

NAVY RECRUITMENT SURVEY

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**NAVAL PERSONNEL PROGRAM SUPPORT ACTIVITY
PERSONNEL SURVEYS DIVISION**

APR 1968

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WRR 68-1

September 1967

NAVY RECRUITMENT SURVEY

by

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Personnel Surveys Division
Plans and Programs Support Service
Naval Personnel Program Support Activity

OFFICE OF THE ASSISTANT CHIEF FOR PLANS AND PROGRAMS
BUREAU OF NAVAL PERSONNEL

SUMMARY AND CONCLUSIONS

Problem

The purpose of this study was to determine the relative impact of personal contacts, personal reasons, and Navy publicity as influencing factors on enlistment and reenlistment decisions of men entering the Navy at the recruiting stations.

Background and Requirements

The Director, Recruiting Aids Division, Naval Personnel Program Support Activity, requested the Personnel Surveys Division in May 1967 to conduct a study to determine the major motivational factors influencing decisions to enter the Navy at the present time.

Approach

A survey questionnaire was developed and administered at all U. S. Navy recruiting stations to 2,618 men enlisting or reenlisting in the Navy during the week of 17 July 1967. The questionnaire contained 6 background questions and 24 questions covering various reasons for entering the Navy. A write-in option was also provided.

Findings, Conclusions, and Recommendations

The strongest influences on enlistment and reenlistment decisions were friends in service and parents among personal contacts. Navy published booklets and pamphlets, and posters or signs were the most frequently noted Navy publicity aids. The strongest personal reasons were opportunity to get technical training, desire to travel, to serve country, and to fulfill military obligation at own time of choice.

The major conclusion that can be made from the findings of this study is that while personal reasons and personal contacts are important, Navy publicity in general, booklets and pamphlets, and recruiter visits to schools are very effective current influences on decisions to enter the Navy. It is also suggested that special attention be given to developing recruiting aids aimed at calling the attention of fathers to the prospects available in the Navy for their sons.

It is recommended that this type of study be repeated at 6 to 12 month intervals in order to provide current and comparative information on the motivational factors influencing enlistment decisions. An additional factor, "Personal contact with a Navy recruiter" should be included in any future studies. The possibility of conducting a study of high school seniors should also be considered to determine the reasons these young men have for not considering service in the Navy.

Report Title: Navy Recruitment Survey

Report Number: WRR 68-1

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INTRODUCTION

A. Purpose

The purpose of the Recruitment Survey was to obtain information on the motivational sources and their relative strength of influence leading to the decision to enlist, or reenlist in the Navy.

B. Problem

The Recruiting Division, BUPERS, through the Recruiting Aids Division, NPPSA, conducts a continuing and intensive motivational program informing young men about the opportunities and advantages available to them in the U. S. Navy for the purpose of inducing them to enlist or reenlist in the Navy. The Recruitment Survey was developed and conducted as an aid in evaluating the relative effectiveness of various media in reaching the target groups and their impact as influencing forces upon enlistment decision. Target groups of particular interest were men entering on their first service enlistment, men reenlisting within 90 days after separation, and RESCORE (Reenlistment and Selective Conversion and Retention Program).

C. Background

The Director, Recruiting Aids Division requested that the Navy's Personnel Surveys Division prepare a draft survey questionnaire in mid-May 1967. The final questionnaire was approved, printed, and distributed in early July 1967.

APPROACH

A. Methodology

A printed questionnaire survey form was prepared which contained 6 items of background information and 25 items covering personal contacts, Navy publicity, and personal reasons for enlisting. A copy of the questionnaire is in the Appendix.

B. Procedure

Ten copies of the questionnaire were sent to the Recruiters-in-Charge of all Navy Recruiting Branch Stations. They were instructed to administer the form to the first five (5) men (no females) who made application as soon as practical after they had completed their application for enlistment or reenlistment. The survey was conducted for one week beginning 17 July 1967.

C. Collection of Data

The data in this report were obtained directly from 2,618 enlistees and reenlistees throughout all Navy recruiting stations. Since each station was to survey only 5 recruits over a week's time and since the number of enlistments vary by stations, the results of this survey are not representative of all Navy recruits for the period. Rather, which was in line with the purpose of the survey, the results can be viewed as representative of the nation-wide geographic impact of the Navy's recruiting program.

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FINDINGS

Background Characteristics

Among the 2,618 men surveyed, 2,340 (90%) were first service enlistees without prior military service; 48 (2%) had Reserve, National Guard, or Coast Guard service; 88 (3%) were reenlistees who had separated within 90 days from the Navy; 8 had served with the Army, Air Force, or Marine Corps; 13 reenlisted under RESCORE; 92 were reenlistments after more than 90 days separation but not under RESCORE, and 28 did not indicate their enlistment.

The majority (92%) of the first service enlistees enlisted for four years, while the majority (63%) of Navy reenlistees signed for six years.

Six in ten of all enlistees/reenlistees were high school graduates, and an additional two in ten had at least some college. The differences in education among the various enlistment groups were slight. Four in ten of the first service enlistees were enrolled in school when they decided to enlist.

Three-quarters of the men were employed at least part-time when they decided to enlist/reenlist; however, only one in four had been employed full-time for more than three months. Almost one in five were unemployed and looking for a job when they made their enlistment decision.

Of those men enlisting for the first time, three-fourths were 18 or 19 years of age with only seven percent 21 or older. The majority of the remaining men were over 21 years of age.

Influences on Decision to Join

Three major types of influences on joining the Navy were included in the survey: Personal Contacts, Navy Publicity, and Personal Reasons. A total of 24 specific influences were listed with an additional option of writing in any other significant factor.

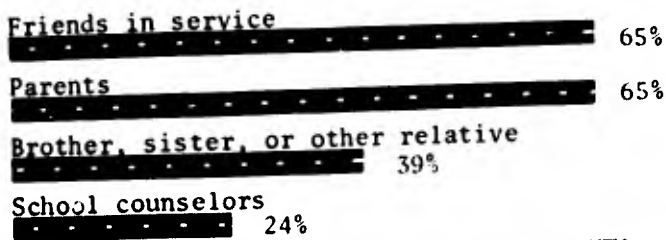
Figure 1 shows the percentage of first service enlistees indicating "some" or "strong" influence for each factor. Among Personal Contacts, "friends in service" and "parents" were the most important. The most important Navy Publicity influences were:

- Navy publicity in general
- Navy booklets and pamphlets
- Navy posters or signs
- Recruiter school visits

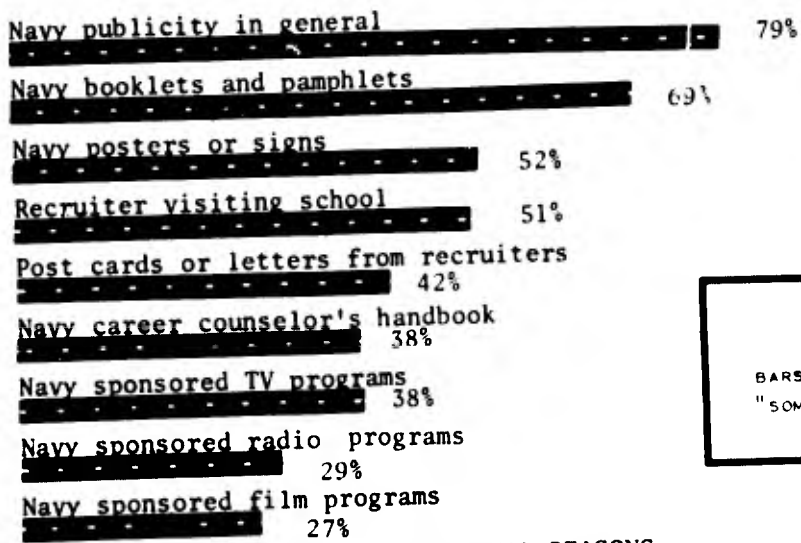
A majority indicated "some" or "strong" influence for 9 out of the 11 Personal Reasons. "Desire to leave home" and "needed a job" were the least important. The four most important were:

- Opportunity for technical training
- Travel
- Serve country
- Fulfill military obligation

PERSONAL CONTACTS



NAVY PUBLICITY



LEGEND
BARS SHOW % RESPONDING
"SOME" & "STRONG" INFLUENCE

PERSONAL REASONS

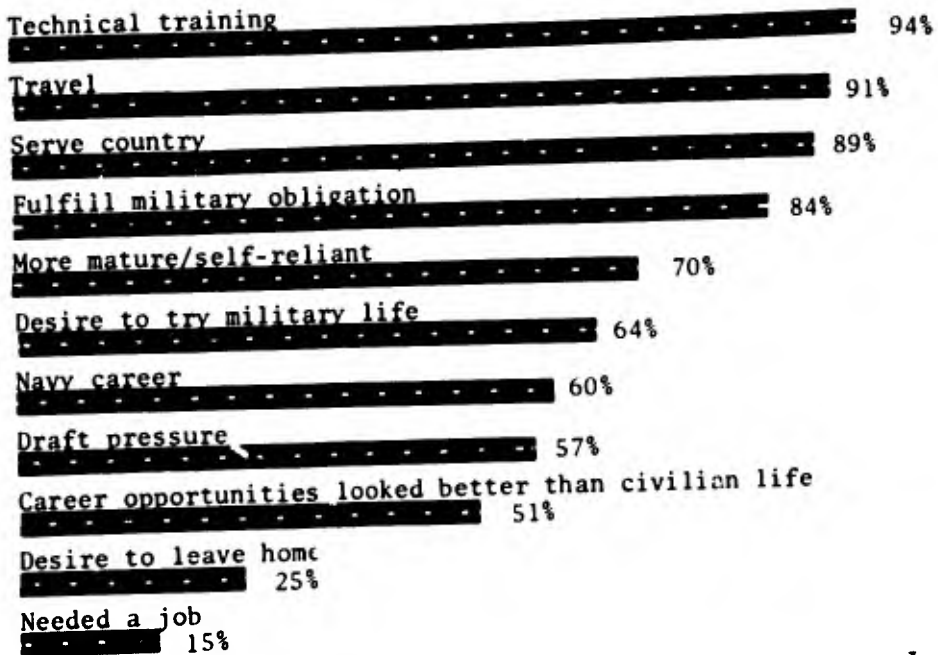


Figure 1 - Strength of Influences on Decision to Join

PERSONAL CONTACTS

Friends in service
..... 53%

Parents
..... 37%

A brother, sister, or other relative
..... 33%

NAVY PUBLICITY

Navy publicity in general
..... 64%

Navy posters or signs
..... 44%

Navy published booklets & pamphlets
..... 42%

Post cards or letters from recruiters
..... 37%

LEGEND
BARS SHOW % RESPONDING
"SOME" & "STRONG INFLUENCE"

PERSONAL REASONS

Desire for a Navy career
..... 93%

Career opportunities better than civilian life
..... 88%

Desire to serve country
..... 85%

Technical training
..... 84%

Travel
..... 76%

Become more mature/self-reliant
..... 43%

Desire to try military life
..... 36%

Figure 2 - Strength of Major Influences on Decision to Reenlist

Figure 2 shows those factors influencing at least one-third of the Navy men who had reenlisted within 90 days of separation. It is noteworthy that only two of the factors had a significantly greater influence on reenlistees than on the recruits compared to 13 factors on which the recruits were higher. The two factors were Personal Reasons and both point to the advantages of a Navy career over civilian life. They were:

Desire for a Navy career
Navy career opportunities looked better than civilian life

The most important influences on the reenlistees in order of importance were:

Desire for a Navy career
Navy career opportunities looked better than civilian life
Desire to serve country
Technical training
Travel
Navy publicity in general
Friends in service

While there were only a few (13) men entering under RESCORE the most significant influences appear to have been (percentages indicating "some" or "strong" influence are shown in parenthesis):

Navy Publicity

Navy publicity in general (100%)
Navy posters or signs (75%)
Post cards/letters from recruiters (69%)
Navy sponsored TV programs (62%)

Personal Reasons

Desire for a Navy career (100%)
Opportunity to get technical training (100%)
Desire to serve country (92%)
Navy career opportunities looked better than civilian (92%)
Desire to travel (77%)

It is noteworthy to consider the extent that specific Navy publicity media had been seen or heard. Almost all (94%) had been exposed to Navy publicity in general. About 9 out of 10 had seen "Navy posters or signs" and "Navy published booklets and pamphlets". About 6 to 7 in 10 had seen or heard all the other listed Navy publicity aids.

Very few men indicated that any of their personal contacts were against their enlisting. Figure 3 depicts graphically the relative strength of the various factors on the enlistment decision of first enlistees when these factors had been considered (right hand side). The bars on the left indicate the relative frequency with which these factors had not been considered.

Evaluation of Write-in Comments

The last question on the survey form enabled the respondent to write in any other motivational factor influencing his decision to enlist or reenlist.

One person in eight (13%) responded to this question. Most reasons given pertained to the futures of the persons involved. Schooling in general and training in a specific field; the desire to fulfill their military obligation by joining the Navy; and the overall opportunity to gain maturity and experience were motivations frequently given.

In 23% of the write-ins, the influence of a particular man was indicated. In most of these cases, the man was the respondent's father, often mentioned as having been in the Navy. This finding suggests that recruiting publicity designed to get the attention of fathers could be of value. The Navy recruiter was also a strong influence; second only to the influence of the father in those responses indicating a particular individual. Of lesser importance were the influences of uncles, brothers in the service, and other friends and relatives.

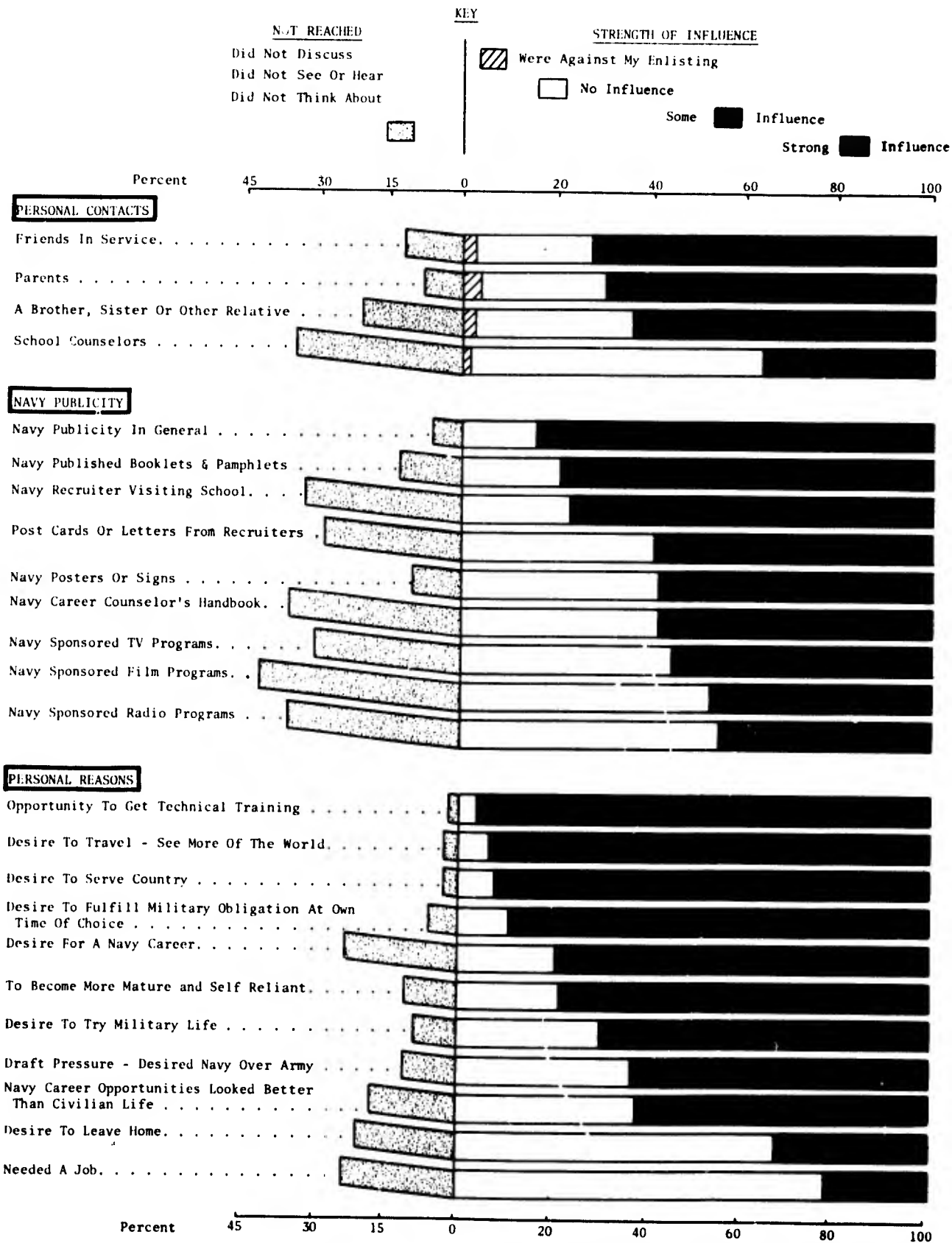


FIGURE 3 - PERCENT OF FIRST SERVICE ENLISTEES NOT REACHED BY INFLUENCE AND STRENGTH OF INFLUENCE ON THOSE REACHED

To a smaller degree, such reasons as "Good food," "Navy uniforms," and "Wanted to join the Navy ever since third grade" were given. Often, they seemed to be reasons for which men joined the Navy instead of another service.

Because these questionnaires were answered immediately after enlisting or reenlisting, a favorable attitude toward the Navy can be assumed to exist. This attitude was portrayed in the written comments, which were consistently favorable toward the Navy. Some, however, were favorable only in the sense that the Navy was the best of the possible choices of military service available.

In accordance with the purpose of this study, i.e. "to obtain information of the motivational sources and their relative strength of influence leading to the decision to enlist, or reenlist in the Navy," the write-in answers provided a qualitative picture of enlistment motivations. The write-ins provided a personal, subjective picture of specific motivating influences uppermost in the respondents' minds. The frequency of the responses indicating such influences as "Navy recruiter" and "I always liked the Navy" made by persons with no prior military service seems to attest to the effectiveness and success of the Navy's promotional program.

Supporting Tables

**TABLE I
BACKGROUND CHARACTERISTICS BY CURRENT ENLISTMENT**

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		REENLISTMENT WITHIN 90 DAYS SINCE SEP.		REENLISTMENT AFTER 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	RESCORE	NOT RESCORE
		2,340	48	88	8	13	93
Number Responding	2,590	100%	100%	100%	100%	100%	100%
0 1 STATEMENT BEST DESCRIBING CURRENT ENLISTMENT							
FIRST SERVICE ENLISTMENT-NO PRIOR SERVICE	90	100	-	-	-	-	-
FIRST SERVICE ENLISTMENT WITH PRIOR SERVICE	2	-	100	-	-	-	-
REENL. WITHIN 90 DAYS SINCE SEPARATING-NAVY	3	-	-	100	-	-	-
REENL. WITHIN 90 DAYS SINCE SEPARATING-OTHER	-	-	-	-	100	-	-
REENL. AFTER 90 DAYS UNDER RESCORE	1	-	-	-	-	100	-
REENL. AFTER 90 DAYS NOT UNDER RESCORE	4	-	-	-	-	-	100
0 2 TYPE OF ENLISTMENT ENTERING AS							
MINORITY	1	1	-	1	-	-	1
THREE YEAR	2	2	4	1	25	-	2
FOUR YEAR	86	92	91	33	38	46	27
SIX YEAR	6	4	11	63	25	31	9
OTHER	9	2	34	2	13	23	61
0 3 HIGHEST GRADE LEVEL ATTAINED IN SCHOOL							
7TH GRADE OR LESS	-	-	-	-	-	-	1
8TH GRADE	1	1	0	-	-	-	1
9TH GRADE	2	1	-	6	-	-	3
10TH GRADE	4	3	0	12	13	17	12
11TH GRADE	9	9	17	5	13	-	7
12TH GRADE - BUT DID NOT GRADUATE	9	8	6	14	-	17	15
GRADUATED FROM HIGH SCHOOL	60	60	44	58	63	67	52
1ST YEAR OF COLLEGE	10	10	0	6	-	-	5
2ND YEAR OR HIGHER IN COLLEGE	11	11	0	1	13	-	3
0 4 ATTENDING/ENROLLED IN SCHOOL WHEN DECIDED TO ENLIST/REENLIST							
YES	39	42	9	5	-	-	5
NO	62	56	92	95	100	100	95
0 5 EMPLOYMENT STATUS WHEN DECIDED TO ENLIST/REENLIST							
NOT EMPLOYED-BUT LOOKING FOR A JOB	18	17	15	28	13	-	24
NOT EMPLOYED-AND NOT LOOKING FOR A JOB	11	10	0	30	13	0	7
EMPLOYED PART-TIME	26	28	17	2	-	-	5
EMPLOYED FULL-TIME, BUT LESS THAN 3 MONTHS	22	22	19	32	25	23	17
EMPLOYED FULL-TIME, MORE THAN 3 MONTHS	24	23	42	0	50	69	47
0 6 AGE							
17	6	7	-	-	-	-	-
18	38	42	15	2	13	-	1
19	30	33	21	1	13	-	1
20	11	12	17	2	-	0	3
21	4	3	0	10	25	0	4
17YR 21	11	4	40	76	50	85	90

TABLE II
INFLUENCES ON ENLISTMENT DECISION

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		RELIST-MENT WITHIN 90 DAYS SINCE SLP.		RELIST-MENT AFTLR 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	RLSCORE	NOT RESCORE
Number Responding	2,590	2,340	48	88	8	13	93
Percent	100%	100%	100%	100%	100%	100%	100%
INFLUENCES ON DECISION TO JOIN NAVY							
<u>PERSONAL CONTACTS-PARENTS</u>							
DID NOT DISCUSS	17	4	26	28	—	62	40
WERE AGAINST MY ENLISTING	4	4	4	6	14	—	6
NO INFLUENCE	25	24	30	29	43	15	35
SOME INFLUENCE	43	46	28	27	14	8	12
STRONG INFLUENCE	11	10	13	10	29	15	8
<u>PERSONAL CONTACTS-BROTHER, SISTER/RELATIVE</u>							
DID NOT DISCUSS	22	21	30	31	14	62	40
WERE AGAINST MY ENLISTING	1	2	4	3	29	8	4
NO INFLUENCE	37	37	39	33	14	15	34
SOME INFLUENCE	25	26	20	15	29	—	17
STRONG INFLUENCE	13	13	7	18	14	15	6
<u>PERSONAL CONTACTS-FRIENDS IN SERVICE</u>							
DID NOT DISCUSS	13	12	17	19	14	54	26
WERE AGAINST MY ENLISTING	2	3	2	1	—	—	1
NO INFLUENCE	22	21	21	28	—	15	32
SOME INFLUENCE	42	44	42	24	29	23	25
STRONG INFLUENCE	21	21	19	29	57	8	17
<u>PERSONAL CONTACTS-SCHOOL COUNSELORS</u>							
DID NOT DISCUSS	36	35	41	51	33	77	55
WERE AGAINST MY ENLISTING	1	1	4	1	—	—	—
NO INFLUENCE	40	40	46	41	67	19	42
SOME INFLUENCE	19	19	4	4	—	8	1
STRONG INFLUENCE	4	5	4	3	—	—	1
<u>NAVY PUBLICITY-NAVY RECRUITER VISITING SCHOOL</u>							
DID NOT SEE OR HEAR	35	33	53	51	57	62	46
NO INFLUENCE	17	16	22	31	—	23	46
SOME INFLUENCE	34	36	22	14	43	8	6
STRONG INFLUENCE	14	15	2	4	—	8	1

**TABLE II (Continued)
INFLUENCES ON ENLISTMENT DECISION**

ATTITUDES AND CHARACTERISTICS		TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		RELIST-MENT WITHIN 90 DAYS SINLE SEP.		REENLIST-MENT AFTLR 90 DAYS	
			NO	YES	NAVY	ARMY AF MC	RESCORE	NOT RESCORE
Number Responding		2,590	2,340	48	88	8	13	93
Percent		100%	100%	100%	100%	100%	100%	100%
0 6	NAVY PUBLICITY-NAVY PUBLISHED BOOKLETS							
	DID NOT SEE OR HEAR	13	13	11	18	14	31	24
	NO INFLUENCE.	20	19	19	40	14	31	34
	SOME INFLUENCE.	96	97	67	38	29	39	37
	STRONG INFLUENCE.	12	12	7	4	43	—	5
0 7	NAVY PUBLICITY-CAREER COUNSELOR'S HANDBOOK							
	DID NOT SEE OR HEAR	39	36	32	31	43	31	33
	NO INFLUENCE.	28	27	21	41	14	31	44
	SOME INFLUENCE.	29	30	43	19	29	31	20
	STRONG INFLUENCE.	8	8	9	10	14	8	4
0 8	NAVY PUBLICITY-NAVY SPONSORED RADIO PROGRAMS							
	DID NOT HEAR OR HEAR	36	36	33	30	14	39	21
	NO INFLUENCE.	39	39	24	46	14	19	36
	SOME INFLUENCE.	26	26	33	23	43	39	30
	STRONG INFLUENCE.	3	3	9	1	29	8	13
0 9	NAVY PUBLICITY-NAVY SPONSORED TV PROGRAMS							
	DID NOT SEE OR HEAR	31	31	30	30	14	23	21
	NO INFLUENCE.	32	31	24	47	14	19	37
	SOME INFLUENCE.	33	33	39	21	29	62	38
	STRONG INFLUENCE.	5	5	11	3	43	—	12
0 10	NAVY PUBLICITY-NAVY SPONSORED FILM PROGRAMS							
	DID NOT SEE OR HEAR	42	42	51	31	29	46	35
	NO INFLUENCE.	32	31	20	50	29	23	44
	SOME INFLUENCE.	23	23	27	14	43	31	16
	STRONG INFLUENCE.	4	4	2	6	—	—	5
0 11	NAVY PUBLICITY-NAVY POSTERS OR SIGNS							
	DID NOT SEE	10	10	9	15	14	17	5
	NO INFLUENCE.	37	38	28	41	43	8	39
	SOME INFLUENCE.	47	47	92	41	29	67	39
	STRONG INFLUENCE.	5	5	11	3	14	8	17
0 12	NAVY PUBLICITY-POST CARDS/LETTERS FROM RECRUITER							
	DID NOT SEE	29	29	24	26	50	8	19
	NO INFLUENCE.	29	29	26	37	17	23	26
	SOME INFLUENCE.	31	31	30	29	—	94	28
	STRONG INFLUENCE.	11	11	20	12	33	19	27

TABLE II (Continued)
INFLUENCES ON ENLISTMENT DECISION

ATTITUDES AND CHARACTERISTICS		TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		REENLISTMENT WITHIN 90 DAYS SINCE SEP.		REENLISTMENT AFTER 90 DAYS	
			NO	YES	NAVY	ARMY AF MC	RESCORE	NOT RESCORE
Number Responding	Percent	2,590	2,340	48	88	8	13	93
		100%	100%	100%	100%	100%	100%	100%
013	<u>NAVY PUBLICITY-NAVY PUBLICITY IN GENERAL</u>							
	DID NOT SEE OR HEAR	6	6	7	13			7
	NO INFLUENCE.	19	19	11	23	13		20
	SOME INFLUENCE.	63	64	65	48	63	85	46
	STRONG INFLUENCE.	15	15	17	16	25	15	27
011	<u>PERSONAL REASONS-DESIRED NAVY CAREER</u>							
	DID NOT THINK ABOUT THIS.	22	24	9	9	13		4
	NO INFLUENCE.	19	16	20	3	13		7
	SOME INFLUENCE.	41	42	39	28	38	23	25
	STRONG INFLUENCE.	22	18	33	65	38	77	65
010	<u>PERSONAL REASONS-DESIRE TO TRAVEL</u>							
	DID NOT THINK ABOUT THIS.	3	3	2	5			6
	NO INFLUENCE.	7	6		18		15	14
	SOME INFLUENCE.	42	42	31	29	29	31	37
	STRONG INFLUENCE.	49	49	67	47	71	46	43
016	<u>PERSONAL REASONS-OPPORTUNITY TO GET TECH. TRNG</u>							
	DID NOT THINK ABOUT THIS.	2	2	9	5			2
	NO INFLUENCE.	5	4	7	11			13
	SOME INFLUENCE.	30	31	15	27		15	33
	STRONG INFLUENCE.	63	63	70	57	100	85	91
017	<u>PERSONAL REASONS-NEEDED A JOB</u>							
	DID NOT THINK ABOUT THIS.	24	24	18	25	29	23	18
	NO INFLUENCE.	60	61	96	95	43	46	90
	SOME INFLUENCE.	12	11	20	11		23	21
	STRONG INFLUENCE.	9	4	7	9	29	8	11
018	<u>PERSONAL REASONS-DESIRED TO LEAVE HOME</u>							
	DID NOT THINK ABOUT THIS.	21	21	27	24	14	39	23
	NO INFLUENCE.	55	54	93	61	71	94	68
	SOME INFLUENCE.	19	20	13	11		8	6
	STRONG INFLUENCE.	5	9	7	4	14		4
019	<u>PERSONAL REASONS-TRY MILITARY LIFE</u>							
	DID NOT THINK ABOUT THIS.	11	9	13	28	33	23	18
	NO INFLUENCE.	29	27	38	37	33	62	98
	SOME INFLUENCE.	49	52	36	22			16
	STRONG INFLUENCE.	12	19	13	14	33	15	8

TABLE II (Continued)
INFLUENCES ON ENLISTMENT DECISION

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		REENLISTMENT WITHIN 90 DAYS SINCE SEP.		REENLISTMENT AFTER 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	RESCORE	NOT RESCORE
		2,340 100%	48 100%	88 100%	8 100%	13 100%	93 100%
Number Responding	2,590						
Percent	100%						
Q 20 PERSONAL REASONS-SERVE COUNTRY							
DID NOT THINK ABOUT THIS.	3	3	7	8	14	-	8
NO INFLUENCE.	8	8	7	7	-	8	16
SOME INFLUENCE.	93	94	44	37	29	69	39
STRONG INFLUENCE.	39	39	44	48	52	23	37
Q 21 PERSONAL REASONS-DRAFT PRESSURE-NAVY OVER ARMY							
DID NOT THINK ABOUT THIS.	13	11	38	26	17	42	31
NO INFLUENCE.	39	33	40	67	50	98	64
SOME INFLUENCE.	28	30	7	6	-	-	4
STRONG INFLUENCE.	25	27	16	1	33	-	1
Q 22 PERSONAL REASONS-FULFILL MILITARY OBLIG./CHOICE							
DID NOT THINK ABOUT THIS.	7	4	18	25	33	31	27
NO INFLUENCE.	14	11	38	48	17	62	57
SOME INFLUENCE.	40	43	20	12	17	-	9
STRONG INFLUENCE.	39	41	24	15	33	8	7
Q 23 PERSONAL REASONS-BECOME MORE MATURE/SELF-RELIANT							
DID NOT THINK ABOUT THIS.	12	11	18	20	14	23	25
NO INFLUENCE.	21	19	16	37	29	62	45
SOME INFLUENCE.	41	43	42	23	43	8	20
STRONG INFLUENCE.	26	27	24	20	14	8	10
Q 24 PERSONAL REASONS-NAVY CAREER BETTER THAN CIV.							
DID NOT THINK ABOUT THIS.	16	18	9	5	14	-	2
NO INFLUENCE.	30	31	20	7	14	8	13
SOME INFLUENCE.	32	33	37	20	-	15	21
STRONG INFLUENCE.	22	18	35	68	71	77	64
Q 25 PERSONAL REASONS-OTHER SIGNIFICANT FACTOR							
YES	13	13	15	23	25	15	19
NO.	87	87	85	77	75	85	81

**TABLE III
RELATIVE IMPACT OF INFLUENCES ON ENLISTMENT DECISION**

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		RELIST-MENT WITHIN 90 DAYS SINCE SEP.		REENLIST-MENT AFTER 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	REScore	NOT REScore
		100%	100%	100%	100%	100%	100%
Percent	100%	100%	100%	100%	100%	100%	100%
INFLUENCES ON DECISION TO JOIN NAVY							
0 1 PERSONAL CONTACTS-PARENTS							
WERE AGAINST MY ENLISTING	4	4	6	9	14	—	10
NO INFLUENCE.	27	26	40	40	43	40	50
SOME INFLUENCE.	48	50	37	37	14	20	19
STRONG INFLUENCE.	21	21	17	14	29	40	14
0 2 PERSONAL CONTACTS-BROTHER, SISTER/RELATIVE							
WERE AGAINST MY ENLISTING	3	3	6	4	33	20	6
NO INFLUENCE.	47	47	50	48	17	40	57
SOME INFLUENCE.	32	33	20	22	33	—	20
STRONG INFLUENCE.	17	17	9	26	17	40	10
0 3 PERSONAL CONTACTS-FRIENDS IN SERVICE							
WERE AGAINST MY ENLISTING	3	3	3	2	—	—	2
NO INFLUENCE.	25	24	25	34	—	33	43
SOME INFLUENCE.	40	50	50	29	33	50	33
STRONG INFLUENCE.	24	23	23	35	67	17	22
0 4 PERSONAL CONTACTS-SCHOOL COUNSELORS							
WERE AGAINST MY ENLISTING	2	2	7	3	—	—	—
NO INFLUENCE.	63	62	70	64	100	67	94
SOME INFLUENCE.	20	30	7	6	—	33	3
STRONG INFLUENCE.	7	7	7	9	—	—	3
0 5 NAVY PUBLICITY-NAVY RECRUITER VISITING SCHOOL							
NO INFLUENCE.	26	24	40	63	—	60	86
SOME INFLUENCE.	52	54	40	29	100	20	12
STRONG INFLUENCE.	22	23	9	9	—	20	2
0 6 NAVY PUBLICITY-NAVY PUBLISHED BROCHURES							
NO INFLUENCE.	23	21	17	40	17	44	45
SOME INFLUENCE.	64	65	76	47	33	56	40
STRONG INFLUENCE.	13	14	7	5	50	—	7
0 7 NAVY PUBLICITY-CAREER COUNSELOR'S HANDBOOK							
NO INFLUENCE.	43	49	30	59	25	44	66
SOME INFLUENCE.	45	46	63	20	50	44	29
STRONG INFLUENCE.	12	12	7	14	25	11	6
0 8 NAVY PUBLICITY-NAVY SPONSORED RADIO PROGRAMS							
NO INFLUENCE.	54	55	37	65	17	25	46
SOME INFLUENCE.	41	41	50	33	50	63	38
STRONG INFLUENCE.	9	4	13	2	33	13	17

TABLE III (Continued)
RELATIVE IMPACT OF INFLUENCES ON ENLISTMENT DECISION

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		REENLISTMENT WITHIN 90 DAYS SINCE SEP		REENLISTMENT AFTER 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	RE SCORE	NOT RE SCORE
		100%	100%	100%	100%	100%	100%
Percent	100%	100%	100%	100%	100%	100%	100%
011 <u>NAVY PUBLICITY-NAVY SPONSORED TV PROGRAMS</u>							
NO INFLUENCE.	46	44	34	67	17	20	47
SOME INFLUENCE.	47	44	50	29	33	80	38
STRONG INFLUENCE.	7	7	16	4	50		15
011 <u>NAVY PUBLICITY-NAVY SPONSORED FILM PROGRAMS</u>							
NO INFLUENCE.	54	53	41	72	40	43	68
SOME INFLUENCE.	39	40	55	20	60	57	25
STRONG INFLUENCE.	7	7	5	8			8
011 <u>NAVY PUBLICITY-NAVY POSTERS OR SIGNS</u>							
NO INFLUENCE.	42	42	31	48	50	10	41
SOME INFLUENCE.	52	53	57	44	33	80	41
STRONG INFLUENCE.	4	5	12	3	17	10	18
011 <u>NAVY PUBLICITY-POST CARDS/LETTERS FROM RECRUITER</u>							
NO INFLUENCE.	41	41	34	50	33	25	32
SOME INFLUENCE.	41	44	47	34		54	15
STRONG INFLUENCE.	16	15	26	16	67	17	33
011 <u>NAVY PUBLICITY-NAVY PUBLICITY IN GENERAL</u>							
NO INFLUENCE.	17	16	12	27	13		22
SOME INFLUENCE.	64	64	70	55	63	85	49
STRONG INFLUENCE.	14	15	19	18	25	15	29
011 <u>PERSONAL REASONS-DESIRED NAVY CAREER</u>							
NO INFLUENCE.	20	21	21	3	14		7
SOME INFLUENCE.	53	59	43	29	43	23	26
STRONG INFLUENCE.	24	23	36	68	43	77	67
011 <u>PERSONAL REASONS-DESIRE TO TRAVEL</u>							
NO INFLUENCE.	7	7		19		17	15
SOME INFLUENCE.	41	44	32	31	29	33	39
STRONG INFLUENCE.	50	50	48	50	71	50	46
011 <u>PERSONAL REASONS-OPPORTUNITY TO GET TECH. TRNG</u>							
NO INFLUENCE.	5	4	7	11			14
SOME INFLUENCE.	31	31	17	29		15	34
STRONG INFLUENCE.	64	65	76	60	100	85	53
011 <u>PERSONAL REASONS-NEEDED A JOB</u>							
NO INFLUENCE.	78	80	68	73	60	60	61
SOME INFLUENCE.	15	15	24	14		30	26
STRONG INFLUENCE.	6	6	8	13	40	10	13

TABLE III (Continued)
RELATIVE IMPACT OF INFLUENCES ON ENLISTMENT DECISION

ATTITUDES AND CHARACTERISTICS	TOTAL	FIRST ENLISTMENT (PRIOR MIL. SERVICE)		REENLISTMENT WITHIN 90 DAYS SINCE SEP.		REENLISTMENT AFTER 90 DAYS	
		NO	YES	NAVY	ARMY AF MC	RESCORE	NOT RESCORF
		100%	100%	100%	100%	100%	100%
Percent	100%	100%	100%	100%	100%	100%	100%
Q 18 <u>PERSONAL REASONS-DESIRED TO LEAVE HOME</u>							
NO INFLUENCE.	69	68	73	61	83	88	88
SOME INFLUENCE.	24	26	18	14	—	13	8
STRONG INFLUENCE.	6	6	9	5	17	—	5
Q 19 <u>PERSONAL REASONS-TRY MILITARY LIFE</u>							
NO INFLUENCE.	32	30	44	51	50	80	71
SOME INFLUENCE.	59	57	41	30	—	—	19
STRONG INFLUENCE.	13	13	15	19	50	20	10
Q 20 <u>PERSONAL REASONS-SERVE COUNTRY</u>							
NO INFLUENCE.	9	8	7	7	—	8	17
SOME INFLUENCE.	59	56	47	41	33	69	43
STRONG INFLUENCE.	37	36	47	52	67	23	40
Q 21 <u>PERSONAL REASONS-DRAFT PRESSURE-NAVY OVER ARMY</u>							
NO INFLUENCE.	40	37	64	91	60	100	93
SOME INFLUENCE.	32	33	11	8	—	—	6
STRONG INFLUENCE.	29	30	25	2	40	—	2
Q 22 <u>PERSONAL REASONS-FULFILL MILITARY OBLIG./CHOICE</u>							
NO INFLUENCE.	19	11	46	64	25	89	79
SOME INFLUENCE.	43	45	24	16	25	—	13
STRONG INFLUENCE.	42	44	30	20	50	11	9
Q 23 <u>PERSONAL REASONS-BECOME MORE MATURE/SELF-RELIANT</u>							
NO INFLUENCE.	24	22	19	46	33	80	60
SOME INFLUENCE.	47	46	51	29	50	18	27
STRONG INFLUENCE.	30	30	30	25	17	10	13
Q 24 <u>PERSONAL REASONS-NAVY CAREER BETTER THAN CIV.</u>							
NO INFLUENCE.	39	38	21	8	17	8	13
SOME INFLUENCE.	38	40	41	21	—	15	22
STRONG INFLUENCE.	27	22	38	71	83	77	65
Q 25 <u>PERSONAL REASONS-OTHER SIGNIFICANT FACTOR</u>							
YES	13	13	15	23	25	15	19
NO.	87	87	85	77	75	85	81



APPENDIX

Copy of the Survey Questionnaire



NAVAL PERSONNEL PROGRAM SUPPORT ACTIVITY
RECRUITING AIDS DIVISION
WASHINGTON NAVY YARD
WASHINGTON, D. C. 20390

IN REPLY REFER TO
NPPSA(RAD)
00:JW:eeh

5 July 1967

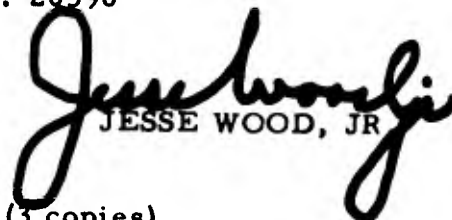
From: Director, Recruiting Aids Division
To: Distribution List
Subj: Recruitment Survey by Navy Recruiters; instructions concerning

1. The purpose of the Recruitment Survey is to obtain information on the motivational sources leading to a decision to enlist, or reenlist, in the Navy. It is requested that recruiters assist in conducting this survey and to give particular notice to the following four categories of enlistees:

- a. First service enlistees
- b. Reenlistees who have been out of the service less than 90 days
- c. Reenlistees who have been out of the service over 90 days less RESCORE
- d. RESCORE

2. It is suggested that the recruiters have each of the first five (5) men who make application (no females) fill out a survey form as soon as practical after they have completed their application for enlistment or reenlistment. This survey is to be conducted for one (1) week beginning 17 July through 22 July. All completed forms are to be mailed no later than 4 August 1967 to:

Director, Recruiting Aids Division
Naval Personnel Program Support Activity
Building 157-4, Washington Navy Yard
Washington, D. C. 20390


JESSE WOOD, JR

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U. S. NAVY RECRUITING SURVEY
1967

This survey is being conducted to obtain more information about why men decide to enlist or reenter the Navy. Your answers to the following questions will help Navy personnel managers in evaluating present day recruiting programs.

Read each question carefully and check the answer which best applies in your case. When you have completed all questions check over your answers.

This form will be mailed directly to Washington, D. C. for study and analysis.

PART I

Card
Cols

ABOUT YOUR CURRENT ENLISTMENT, EDUCATION, EMPLOYMENT, AND AGE

5

1. Which one statement best describes your current enlistment (or reenlistment) in the Navy: (If not certain ask a recruiter for assistance on this question.)

- A. First service enlistment - no prior military service
B. First service enlistment with prior Reserve, National Guard or Coast Guard service
C. A reenlistment within 90 days since separating from the navy
D. A reenlistment within 90 days since separating from the Army, Air Force, or Marine Corps
E. A reenlistment after more than 90 days separation under the reenlistment and selective conversion and retention program (RESCORE)
F. A reenlistment after more than 90 days separation but not under RESCORE
H. Other - briefly describe: _____

2. What type of enlistment are you entering as?

- A. Minority
B. Three year
C. Four year
D. Six year
E. Other

3. Indicate the highest grade level you attained in school:

- A. 7th grade or less
B. 8th grade
C. 9th grade
D. 10th grade
E. 11th grade
F. 12th grade - but did not graduate
H. Graduated from high school
I. 1st year of college
J. 2nd year or higher in college

4. Were you attending or enrolled in school when you decided to enlist/reenlist?

- A. Yes
B. No

5. Employment status when you decided to enlist/reenlist:

- A. Not employed - but looking for a job
B. Not employed - and not looking for a job
C. Employed part-time
D. Employed full-time, but for less than 3 months
E. Employed full-time, for more than 3 months

6. Your age:

- A. 17
B. 18
C. 19
D. 20
E. 21
F. Over 21

10

PART II

ABOUT THE REASONS YOU JOINED THE NAVY

What influence did each of the following have on your decision to join the Navy?
(Check a box for each item listed.)

	Did not discuss (A)	Were against my enlisting (B)	No Influence (C)	Some Influence (D)	Strong Influence (E)	Card Cols
PERSONAL CONTACTS						
1. Parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
2. A brother, sister or other relative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Friends in service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. School counselors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Did not see or hear (A)	No Influence (B)	Some Influence (C)	Strong Influence (D)	Card Cols
NAVY PUBLICITY					
5. Navy recruiter visiting school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
6. Navy published booklets & pamphlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Navy career counselor's handbook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Navy sponsored radio programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Navy sponsored TV programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Navy sponsored film programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. Navy posters or signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. Post cards or letters from recruiters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. Navy publicity in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Did not think about this (A)	No Influence (B)	Some Influence (C)	Strong Influence (D)	Card Cols
PERSONAL REASONS					
14. Desire for a Navy career	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
15. Desire to travel - see more of the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. Opportunity to get technical training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. Needed a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18. Desire to leave home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19. Desire to try military life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20. Desire to serve country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21. Draft pressure - desired Navy over Army	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22. Desire to fulfill military obligation at own time of choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23. To become more mature and self-reliant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24. Navy career opportunities looked better than civilian life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
25. Other significant factor - state the factor _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35

THANK YOU FOR YOUR COOPERATION

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WASHINGTON, D. C. 20390

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11. SUPPLEMENTARY NOTES N. A.	12. SPONSORING MILITARY ACTIVITY Bureau of Naval Personnel Washington, D. C. 20370	
13. ABSTRACT This report describes the results of a survey which was conducted to obtain information on the motivating influences affecting the decision to enlist/reenlist in the Navy. Survey questionnaires were mailed to U.S. Navy recruiting stations throughout the country with the instruction that the recruiter in charge administer them during the week of 17 - 22 July 1967 to the first five enlistees/reenlistees (no females) immediately following their enlistment/reenlistment. Questions on this survey concerned specific motivations for enlisting or reenlisting in the Navy. A space was also provided for a write-in response if the main reason(s) for one's enlisting were not mentioned in the survey. Findings reveal that "Opportunity to get technical training," "Desire to travel," "Desire to fulfill military obligation at own time of choice," and "Desire for a Navy career" were the most important personal reasons of the enlistees/reenlistees to enter the Navy. The influence of "Friends in service," and "Parents" were also important motivating forces. The results provide the most important reasons and motivations for entering the Navy at the present time.		

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KEY WORDS

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