITS QUESTIONS CORRECTLY

SAMPLE GROUPS	n	Active Army Knowledge				Army Reserve and Army National Guard Knowledge			
		If Ballot Eligible for College 0	Total Education Benefit	Army Benefit	Offer GI Bill	17 Year Old Eligible to Join	U.S. Graduate Able to Join	Scholarship Able to Join	Maximum Knowledge
RECRUITING MARKET: MALES (FMS + MS)		-	-	+2.45	-	-	-	-	+2.19
FEMALES (FMS + MS)		+	+2.10	+	-	-	-	-2.23	-2.55
TOTAL RECRUITING MARKET		+	+	+	+	-	-	-2.30	-2.01
PEAS:		-	+	+	+2.20	+	+	+	+2.30
College Freshman And Sophomores		-	+	+	-	+	+	+	+
M.S. Student (College-Oriented)		+	+	+	-	-	-	-	-
M.S. Student (Non-Oriented)		-	-	+	-	-	-	-	-
M.S. Graduate Not Currently Enrolled		-	-	+	-	-	-	-	-
1st Reg Bde		-	-	+	-	-	+	+	+
2nd Reg Bde		-	-	+	-	+	-	+	+2.40
4th Reg Bde		-	+	+	-	+	-	-	-
5th Reg Bde		-	+	+	-	-	-	-	-
6th Reg Bde		+	+	+2.20	-	+	+	+	+
16-17 Years Old		-	+	+	-	-	-	+	+
18-19 Years Old		-	+	+	+	+	-	+	+2.05
20-21 Years Old		-	+	+	-	-	-	-	-
22-24 Years Old		-	-	+2.23	-	+	-	-	-
TOTAL PEAS		-	+	+2.07	+	-	-	+2.01	+2.21

Note. Numbers are  $t$  scores for significant quarter to quarter differences ( $\alpha = p < 0.05$ ,  $2 \text{ a.s.}$ ).  
 \* = the dimension of change that are not statistically significant.

Table 8-13A

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING  
(Standard Error)

SAMPLE GROUPS	N1	Types of TV Shows					N2	Types of Radio Programs				
		Sports	Mystery	Drama	Music	Comedy		News	Classical	Pop	Country	Sports
		Talk	Movie					Talk	Rock	Easy		
<b>RECRUITING MARKET:</b>												
MALES (PHS + SPS)	1,231	76.4 (1.5)	51.8 (1.8)	39.5 (1.5)	61.6 (1.7)	81.5 (1.6)		77.5 (1.5)	42.8 (1.5)			
FEMALES (PFAS + SPS)	278	41.6 (3.5)	61.4 (4.2)	72.8 (3.3)	60.4 (3.9)	83.2 (2.7)		85.8 (2.0)	60.4 (3.0)			
TOTAL RECRUITING MARKET	1,509	59.0 (1.9)	56.9 (2.5)	57.2 (1.8)	61.0 (2.0)	83.3 (1.6)		81.9 (1.4)	52.1 (1.7)			
<b>PHS:</b>												
College Freshmen and Sophomores	197	79.1 (3.5)	47.6 (4.0)	39.3 (3.9)	54.1 (4.2)	82.7 (3.8)		64.2 (4.1)	45.7 (4.1)			
U.S. Students (College-Oriented)	424	81.7 (2.4)	54.9 (3.0)	37.4 (2.5)	66.6 (2.7)	85.9 (1.7)		82.6 (2.1)	37.1 (2.4)			
U.S. Students (Work-Oriented)	82	70.7 (5.4)	54.5 (5.6)	37.4 (5.6)	71.6 (6.0)	85.1 (4.4)		82.1 (5.2)	41.7 (5.3)			
U.S. Graduates Not Currently Enrolled	334	77.6 (2.8)	48.8 (3.4)	42.4 (3.5)	57.5 (3.4)	81.4 (3.0)		75.4 (3.2)	40.8 (3.0)			
1st Recg Bds	282	77.2 (3.3)	56.4 (2.9)	40.2 (2.6)	62.4 (3.7)	81.3 (3.2)		75.5 (2.8)	45.6 (3.2)			
2nd Recg Bds	137	81.7 (3.6)	51.3 (4.3)	33.8 (4.9)	62.8 (3.5)	85.7 (3.2)		76.3 (3.0)	42.8 (4.0)			
4th Recg Bds	271	77.8 (3.4)	53.3 (3.5)	36.7 (4.2)	60.2 (3.8)	83.7 (2.4)		78.9 (3.5)	39.4 (3.3)			
5th Recg Bds	193	81.6 (3.8)	48.2 (4.4)	41.8 (3.6)	62.5 (4.6)	83.9 (3.3)		76.6 (3.2)	41.6 (3.1)			
6th Recg Bds	145	76.1 (3.8)	44.0 (4.5)	43.8 (4.5)	55.5 (3.8)	83.1 (4.8)		71.5 (4.9)	34.1 (5.2)			
<b>PHS:</b>												
16-17 Years Old	441	80.3 (2.2)	55.7 (3.0)	35.8 (2.2)	67.1 (2.5)	88.8 (1.8)		83.4 (2.1)	37.1 (2.5)			
18-19 Years Old	316	77.8 (3.7)	51.2 (3.0)	37.4 (3.2)	61.6 (3.4)	83.0 (2.8)		72.7 (2.8)	44.6 (2.9)			
20-21 Years Old	133	72.1 (4.8)	50.1 (4.8)	44.4 (5.5)	59.8 (5.5)	84.6 (3.8)		67.9 (5.7)	42.9 (4.5)			
22-24 Years Old	159	82.5 (3.2)	44.0 (4.9)	42.2 (4.2)	51.5 (4.7)	74.9 (4.6)		74.9 (4.3)	38.9 (4.5)			
TOTAL PHS	1,041	78.7 (1.7)	51.0 (1.8)	39.0 (1.6)	60.8 (1.8)	83.4 (1.7)		75.9 (1.8)	40.7 (1.7)			

Note: N1 provides case bases for Types of TV Shows regularly watched by youth selected for Media Habits questions who watch TV more than zero hours each week.  
N2 provides case bases for Types of Radio Programs regularly listened to by youth selected for Media Habits questions who listen to the radio more than zero hours each week.

Similar to Last QuarterTelevision

- PMAS youth continue to have highest preferences for comedy (83.4%), sports, (78.7%), and movies (75.9%). They are least likely to regularly watch dramatic (39.0%) and talk (40.7%) shows.
- Males are more likely than females to watch TV sports shows (78.4% vs. 41.6%) ( $Z=9.66$ ,  $p<.01$ ), while females are more likely than males to prefer drama (72.8% vs. 39.5%) ( $Z=9.19$ ,  $p<.01$ ), movies (85.8% vs. 77.5%) ( $Z=3.32$ ,  $p<.01$ ), mystery (61.4% vs. 51.8%) ( $Z=2.10$ ,  $p<.05$ ), and talk shows (60.4% vs. 42.8%) ( $Z=5.25$ ,  $p<.01$ ).
- Music programs and music videos are most popular with high school students ( $p<.05$  for all 4 relevant comparisons).

Radio

- Among PMAS youth, radio rock programs are the most popular (82.0%) with pop programming (52.7%) a distant second. Classical music (15.4%) and talk programs (16.1%) are least preferred.
- The popularity of country music radio programs varies by level of education, region, and age.
  - High school graduates not currently enrolled are more likely than college freshmen and sophomores (45.0% vs. 26.5%) ( $Z=3.58$ ,  $p<.01$ ) and college-oriented high school students (45.0% vs. 21.8%) ( $Z=5.19$ ,  $p<.01$ ) to report listening to country music. Work-oriented high school students are also more likely than college-oriented high school students to listen to country music on a regular basis (40.6% vs. 21.8%) ( $Z= 2.61$ ,  $p<.01$ ).
  - Youth in the 1st Recruiting Brigade (Northeast) are less likely than youth in the other recruiting brigades to listen to radio country music ( $p<.05$  for all 4 comparisons).
  - Older respondents are more likely than younger respondents to report that they regularly listen to country music on the radio ( $p<.05$  for 3 of the 5 relevant comparisons, the differences between 20- to 21-year-olds and 18- to 19-year-olds and between 18- to 19-year olds and 16- to 17-year olds are not statistically significant).
- Males are more likely than females to listen to sports (44.1% vs. 12.4%) ( $Z=11.08$ ,  $p<.01$ ) and rock programs (80.8% vs. 70.7%) ( $Z=2.28$ ,  $p<.05$ ) on the radio, while females are more likely than males to listen to pop (69.8% vs. 51.3%) ( $Z=4.40$ ,  $p<.01$ ) and easy listening programs (61.9% vs. 40.8%) ( $Z=6.20$ ,  $p<.01$ ).

TABLES 8-13A & 8-13B (continued)

Different from Last Quarter

- No strong shifts in television viewing and radio listening were observed this quarter. A few subgroup differences and quarter-to-quarter changes are statistically significant and may be meaningful in the context of the Army's advertising program.

Television

- College freshmen and sophomores are less likely than youth in the other educational groups to watch TV movies ( $p < .05$  for all 3 comparisons).
- 16- to 17-year-olds are more likely than 22- to 24-year-olds to watch mystery, music, and comedy programs ( $p < .05$  for all 3 comparisons) and are more likely than 18- to 19-year-olds (83.4% vs. 72.7%) ( $Z = -3.06$ ) and 20- to 21-year-olds (83.4% vs. 67.9%) ( $Z = -2.55$ ,  $p < .05$ ) to watch TV movies.
- 20- to 21-year-olds are less likely this quarter than last to report watching TV movies (67.9% vs. 84.6%) ( $Z = -2.12$ ,  $p < .05$ ).

Radio

- High school graduates not currently enrolled are more likely than youth in the other educational groups to report listening to news and easy listening radio programs ( $p < .05$  for all 6 comparisons).
- Similarly, 22- to 24-year-olds are more likely than youth in other age groups to listen to news and easy listening programs on the radio ( $p < .05$  for 5 of the 6 relevant comparisons, the difference between 22- to 24-year olds and 20- to 21-year-olds is not statistically significant).
- College freshmen and sophomores, 18- to 19-year-olds, and youth in the Total Recruiting Market are less likely this quarter than last quarter to report listening to talk programs on the radio ( $p < .05$  for all 3 comparisons), while easy listening programs are less popular among college-oriented high school students (33.7% vs. 42.5%) ( $Z = -2.22$ ,  $p < .05$ ) and 16- to 17-year-olds (30.9% vs. 39.9%) ( $Z = -2.49$ ,  $p < .05$ ).

Table 8-138

Media Habits

FALL SUMMER DIFFERENCES IN  
PERCENTAGE REGULARLY VIEWING OR LISTENING TO PROGRAMS WITH ADVERTISING

SAMPLE GROUPS	n1	Types of TV Shows					n2	Types of Radio Programs				
		Sports	Mystery	Drama	Music	Comedy		News	Classical	Pop	Country	Sports
RECRUITING MARKET: MALES (FMAJ + MMS)		+	-	+	+	+		-	+	+	+	+
FEMALES (FMAJ + MMS)		-	+	+	-	-		+	+	+	+	+
TOTAL RECRUITING MARKET		-	+	+	+	-		+	+	+	-	-2.03
PHAS:												
College Freshmen and Sophomores		+	-	+	+	+		-	-	+	-	-2.17
J.S. Students (College-Oriented)		+	+	-	+	-		+	+	-	+	-2.22
J.S. Students (Work-Oriented)		-	-	-	+	+		-	-	+	+	+
J.S. Graduates Not Currently Enrolled		+	-	+	+	+		+	+	+	+	+
1st Recg Bde		+	-	+	+	-		+	+	+	-	+
2nd Recg Bde		+	-	-	-	+		-2.13	+	-	-	-
4th Recg Bde		-	+	+	+	+		+	-	+	+	+
5th Recg Bde		+	+	+	+	-		-	+	+	-	+
6th Recg Bde		-	-	+	+	+		+	+	-	+	+
16-17 Years Old		+	+	-	+	+		-	+	-	-	-2.49
18-19 Years Old		-	-	+	+	+		+	+	+	-	2.19
20-21 Years Old		-	+	+	+	+		-	+	+	+	-3.80
22-24 Years Old		+	-	+	+	-		-	+	-	+	+
TOTAL PHAS		+	-	+	+	+		-	+	-	-	-

Note: Numbers are Z-scores for significant quarter-to-quarter differences (i.e.,  $p < 0.05$ ;  $\pm 2$  s.e.)  
Signs indicate the direction of changes that are not statistically significant.



Oct., Nov., Dec. 1967

Table 8-14

Intention to Enlist

PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	n <sub>1</sub>	Unaided Intention			Aided Intention			Army ROTC
		General Intention	Active Army	USAR	General Intention	Active Army	USAR	
October	626	2.0 (0.5)	1.0 (0.4)	0.7 (0.4)	26.5 (2.2)	14.9 (1.6)	14.4 (1.6)	470 (2.1)
November	781	3.7 (0.9)	3.0 (0.8)	0.1 (0.1)	29.8 (1.8)	16.6 (1.2)	16.4 (1.7)	546 (1.5)
December	680	0.9 (0.3)	0.5 (0.2)	0.2 (0.2)	25.1 (1.8)	13.9 (1.6)	13.0 (1.4)	526 (1.6)
TOTAL	2,087	2.3 (0.4)	1.6 (0.4)	0.3 (0.1)	27.3 (1.0)	15.2 (0.8)	14.7 (0.9)	1,542 (1.0)

Note: n<sub>1</sub> provides case bases for all Unaided Intention Measures and for all Aided Intention Measures except Army ROTC.

n<sub>2</sub> provides case bases for all Aided Intention - Army ROTC.

Oct., Nov., Dec. 1967

Table 8-15

Perceptions - Active Army

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS  
[PHAS MONTHLY TOTALS]  
(Standard Error)

MONTHS	n	Job Variety	Physical Challenge	Proud Experience	Step Bwn MS & Col.	Leader Skills	Hi-Tech Equipment	Civilian Career	Self Confidence	Develop Potential	Mental Challenge	Mature Responsible	Skill Training	HI-Trained Co-Workers	Money for Ed.
October	595	55.7 (2.1)	82.2 (1.6)	69.0 (2.0)	52.4 (2.1)	75.6 (1.7)	80.6 (1.8)	56.3 (2.6)	73.9 (2.1)	72.6 (2.0)	70.9 (2.4)	75.4 (2.3)	75.9 (2.2)	74.1 (2.1)	77.1 (2.1)
November	728	59.8 (2.2)	80.1 (2.4)	65.7 (2.2)	49.9 (2.4)	73.6 (2.1)	79.0 (2.3)	54.3 (2.4)	71.4 (2.4)	66.6 (2.1)	65.7 (1.9)	74.5 (2.1)	75.7 (2.2)	73.0 (2.1)	75.7 (1.7)
December	627	53.3 (2.5)	78.1 (1.8)	57.6 (2.4)	41.6 (2.4)	71.2 (2.1)	77.1 (1.9)	45.1 (2.3)	67.8 (2.1)	61.5 (2.5)	65.4 (2.1)	71.1 (2.0)	72.3 (2.2)	72.8 (2.1)	75.3 (2.3)
TOTAL	1,950	56.5 (1.4)	80.1 (1.2)	64.0 (1.3)	47.9 (1.5)	73.4 (1.1)	78.9 (1.2)	51.9 (1.3)	70.9 (1.2)	66.7 (1.2)	67.1 (1.2)	73.6 (1.3)	74.6 (1.2)	73.2 (1.3)	76.0 (1.1)

Knowledge / Recall - Unaided

Table 8-16

MONTHS		N	Army Components		.....Other Military Branches.....				JRAP	MUNE		
			ACTIVE	ROYTC	ARMG	USAR	USAF	NAVY			USMC	
October		626	83.1 (1.9)	2.4 (0.6)	12.8 (1.2)	10.4 (1.3)	63.4 (2.0)	59.2 (2.5)	65.6 (2.5)	12.4 (1.5)	7.6 (1.3)	4.1 (1.1)
November		781	84.8 (1.4)	1.7 (0.5)	11.1 (1.2)	8.0 (1.1)	67.2 (2.3)	57.3 (2.3)	66.1 (2.4)	9.4 (1.3)	5.5 (1.1)	3.8 (0.8)
December		680	86.1 (1.6)	0.9 (0.3)	12.2 (1.3)	8.5 (1.5)	65.1 (2.4)	61.9 (2.3)	67.8 (1.9)	8.3 (0.8)	5.0 (1.1)	2.4 (0.8)
TOTAL		2,087	84.7 (1.0)	1.6 (0.3)	12.0 (0.7)	8.9 (0.8)	65.4 (1.4)	59.1 (1.5)	66.5 (1.5)	9.9 (0.8)	6.0 (0.6)	3.4 (0.5)

## APPENDIX A

### The Youth and Parental Samples

Sample design for ACOMS was guided by two main criteria--the objectives of the research and the need to retain comparability with extant research (e.g., the Youth Attitude Tracking Study II, the New Recruit Survey). In line with these dual objectives, the final youth sample design for ACOMS consists of 16- to 24-year old males and females who have neither served nor contracted to serve in the Armed Forces and have not yet graduated from college. This overall sample is broken into four groups:

- The Primary Male Sample (PMS):  
Male high school diploma graduates and those currently enrolled in regular high school or college.
- The Secondary Male Sample (SMS):  
Male high school non-completers not currently enrolled in regular high school or college.
- The Female Sample (FS):  
Female high school diploma graduates and those currently enrolled in regular high school or college (PFS) and high school non-completers not currently enrolled in regular high school (SFS).
- Supplementary Samples:  
Male Hispanics in all of the above categories and the Areas of Dominant Influence (ADI) supplement (PMS only), described further in the sample design chapter (Mohadjer & Waksberg, 1988) of The ACOMS Survey Design (Nieva & Elig, 1988), are supplementary samples to those listed above. Since the supplements are not used in the quarterly reports, we do not cover them further in this appendix.

In addition, the PMS and PFS samples are further subdivided. All 16- to 20-year old PMS/PFS sample members become part of a parental-linked sample from which target youths are selected for interview of a pre-designated parent. This phase of ACOMS was completed 31 December 1987 so discussion of the parental-linked youth is relevant only to the first two quarters of School Year 87/88.

We discuss each of the main sample groups and the operationalization of their eligibility requirements in the following sections.

### The Overall Youth Sample

While the definition of eligibility requirements is apparently straightforward, the operational definition of the sample is a bit more complex. Age is defined by date of birth rather than self-reported years of age. Each potential respondent between 16 and 24 years of age is asked whether he/she has served in the military (Army, Navy, Air Force, Marines, the Reserve, or the National Guard), or is currently in the Delayed Entry Program. These persons are excluded. Finally, youth are asked the highest level of education they completed and for which they received credit. Those persons indicating they have graduated from college are excluded.

Youth currently enrolled in college present special problems in establishing household residency, since it is desirable to avoid double eligibility for students living away from home while at college. In collaboration with the Special Advisory Group (SAG), it was decided that students living in college-sponsored housing would be reached through their parents (and therefore excluded in the screening interview), while those living on their own would be eligible for interview directly (and therefore not traced through their parents).

### The Primary Male Sample and Primary Female Sample

In addition to the age and prior service qualifications of the overall sample, eligibility for PMS/PFS requires an assessment of educational attainment. High school diploma graduates are defined as those earning a regular high school diploma, thus excluding those with the GED and other certificates (classified as SMS unless they are enrolled in a 2- or 4-year college; see below). Current enrollment during the school year is ascertained directly, and, as above, requires enrollment in a regular high school or a 2- or 4-year college, thus excluding enrollment in training and vocational/technical non-degree programs (considered SMS if they did not receive a regular high school diploma). Enrollment status for youths interviewed from July 1 through September 1 is defined by plans to be enrolled in September.

The PMS and PFS encompass many of the Army's prime recruiting groups, not only for the active Army but also for ROTC, Army Reserve and National Guard, and thus conform to the research objectives for ACOMS. However, the inclusion of youth with two or more years of college or youth taking a college ROTC course in the primary samples is at variance with the market for enlisted personnel. Consequently, for more precise reporting of enlisted market groups, we define a subset of the PMS as the Primary Male Analytic Sample

(PMAS), consisting of PMS members who have not yet begun their junior year in college and have never taken a college ROTC course.

Note that no sample group reported in these quarterly reports parallels the sample definition for the Youth Attitude Tracking Study II (YATS II) (Triangle Research Institute, 1985). The male sample of YATS II can be approximated by a combination of the PMAS and SMS samples. (For females a similar parallel sample could be constructed by excluding from the FS, respondents who have begun their junior year in college or who have enrolled in a college ROTC program.) Note also that the YATS II sample is restricted to September and October interviewing periods.

#### The Parental-Linked Sample

PMS and PFS eligibles between the ages of 16 and 20 inclusive are designated for participation in the parental-linked sample. The parent will be interviewed regarding his/her own awareness of and attitudes towards Army and other military advertising, Army offers and images, as well as hopes and attempts to influence the target youth. Thus, for households with more than one PMS/PFS eligible, one would be designated randomly as the target youth for the parental interview. As noted earlier, the targeting of youth for linked parental interviews was completed as of 31 December 1987.

#### The Secondary Male Sample and Secondary Female Sample

Logically, these samples represent the complements of their respective Primary Samples--that is, youths not currently enrolled in regular high school or college and not having completed a regular high school diploma. These youths do not participate in the parental-linked sample.

### References

- Mohadjer, L., & Waksberg, J. (1988). The ACOMS sample design. In V. F. Nieva, & T. W. Elig (Eds.), The Army Communications Objectives Measurement System (ACOMS): Survey design (ARI Technical Report). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.
- Nieva, V. F., & Elig, T. W. (Eds.). (1988). The Army Communications Objectives Measurement System (ACOMS): Survey design (ARI Technical Report). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.
- Research Triangle Institute. (1985). Youth Attitude Tracking Study II: Wave 16 - Fall 1985 (Contract No. MDA903-83-C-1072). Arlington, VA: Defense Manpower Data Center.

## APPENDIX B

### Maps of USAREC Recruiting Brigades and ROTC Regions

The ROTC regions were redefined between Winter and Spring quarters. The changes are shown below.

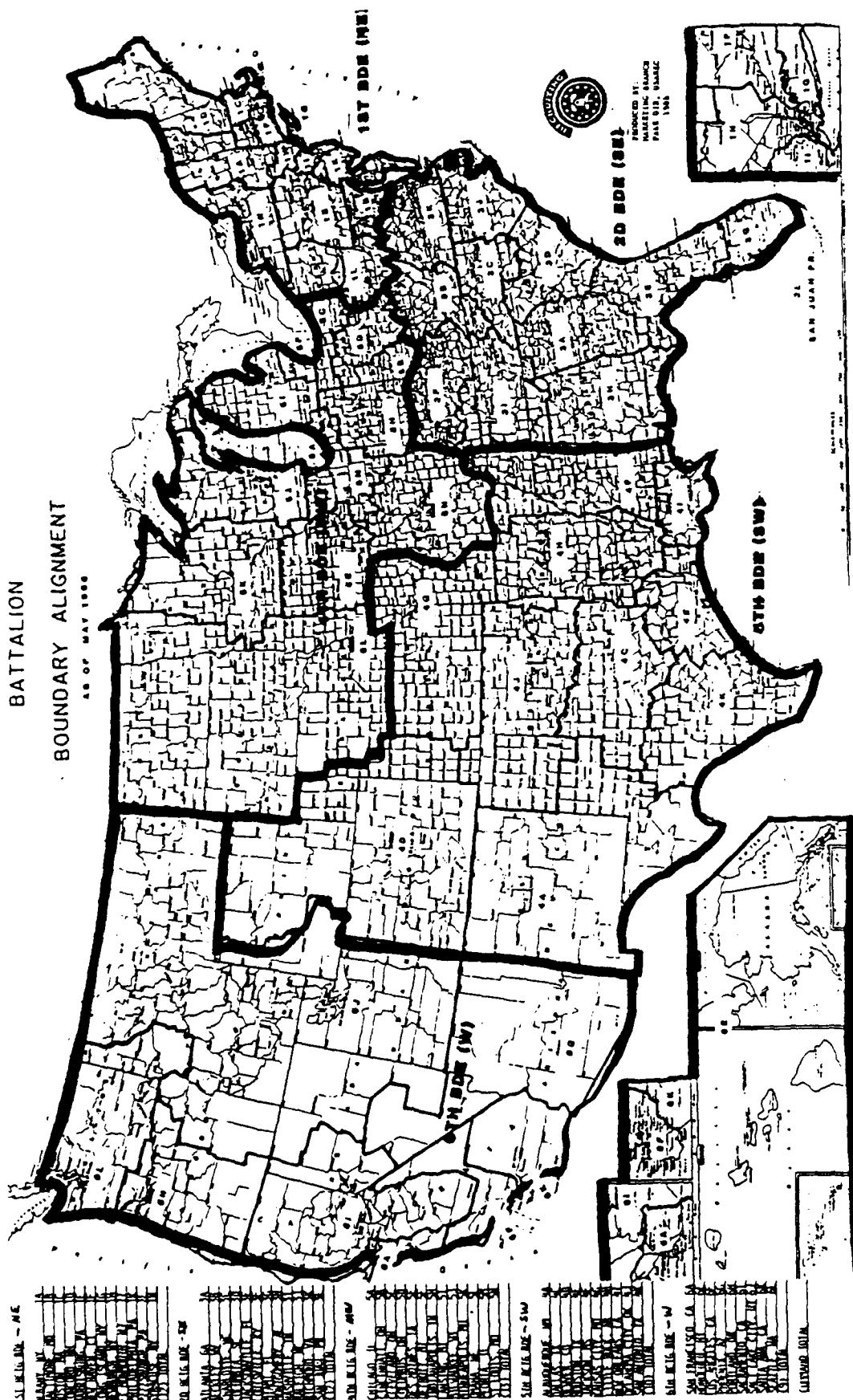
#### Changes to ROTC Regions

<u>Previous to Spring Quarter</u>	<u>State</u>	<u>As of Spring Quarter</u>
1	Florida	3
1	Georgia	3
3	New Mexico	4



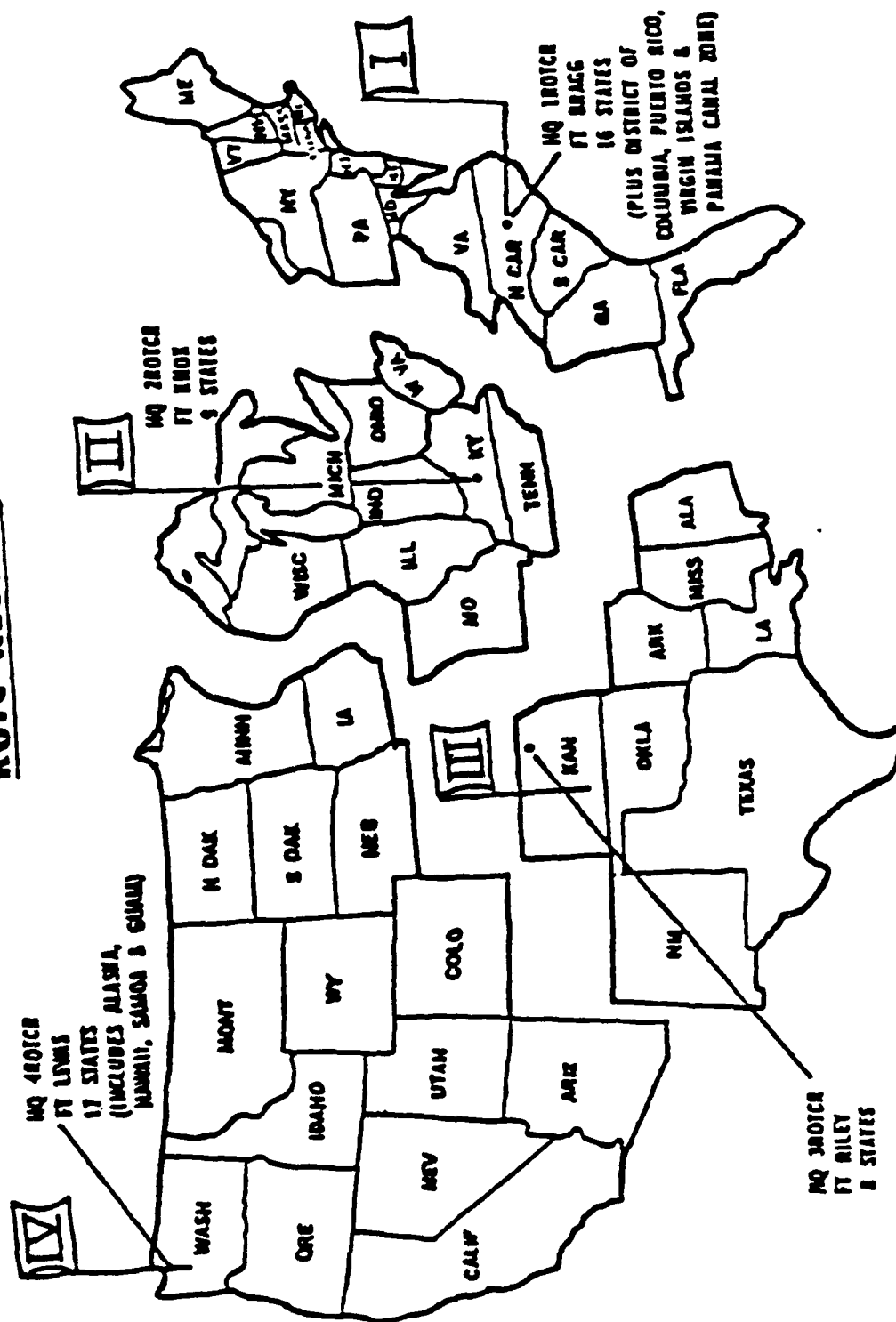


# USARPC Recruiting Brigades



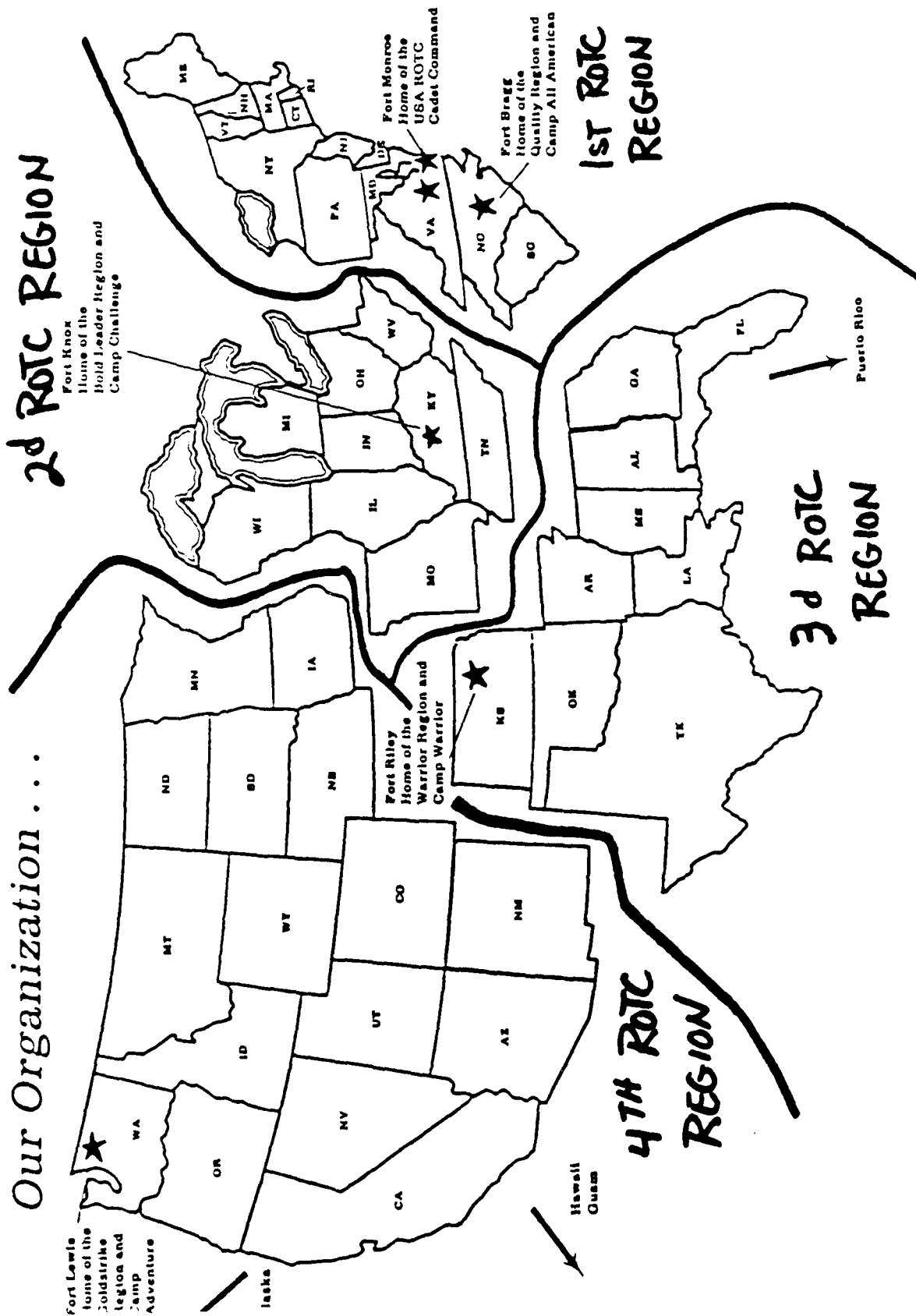


## ROTC REGIONS



F86 and W87 are based on these regional breakdowns.





Sp87, Su87, and F87 are based on these regional breakdowns.

## APPENDIX C

### Some Statistical Concepts: Standard Errors, Confidence Intervals, and Testing the Significance of Differences between Percentages

The data included in the quarterly tables are percentages with associated standard errors shown below the percentages in parentheses. This appendix defines a standard error, explains how standard errors are used to determine the reliability of percentages, and gives step-by-step instructions for constructing confidence intervals around percentages, and testing the significance of differences between two percentages.

#### What is a Standard Error?

A standard error is a measure of the variability of sample estimates around a population parameter, such as a percentage. In theory, if we could survey the entire population of youth between the ages of 16 and 24, we would know the true population percentages who would choose each possible answer to the survey questions. In practice, it is usually impossible to survey entire populations and we must sample from the population, then use the sample data to estimate the true population percentages of interest.

Sample percentages, such as those reported in the quarterly reports, are estimates of the true population percentages based on the data gathered by surveying a sample of youth. If you selected many different samples of individuals, administered the ACOMS questionnaire to them, and computed percentages for a given response for each sample, you would find many different estimates of the true population percentage because each sample would be somewhat different from the others. What this means is that variability among sample percentages would always be expected to occur. In fact, the way we compute the standard error of a percentage in the quarterly tables is to draw repeated, independent sub-samples from the total quarterly sample of interviews, compute that percentage in each subsample and calculate the standard deviation of the percentages computed in each subsample. This method is called balanced repeated replication (BRR) and was covered in ACOMS analyst training (March 1987).

Depending on the size of a given sample, we can have more or less confidence that the sample percentage is a reliable estimate of the population percentage. This means, among other things, that the variability among sample percentages will be less if the sample sizes are large and more if the sample sizes are small. Further, it turns out

that very large and very small percentages are easier to estimate reliably than percentages around 50%. So, variability in estimates of a percentage of 50% will be larger than variability in estimates of more extreme percentages.

#### What is a Confidence Interval?

A confidence interval is a range of percentages based on the sample percentage and the sample size that will include the true percentage with known probability. Standard errors (derived from BRR computations) are used to construct confidence intervals using the following decision rules:

- (1) Sample percentage  $\pm$  1 standard error

Approximately 68% of the time the interval defined by the sample percentage minus one standard error and the sample percentage plus one standard error will include the true population percentage.

- (2) Sample percentage  $\pm$  2 standard errors

Approximately 95% of the time the interval defined by the sample percentage minus two standard errors and the sample percentage plus two standard errors will include the true population percentage.

- (3) Sample percentage  $\pm$  3 standard errors

Approximately 99% of the time the interval defined by the sample percentage minus three standard errors and the sample percentage plus three standard errors will include the true population percentage.

To construct a confidence interval around percentages reported in the quarterly tables, follow the steps shown in the following example. The example is drawn from Table 7-4A [Importance of Attributes], Summer 1987. The percentage is shown in the column headed Mental Challenge and the row for H.S. Graduates Not Currently Enrolled.

- Step 1: Choose an acceptable error rate (i.e., the likelihood that your confidence interval will not include the true percentage).

The most commonly used error rates, by convention, are 5% and 1%. If an acceptable error rate is 5%, a confidence interval covering 95% of the distribution must be constructed. If 1%, a confidence interval

must be constructed to cover 99% of the distribution.

EXAMPLE: The level of acceptable error is set at no greater than 5% which requires constructing a 95% confidence interval.

Step 2: Select the percentage of interest with its corresponding standard error.

EXAMPLE: Percentage = 80.7 (H.S. Graduates not currently enrolled who value having a mental challenge)  
Standard error = (1.8)

Step 3: Use the rule chosen in Step 1 to construct the confidence interval by adding and subtracting the appropriate multiple of the standard error to the percentage.

EXAMPLE: Decision rule #2 is selected for a 95% confidence interval.

Sample percentage  $\pm$  2 standard errors = 95% confidence interval. So,

$$\begin{aligned} 1.8 \times 2 &= 3.6 \\ &\text{and} \\ 80.7 \pm 3.6 &= 77.1 - 84.3 \end{aligned}$$

Conclusion: We can have confidence that the true population percentage will fall within the above range 95% of the time.

### Testing the Significance of a Difference Between Two Percentages

It is often desirable to know whether one can be confident that two sample percentages are reliably different from one another. For example, before saying with confidence that college-oriented high school students are more likely than work-oriented to perceive that the Army offers skills training opportunities, it would be desirable to know how confidently the assertion could be made.

What follows is a step-by-step procedure for determining the significance of observed differences between percentages shown in the quarterly report data tables. It should be noted that this procedure produces an estimate of the significance level and is not exact. It should also be noted that this procedure is applicable to two independent



percentages. Thus, the procedure described here is most appropriate for comparing across rows in the same panel (e.g., educational groups, regional groups) in the same table and for comparing percentages in the same cell across quarters. For other types of comparisons, the assumption of independence is often not met in the quarterly reports data. For example, comparisons across table columns and comparisons of percentages in different panels (e.g., education and age) involve samples that are completely or partially overlapping. For such non-independent comparisons, it is necessary to use the method of balanced repeated replications.

To help you follow the procedure, an example drawn from SU87, Table 7-5A is used. Suppose you are interested in knowing if a significant difference exists between college freshmen and sophomores' and college-oriented high school students' perceptions of the opportunities for job variety in the active Army.

Step 1: Select the two percentages of interest and subtract one from the other.

In this example, they are 68.4% for college-oriented high school students and 44.5% for college freshmen and sophomores.

$$68.4\% - 44.5\% = 23.9\%$$

Step 2: Identify the standard error corresponding to each of the two percentages.

From Table 7-5A we see that:

<u>Percentage</u>	<u>Standard Error</u>
68.4	2.2
44.5	3.8

Step 3: Square each of the two standard errors identified in Step 2. (These are the variances of the respective percentages.)

$$\begin{aligned} 2.2^2 &= 4.84 \\ 3.8^2 &= 14.44 \end{aligned}$$

Step 4: Add the two squared standard errors together. (This produces the sum of the variances.)

$$4.84 + 14.44 = 19.28$$

Step 5: Find the square root of the result of Step 4.  
(This produces the standard error of the difference of percentages.)

$$19.28 = 4.39$$

Step 6: Divide the result of Step 1 by the result of Step 5. (This produces the ratio of the difference to its standard error, known as a Z-score. If the difference is more than two standard deviations larger (or smaller) than zero, the difference between percentages is statistically significant.)

$$23.9/4.39 = 5.44$$

Step 7: Compare the result of Step 6 with the following cutoffs to estimate its level of significance.

Two numbers (z-scores) are given below as cutoff points for deciding if the difference between the two percentages is significant. Accompanying each is a p-value indicating the likelihood that a difference this large would occur by chance. In this example, the z-score of 5.44 indicates that the probability of a difference this large occurring simply by sampling error is less than 0.01%.

If z > +1.96 or if z < -1.96, then p < 0.05.

If z > +2.58 or if z < -2.58, then p < 0.01.

## APPENDIX D

### Annotated Bibliography of ACOMS Documents

Nieva, V. F., & Elig, T. W. (Eds). (1988). The Army Communications Objectives Measurement System (ACOMS): Survey design (ARI Technical Report 785). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Chapters 1 & 2: Introduction to the ACOMS Survey Design and The ACOMS Survey: An Overview of the Survey Design (Veronica F. Nieva)

General overview of ACOMS objectives, survey design, sampling, questionnaires, and data collection and processing procedures.

Chapter 3: The ACOMS Sample Design (Leyla Mohadjer and Joseph Waksberg)

Discussion of RDD method of sample selection, the sampling frame, sampling selection procedures, and the weighting of sample data.

Chapter 4: The ACOMS Questionnaires (Gregory H. Gaertner, Veronica F. Nieva, and Bruce F. Allen)

Presentation of the conceptual model for ACOMS and discussion of the contents of the questionnaire.

Chapter 5: Data Collection and Processing (Michael D. Rhoads and Veronica F. Nieva)

Description of CATI system used for ACOMS, interviewer selection, data processing and editing procedures, and issues involved in the preparation, delivery, and documentation of data tapes and users' manuals.

Chapter 6: The Formal Pretest (Linda J. Keil)

Discussion of interviewer training and administration of the formal pretest for ACOMS along with the results of the pretest including lessons that were learned for the main study.

## Appendix A

Contains a series of memoranda concerning design issues that have been resolved including exclusion of Puerto Rico from the sampling frame, the variance increase that occurs with differential sampling rates, and each of the following special problems: Hispanic sampling, college students' residency, and monthly reports.

Westat, Inc. (1987). ACOMS interviewers' training manual, question-by-question specification (Manpower and Personnel Policy Research Group Working Paper 87-5). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Contains a very brief overview of the ACOMS project and the question by question specifications for the screener, youth, and parental interviews.

Westat, Inc. (1987). Army Communications Objectives Measurement System analyst training session I: Overview (Manpower and Personnel Policy Research Group Working Paper 87-10). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

### Chapter 1: The ACOMS Project

Contains background information about the objectives of ACOMS, the project design process, the Fit-Exposure-Change framework, and gives an overview of the ACOMS survey.

### Chapter 2: A Conceptual Model of Advertising Effectiveness

Describes the basic model and its applications.

### Chapter 3: The ACOMS Survey Samples

Defines the youth and parental samples, describes the method of sample selection, the CATI system operation, and gives further technical detail on the sample selection process.

### Chapter 4: The ACOMS Questionnaire

Contains a brief description of the three parts of the ACOMS survey: the household screener, youth and parental interviews.

## Chapter 5: ACOMS Research Products

Lists the contents of the major ACOMS research products that have been produced: ACOMS Analysis Plan, Interviewer Training Manual, Quarterly Reports, and Analyst Training Materials.

## Chapter 6: Survey Analysis

Details some consequences of the sample design and describes sample weighting and the estimation of standard errors by the method of balanced repeated replication.

## Appendix A: ACOMS Annotated Questionnaire

Contains the interview questions with annotation explaining how the CATI system directs the flow of the interview.

Westat, Inc. (1987). Army Communications Objectives Measurement System analyst training session II: Data and analytic procedures (Manpower and Personnel Policy Research Group Working Paper 87-11). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

## Chapter 1: Overview of Topics in Sampling Theory

Introduces the major concepts needed to understand ACOMS sampling.

## Chapter 2: Sample Design

Describes in technical detail the important sampling concepts that have been included in the design of the ACOMS sample.

## Chapter 3: Sample Selection Procedures

Explains the procedures for drawing samples from lists of telephone numbers including the concept of telephone clusters, selection of primes, and the strategy for selecting eligibles within sample households.

## Chapter 4: Weighting the Sample Data

Details the steps involved in calculating the sampling rate adjustments at the household and person levels and the post-stratification adjustments that are used to weight the ACOMS data.

Chapter 5: The Method of Balanced Repeated Replications

Brief introduction to the method that is used in ACOMS to estimate variance.

Chapter 6: Analysis of ACOMS Data

Explains use of weighted data and use of balanced repeated replication methodology.

Chapter 7: The Wesvar Procedure

Explains the computer procedures needed to employ the BRR techniques.

Appendix A: Use of Summation Signs

Appendix B: Computation of Sample Adjustment Weights

Appendix C: The Method of Raking (Iterative Proportional Fitting)

Gaertner, G. H., & Elig, T. W. (Eds.). (1988). The Army Communications Objectives Measurement System (ACOMS): Survey analysis plan (ARI Technical Report 786). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Chapter 1: Introduction (Gregory H. Gaertner)

Provides an overview of the ACOMS conceptual model, data sources and analytic deliverables and summarizes the basic design decisions reached during the design phase.

Chapter 2: Tracking Audience Response (Gregory H. Gaertner, Linda J. Keil, and Nancy L. Gay)

Discusses scale construction, trending analysis, and quarterly report table shells and narratives.

Chapter 3: Market Segmentation Analyses (Michael J. Wilson)

Reviews various strategies for segmenting the target audience, analytical techniques for segmentation, and likely segmentation classes and what they might imply.

Chapter 4: Brand Differentiation Analyses (Michael J. Wilson)

Reviews strategies for identifying the images of the various components and services and other civilian activities held by youth and parental respondents and identifying dimensions of knowledge and attitude differentiation.

Chapter 5: Analysis of Parental Influence (Sandra J. Baxter)

Discusses the analysis of the parental influencer data, as describing both a cognition/decision process operating parallel to the youth process, and as one which influences the youth process. The chapter also includes discussion of the social influences data collected in the main youth interviews.

Chapter 6: Modeling Effects of Army Advertising (Gregory H. Gaertner)

Includes discussion of the integrated analysis of the youth interview data across awareness, recall, perceptions, importance, propensity and subsequent behavior, outlining the basic correlational structure of the youth cognition/decision process.

Chapter 7. Plan for the Integrated Analysis of Fit, Exposure, and Change (Gregory H. Gaertner and Sandra J. Baxter)

Describes how data drawn from analyses of the message content of Army advertising and data from syndicated sources of estimates of exposure to Army advertising can be linked to the main ACOMS interview data to provide a comprehensive model of fit, exposure, and change.

Chapter 8. Work Products, Deliverables, and Schedules (Gregory H. Gaertner)

Outlines a timeframe for the presentations and analysis of ACOMS data.

Keil, L. J., Gaertner, G. H., Nieva, V. F., & Gay, N. L.  
(1987). ACOMS quarterly reports for school year 86/87:  
Fall and winter quarters (Manpower and Personnel Policy  
Research Group Working Paper 87-19). Alexandria, VA:  
U.S. Army Research Institute for the Behavioral and Social  
Sciences.

Contains a brief overview of quarters' data  
collection efforts in addition to a presentation  
of the major results of youth interviews conducted  
from October 1986 through March 1987. Findings  
presented in a series of data tables accompanied  
by summary text.

Keil, L. J., Gay, N. L., Nieva, V. F., & Gaertner, G. H.  
(1987). ACOMS quarterly report for school year 86/87:  
Spring quarter (Manpower and Personnel Policy Research  
Group Working Paper 87-42). Alexandria, VA: U.S. Army  
Research Institute for the Behavioral and Social Sciences.

Contains a brief overview of quarters' data  
collection efforts in addition to a presentation  
of the major results of youth interviews conducted  
from April 1987 through June 1987. Findings  
presented in a series of data tables accompanied  
by summary text.

Keil, L. J., Gay, N. L., Gaertner, G. H., & Nieva, V. F.  
(1987). Army Communications Objectives Measurement System  
(ACOMS): Quarterly report, summer 1987 (Manpower and  
Personnel Policy Research Group Working Paper 87-52).  
Alexandria, VA: U.S. Army Research Institute for the  
Behavioral and Social Sciences.

Contains a brief overview of quarters' data  
collection efforts in addition to a presentation  
of the major results of youth interviews conducted  
from July 1987 through September 1987. Findings  
presented in a series of data tables accompanied  
by summary text.



Keil, L. J., Gay, N. L., Gaertner, G. H., & Nieva, V. F. (1987). Army Communications Objectives Measurement System (ACOMS): Quarterly report, fall 1987 (Manpower and Personnel Policy Research Group Working Paper 88-7). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Contains a brief overview of quarters' data collection efforts in addition to a presentation of the major results of youth interviews conducted from October 1987 through December 1987. Findings presented in a series of data tables accompanied by summary text.

Westat, Inc. (1988). The Army Communications Objectives Measurement System (ACOMS): Users' manual (ARI Research Product 88-08). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Documents ACOMS survey data files. Contains instructions for use of documentation, ACOMS quarterly change forms, ACOMS cumulative change form, ACOMS SY86/87 question bank documenting all past and present questionnaire items, ACOMS annotated questionnaire documenting current survey questionnaire items and corresponding variables, and the ACOMS codebook documenting the contents of the data files.

Westat, Inc. (1988). The Army Communications Objectives Measurement System (ACOMS): Parental users' manual (ARI Research Product 88-07). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Documents ACOMS parental data files. Contains instructions for use of documentation, ACOMS quarterly change form, ACOMS annotated questionnaire documenting current survey items and contents of the data files.

Nieva, V. F., Gaertner, G. H., Elig, T. W., & Benedict, M. E. (Eds.). (1988). The Army Communications Objectives Measurement System (ACOMS): Annual report, school year 86/87 (ARI Technical Report 784). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Chapter 1. Overview of the Annual Report for School Year 86/87 (Gregory H. Gaertner and Veronica F. Nieva)

Provides a rationale for topics covered in the report and describes the contents and order of the analyses. Provides a brief overview of the findings of the chapters and discusses implications for future research directions under ACOMS.

Chapter 2. Survey Methodology (Veronica F. Nieva, Michael J. Wilson, and Bruce F. Allen)

Describes the survey samples and important subgroups, the ACOMS survey instruments and the status of data collection for the School Year 1986-87. Describes the complex character of the ACOMS sample design, and the tests of statistical significance that were required for the analysis of the complex survey data.

Chapter 3. Preliminary Assessments of Trends among the Primary Male Analytic Sample (Veronica F. Nieva and Nancy L. Gay)

Provides an initial examination of the major indicators measured in ACOMS during the first three quarters of data collection in School Year 86/87. Examines data for detectable regularities to provide a baseline against which later data can be examined.

Chapter 4. Brand Differentiation (Michael J. Wilson, Jansen B. Davis, and James B. Greenlees)

Assesses the recruiting market image of the Army and how its offers are perceived. Also assesses the images of the other military service options and Army components to determine ways in which youth differentiate among the military services and Army components.

Chapter 5. An Initial Exploration of the Dual Market Theory (Veronica F. Nieva and Bruce F. Allen)

Presents basic information about the two high school markets. Presents data on the size of these two markets in the United States as a whole, and in recruiting regions and racial groups. Other demographic information about the two groups is also presented.

Chapter 6. Media Habits (Linda J. Keil, James B. Greenlees, and Gregory H. Gaertner)

Describes patterns of youth monitoring of media (time spent watching television, listening to radio, reading newspapers and magazines) and preferences within and across media (e.g., preferences for televised mystery, drama, sports, etc.). Examines possibility of providing scale summaries of these patterns for use in ACOMS models that assess the effectiveness of Army advertising.

Chapter 7. Exposure to Programs Featuring Army Advertising (James B. Greenlees and Gregory H. Gaertner)

Presents levels of audience for various programs and channels as well as providing measures of the extent of overlap among program and channel audiences. Correlates program viewing with levels of consumption measured by hours per week spent monitoring the medium. Correlates viewing of programs with recall of Army advertising and recall of sources of advertising.

Chapter 8. Recall of Army Advertising (Gregory H. Gaertner and James B. Greenlees)

Describes levels of recall of active Army, ARNG, USAR, ROTC and other services' advertising, both overall and in key market segments of interest. Presents levels of recall of sources of Army advertising. Explores relationships between advertising recall and recall of advertising source to assess the efficacy of various kinds of advertising in eliciting recall. Correlates levels of recall of various Army components' advertising to determine patterns of Army ad recognition. Correlated levels of recall with perceptions of the respective services and components.

Chapter 9. Knowledge of Army Offers (Linda J. Keil and Gregory H. Gaertner)

Describes levels of knowledge among youth about specific Army benefits and offers, overall, and by market segments. Examines associations between measures of knowledge of Army benefits and offers. Explores associations between knowledge of Army offers and recall of Army advertising, source of recalled advertising, perceptions of the Army and its components, and enlistment intentions and behaviors.

Chapter 10. Behaviors Relating to Career Choice (Gregory H. Gaertner and James B. Greenlees)

Examines patterns of behavior relating to enlistment, college enrollment, and gaining full-time employment to determine if scale summaries of these behaviors can be constructed. Explores differences in these behaviors by quarter and by key market segments.

Baxter, S., & Gay, N. L. (1988). The message content of advertisements for active Army enlistments (ARI Research Report 1473). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Describes findings of study of recall of Army advertising, perception of Army attributes and the main message of Army video and print advertisements. Study was conducted by asking 16- to 24-year-old youths in shopping malls to participate.

Rhoads, M. D., Elig, T. W., McEntire, R. L., & Hoke, E. (1988). The 1986/87 Army Communications Objectives Measurement System: Supplementary tabulations of enlisted markets (ARI Technical Report 88-05). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

Presents supplementary tabulations of youth respondents in the enlisted recruiting markets who were interviewed between October 86 through June 87.

Rhoads, M. D., Elig, T. W., McEntire, R. L., & Hoke, E.  
(1988). The 1986/87 Army Communications Objectives  
Measurement System: Supplementary tabulations of officer  
markets (ARI Technical Report 88-06). Alexandria, VA:  
U.S. Army Research Institute for the Behavioral and Social  
Sciences.

Presents supplementary tabulations of youth  
respondents in the officer recruiting markets who  
were interviewed between October 86 through June  
87.

## APPENDIX E

### Changes in ACOMS Youth Interview Across Quarters

This appendix is intended to document meaningful changes in the wording and/or administration of questionnaire items from quarter-to-quarter. Occasional slight editorial changes meant to correct grammar or smooth the flow of a question, but which do not change its meaning are not included here. For example, Fall 86, respondents were asked to rate the importance of "the opportunity to make changes and use your own judgment." Winter 87, they were asked about the importance of "being able to make changes and use your own judgment." The change does not, in our judgment, alter the question's meaning. Clearly, however, there is some measure of subjectivity in such judgments. The reader is referred to The ACOMS users' manual (Westat, Inc., 1988) for complete documentation of all changes.

#### Changes Fall 86 to Winter 87 Quarter

Table 3. Intention to Enlist. Beginning in Winter 87 quarter, the aided intention questions are introduced with the following statement:

IP-7: Now, I'm going to ask you about several things young (men/women) your age might do in the next few years. Please tell me whether you will definitely, probably, probably not, or definitely not be doing the following things.

Then, the questions are asked as shown on the information card for Table 3 (IP-8, IP-10, IP-9, IP-11A) except that the response categories are not provided each time.

Table 4. Importance of Attributes. Wording changes were made to four items on the opportunities list:

#### Hi-Tech Equipment

Fall 86:	a chance to work with the latest high-tech equipment?
Winter 87:	working with the latest high-tech equipment?

#### Proud Experience

Fall 86:	having experiences you can be proud of?
Winter 87:	having an experience you can be proud of?

## Exciting Weekends

Fall 86:           having weekend excitement?  
Winter 87:       having interesting and exciting weekends?

## Live in Hometown

Fall 86: staying in your own hometown?  
Winter 87: living in your own hometown?

One opportunity was left off the list during Fall 86 quarter. It was added at the beginning of Winter 87 quarter.

Job Variety - having a wide variety of opportunities to find a job you can enjoy?

One new opportunity was added to the list and one was dropped beginning in Winter 87 quarter:

Added: Part-Time Work - working part-time?

Dropped: Serve Community - serving your own community?

Table 5. Perceptions - Active Army. A major change was made Winter 87 quarter in the administration of perceptions questions. As before, some respondents receive one set of perceptions while others receive two or three sets. During Fall 86 quarter, each of the sets of perceptions questions was separately administered and each of the Army components' question sets was preceded by a gate question asking the respondent if he/she had ever heard of the component. Beginning in Winter 87 quarter, all appropriate gate questions are asked at the beginning of the perceptions module. Then, if more than one set is administered, the perceptions questions are chained together. For example, respondents are asked to rate their agreement with the statement "The Army offers a physically challenging environment." Then, they are asked to rate another service/component/option on the same attribute (e.g., "How about the Army Reserve?"). After the respondent answers both questions, the interviewer asks about the next attribute for both referents and continues in this way until the entire list of perceptions has been administered. In cases where three sets of perceptions questions are administered to a single respondent, the third set always refers to the Army ROTC. Since the ROTC Perceptions questions are different from those for the other components, these questions are always asked separately after the other perceptions sets.

In cases where two sets of perceptions questions are administered, their order of presentation varies across respondents to avoid order effects. Specifically, for any given pair of services/components/options, half of the respondents are asked first about one service/component/option (e.g., Army) and second about the other (e.g., Army Reserve) while half receive the questions in the reverse order.

Wording of the introduction to the perceptions questions also changed from Fall 86 to Winter 87 to better fit the new method of administration. During Fall 86 quarter, each set of perceptions items was introduced separately but beginning Winter 87 quarter, a general statement was used to introduce the chained sets. This general statement is shown on the information card for Table 5. For purposes of comparison, the introduction used during Fall 86 quarter is shown below. Notice that the meanings attached to the scale points were also altered as shown on the Table 5 information card.

#### Fall 86 Quarter Introduction Wording

I am going to read you a list of statements describing different things the Army might offer. Please tell me how much you disagree or agree that the Army offers each item on the list. A "1" means that you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat, and a "5" means you agree completely. The Army offers..."

The wording of three items on the of active Army perceptions list changed from Fall 86 to Winter 87 quarters:

#### Self Confidence

Fall 86:	an excellent opportunity to develop self-confidence?
Winter 87:	an opportunity to develop self-confidence?

#### Mature & Responsible

Fall 86:	an opportunity for you to become more mature and responsible?
Winter 87:	an opportunity to become more mature and responsible?



#### Money for Ed.

Fall 86: an excellent opportunity to obtain money for a college or vocational education?  
Winter 87: an opportunity to obtain money for college or vocational school?

The word "excellent" was erroneously dropped from this question Winter 87 quarter and has been added again for Spring 87 quarter. The information card for Table 5 shows Fall 86 and Spring 87 wording.

Table 6. Perceptions - Army Reserve. Beginning Winter 87 quarter, questions about perceptions of the Army Reserve were chained together with other perceptions questions as described under Table 5 above. The revised introduction to perceptions items and the revised five point rating scale is the same, with appropriate name substitution, for Army Reserve perceptions as for the active Army perceptions described above. Similarly, the introduction used for Army Reserve questions during Fall 86 quarter is consistent with Fall 86 wording for the active Army introduction.

Two Table 6 items were changed beginning in Winter 87 quarter:

#### Money for Ed.

Fall 86: an excellent opportunity to obtain money for a college or vocational education?  
Winter 87: an opportunity to obtain money for college or vocational school?

The word "excellent" was erroneously dropped from this question Winter 87 quarter and will be added again during the Spring 87 quarter. The information card for Table 6 shows the Fall 86 and Spring 87 wording.

#### Live in Hometown

Fall 86: an opportunity to serve America while staying in your own hometown?  
Winter 87: an opportunity to serve America while living in your own hometown?

One item was added to the list of Army Reserve Attribute statements, and one was dropped:

Added: Part-Time Work - an excellent opportunity for part-time work?

Dropped: Serve Community - a chance to serve your own community?

Table 7. Perceptions - Army National Guard. Beginning Winter 87 quarter, questions about perceptions of the Army National Guard were chained together with other perceptions questions as described under Table 5 above. The revised introduction to perceptions items and the revised five point rating scale is the same, with appropriate name substitution, for Army National Guard perceptions as for the active Army perceptions described above. Similarly, the introduction used for Army National Guard questions during Fall 86 quarter is consistent with Fall 86 wording for the active Army introduction.

Two Table 7 items were changed beginning in Winter 87 quarter:

Money for Ed.

Fall 86: an excellent opportunity to obtain money for a college or vocational education?  
Winter 87: an opportunity to obtain money for college or vocational school?

The word "excellent" was erroneously dropped from this question Winter 87 quarter and has been added again for Spring 87 quarter. The information card for Table 7 shows the Fall 86 and Spring 87 wording.

Live in Hometown

Fall 86: an opportunity to serve America while staying in your own hometown?  
Winter 87: an opportunity to serve America while living in your own hometown?

One item was added to the list of Army National Guard attribute statements, and one was dropped:

Added: Part-Time Work - an excellent opportunity for part-time work?

Dropped: Serve Community - a chance to serve your own community?

Table 8. Perceptions and Importance - Army ROTC.

Since the ROTC perceptions items are different from those for other components, they were not incorporated in the chaining method described above. Wording changes were made, however, in the introduction. The current wording of the introduction is shown on the information card for Table 8. For comparison purposes, the Fall 86 quarter introduction is shown below.

Fall 86 Quarter Introduction Wording

Next I will read you a few statements describing different things that the Army Reserve Officers' Training Corps on the college campus might offer. Please tell me how much you disagree or agree that officers' training offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat, and a "5" means you agree completely. The Army Reserve Officers' Training Corps on the college campus provides...

The wording on two of the ROTC Perceptions items was also changed:

Job Variety

Fall 86: a wide variety of job opportunities?  
Winter 87: a wide variety of opportunities to find a job you can enjoy?

Proud Experience

Fall 86: experiences you can be proud of?  
Winter 87: an experience you can be proud of?

One of the ROTC-relevant importance (ROTC Importance) items was changed:

### Proud Experience

Fall 86: experiences you can be proud of?  
Winter 87: an experience you can be proud of?

One ROTC-relevant opportunity (ROTC Importance) was left off the list during Fall 86 quarter. It was added Winter 87 quarter.

Added: Job Variety - having a wide variety of opportunities to find a job you can enjoy?

Table 9. Behavior. No changes were made in administration or wording of items in this table.

Table 10. Knowledge/Recall - Unaided. The introduction to the unaided recall question (KR-1) changed from Fall 86 to Winter 87 quarters. Winter 87 quarter wording is shown on the information card for Table 10. For purposes of comparison, the Fall 86 quarter wording is included below:

Now, thinking about TV, radio, newspapers, magazines, and any other sources of advertising, for which Military Service or services do you recall seeing or hearing any advertising"

Table 11. Knowledge/Recall - Unaided plus Aided. The introduction to the unaided recall question discussed under Table 10 applies to Table 11 as well.

Table 12. Knowledge. The wording was changed for one item in this table:

### Delayed Entry Allowed

Fall 86: Is it possible to sign up for the Army and actually start serving up to one year later?  
Winter 87: Is it possible to sign up for the Army and start serving up to one year later?

Table 13. Media Habits. No changes were made in administration or wording of items in this table.

Changes Winter 87 to Spring 87 Quarter

Table 5. Perceptions - Active Army.

Money for Ed.

Winter 87: an opportunity to obtain money for college or vocational school?  
Spring 87: an excellent opportunity to obtain money for college or vocational school?

Table 6. Perceptions - Army Reserve.

Money for Ed.

Winter 87: an opportunity to obtain money for college or vocational school?  
Spring 87: an excellent opportunity to obtain money for college or vocational school?

Table 7. Perceptions - Army National Guard.

Money for Ed.

Winter 87: an opportunity to obtain money for college or vocational school?  
Spring 87: an excellent opportunity to obtain money for college or vocational school?

Table 9. Behavior.

Taken ASVAB

Winter 87: In the past six months, have you taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?

Spring 87: Have you ever taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?

In the past six months, have you taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?

### Changes Spring 87 to Summer 87 Quarter

Table 13. Media Habits. Beginning 1 July 1987, the rules we used to define youth as eligible for media preference questions changed. Prior to July 1987, it was necessary for a respondent to be a regular television viewer or a regular radio listener and to claim more than zero hours of viewing or listening time each week in order to be asked about television or radio programming preferences. Now, non-regular viewers or listeners also receive the questions as long as they claim to watch television or listen to the radio more than zero hours a week.

The effect of this change is to increase the number of respondents included in Table 13 for both television and radio programming preference measures. For example, during Summer 87, 94.5% of the PMAS youth selected to receive media habits questions reported watching more than zero hours of television a week and were thus asked the television preference questions. Only 61.2% claimed to be regular television viewers. Similarly, 95.8% of PMAS youth reported listening to more than zero hours of radio a week and thus were asked the radio preference questions. This compares with 82.8% who said they were regular radio listeners. Thus, for television preferences, 33.3% of PMAS youth who would have been excluded from questioning under the old criteria are included under the current rules. For radio preferences, 13.0% more are included under the current rules.

## References

Westat, Inc. (1988). The Army Communications Objectives Measurement System (ACOMS): Users' manual (ARI Research Product 88-08). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.

## APPENDIX F

### Information Sheets for Data Tables

This appendix contains two sets of information sheets to be used in conjunction with the data tables presented in the quarterly reports. The first set refers to School year 1986/87 and is appropriate for use with data tables in Chapters 4 (Fall 86), 5 (Winter 87), and 6 (Spring 87). The second set refers to School Year 1987/88 and is appropriate for use with data tables in Chapters 7 (Summer 87) and 8 (Fall 87).

Each set of information sheets contains reference material for Tables 3-13, one sheet per table. On the front side of each information sheet is a brief description of the data in the table, the respondents included, and special notes and cautions to help the reader understand the data. The back side of each information sheet contains a question key and variable name list.





TABLE 3  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

Table 3 shows the percentages of youth in each sample group classified as having Army enlistment intentions. When asked about their future career plans, respondents who volunteered that they might be enlisting in any of the Army components were considered to have Unaided Intention to Enlist. Aided Intention includes those who said they would definitely or probably enlist when asked directly whether they planned to join the Army.

RESPONDENTS

- N1 includes all youth in the Recruiting Market and provides the case bases for all of the data columns in Table 3 except Army ROTC.
- N2 provides the case base only for Army ROTC. Since college attendance is mandatory for participating in Reserve Officers' Training courses, only those youth in the Recruiting Market who said they would definitely or probably attend college were asked about their ROTC intentions. None of the work-oriented high school students were asked about ROTC intentions so N/A appears in that cell of the table.

SPECIAL NOTES AND CAUTIONS

- None of the percentages reported here is exactly comparable to the propensity measures reported in the Youth Attitude Tracking Study. However, Aided Intention - Active Army is based on the same measure as the YATS Army propensity. The RECRUITING MARKET: MALES (PMAS + SMS) is very close to the full YATS male sample. The YATS total, however, also includes youth who have completed the sophomore year in college but have not yet attended a class as a junior while ACOMS excludes those who have completed the sophomore year. The difference is approximately 50 cases a quarter.
- Computation of Unaided Intention
  - Respondents were considered to have General Unaided Intention to Enlist in the Army if they volunteered that they might be joining the military service within the next few years and if they named the Army when asked which branch.
  - Active Army, Army Reserve, and Army National Guard intentions were distinguished by asking respondents who had indicated General Unaided Intention to Enlist in the Army what type of service they might join.
- Computation of Aided Intention
  - Four of the interview questions named the Army components and asked respondents how likely it was that they would be serving in that component during the next few years. Answers of definitely or probably were counted as Aided Intention to Enlist in that particular component.
  - General Aided Intention is a measure composed of responses to the four individual component questions. Respondents who answered definitely or probably to one or more of the four questions were considered to have a General Aided Intention to Enlist in the Army.

(TURN OVER FOR QUESTION KEY)

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TABLE 3

## PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--Unaided Intention--		
	IP-1: Now let's talk about your plans for the next few years. What do you think you might be doing?	YIPDOMIL
	(IF ANSWERS JOINING THE MILITARY OR SERVICE TO IP-1) IP-3: You said you might be joining the military. Which branch of the service would that be?	YPBRAN1
General Intention	(IF ANSWER TO IP-3 IS:) Army	
	(IF ANSWERS ARMY TO IP-3) IP-4: Which type of service would that be? Would it be...	YPCOMPL
Active Army	(IF ANSWER TO IP-4 IS:) Active Duty	
USAR	(IF ANSWER TO IP-4 IS:) the Reserve, or	
ARNG	(IF ANSWER TO IP-4 IS:) the National Guard?	
.....		
--Aided Intention--		
General Intention	(IF ANSWERS "DEFINITELY" OR "PROBABLY" TO ONE OR MORE OF THE FOLLOWING QUESTIONS)	
Active Army	IP-8: How likely is it that you will be serving on active duty in the Army? Would you say definitely, probably, probably not, or definitely not?	YPROBAR
USAR	IP-10: How likely is it that you will be serving in the Army Reserve? Would you say definitely, probably, probably not, or definitely not?	YPROBARV
ARNG	IP-9: How likely is it that you will be serving in the Army National Guard? Would you say definitely, probably, probably not, or definitely not?	YPROBANG
Army ROTC	IP-11A: How likely is it that you will receive an officer's commission through participation in the Army Reserve Officers' Training Corps, or Army ROTC?	YPROBCOM

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TABLE 4

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE  
NEXT YEAR

Table 4 shows the percentages of youth in each sample group who rated each of eighteen opportunities as either important or very important to their plans for the next year.

RESPONDENTS

- N provides the case bases for all unstarred columns in the table and includes all youth in the Recruiting Market.
- N\* provides the case base only for starred columns. These columns represent new variables added to the questionnaire during the quarter. N\* is smaller than N because it does not include respondents who were drawn in the previous quarter but interviewed during the current quarter using the old version of the questionnaire.
- N/A appearing in a column means none of the quarter's respondents received the question. For example, PART-TIME WORK was added Winter quarter so none of the Fall respondents received the question.
- Opportunities were presented using a random start during the interview to avoid order effects. The order of columns in Table 4 is consistent with the column order in Tables 5, 6, and 7 to facilitate cross-table comparisons.

SPECIAL NOTES AND CAUTIONS

- Δ indicates that the question wording has changed from one quarter to the next. Appendix E contains a list of all such wording changes.
- Appendix E also shows opportunities added to the Question Key list or dropped from the list each quarter.

(TURN OVER FOR QUESTION KEY)

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TABLE 4

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT"  
OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	IA-1: In thinking about your plans for <u>the next year</u> , please tell me how important it is that you have opportunities for the following things? Use a scale from 1 to 5 where a "1" means it is not at all important and "5" means it is very important.	
Job* Variety	having a wide variety of opportunities to find a job you can enjoy?	YIWIDE
Physical Challenge	having a physical challenge?	YIPHYS
Proud* Experience	having an experience you can be proud of?	YIPROUD
Step Btwn HS & Col.	having a stepping-stone between high school and college?	YISTEP
Leader* Skills	developing leadership skills?	YILEADER
Hi-Tech Equipment	working with the latest high-tech equipment?	YIHTECH
Civilian Career	helping your career development?	YICIVCAR
Self* Confidence	developing self-confidence?	YISELCON
Develop Potential	developing your potential?	YIPOTEN
Mental Challenge	having a mental challenge?	YIMENTAL
Mature & Responsible	becoming more mature and responsible?	YIMATURE
Skill Training	training in useful skill areas?	YITRAIN
Hi-Trained Co-Workers	working with highly-trained people?	YIHQUAL
Money for Ed.	earning money for college or vocational education?	YICASHED
Serve Country	serving your country?	YICNTRY
Exciting Weekends	having interesting and exciting weekends?	YIWEEKEN
Part-Time Work	working part-time?	YISERPAR
Live in Hometown	living in your own hometown?	YIHOME
Use Own** Judgment	being able to make changes and use your own judgment?	YIINNOV

\*These variables also appear on Table 8 (ROTC Table).

\*\*This variable appears only on Table 8 (ROTC Table).

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TABLE 5

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

Table 5 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the active Army.

RESPONDENTS

- To reduce respondent burden, a subsample of youth received questions about their perceptions of active Army attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. For example, all high school students and graduates not currently enrolled were selected but only some college freshmen and sophomores received the active Army perceptions questions. [See The ACOMS Survey Design (Nieva & Elig, 1988) for greater detail.]

SPECIAL NOTES AND CAUTIONS

- Attribute statements were presented using a random start during the interview to avoid order effects. The order of columns in Table 5 is consistent with the column order of Tables 4, 6, and 7 to facilitate cross-table comparisons.
- Δ indicates that the question wording has changed from one quarter to the next. Appendix E contains a list of all such wording changes.
- Appendix E also shows attributes added to the Question Key list or dropped from the list each quarter.

(TURN OVER FOR QUESTION KEY)

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TABLE 5  
PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-INTRO: I'd like your opinion about several statements. Please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	PE-1: The Army offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YAWIDE
Physical Challenge	a physically challenging environment?	YAPHYS
Proud Experience	an experience you can be proud of?	YAPROUD
Step Btwn HS & Col.	an advantage over going right from high school to college?	YASTEP
Leader Skills	an opportunity to develop leadership skills?	YALEADER
Hi-Tech Equipment	the chance to work with the latest high-tech equipment?	YAHITECH
Civilian Career	a great value in your civilian career development?	YACIVCAR
Self Confidence	an opportunity to develop self-confidence?	YASELCON
Develop Potential	the opportunity to develop your potential?	YAPOTEN
Mental Challenge	a mentally challenging experience?	YAMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YAMATURE
Skill Training	many opportunities for training in useful skill areas?	YATRIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YAHIQAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YACASHED

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TABLE 6  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

Table 6 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the Army Reserve.

RESPONDENTS

- To reduce respondent burden, a subsample of youth were asked about their perceptions of Army Reserve attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. [See The ACOMS Survey Design (Nieva & Elig, 1988) for more detail.]
- Respondents who indicated they had never heard of the Army Reserve were excluded.
- N provides the case bases for all unstarred columns in the table and includes all youth who answered Army Reserve perceptions questions during the quarter.
- N\* provides the case base only for starred columns. These columns represent new variables added to the questionnaire during the quarter. N\* is smaller than N because it does not include respondents who were drawn in the previous quarter but interviewed during the current quarter using the old version of the questionnaire.
- N/A appearing in a column means none of the quarter's respondents received the question. For example, PART-TIME WORK was added Winter quarter so none of the Fall respondents received the question.

SPECIAL NOTES AND CAUTIONS

- Table 6 includes only totals for the categories: MALES [PMAS + SMS], FEMALES [PFAS + SFS], PMAS, and TOTAL RECRUITING MARKET. Sample sizes are not sufficient to allow reliable estimates for the smaller subcategories.
- Attributes were presented using a random start during the interview to avoid order effects. The order of columns in Table 6 is consistent with the column order in Tables 4, 5, and 7 to facilitate cross-table comparisons.
- Δ indicates that the question wording has changed from one quarter to the next. Appendix E contains a list of all such wording changes.
- Appendix E also shows attributes added to the Question Key list or dropped from the list each quarter.

(TURN OVER FOR QUESTION KEY)

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TABLE 6

PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ARMY RESERVE ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-1A: Have you ever heard of the United States Army Reserve?	YHEARDAR
	(IF ANSWER YES OR DON'T KNOW TO PE-1A) PE-INTRO: I'd like your opinion about several statements. Please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	PE-4: The United States Army Reserve offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YVWIDE
Proud Experience	an experience you can be proud of?	YVPROUD
Leader Skills	an opportunity to develop leadership skills?	YVLEADER
Civilian Career	a great value in your civilian career development?	YVCIVCAR
Self Confidence	an opportunity to develop self-confidence?	YVSELCON
Develop Potential	the opportunity to develop your potential?	YVPOTEN
Mental Challenge	a mentally challenging experience?	YVMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YVMATURE
Skill Training	many opportunities for training in useful skill areas?	YVTRAIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YVHIQUAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YVCASHED
Exciting Weekends	interesting and exciting weekends?	YVWEEKEN
Part-Time Work	an excellent opportunity for part-time work?	YVSERPAR
Live in Hometown	an opportunity to serve America while living in your own hometown?	YVHOME

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TABLE 7  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE  
STATEMENTS

Table 7 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the Army National Guard.

RESPONDENTS

- To reduce respondent burden, a subsample of youth received questions about their perceptions of Army National Guard attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. [See The ACOMS Survey Design (Nieva & Elig, 1988) for more detail.]
- N provides the case bases for all unstarred columns in the table and includes all youth who answered Army National Guard perceptions questions during the quarter.
- N\* provides the case base only for starred columns. These columns represent new variables added to the questionnaire during the quarter. N\* is smaller than N because it does not include respondents who were drawn in the previous quarter but interviewed during the current quarter using the old version of the questionnaire.
- N/A appearing in a column means none of the quarter's respondents received the question. For example, PART-TIME WORK was added Winter quarter so none of the Fall respondents received the question.

SPECIAL NOTES AND CAUTIONS

- Table 7 includes only totals for the main Recruiting Market categories: MALES [PMAS + SMS], FEMALES [PFAS + SFS], PMAS, and TOTAL RECRUITING MARKET. Sample sizes were not sufficient to allow reliable estimates for the smaller subcategories.
- Attributes were presented using a random start during the interview to avoid order effects. The order of columns in Table 7 is consistent with the column order in Tables 4, 5, and 6 to facilitate cross-table comparisons.
- Δ indicates that the question wording has changed from one quarter to the next. Appendix E contains a list of all such wording changes.
- Appendix E also shows attributes added to the Question Key list or dropped from the list each quarter.

(TURN OVER FOR QUESTION KEY)

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TABLE 7  
PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-4A: Have you ever heard of the United States Army National Guard?	YHEARDNG
	(IF ANSWER YES OR DON'T KNOW TO PE-4A) PE-INTRO: I'd like your opinion about several statements. Please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	PE-5: The Army National Guard offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YGWIDE
Proud Experience	an experience you can be proud of?	YGPROUD
Leader Skills	an opportunity to develop leadership skills?	YGLEADER
Civilian Career	a great value in your civilian career development?	YGCIVCAR
Self Confidence	an excellent opportunity to develop self-confidence?	YGSELCON
Develop Potential	the opportunity to develop your potential?	YGPOTEN
Mental Challenge	a mentally challenging experience?	YGMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YGMATURE
Skill Training	many opportunities for training in useful skill areas?	YGTRAIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YGHQUAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YGCASHED
Exciting Weekends	interesting and exciting weekends?	YGWEEKEN
Part-Time Work	an excellent opportunity for part-time work?	YGSERPAR
Live in Hometown	an opportunity to serve America while living in your own hometown?	YGHOME

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TABLE 8

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS  
PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR  
THE NEXT YEAR

Table 8 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about the Army Reserve Officers' Training Corps. To facilitate interpretation, the table also shows the percentages of youth in the same sample groups who rated five corresponding opportunities as important or very important to their plans for the next year.

#### RESPONDENTS

- Table 8 focuses on responses of youth in the ROTC Sample, current and prospective college students. The last row in the table, however, reports data for PMAS youth.
- N1 provides the case bases for the ROTC PERCEPTIONS columns. To reduce respondent burden, a subsample of youth received questions about their perceptions of Army ROTC attributes [see The ACOMS Survey Design (Nieva & Elig, 1988) for details of the sample design for the Perceptions module].
- Respondents who indicated they had never heard of the Army Reserve Officers' Training Corps were not asked about their perceptions of the ROTC.
- N2 provides the case bases for all unstarred columns in the ROTC IMPORTANCE section. No subsampling was required for importance questions.
- N\* provides the case base only for starred columns of the ROTC IMPORTANCE section. These columns represent new variables added to the questionnaire during the quarter. N\* is smaller than N2 because it does not include respondents who were drawn in the previous quarter but interviewed during the current quarter using the old version of the questionnaire.
- N/A appearing in a column means none of the quarter's respondents received the question. For example, JOB VARIETY was added Winter quarter so none of the Fall respondents received the question.

#### SPECIAL NOTES AND CAUTIONS

- Attribute statements and opportunities were presented using a random start to avoid order effects.
- Note that the wording for LEADER/MGMT TRAINING (ROTC PERCEPTIONS), while similar, is not the same as LEADER SKILLS (ROTC IMPORTANCE) (See Question Key).
- The sample breakdowns reported in Table 8 are generally different from those reported in the remaining tables of the quarterly report. Thus only the data reported for College Freshmen and Sophomores, H.S. Students (College-Oriented), and TOTAL PMAS should be directly compared with data in other tables.
- Δ indicates that the question wording has changed from one quarter to the next. Appendix E contains a list of all such wording changes.
- Appendix E also shows attributes added to the Question Key list or dropped from the list each quarter.

(TURN OVER FOR QUESTION KEY)

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TABLE 8  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS

PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT"  
OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--ROTC PERCEPTIONS--	PE-15A: Have you ever heard of the Army Reserve Officers' Training Corps on a college campus?  (IF ANSWER YES OR DON'T KNOW TO PE-15A) PEY-2: Next, I'd like your opinion about several statements describing different things that the Army Reserve Officers' Training Corps on the college campus might offer you. Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement. The Army Reserve Officers' Training Corps on a college campus offers you...	YHEARDRO
--ROTC Offers--		
Leader/Mgmt Training	leadership and management training?	YRLEADER
Self Confidence	an opportunity to develop self-confidence?	YRSELCON
College Elective	a college elective that can be taken together with other college courses?	YRELECT
Officer's Commission	an officer's commission in the active Army, Army Reserve, or the Army National Guard?	YROFFCOM
	.....	
	PEY-3: Being an officer in the United States Army means different things to different people. Please tell me how much you disagree or agree that <u>being an officer</u> offers you each item on the list. A "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement. Being an officer in the United States Army offers you...	
--Officer Benefits--		
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YOWIDE
Proud Experience	an experience you can be proud of?	YOPROUD
Use College Skills	the opportunity to use your college acquired skills?	YOUSECOL
Use Own Judgment	the opportunity to make changes and use your own judgment?	YOINNOV

--ROTC IMPORTANCE--

See Information Card for Table 4 for Table Column Headings, Questionnaire Item, and Variable Name.

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TABLE 9

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS

Table 9 shows the percentages of youth in each of the sample groups who had taken specified actions relating to enlistment during the six months preceding their interviews.

RESPONDENTS

- All youth in the Recruiting Market.

SPECIAL NOTES AND CAUTIONS

- Changes or substitutions across quarters to the behavior questions will be shown in Appendix E.

(TURN OVER FOR QUESTION KEY)

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TABLE 9  
PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT  
DURING THE PAST SIX MONTHS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
Talked to Anyone of Joining Army	BE-1: In the <u>past six months</u> , have you talked with anyone about possibly joining the Army? .....	YBATALK
	BE-2: With whom have you talked? (IF ANSWER RECRUITER TO BE-2) BE-8: Was the recruiter you spoke with an Army Recruiter?	YBAREC YBMRECAR
Talked to an Army Recruiter	OR  (IF RECRUITER NOT MENTIONED IN BE-2) BE-7: In the <u>past six months</u> , have you talked to an Armed Forces recruiter about military service? (IF ANSWER YES TO BE-7) BE-8: Was the recruiter you spoke with an... Army Recruiter? .....	YBMREC YBMRECAR
Taken ASVAB	BE-10_12: In the <u>past six months</u> , have you...  taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?	YBATEST
Visited Army Recruiting Station	visited an Army recruiting station?	YBAVISIT
Toll-Free Call Sent for Gift	responded to an Army ad by calling a toll-free number or sending for a gift?	YBAGIFT

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TABLE 10  
(UNAIDED RECALL)  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

Table 10 shows the percentages of youth in each of the sample groups who spontaneously named each of the service branches, Army components, and/or Joint Recruiting Advertising Program advertisements when asked what military advertising they recalled. It also lists the percentages who could not remember any military advertising.

RESPONDENTS

- All youth in the Recruiting Market

SPECIAL NOTES AND CAUTIONS

- None

(TURN OVER FOR QUESTION KEY)

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TABLE 10  
(UNAIDED RECALL)  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--Army Components--		
	KR-1: Thinking about all forms of advertising, for <u>which</u> military services do you recall seeing or hearing any advertising?	
ACTIVE	(IF ANSWER TO KR-1 IS:) Army .....	YUN12AR
	(IF ANSWERS ROTC TO KR-1) KR-2: You mentioned seeing or hearing advertising for the Reserve Officers' Training Corps. For which military service or services was this advertising?	YUN12RO
ROTC	(IF ANSWER TO KR-2 IS:) Army .....	YKRROAR
	(IF ANSWERS NATIONAL GUARD TO KR-1) KR-3: You mentioned seeing or hearing advertising for the National Guard. For which service or services was this advertising?	YUN12NG
ARNG	(IF ANSWER TO KR-3 IS:) Army .....	YKRNGAR
	(IF ANSWERS RESERVE TO KR-1) KR-4: You mentioned seeing or hearing advertising for the Reserve. For which military service or services was this advertising?	YUN12RV
USAR	(IF ANSWER TO KR-4 IS:) Army .....	YKRVRAR
--Other Military Branches--		
USAF	(IF ANSWER TO KR-1 IS:) Air Force	YUN12AF
NAVY	(IF ANSWER TO KR-1 IS:) Navy	YUN12NA
USMC	(IF ANSWER TO KR-1 IS:) Marine Corps	YUN12MC
USCG	(IF ANSWER TO KR-1 IS:) Coast Guard	YUN12CG
JRAP	(IF ANSWER TO KR-1 IS:) All the services in one ad (Joint Recruiting Advertising Program)	YUN12ALL
NONE	(IF ANSWER TO KR-1 IS:) None	YUN12NON

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TABLE 11  
(UNAIDED PLUS AIDED RECALL)  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

Table 11 shows the percentages of youth in each sample group who spontaneously named each of the service branches, Army components, and/or Joint Recruiting Advertising Program advertisements when asked what military advertising they recalled (unaided) plus those who remembered each of the above when asked directly about them by name (aided).

RESPONDENTS

- All youth in the Recruiting Market.

SPECIAL NOTES AND CAUTIONS

- Aided recall questions were presented using a random start during the interview to avoid order effects.
- In most cases, the Question Key lists two variable names for each Table Column Heading, one for unaided recall and another for aided recall. Army ROTC, Army National Guard, and Army Reserve required three variables, one for unaided recall of the component, one to specify which service, and another for aided recall.

(TURN OVER FOR QUESTION KEY)

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TABLE 11  
(UNAIDED PLUS AIDED RECALL)  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING

QUESTION KEY

Questionnaire Item

- KR-1: Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?
- KR-2: You mentioned seeing or hearing advertising for the Reserve Officers' Training Corps. For which military service or services was this advertising?
- KR-3: You mentioned seeing or hearing advertising for the National Guard. For which service or services was this advertising?
- KR-4: You mentioned seeing or hearing advertising for the Reserve. For which service or services was this advertising?
- KR-5: Do you recall seeing or hearing any advertising for the Air Force?
- KR-6: Do you recall seeing or hearing any advertising for the Army?
- KR-7: Do you recall seeing or hearing any advertising for the Army Reserve Officers' Training Corps, that is, the Army R.O.T.C.?
- KR-8: Do you recall seeing or hearing any advertising for the Army National Guard?
- KR-9: Do you recall seeing or hearing any advertising for the Army Reserve?
- KR-10: Do you recall seeing or hearing any advertising for the Coast Guard?
- KR-11: Do you recall seeing or hearing any advertising for the Marine Corps?
- KR-12: Do you recall seeing or hearing any advertising for the Navy?
- KR-13: Do you recall seeing or hearing any advertising for all the services in one ad?

<u>Table Column Headings</u>	<u>Items Used in Calculating Unaided + Aided Recall</u>	<u>Variable Name</u>
<b>--Army Components--</b>		
ACTIVE	KR-1 - Army OR KR-6 - yes	YUN12AR YAIDAR
ROTC	KR-1 - ROTC and KR-2 - Army OR KR-7 - yes	YUN12RO YKRROAR YAIDARO
ARNG	KR-1 - National Guard and KR-3 - Army OR KR-8 - yes	YUN12NG YKRNGAR YAIDANG
USAR	KR-1 - Reserve and KR-4 - Army OR KR-9 - yes	YUN12RV YKRRVAR YAIDARV
<b>--Other Military Branches--</b>		
USAF	KR-1 - USAF OR KR-5 - yes	YUN12AF YAIDAF
NAVY	KR-1 - Navy OR KR-12 - yes	YUN12NA YAIDNA
USMC	KR-1 - USMC OR KR-11 - yes	YUN12MC YAIDMC
USCG	KR-1 - USCG OR KR-10 - yes	YUN12CG YAIDCG
JRAP	KR-1 - one ad for all services OR KR-13 - yes	YUN12ALL YAIDALL

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TABLE 12  
PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY

Table 12 shows the percentages of youth in each sample group who knew the correct answers to questions about Army eligibility and benefit offers.

RESPONDENTS

- Half of the youth sample was randomly selected to answer questions about their knowledge of Army offers and benefits. Table 12 reports responses of the selected youth in the Recruiting Market.

SPECIAL NOTES AND CAUTIONS

- Respondents who answered correctly that 17 year old high school juniors are eligible to join the Army Reserve or Army National Guard (KA-8) were assumed to know that high school graduation is not required before joining these Army components (KA-9). Although not asked question KA-9, these respondents were added to those who answered KA-9 correctly.
- Respondents who did not know that college money can be earned by enlisting in the Army (KA-7) were assumed not to know how much can be earned (KA-1) nor how the Army compares with other services in terms of education benefits (KA-3). Although not asked questions KA-1 and KA-3, these respondents were added to those who answered questions KA-1 and KA-3 incorrectly.
- Respondents who did not know that college money can be earned by enlisting in the Army Reserve or Army National Guard (KA-11) were assumed not to know how much can be earned (KA-12). Although not asked question KA-12, these respondents were added to those who answered the question incorrectly.
- Changes or substitutions across quarters to the knowledge questions will be shown in Appendix E.

(TURN OVER FOR QUESTION KEY)

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TABLE 12

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY  
[Correct Answers Shown in Brackets]

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--Active Army Knowledge--		
If Enlist Eligible for College \$	KA-7: Is it possible to earn money for college by enlisting in the Army? [Yes]	YKAEARN
Total Education Benefits	(IF YES TO KA-7) KA-1: How much do you think can be earned through Army education benefits? [\$15,000+]	YKAEDBEN
Army Benefits Better?	(IF YES TO KA-7) KA-3: Do you think Army education benefits are more, less or about the same as the Navy, Air Force, or Marines offer? [More]	YKASAME
<u>Offer GI Bill</u>	KA-4: Please tell me whether or not each of the following offers the "GI Bill"?	
ARMY	Army [Yes]	YKAGIAR
USAF	Air Force [Yes]	YKAGIAF
NAVY	Navy [Yes]	YKAGINA
USMC	Marines [Yes]	YKAGIMA
Minimum Duty Tour	KA-5: What is the minimum number of years that a new recruit has to serve on active duty in the Army? [2]	YKAYEARS
Delayed Entry Allowed	KA-6: Is it possible to sign up for the Army and start serving up to one year later? [Yes]	YKADEP
--Army Reserve and Army National Guard Knowledge--		
17 Year Old Eligible to Join	KA-8: Are 17 year old high school juniors eligible to join the Army Reserve or Army National Guard? [Yes]	YKARGJUN
H.S. Graduation Required	(IF NO TO KA-8) KA-9: Is high school graduation required before joining the Army Reserve or Army National Guard? [No]	YKARGHS
Scholar Athlete Sponsor	KA-10: Who sponsors the "Scholar-Athlete Award Program"? Is it the Marine Corps, National Guard, Army Reserve, Air Force, or Navy? [Army Reserve]	YKAWARD
If Enlist Eligible for College \$	KA-11: Can qualified people who join the Army Reserve or Army National Guard receive money for college? [Yes]	YKARGCOL
Maximum GI Bill College \$	(IF YES TO KA-11) KA-12: What is the maximum amount of money for college that qualified people who join the Army Reserve or Army National Guard can receive under the "GI Bill"? [\$4,000-\$5,999]	YKARGGI

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TABLE 13

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING

Table 13 shows the percentages of television viewers and radio listeners in the sample groups who regularly watch or listen to various types of programming.

RESPONDENTS

- Half of the youth sample was randomly selected to receive questions about viewing and listening habits. Of these, only respondents in the Recruiting Market who claimed to be regular television viewers (N1) or regular radio listeners (N2) are included in the table.

SPECIAL NOTES AND CAUTIONS

- None

(TURN OVER FOR QUESTION KEY)

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TABLE 13  
PERCENTAGE REGULARLY VIEWING OR LISTENING  
TO VARIOUS TYPES OF PROGRAMMING

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
<b>--Types of TV Shows--</b>		
	MH-1: I'd like to ask a few questions about your TV, radio, and reading habits. Do you regularly watch TV?	YTVWATCH
	(IF YES TO MH-1) MH-2: How many hours per <u>week</u> do you spend watching... (a) programs on commercial networks, such as ABC, CBS, or NBC?; (b) programs on commercial cable stations, such as ESPN, MTV, USA, or TBS?	YTVHRREG YTVHRCAB
	(IF VIEWING HOURS FOR MH-2a AND b ARE NOT BOTH 0) MH-12: Do you frequently watch any of the following types of TV shows?	
Sports	Sports	YTVSPORT
Mystery	Suspense or mystery	YTMYS
Drama	General drama	YTVDRAMA
Music	Music or music video	YTMUSIC
Comedy	Situation comedy	YTVCOMDY
Movie	TV movies	YTMOVIE
Talk	Talk shows	YTVTALK
-----		
<b>--Types of Radio Programs--</b>		
	MH-16: Now let's talk about radio listening. Do you regularly listen to the radio?	YRADLIS
	(IF YES TO MH-16) MH-17: How many hours per <u>week</u> do you listen to... (a) AM Radio?; (b) FM Radio?	YRADHRAM YRADHRFM
	(IF LISTENING HOURS FOR MH-17a AND b ARE NOT BOTH 0) MH-26: Do you frequently listen to any of the following types of radio programs?	
News	News	YRADNEWS
Classical	Classical music	YRADCLAS
Pop	Pop	YRADPOP
Country	Country	YRADCW
Sports	Sports	YRADSPOR
Talk	Talk shows	YRADTALK
Rock	Rock & roll	YRADROCK
Easy	"Easy listening"	YRADEASY

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TABLE 3  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

Table 3 shows the percentages of youth in each sample group classified as having Army enlistment intentions. When asked about their future career plans, respondents who volunteered that they might be enlisting in any of the Army components were considered to have Unaided Intention to Enlist. Aided Intention includes those who said they would definitely or probably enlist when asked directly whether they planned to join the Army.

#### RESPONDENTS

- n1 includes all youth in the Recruiting Market and provides the unweighted case bases for all of the data columns in Table 3 except Army ROTC.
- n2 provides the unweighted case base only for Army ROTC. Since college attendance is mandatory for participating in Reserve Officers' Training courses, only those youth in the Recruiting Market who said they would definitely or probably attend college were asked about their ROTC intentions. None of the work-oriented high school students were asked about ROTC intentions so N/A appears in that row under Aided Intentions - Army ROTC.

#### SPECIAL NOTES AND CAUTIONS

- None of the percentages reported here is exactly comparable to the propensity measures reported in the Youth Attitude Tracking Study (YATS). However, Aided Intention - Active Army is based on the same measure as the YATS Army propensity. The RECRUITING MARKET: MALES [PMAS + SMS] is very close to the full YATS male sample. The YATS total, however, also includes youth who have completed the sophomore year in college but have not yet attended a class as a junior while ACOMS excludes all of those who have completed the sophomore year. The difference is approximately 50 cases a quarter.
- Computation of Unaided Intention
  - Respondents were considered to have General Unaided Intention to Enlist in the Army if they volunteered that they might be joining the military service within the next few years and if they named the Army when asked which branch.
  - Active Army, Army Reserve, and Army National Guard intentions were distinguished by asking respondents who had indicated General Unaided Intention to Enlist in the Army what type of service they might join.
- Computation of Aided Intention
  - Four of the interview questions named the Army components and asked respondents how likely it was that they would be serving in that component during the next few years. Answers of definitely or probably were counted as Aided Intention to Enlist in that particular component.
  - General Aided Intention is a measure composed of responses to the four individual component questions. Respondents who answered definitely or probably to one or more of the four questions were considered to have a General Aided Intention to Enlist in the Army.

(TURN OVER FOR QUESTION KEY)

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TABLE 3  
PERCENTAGE WITH INTENTION TO ENLIST IN ARMY COMPONENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--Unaided Intention--		
	IP-1: Now let's talk about your plans for the next few years. What do you think you might be doing?	YIPDOMIL
	(IF ANSWERS JOINING THE MILITARY OR SERVICE TO IP-1) IP-3: You said you might be joining the military. Which branch of the service would that be?	YPBRAN1
General Intention	(IF ANSWER TO IP-3 IS:) Army	
	(IF ANSWERS ARMY TO IP-3) IP-4: Which type of service would that be? Would it be...	YPCOMPL
Active Army	(IF ANSWER TO IP-4 IS:) Active Duty	
USAR	(IF ANSWER TO IP-4 IS:) the Reserve, or	
ARNG	(IF ANSWER TO IP-4 IS:) the National Guard?	
.....		
--Aided Intention--		
General Intention	(IF ANSWERS "DEFINITELY" OR "PROBABLY" TO ONE OR MORE OF THE FOLLOWING QUESTIONS)	
Active Army	IP-8: How likely is it that you will be serving on active duty in the Army? Would you say definitely, probably, probably not, or definitely not?	YPROBAR
USAR	IP-10: How likely is it that you will be serving in the Army Reserve? Would you say definitely, probably, probably not, or definitely not?	YPROBARV
ARNG	IP-9: How likely is it that you will be serving in the Army National Guard? Would you say definitely, probably, probably not, or definitely not?	YPROBANG
Army ROTC	IP-11A: How likely is it that you will receive an officer's commission through participation in the Army Reserve Officers' Training Corps, or Army ROTC?	YPROBCOM

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TABLE 4  
PERCENTAGE RATING OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR THE  
NEXT YEAR

Table 4 shows the percentages of youth in each sample group who rated each of eighteen opportunities as either important or very important to their plans for the next year.

RESPONDENTS

- n provides the unweighted case bases for all columns in the table. Questions about the importance of opportunities were asked of all youth in the Recruiting Market.
- Opportunities were presented using a random start during the interview to avoid order effects. The order of columns in Table 4 is consistent with the column order in Tables 5, 6, and 7 to facilitate cross-table comparisons.

SPECIAL NOTES AND CAUTIONS

- None

(TURN OVER FOR QUESTION KEY)

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TABLE 4

PERCENTAGE RATING OPPORTUNITIES "IMPORTANT"  
OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEAR

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	IA-1: In thinking about your plans for <u>the next year</u> , please tell me how important it is that you have opportunities for the following things? Use a scale from 1 to 5 where a "1" means it is not at all important and "5" means it is very important.	
Job* Variety	having a wide variety of opportunities to find a job you can enjoy?	YIWIIDE
Physical Challenge	having a physical challenge?	YIPHYS
Proud* Experience	having an experience you can be proud of?	YIPROUD
Step Btwn HS & Col.	having a stepping-stone between high school and college?	YISTEP
Leader* Skills	developing leadership skills?	YILEADER
Hi-Tech Equipment	working with the latest high-tech equipment?	YIHTECH
Civilian Career	helping your career development?	YICIVCAR
Self* Confidence	developing self-confidence?	YISELCON
Develop Potential	developing your potential?	YIPOTEN
Mental Challenge	having a mental challenge?	YIMENTAL
Mature & Responsible	becoming more mature and responsible?	YIMATURE
Skill Training	training in useful skill areas?	YITRAIN
Hi-Trained Co-Workers	working with highly-trained people?	YIHQUAL
Money for Ed.	earning money for college or vocational education?	YICASHED
Serve Country	serving your country?	YICNTRY
Exciting Weekends	having interesting and exciting weekends?	YIWEKEN
Part-Time Work	working part-time?	YISERPAR
Live in Hometown	living in your own hometown?	YIHOME
Use Own** Judgment	being able to make changes and use your own judgment?	YIINNOV

\*These variables also appear on Table 8 (ROTC Table).

\*\*This variable appears only on Table 8 (ROTC Table).

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TABLE 5

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

Table 5 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the active Army.

RESPONDENTS

- To reduce respondent burden, a subsample of youth received questions about their perceptions of active Army attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. For example, all high school students and graduates not currently enrolled were selected but only some college freshmen and sophomores received the active Army perceptions questions. [See The ACOMS Survey Design (Nieva & Elig, 1988) for greater detail.]

SPECIAL NOTES AND CAUTIONS

- Some respondents receive one set of perceptions while others receive two or three sets. If more than one set is administered, the perceptions questions are chained together. For example, respondents are asked to rate their agreement with the statement "The Army offers a physically challenging environment." Then, they are asked to rate their agreement with the same statement for another service, component, or non-military option (e.g., "How about the Army Reserve?"). After the respondent answers both questions, the interviewer asks about the next attribute for both referents and continues in this way until the entire list of perceptions has been administered. In cases where three sets of perceptions questions are administered to a single respondent, the third set always refers to the Army ROTC. Since the ROTC perceptions questions are different from those for the other components, they are always asked separately after the other perceptions sets.
- When two sets of perceptions questions are administered, their order of presentation varies across respondents to avoid order effects.
- Attribute statements were presented using a random start during the interview to avoid order effects. The order of columns in Table 5 is consistent with the column order of Tables 4, 6, and 7 to facilitate cross-table comparisons.

(TURN OVER FOR QUESTION KEY)

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TABLE 5  
PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ACTIVE ARMY ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-INTRO: Earlier I asked how <u>important</u> it was for you to have a number of oppor- tunities. Now I'm going to ask your opinion about two <u>specific ways</u> you might <u>get each</u> <u>of those opportunities</u> . Your opinions in this section are very valuable to this study.	
	When you give your opinion, please use a scale of one to five, where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	The Army offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YAWIDE
Physical Challenge	a physically challenging environment?	YAPHYS
Proud Experience	an experience you can be proud of?	YAPROUD
Step Btwn HS & Col.	an advantage over going right from high school to college?	YASTEP
Leader Skills	an opportunity to develop leadership skills?	YALEADER
Hi-Tech Equipment	the chance to work with the latest high-tech equipment?	YAHITECH
Civilian Career	a great value in your civilian career development?	YACIVCAR
Self Confidence	an opportunity to develop self- confidence?	YASELCON
Develop Potential	the opportunity to develop your potential?	YAPOTEN
Mental Challenge	a mentally challenging experience?	YAMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YAMATURE
Skill Training	many opportunities for training in useful skill areas?	YATRIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YAHIQUAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YACASHED

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TABLE 6  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY RESERVE ATTRIBUTE STATEMENTS

Table 6 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the Army Reserve.

RESPONDENTS

- To reduce respondent burden, a subsample of youth were asked about their perceptions of Army Reserve attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. (See The AQOMS Survey Design (Nieva & Elig, 1988) for more detail.)
- Respondents who indicated they had never heard of the Army Reserve were excluded.
- n provides the unweighted case bases for all columns in the table and includes all youth who answered Army Reserve perceptions questions during the quarter.

SPECIAL NOTES AND CAUTIONS

- Table 6 includes only totals for the categories: MALES [PMAS + SMS], FEMALES [PFAS + SFS], PMAS, and TOTAL RECRUITING MARKET. Sample sizes are not sufficient to allow reliable estimates for the smaller subcategories on a quarterly basis.
- Some respondents receive one set of perceptions while others receive two or three sets. If more than one set is administered, the perceptions questions are chained together. For example, respondents are asked to rate their agreement with the statement "The Army offers a physically challenging environment." Then, they are asked to rate their agreement with the same statement for another service, component, or non-military option (e.g., "How about the Army Reserve?"). After the respondent answers both questions, the interviewer asks about the next attribute for both referents and continues in this way until the entire list of perceptions has been administered. In cases where three sets of perceptions questions are administered to a single respondent, the third set always refers to the Army ROTC. Since the ROTC perceptions questions are different from those for the other components, they are always asked separately after the other perceptions sets.
- When two sets of perceptions questions are administered, their order of presentation varies across respondents to avoid order effects.
- Attributes were presented using a random start during the interview to avoid order effects. The order of columns in Table 6 is consistent with the column order in Tables 4, 5, and 7 to facilitate cross-table comparisons.

(TURN OVER FOR QUESTION KEY)

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TABLE 6

PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ARMY RESERVE ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-1A: Have you ever heard of the United States Army Reserve?	YHEARDAR
	Earlier I asked how <u>important</u> it was for you to have a number of opportunities. Now I'm going to ask your opinion about <u>two specific ways</u> you might get <u>each of those opportunities</u> . Your opinions in this section are very valuable to this study.	
	When you give your opinion, please use a scale of one to five, where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	The United States Army Reserve offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YVWIDE
Proud Experience	an experience you can be proud of?	YVPROUD
Leader Skills	an opportunity to develop leadership skills?	YVLEADER
Civilian Career	a great value in your civilian career development?	YVCIVCAR
Self Confidence	an opportunity to develop self-confidence?	YVSELCON
Develop Potential	the opportunity to develop your potential?	YVPOTEN
Mental Challenge	a mentally challenging experience?	YVMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YVMATURE
Skill Training	many opportunities for training in useful skill areas?	YVTRAIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YVHIQUAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YVCASHED
Exciting Weekends	interesting and exciting weekends?	YVWEEKEN
Part-Time Work	an excellent opportunity for part-time work?	YVSERPAR
Live in Hometown	an opportunity to serve America while living in your own hometown?	YVHOME

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TABLE 7  
PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY NATIONAL GUARD ATTRIBUTE  
STATEMENTS

Table 7 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about attributes of the Army National Guard.

RESPONDENTS

- To reduce respondent burden, a subsample of youth received questions about their perceptions of Army National Guard attributes. The likelihood of selection was dependent on educational category and the sample design for the Perceptions module. [See The ACOMS Survey Design (Nieva & Elig, 1988) for more detail.]
- n provides the unweighted case bases for all columns in the table and includes all youth who answered Army National Guard perceptions questions during the quarter.

SPECIAL NOTES AND CAUTIONS

- Table 7 includes only totals for the main Recruiting Market categories: MALES [PMAS + SMS], FEMALES [PFAS + SFS], PMAS, and TOTAL RECRUITING MARKET. Sample sizes were not sufficient to allow reliable estimates for the smaller subcategories.
- Some respondents receive one set of perceptions while others receive two or three sets. If more than one set is administered, the perceptions questions are chained together. For example, respondents are asked to rate their agreement with the statement "The Army offers a physically challenging environment." Then, they are asked to rate their agreement with the same statement for another service, component, or non-military option (e.g., "How about the Army Reserve?"). After the respondent answers both questions, the interviewer asks about the next attribute for both referents and continues in this way until the entire list of perceptions has been administered. In cases where three sets of perceptions questions are administered to a single respondent, the third set always refers to the Army ROTC. Since the ROTC perceptions questions are different from those for the other components, they are always asked separately after the other perceptions sets.
- When two sets of perceptions questions are administered, their order of presentation varies across respondents to avoid order effects.
- Attributes were presented using a random start during the interview to avoid order effects. The order of columns in Table 7 is consistent with the column order in Tables 4, 5, and 6 to facilitate cross-table comparisons.

(TURN OVER FOR QUESTION KEY)

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TABLE 7  
PERCENTAGE "AGREE" OR "STRONGLY AGREE"  
WITH ARMY NATIONAL GUARD ATTRIBUTE STATEMENTS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
	PE-4A: Have you ever heard of the United States Army National Guard?	YHEARDNG
	Earlier I asked how <u>important</u> it was for you to have a number of opportunities. Now I'm going to ask your opinion about two <u>specific ways</u> you might get <u>each of those opportunities</u> . Your opinions in this section are very valuable to this study.	
	When you give your opinion, please use a scale of one to five, where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.	
	The Army National Guard offers...	
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YGWIDE
Proud Experience	an experience you can be proud of?	YGPROUD
Leader Skills	an opportunity to develop leadership skills?	YGLEADER
Civilian Career	a great value in your civilian career development?	YGCIVCAR
Self Confidence	an excellent opportunity to develop self-confidence?	YGSELCON
Develop Potential	the opportunity to develop your potential?	YGPOTEN
Mental Challenge	a mentally challenging experience?	YGMENTAL
Mature & Responsible	an opportunity to become more mature and responsible?	YGMATURE
Skill Training	many opportunities for training in useful skill areas?	YGTRAIN
Hi-Trained Co-Workers	many chances to work with highly-trained people?	YGHQUAL
Money for Ed.	an excellent opportunity to obtain money for college or vocational school?	YGCASHED
Exciting Weekends	interesting and exciting weekends?	YGWEEKEN
Part-Time Work	an excellent opportunity for part-time work?	YGSERPAR
Live in Hometown	an opportunity to serve America while living in your own hometown?	YGHOME

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TABLE 8  
 PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS  
 PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT" OR "VERY IMPORTANT" TO PLANS FOR  
 THE NEXT YEAR

Table 8 shows the percentages of youth in selected sample groups who agreed or strongly agreed with statements about the Army Reserve Officers' Training Corps. To facilitate interpretation, the table also shows the percentages of youth in the same sample groups who rated five corresponding opportunities as important or very important to their plans for the next year.

RESPONDENTS

- Table 8 focuses on responses of youth in the ROTC Sample, current and prospective college students. The last row in the table, however, reports data for PMAS youth.
- n1 provides the unweighted case bases for the ROTC PERCEPTIONS columns. To reduce respondent burden, a subsample of youth received questions about their perceptions of Army ROTC attributes. [See The ACOMS Survey Design (Nieva & Elig, 1988) for details of the sample design for the Perceptions module.]
- Respondents who indicated they had never heard of the Army Reserve Officers' Training Corps were not asked about their perceptions of the ROTC.
- n2 provides the unweighted case bases the ROTC IMPORTANCE columns. No subsampling was required for importance questions.

SPECIAL NOTES AND CAUTIONS

- Attribute statements and opportunities were presented using a random start to avoid order effects.
- Note that the wording for LEADER/MGMT TRAINING (ROTC PERCEPTIONS), while similar, is not the same as LEADER SKILLS (ROTC IMPORTANCE) (See Question Key).
- The sample breakdowns reported in Table 8 are generally different from those reported in the remaining tables of the quarterly report. Thus only the data reported for College Freshmen and Sophomores, H.S. Students [College-Oriented], and TOTAL PMAS should be directly compared with data in other tables.

(TURN OVER FOR QUESTION KEY)

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TABLE 8

PERCENTAGE "AGREE" OR "STRONGLY AGREE" WITH ARMY ROTC ATTRIBUTE STATEMENTS

PERCENTAGE RATING ROTC OPPORTUNITIES "IMPORTANT"  
OR "VERY IMPORTANT" TO PLANS FOR THE NEXT YEARQUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--ROTC PERCEPTIONS--	PE-15A: Have you ever heard of the Army Reserve Officers' Training Corps on a college campus?  (IF ANSWER YES OR DON'T KNOW TO PE-15A) PEY-2: Next, I'd like your opinion about several statements describing different things that the <u>Army Reserve Officers' Training Corps</u> on the college campus might offer you. Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement. The Army Reserve Officers' Training Corps on a college campus offers you...	YHEARDRO
--ROTC Offers--		
Leader/Mgmt Training	leadership and management training?	YRLEADER
Self Confidence	an opportunity to develop self-confidence?	YRSELCON
College Elective	a college elective that can be taken together with other college courses?	YRELECT
Officer's Commission	an officer's commission in the active Army, Army Reserve, or the Army National Guard?	YROFFCOM
	..... PEY-3: Being an officer in the Army means different things to different people. Please tell me how much you disagree or agree that <u>being an officer</u> offers you each item on the list. A "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement. Being an officer in the United States Army offers you...	
--Officer Benefits--		
Job Variety	a wide variety of opportunities to find a job you can enjoy?	YOWIDE
Proud Experience	an experience you can be proud of?	YOPROUD
Use College Skills	the opportunity to use your college acquired skills?	YOUSECOL
Use Own Judgment	the opportunity to make changes and use your own judgment?	YOINNOV
--ROTC IMPORTANCE--		

See Information Card for Table 4 for Table Column Headings, Questionnaire Item, and Variable Name.

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TABLE 9

PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT DURING THE PAST SIX MONTHS

Table 9 shows the percentages of youth in each of the sample groups who had taken specified actions relating to enlistment during the six months preceding their interviews.

RESPONDENTS

- All youth in the Recruiting Market were asked the behaviors questions. n provides the unweighted case bases for all of the data columns in Table 9.

SPECIAL NOTES AND CAUTIONS

- None

(TURN OVER FOR QUESTION KEY)

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TABLE 9  
PERCENTAGE TAKING ACTIONS RELATING TO ENLISTMENT  
DURING THE PAST SIX MONTHS

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
Talked to Anyone of Joining Army	BE-1: In the <u>past six months</u> , have you talked with anyone about possibly joining the Army?  -----	YBATALK
	BE-2: With whom have you talked?  (IF ANSWER RECRUITER TO BE-2) BE-8: Was the recruiter you spoke with an Army Recruiter?	YBAREC  YBMRECAR
Talked to an Army Recruiter	OR  (IF RECRUITER NOT MENTIONED IN BE-2) BE-7: In the <u>past six months</u> , have you talked to an Armed Forces recruiter about military service?  (IF ANSWER YES TO BE-7) BE-8: Was the recruiter you spoke with an...  Army Recruiter?  -----	YBMREC    YBMRECAR
	BE-12A: Have you <u>ever</u> taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?  BE-10_12: In the <u>past six months</u> , have you...	
Taken ASVAB	taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?	YBATEST
Visited Army Recruiting Station	visited an Army recruiting station?	YBAVISIT
Toll-Free Call Sent for Gift	responded to an Army ad by calling a toll-free number or sending for a gift?	YBAGIFT

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TABLE 10  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(UNAIDED RECALL)

Table 10 shows the percentages of youth in each of the sample groups who spontaneously named each of the service branches, Army components, and/or Joint Recruiting Advertising Program advertisements when asked what military advertising they recalled. It also lists the percentages who could not remember any military advertising.

RESPONDENTS

- All youth in the Recruiting Market were asked the recall questions. n provides the unweighted case bases for all of the data columns in Table 10.

SPECIAL NOTES AND CAUTIONS

- None

(TURN OVER FOR QUESTION KEY)

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TABLE 10  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(UNAIDED RECALL)

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
--Army Components--		
	KR-1: Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?	
ACTIVE	(IF ANSWER TO KR-1 IS:) Army .....	YUN12AR
	(IF ANSWERS ROTC TO KR-1) KR-2: You mentioned seeing or hearing advertising for the Reserve Officers' Training Corps. For which military service or services was this advertising?	YUN12RO
ROTC	(IF ANSWER TO KR-2 IS:) Army .....	YKRROAR
	(IF ANSWERS NATIONAL GUARD TO KR-1) KR-3: You mentioned seeing or hearing advertising for the National Guard. For which service or services was this advertising?	YUN12NG
ARNG	(IF ANSWER TO KR-3 IS:) Army .....	YKRNGAR
	(IF ANSWERS RESERVE TO KR-1) KR-4: You mentioned seeing or hearing advertising for the Reserve. For which military service or services was this advertising?	YUN12RV
USAR	(IF ANSWER TO KR-4 IS:) Army .....	YKRVAR
--Other Military Branches--		
USAF	(IF ANSWER TO KR-1 IS:) Air Force	YUN12AF
NAVY	(IF ANSWER TO KR-1 IS:) Navy	YUN12NA
USMC	(IF ANSWER TO KR-1 IS:) Marine Corps	YUN12MC
USCG	(IF ANSWER TO KR-1 IS:) Coast Guard	YUN12CG
JRAP	(IF ANSWER TO KR-1 IS:) All the services in one ad (Joint Recruiting Advertising Program)	YUN12ALL
NONE	(IF ANSWER TO KR-1 IS:) None	YUN12NON

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TABLE 11  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(UNAIDED PLUS AIDED RECALL)

Table 11 shows the percentages of youth in each sample group who spontaneously named each of the service branches, Army components, and/or Joint Recruiting Advertising Program advertisements when asked what military advertising they recalled (unaided) plus those who remembered each of the above when asked directly about them by name (aided).

RESPONDENTS

- All youth in the Recruiting Market were asked the recall questions. n provides the unweighted case bases for all of the data columns in Table 11.

SPECIAL NOTES AND CAUTIONS

- Aided recall questions were presented using a random start during the interview to avoid order effects.
- In most cases, the Question Key lists two variable names for each Table Column Heading, one for unaided recall and another for aided recall. Army ROTC, Army National Guard, and Army Reserve required three variables, one for unaided recall of the component, one to specify which service, and another for aided recall.

(TURN OVER FOR QUESTION KEY)

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TABLE 11  
PERCENTAGE SEEING/HEARING MILITARY ADVERTISING  
(UNAIDED PLUS AIDED RECALL)

QUESTION KEY

Questionnaire Item

- KR-1: Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?
- KR-2: You mentioned seeing or hearing advertising for the Reserve Officers' Training Corps. For which military service or services was this advertising?
- KR-3: You mentioned seeing or hearing advertising for the National Guard. For which service or services was this advertising?
- KR-4: You mentioned seeing or hearing advertising for the Reserve. For which service or services was this advertising?
- KR-5: Do you recall seeing or hearing any advertising for the Air Force?
- KR-6: Do you recall seeing or hearing any advertising for the Army?
- KR-7: Do you recall seeing or hearing any advertising for the Army Reserve Officers' Training Corps, that is, the Army R.O.T.C.?
- KR-8: Do you recall seeing or hearing any advertising for the Army National Guard?
- KR-9: Do you recall seeing or hearing any advertising for the Army Reserve?
- KR-10: Do you recall seeing or hearing any advertising for the Coast Guard?
- KR-11: Do you recall seeing or hearing any advertising for the Marine Corps?
- KR-12: Do you recall seeing or hearing any advertising for the Navy?
- KR-13: Do you recall seeing or hearing any advertising for all the services in one ad?

Table Column Headings	Items Used in Calculating Unaided + Aided Recall	Variable Name
--Army Components--		
ACTIVE	KR-1 - Army OR KR-6 - yes	YUN12AR YAIDAR
ROTC	KR-1 - ROTC and KR-2 - Army OR KR-7 - yes	YUN12RO YKRRORAR YAIDARO
ARNG	KR-1 - National Guard and KR-3 - Army OR KR-8 - yes	YUN12NG YKRN GAR YAIDANG
USAR	KR-1 - Reserve and KR-4 - Army OR KR-9 - yes	YUN12RV YKRRVAR YAIDARV
--Other Military Branches--		
USAF	KR-1 - USAF OR KR-5 - yes	YUN12AF YAIDAF
NAVY	KR-1 - Navy OR KR-12 - yes	YUN12NA YAIDNA
USMC	KR-1 - USMC OR KR-11 - yes	YUN12MC YAIDMC
USCG	KR-1 - USCG OR KR-10 - yes	YUN12CG YAIDCG
JRAP	KR-1 - one ad for all services OR KR-13 - yes	YUN12ALL YAIDALL

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TABLE 12  
PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY

Table 12 shows the percentages of youth in each sample group who knew the correct answers to questions about Army eligibility and benefit offers.

RESPONDENTS

- Half of the youth sample was randomly selected to answer questions about their knowledge of Army offers and benefits. Table 12 reports responses of the selected youth in the Recruiting Market. n provides the unweighted case bases for all of the data columns in Table 12.

SPECIAL NOTES AND CAUTIONS

- Respondents who answered correctly that 17-year-old high school juniors are eligible to join the Army Reserve or Army National Guard (KA-8) were assumed to know that high school graduation is not required before joining these Army components (KA-9). Although not asked question KA-9, these respondents were added to those who answered KA-9 correctly.
- Respondents who did not know that college money can be earned by enlisting in the Army (KA-7) were assumed not to know how much can be earned (KA-1) nor how the Army compares with other services in terms of education benefits (KA-3). Although not asked questions KA-1 and KA-3, these respondents were added to those who answered questions KA-1 and KA-3 incorrectly.
- Respondents who did not know that college money can be earned by enlisting in the Army Reserve or Army National Guard (KA-11) were assumed not to know how much can be earned (KA-12). Although not asked question KA-12, these respondents were added to those who answered the question incorrectly.

(TURN OVER FOR QUESTION KEY)

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TABLE 12

PERCENTAGE ANSWERING KNOWLEDGE OF ARMY OFFERS AND BENEFITS QUESTIONS CORRECTLY  
[Correct Answers Shown in Brackets]

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
<u>--Active Army Knowledge--</u>		
If Enlist Eligible for College \$	KA-7: Is it possible to earn money for college by enlisting in the Army? [Yes]	YKAEARN
Total Education Benefits	(IF YES TO KA-7) KA-1: How much do you think can be earned through Army education benefits? [\$15,000+]	YKAEDBEN
Army Benefits Better?	(IF YES TO KA-7) KA-3: Do you think Army education benefits are more, less or about the same as the Navy, Air Force, or Marines offer? [More]	YKASAME
<u>Offer GI Bill</u>		
ARMY	Army [Yes]	YKAGIAR
USAF	Air Force [Yes]	YKAGIAF
NAVY	Navy [Yes]	YKAGINA
USMC	Marines [Yes]	YKAGIMA
Minimum Duty Tour	KA-5: What is the minimum number of years that a new recruit has to serve on active duty in the Army? [2]	YKAYEARS
Delayed Entry Allowed	KA-6: Is it possible to sign up for the Army and start serving up to one year later? [Yes]	YKADEP
<u>--Army Reserve and Army National Guard Knowledge--</u>		
17 Year Old Eligible to Join	KA-8: Are 17-year-old high school juniors eligible to join the Army Reserve or Army National Guard? [Yes]	YKARGJUN
H.S. Graduation Required	(IF NO TO KA-8) KA-9: Is high school graduation required before joining the Army Reserve or Army National Guard? [No]	YKARGHS
Scholar Athlete Sponsor	KA-10: Who sponsors the "Scholar-Athlete Award Program"? Is it the Marine Corps, National Guard, Army Reserve, Air Force, or Navy? [Army Reserve]	YKAWARD
If Enlist Eligible for College \$	KA-11: Can qualified people who join the Army Reserve or Army National Guard receive money for college? [Yes]	YKARGCOL
Maximum GI Bill College \$	(IF YES TO KA-11) KA-12: What is the maximum amount of money for college that qualified people who join the Army Reserve or Army National Guard can receive under the "GI Bill"? [\$4,000-\$5,999]	YKARGGI

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TABLE 13

PERCENTAGE REGULARLY VIEWING OR LISTENING TO VARIOUS TYPES OF PROGRAMMING

Table 13 shows the percentages of television viewers and radio listeners in the sample groups who regularly watch or listen to various types of programming.

RESPONDENTS

- Half of the youth sample was randomly selected to receive questions about viewing and listening habits. Of these, only respondents in the Recruiting Market who report watching television more than zero hours a week (n1) and those who report listening to the radio more than zero hours a week (n2) are included in the table.

SPECIAL NOTES AND CAUTIONS

- Caution should be exercised in comparing percentages in Table 13 across School Years 86/87 and 87/88 because questions used to exclude respondents during 86/87 no longer function as gate questions. In School Year 86/87, youth who claimed to be regular television viewers/radio listeners (gate questions) and who reported watching/listening to more than zero hours of TV/radio each week were asked about their programming preferences. Beginning 1 July 1987, youth are asked about programming preferences whether or not they regularly watch television/listen to the radio. Only respondents saying they spend no time watching/listening are excluded from preference questions.

(TURN OVER FOR QUESTION KEY)

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TABLE 13  
PERCENTAGE REGULARLY VIEWING OR LISTENING  
TO VARIOUS TYPES OF PROGRAMMING

QUESTION KEY

<u>Table Column Headings</u>	<u>Questionnaire Item</u>	<u>Variable Name</u>
<b>--Types of TV Shows--</b>		
	MH-2: How many hours per <u>week</u> do you spend watching... (a) programs on commercial networks, such as ABC, CBS, or NBC?; (b) programs on commercial cable stations, such as ESPN, MTV, USA, or TBS?	YTVHRRREG YTVHRCAB
	(IF VIEWING HOURS FOR MH-2a AND b ARE NOT BOTH 0) MH-12: Do you frequently watch any of the following types of TV shows?	
Sports	Sports	YTVSPORT
Mystery	Suspense or mystery	YTVMYS
Drama	General drama	YTVDRAMA
Music	Music or music video	YTVMUSIC
Comedy	Situation comedy	YTVCOMDY
Movie	TV movies	YTVMOVIE
Talk	Talk shows	YTVTALK
-----		
<b>--Types of Radio Programs--</b>		
	Do you regularly listen to the radio?	
	MH-17: How many hours per <u>week</u> do you listen to... (a) AM Radio?; (b) FM Radio?	YRADHRAM YRADHRFM
	(IF LISTENING HOURS FOR MH-17a AND b ARE NOT BOTH 0) MH-26: Do you frequently listen to any of the following types of radio programs?	
News	News	YRADNEWS
Classical	Classical music	YRADCLAS
Pop	Pop	YRADPOP
Country	Country	YRADCW
Sports	Sports	YRADSPOR
Talk	Talk shows	YRADTALK
Rock	Rock & roll	YRADROCK
Easy	"Easy listening"	YRADEASY

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## APPENDIX G

### Glossary of Terms and Acronyms

ACOMS	Army Communications Objectives Measurement System.
ADI Studies	Areas of Dominant Influence, special local area studies to be conducted as part of the ACOMS project.
ARI COR	U.S. Army Research Institute, Contracting Officer's Representative
BRR	The method of balanced repeated replication used in ACOMS to estimate variance.
CATI	Computer-assisted telephone interviewing, the method used for interviewing youth for the ACOMS survey.
CATI Screen Name	A 3 to 5 character code used to identify interview questions.
GED	General Educational Development, a certificate of high school completion.
HSDG	High school diploma graduate.
PFAS	Primary Female Analytic Sample -- see reverse side for sample definitions.
PMAS	Primary Male Analytic Sample -- see reverse side for sample definitions.
Question Module	A related set of questions. The ACOMS youth interview contains 14 modules. <u>Core modules</u> are administered to all youth; <u>rotating modules</u> are administered to randomly selected subsets.
RDD	The modified Waksberg method of <u>random digit dialing</u> is used to identify youth eligible for ACOMS interviews.
SAG	Special Advisory Group.
SFS	Secondary Female Sample -- see reverse side for sample definitions.
SMS	Secondary Male Sample -- see reverse side for sample definitions.
Standard Error	A statistical measure of the reliability of a sample estimate such as the percentages reported in the quarterly reports. See Appendix C.
YATS	Youth Attitude Tracking Study.



## APPENDIX H

### Sample Group Definitions

#### RECRUITING MARKET

Non-prior service male and female youth between 16 and 24 years of age who fit into either of two main sample categories:

PMAS	(Primary Male Analytic Sample) and
PFAS	(Primary Female Analytic Sample) -- Have a regular high school diploma or currently in high school; have not taken college ROTC courses and have less than two years of college.
SMS	(Secondary Male Sample) and
SFS	(Secondary Female Sample) -- High school non-completers with less than one year of college credit.

#### PMAS Categories:

College Freshmen & Sophomores -- Currently enrolled as a freshman or sophomore in a four year university or a two or four year college.

H.S. Students [College-Oriented] -- Currently enrolled in regular high school; answered DEFINITELY or PROBABLY when asked if they plan to attend college.

H.S. Students [Work-Oriented] -- Currently enrolled in regular high school; answered DEFINITELY NOT or PROBABLY NOT when asked if they plan to attend college or do not know about college plans or refused to answer.

H.S. Graduates Not Currently Enrolled -- High school diploma graduates not currently taking courses who have not completed more than two years of college.



ROTC Sample:

Male and female youth who have no prior military service and who have not taken college ROTC courses. The sample includes three educational subcategories:

College Juniors and Seniors -- Currently enrolled as a junior or senior in a four year college or university.

College Freshmen and Sophomores -- Currently enrolled as a freshman or sophomore in a two or four year college or university.

H.S. Students [College-Oriented] -- Currently enrolled in a regular high school; answered DEFINITELY or PROBABLY when asked if they plan to attend college.