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ATTITUDES OF YOUTH TOWARD MILITARY SERVICE: RESULTS  
OF A NATIONAL SURVEY CONDUCTED IN MAY 1971

Human Resources Research Organization

Prepared for:

Assistant Secretary of Defense  
(Manpower and Reserve Affairs)

October 1971

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**CONSULTING REPORT**

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Prepared by  
**HUMAN RESOURCES RESEARCH ORGANIZATION (HumRRO)**  
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Alexandria, Virginia 22314

CONSULTING REPORT

**ATTITUDES OF YOUTH  
TOWARD MILITARY SERVICE:**  
*Results of a National Survey  
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This Consulting Report has been prepared to provide information to the requesting agency. It has been issued by the Director of Research of HumRRO Division No. 7 (Social Science). It has not been reviewed by, nor does it necessarily represent the official opinion of policy of the Director, Human Resources Research Organization, or of the Department of Defense.

**HumRRO Division No. 7 (Social Science)  
Alexandria, Virginia 22314**

**HUMAN RESOURCES RESEARCH ORGANIZATION**

## PREFACE

This Consulting Report covers a survey of civilian youth conducted for the Department of Defense by Gilbert Youth Research, Inc. Interviews and tabulations were performed by Gilbert Youth Research. Analyses of the tabulations were accomplished by the Human Resources Research Organization (HumRRO) at the request of the Department of Defense. The report was prepared by Dr. Allan H. Fisher, Jr. of HumRRO Division No. 7 (Social Science). Dr. Artaur J. Hoehn is Director of the Division. The HumRRO effort was conducted for the Directorate for Manpower Research in the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs). The effort was supported under Work Unit EMR.

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## INTRODUCTION

A national survey of civilian youth, conducted in May 1971, had as objectives, determination of the following items of information about American youth:

- (1) Their potential for voluntary enlistment in the Regular and Reserve forces in a draft-free environment.
- (2) Their factual knowledge and perceptions of the Regular and Reserve forces.
- (3) Their reactions to enlistment incentives, benefits, compensation, and options or conditions of Service, and
- (4) Their enlistment propensity in terms of demographic characteristics, socio-economic background and educational/occupational status, achievements, and interests.

Further, this survey is part of a systematic effort by the Department of Defense to study the enlistment motivation and attitudes toward employment and education held by American youth. Through a continued program of research, valuable information can be accumulated on attitudes toward military service and related topics. The commitment to continued research promises to improve the quality of data on these topics, and to assure continued availability of data necessary to appraise the reactions of youth to events and program modifications that impact on attitudes toward military service. Accumulative information provides a perspective of youth's responses to previous events and alternative programs.

This report provides information about the motivations and predispositions of contemporary American civilian youth. Results derive from a nationwide sample of young male civilians, ages 16 through 21, who expressed their opinions on these topics through the mechanism of personal interviews. This report also presents their reactions to current and potential alternative programs for providing manpower for the military services. Interpretation of the findings in this report should be qualified by the fact that the study population excludes a substantial proportion of men, that is, those men who have already entered military service.

Findings from this research provide an essential benchmark for subsequent surveys of youth. Such information is vital to the Department of Defense for policy determinations and in planning optimum manpower recruitment and procurement programs.

## DESCRIPTION OF THE SURVEY

The survey was conducted by Gilbert Youth Research, New York City. The study sample derived from a national probability sample of youth composed of a master primary sample of resident college students, a master sample of the general population (other than college residents) used to reach youth living at home, and a special high school sample.<sup>1</sup> Gilbert Youth Research employs peer group interviewers in conjunction with local supervision to increase the likelihood of valid responses. A systematic program of interview verification is used to insure data quality.

Survey findings derive from a total of 2,845 personal interviews conducted with a national probability sample of young male civilians, aged 16 through 21. Interviewing occurred in May 1971. To insure a representative population of civilian youth, no excluding criteria were applied. Results have been weighted for extrapolation to the national population.

### AGE COMPOSITION

Age Category	Percent
16-17 years	38.7%
18-19 years	34.5%
20-21 years	26.8%

### MAJOR DEMOGRAPHIC CHARACTERISTICS

White	91%	
Single	94%	
In school	69%	High School { 41%
Educated parents (father, high school graduate or above)	71%	College { 28%
Middle class (family income \$8000-20000)	42%	
Residents of a metropolitan area	79%	Large { 51%
		Small { 28%

<sup>1</sup> See *Modern Sampling Doctrine: Master Probability Sample of Young People*, Gilbert Marketing Group, Inc., Marketmath, Inc., 1969.

## SUMMARY

### Enlistment

The survey indicated sharp differences between the enlistment potential for high school students and those who were either in college or not enrolled in school. Less than half (45%) of the high school students, but seven out of ten of the other youths said they would definitely not enlist for active Service. (See table, p. IV-4.) Assuming the absence of the draft, 20% of the high school students and 5% of the other youth report a probable enlistment for active Service as a regular.

Overall, 11% of the sample report a probable enlistment for active Service as a regular, assuming the absence of a draft, compared to 13% under a draft situation. (See table, p. IV-3.) However, even in the latter case, only 4% report an intention to enlist table, the next 12 months, that is, a firm enlistment intention.<sup>2</sup> (See table, p. IV-6.) *Younger men* (16-17 years of age) and *non-whites* are more predisposed to enlistment than other groups. (See table, p. IV-5.)

### Service Preference

The Air Force and the Navy were selected as the best overall services by the *total sample*. (See table, p. III-20.) The Army was chosen as best by only 8% of the total sample. However, among the 13% who intend to enlist, the Air Force (37%) leads both the Navy (25%) and Army (24%) as the preferred branch of service. (See table, p. IV-18.)

### Current Incentive Preferences

For the total sample, the most popular current enlistment incentives are travel, pay, trade/skill acquisition, and advanced education. (See table, p. III-9.) The Navy is seen as the service offering travel, and the Air Force is strongly favored for pay and training. (See table, p. III-11.) Other important factors in enlistment are the choice of service and timing of when one serves. (See table, p. IV-28.)

### Potential Incentive Preferences

For the total sample, potential incentives that elicit strong endorsement are a *fully paid college education* and a *shorter enlistment period*. A paid college education is endorsed as the single best incentive by 24% of the 16-21 age group sample. A shorter enlistment period is picked by 11% as the best inducement to enlistment in a combat branch. (See table, p. IV-24.)

### Career Objectives

The most important occupational goals for youth are *pay* (18%), and *secure/stable employment* (20%). (See table, p. I-3.) Secure/stable employment appears to be a more important goal for the near future of youth, that is, 22% want job security/good retirement benefits in their job five years from now, while only 8% want this now. (See table, p. I-9.) *The military service is seen as offering more secure/stable work than the civilian world by 35%*. (See table, p. I-6.) The military also offers more adventure/excitement by 39%—but only 5% of respondents consider this of prime career importance, and its effect declines as an anticipated work motivation five years from now. (See table, p. I-9.) However, the military is seen as offering better *pay* opportunities than the civilian world by only 4% of respondents. (See table, p. I-6.)

<sup>2</sup>When the possibility of any future military service is probed 40% report that they may serve at some time in some capacity, that is, as enlistees, inductees, officers, Reservists, Service Academy.

### **Media Influence**

American youth report heavy exposure to military recruiting information through such media as television (78%), posters (58%), radio (56%), and newspapers/magazines (53%). (See table, p. VII-7.) Of all the media, *TV emerges as the most influential in the enlistment decision by virtue of mass exposure.* However, only 48% of those exposed to TV regard its information about military opportunities as adequate. (See the first table, p. VII-9.)

### **Recruiter Influence**

The American youth attribute considerable influence to the *recruiter* in the enlistment decision. Some form of recruiter contact is reported by 48%. (See table, p. VII-4.) Some 31% report personal exposure to recruiter information about the military. The recruiter, in person, influences the enlistment decision of as many youth as does TV. (See the second table, p. VII-9.) Recruiter influence is predicated on the provision of information that adequately portrays the opportunities available in military service. Some 73% of those personally exposed to the recruiter report his information adequate. (See the first table, p. VII-9.)

### **Reserve Affiliation**

The *Reserves and National Guard* are perceived as a favorable form of military service. Some 28% claim they might join the Reserves/National Guard, assuming a draft condition. However, with no draft, only 10% claim an intention to join. (See table, p. V-4.) Educational benefits and skills training are inducements to Reserve affiliation. (See table, p. V-8.) *The non-white population segment appears to be a promising recruiting source for the Reserves/National Guard.* Far more non-whites (24%) than whites (8%) said they would definitely join the Reserves or National Guard—even if there were no draft. (See table, p. V-5.)

**Results in Detail**

## I. Career Goals and Their Fulfillment

Youth attaches major importance to the achievement of career goals such as secure/steady work, and financial reward. Interest in stable employment is perceived as becoming increasingly important to youth five years from now. A substantial percentage of youth believe that secure/steady work can be obtained in the military service—while good pay was not perceived as attainable in the service as it is in civilian life.

## CAREER GOALS OF YOUTH

Each respondent was asked to indicate the three most important aims in life from a list provided for his consideration. The percent who selected each goal as most important is reported below.

---

### First Most Important of Life Aims

Statements of Aims in Life	Percent 1st Rank
- Having a secure, steady job. . . . .	20%
- Making lots of money . . . . .	18%
- Working for a better society . . . . .	14%
- Learning as much as I can. . . . .	12%
- Being able to do what I want in a job. . . . .	11%
- Helping other people . . . . .	11%
- Doing challenging work . . . . .	7%
- Adventure/Excitement . . . . .	5%
- Recognition/Status . . . . .	1%
- Raising my own social level. . . . .	1%
	100%

---

*Having a secure, steady job* (20%) emerges the as most important in an absolute ranking condition. Also ranked high by many respondents is financial success, i.e., *making lots of money* (18%). No other life goal is endorsed first by 15% of the respondents.

*Having a secure, steady job* was most important to 16-17 year olds (24%).

*Making lots of money* was cited more by non-whites (31%) than whites (17%). Also, *learning as much as I can* was cited more by non-whites (18%) than whites (11%).

*Working for a better society* drew minor support from all demographic categories.

*Being able to do what I want to do in a job* was endorsed most by college students (17%) as opposed to high school students (9%) or non-students (9%). This goal was also cited more frequently by residents of the West (18%) than by residents of other geographic areas.

*Doing challenging work* (7%) and *adventure/excitement* (5%) were more preferred goals for whites than for non-whites, although the percentage differences were minor.

**Correlates of Most Important Life Goals**  
(Selected Life Goals Only)

"Please look at this card of statements and tell me the three most important statements which describe your aim in life, the first most important, the second most important, and the third most important."

	Secure, Steady Job	Making Lots of Money	Better Society	Learn as Much as Can	Do What I Want	Chal- lenging Work	Adventure/ Excitement
Total (16-21)	20%	18%	14%	12%	11%	7%	5%
<u>Age</u>							
16-17 years	24%	21%	15%	12%	9%	6%	5%
18-19 years	17%	18%	14%	9%	11%	7%	6%
20-21 years	18%	14%	14%	14%	14%	9%	4%
<u>Race</u>							
White	20%	17%	14%	11%	12%	8%	5%
Non-White	17%	31%	18%	18%	5%	2%	2%
<u>Education Status</u>							
HS Student	23%	23%	14%	11%	9%	7%	4%
College Student	13%	12%	16%	11%	17%	9%	5%
Non-Student	22%	18%	13%	13%	9%	6%	5%
<u>City Size</u>							
Large Metropolitan	22%	19%	14%	12%	8%	9%	4%
Small Metropolitan	17%	15%	14%	14%	15%	6%	8%
Non-Metropolitan	19%	21%	15%	7%	13%	6%	3%
<u>Geographic Area</u>							
Northeast	19%	15%	18%	12%	7%	6%	8%
North Central	21%	22%	12%	9%	12%	7%	4%
South	23%	19%	12%	13%	9%	10%	3%
West	14%	16%	17%	12%	18%	6%	6%

## ACCOMPLISHMENT OF CAREER GOALS IN THE MILITARY SERVICE

After each respondent's career goals were recorded, he was asked to specify whether he thought each goal could be better achieved in (1) the military service or (2) civilian life. The following table reports the percent who thought the military service offered the better opportunity, together with the percent who attributed first importance to each goal as previously discussed.

### Potential Career Goal Accomplishment in the Military Service

<u>Career Goals</u>	<u>Percent 1st Rank</u>	<u>Percent Achieve in Military</u>
- Working for a better society. . . . .	14%	13%
- Doing challenging work. . . . .	7%	22%
- Making a lot of money . . . . .	18%	4%
- Learning as much as I can . . . . .	12%	17%
- Helping other people. . . . .	11%	18%
- Having a secure, steady job . . . . .	20%	35%
- Being able to do what I want in a job	11%	4%
- Raising my own social level . . . . .	1%	10%
- Recognition/Status. . . . .	1%	37%
- Adventure/Excitement. . . . .	5%	39%

The single most important goal, *having a secure, steady job*, was highly endorsed as possible to achieve in the military service (35%).

*Adventure/excitement* were also seen as goals that could be achieved in the service (39%), as were *recognition/status* (37%). Unfortunately, none of these goals received much endorsement for importance.

As previously noted, the 16-17 year olds most endorsed *adventure/excitement*. They also tend to more highly endorse the military as offering the circumstance for achieving these goals (57%). Non-whites believe these goals more attainable in the military than do whites (57% versus 38%).

Another major life goal, *making lots of money*, is not seen as attainable in the service. Only 4% believe this goal can be better accomplished in the military. However, non-whites (8%) claim it possible moreso than do whites (4%), which is consistent with the racial difference in support of this career goal.

The most important life goal, *a secure/steady job*, was believed attainable in the service more by high school students (41%) than youth out of school (non-students, 27%).

**Probability of  
Achieving Career Goals in the Military Service  
(Selected Career Goals)**

"Where do you think you would be better off for achieving these life or career goals...in the military service or in civilian life?"

	<u>Secure, Steady Job*</u>	<u>Making Lots of Money*</u>	<u>Adventure/ Excitement</u>
Total (16-21)	35%	4%	39%
<u>Age</u>			
16-17 years	39%	6%	57%
18-19 years	30%	3%	29%
20-21 years	35%	3%	27%
<u>Race</u>			
White	35%	4%	38%
Non-White	31%	8%	57%
<u>Education Status</u>			
HS Student	41%	6%	55%
College Student	36%	2%	29%
Non-Student	27%	3%	27%
<u>City Size</u>			
Large Metropolitan	34%	4%	41%
Small Metropolitan	38%	4%	37%
Non-Metropolitan	33%	5%	37%
<u>Geographic Area</u>			
Northeast	28%	2%	28%
North Central	39%	6%	31%
South	34%	4%	47%
West	39%	4%	42%

\*Most important career goals.

## LONG-TERM GOALS

Money and secure, steady employment emerged as important career goals of youth. It is interesting to note the shifts in career motivations anticipated by contemporary American youth.

Each respondent was asked what type of work in which he is most interested at present, and the type of work he thought would most interest him five years from now. The following table reports the results and the anticipated shifts in work preference.

---

### Most Interesting Work: Now and Five Years Hence

<u>Type of Work</u>	<u>Percent Interested</u>		<u>Diff.</u>
	<u>Now</u>	<u>5 years from now</u>	
-Work that allows me to be outdoors	15%	5%	-10%
-Work that offers adventure/excitement	13%	6%	- 7%
-Work that allows me freedom of movement from place to place	11%	7%	- 4%
-Work that offers me security and good retirement benefits	8%	22%	+14%
-Work that assures me a good income (pay)	23%	21%	- 2%
-Work that takes care of all my needs	14%	20%	+ 6%
-Work that gives me a chance to be my own boss	13%	16%	+ 3%
-Some other type of work	3%	3%	—
	100%	100%	

---

Good income (pay) is regarded as important now (23%), and as important five years from now (21%).

Work offering security and retirement benefits is not judged "interesting" now (only 8%), but for five years hence, anticipated support increases substantially (22%). Also showing increases in

interest is work that takes care of the respondents needs (from 14% now to 20% five years hence). These findings are noteworthy, since steady, secure employment is not only judged important by youth, but attainable in the military service as well.

The anticipated decline in interest in outdoor work and particularly in work offering adventure/excitement is important. The Navy is selected for travel opportunities and both the Navy and Marine Corps are preferred services because they connote adventure and excitement in the opinion of American youth (see Reasons for Selection of Branch of Service).

## II. Global Assessment of Military Service

A variety of items queried the attitudes of American youth toward military service in general. Acceptance of the military was couched in terms of incentives for enlistment, and deterrents to enlistment. Half (or more) of the sample is unfavorably disposed toward military service.

## PERSONAL CONSIDERATIONS DETER ENLISTMENT IN THE ACTIVE FORCE

Respondents were asked:

"Do you have any personal considerations which would strongly deter you from voluntarily enlisting?" In response, 65% said "Yes" and 35% said "No."

The younger respondents (16-17 years old) were more positive towards enlistment...almost 43% of them reported no personal considerations would deter their enlistment. Favorable rates in terms of non-deterrence were noted among high school students (40%), non-whites (49%), and those whose parents' incomes were \$8000-\$14000/annum (37%). Other correlates of non-deterrence were North Central geographic region (40%) or West (39%), and small metropolitan residence area (39%) or non-metropolitan area (38%).

The positive attitude towards service of the 16-17 year olds appears to change to negativism at age 18 and remain constant thereafter, for 18-21 year olds.

The race difference, with blacks more positive toward service than whites, is particularly strong and worthy of note.

It is also important to appreciate that almost 65% of American youth feel deterred from enlistment. Reasons for this deterrence are tabled subsequently.

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## Personal Considerations Detering Enlistment

"Do you have any personal considerations which would strongly deter you from voluntarily enlisting?"

	<u>Yes (Negative)</u>
Total (16-21)	65%
<u>Age</u>	
16-17 years old	57%
18-19 years old	70%
20-21 years old	69%
<u>Race</u>	
White	66%
Non-White	51%
<u>Education Status</u>	
HS student	60%
College student	67%
Non-student	68%
<u>City Size</u>	
Large Metropolitan	67%
Small Metropolitan	61%
Non-Metropolitan	62%
<u>Geographic Area</u>	
Northeast	75%
North Central	60%
South	63%
West	61%

### Reasons for Deterrence

The previous page reports that 65% of the sample claimed personal considerations would strongly deter their enlistment. Each of these respondents was then asked to indicate which of several statements would most deter enlistment. Results for the total population appear below:

---

#### Reasons for Not Voluntarily Enlisting

- I wouldn't want to relinquish my freedom to do . . . . . 21%
  - I don't believe in war or a military establishment . . . . . 32%
  - In the military, I could not live the style of life I want for myself . . . . . 24%
  - I would be afraid of getting injured or killed . . . . . 15%
  - All other reasons . . . . . 8%
- 

Few substantial demographic differences were noted. Non-Whites were more likely to express fear of being injured or killed (21%); Not believing in war or a military establishment was more cited by 18-19 year olds (36%) than by 16-17 year olds (24%).

**FOR ALMOST HALF THE SAMPLE,  
NOTHING SUFFICES AS AN INDUCEMENT TO ENLISTMENT**

The sample was asked to state, in their own words, what inducements would cause them to enlist:

- under the present draft status<sup>\*</sup>  
(assuming the draft law is extended)
- if they did not have to serve in a combat area

In reply to both questions, the most frequent answer was "nothing." For the draft option, the rate was 45%. For the "no-combat" option, the rate was 43%. As a perspective, the most frequently endorsed inducement (travel, given the "no-combat" option) was espoused by only 12%.

The most negative attitude toward enlistment was indicated by the older respondents, residents of the Northeast and large metropolitan areas, and non-students.

No appreciable race difference was found.

---

\* The draft was in effect at the time of the interviews.

**Inducements to Enlistment**  
(Assuming a Draft)

"What, if anything, would induce you to enlist in the military service under present draft status (assuming the draft law is extended)?" (PROBE)

Answer: "Nothing"

Total (16-21)	45%
---------------	-----

Age

16-17 years	38%
18-19 years	49%
20-21 years	51%

Race

White	45%
Non-White	44%

Education Status

HS student	37%
College student	45%
Non-student	57%

City Size

Large Metropolitan	51%
Small Metropolitan	39%
Non-Metropolitan	40%

Geographic Area

Northeast	63%
North Central	38%
South	44%
West	36%

**Inducements to Enlistment**  
(Assuming No Combat Area Exposure)

"What, if anything, would induce you to enlist if you did not have to serve in a combat area?"

Answer: "Nothing"

<u>Total (16-21)</u>	43%
----------------------	-----

Age

16-17 years	34%
18-19 years	46%
20-21 years	51%

Race

White	42%
Non-White	47%

Education Status

HS student	32%
College student	43%
Non-student	56%

City Size

Large Metropolitan	50%
Small Metropolitan	36%
Non-Metropolitan	34%

Geographic Area

Northeast	60%
North Central	39%
South	37%
West	36%

**FOR ALMOST HALF THE SAMPLE,  
PROPOSED/POTENTIAL ENLISTMENT INCENTIVES ARE NOT  
SUFFICIENT TO INDUCE COMBAT BRANCH ENLISTMENTS**

Respondents were also presented a comprehensive list of active duty enlistment incentives and asked their reaction. In one condition, they were asked which inducement would be most likely to cause enlistment in a combat type branch of service. Given this constraint, 45% said "None," i.e., no one of the alternative inducements would cause these young men to enlist.

The highest frequency of negative rates was given by whites, older respondents, and college student/non-students.

Residents of large metropolitan areas were most negative, as were residents of the Northeast geographical region.

## Specified Inducements to Enlistment

"And which one incentive would *most* likely induce you to enlist in a combat type branch of the service, such as Armored, Artillery, Signal or Engineer Corps or the Infantry?"

	<u>Option: "None"</u>
<u>Total (16-21)</u>	45%
<u>Age</u>	
16-17 years	31%
18-19 years	52%
20-21 years	55%
<u>Race</u>	
White	46%
Non-White	33%
<u>Education Status</u>	
HS student	33%
College student	54%
Non-student	52%
<u>City Size</u>	
Large Metropolitan	51%
Small Metropolitan	38%
Non-Metropolitan	36%
<u>Geographic Area</u>	
Northeast	71%
North Central	40%
South	34%
West	35%

### **III. IMAGE: An Approach to Measuring Youth's Acceptance and Assessment of Each of the Armed Forces**

**The *image* of the various branches was probed in a comprehensive series of questions. The various services have definitive characteristics in the opinion of American youth. The Air Force and Navy are most favorably perceived. The Army is accorded least favorable citation, and is selected as best overall at the same rate as the Marine Corps and Coast Guard.**

## SERVICE IMAGE: PERSONNEL POLICIES/BENEFITS

The youth sample was asked to evaluate the Army, Navy, Air Force, Marine Corps, and Coast Guard in terms of which was best described by each of several statements ("image"). Factors presented to each respondent for his selection were the following:

### Statements Presented for Service Attribution

- Best pay
- Best chance to prove oneself a man
- Best living conditions for families of servicemen
- Best chance to get ahead in a career
- Best chance to learn new and useful skills
- Best chance to use one's skills and abilities
- Most opportunity for travel in foreign countries
- Most attractive uniform
- Most exciting life

The *Air Force* was cited for best pay, family living conditions, chance to get ahead in a career, and chance to learn new and useful skills. The *Navy* was cited as offering the most opportunity for foreign travel and the most exciting life. The *Marine Corps* offered the best chance to prove oneself a man, and the most attractive uniform. The *Army* was not cited as "best described" by any of these statements. The highest rate of *Army* citation occurred for the statement "best chance to use one's skills or abilities" (15%); however more respondents selected the *Air Force* (24%) and *Navy* (20%) on this characteristic.

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The following table summarizes results for the entire youth population.

**Service Image**

"Which branch of the military service do you think is best described by each of these statements?"

	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>	<u>No difference</u>
Best pay	5%	11%	33%	7%	2%	42%
Best chance to prove oneself a man	12%	4%	5%	52%	1%	26%
Best living conditions for families of servicemen	7%	18%	39%	2%	8%	26%
Best chance to get ahead in a career	10%	19%	38%	4%	2%	27%
Best chance to learn new and useful skills	13%	23%	32%	3%	2%	27%
Best chance to use one's skills and abilities	15%	20%	24%	7%	2%	31%
Most opportunity for travel in foreign countries	12%	52%	16%	3%	1%	17%
Most attractive uniform	3%	22%	14%	28%	3%	30%
Most exciting life	6%	29%	20%	13%	3%	30%

The "image" assessed by these statements was held by most respondents, regardless of demographic differences. Certain trends were noted, however. The Marine Corps "prove-oneself" theme is most cited by men 19 years or younger, high school students and residents of the North Central area. The Navy "foreign travel" theme is most cited by 16-17 year olds, and residents of the South. The Air Force "best living conditions" is cited by 20-21 year olds, non-whites, and residents of the West.

### Demographic Correlates of Strongest Characteristics

	U. S. MARINE CORPS: Best Chance To Prove Oneself a Man	U. S. NAVY: Best Opportunity For Foreign Travel	U. S. AIR FORCE: Best Living Conditions For Families of Servicemen
Total (16-21)	52%	52%	39%
<u>Age</u>			
16-17 years	54%	55%	41%
18-19 years	53%	50%	34%
20-21 years	48%	51%	45%
<u>Race</u>			
White	53%	52%	39%
Non-White	46%	49%	46%
<u>Education Status</u>			
HS Student	57%	53%	42%
College Student	52%	49%	40%
Non-Student	46%	52%	35%
<u>City Size</u>			
Large Metropolitan	53%	54%	39%
Small Metropolitan	52%	53%	41%
Non-Metropolitan	49%	44%	39%
<u>Geographic Area</u>			
Northeast	48%	47%	30%
North Central	56%	50%	39%
South	53%	58%	41%
West	50%	50%	48%

## SERVICE IMAGE: HISTORY/RESPECT

Respondents were further asked to evaluate the services in terms of six additional characteristics. Each youthful interviewee was asked to specify which branch of the service was the highest in each of the characteristics.

### Statements Provided for Service Attribution

- Tradition
- Prestige
- Glamour
- Having the best Commanding Officers
- Having the most capable men
- Most respected in the public eye

The *Marine Corps* was endorsed as the branch highest in tradition and prestige, and cited for having the most capable men. It was also selected as most respected in the public eye. The *Air Force* was equally selected as possessing "glamour" with the *Marine Corps*. While there was considerable "no difference" reaction to the statement about the quality of Commanding Officers, the *Marine Corps* and *Navy* were cited as well. The *Army* was not cited as "highest" on any of these characteristics.

The following table summarizes results for the youth population.

**Service Image**

"Generally speaking, which Branch of the Service would you say is highest in ..."

	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>	<u>No Difference</u>
Tradition	25%	15%	3%	44%	2%	11%
Prestige	11%	14%	16%	42%	1%	16%
Glamour	4%	17%	29%	29%	2%	20%
Having the best Commanding Officers	13%	17%	12%	21%	2%	36%
Having the most capable men	9%	9%	11%	40%	3%	28%
Most respected in the public eye	8%	11%	12%	40%	3%	26%

The Marine Corps dominance of these characteristics is worthy of further analysis. On such parameters as tradition and prestige, the attribution originates among the older respondents (18 years or older). The following table indicates that the profile is not repeated for the other services, i.e., for the Army.

**Service Image: Branch of Service\***  
**Ranked Highest in Tradition**

	<u>MARINE CORPS</u>	<u>ARMY</u>
Total (16-21)	44%	25%
 <u>Age</u>		
16-17 years	40%	32%
18-19 years	46%	24%
20-21 years	47%	18%
 <u>Race</u>		
White	45%	24%
Non-White	31%	34%
 <u>Education Status</u>		
HS Student	41%	33%
College Student	46%	23%
Non-Student	45%	18%
 <u>City Size</u>		
Large Metropolitan	49%	21%
Small Metropolitan	43%	24%
Non-Metropolitan	31%	37%
 <u>Geographic Area</u>		
Northeast	52%	18%
North Central	45%	28%
South	39%	28%
West	39%	26%

\*Results for Army (25%) and Marine Corps (44%) only.

## INDUCEMENTS TO ENLISTMENT

The youth sample was presented a list of potential inducements to enlistment. Each respondent was asked which feature(s) might induce him to enlist. The specified features and rates of response are tabled below.

---

### Feature That Would Encourage Enlisting

- Opportunity for travel . . . . .	52%
- Skills training . . . . .	35%
- Paid college education . . . . .	48%
- Enrollment in officer's training program . . . . .	20%
- Choice of assignment . . . . .	41%
- Pay . . . . .	21%

---

From this list, the *opportunity for travel* was most selected (52%). Second in order was a *paid college education* (48%). Third in selection was a *choice of assignment* (41%). Other alternatives evoked less endorsement. *Pay* was cited by only 20%.

*Travel* was most cited by 16-17 year olds (59%) and residents of the North Central area (59%). *Paid college education* was uniformly endorsed, except for non-students (40%). *Choice of assignment* was selected by non-whites (46%) and by 16-17 year olds (47%) and residents of the South (49%). *Pay* was cited by non-whites (38%).

### Selected Inducements to Enlistment

"Listed on this card are certain features that might induce a person to enlist in the Military Service. As far as you are concerned, which feature (s) might induce you to enlist?"

	<u>Opportunity for Travel</u>	<u>Paid College Education</u>	<u>Choice of Assignment</u>	<u>Pay</u>
Total (16-21)	52%	48%	41%	20%
<u>Age</u>				
16-17 years	59%	51%	47%	25%
18-19 years	48%	47%	38%	18%
20-21 years	47%	46%	35%	17%
<u>Race</u>				
White	52%	48%	40%	19%
Non-White	52%	45%	46%	38%
<u>Education Status</u>				
HS Student	59%	53%	47%	25%
College Student	47%	50%	38%	18%
Non-Student	46%	40%	34%	18%
<u>City Size</u>				
Large Metropolitan	53%	48%	43%	20%
Small Metropolitan	50%	52%	40%	22%
Non-Metropolitan	52%	42%	35%	22%
<u>Geographic Area</u>				
Northeast	42%	44%	27%	9%
North Central	59%	53%	43%	29%
South	55%	49%	49%	24%
West	49%	45%	42%	18%

### Service-Attributed Inducements to Enlistment

Representatives of the youth sample who considered certain items as enlistment inducements were asked to state which of the several services they thought was best for providing the specified enlistment inducement. Responses appear below.

#### Enlistment Features by Service

FEATURE THAT WOULD ENCOURAGE ENLISTING	SERVICE BRANCH WHERE FEATURE IS BEST						
	Overall Rate	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	52%	9%	63%	17%	2%	1%	9%
Skills training	35%	15%	26%	35%	6%	1%	17%
Paid college education	48%	13%	18%	17%	2%	1%	48%
Enrollment in officer's train- ing program	20%	19%	17%	26%	5%	3%	29%
Choice of assign- ment	41%	13%	28%	25%	5%	3%	26%
Pay	21%	6%	18%	29%	4%	1%	41%

The *Navy* was overwhelmingly cited as the best service in offering the *opportunity for travel*. *Paid college education* was attributed to the *Navy* and *Air Force*, with the *Army* also cited. The *Navy* and *Air Force* were selected as best offering a *choice of assignment*. The *Air Force* was also cited for *pay* and for offering *officer's training program enrollment*.

The strongest offered inducement was the *opportunity for travel* (52%). It was most attributed to the *Navy* (63%). This attribution came from the 16-17 year old youth (68%), high school students (69%) and residents of the Northeast (72%).

On other inducements for which the Navy was selected (*paid college education, choice of assignment*), the above profile holds for age. Highest endorsements come from the 16-17 year olds, and high school students. However, *paid college education* was most cited by non-metropolitan/North Central residents, while *choice of assignment* was more frequently mentioned by residents of the South, with no city size differential.

The *Air Force* was also cited as providing *paid college education and choice of assignment*. In contrast to the Navy, the Air Force was more often cited by 20-21 year olds and college students or non-students.

## Enlistment Inducements by Service

"Which branch of the service would you say is best for (FEATURE)?"

	Opportunity for Travel	Paid College Education		Choice of Assignment	
	NAVY	NAVY	AIR FORCE	NAVY	AIR FORCE
Total (16-21)	63%	18%	17%	28%	25%
<u>Age</u>					
16-17 years	68%	22%	17%	36%	24%
18-19 years	62%	19%	14%	22%	21%
20-21 years	54%	11%	20%	21%	32%
<u>Race</u>					
White	65%	17%	17%	27%	25%
Non-White	42%	30%	23%	34%	20%
<u>Education Status</u>					
HS Student	69%	23%	17%	36%	23%
College Student	58%	11%	17%	16%	27%
Non-Student	57%	18%	18%	26%	26%
<u>City Size</u>					
Large Metropolitan	70%	13%	18%	29%	26%
Small Metropolitan	49%	22%	18%	28%	25%
Non-Metropolitan	64%	27%	14%	24%	21%
<u>Geographic Area</u>					
Northeast	72%	14%	8%	19%	31%
North Central	55%	24%	18%	25%	20%
South	68%	12%	22%	36%	24%
West	57%	25%	18%	25%	28%

## DETERRENTS TO ENLISTMENT

The sample was asked to indicate which of a series of conditions might deter their enlistment. The options presented are tabled below.

---

### Conditions That Would Deter From Enlisting

- Extended time away from home . . . . .	49%
- High risk of injury . . . . .	58%
- Strict discipline/training conditions . . . .	44%
- Poor living conditions for single Servicemen .	33%
- Lack of career opportunities . . . . .	30%
- Low level of associates . . . . .	27%
- Insufficient pay on entering . . . . .	42%
- Insufficient pay over a long career . . . . .	33%

---

The most frequently cited deterrent was "high risk of injury" (58%). Also identified as major deterrents were extended time away from home (49%), strict discipline/training conditions (44%), and insufficient pay on entry (42%).

High risk of injury was more frequently mentioned by non-whites (66%). Extended time away from home was most cited by high school students (55%). Strict discipline/training was most cited by college students (50%). Insufficient pay at entry was most selected as a deterrent by 20-21 year olds (45%) and residents of the South (46%).

### Selected Deterrents to Enlistment\*

"From your own experience, or what you may have heard, what conditions now existing in the Military Services would most deter you from enlisting?"

	<u>Extended Time Away From Home</u>	<u>High Risk of Injury</u>	<u>Strict Discipline Training Conditions</u>	<u>Low Pay At Entry</u>
Total (16-21)	49%	58%	44%	42%
<u>Age</u>				
16-17 years	53%	60%	41%	40%
18-19 years	45%	56%	43%	42%
20-21 years	47%	57%	48%	45%
<u>Race</u>				
White	50%	57%	44%	42%
Non-White	40%	66%	39%	41%
<u>Education Status</u>				
HS Student	55%	61%	41%	43%
College Student	40%	61%	50%	44%
Non-Student	48%	51%	42%	40%
<u>City Size</u>				
Large Metropolitan	49%	59%	42%	43%
Small Metropolitan	44%	56%	47%	41%
Non-Metropolitan	53%	56%	44%	40%
<u>Geographic Area</u>				
Northeast	58%	59%	42%	40%
North Central	50%	60%	44%	40%
South	48%	54%	42%	46%
West	37%	59%	46%	42%

\*Major deterrents only.

### Service-Attributed Deterrents to Enlistment

Respondents who considered certain items as deterrents to enlistment were asked in which of the several services each listed deterrent was most likely to exist. Responses for each deterrent are tabled below.

#### Deterrent Conditions by Service

WHERE CONDITION MOST LIKELY TO EXIST

CONDITIONS THAT WOULD DETER FROM ENLISTING	Overall Rate	WHERE CONDITION MOST LIKELY TO EXIST					No Difference
		Army	Navy	Air Force	Marine Corps	Coast Guard	
Extended time away from home	49%	30%	20%	3%	6%	1%	40%
High risk of injury	58%	43%	1%	2%	35%	*	19%
Strict discipline/ training conditions	44%	17%	2%	1%	53%	1%	27%
Poor living condi- tions for single servicemen	33%	44%	4%	1%	12%	1%	38%
Lack of career opportunities	30%	40%	4%	1%	12%	6%	37%
Low level of associates	27%	40%	2%	1%	18%	3%	34%
Insufficient pay on entering	42%	32%	2%	3%	4%	2%	56%
Insufficient pay over a long career	33%	31%	2%	3%	5%	3%	55%

The *Marine Corps* was selected as the service most likely to possess the conditions of (1) *high risk of injury*; and (2) *strict discipline/training*. The *Army* and *Navy* were cited as possessing the deterrent *extended time away from home*. The *Army* was also cited for *high risk of injury*. Relative to the other Services, the *Army* received high endorsements on all deterrents. The rates for the *Navy* (except for time away from home), *Air Force*, and *Coast Guard* were uniformly *low*, suggesting that the specified enlistment deterrents are *not* attributed to these branches.

*High risk of injury* was the most frequently selected deterrent to enlistment (58%). The *Marine Corps* was cited as the Service most likely to possess this condition (35%). This attribution was made rather uniformly across all the demographic categories.

The second most cited enlistment deterrent was *extended time away from home*. The *Army* (30%) and *Navy* (20%) were mostly cited. The *Army* was nominated less by non-whites (24%) and more by non-students (34%). The *Navy* was cited more by non-whites (24%) and by residents of the West (29%).

*Strict discipline/training* was cited as the third major deterrent on this list (44%). The *Marine Corps* was cited as the Service where this condition was most likely to exist (53%). This attribution was mainly espoused by older interviewees (56% among 20-21 year olds), by whites (only 35% among non-whites), by college students (57%); and by residents of the South (58%).

On other deterrents, the *Army* was most cited by 16-17 year olds (except on low level of associates), non-whites (except on pay), and North Central residents.

### Enlistment Deterrents by Service

"In your opinion, in which Branch of the Military Service is this CONDITION MENTIONED most likely to exist?"

	<u>Extended Time Away From Home</u>		<u>High Risk of Injury</u>	<u>Strict Discipline/ Training Conditions</u>
	<u>ARMY</u>	<u>NAVY</u>	<u>MARINE CORPS</u>	<u>MARINE CORPS</u>
Total (16-21)	30%	20%	35%	53%
<u>Age</u>				
16-17 years	31%	22%	33%	48%
18-19 years	31%	19%	39%	55%
20-21 years	26%	18%	32%	56%
<u>Race</u>				
White	30%	20%	34%	54%
Non-White	26%	24%	37%	35%
<u>Education Status</u>				
HS Student	32%	22%	35%	50%
College Student	21%	22%	37%	57%
Non-Student	34%	16%	32%	52%
<u>City Size</u>				
Large Metropolitan	31%	20%	35%	52%
Small Metropolitan	29%	18%	31%	54%
Non-Metropolitan	29%	23%	37%	52%
<u>Geographic Area</u>				
Northeast	32%	9%	33%	41%
North Central	28%	24%	45%	55%
South	32%	22%	28%	58%
West	26%	29%	32%	56%

(Continued)

(Continued)

**Enlistment Deterrents by Service**

"In your opinion, in which Branch of the Military Service is this CONDITION MENTIONED most likely to exist?"

	<u>Poor Living Conditions for Single Servicemen</u>	<u>Lack of Career Opportunities</u>	<u>Low Level of Associates</u>	<u>Low Pay On Entry</u>
	<u>ARMY</u>	<u>ARMY</u>	<u>ARMY</u>	<u>ARMY</u>
Total (16-21)	44%	40%	40%	32%
<u>Age</u>				
16-17 years	47%	51%	39%	37%
18-19 years	49%	39%	45%	34%
20-21 years	33%	25%	38%	24%
<u>Race</u>				
White	41%	39%	39%	32%
Non-White	63%	53%	52%	29%
<u>Education Status</u>				
HS Student	47%	52%	41%	40%
College Student	40%	31%	38%	30%
Non-Student	44%	27%	42%	22%
<u>City Size</u>				
Large Metropolitan	45%	38%	38%	31%
Small Metropolitan	44%	45%	49%	32%
Non-Metropolitan	42%	40%	34%	35%
<u>Geographic Area</u>				
Northeast	35%	32%	33%	18%
North Central	57%	47%	46%	40%
South	43%	38%	34%	33%
West	38%	44%	48%	35%

## GLOBAL APPRAISAL OF THE SEVERAL ARMED SERVICES

After being presented with numerous dimensions for evaluating the various services, and after review of selected enlistment inducements/deterrents and their association to the Services, the respondent was asked a final global assessment question.

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"Now, which branch of the Armed Service  
would you say is best overall?"

- Army	8%
- Navy	28%
- Air Force	31%
- Marine Corps	8%
- Coast Guard	7%
- All the same/ No difference	<u>18%</u>
	100%

---

The *Air Force* and *Navy* were cited as best overall. Some 18% found "no difference" between the Services. The Army, Marine Corps, and Coast Guard received essentially identical endorsement.

Demographic analyses yield some very interesting findings. Because of the high rate of selection of the *Navy* and *Air Force*,

the following special table is presented to compare selected sources of endorsement.

---

Sources of Endorsement		
	<u>Navy</u>	<u>Air Force</u>
o Age: 16-17 years	30%	28%
o Age: 20-21 years	25%	<u>35%</u>
o Race: White	30%	29%
o Race: Non-White	10%	<u>49%</u>
Overall rate	28%	31%

---

The *Navy* and *Air Force* are equally selected by whites. The *Navy* has a slight edge for 16-17 year olds. But non-whites tend to select the *Air Force* at a very high rate, compared to the *Navy*. And older youth (20-21 years) and college students also tend to choose the *Air Force* as *best overall*. The *Air Force* was most cited by residents of small metropolitan areas, and the North Central and the West. The *Navy* was strong in all areas, but weakest in the West.

The *Army*, *Marine Corps*, and *Coast Guard* show virtually no demographic patterns of selection, although there is a slight

tendency for the Coast Guard to be selected by youth from upper income families, and the Army by youth from lower middle income families.

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**Family Income and Service Choice**

<u>Annual Family Income</u>	<u>Army</u>	<u>Coast Guard</u>	<u>Marine Corps</u>
Under \$8000	7%	5%	8%
\$8000-\$13999	13%	3%	7%
\$14000-\$19999	6%	7%	12%
\$20000 or More	5%	10%	7%
Refused/DK	7%	10%	8%
Overall rate	8%	7%	8%

---

The composite profile of youth who claim *no difference* exists between services is as follows:

- Older (18 years or more)
- College student
- Resident of the Northeast

The sharpest differences were observed among high school students, 16-17 year olds, and residents of the South.

## Global Appraisal of the Armed Services

"Now, which branch of the Armed Service would you say is best overall?"

	<u>ARMY</u>	<u>NAVY</u>	<u>AIR FORCE</u>	<u>MARINE CORPS</u>	<u>COAST GUARD</u>	<u>ALL THE SAME NO DIFFERENCE</u>
Total (16-21)	8%	28%	31%	8%	7%	18%
<u>Age</u>						
16-17 years	10%	30%	28%	10%	9%	13%
18-19 years	7%	29%	30%	8%	6%	21%
20-21 years	7%	25%	35%	5%	7%	22%
<u>Race</u>						
White	8%	30%	29%	8%	8%	18%
Non-White	6%	10%	49%	10%	3%	22%
<u>Education Status</u>						
HS Student	9%	31%	28%	11%	8%	13%
College Student	6%	21%	37%	6%	7%	24%
Non-Student	9%	31%	27%	7%	6%	20%
<u>City Size</u>						
Large Metropolitan	7%	31%	28%	8%	7%	18%
Small Metropolitan	7%	24%	36%	9%	6%	18%
Non-Metropolitan	12%	25%	28%	6%	10%	19%
<u>Geographic Area</u>						
Northeast	4%	29%	22%	9%	8%	28%
North Central	11%	29%	34%	7%	4%	16%
South	8%	32%	31%	9%	7%	12%
West	8%	20%	36%	8%	9%	19%

## IV. The Active Force

The willingness of youth to enlist for Active Service was probed under assumed draft and no-draft conditions. Given the draft, 13% expect to enlist at some time. However, only approximately 4% expect to enlist within the next year. When no draft is assumed, 11% report potential enlistment.

Age is strongly related to reported intention to enlist, and to the anticipated timing of enlistment.

IV

IV-1

## PROBABILITY OF ENLISTING FOR ACTIVE SERVICE

Each respondent was asked to estimate the likelihood of his enlistment for *active service* as a *regular* under two conditions:

- Present (draft) conditions
- If there were *no draft*

Responses to the two conditions are given below.

Options	Conditions	
	Present Draft	With No Draft
Definitely enlist.....	5%	4%
Probably enlist.....	8%	7%
Probably not enlist.....	23%	22%
Definitely not enlist.....	60%	61%
Don't know or haven't thought about it.....	4%	6%

Given the present condition (draft, Vietnam war) of March 1971, 13% said they would enlist. Under the no-draft condition, this rate declines to 11%.

*Although the overall sample rates are interesting, it is vital that demographic analyses be considered in interpretation of these findings.*

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The probability of enlistment varies by *age*, independent of the draft/no draft condition. Given the present condition (draft), 13% in total said they would enlist. But the rate for 16-17 year olds was 21%, while the rate for 20-21 year olds was only 7%. The age differential is reflected in differences on the education parameter. Some 20% of current high school students say they will enlist, but only 9% of current college students report an enlistment intention. Analogous findings for age and education are obtained under the no-draft condition, with a lower rate (5%) reported for civilian youth other than current high school students. See the following table for the education breakdown.

---

**Probability of Enlistment: Assuming No Draft**

<u>Enlistment Probability</u>	<u>Current Educational Status</u>		
	<u>High School Student</u>	<u>College Student</u>	<u>Not in School</u>
Definitely Enlist	8%	2%	1%
Probably Enlist	12%	3%	4%
	} 20%	} 5%	} 5%
Probably Not Enlist	28%	17%	18%
Definitely Not Enlist	45%	73%	69%
Don't Know	6%	4%	8%
	<hr style="width: 50%; margin: 0 auto;"/>	<hr style="width: 50%; margin: 0 auto;"/>	<hr style="width: 50%; margin: 0 auto;"/>
	99%	99%	100%

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Non-whites report a higher likelihood of enlistment than do whites (24% versus 12% with a draft; 24% versus 10% with no draft).

City size bears no appreciable relationship to enlistment motivation.

Geographical area bears a strong relationship to enlistment intent. The lowest rate of enlistment potential was reported by residents of the Northeast (6% with a draft; 5% with no draft). The highest rate was reported by residents of the West (19% with a draft; 18% with no draft).

**Likelihood of Enlistment for Active Service as a Regular**  
(Under Two Conditions)

"Please look at this card and tell me how likely it is that you will enlist for Active Service as a Regular under present conditions." .....

ASK EVERYONE: "If there were *no draft*, how likely is it that you would enlist in the Active Service as a Regular?"

	<u>Present (Draft) Condition</u>		<u>With No Draft</u>	
	<u>Def. Enlist</u>	<u>Prob. Enlist</u>	<u>Def. Enlist</u>	<u>Prob. Enlist</u>
Total (16-21)	5%	+ 8%	4%	+ 7%
<u>Age</u>				
16-17 years	9%	12%	8%	12%
18-19 years	3%	6%	2%	5%
20-21 years	3%	4%	1%	3%
<u>Race</u>				
White	4%	8%	3%	7%
Non-White	14%	10%	14%	10%
<u>Education Status</u>				
HS Student	9%	11%	8%	12%
College Student	3%	6%	2%	4%
Non-Student	2%	5%	1%	4%
<u>City Size</u>				
Large Metropolitan	5%	7%	4%	6%
Small Metropolitan	4%	9%	4%	9%
Non-Metropolitan	6%	8%	6%	7%
<u>Geographic Area</u>				
Northeast	2%	4%	2%	3%
North Central	7%	9%	6%	6%
South	3%	9%	2%	9%
West	9%	10%	7%	11%

## TEMPORAL CONSIDERATIONS IN ENLISTMENT INTENTION

A projected total of 1,204,200 (13%) men said they would enlist, given present conditions. Each of these respondents was asked to indicate *when* he anticipated enlisting. Responses to this crucial question lend clarification to an otherwise seemingly high estimate of enlistment intent.

The distribution of responses appears below.

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Timing of Enlistment		
<u>Schedule of Enlistment</u>	<u>Percent*</u>	<u>Percent of Total</u>
- Within the next 6 months	14%	2%
- 6 months to a year	14%	2%
- At some future time or when eligible	72%	9%
	<hr/>	<hr/>
	100%	13%

\*BASE: Those who would definitely or probably enlist under present conditions.

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For all potential enlistees, 14% anticipate enlistment in the next 6 months (before December 1971), and another 14% anticipate enlistment in the next year (before April 1972). In terms of the total sample, these figures constitute 2% each. Thus, only approximately 4% of the total sample (3.6%) anticipate enlistment in the next 12 months. The projected population number is 336,500. The age composition of this number follows.

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**Enlist in Next 12 Months**

<u>Schedule</u>	<u>AGE</u>		
	<u>16-17</u>	<u>18-19</u>	<u>20-21</u>
- Within next 6 months	63,800	45,300	63,300
- 6 months to a year	55,000	69,300	39,800
	<u>118,800</u>	<u>114,600</u>	<u>103,100</u>

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Note that each age category (16-17 years, 18-19 years, 20-21 years) contributes essentially equivalent numbers of potential enlistees. This finding contrasts with previous findings which showed far higher enlistment intentions among the 16-17 year old cohort. The explanation for this apparent paradox is simply the fact that the 16-17 year olds plan enlistment "at some future time or when eligible."

The following table indicates that *immediate enlistment intent* tends to be reported by the older respondent, the white, and the non-student.

**Enlistment Potential for the Next 12 Months**  
(Present Draft Condition)

(IF "DEFINITELY" OR "PROBABLY WILL ENLIST" IN Q.15a ABOVE, ASK:)  
"When do you think you will do this, within the next 6 months,  
6 months to a year, or at some future time when you become eligible."

	<u>Schedule of Enlistment</u>		
	<u>Within The Next 6 Months</u>	<u>6 Months to a Year</u>	<u>Future or When Eligible</u>
Total (16-21)	14%	14%	72%
 <u>Age</u>			
16-17 years	8%	7%	84%
18-19 years	16%	25%	57%
20-21 years	40%	25%	35%
 <u>Race</u>			
White	16%	15%	69%
Non-White	6%	9%	84%
 <u>Education Status</u>			
HS Student	8%	8%	83%
College Student	19%	16%	63%
Non-Student	30%	30%	40%
 <u>City Size</u>			
Large Metropolitan	16%	14%	70%
Small Metropolitan	12%	12%	74%
Non-Metropolitan	14%	15%	71%
 <u>Geographic Area</u>			
Northeast	22%	17%	61%
North Central	9%	10%	80%
South	11%	18%	70%
West	21%	12%	66%

## A. Branch of Service: Preferences and Expectations

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The branch of Service expectations and preferences of contemporary American youth were obtained.

The *image* findings suggest that the Navy (28%) and Air Force (31%) are most popular for the sample, with the Army, Marine Corps, and Coast Guard virtually equivalent secondary selections at 7-8% (see *Image* chapter).

However, when the service *expectations* of potential enlistees, draftees, and Reservists are explored, the Army (22%) runs close behind the Navy (31%) and Air Force (29%). The Marine Corps (9%) and Coast Guard (7%) trail. Each service is selected for unique reasons.

Finally, when the *preferences*, of only *enlistees* are considered, the Air Force (37%) clearly leads the Army (24%) and the Navy (25%), followed by the Marine Corps (11%) and Coast Guard (3%).

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## BRANCH OF SERVICE EXPECTATION

Thirteen percent (13%) of the sample said they would enlist under present conditions. An additional 27% said that, in their opinion, they might enter the Military Services at some time. Sample representatives of the combined total (40%) were queried to determine which branch of the service they thought they would be most likely to enter. Their responses appear below.

---

Branch Most Likely to Enter	
<u>Branch</u>	<u>Percent</u>
- Army	22%
- Navy	31%
- Air Force	29%
- Marine Corps	9%
- Coast Guard	7%
- Will not enlist	2%
	<hr/>
	100%

---

The *Navy* and *Air Force* were most cited by the pre-enlistment respondents. However, the high rate of mention of the Navy may reveal draft motivation as well as enlistment objectives. Data on the preferred branch of Service of enlistees (only) bear on this hypothesis (see the final page of this section).

The *income of the parent* bears an interesting relationship to the branch of Service expectation of these youth.

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**Branch of Service Expectation Related to Family Income**

<u>Annual Family Income*</u>	<u>Branch of Service</u>				
	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>
Under \$8,000	24%	33%	35%	7%	1%
\$8,000-\$13,999	26%	30%	30%	8%	5%
\$14,000-\$19,999	30%	23%	29%	7%	8%
\$20,000 or more	10%	43%	24%	6%	18%

\*Excluding refusals and Don't knows.

---

The Coast Guard emerges as an upper-class service. The Marine Corps draws mention equally across all income groups. While support for the Air Force and Army decline in the over \$20,000/annum segment, Navy endorsement is highest among children of this group.

The Navy was also most cited by 16-17 year olds, and by 18-19 year olds. The Air Force was most cited by 20-21 year olds, and was mentioned more by college students.

Non-whites mentioned the Air Force and Marine Corps at higher rates than did whites. The Army was cited more by whites than non-whites.

The Army was also mentioned more frequently by residents of the Northeast, and the Coast Guard by residents of the West.

A preliminary attempt at describing potential Service recruitment composites would thus appear to suggest:

- 1) Navy: 16-17 year olds; upper income families
- 2) Air Force: 20-21 year olds; large metropolitan areas; non-whites and whites
- 3) Coast Guard: upper income families; residing in the West
- 4) Army: middle-class or below; residents of the Northeast
- 5) Marine Corps: no discerable demographic profile

### Branch of Service Expectation

"If you were to JOIN or ENLIST, which branch of the Active Service would you be MOST likely to enter?"

	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>
Total (16-21)	22%	31%	29%	9%	7%
<u>Age</u>					
16-17 years	24%	31%	27%	10%	7%
18-19 years	20%	34%	29%	9%	5%
20-21 years	20%	27%	37%	8%	7%
<u>Race</u>					
White	23%	31%	28%	9%	7%
Non-White	14%	29%	41%	15%	2%
<u>Education Status</u>					
HS Student	24%	31%	28%	8%	8%
College Student	17%	29%	36%	11%	6%
Non-Student	23%	33%	24%	10%	5%
<u>City Size</u>					
Large Metropolitan	20%	30%	34%	8%	6%
Small Metropolitan	19%	32%	24%	12%	9%
Non-Metropolitan	31%	32%	25%	8%	4%
<u>Geographic Area</u>					
Northeast	34%	33%	19%	5%	7%
North Central	22%	32%	33%	8%	3%
South	18%	31%	34%	9%	6%
West	20%	28%	24%	14%	12%

## REASONS FOR SELECTION OF BRANCH OF SERVICE

The 40% of the sample who were asked branch of service expectations were also asked to state the reason for their service preference/expectation in their own words. Reasons for service preferences expressed by 3% or more of these respondents are presented below.

Selected Reasons	First Preference/Expectation of Branch of Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
-Greater opportunity to pursue own field of interest.....	17%	4%	5%	1%	5%
-Shorter enlistment time.....	9%	1%	1%	4%	1%
-Opportunity to travel.	1%	25%	2%	1%	3%
-Like water/boats/ships	-	24%	-	-	8%
-Interested in planes/like flying.....	1%	1%	28%	1%	-
-Best choice/think it's the best.....	14%	17%	18%	26%	11%
-More action/adventure.	3%	11%	3%	17%	1%
-Family tradition/always wanted this...	5%	6%	9%	9%	-
-Skills training.....	5%	5%	8%	9%	2%
-Greater benefits/offers more.....	2%	5%	6%	3%	-
-Easy/easiest.....	2%	4%	4%	1%	5%
-Low risk of injury....	3%	9%	6%	-	42%
-Greater career opportunities.....	3%	4%	3%	2%	26%
-Stay in US/no overseas duty.....	-	-	-	-	15%
-Don't know.....	16%	3%	1%	14%	4%

Major reasons for ARMY preference are the opportunity to pursue one's own field of interest (17%) and the shorter enlistment time (9%).

The NAVY is selected by youth who like ships and water (24%) and the opportunity for travel (25%). The Navy also is selected because of offering more action and adventure (11%) and low risk of injury (9%).

The AIR FORCE is chosen by youth who are interested in planes and flight (28%). It is also preferred because of family tradition or long term preference (9%), and for skills training (8%).

The MARINE CORPS was selected by respondents who simply felt it was the best (26%). Like the Navy, the Marine Corps was cited because it offered more action or adventure (17%). Like the Air Force, a small percentage chose it because of family tradition or long term preference (9%).

The COAST GUARD was selected because of low risk of injury (42%), and because of duty in the United States as opposed to overseas (15%). The Coast Guard was also chosen because it offered greater career opportunities (26%).

It is interesting to note that many men selected the Marine Corps (14%) and Army (16%) but were unable to express a reason for their preference.

## SECOND CHOICE FOR BRANCH OF SERVICE

Respondents favorable to enlistment or anticipating military service were also asked their second choice in branch of service. Results appear below:

Branch: Second Choice	
Branch	Percent
- Army	13%
- Navy	29%
- Air Force	22%
- Marine Corps	11%
- Coast Guard	12%
- Would not enlist if could not get first choice	11%
- No answer	2%
	100%

The *Navy* is the most favored second choice for branch of service. The *Air Force* is second, mentioned by 22%. The *Army*, *Marine Corps*, and *Coast Guard* are each mentioned as second choices by 13% or less.

Some 11% claim they would not enlist unless given their first choice of service. This attitude was mainly espoused by 20-21 year olds (20%) and non-students (19%).

The *Navy* was cited as second choice by whites (30%) more so than non-whites (20%). Conversely, the *Coast Guard* and *Army* were more selected by non-whites than whites.

## Second Choice for Branch of Service

"If you couldn't get into this branch, what would be your second choice?"

	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>	<u>None: Would Not Enlist</u>
Total (16-21)	13%	29%	22%	11%	12%	11%
<u>Age</u>						
16-17 years	13%	30%	21%	14%	14%	8%
18-19 years	15%	25%	24%	10%	10%	13%
20-21 years	10%	28%	21%	7%	12%	20%
<u>Race</u>						
White	12%	30%	22%	12%	11%	12%
Non-White	21%	20%	21%	8%	23%	7%
<u>Education Status</u>						
HS Student	14%	30%	23%	14%	11%	7%
College Student	8%	30%	23%	6%	19%	14%
Non-Student	18%	23%	18%	11%	7%	19%
<u>City Size</u>						
Large Metropolitan	15%	29%	17%	12%	12%	13%
Small Metropolitan	9%	29%	24%	8%	14%	13%
Non-Metropolitan	14%	27%	28%	14%	11%	5%
<u>Geographic Area</u>						
Northeast	10%	35%	22%	6%	13%	12%
North Central	20%	22%	24%	7%	10%	15%
South	12%	27%	18%	18%	13%	10%
West	7%	34%	25%	10%	14%	8%

## PREFERRED BRANCH OF SERVICE: ENLISTEES ONLY

Some thirteen percent (13%) said they would enlist under present conditions. It is useful to examine the branch of service preferences of this segment of the youth population.

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### Branch of Service Preference: Enlistees Only

<u>Branch</u>	<u>Percent</u>
- Army	24%
- Navy	25%
- Air Force	37%
- Marine Corps	11%
- Coast Guard	3%
	<hr/>
	100%

---

The *Air Force* was most selected by these respondents. The *Navy* and *Army* drew essentially equivalent mention, but at a far lower rate. The difference between Navy "share" of enlistees (25%) and share of all potential entrants (31%) is attributable to enlistment after being drafted, and to intention to join a Reserve or National Guard unit -- not the Active Force.

## B. Enlistment Incentives

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Enlistment incentives were studied in three ways. First, all respondents were encouraged to specify inducements to enlistment in their own words. Second, all respondents were presented with structured alternative incentives for appraisal. Third, a select subgroup (potential enlistees) were asked to appraise a list of possible reasons for enlistment.

The initial condition elicits substantial negativism toward the military, and minor support for incentives such as pay, travel, job training, educational benefits, and choice of assignment.

The second condition elicits strong support for educational benefits (paid college education). Enlistment bonuses and paid technical/vocational schooling obtain differential support from non-whites. A shorter enlistment becomes a strong incentive for combat-related enlistment.

The third condition indicated that incentives such as travel, trade/skill acquisition, and advanced education were important to potential enlistees—as was the choice of branch of service and scheduling for service—and patriotism.

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## ENLISTMENT INCENTIVES: RESPONDENT'S OWN WORDS

Each respondent was asked to state, in his own words, what would induce him to enlist under each of two conditions:

- Present draft status (assuming the draft law is extended) and
- If you did *not* have to serve in a combat area.

Results for both conditions are tabled together to permit comparison.

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### Enlistment Inducements (Open-End)

Major Inducements*	Condition	
	Present Draft Status	No Service In Combat Area
- National emergency/war	10%	3%
- Possibility of being drafted	10%	3%
- More money/better pay	5%	9%
- Skills/job training	5%	9%
- Educational benefits	5%	7%
- Travel	5%	12%
- Choice of assignment	4%	6%
- Nothing/no inducement	45%	43%

\*All other inducements, 3% mention or less.

---

For many respondents, no inducement is sufficient to cause enlistment. Hence, the response "nothing" given by over 40% in both conditions.

The two strongest inducements to enlistment, given the draft, are the possibility of war, or a national emergency -- and the draft *per se*. Each inducement is volunteered by 10%. No other inducement receives more than 5% mention, i.e., pay, skills training, educational benefits, even travel are only mentioned 5% each, given the current draft situation.

When the possibility of combat assignment is ruled out, certain shifts occur in mentioned inducements. Travel is mentioned the most (12%), while pay and skills/job training are mentioned by 9% each. Educational benefits are mentioned by 7%. The draft and war/national emergency become minor inducements, at 3% mention only.

Under the assumed no-combat condition, *travel* was the most cited incentive (12%). Support for this incentive derives from 16-17 year olds (16%). Travel was more mentioned by whites (12%) than non-whites (6%). Support for the incentive was also highest in non-metropolitan areas (17%).

*Educational benefits* were cited by 7% overall, and showed less mention among non-whites (4%) than among whites (7%).

*Skills training or job training* were mentioned by 9% of the respondents. This incentive was mentioned most by 16-17 year olds (12%) and high school students (13%).

Choice of assignment (6%) and more pay/better pay (9%) had negligible differential demographic support.

**Enlistment Incentives in Respondent's Own Words**  
(Assuming No Combat Service)

"What, if anything, would induce you to enlist if you did not have to serve in a combat area?"

	<u>Travel</u>	<u>More Money/ Better Pay</u>	<u>Skills/Job Training</u>	<u>Educational Benefits</u>	<u>Choice of Assignment</u>
Total (16-21)	12%	9%	9%	7%	6%
<u>Age</u>					
16-17 years	16%	8%	12%	10%	7%
18-19 years	10%	10%	8%	6%	5%
20-21 years	8%	8%	7%	5%	6%
<u>Race</u>					
White	12%	9%	9%	7%	6%
Non-White	6%	6%	8%	4%	5%
<u>Education Status</u>					
HS Student	16%	9%	13%	9%	6%
College Student	10%	12%	6%	6%	6%
Non-Student	7%	6%	7%	5%	5%
<u>City Size</u>					
Large Metropolitan	10%	6%	9%	5%	5%
Small Metropolitan	10%	11%	7%	10%	9%
Non-Metropolitan	17%	13%	12%	9%	3%
<u>Geographic Area</u>					
Northeast	8%	4%	6%	4%	3%
North Central	13%	14%	9%	7%	6%
South	14%	9%	11%	4%	9%
West	11%	9%	9%	15%	4%

## ENLISTMENT INCENTIVES: STRUCTURED ALTERNATIVES

Each respondent was also presented a comprehensive list of possible enlistment incentives for consideration. These items were presented in the context of three conditions:

- Which incentives would *most likely* induce enlistment (multiple answers accepted);
- Which *one* of the incentives would most likely induce enlistment;
- Which *one* would most likely induce enlistment in a *combat-type branch*.

The reader will note that the latter two conditions call for a ranking of alternatives. Results for the total sample appear in the following table.

## Responses to Structured Enlistment Incentives

<u>Enlistment Incentives</u>	<u>Enlistment Conditions</u>		
	<u>Under Present Status</u>	<u>ONE Most Likely Incentive</u>	<u>ONE Most Likely to Induce Service in Combat Branch</u>
The military offers to help you get started in a civilian job after you finish active duty and, if necessary, would provide training in a civilian skill . . . . .	<u>27%</u>	<u>10%</u>	<u>5%</u>
The government agrees to pay for up to four years of college, including living expenses at the school of your choice in return for four years of active duty. The college could come either before or after the military service . . . . .	<u>42%</u>	<u>24%</u>	<u>7%</u>
The government agrees to pay for up to two years of technical/vocational school, including living expenses, at the school of your choice, in return for four years of active duty. The training could come either before or after the military service . . . . .	<u>19%</u>	<u>6%</u>	<u>1%</u>
<u>Guaranteed assignments</u> , including necessary training, in the military specialty of your choice (For example: draftsman, electronic technician, bulldozer driver, paratrooper, auto or aircraft mechanic, truck driver, etc.).	<u>26%</u>	<u>8%</u>	<u>6%</u>
Military pay that's comparable to the income you would expect to be earning as a civilian . . . . .	<u>25%</u>	<u>7%</u>	<u>5%</u>
A large bonus for enlisting (For example: \$1,000) . . . . .	<u>20%</u>	<u>4%</u>	<u>5%</u>
A shorter enlistment period (For example: one year less than now offered in the service of your choice) . . . . .	<u>30%</u>	<u>7%</u>	<u>11%</u>
A chance to enroll in an officer training program after enlistment even if you don't have a college degree . . . . .	<u>12%</u>	<u>1%</u>	<u>2%</u>
Assurance that you will be able to change your assignment after some period of time if you don't like the work . . . . .	<u>22%</u>	<u>2%</u>	<u>7%</u>
During peacetime, a guarantee of assignment to a geographic area of your choice in the U.S. or abroad . . . . .	<u>28%</u>	<u>6%</u>	<u>5%</u>
Right to live off-base if you prefer . . . . .	<u>22%</u>	<u>2%</u>	<u>1%</u>
Better living conditions for single Servicemen . . . . .	<u>14%</u>	<u>1%</u>	<u>1%</u>
None . . . . .	<u>23%</u>	<u>23%</u>	<u>45%</u>

Given the present status, *paid college education* was endorsed by 42%. When respondents were forced to select the single most likely incentive, *paid college education* was again selected with the highest frequency (24%). It is interesting to explore the demographic correlates of selecting this incentive.

*Paid college education* draws chief endorsement from the 16-17 year olds, and current high school students. Its appeal extends over all geographic areas, and all sizes of city. It is equally attractive to both races. However, it bears an interesting relationship to family income (see special table).

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**Endorsement of a Paid College Education**

<u>Annual Family Income</u>	Conditions	
	<u>Present Status</u>	<u>Single Most Likely Incentive</u>
Under \$8,000	34%	17%
\$8,000-\$13,999	45%	27%
\$14,000-\$19,999	45%	30%
\$20,000 or more	48%	26%
Overall rate	42%	24%

---

The paid college education incentive is heavily endorsed by the offspring of upper-middle income families. It does *not* appear as attractive to youth from lower-middle income (under \$8,000) families.

Results for two other potential incentives merit inclusion because of marked race differences in endorsement. Under the condition "one most likely incentive", responses to two inducements were studied. For comparison, *paid college education* is also tabled.

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**Selected Inducements Under Single Best Incentive Condition**

<u>RACE</u>	<u>Paid 2 Year Tech/Voc School</u>	<u>Large Bonus for Enlistment</u>	<u>Paid College Education</u>
- White	5%	3%	24%
- Non-white	17%	14%	23%
Overall rate	6%	4%	24%

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These results suggest that non-whites might be differentially attracted by enlistment bonuses and/or paid technical/vocational school training. Neither alternative elicits much support from whites.

**Paid College Education:  
Selected Demographic Correlates Under Two Conditions**

"The government agrees to pay for up to 4 years of college, including living expenses ..... college could come either before or after the military service."

	<u>Present Status</u>	<u>One Most Likely Incentive</u>
Total (16-21)	42%	24%
<u>Age</u>		
16-17 years	52%	31%
18-19 years	39%	21%
20-21 years	33%	17%
<u>Race</u>		
White	42%	24%
Non-White	45%	23%
<u>Education Status</u>		
HS Student	51%	29%
College Student	41%	23%
Non-Student	3%	17%
<u>City Size</u>		
Large Metropolitan	43%	27%
Small Metropolitan	40%	21%
Non-Metropolitan	43%	20%
<u>Geographic Area</u>		
Northeast	40%	24%
North Central	47%	25%
South	46%	26%
West	33%	18%

## REASONS FOR ENLISTMENT

A projected 40% of the sample indicated some possibility of enlisting or joining the military service at some time. Representatives of this segment were asked to review a list of reasons which influence the decision to enter the service, and to indicate if each reason indicated strong influence, some influence, or no influence. Results appear in the following table.

<b>Reasons for Enlistment</b>			
<u>Reasons</u>	<u>Strong Influence</u>	<u>Some Influence</u>	<u>No Influence</u>
- I want my choice of branch of Service . . . . .	45%	41%	15%
- For travel, excitement and new experiences . . . . .	38%	42%	20%
- To fulfill my military obligation at a time of my choice . . . . .	32%	47%	21%
- To learn a trade or skill that would be valuable in civilian life . . . . .	32%	41%	26%
- To serve my country . . . . .	33%	38%	29%
- I want an opportunity for advanced education and training . . . . .	30%	40%	30%
- To become more mature and self-reliant . . . . .	19%	39%	43%
- I want to qualify for the G.I. Bill . . . . .	15%	38%	47%
- The over-all benefits: pay, room and board, medical care, & training . . . . .	9%	43%	47%
- To avoid the draft . . . . .	19%	31%	49%
- Career opportunities in the military look better than in civilian life . . . . .	15%	35%	51%
- I want to leave some personal problems behind me . . . . .	8%	13%	80%

Of the twelve (12) reasons stated, six emerged as major reasons, five as secondary reasons, and one as inconsequential. The six most important reasons selected logically represent choice and incentives. Choice of branch and choice of time to serve are very important. Among tangible incentives selected, travel, trade/skill training, and the opportunity for advanced education are important. Patriotism (service to country) is also cited as a major influence.

The five secondary reasons encompass draft-avoidance, desire for increased maturity, and such benefits as the G.I. Bill and other personal benefits (pay, room and board, medical care, etc.).

Strong influence of travel was reported by 38% overall. For 16-17 year olds, the rate was 47%. Residents of non-metropolitan areas report 52% strong influence. High interest is reported by youth in the West (45%) and South (46%).

Training in a trade/skill applicable in civilian life was a strong influence to 32%. Chief endorsement originates among 16-17 year olds (40%), and residents of non-metropolitan areas (52%).

The opportunity for advanced education is cited as a strong influence by 40% of 16-17 year olds, and 30% overall.

Qualifying for the G.I. Bill was cited as a strong influence to enlistment by 15% overall. The highest endorsement comes from residents of the Northeast.

Among other reasons for enlistment, non-whites (52%) endorse their choice of branch of service more so than do whites (43%) as a strong influence to enlistment. Serving one's country draws support from the younger interviewees (16-17 year olds/high school students).

**Selected Reasons Strongly Influencing Enlistment**  
(BASE: Potential Enlistees/Joiners)

"Please look at this card and tell me for each of the reasons listed, how strongly it would influence or has influenced your decision to enter military service ... strong influence, some influence, or no influence at all."

	<u>Travel Excitement and New Experiences</u>	<u>Trade/Skill Civilian Life</u>	<u>Advanced Education</u>	<u>Qualifying for GI Bill</u>
<u>Total</u> (16-21)	38%	32%	30%	15%
<u>Age</u>				
16-17 years	47%	40%	40%	16%
18-19 years	34%	24%	20%	16%
20-21 years	21%	22%	17%	12%
<u>Race</u>				
White	40%	34%	30%	16%
Non-White	32%	25%	34%	9%
<u>Education Status</u>				
HS Student	47%	40%	37%	17%
College Student	27%	14%	16%	11%
Non-Student	30%	35%	29%	16%
<u>City Size</u>				
Large Metropolitan	33%	24%	27%	17%
Small Metropolitan	37%	30%	29%	12%
Non-Metropolitan	52%	52%	37%	16%
<u>Geographic Area</u>				
Northeast	23%	24%	32%	28%
North Central	34%	34%	22%	13%
South	46%	30%	28%	12%
West	45%	39%	42%	13%

(Continued)

(continued)

**Selected Reasons Strongly Influencing Enlistment**  
**(BASE: Potential Enlistees/Joinees)**

	<u>Choice of Service</u>	<u>Time of Choice</u>	<u>Serve Country</u>	<u>Increase Maturity</u>
<u>Total (16-21)</u>	45%	32%	33%	19%
<u>Age</u>				
16-17 years	52%	35%	41%	23%
18-19 years	37%	31%	25%	14%
20-21 years	33%	26%	24%	12%
<u>Race</u>				
White	43%	32%	36%	19%
Non-White	52%	34%	18%	16%
<u>Education Status</u>				
HS Student	49%	32%	43%	24%
College Student	39%	35%	19%	12%
Non-Student	39%	29%	25%	13%
<u>City Size</u>				
Large Metropolitan	37%	28%	33%	16%
Small Metropolitan	50%	34%	29%	20%
Non-Metropolitan	53%	37%	41%	21%
<u>Geographic Area</u>				
Northeast	30%	21%	28%	9%
North Central	46%	30%	26%	24%
South	45%	39%	39%	15%
West	54%	32%	38%	23%

*C. Preference for Specialties  
in the Combat Arms*

Combat branch preferences were explored, both for the total sample and for a segment of men who expressed willingness to enlist in the Army or Marine Corps. For the total sample, the engineer corps was most popular, while representatives of the target population optioned for the infantry.

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**DIFFERENTIAL PREFERENCE FOR THE COMBAT ARMS:  
TOTAL SAMPLE**

After consideration of potential inducements to enlistment in a combat branch, each respondent in the sample was asked his combat branch preference. Results appear below.

---

**Preferred Combat Branch**

<u>Options</u>	<u>Percent</u>
Armored	8%
Artillery	5%
Signal Corps	6%
Engineer	18%
Infantry	6%
Undecided	48%
None	9%
	<hr/> 100%

---

The engineer corps was the most popular choice (18%). Some 57% expressed no preference or were undecided. The second most popular choice was the armored corps (8%).

It is instructive to review support for combat arms among a prime target population -- men who expressed a willingness to enlist in the Army or Marine Corps (only).

**DIFFERENTIAL PREFERENCE FOR THE COMBAT ARMS  
AMONG POTENTIAL ENLISTEES IN THE  
ARMY/MARINE CORPS**

Each respondent who said he preferred either the Army or the Marine Corps as first or second choices was asked his preference for enlisting in any one of several corps. Responses appear below.

---

**Preferred Enlistment Corps**

<u>Options</u>	<u>Percent</u>
Armored	1.1%
Artillery	1.0%
Signal	.3%
Engineer	1.9%
Infantry	4.6%
Undecided	3.9%
No answer	87.2%
	<hr/>
	100.0%

---

The infantry was selected the most (4.6%). The highest rate of "no answer" came from college students (92%), suggesting that reluctance rather than ignorance of these alternatives was the operating factor.

Among this target segment, there were interesting albeit minor differences on demographic parameters.

A slight differential preference for the Artillery was expressed by non-whites (4%) as opposed to whites (1%). Conversely, more whites expressed a preference for the infantry (5%) than did non-whites (2%).

**Preference for Selected Combat Specialties**

(BASE: Potential Army/Marine Corps Enlistees)

IF "ARMY" OR "MARINE CORPS" MENTIONED IN EITHER C. 17a OR 17b,  
ASK:) "Would you specifically enlist for or consider enlisting  
in any of the following corps:"

	<u>Armored</u>	<u>Artillery</u>	<u>Engineer</u>	<u>Infantry</u>
<u>Total</u> (16-21)	1%	1%	2%	5%
<u>Age</u>				
16-17 years	1%	1%	2%	4%
18-19 years	1%	1%	2%	8%
20-21 years	2%	*	1%	4%
<u>Race</u>				
White	1%	1%	2%	5%
Non-White	*	4%	*	2%
<u>Educational Status</u>				
HS Student	1%	1%	2%	4%
College Student	*	*	1%	5%
Non-Student	3%	1%	2%	7%
<u>City Size</u>				
Large Metropolitan	1%	1%	2%	3%
Small Metropolitan	*	1%	1%	6%
Non-Metropolitan	2%	2%	3%	7%
<u>Geographic Area</u>				
Northeast	1%	*	1%	7%
North Central	2%	*	3%	5%
South	2%	3%	2%	3%
West	*	*	1%	6%

\* Less than 1%.

## INDUCEMENTS TO ENLISTMENTS IN A COMBAT BRANCH

It is interesting to note the shift in incentive attraction when enlistment is combat-contingent. Paid college education declines massively as an incentive. Indeed, *no* incentive is cited by 45%.

The most powerful enlistment incentive is a *shorter enlistment period* (11%). Paid college education is selected by 7%, as is the assurance that one may change his assignment after some period of time if he does not like the work. Guaranteed assignments, comparable pay, and enlistment bonuses are equally attractive incentives (5%). Another incentive is help in adjustment to a civilian job after completion of active duty (also 5%).

*Pay*, in the form of either more comparable pay or pay as an enlistment bonus, are more attractive combat enlistment inducements to non-whites than to whites.

A *shorter enlistment period* is more frequently endorsed by whites (12%) and by 16-17 year olds (16%). Residents of the *North-east* tend to reject this incentive, and virtually all incentives to combat-related enlistment.

## Inducements to Combat-Branch Enlistment

"And which ONE incentive would MOST likely induce you to enlist in a combat type branch of the service, such as the Armored, Artillery, Signal, or Engineer Corps or the Infantry?"

	<u>Short Enlist Period</u>	<u>Opp to Change Assign</u>	<u>Guaran Assign</u>	<u>Paid Col Ed</u>	<u>Comp. Mili. Pay</u>	<u>Bonus for Enlist</u>	<u>Civil. Job Adjust</u>
Total (16-21)	11%	7%	6%	7%	5%	5%	5%
<u>Age</u>							
16-17 years	16%	8%	8%	7%	5%	7%	8%
18-19 years	9%	7%	5%	7%	6%	4%	3%
20-21 years	8%	5%	5%	9%	6%	4%	3%
<u>Race</u>							
White	12%	7%	6%	7%	5%	4%	5%
Non-White	4%	5%	7%	11%	11%	17%	5%
<u>Education Status</u>							
HS Student	15%	8%	9%	6%	5%	7%	8%
College Student	8%	8%	5%	9%	5%	3%	1%
Non-Student	9%	4%	4%	8%	6%	5%	3%
<u>City Size</u>							
Large Metropolitan	11%	6%	5%	5%	5%	5%	5%
Small Metropolitan	10%	8%	7%	12%	8%	5%	3%
Non-Metropolitan	13%	7%	8%	7%	3%	6%	5%
<u>Geographic Area</u>							
Northeast	5%	6%	2%	4%	3%	2%	1%
North Central	11%	7%	6%	7%	6%	10%	4%
South	15%	8%	7%	10%	6%	5%	7%
West	13%	5%	10%	9%	6%	4%	7%

## V. The Reserves/National Guard

The willingness of youth to join the Reserves or National Guard was probed. While the reaction was highly favorable, a strong draft-motivation effect was found. Other major inducements to enlistment were skills training and educational benefits. Deterrents to enlistment were job conflicts, insufficient pay, and general anti-military sentiment. Non-whites appear to constitute a promising recruitment population.

V

**PROBABILITY OF JOINING  
THE RESERVES OR NATIONAL GUARD**

Each respondent was provided some common information about the Reserves and National Guard. Respondents were told:

"Thus far we have asked you just about *active* military service. Now we would like to ask you some questions about the Reserve Components. Joining the Reserves or National Guard for six years involves a short period of initial active duty for training, followed by inactive unit training and one 15-day active unit training period per year.

"For the initial active duty for training period (about 6 months), in addition to quarters, food, medical care and other benefits, the trainee's pay ranges from \$135 to \$150 per month. For inactive unit training (normally one weekend per month), the starting pay is \$20 to \$25 per month (each promotion carries a pay increase). For the two weeks of annual unit training, an enlisted man in the lower grade receives about \$75 to \$125."

Given this basis, he was asked his likelihood of joining the Reserves or National Guard, under each of two conditions:

- If the (present) draft continues; and
- If there were no draft.

Responses to the two conditions appear in the following table.

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**Probability of Joining Reserves/National Guard**

Options	Conditions	
	If Draft Continues	No Draft
Definitely join the Reserves or the National Guard	7%	3%
Probably join the Reserves or the National Guard	21%	7%
Probably not join the Reserves or the National Guard	24%	24%
Definitely not join the Reserves or the National Guard	37%	55%
Don't know. Haven't thought at all about this	<u>11%</u>	<u>11%</u>
	100%	100%

Note that 28% express a willingness to join the Reserves/National Guard given a *draft* environment. However, the rate drops to 10% when the condition of *no draft* is presented.

Independent of the draft condition, major support for the Guard/Reserves originates among the 16-17 year olds, residents of non-metropolitan areas, and residents of the South. If the draft continues, support also appears in the North Central region.

The National Guard/Reserves appear to have strong recruitment potential among *non-whites*. Under a no draft condition, the rate of "definitely joining" is 6% for non-whites, but only 2% for whites. The latent support from non-whites shows in the differential "probably join" rate for the two racial subgroups.

## Probability of Joining the Reserves or National Guard

(HAND RESPONDENT CARD) Please look at this card and tell me which statement best describes how likely it would be that you will join the Reserves or the National Guard if the draft continues.

If there were no draft, how likely would it be that you would join the Reserves or National Guard?

	<u>If Draft Continues</u>		<u>No Draft</u>	
	<u>Def. Join</u>	<u>Prob. Join</u>	<u>Def. Join</u>	<u>Prob. Join</u>
Total (16-21)	7%	+ 21%	3%	+ 7%
<u>Age</u>				
16-17 years	9%	25%	3%	9%
18-19 years	6%	21%	2%	6%
20-21 years	6%	14%	2%	4%
<u>Race</u>				
White	7%	20%	2%	6%
Non-White	7%	32%	6%	18%
<u>Education Status</u>				
HS Student	9%	25%	3%	8%
College Student	8%	16%	2%	5%
Non-Student	5%	20%	3%	6%
<u>City Size</u>				
Large Metropolitan	7%	19%	3%	5%
Small Metropolitan	9%	18%	3%	6%
Non-Metropolitan	6%	30%	3%	11%
<u>Geographic Area</u>				
Northwest	4%	17%	2%	6%
North Central	6%	24%	3%	4%
South	9%	25%	4%	9%
West	10%	16%	1%	7%

## BRANCH OF SERVICE PREFERENCE

A projected 87% of the sample expressed a positive attitude toward RESERVE/NATIONAL GUARD affiliation under one of the incentive conditions. These respondents (only) were then asked their service preference. Results appear below.

---

### Branch of Service Preference

<u>Branch</u>	<u>Percent</u>
ARMY NATIONAL GUARD	8%
ARMY RESERVE	8%
NAVY RESERVE	18%
AIR FORCE NATIONAL GUARD	6%
AIR FORCE RESERVE	13%
MARINE CORPS RESERVE	4%
COAST GUARD RESERVE	6%
-No preference	13%
-No answer	25%
	<hr/> 101%

---

Combined NATIONAL GUARD/RESERVE totals show: (1) AIR FORCE (19%); (2) NAVY (18%); and (3) ARMY (16%). The MARINE CORPS and COAST GUARD received negligible choices.

There was negligible difference between demographic subgroups in selection of either the *ARMY RESERVE* or *ARMY NATIONAL GUARD*.

The *NAVY RESERVE* was most cited by 16-17 year olds (22%) and high school students (25%), and by residents of the Northeast (23%).

The *AIR FORCE NATIONAL GUARD* showed no particular differential demographic support. However, the *AIR FORCE RESERVE* was chosen more by non-whites (27%) than by whites (12%). This finding may be important in view of potential non-white interest in the RESERVES.

The *MARINE CORPS RESERVE* was not differentially endorsed by any of the demographic subgroups.

**Preferred Branch of Service: Reserves/National Guard**

(Major Branches Only)

Ask Q. 32 of all respondents who indicated a possibility of enlisting in answering questions 30 or 31.

32. "What branch of Service would you join?"

	ARMY		NAVY Reserve	AIR FORCE		USMC Reserve
	National Guard	Reserve		National Guard	Reserve	
Total (16-21)	8%	8%	18%	6%	13%	4%
<u>Age</u>						
16-17 years	11%	10%	22%	6%	13%	4%
18-19 years	5%	6%	16%	6%	13%	4%
20-21 years	6%	8%	13%	7%	12%	3%
<u>Race</u>						
White	8%	8%	18%	6%	12%	4%
Non-White	4%	6%	17%	4%	27%	7%
<u>Education Status</u>						
HS Student	11%	10%	25%	6%	15%	5%
College Student	4%	6%	12%	7%	15%	4%
Non-Student	6%	8%	12%	6%	9%	3%
<u>City Size</u>						
Large Metropolitan	8%	9%	17%	6%	14%	4%
Small Metropolitan	4%	6%	16%	6%	13%	4%
Non-Metropolitan	11%	9%	21%	8%	11%	3%
<u>Geographic Area</u>						
Northeast	3%	9%	23%	5%	9%	1%
North Central	8%	8%	15%	5%	16%	4%
South	11%	8%	17%	6%	15%	6%
West	7%	8%	16%	10%	11%	4%

## INDUCEMENTS TO RESERVE AFFILIATION

Each respondent was provided a list of possible conditions inducing him to join the Reserves. He could select as many as he wished. The overall rate of endorsement for each condition is given below.

---

### Conditions of Reserve Affiliation

"What conditions of Reserve affiliation listed on this card would cause you to enlist?"

- Training in skills that could be used in civilian life . . . . .	26%
- Opportunity for advancement in the Reserves . . . . .	6%
- Educational benefits . . . . .	28%
- Association with friends . . . . .	7%
- Patriotic duty . . . . .	12%
- Supplement income . . . . .	17%
- Avoid being drafted . . . . .	40%
- Other (WHAT?) <u>None</u> . . . . .	15%

---

The three most popular choices were (1) avoid being drafted (40%); (2) educational benefits (28%); and (3) skills training applicable in civilian life (26%).

The condition of *draft-avoidance* was most cited by whites (42%) as opposed to non-whites (24%). It was also cited by college students (48%).

*Educational* benefits were a positive inducement to 28% overall. Chief support came from 16-17 year olds (32%), and from non-whites (39%).

*Skills training applicable to civilian life* was endorsed by 26% overall. Chief support for this inducement originated among 16-17 year olds (35%), high school students (36%), and non-whites (35%).

In summary, educational benefits and skills training appear as promising recruitment themes to attract non-whites to Reserve affiliation. Additional research on detailed inducement options is applicable.

### Selected Inducements to Reserve Affiliation

"What conditions of Reserve affiliation listed on this card (HAND RESPONDENT CARD) would cause you to enlist?"

	<u>Skills Training (Civilian appl.)</u>	<u>Educational Benefits</u>	<u>Avoid Being Drafted</u>
Total (16-21)	26%	28%	40%
<u>Age</u>			
16-17 years	35%	32%	37%
18-19 years	21%	26%	42%
20-21 years	19%	25%	42%
<u>Race</u>			
White	25%	27%	42%
Non-White	35%	39%	24%
<u>Education Status</u>			
HS Student	36%	33%	38%
College Student	18%	26%	48%
Non-Student	21%	22%	35%
<u>City Size</u>			
Large Metropolitan	27%	24%	39%
Small Metropolitan	24%	31%	41%
Non-Metropolitan	26%	32%	43%
<u>Geographic Area</u>			
Northeast	19%	22%	40%
North Central	29%	31%	43%
South	29%	26%	43%
West	26%	33%	32%

**DETAILED INDUCEMENTS FOR ATTRACTING  
MEN NOT PREDISPOSED TO RESERVE/NATIONAL GUARD AFFILIATION**

Given the present draft, approximately 72% of the youth sample said they would *not* join the Reserves or National Guard (or did not know if they would join).\* A series of specific enlistment incentives were presented to *only* these men. They were asked if they would enlist, given each option. Their responses are tabled below, for each condition of draft/no draft.

	Conditions	
	<u>Present Draft</u>	<u>No Draft</u>
<u>Enlistment Incentives</u>		
A lump sum enlistment bonus of \$600.	12%	10%
Pay at approximately 50% increase in lower grades from what it is now ..	17%	12%
Full-time insurance coverage (\$15,000 at \$3 cost per month).....	20%	15%
Quarters allowance for dependents during initial active duty training (\$60 per month for one dependent)..	14%	12%
Educational benefits to a maximum value of \$2,000 for six years service, payable in segments of \$500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling .....	32%	28%

\*Under a *no* draft condition, the rate was 90% non-joiners.

<u>Enlistment Incentives</u>	<u>Conditions</u>	
	<u>Present Draft</u>	<u>No Draft</u>
Cancellation of up to 50% of National Defense Education Act student loan..	15%	13%
Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example).....	27%	20%
Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training & only about 5% of all members are selected each year for annual active training).....	20%	15%
NONE would cause me to enlist	53%	62%

Of the 72% non-joiners under the present draft, 53% would not join even given the options. Of the 90% non-joiners with a *no draft* condition, 62% would not change their mind, given these options. In either case, however, these options do attract appreciable numbers of potential enlistees.

Regardless of draft condition, the most endorsed options were:

- (1) Educational benefits, on an incremental basis tied to service;
- (2) Shorter initial active duty training time.

The *education benefits* incentive is most attractive to the 16-17 year olds, high school students, and non-metropolitan area residents. These findings hold regardless of the draft/no draft condition.

*Shorter initial training time* also appeals most to the 16-17 year olds, and high school students.

**Selected Enlistment Incentives for Men Not Originally Willing to  
Join the Reserves or National Guard**

"Please look at this card. We will discuss each of the possible incentives listed on the card. If the draft continues, would you be likely to enlist if offered: (QUESTION EACH INCENTIVE IN TURN OBTAINING A YES OR NO ANSWER FOR EACH)"

If there were no draft, would you be likely to enlist if offered: (QUESTION EACH INCENTIVE IN TURN OBTAINING A YES OR NO ANSWER FOR EACH)"

	<u>Present Draft Condition</u>		<u>No Draft Condition</u>	
	<u>Educational Benefits</u>	<u>Shorter Initial Training</u>	<u>Educational Benefits</u>	<u>Shorter Initial Training</u>
Total (16-21)	32%	27%	26%	20%
<u>Age</u>				
16-17 years	50%	38%	42%	30%
18-19 years	27%	24%	18%	15%
20-21 years	18%	17%	17%	13%
<u>Race</u>				
White	32%	26%	27%	20%
Non-White	37%	36%	25%	17%
<u>Education Status</u>				
HS Student	51%	39%	42%	29%
College Student	26%	24%	19%	13%
Non-Student	17%	16%	13%	14%
<u>City Size</u>				
Large Metropolitan	31%	24%	25%	18%
Small Metropolitan	30%	29%	24%	21%
Non-Metropolitan	41%	30%	33%	24%
<u>Geographic Area</u>				
Northeast	32%	14%	25%	10%
North Central	32%	29%	26%	20%
South	31%	33%	23%	24%
West	34%	32%	33%	25%

Under the present draft, otherwise reluctant non-whites would appear attracted to the Reserves by the educational benefits incentive, and the shorter training time. It is also instructive to review their response to the incentive of a 50% *pay increase* in the lower grades over what it is now.

---

**Percent Non-Joiners Who Would Enlist in Reserves,  
Given a 50% Pay Increase in Lower Ranks**

<u>Race</u>	<u>Condition</u>	
	<u>Present Draft</u>	<u>No Draft</u>
-Whites	15%	11%
-Non-whites	37%	25%
Overall rate	17%	12%

---

A program to attract non-whites would appear to benefit from inclusion of a statement about pay in the lower grades, provided this pay level is favorable. The following series of findings lend further substantiation to this contention.

## FIRST PREFERRED ENLISTMENT INCENTIVE

Each respondent (total sample) was also asked to select his *first preference* from the list of all incentives to Reserve affiliation.

The choice previously selected on an absolute basis, *educational benefits* was also selected on this ranking basis. Results for the first preference ranking appear below.

---

### First Preference: Incentive to Reserve Affiliation

Incentives	Percent
- A lump sum enlistment bonus of \$600	7%
- Pay at approximately 50% increase in lower grades from what it is now	8%
- Full-time insurance coverage (\$15,000 at \$3 cost per month)	5%
- Quarters allowance for dependents during initial active duty training (\$60 per month for one dependent)	3%
- Educational benefits to a maximum value of \$2,000 for six years service, payable in segments of \$500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	17%
- Cancellation of up to 50% of National Defense Education Act student loan	2%
- Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	11%
- Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training & only about 5% of all members are selected each year for annual active training.)	5%
- NONE would cause me to enlist	38%
- No answer	4%
	100%

There was very little difference in choice of this incentive among the various demographic subgroups.

### First Preferred Enlistment Incentive: Educational Benefits

"Select your *first preference* from this list of incentives for joining the Reserves."

Respondents selected *Educational Benefits* on an absolute basis and on a ranking basis.

	<u>Prefer Educational Benefits (First)</u>
Total (16-21)	17%
<u>Age</u>	
16-17 years	18%
18-19 years	18%
20-21 years	16%
<u>Race</u>	
White	17%
Non-White	20%
<u>Education Status</u>	
HS Student	18%
College Student	21%
Non-Student	14%
<u>City Size</u>	
Large Metropolitan	16%
Small Metropolitan	20%
Non-Metropolitan	18%
<u>Geographic Area</u>	
Northeast	14%
North Central	20%
South	16%
West	20%

## INCENTIVES IN COMBINATION

Respondents who said they would *not* join the Reserves, either initially or after being offered the preceding options, were then asked if they would join, *given any two (2) incentives* in the list.

The offer of any two incentives did not attract additional candidates. In the draft condition, 97% said they would not join, even given two incentives. For the no-draft condition, 96% said they would not join, given two options.

## DETERRENIS TO RESERVE AFFILIATION

Each youthful interviewer was given a list of conditions which might deter enlistment in the RESERVES. He was asked to state which conditions would deter him from RESERVE affiliation. Results for the total sample appear in the following table.

---

### Deterrents to Reserve Affiliation

"What conditions of RESERVE affiliation would deter you from enlisting?"

-Insufficient pay .....	25%
-Employer would object to absence for annual training .....	9%
-Conflict with civilian job .....	26%
-Family would object to time away from home .....	11%
-Weekend training requirement	16%
-Attitude of friends toward military	4%
-I don't want any part of the military	42%

---

The three most cited deterrents were: (1) not wanting any part of the military (42%); (2) conflict with a civilian job (26%); and (3) insufficient pay (25%). Other potential deterrents were cited by small percentages of respondents. Demographic correlates of endorsing these deterrents were next explored.

Global rejection of the military (and hence the RESERVES/NATIONAL GUARD) appears to originate among youth 18 years or older (18-19 years, 51%; 20-21 years 52%). It is particularly prominent among residents of the Northeast geographical area (62%). But this deterrent is *not* cited by the prime potential RESERVES/NATIONAL GUARD recruiting population-- the 16-17 year olds, the high school students, and the non-whites.

*Civilian job conflict* was a deterrent most cited by 16-17 year olds, and high school students. This seems an unreasonable objection, since only 3% of this group is employed full-time.

*Insufficient pay* was most cited as a deterrent to RESERVE affiliation by non-whites (38%) -- a potential recruitment source. This deterrent was also cited by 16-17 year olds (35%) and high school students (36%).

The *low pay* and *job conflict* themes merit attention in an attempt to induce enlistment among prime target populations.

### Deterrents to Reserve Affiliation

"What conditions of RESERVE affiliation listed on this card  
(HAND RESPONDENT CARD) would deter you from enlisting?"

	<u>Want no Part of Military</u>	<u>Civilian Job Conflict</u>	<u>Insufficient Pay</u>
Total (16-21)	42%	26%	25%
<u>Age</u>			
16-17 years	27%	33%	35%
18-19 years	51%	22%	20%
20-21 years	52%	22%	16%
<u>Race</u>			
White	43%	26%	23%
Non-White	28%	21%	38%
<u>Education Status</u>			
HS Student	29%	32%	36%
College Student	49%	23%	19%
Non-Student	54%	20%	15%
<u>City Size</u>			
Large Metropolitan	41%	30%	27%
Small Metropolitan	42%	23%	20%
Non-Metropolitan	46%	20%	25%
<u>Geographic Area</u>			
Northeast	62%	17%	20%
North Central	40%	28%	26%
South	29%	34%	31%
West	42%	22%	18%

## VI. Alternative Concepts in Military Service

An evaluation was made of the *all-volunteer force* and *compulsory national service*. For comparison, the present *draft system* was also assessed. American youth overwhelmingly endorse the concept of an all-volunteer military service.

VI

## ALTERNATIVE CONCEPTS IN MILITARY SERVICE

Each respondent was asked if he favored one of four alternatives for maintaining the armed services. Alternatives were presented one at a time, for absolute evaluation. The choices were presented under two conditions:

- At present
- During peace time

Endorsements of the four alternatives, for each condition, are tabled below.

<u>Alternatives</u>	<u>Conditions</u>	
	<u>At Present</u>	<u>During Peace Time</u>
Compulsory national service for men and women	16%	13%
Compulsory national service for men only	20%	15%
An all-volunteer military service	72%	82%
Continuation of the present military service draft system	22%	15%

The *all-volunteer* concept is most selected (72% at present; 82% during peace time). The current *draft system* was cited at about the same rate as compulsory national service for men.

The current *draft system* was selected by 22% (under present conditions). The support for the draft comes from the 16-17 year olds (30%) and high school students (31%). The biggest rejection of the draft originates among residents of the Northeast (10%).

The *all-volunteer force* and the *compulsory national service* (men only) concepts draw support from different demographic groups. The all-volunteer force was endorsed by 72% overall, but by 79% of 18-19 year olds, by college students and non-students, and by 84% of Northeast residents. Non-whites were less in favor of the all-volunteer force than were whites.

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The *compulsory national service* (men only) was endorsed by 20% overall. Its chief support came from residents of areas *other* than the Northeast, from 16-17 year olds (26%), from high school students (24%), and from non-whites (33%).

In general, the *all-volunteer force* was endorsed by the majority of respondents, independent of any demographic (sub-group) membership. Over two-thirds of all subgroups endorse the concept, under present conditions.

## Alternative Concepts in Military Service

(At Present)

"Much has been said and debated regarding the military draft and national service. (HAND RESPONDENT CARD) Listed on this card are various alternatives for maintaining the armed services. As I read each alternative, please tell me if you would be in favor of that alternative at the present time."

	<u>Compulsory National Service (Men)</u>	<u>All-Volunteer Military Service</u>	<u>Present Draft System</u>
Total (16-21)	20%	72%	22%
<u>Age</u>			
16-17 years	26%	67%	30%
18-19 years	17%	79%	17%
20-21 years	15%	72%	18%
<u>Race</u>			
White	19%	73%	22%
Non-White	33%	65%	25%
<u>Education Status</u>			
HS Student	24%	67%	31%
College Student	16%	75%	14%
Non-Student	18%	76%	19%
<u>City Size</u>			
Large Metropolitan	17%	71%	24%
Small Metropolitan	23%	75%	20%
Non-Metropolitan	22%	71%	20%
<u>Geographic Area</u>			
Northeast	12%	84%	10%
North Central	20%	67%	23%
South	24%	65%	31%
West	23%	77%	22%

## VII. Exposure to the Military

American youth report substantial exposure to the military services, either personally or as a result of advertising and public relations efforts.

A substantial percentage report visiting a military installation (49%), meeting a recruiter (48%) or receiving recruiting literature (55%).

High levels of direct personal contact are reported such as 65% with a father in service (now or in the past), 65% with a close friend currently in military service, and 19% with a brother in service now or in the past.

The *recruiter* and *television* were reported as the more effective media in influencing enlistment decisions, with high rates of media exposure reported, e.g., TV (78%), posters (58%) and radio (56%).

## MILITARY EXPOSURE

Each respondent was asked if he had ever visited a military installation, received recruiting literature, and been in contact with a recruiter.

Some 55% reported receipt of recruiting literature, while 49% reported visiting a military installation, and 48% reported some recruiter contact. *Age* was strongly related to the rate of exposure of each of these items, e.g., 69% of 20-21 year olds reported receiving recruiting literature but only 36% of 16-17 year olds reported receipt of literature.

Differences in contact by *race* were noted. While reported recruiter contact was essentially equivalent (48% white; 46% non-white), reported *receipt of recruiting literature* varied considerably (57% white; 37% non-white). Also, there were differential reports of installation visits (50% for whites; 34% for non-whites).

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## CONTACT WITH THE MILITARY

(Selected Items)

	<u>Visited a Military Installation</u>	<u>Ever in Contact with Recruiter</u>	<u>Ever Received Recruiting Literature</u>
Total (16-21)	49%	48%	55%
<u>Age</u>			
16-17 years	39%	37%	36%
18-19 years	50%	50%	66%
20-21 years	60%	61%	69%
<u>Race</u>			
White	50%	48%	57%
Non-White	34%	46%	37%
<u>Education Status</u>			
HS Student	42%	40%	42%
College Student	55%	51%	69%
Non-Student	52%	56%	59%
<u>City Size</u>			
Large Metropolitan	49%	47%	60%
Small Metropolitan	53%	49%	55%
Non-Metropolitan	44%	48%	43%
<u>Geographic Area</u>			
Northeast	45%	41%	57%
North Central	52%	55%	58%
South	48%	48%	58%
West	51%	46%	45%

## PERSONAL CONTACT

Each respondent was asked if he had a close friend in Service, or if his father or brother(s) had served. Results showed high rates of personal contact with the military (see table below).

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### Rates of Personal Contact With the Military

	<u>Percent</u>
Close friends now in Service	65%
Father in Service	
-Now	2%
-In the past	63%
Brother(s) in the Service	19%

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*Age* is related to having close friends in service. Even among 16-17 year olds, however, 51% reported a close friend in service. The rate for non-students was 80%.

*Race* was strongly related to having a father in the service. More whites (66%) reported their father had served than non-whites (51%). In terms of current service, however, more non-whites reported their father was in Service.

**Friends or Relatives in the Service**  
 (Friends, now; Brother(s) or Father, now or in the past)

	<u>Close Friends</u>	<u>Father</u> <u>Now</u>	<u>Past</u>	<u>Brother(s)</u>
Total (16-21)	65%	2% +	63%	19%
<u>Age</u>				
16-17 years	51%	3%	56%	15%
18-19 years	69%	2%	66%	20%
20-21 years	79%	1%	67%	23%
<u>Race</u>				
White	65%	1%	65%	19%
Non-White	61%	12%	39%	17%
<u>Education Status</u>				
HS Student	53%	3%	59%	18%
College Student	65%	2%	68%	17%
Non-Student	80%	1%	63%	23%
<u>City Size</u>				
Large Metropolitan	63%	2%	66%	18%
Small Metropolitan	65%	3%	62%	20%
Non-Metropolitan	68%	1%	57%	20%
<u>Geographic Area</u>				
Northeast	59%	1%	63%	13%
North Central	69%	5%	63%	19%
South	70%	2%	63%	24%
West	57%	1%	61%	18%

## ADVERTISING EXPOSURE

A series of *media* was evaluated in terms of any reported recruiting information exposure. Results for each medium appear below.

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### Exposure to Recruiting Media

<u>Media</u>	<u>Percent</u>
Recruiting literature (other than mail)	20%
Posters	58%
Television	78%
Radio	56%
Magazine/Newspaper	53%
Recruiter in person	31%
Recruiter by telephone	7%

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The most cited media were TV (78%), posters (58%), radio (56%) and magazines/newspapers (53%).

*Television* exposure was reported most by 16-17 year olds (83%), and least by non-students (67%).

TV and posters showed identical reported exposure by race.

Radio and print (magazines/newspapers) showed racial differences in reported exposure. For radio, 57% of whites reported exposure, but only 46% of non-whites. For print, the rate for whites was 53%, for non-whites 48%.

The reported exposure to posters and print was lowest among residents of the South.

**Exposure to Recruiting Information**  
(Major Media)

"Other than through the mail, by what other means of communication have you been exposed to Military Recruiting information?"

	<u>Television</u>	<u>Posters</u>	<u>Radio</u>	<u>Magazine/ Newspapers</u>
Total (16-21)	78%	58%	56%	53%
<u>Age</u>				
16-17 years	83%	58%	56%	54%
18-19 years	74%	57%	55%	51%
20-21 years	75%	60%	59%	52%
<u>Race</u>				
White	78%	58%	57%	53%
Non-White	78%	58%	46%	48%
<u>Education Status</u>				
HS Student	85%	60%	57%	56%
College Student	79%	63%	59%	52%
Non-Student	67%	52%	53%	49%
<u>City Size</u>				
Large Metropolitan	76%	59%	57%	49%
Small Metropolitan	80%	56%	54%	53%
Non-Metropolitan	78%	61%	57%	60%
<u>Geographic Area</u>				
Northeast	72%	62%	54%	52%
North Central	81%	63%	68%	57%
South	75%	49%	53%	48%
West	85%	59%	49%	51%

## MEDIA EFFECTIVENESS

Respondents who reported exposure to each media were asked if the information influenced their enlistment decision in any way. They were also asked if the information adequately described the opportunities for military service. Response are tabled below.

### Indices of Media Effectiveness

<u>Media</u>	<u>Percent Exposed</u>	<u>Effects on Exposed</u>	
		<u>Adequate Information</u>	<u>Enlistment Influence</u>
Recruiting literature (O.T.M.)*	20%	64%	13%
Posters	58%	40%	5%
Television	78%	48%	8%
Radio	56%	45%	6%
Magazine/Newspaper	53%	48%	7%
Recruiter in person	31%	73%	19%
Recruiter by telephone	7%	63%	7%

\*Other than mail.

Personal *recruiter contact* appears to be most influential in enlistment, when the rate of media exposure is not considered. However, *television* is at least equally effective when exposure is considered. The following table reports projected population estimates of youth influenced by each media.

<u>Media</u>	<u>Percent of Total Population Influenced in Enlistment Decision</u>
Recruiting literature (O.T.M.)	2.6%
Posters	2.7%
Television	5.9%
Radio	3.1%
Magazine/Newspaper	3.8%
Recruiter in person	5.9%
Recruiter by telephone	.5%

Thus, TV appears effective due to mass exposure (78%), if not information adequacy (48% among exposed).

The *recruiter* (in person) has far less exposure (31%), but is reported much more adequate in conveying information (73% among exposed).