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NATIONAL ARMY IMAGE AND ENLISTMENT SURVEY

16 APRIL 1976

Approval for Public Release.
Distribution Unlimited.

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FOREWORD

This final technical report presents the findings from the National Army Image and Enlistment survey, performed under the Recruitment Market Analysis System (REMAS) project. The REMAS project has been performed for the U. S. Army Recruiting Command by the Operational Analysis Department of the System Development Corporation (SDC) under contract DAAG39-74-C-0199. The Project Manager for SDC has been Mr. Robert L. Kent. Mr. R. G. Liveris has been the Contracting Officer's Technical Representative (COTR) for the Army.

For this survey, SDC performed survey design, questionnaire development, analysis, and reporting activities. Opinion Research Corporation (ORC) performed questionnaire formatting, sample design, survey conduct, questionnaire quality assurance, and keypunching activities under subcontract to SDC. Significant contributors have included Ms. Valerie Cooley, Mr. Dion Dow, Mr. Harold Holoter, Mr. Robert Kent, Dr. Brian Murphy, and Mr. Gary Wolf of SDC; Mr. Benjamin Phillips and Dr. Alfred Westefeld of ORC; Dr. Jerald Bachman of the Institute for Social Research, University of Michigan (consultant); and Dr. Charles Ramond of Marketing Control, Inc. (consultant).

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- TM-5474/000/00, USAREC Recruitment Market Analysis System (REMAS) Research Plan, dated 24 January 1975.
- TM-5548/000/00, USAREC Recruitment Market Analysis System (REMAS) DRC Market Survey I, dated 7 July 1975.
- TM-5555/001/00, USAREC Recruitment Market Analysis System (REMAS) Cost Effectiveness Analysis of National Army Advertising for July-December 1974, dated 29 July 1975.
- TM-5555/002/00, USAREC Recruitment Market Analysis System (REMAS) Cost Effectiveness Analysis of National Army Advertising for Fiscal Year 1975, dated 17 November 1975

- TM-5656/000/00, USAREC Recruitment Market Analysis System (REMAS) Transfer Plan, dated 9 April 1976.
- TM-5657/000/00, USAREC Recruitment Market Analysis System (REMAS) Enlistment Prediction Model, dated 16 April 1976.

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SECTION 1 EXECUTIVE SUMMARY

The purpose of this section is to provide an overview of the survey design and a summary of the major conclusions and recommendations which resulted. The survey design is treated more fully in Section 2. Conclusions and recommendations are also presented in Section 4 along with supporting findings. Detailed findings are presented in Section 3.

1.1 OVERVIEW

The National Army Image and Enlistment Survey was conducted by System Development Corporation as a part of the Recruitment Market Analysis System (REMAS) project. Objectives of the survey were to:

1. Define segments of the youth population that can be related to survey findings and recruiting operations.
2. Measure the impact of Army advertising.
3. Provide descriptive measures of the image of the Army.
4. Identify reasons for enlistment in the Army.
5. Evaluate sources of information about the Army.

The survey was conducted in December 1975 with national probability samples of two populations: 14-16 and 17-21 year old males. In-person interviews were conducted with 318 14-16 year olds and 697 17-21 year olds who were not full time college students; who were not then nor previously serving in the Armed Forces, National Guard, or Reserves; and who had not at that time been accepted in one of the Armed Forces. Interviews were conducted in the respondents' homes.

1.2 CONCLUSIONS

Listed below are major conclusions reached, based on findings from this survey.

1. YOUNG MEN ARE GENERALLY SATISFIED WITH THEIR CURRENT LIVES.

2. YOUNG MEN VIEW ORDERS FROM A BOSS AS MORE ACCEPTABLE THAN GENERALLY BEING TOLD WHAT TO DO OR HOW TO DO IT.

3. LIFESTYLE FACTORS ARE AT LEAST AS IMPORTANT AS JOB CONSIDERATIONS TO YOUNG MEN.

4. THE JOB FACTORS MOST IMPORTANT TO YOUNG MEN RELATE TO FINANCIAL REWARDS.

5. THE MOST IMPORTANT LIFESTYLE AND JOB FACTORS TEND TO BE VIEWED AS BEING MORE AVAILABLE IN CIVILIAN LIFE THAN IN THE ARMY.

6. POSITIVE ENLISTMENT INTENT IS INVERSELY RELATED TO AGE.

7. ENLISTMENT INTENT OF 17-21 YEAR OLDS HAS BECOME MORE NEGATIVE IN THE LAST TWO YEARS, WHILE ATTITUDES TOWARD THE ARMY, MARINES, AND COMBAT ARMS HAVE BECOME MORE FAVORABLE.

8. THE SEGMENT OF THE 17-21 YEAR OLD POPULATION. WHICH CONSISTS OF THOSE WHO ARE POSITIVE TOWARD ENLISTMENT AND PREFER THE ARMY, IS NOT SUFFICIENT TO MEET ARMY RECRUITMENT NEEDS.

9. ARMY IMAGE AS REFLECTED BY ADVANTAGES AND DISADVANTAGES COMPARED TO OTHER SERVICES IS SLIGHTLY MORE NEGATIVE THAN POSITIVE.

10. THE ARMY IS PERCEIVED OF AS PROVIDING MORE BENEFITS THAN OTHER SERVICES.

11. THE ARMY ENJOYS A LEVEL OF AWARENESS THAT IS GREATER THAN FOR ANY OTHER SERVICE.

12. ARMY ADVERTISING HAS HAD A GREATER IMPACT THAN HAS ADVERTISING FOR ANY OTHER SERVICE.

13. THE ADVERTISING MESSAGES WHICH HAVE HAD THE GREATEST IMPACT ARE IN THE CATEGORIES OF RECRUITING SLOGANS/MESSAGES, JOB OPPORTUNITIES, EDUCATIONAL OPPORTUNITIES, AND SKILLS TRAINING.

14. ARMY ADVERTISING IS PERCEIVED AS BEING ACCURATE BUT INCOMPLETE.

15. DIRECT MAIL IS AN EFFECTIVE ADVERTISING MEDIUM.

16. KNOWLEDGE OF WHICH SERVICES OFFER SPECIFIC ADVERTISED BENEFITS IS QUITE LOW, BUT ARMY BENEFITS ARE CORRECTLY IDENTIFIED MORE OFTEN THAN BENEFITS OF OTHER SERVICES.

17. NEWSPAPER READERSHIP BEHAVIOR VARIES BETWEEN POPULATION SEGMENTS.

18. MAGAZINE READERSHIP VARIES BETWEEN POPULATION SEGMENTS.

19. RADIO LISTENING IS HIGHEST FOR ROCK MUSIC PROGRAMS AND DURING THE HOURS OF 3:00 P.M. TO MIDNIGHT.

20. LOWER LEVEL NEIGHBORHOODS RECEIVE A DISPROPORTIONATELY LOW LEVEL OF ADVERTISING.

21. THE SCHOOL COUNSELOR'S ROLE AS AN INFLUENCER IS PRIMARILY ONE OF PROVIDING INFORMATION.

22. THE MOST IMPORTANT INFLUENCERS ARE PARENTS AND PEERS, WITH MOTHERS AND GIRL FRIENDS/WIVES BEING POTENTIALLY NEGATIVE INFLUENCERS.

23. EDUCATIONAL ASSISTANCE IS AN IMPORTANT ENLISTMENT INCENTIVE.

24. A CHOICE, AFTER SIX MONTHS OF ACTIVE DUTY, OF COMPLETING THE TERM OF ENLISTMENT OR SERVING FIVE AND ONE-HALF YEARS IN THE ACTIVE RESERVE WOULD BE A VIABLE ENLISTMENT INCENTIVE.

25. THE MOST POPULAR ENLISTMENT OPTIONS INCLUDE AN ENLISTMENT BONUS, DUTY IN A NONCOMBAT BRANCH, AND/OR SHORT TERMS OF ENLISTMENT.

26. OFFERING ADDITIONAL INCENTIVES CAN INDUCE LONGER TERMS OF ENLISTMENT.

27. HIGHER QUALITY 17-21 YEAR OLDS AND OTHER POPULATION SEGMENTS CAN BE PROFILED IN TERMS OF CHARACTERISTICS USEFUL IN MARKETING.

1.3 RECOMMENDATIONS

1. MARKETING ACTIVITIES SHOULD BE TAILORED AS MUCH AS POSSIBLE TO IDENTIFIABLE POPULATION SEGMENTS OF INTEREST TO THE ARMY.

2. ACTION SHOULD BE INITIATED TO CORRECT THE IMAGE OF THE ARMY LIFESTYLE AND OF ARMY JOBS.

3. THEME/CONCEPT TESTING SHOULD BE AN ONGOING PRACTICE TO HELP FORMULATE MARKETING STRATEGIES.

4. INFLUENCERS WHO SHOULD BE OF PRIMARY CONCERN TO THE ARMY ARE FATHERS, MOTHERS, AND GIRL FRIENDS/WIVES.

5. EFFORTS SHOULD CONTINUE TO ENSURE THAT SCHOOL COUNSELORS ARE KNOWLEDGEABLE ABOUT ARMY ADVANTAGES, BENEFITS, AND OPPORTUNITIES AVAILABLE TO ENLISTEES.

6. A CHOICE OF ENLISTMENT INCENTIVES/OPTIONS SHOULD BE MADE AVAILABLE.

SECTION 2. OBJECTIVES AND METHODOLOGY

The purpose of this section is to document the objectives of the survey and the methodology used in its development, conduct, and analysis. Figure 2.2-1 presents the general work flow process, and subsequent paragraphs describe the major aspects of that process.

2.1 OBJECTIVES

The objectives of this study were to:

1. Define segments of the youth population in a manner that these definitions can be related to the findings of this survey and to qualitative and quantitative recruiting strategies and operations.
2. Measure the impact of Army advertising and provide information for use in planning future marketing activities and programs.
3. Provide descriptive measures of the image of the Army including overall attitude, lifestyle, the Army as an employer, and comparisons with other services and with civilian status.
4. Identify and assess reasons for enlistment in the Army considering Army lifestyle, the Army as an employer, comparisons between the Army and other services, and the attractiveness of appeals and options as enlistment incentives.
5. Evaluate the sources of information about the Army and the importance of these sources relative to the decision whether to consider enlisting in the Army.

2.2 METHODOLOGY

This section provides an overview of the methodology used in the survey development, conduct, and analysis. Specific aspects of the methodology described in the following paragraphs are research design, questionnaire development, sampling design, data collection, data processing, analytic methods, and reliability. Figure 2.2-1 provides an overview of the work flow process described in this section.

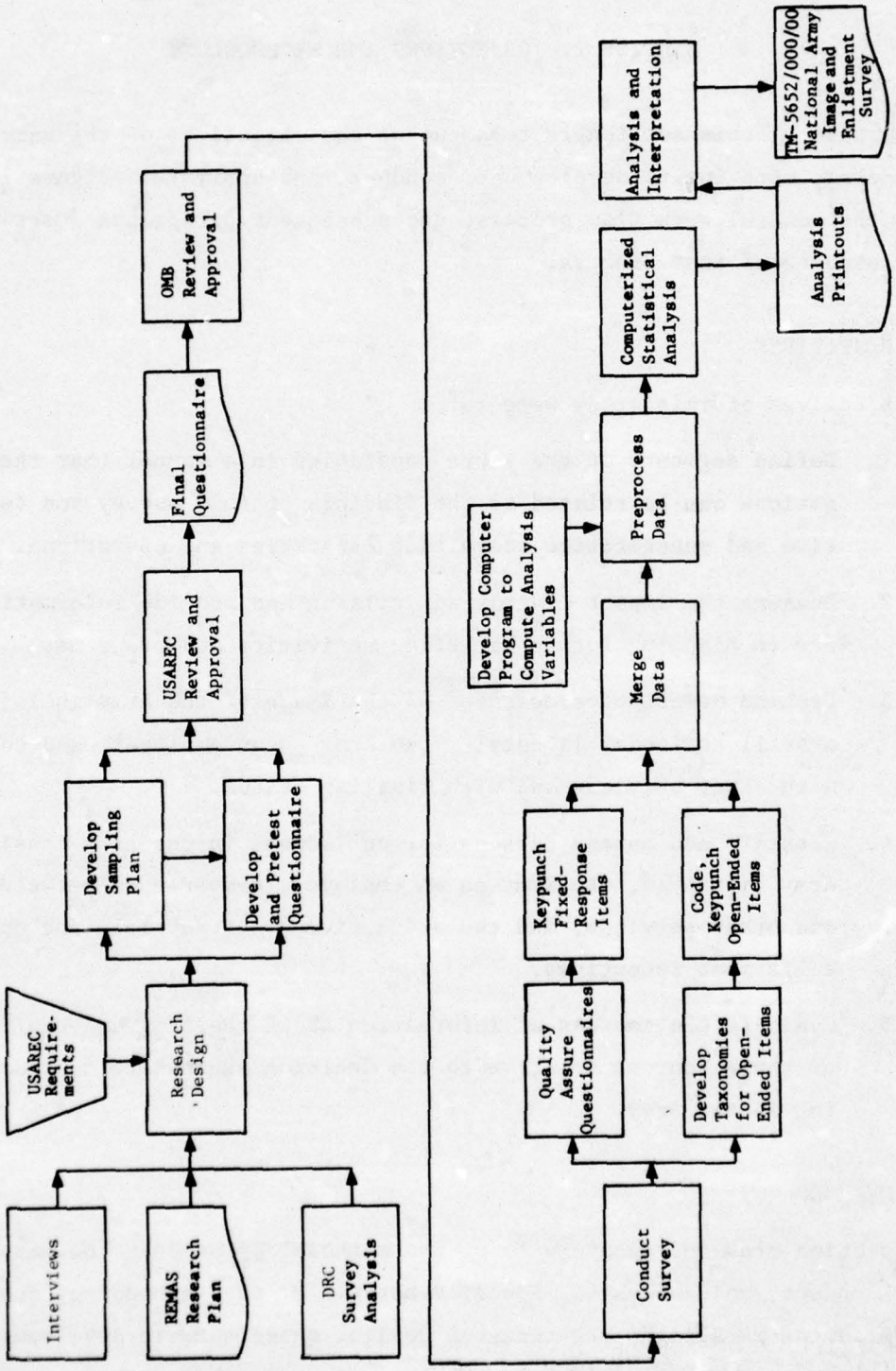

Figure 2.2-1. Work Flow Process for National Army Image and Enlistment Survey

2.2.1 Research Design

The National Army Image and Enlistment Survey was designed to meet concurred upon objectives concerning Army image and sources of enlistment information. These are presented in paragraph 2.1 above.

The survey utilized a national probability sample of each of two populations. The first, with a sample size objective of 700, was 17-21 year old males who met the following criteria:

1. Not now a full time college or junior college student,
2. Not now serving, or ever having served, in any branch of the U.S. Armed Forces, the ROTC, the National Guard, or the Reserves, and
3. Not now accepted in one of the Armed Forces and waiting to be called.

The second population, with a sample size objective of 300, was 14-16 year old males who met the same three criteria as the 17-21 year old population.

In-person interviews were to be conducted utilizing a questionnaire developed by System Development Corporation to address task objectives. Interviews were to be conducted in the respondents' homes and were to last approximately 45 minutes each.

2.2.2 Questionnaire Development

Questionnaire development was based on four primary sources of information and guidance. These were the REMAS Research Plan; DRC survey results; interviews with students, educators, and recruiters; and USAREC guidance.

The REMAS Research Plan provided the baseline objectives and design. It also documented survey data requirements.

The previous DRC survey served as a baseline for the analysis of advertising impact. Much of the approach from the DRC survey regarding advertising was adapted for use in the national survey. Improvements were made based on analysis results.

Prior preliminary investigations were concerned with sources of enlistment information. As part of those activities, semi-structured interviews were conducted with recruiters and educators, and sensing sessions were held with students in junior high schools, high schools, and vocational schools. These data collection activities were conducted in April-May 1975 in the Los Angeles and Kansas City DRCs. The purpose of the interviews was to develop hypotheses concerning the sources of enlistment information and the enlistment decision process for use in developing the national survey quesionnaire. The national survey, reported in this document, is the data collection and analysis vehicle through which objectives regarding the sources of enlistment information are being addressed. A summary of conclusions based on the interviews and a list of items mentioned by students during sensing sessions are contained in Appendices A and B.

USAREC guidance provided areas of investigation based on current needs. These included specific enlistment incentives and options and an emphasis on those matters that were Army specific rather than broadly military related. The latter was to avoid duplication of effort with other survey activities being undertaken by DoD, and this resulted in a deemphasis of enlistment decision information.

The questionnaire was developed by SDC with the assistance of Dr. Jerald Bachman, Institute for Social Research, University of Michigan. The draft questionnaire was reviewed by USAREC, and final modifications were made. ORC pretested and formatted the questionnaire. The questionnaire was submitted to the Office of Management and Budget where it was approved and given OMB No. 49-575003 with an expiration date of 31 December 1976. A copy of the final questionnaire and its associated exhibit booklet are contained in Appendix C.

2.2.3 Sample Design

Two populations were sampled for this survey: 14-16 and 17-21 year old males as described in paragraph 2.2.1 above. Each sample was drawn from ORC's master nationwide probability sample, and the resultant sample sizes were 318 14-16 year olds and 697 17-21 year olds.

2.2.3.1 The ORC Master Sample

The ORC master probability sample is designed to represent the United States, excluding Alaska and Hawaii.

In its basic design the sample consists of 360 counties, arranged in six "blocks" of 60 counties each. Each of the six blocks is an independent subsample representing the United States. The counties making up each block were chosen at random, with probability proportional to size of population, from the 3,070 counties that make up the nation.

Prior to the selection of sample counties, geographical stratification was introduced. All 3,070 counties were grouped into 171 areas of contiguous counties, as designated by the Office of Business Economics of the U.S. Department of Commerce. The 171 area groupings were then arranged into geographical order from north and east to south and west--from Maine to California--and within each area the counties were arranged in descending order of population.

Within the resulting array the 60 individual sample counties making up each block were selected by systematic methods, with random start points, to insure representative geographical distribution. The process was carried out six times to provide the six blocks that make up the entire master sample. The selections were made, and documented, on an IBM 360/65 digital computer.

It will be noted that in this process the sampling unit is a county and that a given county may appear in the sample more than once, either because of its large population or because it was selected by chance in more than one of the six blocks.

The sample has a number of desirable properties:

1. It can be used as a whole, or subsamples can be taken by choosing any one or any combination of the six blocks into which the master sample is divided. Each of the six blocks is itself a national probability sample. Such subsamples are mutually consistent, and can be added or compared. This layout for the master sample provides flexibility in size, so that sample size in each instance can be varied to suit the need for precision of any particular research inquiry.
2. The whole sampling method is both statistically and administratively of maximum efficiency. Its intent is to provide the most reliable data from any given expenditure.
3. The sample is fully documented and reproducible in a scientific sense. It can be updated in a straightforward way, easily and logically, as the population changes with time.

Within each county a minor civil division was selected, with probability proportionate to size, and defined to be the primary sampling unit.

2.2.3.2 National Army Image and Enlistment Survey Sample Design

For this sample, 150 locations in three blocks of the master sample were used.

Because of the low incidence of qualified potential respondents, each interviewer was assigned a quota of 5 young men in the 17 through 21 age group and 2 young men in the 14 through 16 age group. In addition, they were provided with detailed written instructions on how to select eligible young men for inclusion in the sample, depending upon whether their assigned interviewing location was in an urban area, a rural or open road area, or a suburban development.

- Urban Area

  Interviewers were provided with a starting address and instructed to contact the first housing unit to the left of this address. Proceeding in a clockwise fashion around the block, a contact was made at each housing unit in order to ascertain if the housing unit contained an

eligible young man and to obtain referrals of eligible young men who lived in the immediate neighborhood, i.e., on or across any of the four streets of their assigned block. If the assigned block or the four streets across from this block did not produce the desired quota of interviews or a sufficient number of referrals, interviewers were instructed to proceed to the block directly north of the assigned block and follow the same procedure as used for the original block assigned. Blocks to the east, west, and south of the original block were also included in the sample plan if needed to complete the assigned quota of young men.

- Rural or Open Road Areas

  When the starting address was a household located in a rural or open road area, interviewers were instructed to restrict the interviewing to a 1-mile radius from the starting address. All housing units in the 1-mile radius were contacted for the purpose of finding eligible young men or to obtain sufficient referrals to complete the assigned quota of eligible young men.

- Suburban Development

  When the starting address was a household located in a suburban development, interviewers were instructed to contact each housing unit in the development to locate eligible young men or referrals within the development unit until such time as the assigned quota of interviews had been obtained.

- Callbacks on Eligible Respondents

  After it was determined that a household contained an eligible young man living at home, interviewers were instructed to make up to four calls at that household, if necessary, in order to obtain an interview.

2.2.4 Data Collection

Interviews were conducted in the respondents home by experienced ORC field interviewers using standard procedures. Interviews ranged from 30 to 90 minutes, but the majority required 40-60 minutes to complete.

All interviews (318 14-16 year olds and 697 17-21 year olds) were completed between 25 November and 31 December 1975. Completed questionnaires were returned to ORC for quality assurance and keypunching.

2.2.5 Data Processing

ORC quality assured the questionnaires, keypunched response data from closed-end questions, and delivered the computer cards and questionnaires to SDC. Taxonomy development, coding, and keypunching of responses to open-ended questions was accomplished by SDC.

A computer program was developed to compute special analysis variables and preprocess data in preparation for statistical analysis. Two data bases were created, one for 14-16 year olds and one for 17-21 year olds. Statistical analyses of the data were performed on the IBM 370-158 using an SDC statistical program package. Further specifications for the preprocessor, computed variable algorithms, and the data tapes can be found in TM-5656/000/00, USAREC Recruitment Market Analysis System (REMAS) Transfer Plan, dated 9 April 1976.

2.2.6 Analytic Methods

Analytic procedures included both descriptive and inferential statistics. Chi square and analysis of variance tests were used for comparisons between groups of respondents. The confidence level used to determine statistical significance was .05, and the actual probability (P) is included with tables if $P \leq .05$ and $\geq .001$. The notation NS is used to indicate that group differences were not significant at the .05 level.

While there are numerous ways in which data can be combined for analysis, the general approach was to analyze data by the same response categories used in the questionnaire. Response categories were generally combined when the frequency for a category was insufficient for statistical analysis. The N for individual questionnaire items varied somewhat due to missing data (no response by a respondent for an item) and/or deletion of response categories (such as "not applicable" or "don't recall").

Task objectives provided direction for data analysis and interpretation. Emphasis was placed on providing as much operationally relevant and actionable information as possible within the constraints of the study.

Responses of 14-16 year olds were analyzed only by age groups. Other classifications resulted in cell sizes too small for meaningful analyses and were therefore not used. Responses of 17-21 year olds were analyzed by eight different respondent classifications. These were:

1. Age - to permit examination of emerging and developing attitudes.
2. Educational Status - for comparison based on a measure of quality. The subgroups were In High School, High School Graduate (HSG), and Non-High School Graduate (NHSG).
3. High School Grades - for analysis based on another measure of quality. (It is understood that the Army Research Institute (ARI) has completed research which has found a correlation between low high school grades--Cs and Ds and below--and lack of success in the Army.) The two upper categories (mostly As, As and Bs) were combined as were the two lower ones (Cs and Ds, Ds and below) due to the small frequencies in the extreme categories.
4. Type Neighborhood - for comparative analyses based on a socio-economic measure. The two upper categories were combined as were the two lower categories because of the small number of respondents in the two extreme categories.
5. Military Enlistment Intent - for comparison of groups based on intent to enlist. The two positive response categories were combined due to the small frequency in the "definitely enlist" category. Military enlistment was selected rather than the more restrictive Army enlistment to define the population within which the Army must compete for enlistees and thereby provide more meaningful information. It is suggested that the "don't know" category be given special attention as possibly having the greatest potential payoff for recruiting efforts.

6. Preferred Service for Enlistment - to provide information which will permit a better understanding of the Army's position in the marketplace vis-a-vis the other services. The response categories of "other" and "don't know" were combined and labeled as "other"; the resultant grouping consists of about 1/3 "other" and 2/3 "don't know" responses.

7. Combat Arms Favorability - to provide information useful in developing recruiting strategies that will attract CA enlistments. Emphasis should be placed on the favorable and neutral categories. This measure was based on responses to item 33-1 in the questionnaire (how favorable would you be toward being in a combat branch?) which used a scale of 0 (unfavorable) to 9 (favorable). A response of 0-2 was classified as unfavorable, 3-6 as neutral, and 7-9 as favorable.

8. Army Fit - an expansion of the Mil-Fit measure that was developed in the University of Michigan Youth in Transition study and found to be correlated with actual attempted enlistment.[1] This variable is described in detail below. The possible range of scores was +8 to -8. Because of the frequency distribution of scores, the following subgroups were established (the scores which define each are given parenthetically, and there were no scores greater than 5.9999):

   Positive (+.5 to +5.9999)
   Neutral (-.5 to +.4999)
   Slight Negative (-1.5 to -.5001)
   Negative (-2.5 to -1.5001)
   Very Negative (-8.0 to -2.5001)

An important concept used in the survey analysis is that of fit. This refers to the relationship between the individual's needs and the extent to which these needs can be satisfied. The degree to which the needs and their satisfaction match determines the goodness of fit. In this survey the needs were 18 aspects of lifestyle and 18 aspects of a job and the working environment. Their satisfaction was the respondent's perception of the extent to which the Army could provide or satisfy his lifestyle and job needs.

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[1] Johnston, Jerome and Bachman, Jerald, Youth In Transition, Volume V, Ann Arbor: Institute for Social Research, 1972.

Need for the 18 aspects of lifestyle was measured in terms of importance on a scale of 0 to 4, not important to extremely important (item number 8 in the questionnaire). The need for the 18 aspects of a job was similarly measured (item 10). The extent to which the Army was perceived to satisfy the lifestyle needs was measured on a scale of 1 (much more likely as a civilian) to 5 (much more likely in the Army) in item 35 of the questionnaire. Perceived satisfaction of job needs by the Army were similarly measured in item 36.

A fit score was computed for each of the 36 aspects of lifestyle and job by multiplying, for each respondent, its importance score (C to 4) by its satisfaction score (rescaled so that 1 was changed to -2, 2 to -1, 3 to 0, 4 to +1, and 5 to +2; thus, "much more likely in the Army" had a value of +2 and "much more likely as a civilian" had a value of -2). Possible fit scores for an item for one respondent can be seen in the score matrix in Figure 2.2-2.

From these individual fit scores, three additional composite scores were computed. Army Lifestyle Fit was the mean of the fit scores for all 18 lifestyle items. Army Job Fit was the mean of the fit scores for all 18 job items. Army Fit was the mean of all 36 fit scores (actually computed as Lifestyle Fit + Job Fit ÷ 2). These means, of course, resulted in many intermediate non-integer values between +8 and -8.

2.2.7 Sampling Tolerances

Results of all surveys based on a sample of a given universe are subject to sampling tolerances. The probable limits of such tolerances can be estimated by standard statistical methods. The sampling tolerances vary with the size and nature of the sample and the magnitude of the percentage results.

Items 8 and 10 \ Items 35 and 36		Satisfaction				
		Much More Likely In The Army (+2)	Somewhat More Likely In The Army (+1)	Both About The Same (0)	Somewhat More Likely As Civilian (-1)	Much More Likely As Civilian (-2)
Need	Extremely Important (4)	+8	+4	0	-4	-8
	Very Important (3)	+6	+3	0	-3	-6
	Pretty Important (2)	+4	+2	0	-2	-4
	A Little Important (1)	+2	+1	0	-1	-2
	Not Important (0)	0	0	0	0	0

Figure 2.2-2. Matrix of Possible Fit Scores for Lifestyle and Job Items

Table 2.2-1 below shows the tolerances (at the 95% confidence level) that apply to percentage results based on various sample sizes. The chances are 95 in 100 that a survey result will not vary, plus or minus, by more than the indicated number of percentage points from the results that would be obtained if interviews were conducted with all eligible individuals in the respective universes represented by the samples. For example, if in the sample of 697 17-21 year olds 30% had considered enlisting the chances are 95 out of 100 that in a survey of the entire population that was sampled, between 26% and 34% would report that they had considered enlisting.

Table 2.2-1. Sampling Tolerances for Selected Sample Sizes Utilizing Personal Interviews in Area Probability Samples*

Size of Sample	Approximate Sampling Tolerances Applicable to Percentages at or Near these Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 interviews	2%	3%	4%	4%	4%
900	2%	3%	4%	4%	4%
800	3%	3%	4%	4%	4%
700	3%	4%	4%	5%	5%
600	3%	4%	5%	5%	5%
500	3%	4%	5%	5%	5%
400	4%	5%	6%	6%	6%
300	4%	6%	6%	7%	7%
200	5%	7%	8%	8%	9%
100	7%	10%	11%	12%	12%

*The effect of clustering (selecting the respondents in groups within primary sampling units and sampling locations) has been taken into account.

Tolerances are also involved in the comparison of results from various subgroups of any one sample. A difference must be of at least a certain size to be considered statistically significant. Table 2.2-2 below serves as a guide to the sampling tolerances applicable to such comparisons at the 95% confidence level.

Table 2.2-2. Differences Between Percentages Required for Significance at the .05 Level Based on Personal Interviews in Area Probability Samples*

Size of Samples Compared	Differences Required for Significance at or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000 interviews	3%	4%	5%	5%	5%
750	4%	5%	5%	6%	6%
500	4%	5%	6%	7%	7%
250	5%	7%	8%	8%	9%
100	8%	10%	12%	13%	13%
500 and 500 interviews	5%	6%	7%	8%	8%
250	6%	8%	9%	9%	9%
100	8%	11%	12%	13%	13%
200 and 200 interviews	7%	10%	11%	12%	12%
100	9%	12%	14%	15%	15%
100 and 100 interviews	10%	14%	16%	17%	17%

*The effect of clustering (selecting the respondents in groups within primary sampling units and sampling locations) has been taken into account.

SECTION 3 - ANALYSIS RESULTS

This section presents the findings from the data analyses. It is organized into five subsections, each of which addresses a separate issue:

3.1 Demographic Chcaracteristics

3.2 Attitudes

3.3 Army Image

3.4 Army Advertising

3.5 Enlistment Decision Process

The general approach in this section is to provide and discuss data for each of the two samples taken as a whole. Then, findings from subgroup analyses are presented only for those items and subgroups where statistically significant differences (at the .05 level) were found. Probabilities (P) are given where appropriate Where differences were not significant, the notation NS is used and the percentages or means for the total sample should be used for the subgroups. The P value in a table is the probability that the group or cell differences in the table were due to chance, such as sampling. In Table 3.1-2 for example, the entry of .014 indicates that the probability is 14 out of 1000 that differences between ages, in terms of type of dwelling, were due to chance. In general, small P values ($<.05$) may be interpreted as indicating that a difference is a true difference rather than a difference due to chance factors. The term "significant" as used in this section refers to statistical significance at or below the .05 level.

Whether or not statistical significance is demonstrated, further interpretation may be required because statistical significance does not necessarily imply operational or practical significance. The meaningfulness of differences found may depend on other factors such as the absolute or relative magnitude of the differences.

Percentages in data tables may not add up to exactly 100% due to computer rounding. Also, some tables may add up to more than 100% because they are based on items which permitted multiple responses by respondents.

3.1 DEMOGRAPHIC CHARACTERISTICS

The purpose of this section is to describe the two samples used and point out demographic characteristics which may be of special interest or usefulness to the Army.

3.1.1 14-16 Year Olds

The demographic composition of this sample is summarized in Table 3.1-1. There were almost equal numbers of 14, 15, and 16 year olds. The sample was 85% white, over half lived in middle class neighborhoods, most lived in single family dwellings and most came from small cities.

Most (88%) were in high school, over half planned to go to a 2 or 4 year college, and their high school grades were somewhat better than average. Twenty-five percent of the fathers had less than high school educations and 21% had completed college or other advanced schooling. Of the mothers, 21% had less than high school and 30% had at least some college.

Unemployment among this younger group was predictably high (73%) and only 18% were looking for jobs. All but 3% lived with their parents and most expected their 1975 incomes to be under $2000. Over half belonged to or had belonged to formal organizations. Less than half had friends who had enlisted or would enlist in the service. Asked about unemployment in their areas for people like themselves, 74% said it was from moderate to very high and 10% didn't know.

Analyzed by age, the only statistically significant differences were for type of dwelling and number of friends enlisting. The number of friends enlisting increased from an average of .9 for 14 year olds, to 1.78 for 15 year olds, and 1.91 for 16 year olds. Percentages in each subgroup are shown in Table 3.1-2.

Table 3.1-1. Demographic Characteristics of 14-16 and 17-21 Year Olds (In Percent)

CHARACTERISTIC	AGE	
	14-16	17-21
AGE		
14	32	
15	33	
16	35	
17		47
18		24
19		13
20-21		16
RACE		
White	85	83
Black/Other	15	17
TYPE DWELLING		
Apartment, etc.	11	14
Single family	89	86
TYPE NEIGHBORHOOD		
Upper	16	18
Middle	58	55
Lower	25	27
SIZE TOWN		
Large city (250,000 or more)	27	27
Medium city (75-250,000)	16	17
Small city (5-75,000)	26	25
Small town (5,000 or less)	22	23
Farm Area	9	7
EDUCATIONAL STATUS		
In HS	88	56
HSG	7	32
NHSG	5	12
EDUCATION PLANS		
2 year college	8	12
4 year college	49	31
Vocational/technical school	17	17
None	16	30
Don't know	10	10
FATHER'S EDUCATION		
GS/some HS	25	33
HS	41	35
HS/some college	13	11
College/other	21	21

Table 3.1-1. Demographic Characteristics of 14-16 and 17-21 Year Olds (Continued)

CHARACTERISTIC	AGE	
	14-16	17-21
MOTHER'S EDUCATION		
GS/some HS	21	28
HS	49	48
HS/some college	13	10
College/other	17	14
HIGH SCHOOL GRADES		
A/B	25	18
B	23	19
B/C	21	25
C	22	27
C/D	9	11
EMPLOYMENT STATUS		
Full time	1	25
Part time	26	30
No	73	45
SEEKING EMPLOYMENT		
Yes	18	28
No	82	72
LIVE WITH PARENTS		
Yes	97	89
No	3	11
1975 INCOME		
Below $2,000	95	61
$2,000-$3,499	2	13
$3,500-$4,999	1	8
$5,000 or more	2	18
ORGANIZATION MEMBER		
Yes	48	31
No	43	60
Not now but was	9	9
NUMBER OF FRIENDS ENLISTED		
None	55	36
1	12	14
2	10	17
3	6	10
4 or more	17	23
UNEMPLOYMENT IN AREA		
Very high	16	18
High	22	22
Moderate	36	38
Low	10	13
Very low	6	4
Don't know	10	

Table 3.1-2. Demographic Characteristics of 14-16 Year Olds by Age (In Percent)

GROUP	Total Sample	14	15	16	P
TYPE DWELLING					
Apartment, etc.	11	9	18	6	.014
Single family	89	91	82	94	
NUMBER OF FRIENDS ENLISTING					
None	55	66	55	47	
1	12	14	8	14	
2	10	7	8	14	.005
3	6	7	4	5	
4 or more	17	6	25	20	

3.1.2 17-21 Year Olds

The demographic characteristics of the 697 young men in this sample also can be seen in Table 3.1-1. Most were white (83%), 55% lived in middle class neighborhoods, and 86% lived in single family dwellings.

Most were either in high school or had graduated, but there were 12% who had not graduated and were not attending school. Their high school grades were average (52% in the B/C-C range), somewhat lower than for the 14-16 year old sample. 43% planned on going to a 2 or 4 year college and 30% had no education plans. Fathers were 33% non-high school graduates and 21% college graduates (or other advanced schooling). Mothers were 28% non-high school graduates and 14% college graduates.

Over half had part or full time jobs and 28% were looking for jobs. Their expected incomes were considerably higher than the boys' (only 61% expected $2000 or less versus 95% of the boys). Unemployment in their areas for people

Table 3.1-3. Probabilities of Differences Between 14-16 and 17-21 Year Old Subgroups on Demographic Measures where P ≤ .050

DEMOGRAPHICS CHARACTERISTICS	14-16 Year Olds	17-21 Year Olds							
	Age	Age	Educ. Status	High School Grades	Type Nbrhd.	Mil. Enlist. Intent	Pref. Service	CA Favor.	Army Fit
AGE			<.001	<.001		.012			
RACE			.007	<.001	<.001	<.001	.011		<.001
TYPE DWELLING	.014	.011	<.001		<.001		<.001		
TYPE NEIGHBORHOOD			<.001	<.001		<.001	.017		<.001
SIZE TOWN					.021				
EDUCATION STATUS	<.001	<.001		<.001	<.001	<.001			
EDUCATION PLANS		<.001	<.001	<.001	<.001	<.001	<.001		.015
FATHER'S EDUCATION			<.001	<.001	<.001		.005		
MOTHER'S EDUCATION		.007	<.001	<.001	<.001		.003		.015
HS GRADES		<.001	<.001		<.001		.021		
EMPLOYMENT STATUS		<.001	<.001	<.001	.019				
SEEKING EMPLOYMENT		<.001	<.001	<.001	<.001	.005	.050		
LIVE WITH PARENTS		<.001	<.001	.008	<.001	.010			
1975 INCOME		<.001	<.001	<.001		.003			
ORGANIZATION MEMBER		<.001	<.001	<.001	<.001				.010
NUMBER FRIENDS ENLISTED	.005	<.001	<.001	.026					
UNEMPLOYMENT IN AREA		.050	.003						

*Only significant differences are indicated; blank cells indicate no significant differences.

like themselves was perceived to be moderate, high, or very high by 78% and only 5% didn't know. Fewer of this older group lived with their parents (89% versus 97% for the boys), and organization membership was lower, with 60% non-members. Only 36% had no friends who had enlisted or were going to enlist, and 23% had four or more.

3.1.3 Significant Differences

Table 3.1-3 indicates where significant differences occur among demographic subgroups and gives the probability for each. These differences are discussed below.

Analyzed by age, 12 demographic subgroups were significantly different and their distributions are shown in Table 3.1-4. The high percentage of 20-21 year olds living in apartments is consistent with the higher percentage of them living away from parents.

A predictable age-related difference is that most of the 17 year olds were in high school and most of the 20-21 year olds are high school graduates. There is a similar reversal in educational plans: 55% of 17 year olds plan to go to college and 20% have no plans; while 20% of the 20-21 year olds have college plans and 56% have none.

Some interesting academic differences occur primarily as a result of the sample design. Note that the percentage of mothers without high school educations is higher among the 20-21 year olds than the 17 year olds and that the percentage with college educations is lower. Note, too, that there is a drop in the percentages of A/B and B students from the 17 to the 20-21 year olds, and a corresponding increase of C and C/D students. This phenomenon is seen throughout the demographic analysis and can be understood by remembering that no full-time college students were interviewed. Because good students are the most likely to enter college full-time, the bulk of the good students in

Table 3.1-4 Demographic Characteristics of 17-21 Year Olds by Age (In Percent)

GROUP	Total sample	17	18	19	20-21	P
TYPE DWELLING						
Apartment, etc.	14	13	10	15	24	<.001
Single family	86	87	90	85	76	
EDUCATION STATUS						
In HS	56	91	50	10	1	<.001
HSG	32	2	36	72	81	
NHSG	12	7	14	18	18	
EDUCATION PLANS						
2 year college	12	11	12	17	8	
4 year college	31	44	25	20	12	
Vocational/technical school	17	15	21	16	14	<.001
None	30	20	30	37	56	
Don't know	10	10	12	10	10	
MOTHER'S EDUCATION						
GS/some HS	28	25	25	33	37	
HS	48	47	51	47	44	.007
HS/some college	10	10	6	14	13	
College/other	14	18	18	6	6	
HIGH SCHOOL GRADES						
A/B	18	26	14	7	6	
B	19	23	18	14	14	
B/C	25	25	26	26	26	<.001
C	27	19	29	33	40	
C/D	11	7	12	20	14	
EMPLOYMENT STATUS						
Full time	25	5	29	48	59	
Part time	30	42	27	15	12	<.001
No	45	53	44	37	29	
SEEKING EMPLOYMENT						
Yes	28	18	32	62	58	<.001
No	72	82	68	38	42	
LIVE WITH PARENTS						
Yes	89	98	93	81	61	<.001
No	11	2	7	19	39	
1975 INCOME						
Below $2,000	61	86	53	36	23	
$2,000-$3,499	13	10	18	19	9	
$3,500-$4,999	8	2	13	13	13	<.001
$5000 or more	18	2	16	32	55	

Table 3.1-4 Demographic Characteristics of 17-21 Year Olds by Age (Continued)

GROUP	Total sample	17	18	19	20-21	P
ORGANIZATION MEMBER						
Yes	31	43	24	13	17	
No	60	50	66	75	70	<.001
Not now but was	9	7	10	12	13	
NUMBER OF FRIENDS ENLISTED						
None	36	41	32	31	30	
1	14	16	14	12	9	
2	17	18	21	15	12	<.001
3	10	8	11	14	14	
4 or more	23	17	22	28	35	
UNEMPLOYMENT IN AREA						
Very high	18	16	16	19	28	
High	22	19	27	24	23	
Moderate	38	43	33	37	31	.050
Low	13	14	12	15	12	
Very low	4	4	4	2	3	
Don't know	5	4	7	3	3	

this sample were 17 years old and still in high school. The relationship between parental education and high school grades will be seen below.

Employment status and social situations changed predictably with age. More 20-21 year olds worked full time and fewer worked part time. It was just the opposite with the 17 year olds, far more of whom worked part time, presumably while they attended school. Expected income increased with age--only 2% of the 17 year olds expected over $5000 but 55% of the 20-21 year olds did. 58% of the oldest group was looking for work versus only 18% of the youngest, and estimates of the unemployment rate grew increasingly grim with age.

Those living with parents decreased steadily with age, going from 98% of the 17 year olds to 61% of the 20-21 year olds. Fewer belonged to organizations in the older groups. The older groups had more friends who had enlisted or would enlist than the younger ones: twice as many 20-21 year olds knew four or more than did the 17 year olds.

Significant differences occurred with all demographic variables when analyzed by educational status (see Table 3.1-5). A disproportionately large percentage of non-high school graduates were black or other non-white, lived in apartments, and came from lower class neighborhoods.

Academically, there were some predictable differences. A very high percentage (71%) of non-graduates had no education plans as opposed to 17% of those still in high school. The high school grades of the non-graduates were concentrated in the lower ranges but in the higher ranges for those still in high school. There was actually a steady decline in A/B grades from those in school (49%), through high school graduates (27%), to non-graduates (4%). This reflects two different effects. One is the obvious relationship between low grades and not completing school. The other is the fact, mentioned above, that the population of high school graduates in this sample contained no full time college students. If it had, the grades of the graduates would probably have been much closer to those of the students.

Table 3.1-5. Demographic Characteristics of 17-21 Year Olds by Educational Status (In Percent)

GROUP	Total Sample	In High School	HSG	NHSG	P
AGE					
17	47	77	3	27	
18	24	21	27	28	< .001
19	13	2	30	21	
20-21	16	0	40	24	
RACE					
White	83	82	89	76	.007
Black/Other	17	18	11	24	
TYPE DWELLING					
Apartment, etc.	14	12	13	29	< .001
Single family	86	88	87	71	
TYPE NEIGHBORHOOD					
Upper	18	20	21	9	
Middle	55	58	54	43	< .001
Lower	27	23	25	49	
EDUCATION PLANS					
2 year college	12	11	16	3	
4 year college	31	44	18	4	
Vocational/technical school	17	16	19	12	< .001
None	30	17	38	71	
Don't know	10	11	9	10	
FATHER'S EDUCATION					
GS/some HS	33	28	31	70	
HS	35	35	38	19	< .001
HS/some college	11	13	12	4	
College/other	21	24	19	7	
MOTHER'S EDUCATION					
GS/some HS	28	23	27	57	
HS	48	48	52	30	< .001
HS/some college	10	10	11	9	
College/other	14	19	10	4	
HIGH SCHOOL GRADES					
A/B	18	25	10	3	
B	19	24	17	1	
B/C	25	26	28	13	< .001
C	27	19	35	43	
C/D	11	6	10	40	

Table 3.1-5. Demographic Characteristics of 17-21 Year Olds by Educational Status (Continued)

GROUP	Total Sample	In High School	HSG	NHSG	P
EMPLOYMENT STATUS					
Full time	25	3	57	47	<.001
Part time	30	43	14	11	
No	45	55	29	42	
SEEKING EMPLOYMENT					
Yes	28	15	56	84	<.001
No	72	85	44	16	
LIVE WITH PARENTS					
Yes	89	98	79	70	<.001
No	11	2	21	30	
1975 INCOME					
Below $2,000	61	83	29	43	<.001
$2,000-$3,499	13	12	15	10	
$3,500-$4,999	8	2	13	21	
$5,000 or more	18	3	43	26	
ORGANIZATION MEMBER					
Yes	31	44	17	3	<.001
No	60	50	72	80	
Not now but was	9	6	11	17	
NUMBER FRIENDS ENLISTED					
None	36	40	33	23	<.001
1	14	15	12	11	
2	17	20	13	17	
3	10	9	13	12	
4 or more	23	16	29	60	
UNEMPLOYMENT IN AREA					
Very high	18	16	16	34	<.001
High	22	19	25	31	
Moderate	38	41	38	18	
Low	13	15	14	6	
Very low	4	4	2	5	
Don't know	5	5	4	6	

Parental education was significantly different between non-graduates and the others. Of the non-graduates, 70% of the fathers and 57% of the mothers had not completed high school, compared to 31% of the fathers and 27% of the mothers of the high school graduates.

Employment-wise, there were also pronounced relationships. More high school graduates had full time jobs than did the other groups and 84% of the non-graduates were looking for jobs, as opposed to 56% of the graduates and 15% of the students. The unemployment situation looked worse to non-graduates than to the other two groups--34% rated it "very high" versus 16% for each of the other groups.

Estimating 1975 incomes, 43% of the graduates expected $5000 or more versus 26% of the non-graduates and 3% of the students. Fewer non-graduates (70%) lived with their parents than did graduates (79%) and students (98%). Organization membership was highest amongst students (44%) and lowest for non-graduates (3%).

Students had fewer friends who had enlisted or would enlist than graduates or non-graduates. 40% had none and 16% had four or more, versus non-graduates, of whom 23% had none and 60% had four or more.

Demographic characteristics varied with high school grades much as they varied with educational status (see Table 3.1-6). Significant differences occurred when measuring grades against race: 67% of the C/D grades were earned by whites and 33% by blacks, well out of proportion with their respective percentages in the sample (83% white and 17% black). Relationship to neighborhood was similar: fewer high grades and more low grades were earned by people in lower class neighborhoods.

Academically, the expected relationships occurred. Few of the high grades and many of the low grades were earned by non-graduates. In the A/B grade category, 69% planned to attend four year colleges, 6% vocational schools, and 11% had

Table 3.1-6 Demographic Characteristics of 17-21 Year Olds By High School Grades (In Percent)

GROUP	Total Sample	A/B	B	B/C	C	C/D	P
AGE							
17	47	70	56	47	33	31	
18	24	19	23	24	26	26	<.001
19	13	5	10	13	17	23	
20-21	16	6	11	16	24	20	
RACE							
White	83	89	88	83	83	67	<.001
Black/Other	17	11	12	17	17	33	
TYPE NEIGHBORHOOD							
Upper	18	25	21	17	17	15	
Middle	55	65	57	57	53	38	<.001
Lower	27	10	22	26	31	47	
EDUCATION STATUS							
In HS	56	81	70	59	40	33	
HSG	32	17	29	35	42	27	<.001
NHSG	12	2	1	6	18	40	
EDUCATION PLANS							
2 year college	12	11	10	14	14	8	
4 year college	31	69	48	23	12	13	
Vocational/technical school	17	6	13	18	27	10	<.001
None	30	11	17	31	37	56	
Don't know	10	3	12	14	10	13	
FATHER'S EDUCATION							
GS/some HS	33	17	27	29	46	48	
HS	35	32	35	41	35	26	<.001
HS/some college	11	15	13	15	5	11	
College/other	21	36	26	15	14	15	
MOTHER'S EDUCATION							
GS/some HS	28	14	27	23	36	45	
HS	48	47	44	52	49	42	<.001
HS/some college	10	12	13	12	6	9	
College/other	14	27	16	13	9	4	
EMPLOYMENT STATUS							
Full time	25	12	22	23	34	34	
Part time	30	53	39	26	21	8	<.001
No	45	35	39	51	45	58	
SEEKING EMPLOYMENT							
Yes	28	8	23	26	39	58	<.001
No	72	92	77	74	61	42	
LIVE WITH PARENTS							
Yes	89	94	95	88	86	81	.008
No	11	6	5	12	14	19	
1975 INCOME							
Below $2,000	61	75	64	66	45	56	
$2,000-$3,499	13	9	20	12	12	12	
$3,500-$4,999	8	3	4	5	15	10	<.001

Table 3.1-6. Demographic Characteristics of 17-21 Year Olds By High School Grades (Continued)

GROUP	Total Sample	A/B	B	B/C	C	C/D	P
ORGANIZATION MEMBER							
Yes	31	55	45	27	17	13	
No	60	39	44	62	77	76	.001
Not now but was	9	6	11	11	6	11	
NUMBER OF FRIENDS ENLISTED							
None	36	39	32	43	31	33	
1	14	16	19	9	13	14	
2	17	19	19	17	18	16	.026
3	10	12	7	14	9	9	
4	23	14	23	17	29	28	

no plans. Of those earning mostly Cs, 27% planned to attend vocational schools and 10% had no plans. In the lowest grade category, only 10% planned to attend vocational schools and 56% had no plans. Parental educations were significant here. There was a statistical shortage of fathers and mothers without high school educations amongst those earning A/B grades and an overabundance of parents with college educations. Parents without high school educations were over-represented in the C and lower categories.

There was an increase in full time employment and a decrease in part time employment from high to low grade categories. This was probably due to the sample's lack of full time college students, those A/B students most likely to have part time jobs. 58% of the C/D students and 8% of the A/B students were seeking employment. This is consistent with the higher percentage of non-graduates looking for jobs and the greater percentage of non-graduates with lower grades.

Expected incomes were highest for C students, 28% of whom expected $5000 or more, versus 18% of the total sample. The A/B students expected the least--75% said "under $2000". The C students had the greatest number of enlisted friends--29% had 4 or more and only 31% had none.

Type of neighborhood showed significant differences for most of the demographic variables (see Table 3.1-7). Those living in upper class neighborhoods were 98% white versus only 56% of those living in lower class neighborhoods. A high percentage of those in lower class neighborhoods lived in apartments (31%), and in large cities (40%), versus 4% and 24%, respectively, for those in upper class neighborhoods.

Academically, there were wide differences between the three types of neighborhoods, with more schooling and better grades associated with the upper class neighborhoods and less education and poorer grades with the lower class neighborhoods. For instance, 22% of the lower group were non-graduates as opposed

Table 3.1-7. Demographic Characteristics of 17-21 Year Olds by Type Neighborhood (In Percent)

GROUP	Total Sample	Upper	Middle	Lower	P
RACE					
White	83	98	92	56	< .001
Black/Other	17	2	8	44	
TYPE DWELLING					
Apartment, etc.	14	4	10	31	< .001
Single family	86	96	90	69	
SIZE TOWN					
Large city (250,000 or more)	27	24	22	40	
Medium city (75-250,000)	17	25	16	15	.021
Small city (5-75,000)	25	27	31	12	
Small town (5,000 or less)	23	22	24	22	
Farm Area	7	2	8	11	
EDUCATION STATUS					
In HS	56	59	59	48	
HSG	32	35	32	30	< .001
NHSG	12	6	9	22	
EDUCATION PLANS					
2 year college	12	15	11	10	
4 year college	31	51	32	17	
Vocational/technical school	17	12	17	18	< .001
None	30	16	28	43	
Don't know	10	6	12	11	
FATHER'S EDUCATION					
GS/some HS	33	17	28	56	
HS	35	30	37	36	< .001
HS/some college	11	17	13	3	
College/other	21	36	22	5	
MOTHER'S EDUCATION					
GS/some HS	28	14	23	49	
HS	48	47	51	40	< .001
HS/some college	10	12	11	6	
College/other	14	27	15	5	

Table 3.1-7. Demographic Characteristics of 17-21 Year Olds by Type Neighborhood (Continued)

GROUP	Total Sample	Upper	Middle	Lower	P
HIGH SCHOOL GRADES					
A/B	18	24	21	7	
B	19	21	20	16	
B/C	25	23	26	26	< .001
C	27	23	25	31	
C/D	11	9	8	20	
EMPLOYMENT STATUS					
Full time	25	20	24	31	
Part time	30	32	33	21	.019
No	45	48	43	48	
SEEKING EMPLOYMENT					
Yes	28	23	22	47	<.001
No	72	77	78	53	
LIVE WITH PARENTS					
Yes	89	96	90	82	<.001
No	11	4	10	18	
ORGANIZATION MEMBER					
Yes	31	39	34	17	
No	60	55	57	70	<.001
Not now but was	9	6	9	13	

to 6% of the upper. 51% of the upper group and 17% of the lower planned to attend 4 year colleges. The lower neighborhoods had higher percentages of fathers (56%) and mothers (49%) who hadn't finished high school and the upper neighborhoods had especially high percentages of parents with college educations. The percentage of lower neighborhood residents was very low for high grades and very high for low grades.

More of the lower group worked full time (31%) or were looking for jobs (47%), contrasted to 20% and 23%, respectively, of the upper class. More of those from upper class neighborhoods still lived with parents (96%) than did those from lower neighborhoods (82%). Organization membership went down from 39% for upper, 34% for middle, and 17% for lower.

Among the military enlistment intent subgroups there were a number of significant differences (see Table 3.1-8). 55% of those who would probably enlist were 17 years old. They tended, also, to be black, from lower class neighborhoods, to be non-graduates, to have no plans for further education, and to be seeking employment. Of those who would definitely not enlist, 23% were 20-21 years old versus 9% of those who probably would enlist.

Table 3.1-9 shows the distributions for the demographic variables that showed significant differences when analyzed by the service preferred for enlistment. Comparing the five groups, respondents who preferred the Army had higher percentages with no education plans, with low grades, and with lower levels of parental education, and they had the same percentage from lower class neighborhoods as did the group that preferred the Marine Corps.

Those who preferred the Navy had a lower percentage of blacks and a higher percentage of fathers who had completed college. Those who preferred the Air Force had higher percentages of blacks, plans to attend four year colleges, and mothers with at least some college, and high grades. Those who preferred the Marine Corps had higher percentages of blacks, people from lower class

Table 3.1-8. Demographic Characteristics of 17-21 Year Olds by Military Enlistment Intent (In Percent)

GROUP	Total Sample	Probably Enlist	Don't Know	Probably Not Enlist	Definitely Not Enlist	P
AGE						
17	47	55	49	47	42	
18	24	25	29	21	23	.012
19	13	11	13	15	12	
20-21	16	9	9	17	23	
RACE						
White	83	70	84	88	86	<.001
Black/Other	17	30	16	12	14	
TYPE NEIGHBORHOOD						
Upper	18	14	16	21	20	
Middle	55	46	52	61	56	<.001
Lower	27	40	32	18	24	
EDUCATION STATUS						
In HS	56	65	62	54	49	
HSG	32	18	26	37	38	<.001
NHSG	12	17	12	9	13	
EDUCATION PLANS						
2 year college	12	7	13	11	14	
4 year college	31	21	22	40	35	
Vocational/technical school	17	20	21	18	9	<.001
None	30	41	32	19	35	
Don't know	10	11	12	12	7	
SEEKING EMPLOYMENT						
Yes	28	42	30	21	27	.005
No	72	58	70	79	73	
LIVE WITH PARENTS						
Yes	89	91	93	90	82	.010
No	11	9	7	10	18	
1975 INCOME						
Below $2,000	61	66	68	57	57	
$2,000-$3,499	13	15	10	13	13	.003
$3,500-$4,999	8	7	10	8	7	
$5,000 or more	18	12	12	22	23	

Table 3.1-9. Demographic Characteristics of 17-21 Year Olds by Preferred Service (In Percent)

GROUP	Total sample	Army	Navy	Air Force	Marine Corps	Don't Know/ Other	P
RACE							
White	83	84	89	79	75	87	.011
Black/Other	17	16	11	21	25	13	
TYPE DWELLING							
Apartment, etc.	14	15	10	9	23	23	<.001
Single Family	86	85	90	91	77	77	
TYPE NEIGHBORHOOD							
Upper	18	12	19	23	20	16	
Middle	55	53	54	58	45	61	.017
Lower	27	35	27	19	35	23	
EDUCATION PLANS							
2 year college	12	12	12	15	6	11	
4 year college	31	22	30	43	26	29	
Vocational/technical school	17	17	18	14	19	15	<.001
None	30	44	29	20	34	30	
Don't know	10	5	11	8	15	15	
FATHER'S EDUCATION							
GS/some HS	33	46	30	24	40	33	
HS	35	31	36	40	32	29	.005
HS/some college	11	4	10	17	9	16	
College/other	21	19	24	19	19	22	
MOTHER'S EDUCATION							
GS/ some HS	28	39	24	22	36	26	
HS	48	37	50	48	55	50	.003
HS/some college	10	14	9	12	5	7	
College/other	14	10	17	18	4	17	
HIGH SCHOOL GRADES							
A/B	18	14	16	20	15	23	
B	19	15	18	22	23	17	
B/C	25	29	27	25	17	26	.021
C	27	29	26	27	27	23	
C/D	11	13	13	5	18	11	
SEEKING EMPLOYMENT							
Yes	28	32	32	23	38	19	.050
No	72	68	68	77	62	81	

neighborhoods (same as the Army), apartment dwellers, uncertain education plans, and low high school grades. They also had a smaller percentage of mothers with college educations.

There were no significant differences among the subgroups defined in terms of their favorability toward combat arms.

Compared to the other Fit subgroups, those having Positive Army Fit scores had higher percentages who were black, lived in lower class neighborhoods, and either planned to go to vocational/technical school or had no plans at all. 41% of the Positives had mothers with less than a high school education versus 22% of the Very Negatives. Higher percentages of the Positives had four or more friends who had enlisted or would enlist. Positives averaged 2.84 friends, Neutrals 2.17, Slightly Negatives 2.22, Negatives 1.62, and Strongly Negatives 2.27. (See Table 3.1-10).

Table 3.1-10. Demographic Characteristics of 17-21 Year Olds by Army Fit (In Percent)

GROUP	Total Sample	Positive	Neutral	Slightly Negative	Negative	Very Negative	P
RACE							
White	83	70	82	90	88	82	<.001
Black/Other	17	30	18	10	12	18	
TYPE NEIGHBORHOOD							
Upper	18	12	17	22	24	18	
Middle	55	43	56	58	60	55	<.001
Lower	27	45	27	20	16	27	
EDUCATION PLANS							
2 year college	12	6	10	14	11	16	
4 year college	31	16	33	35	37	33	
Vocational/technical school	17	25	17	16	14	12	.015
None	30	41	29	25	30	28	
Don't Know	10	12	11	10	8	11	
MOTHER'S EDUCATION							
GS/some HS	28	41	23	27	31	22	
HS	48	45	52	48	45	46	.015
HS/some college	10	2	12	13	7	13	
College/other	14	12	13	12	17	19	
NUMBER OF FRIENDS ENLISTED							
None	36	30	32	38	45	35	
1	14	7	13	16	16	16	
2	17	21	20	14	14	19	.010
3	10	14	12	8	10	9	
4 or more	23	28	22	25	15	23	

3.2 ATTITUDES

To adequately identify those aspects of the Army that are most likely to attract young men eligible for enlistment, it is necessary to first understand what factors are of relevance to them in deciding post-high school plans and actions. This understanding can provide a basis for developing recruiting and advertising strategies that have the maximum payoff in terms of quality and quantity of Army enlistments. This section examines relevant attitudes of young men in areas related to:

1. Quality of Life - degree of satisfaction with the quality of present life.
2. Taking Orders - ease of following orders and concern with being told what to do or how to do it.
3. Lifestyle Factors - the perceived near term (3-5 years) importance of various aspects of lifestyle.
4. Job Factors - the perceived importance of various factors that define a job and career.
5. Military Service - likelihood of enlistment, preferred service, degree of favorability toward each service, and degree of favorability toward combat and non-combat branches.

3.2.1 Quality of Life

Attitudes regarding quality of life are based on 5 of the 7 items included in Question 7 of the survey. These relate to feelings of satisfaction with various facets of life and self-image of personal competency. Figure 3.2-1 shows the average response to these items by both groups. The mean score for 14-16 year olds for these five items combined was 4.33, which is expressed as Quality of Life. The distribution of responses by 14-16 year olds (displayed in Appendix D) indicates that the majority of respondents agreed or mostly agreed with all statements relating to quality of life. Table 3.2-1 shows the percentage of agree or mostly agree responses combined. The lowest percentage is for satisfaction with life as a whole (83%). There were not significant differences in the mean scores for 14, 15, and 16 year olds for any of the individual items or for Quality of Life.

7. Please indicate how much you agree or disagree with the following statements by circling a number for each of the statements.

	Disagree	Mostly Disagree	Neither	Mostly Agree	Agree	Means 14-16 Yr Olds	Means 17-21 Yr Olds
a. I am quite satisfied with my standard of living--things like housing, food, and clothing	1	2	3	4	5	4.49	4.21
b. I am quite satisfied with the way I spend my leisure time--recreation, relaxation, and so on	1	2	3	4	5	4.26	4.24
c. I am quite satisfied with my life as a whole these days	1	2	3	4	5	4.10	4.02
e. I am able to do things as well as most other people	1	2	3	4	5	4.38	4.44
g. On the whole, I'm satisfied with myself	1	2	3	4	5	4.41	4.35
Quality of Life (Mean of 5 items)						4.33	4.25

– – – 14-16 Year Olds

——— 17-21 Year Olds

Figure 3.2-1. Mean Responses to Quality of Life Items by 14-16 and 17-21 Year Olds

Table 3.2-1. Percentage of Agree and Mostly Agree Responses to Quality of Life Items

Item	Agree or Mostly Agree	
	14-16 Year Olds	17-21 Year Olds
Satisfied with Standard of Living	92	84
Satisfied with Leisure	90	87
Satisfied with Life	83	78
Able to do Things Well	91	92
Satisfied with Self	91	89

For the 17-21 year old group the mean responses to the Quality of Life items closely approximated those of the 14-16 year old group. However, they are in general slightly lower than those for the younger group. As might be expected, the distribution of responses also is similar to that of the 14-16 year old group. Response distribution for the 17-21 year olds is presented in Appendix D.

Table 3.2-2 indicates significant differences in the means of subgroups of 17-21 year olds for the Quality of Life items. Differences in means were not significant for subgroupings under enlistment intent, preferred service for enlistment, and favorability of combat arms.

Differences among age groups were found for satisfaction with standard of living, leisure, and overall Quality of Life. The 19 year old group was generally least satisfied with these items. The lower mean for standard of living for 20-21 year olds probably reflects a greater number living away from home. This is consistent with the finding that the 14-16 year old group is more satisfied in this area than the 17-21 year olds as a group.

Table 3.2-2. Mean Responses for Quality of Life Items by 17-21 Year Olds

Group	Standard of Living	Leisure	Life	Do Things Well	Self	Quality of Life(Mean)
AGE	P<.001	P=.024	NS	NS	NS	P=.007
17	4.38	4.24				4.30
18	4.35	4.38				4.32
19	3.86	3.99				4.10
20-21	3.77	4.25				4.13
EDUC. STATUS	P<.001	NS	P=.003	P=.021	P=.020	P<.001
In HS	4.47		4.11	4.48	4.40	4.34
HSG	4.01		3.95	4.43	4.35	4.21
NHSG	3.51		3.78	4.22	4.10	3.94
HIGH SCHOOL GRADES	P=.003	NS	NS	NS	P=.008	P=.002
A/B	4.48				4.46	4.42
B	4.30				4.30	4.26
B/C	4.28				4.39	4.27
C	4.04				4.42	4.22
C/D	3.96				4.01	4.03
TYPE NEIGHBORHOOD	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Upper	4.53	4.38	4.27	4.59	4.45	4.45
Middle	4.27	4.33	4.06	4.51	4.43	4.32
Lower	3.87	3.97	3.75	4.21	4.12	3.99
ARMY FIT	NS	P=.001	P=.010	NS	NS	P=.003
Positive		3.94	3.87			4.09
Neutral		4.16	3.84			4.18
Slight Negative		4.32	4.13			4.31
Negative		4.36	4.04			4.28
Very Negative		4.41	4.24			4.41
Means	4.21	4.24	4.02	4.44	4.35	4.25

There are differences in means for educational status subgroups for all items except the item related to leisure. Clearly those in high school have the highest means and non-high school graduates the lowest. However, it should be remembered that the high school graduate group does not include young men who are full time college students. Thus, the high school graduate group is probably depressed for most items.

Satisfaction with standard of living, self, and overall quality of life have significantly different means for 17-21 year old young men when relation to high school grades is examined. Generally those with higher grades are more satisfied than those with lower grades. The main exception is the relatively high mean for those who have received mostly C's in the item pertaining to satisfaction with self. Those with very poor grades (mostly C's and D's or below) uniformly were least satisfied.

Not surprisingly, the means for different subgroups from different types of neighborhoods consistently differed in regard to satisfaction with quality of life. For each of the 5 items, the means for those from the upper class subgroup were highest (most satisfied) and those for the lower class subgroup were lowest (least satisfied), with the middle subgroup in between. Probability of differences occurring by chance was less than one in 1000 for all items. The means for the lower class neighborhood group were relatively lowest for those items that appear to be related to material things (standard of living, leisure, life as a whole) as opposed to personal worth (ability to do things and satisfaction with self).

Examination of Army fit shows significant differences for satisfaction with leisure, life as a whole, and quality of life. Those in the very negative Army fit subgroup are most satisfied regarding these items while the positive and neutral Army fit subgroups are least satisfied.

In summary, where differences occurred among subgroups of 17-21 year olds, the lowest satisfaction with present quality of life was associated with the following subgroups: 19 and 20-21 year olds, non-high school graduates, those with

low high school grades, those from lower class neighborhoods, and those with positive Army fit scores. Highest satisfaction was related to younger age (17 or 18), being in high school, an upper class neighborhood, and very negative Army fit. There were no significant differences in means for the enlistment intent, preferred enlistment service, or CA favorability subgroups.

3.2.2 Taking Orders

Two items were used to analyze attitudes toward taking orders: 7d and 7f, and a composite value, Taking Orders, was computed by averaging individual responses to these two items. Since Item 7f is negatively stated, the scale was reversed before the computed variable was calculated. Figure 3.2-2 illustrates the means for items 7d and 7f and the computed variable Taking Orders. Mean responses for the two age groups were very similar.

The distribution of responses to the individual items is shown in Table 3.2-3. The percentages of agree and mostly agree responses for item 7d are 80% and 77%, respectively, for the 14-16 year olds and 17-21 year olds. The spread of percentages for item 7f is interesting in that there are nearly equal percentages for each of the five response choices. Positive responses to item 7d indicated considerably higher agreement than the negative responses to 7f. The difference is probably due to the fact that 7d refers to a boss's orders while 7f uses "someone" as a referent and refers also to being told how something should be done. This pattern and the composite Taking Orders means of 3.55 and 3.53 for the two age groups reflect some hesitancy toward taking orders, especially from someone other than a boss.

No significant differences were found among the means for the age subgroups for the 14-16 year old group. However, there were differences among 17-21 year old subgroups. These are summarized in Table 3.2-4.

There were no significant differences for type of neighborhood, preferred enlistment service, or Army fit. Of the differences for other subgrups, none were associated with item 7f.

7. Please indicate how much you agree or disagree with the following statements by circling a number for each of the statements.	Disagree	Mostly Disagree	Neither	Mostly Agree	Agree	Means 14-16 Yr Olds	Means 17-21 Yr Olds
d. I would find it fairly easy to have a job where I had to follow a boss's orders.	1	2	3	4	5	4.00	4.00
f. It really bothers me when someone tells me what I should do or how I should do it.	1	2	3	4	5	2.90	2.95
- - - - - - - 14-16 year olds ———— 17-21 year olds *Based on reversed scale for item 7f				*Taking Orders (Mean of 2 items)		3.55	3.53

Figure 3.2-2. Mean Responses to Taking Orders Items by 14-16 and 17-21 Year Olds

Table 3.2-3. Distribution of Responses to Taking Orders Items (In Percent)

Item and Age Group	Responses: Disagree	Mostly Disagree	Neither (and blanks)	Mostly Agree	Agree
7d. Easy to Follow Boss's Orders					
14-16 Year Olds	6	8	6	38	42
17-21 Year Olds	6	8	9	34	43
7j. Orders Bother					
14-16 Year Olds	23	22	16	21	19
17-21 Year Olds	19	21	22	20	17

Table 3.2-4. Mean Responses to Taking Orders Items for 17-21 Year Olds

Group	7d. Easy to Follow Boss's Orders	7f. Orders Bother	Taking Orders
Age	P = .008	NS	NS
17	4.13		
18	4.01		
19	3.88		
20-21	3.71		
Educ. Status	P = .005	NS	NS
In HS	4.13		
HSG	3.86		
NHSG	3.77		
High School Grades	NS	NS	P = .049
A/B			3.66
B			3.66
B/C			3.48
C			3.49
C/D			3.30
Mil Enlist Intent	P = .013	NS	P = .018
Prob. Enlist	4.17		3.59
Don't Know	4.13		3.70
Prob Not Enlist	4.01		3.52
Def. Not Enlist	3.78		3.36
CA Favorability	NS	NS	P = .029
Favorable			3.67
Neutral			3.54
Unfavorable			3.42
Means	4.00	2.95	3.53

Among age subgroups, there was a significant difference for item 7d. The older the group the lower the mean, i.e., the less easy to follow a boss's orders. Under educational status those in high school most agreed that it would be easy to follow the orders of a boss; non-high school graduates least agreed. A significant difference in the computed variable Taking Orders occurred for the high school grades variable. Those receiving mostly C's, D's, and below in high school had the lowest mean (3.30) while those receiving relatively high grades (mostly A/B's or B's) had the highest means.

Military enlistment intent impacted item 7d and Taking Orders. The strongly negative or definitely not enlist subgroup had the lowest means for these items while the positive and neutral subgroups had the highest.

Combat arms favorability is the other independent variable where there is a significant difference. Those least unfavorable toward combat arms were least bothered by being told what to do or how to do it. This would appear to be the desired direction for potential military personnel.

In the 17-21 year old group, those most bothered by taking orders were the 20-21 year olds, non-high school graduates, those who received poor grades in high school, those negative toward military service, and those with the most unfavorable attitudes toward combat. Those least bothered by taking orders were the 17 year olds, those presently in high school, those who received high grades in high school, those positive or neutral toward enlistment, and those most favorable toward combat arms. Thus, those who felt they were most able to take orders are individuals of high interest to the Army. However, in the majority of cases there were no significant differences in independent variables.

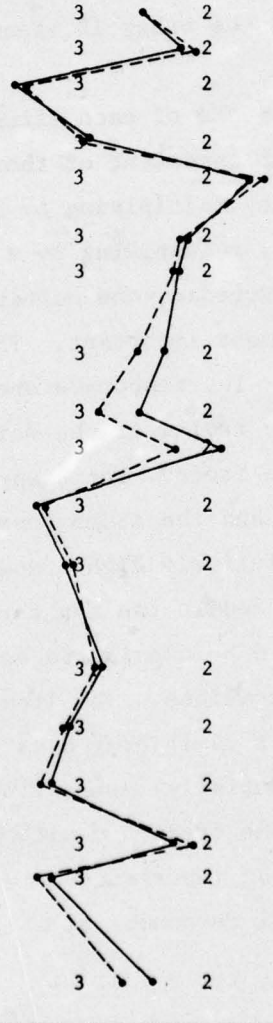
3.2.3 Lifestyle Factors

Lifestyle factors embrace 18 items about the importance of what individuals may wish to do or accomplish in the next 3-5 years. Figure 3.2.3 plots the responses of the two age groups to these items and indicates the applicable

8. Different people want different things in life. Some of the things that might be important are listed below. Please read each of the things on the list; then circle a number at the right that tells how important each thing will be for you during the next 3-5 years. Circle a number for every item.

Don't just check Very Important for everything. Try to think what things really matter to you, and what things really aren't that important.

How important is this for you ...	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important	Means: 14-16 Yr Olds	Means: 17-21 Yr Olds
1 Have a good married life	4	3	2	1	0	2.50	2.50
2 Raise a family	4	3	2	1	0	2.05	2.07
3 Have a job that suits me	4	3	2	1	0	3.38	3.41
4 Get more maturity and self-respect	4	3	2	1	0	2.93	2.91
5 Live away from my parents	4	3	2	1	0	1.53	1.67
6 Make a contribution to society	4	3	2	1	0	2.21	2.19
7 Have adventure and travel	4	3	2	1	0	2.29	2.27
8 Spend time participating in sports and other recreational activities	4	3	2	1	0	2.58	2.36
9 Get additional education beyond high school	4	3	2	1	0	2.86	2.54
10 Get vocational training	4	3	2	1	0	2.21	1.91
11 Be able to control my personal life	4	3	2	1	0	3.24	3.25
12 Be treated with dignity and respect	4	3	2	1	0	3.01	3.06
13 Live in a part of the country or part of the world that I want to live in	4	3	2	1	0	2.88	2.81
14 Live and work with people I like and respect	4	3	2	1	0	3.11	3.10
15 Have good food, housing, clothing	4	3	2	1	0	3.28	3.22
16 Not have too many rules or laws to conform to	4	3	2	1	0	2.11	2.23
17 Be treated fairly	4	3	2	1	0	3.30	3.22
18 Have a chance to establish roots in a community and not have to move from place to place	4	3	2	1	0	2.65	2.41
Lifestyle Factors (Mean)						2.67	2.62



- - - 14-16 Year olds
——— 17-21 Year olds

Figure 3.2-3. Mean Responses on Importance of Lifestyle Factors By 14-16 and 17-21 Year Olds.

means. The pattern of the mean responses for the two age groups is obviously very similar. The distributions of responses for these items are contained in Appendix D.

Table 3.2-5 shows the means in rank order for both groups. The same six items have the highest means for both groups, although the rank order is slightly different (i.e., control over life and be treated fairly are inverted for the 14-16 year olds). The order of the other 12 items is very similar as well.

In addition to rating the importance of each lifestyle item, respondents were asked to indicate the three most important of these items. From these responses, weighted means were calculated by multiplying by 3 the number of times an item was mentioned as most important, multiplying by 2 the number of times an item was mentioned as second most importnat, and multiplying by 1 the number of times an item was mentioned as third most important. The sum of these was divided by N to determine the weighted mean. The responses about the three most important lifestyle items, as indicated by review of the weighted means, tended to corroborate the importance ratings for these items. For example, suitable job is still appreciably the most important item, and the items concerned with food/housing/clothing and control of own life rank relatively high. However, post-high school education and a good married life were ranked in the top three items for both age groups. Therefore, these two items should be considered as highly important in assessing factors that influence career decisions. The item pertaining to raise a family also was selected much higher for 14-16 hear olds by the weighted mean method, while establish roots was substantially lower. These differences appear to be of less consequence, however. The frequency with which lifestyle items were mentioned as one of the three most important varied considerably. A suitable job was mentioned by about 50% of all respondents, while living away from parents was cited by less than 4%.

Table 3.2-5. Rank Order of Lifestyle Factors by Mean Importance

Item	17-21 Year Olds		14-16 Year Olds	
	Rank	Mean Importance	Rank	Mean Importance
Suitable Job	1	3.41	1	3.38
Control Own Life	2	3.25	4	3.24
Good Food, etc.	3	3.22	3	3.28
Be Treated Fairly	4	3.22	2	3.30
People to Respect	5	3.10	5	3.11
Dignity/Respect	6	3.06	6	3.01
Gain Maturity	7	2.91	7	2.93
Live Where Want	8	2.81	8	2.88
Post-HS Education	9	2.54	9	2.86
Good Married Life	10	2.50	12	2.50
Establish Roots	11	2.41	10	2.65
Sports/Recreation	12	2.36	11	2.58
Adventure/Travel	13	2.27	13	2.29
Not Too Many Rules	14	2.23	16	2.11
Make Contribution	15	2.19	14	2.21
Raise a Family	16	2.07	17	2.05
Vocational Training	17	1.91	15	2.21
Live Away	18	1.67	18	1.53

Significant differences in mean response for the 14-16 year old age subgroups were found for three lifestyle items. Each of these factors was most important for 16 year olds and least so for 14 year olds. Applicable data are summarized in Table 3.2-6.

Table 3.2-6. Mean Responses on Importance of Lifestyle Factors by 14-16 Year Old Age Groups

Item	Age			P
	14	15	16	
Dignity/Respect	2.87	2.98	3.18	.041
People to Respect	2.97	3.05	3.33	.005
Be Treated Fairly	3.17	3.21	3.55	<.001

For the 17-21 year olds, there were some significant differences noted among subgroups for each of the 8 categorizations of respondents. These are presented in Table 3.2-7. There were significant differences between Army fit groups for 11 of the 18 lifestyle items and for the lifestyle mean (the composite of all 18 factors): for educational status, six items were involved. The remainder were fairly well scattered. Three of the 18 items had significant differences in means for four or more of the subgroups. These items were make contribution to society, spend time with sports and recreation, and get post-high school education.

There were significant differences in means for age subgroups for two lifestyle factors: sports and recreation and post-high school education. The former was most important to the 17 year olds and least important to the 19 year olds, and the latter was most important to 17 year olds and least important to 20-21 year olds.

Significant differences for the educational status subgroups were associated with six lifestyle items. Mean scores for non-graduates were lower than those for individuals still in high school or for high school graduates

Table 3.2-7 Responses on Importance of Lifestyle Factors by 17-21 Year Olds

Table 3.2-7. Responses on Importance of Lifestyle Factors by 17-21 Year Olds

Group	Good Married Life	Raise a Family	Suitable Job	Gain Maturity	Live Away	Make Contribution	Adventure/ Travel	Sports/ Recreation	Post HS Education	Vocational Training	Control Own Life	Dignity/ Respect	Live Where Want	People To Respect	Good Food, etc.	Not Too Many Rules	Be Treated Fairly	Establish Roots	Lifestyle Mean
AGE	NS	NS	NS	NS	NS	NS	NS	P=.042	P<.001	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
17								2.46	2.75										
18								2.41	2.66										
19								2.14	2.56										
20-21								2.17	2.03										
EDUC STATUS	NS	NS	P=.035	P=.020	P=.017	NS	NS	P=.004	P<.001	NS	NS	NS	NS	NS	NS	P=.027	NS	NS	NS
In HS			3.47	2.95	1.58			2.49	2.84							3.18			
HSG			3.37	2.94	1.89			2.22	2.28							3.23			
NHSG			3.22	2.63	1.57			2.12	1.83							3.40			
HIGH SCHOOL GRADES	NS	NS	NS	NS	NS	P<.001	NS	P=.005	P<.001	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
A/B						2.57		2.56	3.16										
B						2.21		2.53	2.88										
B/C						2.05		2.34	2.53										
C						2.08		2.30	2.25										
C/D						2.05		1.96	1.71										
TYPE NEIGHBORHOOD	NS	NS	P<.001	NS	NS	NS	P=.015	NS	<.001	P=.029	NS	NS	NS	NS	NS	P=.002	NS	NS	NS
Upper			3.41				2.28		2.99	1.80						2.17			
Middle			3.50				2.16		2.49	1.86						2.14			
Lower			3.20				2.47		2.32	2.14						2.48			
MIL ENLIST INTENT	P=.013	P=.046	NS	NS	NS	NS	P<.001	NS	P=.036	P=.002	NS	NS	NS	NS	NS	NS	NS	NS	NS
Prob Enlist	2.41	2.22					2.69		2.54	2.16									
Don't Know	2.53	2.15					2.10		2.30	2.11									
Prob not Enlist	2.70	2.13					2.15		2.70	1.83									
Def not Enlist	2.26	1.84					2.26		2.48	1.70									
PREFERRED SERVICE	NS	NS	NS	NS	NS	P=.033	NS	NS	P<.001	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
Army						1.90			2.17										
Navy						2.20			2.48										
Air Force						2.26			2.89										
Marine Corps						2.30			2.48										
Other						2.29			2.47										
CA FAVORABILITY	NS	NS	NS	NS	NS	P=.002	NS	P=.002	NS	NS	NS	NS	NS	P=.026	NS	NS	NS	NS	P=.036
Favorable						2.43		2.62						3.21					2.71
Neutral						2.16		2.34						2.99					2.59
Unfavorable						2.06		2.21						3.12					2.59
ARMY FIT	NS	NS	P=.042	NS	NS	P=.034	P=.016	P<.001	NS	P<.001	NS	P=.004	P<.001	P<.001	P<.001	P<.001	NS	P<.001	P<.001
Positive			3.39			2.48	2.52	2.72		2.43		3.17	2.85	3.28	3.32	2.28		2.63	2.74
Neutral			3.25			2.08	2.12	2.16		1.86		2.92	2.46	2.87	3.02	2.08		2.15	2.48
Slight Negative			3.43			2.13	2.13	2.22		1.85		2.99	2.78	3.10	3.13	2.03		2.34	2.58
Negative			3.55			2.12	2.28	2.38		1.73		3.03	2.89	3.02	3.27	2.27		2.30	2.59
Very Negative			3.46			2.23	2.44	2.49		1.77		3.30	3.23	3.37	3.53	2.68		2.77	2.79
FACTOR MEANS	2.50	2.07	3.41	2.91	1.67	2.19	2.27	2.36	2.54	1.91	3.25	3.06	2.81	3.10	3.22	2.23	3.22	2.41	2.62

for all items, except for the item pertaining to not having too many rules. Mean scores for those in high school were higher than for high school graduates for four of the six items.

Significant differences for groups from different types of neighborhoods were found for five items. Those from lower class neighborhoods had low means compared to others in regard to suitable job and post high school education. For adventure/travel, vocational training, and not too many rules, they had the highest means.

Those who were positive toward enlistment in the military service indicated that raise a family, have adventure and travel, and get vocational training were more important. Means for have a good married life and post high school education were highest for the probably not enlist group. The undecided group had the lowest mean score for adventure and travel and post high school education.

Those who specified the Army as their preferred service for enlistment had the lowest means for make contribution to society and post-high school education. The highest mean for the make contribution item was for the Marine Corps subgroup; for post-high school education the Air Force subgroup was the highest.

Significant differences among the combat arms favorability subgroups occurred for three of the items plus the lifestyle mean. Those who were favorable toward combat arms had the highest means for each of these. The unfavorable subgroup had the lowest means for the make contribution, and sports/recreation items. The lowest mean on the item regarding living and working with people who are liked and respected was for the neutral subgroup. The means for the neutral (2.587) and unfavorable (2.589) are about equally low for Lifestyle Factors (mean).

There were significant differences among Army fit groups for the majority of the lifestyle factor items. The highest means tended to be associated with the positive and very negative groups. This is because lifestyle importance is one of the components of the computed variable Army fit. The neutral subgroup tended to have the lowest means and was consistently lower than the total group mean on all lifestyle items and where there are significant differences. Those with positive Army fit were near the overall mean regarding suitable job; they had the highest means for make a contribution, adventure and travel, sports and recreation, and vocational training; they were relatively high on be treated with dignity and respect; and they were somewhat above the mean in regard to live where want, live and work with people that are liked and respected, have good food/housing/clothing, and establish roots. The lifestyle mean for those with positive Army fit scores was relatively high, but lower than that for the very negative Army fit subgroup.

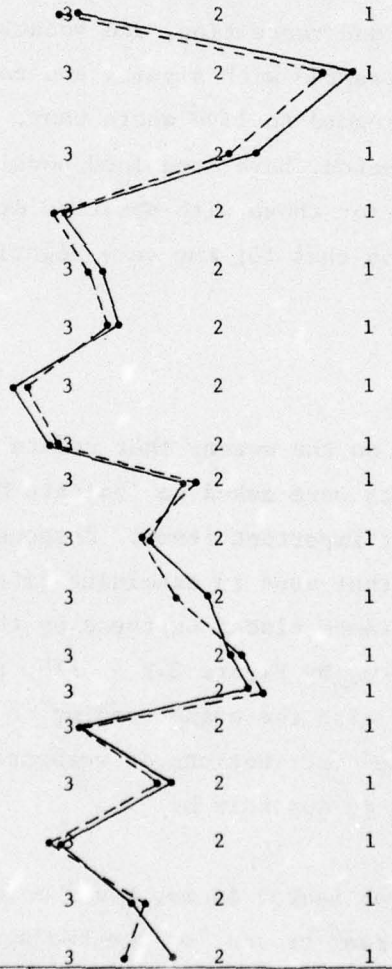
3.2.4 Job Factors

There are 18 items on the survey that relate to various aspects of a job or career. Respondents were asked to indicate how important each was and to rank the three most important items. Responses to these were analyzed in a manner similar to that used in examining lifestyle factors in Section 3.2.3. The relative importance placed on these by the 14-16 and 17-21 year old groups is illustrated by Figure 3.2-4. The patterns for the two age groups were very similar, with the means tending to be slightly higher for the younger group. The distributions of responses for both groups to these items are included in Appendix D.

The ranks of the job factor items, based on mean importance, are shown in Table 3.2-8. The rank orders for the two age groups are quite comparable. The two with the highest means for both groups relate to financial rewards, i.e., good income and retirement income. Financial help in getting more education is the item that is ranked most dissimilarly, with the 14-16 year olds having considered it relatively more important.

10. The next questions are about the kind of job you would like to have. Different people want different things from a job. Some of the things that might be important are listed below. Please read each of the things on the list.

How important is this for you? A job ...	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important	Means: 14-16 Yr Olds	Means: 17-21 Yr Olds
1. That is challenging and makes good use of my abilities	4	3	2	1	0	3.03	2.98
2. Where I don't have to work too hard	4	3	2	1	0	1.29	1.10
3. Where there is little risk of injury	4	3	2	1	0	1.95	1.76
4. That has security, a job I won't lose	4	3	2	1	0	3.10	3.05
5. With good leadership and supervision	4	3	2	1	0	2.87	2.78
6. That has regular and reasonable working hours	4	3	2	1	0	2.71	2.65
7. Where I can earn a good income	4	3	2	1	0	3.28	3.34
8. Where I can get ahead and have responsibility	4	3	2	1	0	3.03	3.07
9. Where I become a leader	4	3	2	1	0	2.16	2.26
10. That I can work at as a career for 20 years or more	4	3	2	1	0	2.54	2.50
11. That doesn't require a lot of time away from home	4	3	2	1	0	2.28	2.06
12. Where I can dress as I please	4	3	2	1	0	1.86	1.92
13. Where I can be my own boss	4	3	2	1	0	1.72	1.80
14. That I would be proud of	4	3	2	1	0	2.97	2.97
15. That provides medical/ dental care	4	3	2	1	0	2.40	2.33
16. That provides an income after I retire	4	3	2	1	0	3.13	3.07
17. That provides paid vacation time	4	3	2	1	0	2.52	2.54
18. That provides financial help in getting more education	4	3	2	1	0	2.61	2.31
		Job Factors (Mean)				2.52	2.47



-------- 14-16 Year Olds
———— 17-21 Year Olds

Figure 3.2-4. Mean Responses on Importance of Job Factors by 14-16 and 17-21 Year Olds

Table 3.2-8. Rank Order of Job Factors by Mean Importance

Item	17-21 Year Olds		14-16 Year Olds	
	Rank	Mean	Rank	Mean
Good Income	1	3.34	1	3.28
Retirement Income	2	3.07	2	3.13
Get Ahead	3	3.07	4	3.03
Job Security	4	3.05	3	3.10
Challenge	5	2.98	5	3.03
Be Proud of Job	6	2.97	6	2.97
Good Leadership	7	2.78	7	2.87
Reasonable Hours	8	2.65	8	2.71
Paid Vacation	9	2.54	11	2.52
20 Year Career	10	2.50	10	2.54
Medical/Dental Care	11	2.33	12	2.40
Educational Help	12	2.31	9	2.61
Become Leader	13	2.26	14	2.16
Little Time Away	14	2.06	13	2.28
Dress as Please	15	1.92	16	1.86
Be Own Boss	16	1.80	17	1.72
Little Injury Risk	17	1.76	15	1.95
Not Work Too Hard	18	1.10	18	1.29

Weighted means based on respondents' first three choices of job factor items yielded somewhat similar rankings. The two most appreciable differences from the rankings based on mean importance are a much higher ranking of little injury risk and a correspondingly lower ranking of paid vacation for both age groups. However, neither of these items were considered extremely important. The percentage of respondents mentioning an item as one of the three most important ranged from about 45% for good income to 4% for work not too hard.

One way to analyze job factors is to consider them relative to Herzberg's dichotomy of motivating and hygienic factors. The 5 items which properly may be classed as motivating factors are:

	14-16 yr olds	17-21 yr olds
Challenge	3.03	2.98
Get Ahead	3.03	3.07
Become Leader	2.16	2.26
Be Own Boss	1.72	1.80
Be Proud of Job	2.97	2.97
Mean	2.58	2.62

While three of these were relatively high, the mean for all five as a group (2.58) is similar to that for all 18 job factor items (2.52) for 14-16 year olds. For 17-21 year olds it is relatively higher (2.62 vs. 2.47).

Significant differences in means were found for only one of the job factor items among the 14-16 year old age groups. That item concerns little risk of injury. The means were 2.25 for 14 year olds, 1.91 for 15 year olds, and 1.73 for 16 year olds. This trend of decreasing importance on safety is generally supported by the mean for the 17-21 year olds (1.76) on this item.

Significant differences in mean importance among 17-21 year olds are reflected in Table 3.2-9, which indicates the applicable subgroups with the highest and lowest means. The greatest number of differences was associated with Army fit. There was also a considerable number for high school grades, type of neighborhood, and enlistment intent.

Table 3.2-9. Subgroups of 17-21 Year Olds with the Highest and Lowest Mean Importance for Job Factors

Job Factor	Age	Educ Status	HS Grades	Type Nbrhd	Enlist Intent	Pref Service	CA Favor.	Army Fit
Challenge			H-A/B L-C/D	H-Upper H-Lower			H-Fav L-Neut	
Not work too hard	H-19 yr L-20-21 yr		H-C/D L-A/B	H-Lower L-Middle			H-Unf H-Fav	H-V neg H-Sl neg
Little Injury Risk				H-Lower L-Middle			H-Unf L-Fav	H-V neg L-Sl neg
Job Security						H-Navy L-Other		H-Pos L-Neg
Good Leadership				H-Lower L-Upper	H-Prob L-Prob not			H-Pos L-Neg
Reasonable Hours			H-B/C L-A/B	H-Lower L-Upper				H-Pos L-Neut
Good income			H-C/D L-A/B	H-Lower L-Middle	H-Prob L-Prob not			H-V neg L-Neut
Get Ahead					H-Dnt Know L-Def Not		H-Fav L-Neut	H-V neg L-Neut
Become a Leader		H-In HS L-NHSG						H-V neg L-Neut
20 Year Career								H-V neg L-Neut
Little Time Away		H-In HS L-NHSG	H-B/C L-C/D					H-V neg L-Neut
Dress as Please		H-NHSG L-In HS	H-C/D L-A/B					H-V neg L-Neut
Be Own Boss					H-Def Not L-Dnt Know		H-Unf L-Fav	H-V neg L-Neut
Be Proud of Job		H-In HS L-NHSG						H-V neg L-Neut
Medical/ Dental Care			H-C L-A/B	H-Lower L-Upper	H-Prob L-Def not			H-Pos L-Neg
Retirement Income				H-Lower L-Upper	H-Prob L-Def not			H-Pos L-Neut
Paid Vacation			H-B/C L-A/B	H-Lower L-Upper				H-V neg L-Neut
Educational Help		H-In HS L-NHSG	H-B L-C/D		H-Prob L-Def Not			H-Pos L-Neg
Mean				H-Lower L-Middle	H-Prob H-Prob not			H-V neg L-Neut

H = highest mean
L = lowest mean

Several general trends can be identified. Those in high school tended to see selected job factors as most important, non-graduates as least so. Those with high grades tended to see pay and fringe benefits as less important than others, while the converse tended to be true for those with low grades, except for educational help. Most of the job factors, where there were differences, were most important to those from lower class neighborhoods. Those who planned to enlist considered selected job factors higher than other enlistment intent subgroups. Those with high CA favorability scores rated challenge and getting ahead more important than others, and not having to work too hard, job safety, and freedom of dress as less important. Those with very negative Army fit have higher means than other Army fit subgroups for most job factor items, with the positive Army fit subgroup being highest on the remainder of the items.

The means and probabilities associated with significant differences in importance of job factors for 17-21 year olds are presented in Table 3.2-10. Only one significant difference was related to age. That was for not work too hard. Although there was a significant difference, all mean scores were relatively low, i.e., lack of hard work is not very important to any group. There were significant differences among educational status subgroups for 5 of the job factors. Those in high school had the highest mean and non-graduates the lowest, except for the item regarding choice of dress.

There was a general, but not conclusive, trend for those with higher grades to be less concerned about fringe type benefits than those who had received poorer grades. Challenge, the one motivating factor with significant differences, is the one item where those with mostly A's and B's had the highest mean score.

A number of significant differences were found for groups from different types of neighborhoods. A lower class neighborhood was associated with the highest means regarding importance of fringe or hygienic type factors, while the upper class subgroup had the highest mean for job challenge.

Table 3.2-10. Significant Mean Responses on Importance of Job Factors by 17-21 Year Olds

Table 3.2-10. Significant Mean Responses on Importance of Job Factors by 17-21 Year Olds

Group	Challenge	Not Work Too Hard	Little Injury Risk	Job Security	Good Leadership	Reasonable Hours	Good Income	Get Ahead	Become a Leader	20 Year Career	Little Time Away	Dress as Please	Be Own Boss	Be Proud of Job	Medical/ Dental Care	Retirement Income	Paid Vacation	Educational Help	Mean
Age	NS	P=.026	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
17		1.10																	
18		0.99																	
19		1.40																	
20-21		0.99																	
EDUC STATUS	NS	NS	NS	NS	NS	NS	NS	NS	P=.001	NS	P=.004	P=.005	NS	P=.013	NS	NS	NS	P=.014	NS
In HS									2.33		2.17	1.91		3.01				2.43	
HSG									2.29		2.00	1.78		3.01				2.13	
NHSG									1.81		1.66	2.35		2.67				2.12	
HIGH SCHOOL GRADES	P=.002	P=.019	NS	NS	NS	P=.050	P=.049	NS	NS	NS	P=.021	P<.001	NS	NS	P=.004	NS	P=.035	P=.031	NS
A/B	3.16	0.92				2.48	3.15				1.99	1.53			1.98		2.51	2.22	
B	3.11	0.94				2.53	3.36				2.12	1.75			2.17		2.62	2.55	
B/C	2.97	1.26				2.86	3.40				2.29	2.09			2.47		2.71	2.37	
C	2.90	1.09				2.64	3.38				1.96	1.97			2.49		2.40	2.26	
C/D	2.69	1.27				2.64	3.39				1.75	2.25			2.35		2.32	2.01	
TYPE NEIGHBORHOOD	P=.002	P<.001	P<.001	NS	P=.034	P<.001	P=.006	NS	NS	NS	NS	NS	NS	NS	P<.001	P=.035	P<.001	NS	P<.001
Upper	3.07	1.05	1.07		2.70	2.50	3.34								2.03	2.96	2.30		2.44
Middle	3.06	0.93	1.61		2.72	2.57	3.27								2.28	3.04	2.46		2.42
Lower	2.78	1.46	2.12		2.95	2.95	3.49								2.65	3.23	2.90		2.61
MIL ENLIST INTENT	NS	NS	NS	NS	P=.002	NS	P=.050	P=.022	NS	NS	NS	NS	P=.003	NS	P=.002	P<.001	NS	P<.001	P=.017
Prob. Enlist					3.04		3.44	3.19					1.69		2.65	3.30		2.74	2.61
Don't Know					2.87		3.40	3.22					1.51		2.46	3.24		2.42	2.47
Prob Not Enlist					2.64		3.24	2.99					1.86		2.18	2.96		2.22	2.42
Def Not Enlist					2.73		3.37	2.99					2.00		2.20	2.94		2.06	2.45
PREFERRED SERVICE	NS	NS	NS	P=.007	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
Army				3.10															
Navy				3.20															
Air Force				3.05															
Marine Corps				3.03															
Other				2.75															
CA FAVORABILITY	P<.001	P=.008	P<.001	NS	NS	NS	NS	P=.007	NS	NS	NS	NS	P=.001	NS	NS	NS	NS	NS	NS
Favorable	3.20	0.92	1.33					3.25					1.62						
Neutral	2.84	1.06	1.71					2.99					1.68						
Unfavorable	2.95	1.23	2.50					3.03					1.99						
ARMY FIT	NS	P=.025	P=.011	P=.035	P<.001	P=.015	P<.001	P<.001	P=.001	P<.001	P<.001	P<.001	P<.001	P=.025	P<.001	P<.001	P< .001	P<.001	P<.001
Positive		1.23	1.84	3.23	3.15	2.89	3.50	3.30	2.41	2.74	1.98	1.89	1.70	3.10	2.75	3.37	2.65	2.74	2.64
Neutral		0.98	1.68	3.05	2.62	2.51	3.21	2.94	2.08	2.38	1.84	1.67	1.50	2.80	2.22	2.94	2.34	2.24	2.32
Slight Negative		0.96	1.55	2.97	2.70	2.57	3.26	2.95	2.12	2.29	2.05	1.80	1.72	2.92	2.23	2.95	2.44	2.23	2.37
Negative		1.18	1.84	2.87	2.57	2.57	3.26	3.00	2.22	2.48	1.93	2.03	1.94	3.02	1.97	2.96	2.46	1.87	2.40
Very Negative		1.30	2.05	3.16	2.97	2.85	3.60	3.13	2.62	2.81	2.59	2.39	2.27	3.13	2.57	3.25	2.98	2.57	2.76
Job Factor Means	2.98	1.10	1.76	3.05	2.78	2.65	3.34	3.07	2.26	2.50	2.06	1.92	1.80	2.97	2.33	3.07	2.54	2.31	2.47

There were a number of significant differences in job factor responses among those with different enlistment intentions. Those positive toward enlistment attached greater importance than others to good leadership and supervision, opportunity for good income, medical and dental care, retirement income, and financial assistance with education. Their mean score on importance of all job factor items was the highest. The undecided had the highest mean for the item regarding opportunity to get ahead and have responsibility. Those who definitely did not intend to enlist were highest on the item concerning be own boss.

Preferred service for enlistment had only one significant difference. Those who didn't have a preferred service viewed job security as less important than those who did have a preferred service.

Those favorable toward combat arms had the highest means for challenge and getting ahead and gaining responsibility and lowest for not having to work too hard, little risk of injury, and be own boss.

The means for Army fit subgroups had significant differences for every job factor item except the one on challenge. For a majority of the items the two highest means were for the most extreme groups, i.e., positive and very negative Army fit. This is at least partly because mean importance of job factors is one of the components of Army fit.

3.2.5 Military Service

There are a series of items on the survey that pertain to likelihood of enlistment in the military, preferred branch of service in the event one were to enlist, attitudes toward each service (expressed in terms of favorability), and attitudes toward both combat and noncombat branches of service. These are important in analyzing which types of young men are most interested in the Army.

Figure 3.2-5 shows the proportion of different responses by 14-16 year olds and 17-21 year olds to the likelihood of actual enlistment in the military. Nearly two-thirds of the younger group had a positive or neutral (don't know) attitude. These data suggest that there was a sizable group of enlistment candidates who were undecided as late as a year or two before completion of (or drop out from) high school and eligibility for enlistment in the military services. No significant differences were found in the means for different ages in the 14-16 year old group.

The response of the 17-21 year old group indicates that less than 40% were positive or neutral toward enlistment. Clearly the 17-21 year old group was much more negative toward enlistment. However, it should be noted that since the 17-21 year old group represents an age group generally eligible for enlistment, many of those most positive toward enlistment are already in the service. Thus, the absence of these individuals tends to give a distorted picture of 17-21 year old attitudes toward enlistment. There were significant differences among the mean scores for 17-21 year old age subgroups. These are discussed in conjunction with other differences later in the section.

Table 3.2-11 presents a comparison of military enlistment data with similar findings reported by ORC for 1971 and 1973.[1] The 1971 and 1973 data are based on a question that asked how respondents felt about going into the Armed Forces, while the 1975 data resulted from a direct question about likelihood of enlistment in the military. The 1975 data reflect a significantly higher percent of negative response and a correspondingly lower neutral response for 17-21 year olds.

Table 3.2-11. Comparison of Enlistment Intent with Similar Data from 1971-1973 (In Percent)

Age Groups	Very or Mostly Favorable		Def or Prob Enlist	Half and Half or No Opinion		Don't Know re Enlistment	Mostly or very Unfavorable		Prob or Def not Enlist
	1971	1973	1975	1971	1973	1975	1971	1973	1975
14-16 Year Olds	No Data	26	28	No Data	38	37	No Data	36	35
17-21 Year Olds	22	18	18	31	32	20*	47	50	62*

* Significant difference from 1973 data at .05 level

1 Opinion Research Corporation Report, "Attitudes and Motivations Toward Enlistment in the U.S. Army: A Nationwide Study Among Young Men, Boys, Parents and Educators." April 1974.

Item 30 on the survey asks, "If you were to enlist, which branch of the service would you join?" The percentages of responses for each of the two age groups are displayed in Figure 3.2-6. The general pattern of responses for the two groups is very similar. The Navy and Air Force were mentioned most frequently as probable enlistment service by both groups. The percentages were slightly higher for the 17-21 year olds for these services and correspondingly lower for the Army and Marine Corps. For the 14-16 year old group there were no significant differences for age subgroups. Those for the 17-21 year old group are discussed later.

Table 3.2-12 indicates enlistment intent and probable or preferred enlistment service for the 17-21 year old group. Each percentage (except totals) reflects the percentage of those who responded in a given way to both enlistment intent and preferred service. For example, 4.3% of the 17-21 year old respondents said they would probably enlist in a military service and the Army was the service they would join if they did. There were 8.2% of the group who were positive or neutral (don't know) toward enlistment and who preferred the Army. Another 3.6% were positive or neutral and fell in the other/don't know group. The remaining 88.2% were either negative toward enlistment or preferred the Navy, Air Force, or Marine Corps.

For those who preferred the Army, the mean score for enlistment intent was higher than for other preferred service subgroups. However, the percentage who preferred the Army (17.7%) was substantially lower than those who preferred the Air Force (27.3%) or Navy (26.0%).

Table 3.2-12. Responses for Enlistment Intent and Preferred Service by 17-21 Year Olds (In Percent)

Preferred Service	Enlistment Intent				Total	Means (P<.001)
	Probably Enlist	Don't Know	Probably Not Enlist	Definitely Not Enlist		
Army	4.3	3.9	5.9	3.6	17.7	2.55
Navy	4.9	5.5	9.5	6.1	26.0	2.38
Air Force	4.0	5.0	10.3	7.0	27.3	2.32
Marine C.	3.1	2.6	5.0	3.1	13.9	2.43
Other/DK	1.0	2.6	4.7	6.8	15.1	1.89
Total	18.3	19.5	35.5	26.7	100%	2.33

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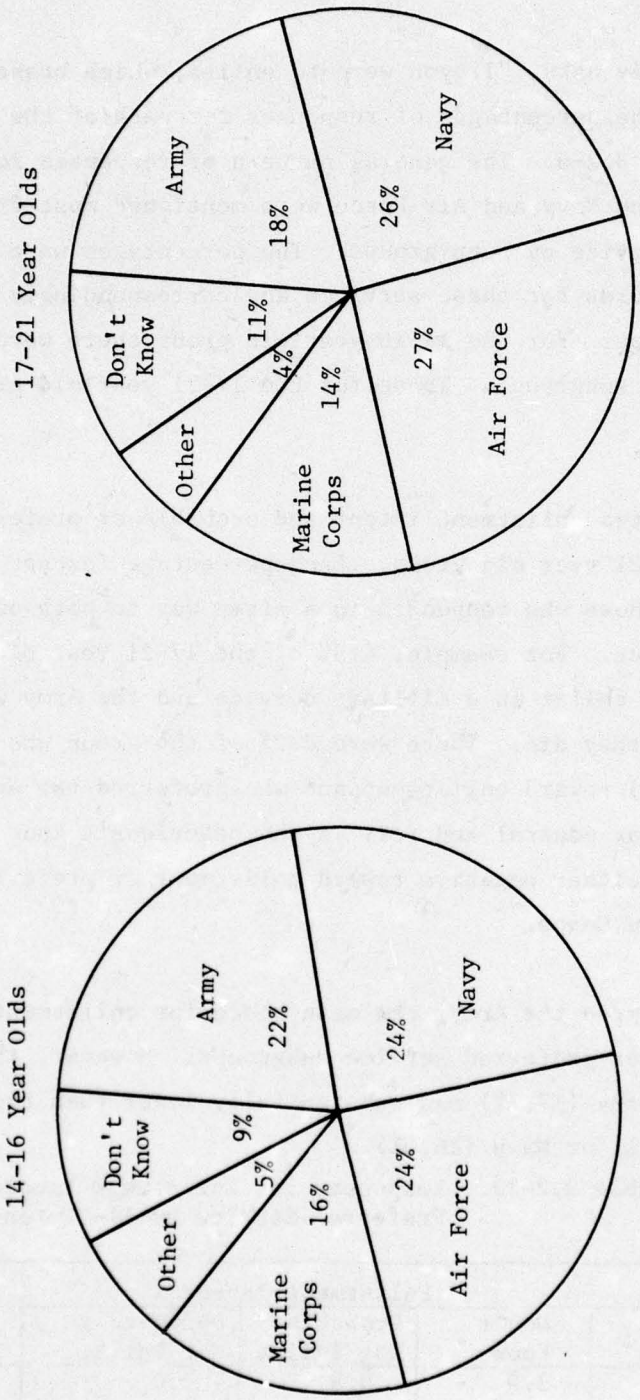

Figure 3.2-6. Preferred Service for Enlistment

Enlistment intent was further analyzed against the other categorizations of respondents to determine characteristics of 17-21 year olds with differing attitudes toward enlistment. Table 3.2-13 summarizes these data. Among the different age groups 17 year olds were least negative (mean of 2.43) and 20-21 year olds most negative (1.95) toward enlistment. The distribution of responses is also shown in Table 3.2-13. High school graduates were the most negative, while non-graduates were slightly less negative than those in high school.

In regard to grades received in high school, those with mostly A's or A's and B's were most negative; other groups were about the same. Those from the lower types of neighborhoods were considerably less negative toward enlistment than others. A favorable attitude toward a combat branch of service was associated with the least negative response; the group with unfavorable attitudes was most negative. As might be expected, positive Army fit was related to a positive attitude toward enlistment. Those with very negative and negative Army fit scores were most negative toward enlistment.

Survey item 32 asked respondents to indicate how favorable or unfavorable they felt toward each of the military services on a scale of 9 to 0. Item 33 asked the same question about combat branches (fighting personnel) and noncombat branches (support personnel). Figure 3.2-7 displays mean response of the 14-16 year old group to these items. Attitudes toward all services and both types of branches were in the neutral to slightly favorable range. The Army had the lowest mean of the services. As shown in Figure 3.2-8, mean response for the 17-21 year old group was lower than for the 14-16 year old group, with that for the Marines being the least favorable service. Distribution of responses by both groups is included in Appendix D.

Table 3.2-14 provides a comparison of attitudes toward military service (1975 data) with data collected by ORC during the period 30 November 1973 through 7 January 1974, and referred to by ORC as 1973 data.[2] The 1975 data show a trend of increased favorability toward the Army, Marines, and combat arms.

[2] Op Cit

Table 3.2-13. Military Enlistment Intent of 17-21 Year Olds (In Percent)

GROUP	Prob Enlist	Don't Know	Prob Not	Def Not	Mean	P
AGE						
17	21	20	35	24	2.43	
18	19	24	31	25	2.40	.001
19	15	19	41	25	2.28	
20-21	11	11	39	39	1.95	
EDUC STATUS						
In HS	21	22	34	23	2.45	
HSG	10	16	42	32	2.06	<.001
NHSG	25	19	27	29	2.47	
HIGH SCHOOL GRADES						
A/B	10	14	42	34	2.02	
B	18	21	38	22	2.37	
B/C	21	21	32	26	2.40	.033
C	18	22	34	25	2.36	
C/D	22	18	32	27	2.40	
TYPE NEIGHBORHOOD						
Upper	13	17	40	29	2.17	
Middle	15	19	39	27	2.24	<.001
Lower	28	24	25	24	2.62	
CA FAVORABILITY						
Favorable	30	25	34	11	2.75	
Neutral	19	24	36	21	2.45	<.001
Unfavorable	11	13	36	40	1.99	
ARMY FIT						
Positive	49	26	18	7	3.32	
Neutral	19	28	42	10	2.58	
Slight Negative	11	16	40	33	2.07	<.001
Negative	8	12	40	41	1.87	
Very Negative	8	14	32	46	1.85	
Total	18	20	35	27	2.33	

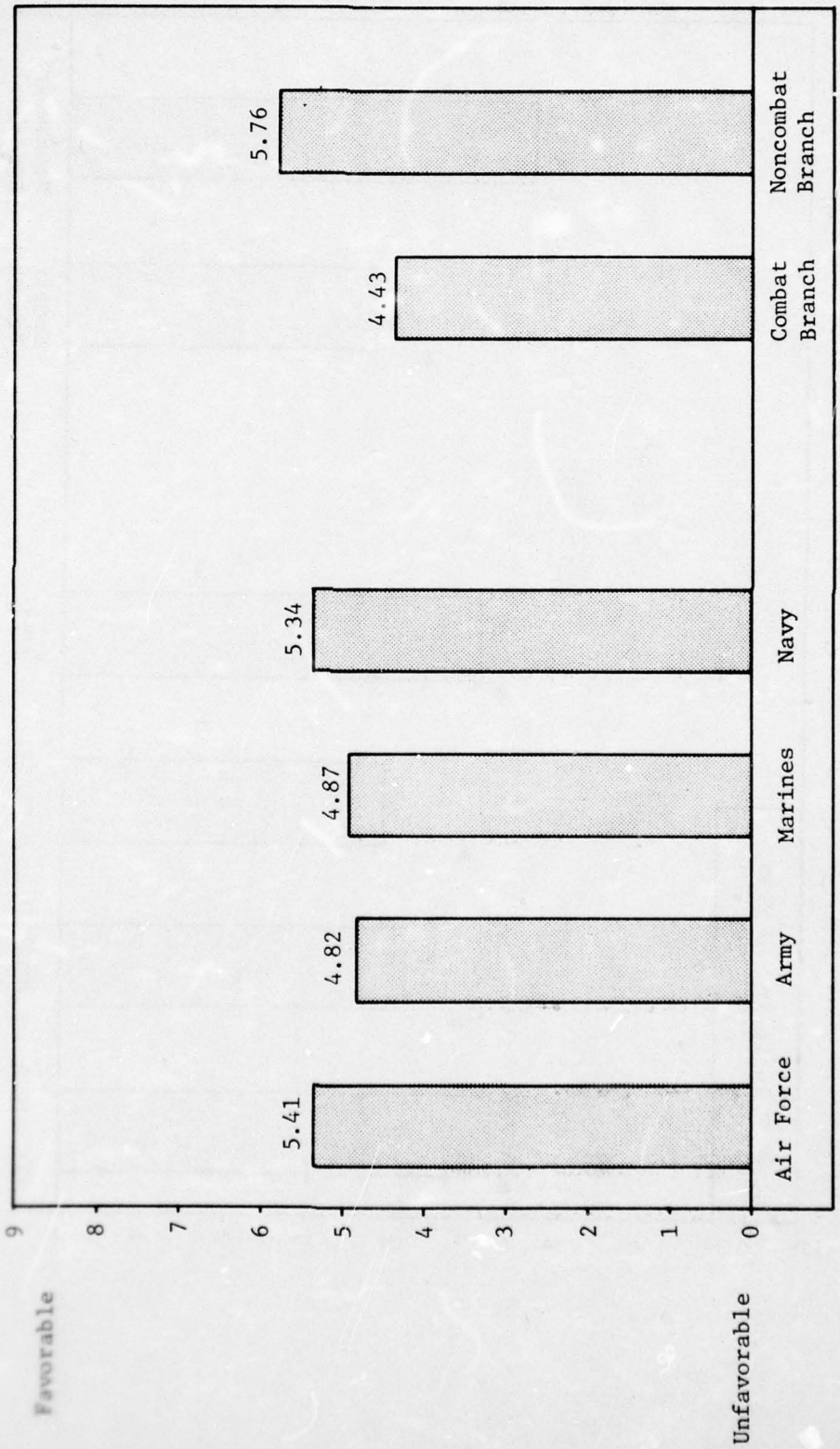

Figure 3.2-7. Favorability of 14-16 Year Olds Toward Military Service (Mean Score)

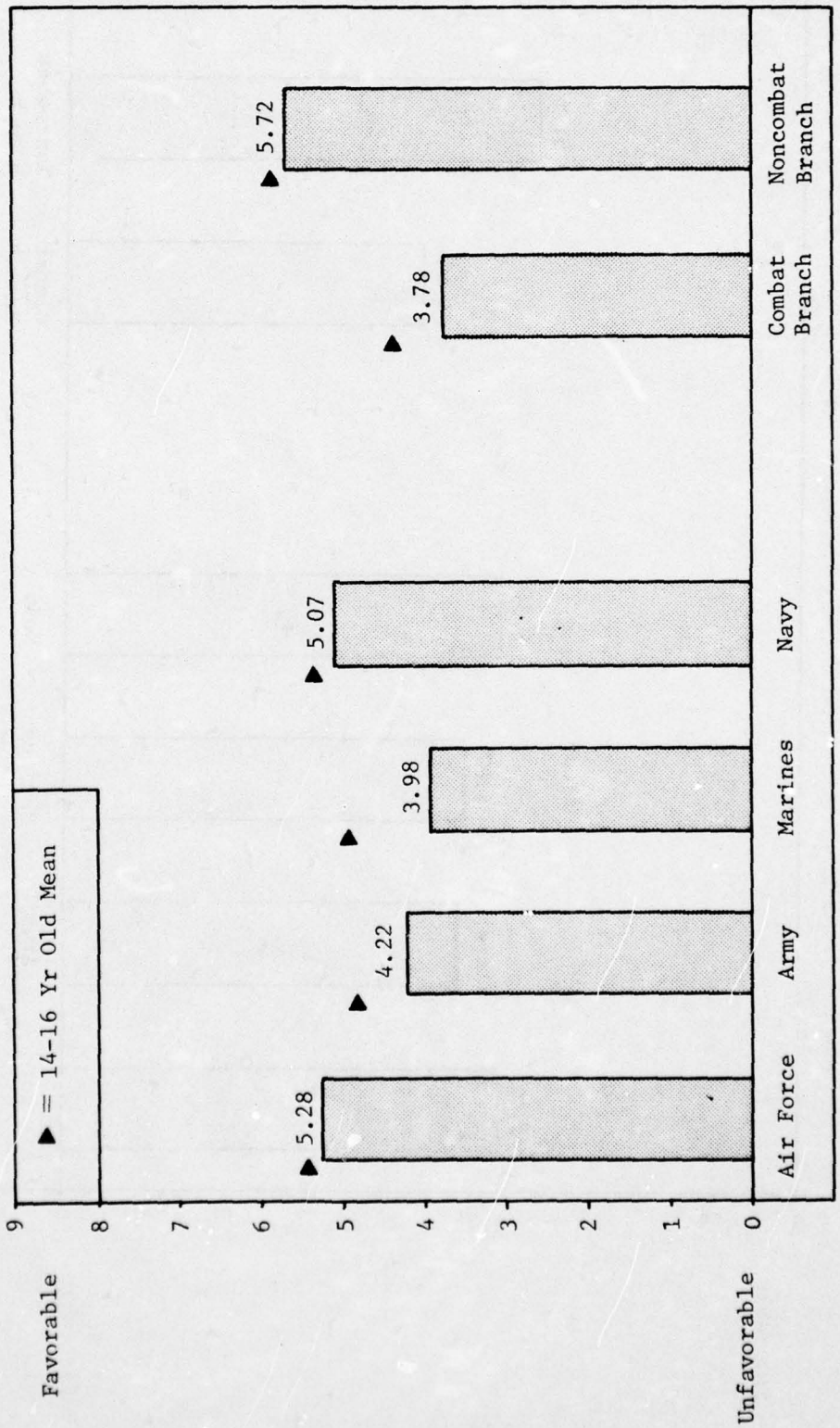

Figure 3.2-8. Favorability of 17-21 Year Olds Toward Military Service (Mean Scores)

Table 3.2-14. Comparison of Attitudes Toward Military Service with 1973 Data (In Percent)

Group	Service or Branch	Favorable 1973	Favorable 1975	Neutral or No Opinion 1973	Neutral or No Opinion 1975	Unfavorable 1973	Unfavorable 1975
14-16 Year Olds	Air Force	45	41	37	42	18	17
	Army	25	32	47	45	28	23
	Marines	29	37	40	37	31	26
	Navy	47	42	36	34	17	24
	Combat	16	32*	46	35*	38	33
	Noncombat	53	45	35	40	12	15
17-21 Year Olds	Air Force	40	42	37	39	23	19
	Army	18	23*	40	47*	42	30*
	Marines	18	26*	29	33	53	41*
	Navy	37	39	38	37	25	24
	Combat	13	26*	30	31	57	43*
	Noncombat	49	47	34	37	17	16

* Significant difference from 1973 data ($P \leq .05$)

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Table 3.2-15. Favorability Toward Military Service by 17-21 Year Old Subgroups

Group	Favorability to Service (Mean)				Favorability (Mean)	
	Air Force	Army	Marines	Navy	Combat	Noncombat
AGE	P=.005	NS	NS	P=.046	NS	NS
17	5.14			5.20		
18	5.81			5.26		
19	5.57			5.11		
20-21	4.68			4.35		
EDUC STATUS	NS	NS	NS	P=.010	P=.050	NS
In HS				5.34	3.72	
HSG				4.88	3.62	
NHSG				4.34	4.57	
TYPE NEIGHBORHOOD	NS	P<.001	NS	NS	NS	NS
Upper		4.18				
Middle		3.89				
Lower		4.90				
MIL ENLIST INTENT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Prob Enlist	6.28	5.46	4.73	5.76	5.20	6.50
Don't Know	5.44	4.68	4.67	5.56	4.58	5.94
Prob Not Enlist	5.45	4.31	4.08	5.27	3.69	5.81
Def Not Enlist	4.25	2.91	2.87	3.99	2.34	4.92
PREFERRED SERVICE	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Army	4.44	6.90	3.99	3.85	4.25	6.08
Navy	5.04	3.45	3.24	7.56	3.75	5.61
Air Force	7.23	3.62	3.25	4.35	3.66	6.14
Marine Corps	4.64	4.45	7.85	4.62	4.79	5.91
Other	3.75	3.29	3.02	3.99	2.57	4.23
CA FAVORABILITY	P<.001	P<.001	P<.001	P<.001		P<.001
Favorable	6.09	5.17	5.43	5.89		4.78
Neutral	5.59	4.94	4.43	5.31	N/A	6.51
Unfavorable	4.57	3.12	2.79	4.40		5.71
ARMY FIT	P<.001	P<.001	P<.001	P=.003	P<.001	P<.001
Positive	5.91	5.76	5.07	5.96	5.49	6.11
Neutral	5.72	5.18	4.43	5.02	4.03	6.52
Slight Negative	5.34	3.68	3.48	5.10	3.43	5.47
Negative	4.89	3.50	3.65	4.74	3.19	5.48
Very Negative	4.33	2.90	3.41	4.52	2.88	4.84
MEANS	5.28	4.22	3.98	5.07	3.78	5.72

For the 14-16 year olds, the differences in favorable attitudes toward Army and Marines are not quite large enough to be significant at the .05 level. The increase in percentage of favorable attitudes about combat arms (from 16% to 32%) and the decrease in neutral/no opinion response (from 46% to 35%) is statistically significant at the .05 level. The 17-21 year data, based on larger samples, are significantly different regarding increased favorability toward the Army and Marines and decreased percentage of unfavorable responses. The greater percentage of neutral response toward the Army also is significant. There is a significant difference in attitude about combat arms in that the 1975 data have a much larger percentage of favorable response (26% vs 13%) and a correspondingly lower unfavorable response (43% vs 57%).

No significant differences in favorability toward services and types (combat and noncombat) were found for 14-16 year old subgroups. Those for 17-21 year olds are summarized in Table 3.2-15. Mean favorability scores are shown at the bottom of the table. The 18 year olds were most favorable toward the Air Force, the 20-21 year olds were least favorable. The same was true regarding the Navy. There were no significant differences in age subgroups for the Army, Marines, combat branches, or noncombat branches. Those in high school were most favorable toward the Navy, non-graduates the least. Attitudes toward the Army varied with type of neighborhood. The middle class group was least favor-above and the lower class the most favorable about the Army.

Differences in mean favorability toward all services and types of branch were found within enlistment intent subgroups. Those most likely to enlist are most favorable about all of the services, and toward both combat and noncombat branches. Those who said they would definitely not enlist were least favorable. As expected, preferred service was closely related to attitudes toward that service, i.e., those who preferred the Army for enlistment were most favorable toward the Army. The pattern of favorability toward services other than the preferred ones was consistent in that the Air Force was the most favored.

Preferred Service →	Most Favored Service +	Second Most Favored
Army	Army	Air Force
Navy	Navy	Air Force
Air Force	Air Force	Navy
Marines	Marines	Air Force

There were significant differences in favorability toward services among those with different attitudes toward the combat arms. Those most favorable toward the combat arms were most favorable toward all services; those least favorable toward the combat arms were least favorable toward all services. Those favorable toward the combat arms were also least favorable toward the noncombat arms; those neutral toward the combat arms were most favorable about the noncombat arms.

Among Army fit subgroups there were significant differences toward all services and types. Positive Army fit was associated with most favorable attitudes toward each service and combat. Very negative Army fit was related to least favorable (i.e. most unfavorable) attitudes for each service, combat, and noncombat.

3.2.6 Summary

Both the 14-16 year olds and 17-21 year olds generally agreed they were quite satisfied with quality of life, with the 14-16 year olds being slightly more satisfied. The item with which both groups were least satisfied was life as a whole. The percentage of 14-16 year olds who agreed they were quite satisfied with life as a whole was 83%; the percentage of 17-21 year olds 78%. High school students were most satisfied and non high school graduates least with quality of life. Generally, those who had received high grades in high school were more satisfied than those with lower grades; those with very poor grades (C/D and below) were least satisfied in all cases. Those from upper class neighborhoods were most satisfied; those from lower class ones least . Those with negative Army fit scores were most satisfied, while those with positive or neutral scores were least satisfied.

Responses of 14-16 year olds and 17-21 year olds to items pertaining to taking orders were very similar. Analysis of responses by the 17-21 year olds indicated that those who were least bothered by the idea of taking orders were individuals of high potential interest to the Army. They tended to be high school students, positive to neutral toward enlistment, and favorable toward combat arms. Following a boss's orders was perceived as fairly easy by most respondents, but many more indicated that they are bothered when someone tells them what they should do or how to do it. This suggests a willingness to respond acceptably to recognized leadership.

The 14-16 year olds and 17-21 year olds had similar response patterns regarding the importance of the 18 lifestyle factors, with the younger group tending to rate them slightly more important. The six items with the highest importance were: 1) suitable job, 2) control own life, 3) good food/housing/clothing, 4) be treated fairly, 5) people to like and respect, and 6) dignity and respect. For the 14-16 year olds, control own life and be treated fairly were inverted in order of importance.

In addition to rating importance, respondents were asked to indicate the three most important of the 18 lifestyle factors. While the order of items was similar to that for importance ratings of the individual factors, two items were much higher. These were good married life and post high school education which were two of the three most mentioned items.

The 17-21 year olds most positive toward enlistment indicated that raise a family, have adventures and travel, and get vocational training were more important than did others. Scores for have a good married life and post high school education were highest for the probably not enlist group. Those who preferred the Army for enlistment had the lowest importance means for make contribution to society and post high school education.

There were significant differences among Army fit groups for most of the

lifestyle factors. The highest means tended to be associated with the positive and very negative Army fit groups. The lifestyle mean for the positive group was relatively high, but lower than for the very negative Army fit group. While there were a number of other significant differences among various subgroups, no consistent trends were observed.

Both age groups had similar scores regarding the importance of the 18 job factors, with the younger group slightly higher on most items. The highest scores were for the two items pertaining to financial rewards: good income and retirement income. The next most important items were get ahead and gain responsibility, job security, challenge, and be proud of job.

Analysis of job factors relative to Herzberg's dichotomy showed the total means for five items which appropriately can be defined as motivating factors were 2.58 compared to 2.52 for all items for 14-16 year olds and 2.62 vs 2.47 for 17-21 year olds. Three of the motivating factors were among the six most important job factors.

Hygienic or fringe benefit type factors tended to be most important to those with poorer grades, those from lower class neighborhoods, and those positive toward enlistment. Those positive toward enlistment tended to have high importance scores on all items. Those favorable to combat arms rated job challenge and getting ahead/gaining responsibility higher than other CA favorability groups.

Positive and very negative Army fit groups had higher scores than other Army fit groups on job factors. Nearly two-thirds of the 14-16 year olds were positive or neutral toward enlistment, while only 40% of the 17-21 year olds were.

Have a suitable job was rated as the most important lifestyle factor. However, lifestyle factors as a group were rated as more important than job factors

(2.67 and 2.62 vs 2.52 and 2.47 for 14-16 year olds and 17-21 year olds, respectively).

Enlistment intent response by the 14-16 year old group (28% indicated they definitely or probably would enlist) was comparable to that obtained by ORC in 1973, where 26% said they were very or mostly favorable about going into the Armed Forces. The 17-21 year olds were more negative toward enlistment and correspondingly less neutral than the 1973 group (62% probably or definitely not enlist with 20% don't know vs 1973 figures of 50% very or mostly unfavorable and 32% half and half or no opinion; 18% were positive in both cases).

Among the 17-21 year olds, the 17 year olds were least negative toward enlistment, the 20-21 year olds most negative; non-graduates least negative, graduates most negative; those who received mostly A/B grades most negative; those favorable to combat least negative, unfavorable to combat most negative; those with positive Army fit were positive toward enlistment.

The 14-16 year olds and 17-21 year olds had similar attitudes toward preferred service for enlistment, with the older group relatively less interested in the Army or Marine Corps. The 14-16 year olds indicated preference for the Air Force and Navy (24% each), as did the 17-21 year olds (27% Air Force and 26% Navy). The Army was preferred by 22% of the 14-16 year olds and 18% of the 17-21 year olds.

When enlistment intent and preferred service were considered together, it was found that 88% of the 17-21 year olds were negative toward enlistment and/or preferred the Air Force, Navy, or Marine Corps. Only 4.3% said they would definitely or probably enlist and preferred the Army. Another 7.5% were undecided about enlistment but preferred the Army or were in the positive or negative enlistment groups and the other/don't know preference group.

Attitudes of 14-16 year olds toward all services, combat branches, and non-combat branches were in the neutral to slightly favorable range. The Army was viewed as the least favorable. The 17-21 year olds were less favorable than the 14-16 year olds in all cases, with the Marine Corps being rated less favorable than the Army. Compared with ORC results from 1973, there was a trend toward increased favorability toward the Army, the Marines, and combat arms.

Those most likely to enlist were more favorable about all services, combat branches, and noncombat branches than were other enlistment intent groups. Favorability toward services was related to service preference, i.e., those who preferred a given service tended to be most favorable toward that service. Those favorable to combat arms were favorable toward all services as well and positive Army fit was associated with favorable attitudes toward all services, combat branches, and noncombat branches.

3.3 ARMY IMAGE

The Army's image is more than a simple reflection of Army characteristics. The way those characteristics are seen--if, indeed, they are seen at all--depends largely on the attitudes of those observing them. A good opinion of something or a strong need for it tends to make a person see it in a good light. He picks up on the positive aspects that reinforce his attitude and fails to notice the negative aspects. Conversely, if his attitude predisposes him to dislike something, he tends to see the aspects that reinforce his unfavorable opinion.

People with similar backgrounds often have similar attitudes. Therefore, the objective is to develop a picture not only of how people feel about the Army in general, but how different subgroups of people feel. In the last section the importance of certain job and lifestyle factors to different people were determined. Now their relative importance will be examined in terms of how that influences the Army's image. If the Army offers a way of life that is important to someone, he will see the Army in a good light. If the Army doesn't offer a job situation that appeals to someone, he will see a negative image of the Army.

This section analyzes the judgments of the young men about the chances of finding each lifestyle and job factor in the Army as opposed to civilian life (referred to as "A/C availability"). Then each factor is discussed in terms of fit which is, essentially, an indicator of where a young man thinks he can find things of importance to him. Additionally, some information is presented about perceived advantages and disadvantages in the Army, as well as which services got credit for the incentives and options advertised by different branches of the service.

3.3.1 The Army as a Lifestyle

This portion of the report concerns the Army's image as an opportunity for young men to lead the kind of lives they want. The important elements of lifestyle have already been discussed; this section considers the relative potential of the Army vs. civilian life to offer these elements as measured in questionnaire item 35.

Mean responses of the 14-16 and 17-21 year olds concerning where lifestyle factors are most likely to be available (A/C availability) are displayed in Figure 3.3-1. There is a similar response pattern for each group. Collectively, six factors stand out as more likely to be found in the Army: gaining maturity and self respect, living away from parents, making a contribution to society, having adventure and travel, getting education beyond high school, and getting vocational training.

In the 14-16 year old sample, the only significant difference between ages was on spending time in sports/recreation (Table 3.3-1). The 14 year olds thought sports/recreation would more likely be found in civilian life, but the 16 year olds came closer to considering Army and civilian life about the same.

Table 3.3-1. Mean Responses re. Source of Lifestyle Factor (Sports/Recreation) of 14-16 Year Olds by Age

Lifestyle Factor	Age			P
	14	15	16	
Sports/recreation	2.29	2.71	2.81	.006

There were many significant differences between the various subgroups of 17-21 year olds. Table 3.3-2 shows where these occur and indicates which subgroups had the highest and lowest means. If these means were pro-Army (> 3.0), they

35. Suppose you were trying to decide what your life would be like in the Army or as a civilian. Where would you personally be more likely to do things listed below -- in the Army or as a civilian?

	Much More Likely in the Army	Somewhat More Likely in the Army	Both About the Same	Somewhat More Likely as a Civilian	Much More Likely as a Civilian	Means 14-16	Means 17-21
a. Good married life	5	4	3	2	1	1.80	1.81
b. Raise a family						1.75	1.76
c. Suitable job						2.42	2.09
d. Gain maturity						3.20	2.96
e. Live away						3.46	3.37
f. Make contribution						3.07	2.94
g. Adventure/travel						3.61	3.62
h. Sports/recreation						2.61	2.70
i. Post HS education						2.97	3.07
j. Vocational training						3.33	3.41
k. Control own life						2.10	2.02
l. Dignity/respect						2.98	2.81
m. Live where want						2.20	2.28
n. People to respect						2.56	2.28
o. Good food, etc.						2.46	2.50
p. Not too many rules						2.07	1.90
q. Be treated fairly						2.74	2.57
r. Establish roots	5	4	3	2	1	1.90	1.82
			Mean A/C Availability			2.62	2.55

Figure 3.3-1. Mean Responses of 14-16 and 17-21 Year Olds for A/C Availability of Lifestyle Factors

-------- 14-16 year olds ———17-21 year olds

Table 3.3-2. Subgroups of 17-21 Year Olds with Highest and Lowest Mean Responses for A/C Availability of Lifestyle Factors

Lifestyle Factors	Age	Educ Status	Grades	Nbrhd	Enlist Intent	Pref Service	CA Fav	Army Fit	Factor Trend
Good married life				H-Lower L-Upper	H-Prob L-Def not			H-Pos L-Very Neg	Civ
Raise a family				H-Lower L-Upper				H-Pos L-Very Neg	Civ
Suitable job				H-Lower L-Upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ
Gain maturity					H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ
Live away		H-HSG L-NHSG			H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Army
Make contribution				H-Lower L-Upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ
Adventure/travel					H-Prob L-Def not	H-MC L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Army
Sports/recreation					H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Civ
Post HS education		H-NHSG L-In HS	H-C L-A/B	H-Lower L-Mid-up	H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Army
Vocational training		H-NHSG L-In HS		H-Lower L-Middle	H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Army
Control own life					H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ
Dignity/respect					H-Don't know L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Civ
Live where want				H-Lower L-Upper	H-Prob L-Def not			H-Pos L-Very Neg	Civ
People to respect				H-Lower L-Upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ
Good food, etc					H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Civ
Not too many rules				H-Lower L-Upper	H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Civ
Be treated fairly					H-Prob L-Def not		H-Fav L-Unf	H-Pos L-Very Neg	Civ
Establish roots				H-Lower L-Upper	H-Prob L-Def not			H-Pos L-Very Neg	Civ
Mean				H-Lower L-Upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unf	H-Pos L-Very Neg	Civ

H = highest mean; i.e., the one nearest the Army (5)
L = lowest mean; i.e., the one nearest civilian life (1)
▭ = mean positive to Army

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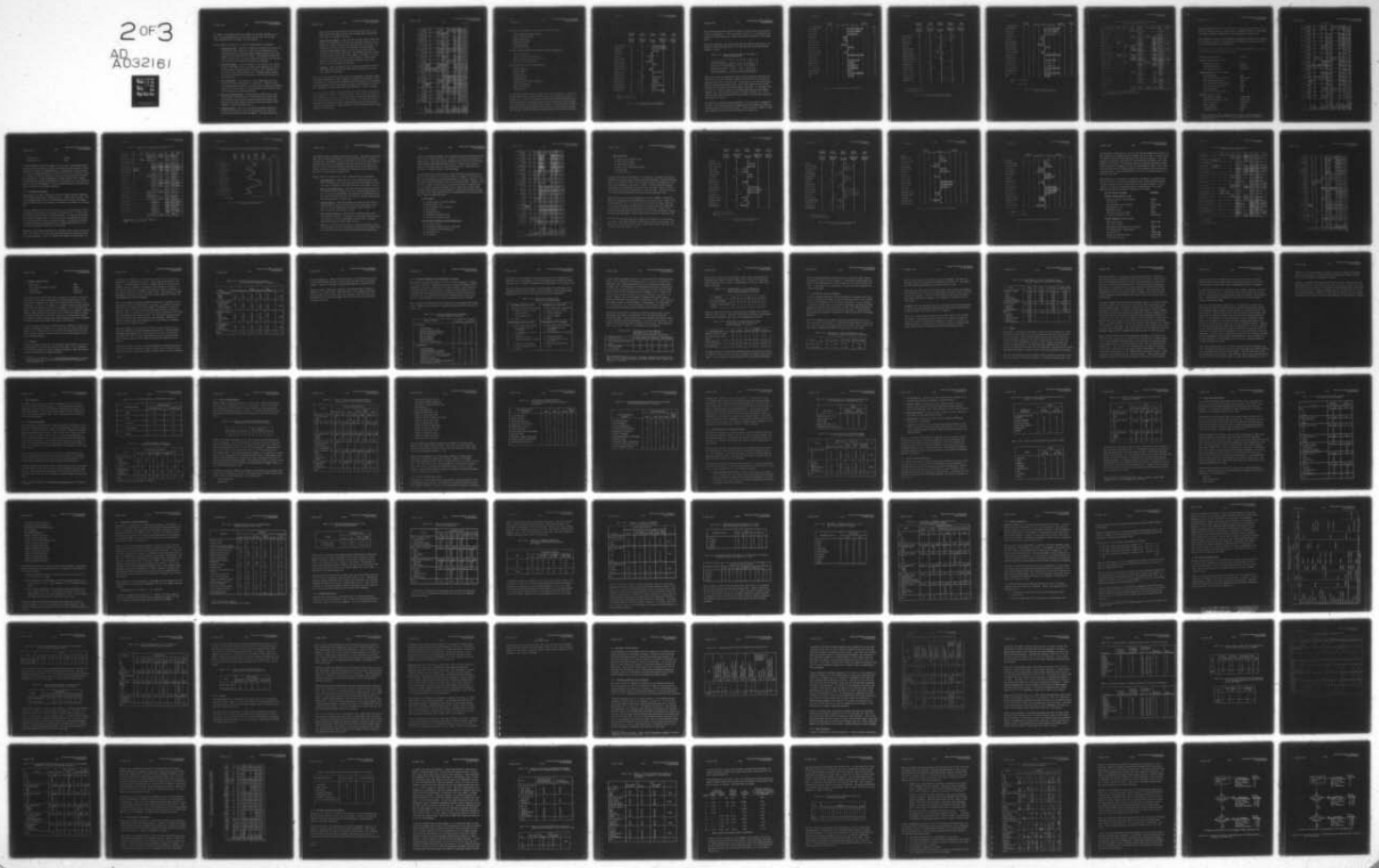


are shaded. For example, under type neighborhood for make contribution, the lower class neighborhood mean was the highest and pro-Army, and the upper class neighborhood was the lowest, and pro-civilian.

General trends can be seen in 7 of the 8 categorizations of respondents:

1. Educational status. High school students and graduates saw living away from parents as more likely in the Army, but non-graduates saw the Army and civilian life as nearly equal, probably because more of them already did live away from their parents. Non-graduates credited the Army as a better place to get post high school education and vocational training than did the high school students and graduates.

2. High school grades. A/B and B students, on the average, saw civilian life as a more likely route to post high school education, but the B/C and below students saw the Army as the route. This is probably due to the fact that civilian channels, i.e., colleges, neither welcome nor appeal to students with poor grades, so the military becomes the only real choice.

3. Type neighborhood. Those from upper class neighborhoods saw almost all ways of life more attainable in civilian life. Those from lower class neighborhoods were less pro-civilian than the others and decidedly pro-Army as a place to make a social contribution and to get post high school education and vocational training.

4. Military Enlistment Intent. Those who would probably enlist consistently thought the Army had more to offer than civilian life; those who definitely would not enlist thought civilian life offered more. Those who didn't know whether they would enlist were closer in their judgments to those who probably would.

5. Preferred Service. While all five subgroups thought adventure and travel were more likely in the Army than civilian life, those who preferred the Marine Corps were the highest. The Army and Air Force

groups thought gaining maturity and self-respect more likely in the Army, and the Army group also felt that the Army offered the greater opportunity to contribute to society.

6. Combat Arms Favorability. Those who were favorable toward combat arms tended to see the Army as offering more satisfying lifestyles than the others did. Those unfavorable were generally pro-civilian life. The neutrals were usually closer to the favorables in their judgments. All three groups thought adventure and travel and living away from parents were more likely in the Army. The favorables and the neutrals also gave the nod to the Army for the chance to contribute to society and to get more education and vocational training. The favorables thought, in addition, that the Army was the better place to gain maturity and to be treated with dignity.

7. Army Fit. Those with positive Army fit scores saw the Army as better satisfying lifestyle needs and those with very negative fit scores saw civilian life as better.

Table 3.3-3 gives detailed information about the significant differences among 17-21 year old subgroups in their judgments of lifestyle attainability in Army or civilian life. The table gives probabilities (P) and means for the subgroups. The mean responses for the total sample are shown for each item in the bottom row. Throughout the table, means which favor the Army (< 3.00) are shaded.

It is clear from the means and the distributions that the Army is rated fairly well in general on a number of lifestyle factors. Some factors are generally seen as wanting in Army life. Still other factors are rated as Army favorable by groups that tend to be favorable to the military (i.e., they are neutral or positive about enlisting and being in combat branches; they prefer the Army; and/or they have positive or neutral Army fit), but rated pro-civilian by those negative to the military.

Table 3.3-3. Mean Responses of 17-21 Year Old Subgroups re. A/C Availability of Lifestyle Factors

GROUP	Good Married Life	Raise a Family	Suitable Job	Gain Maturity	Live Away	Make Contribution	Adventure/ Travel	Sports/ Recreation	Post HS Education	Vocational Training	Control Own Life	Dignity/ Respect	Live Where Want	People to Respect	Good Food, etc.	Not Too Many Rules	Be Treated Fairly	Establish Roots	Mean Lifestyle
EDUC STATUS	NS	NS	NS	NS	P=.026	NS	NS	NS	P<.001	P=.049	NS	NS	NS	NS	NS	NS	NS	NS	NS
In HS					3.36				2.90	3.32									
HSG					3.51				3.19	3.47									
NHSG					3.06				3.54	3.65									
HIGH SCHOOL GRADES	NS	NS	NS	NS	NS	NS	NS	NS	P<.001	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
A/B									2.61										
B									2.87										
B/C									3.11										
C									3.35										
C/D									3.25										
TYPE NEIGHBORHOOD	P<.001	P=.007	P<.001	NS	NS	P=.034	NS	NS	P=.009	P=.044	NS	NS	P=.015	P<.001	NS	P<.001	NS	P=.005	P<.001
Upper	1.70	1.63	1.95			2.84			2.97	3.45			2.10	2.09		1.77		1.74	2.46
Middle	1.71	1.72	1.98			2.88			2.97	3.31			2.25	2.24		1.83		1.76	2.50
Lower	2.10	1.94	2.41			3.14			3.31	3.58			2.50	2.50		2.15		2.03	2.72
MIL ENLIST INTENT	P<.001	NS	P<.001	P<.001	P=.025	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	NS
Prob. Enlist	2.35		2.71	3.35	3.55	3.40	4.00	3.05	3.64	3.80	2.46	3.17	2.76	2.84	3.06	2.15	2.89	2.03	
Don't Know	1.89		2.38	3.37	3.46	3.25	3.93	2.77	3.25	3.56	2.27	3.18	2.57	2.40	2.60	2.07	2.75	1.98	
Prob. Not Enlist	1.69		1.94	2.93	3.42	2.91	3.58	2.73	2.90	3.27	1.94	2.81	2.16	2.24	2.45	1.92	2.59	1.80	
Def. Not Enlist	1.55		1.67	2.44	3.13	2.46	3.17	2.38	2.76	3.23	1.62	2.29	1.92	1.86	2.11	1.58	2.19	1.60	
PREFERRED SERVICE	NS	NS	P=.003	P=.026	NS	P=.027	P=.009	NS	NS	NS	P=.004	NS	NS	P=.044	NS	NS	NS	NS	P=.008
Army			2.31	3.18		3.22	3.86				2.33			2.46					2.73
Navy			2.09	2.92		2.89	3.56				2.01			2.22					2.52
Air Force			2.16	3.03		2.92	3.52				1.96			2.34					2.54
Marine Corps			2.09	2.94		2.99	3.88				1.99			2.33					2.58
Other			1.73	2.66		2.71	3.36				1.80			2.06					2.41
CA FAVORABILITY	NS	NS	P<.001	P<.001	P=.004	P=.002	P<.001	P<.001	P<.001	P=.009	P<.001	P<.001	NS	P<.001	P<.001	P=.018	P<.001	NS	P<.001
Favorable			2.25	3.31	3.56	3.13	3.89	2.94	3.36	3.59	2.27	3.06		2.50	2.74	2.07	2.75		2.75
Neutral			2.28	2.98	3.47	3.04	3.84	2.82	3.14	3.46	2.10	2.94		2.36	2.61	1.91	2.69		2.64
Unfavorable			1.87	2.73	3.18	2.77	3.29	2.47	2.84	2.26	1.80	2.56		2.09	2.28	1.80	2.36		2.36
ARMY FIT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Positive	2.72	2.61	3.37	3.97	3.90	3.90	4.61	3.51	4.17	4.22	3.01	3.97	3.37	3.29	3.71	2.62	3.44	2.70	3.50
Neutral	2.02	1.88	2.56	3.33	3.69	3.38	4.10	3.01	3.41	3.72	2.33	3.20	2.55	2.66	2.93	2.04	2.85	2.01	2.87
Slight Negative	1.65	1.63	1.78	3.13	3.58	2.99	3.64	2.73	3.04	3.40	1.86	2.81	2.17	2.20	2.44	1.85	2.76	1.71	2.52
Negative	1.43	1.47	1.48	2.27	3.07	2.44	3.28	2.40	2.61	3.15	1.57	2.27	1.88	1.89	1.91	1.55	2.02	1.41	2.12
Very Negative	1.23	1.23	1.27	1.82	2.35	1.78	2.21	1.69	1.97	2.42	1.30	1.62	1.40	1.25	1.37	1.42	1.51	1.20	1.61
Mean A/C Availability	1.81	1.76	2.09	2.96	3.37	2.94	3.62	2.70	3.07	3.41	2.08	2.81	2.28	2.28	2.50	1.90	2.57	1.82	2.55

The Army is rated relatively favorably on (means over 3.00):

Gaining maturity and self-respect
Living away from parents
Social contribution
Adventure and travel
Post HS education
Vocational training

The Army is rated favorably by military-favorable subgroups on:

Social contribution
Time for sports and recreation
Being treated with dignity and respect
Good food, housing, clothes

The Army generally is rated unfavorably on:

Good married life
Raise a family
Suitable job
Control own life
Live where want
Having people to like and respect
Not too many rules
Being treated fairly
Establish roots

In analyzing the Army's image as a way of life, it is necessary to consider the relative importance of each lifestyle factor as well as the Army's image as a provider of it. Figure 3.3-2 plots the 14-16 year old sample's mean importance scores from the previous section on Attitudes (dots) with their mean responses on A/C availability of Life Style Factors (bars). Four tend to meet the ideal condition of the Army being thought the best place to obtain important things (gain maturity, make contributions, adventure/travel, and vocational training).

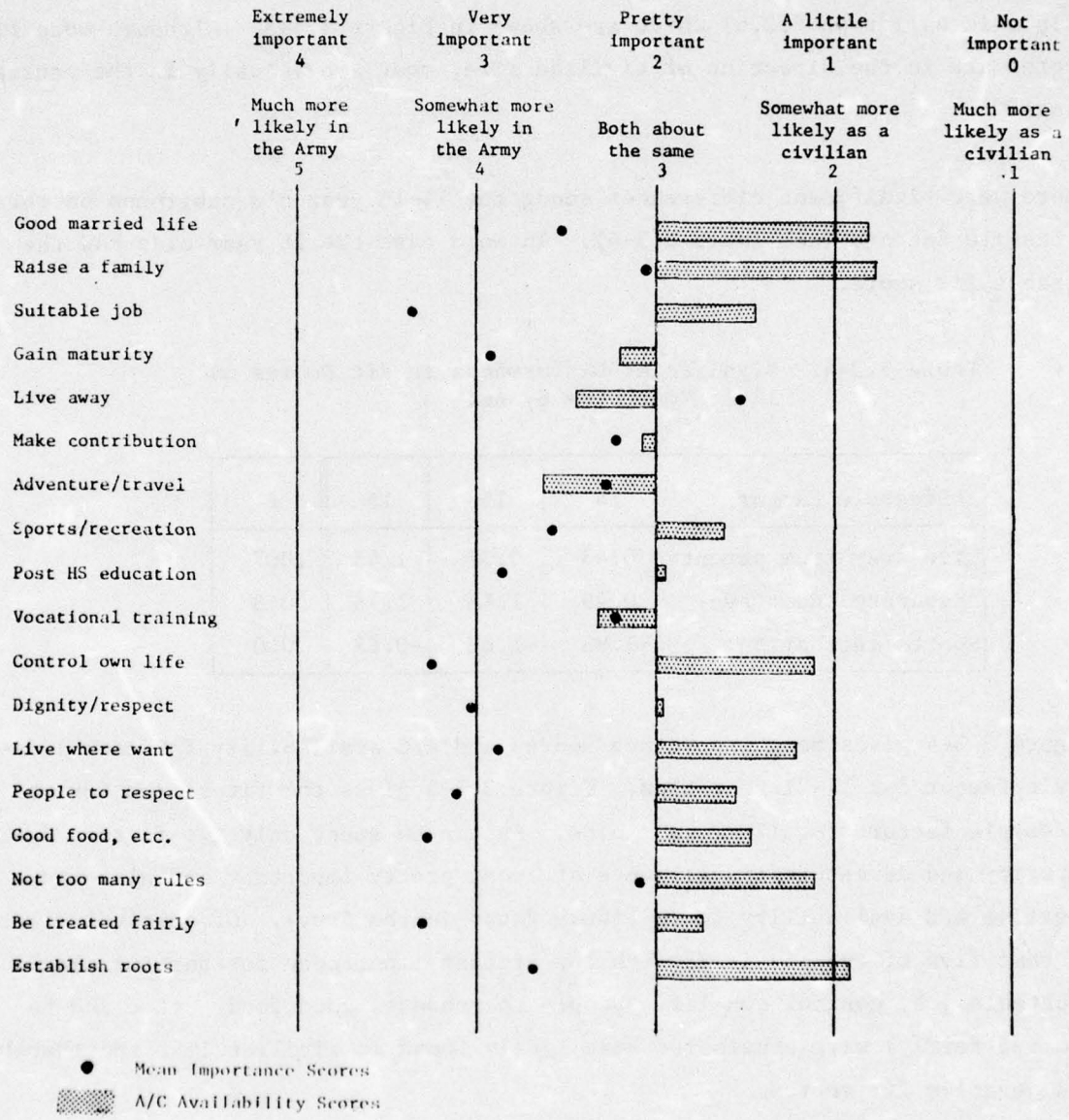


Figure 3.3-2. Mean Importance Scores and A/C Availability of Lifestyle Factors for 14-16 Year Olds

These combined scores when multiplied together, result in the fit scores (described in paragraph 2.2.6) which are shown in Figure 3.3-3. Although more fit scores are in the direction of civilian life, most are actually in the neutral range.

There were significant differences among the 14-16 year old subgroups on three lifestyle factors (see Table 3.3-4). In each case the 16 year olds had the highest fit score.

Table 3.3-4. Significant Differences in Fit Scores of 14-16 Year Olds by Age

Lifestyle Factor	14	15	16	P
Live away from parents	0.43	0.37	1.43	.007
Adventure and travel	0.49	1.48	1.76	.043
Sports/recreation	-1.96	-1.02	-0.68	.040

Figure 3.3-4 gives mean importance scores and A/C availability for each lifestyle factor for 17-21 year olds. Figure 3.3-5 gives the fit scores for the lifestyle factors for 17-21 year olds. As can be seen, only two factors (gain maturity and adventure/travel) were at least pretty important and also had a positive A/C availability (more likely found in the Army). Of particular note is that five of the six items with the highest importance for both samples (suitable job, control own life, people to respect, good food, etc., and be treated fairly) were considered more likely found in civilian life and thereby had negative fit scores.

The significant differences among subgroups of 17-21 year olds are summarized in Table 3.3-5, which identifies the subgroups with the highest and lowest fit scores for each of the lifestyle factors. Positive scores are shaded to emphasize lifestyle factors for which the Army has a favorable fit.

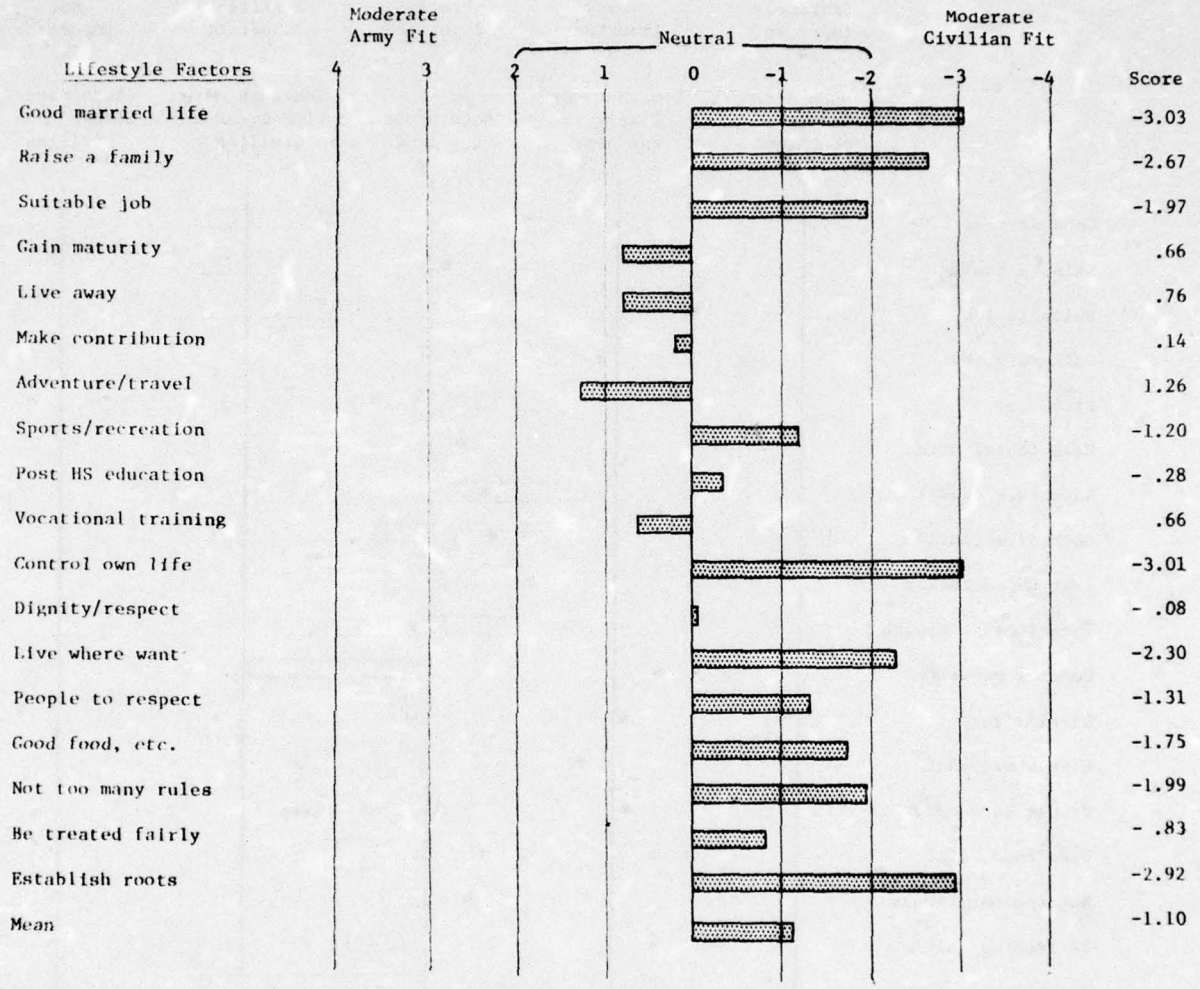


Figure 3.3-3 Lifestyle Factor Fit Scores for 14-16 Year Olds

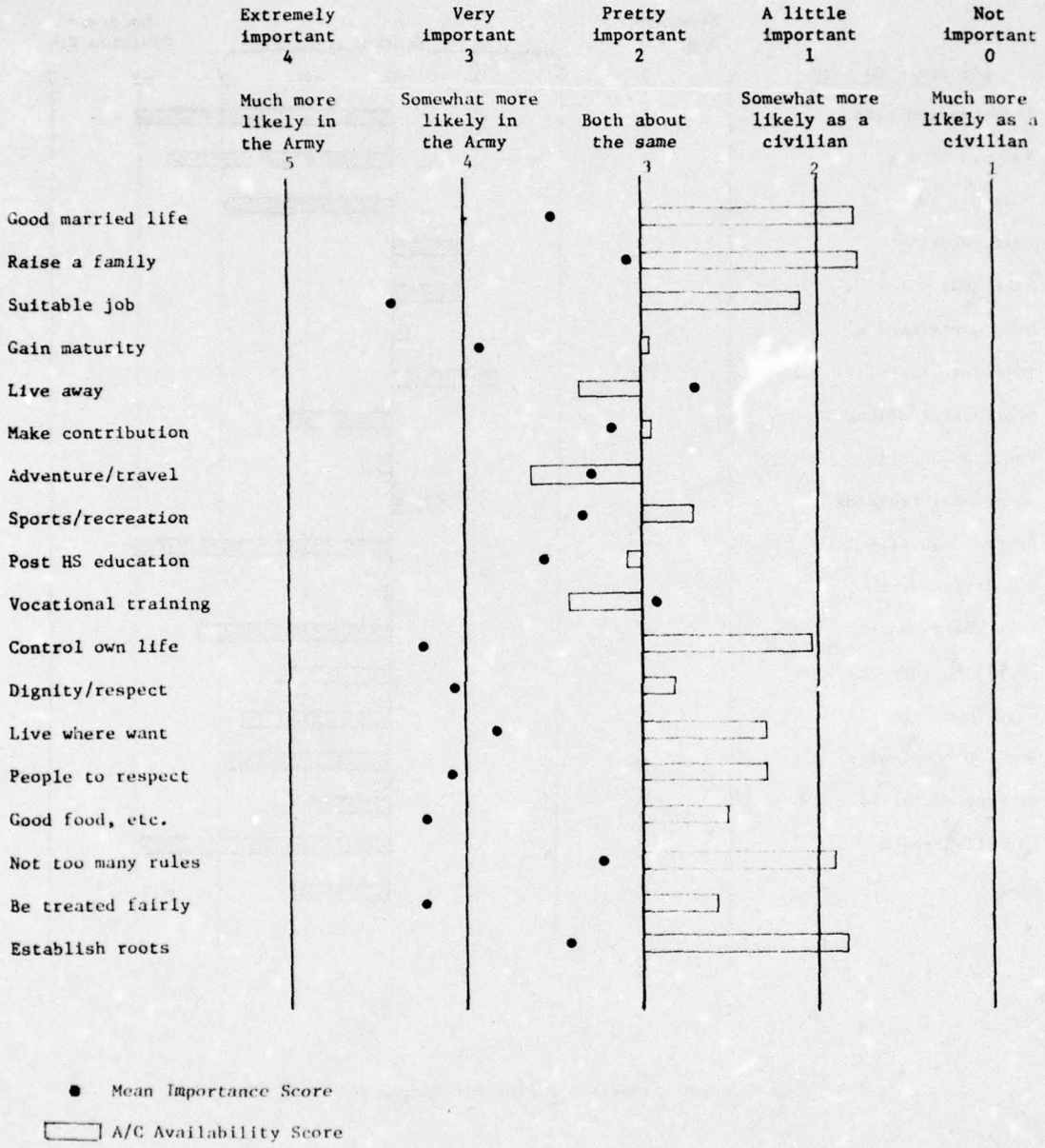


Figure 3.3-4. Mean Importance Scores and A/C Availability of Lifestyle Factors for 17-21 Year Olds

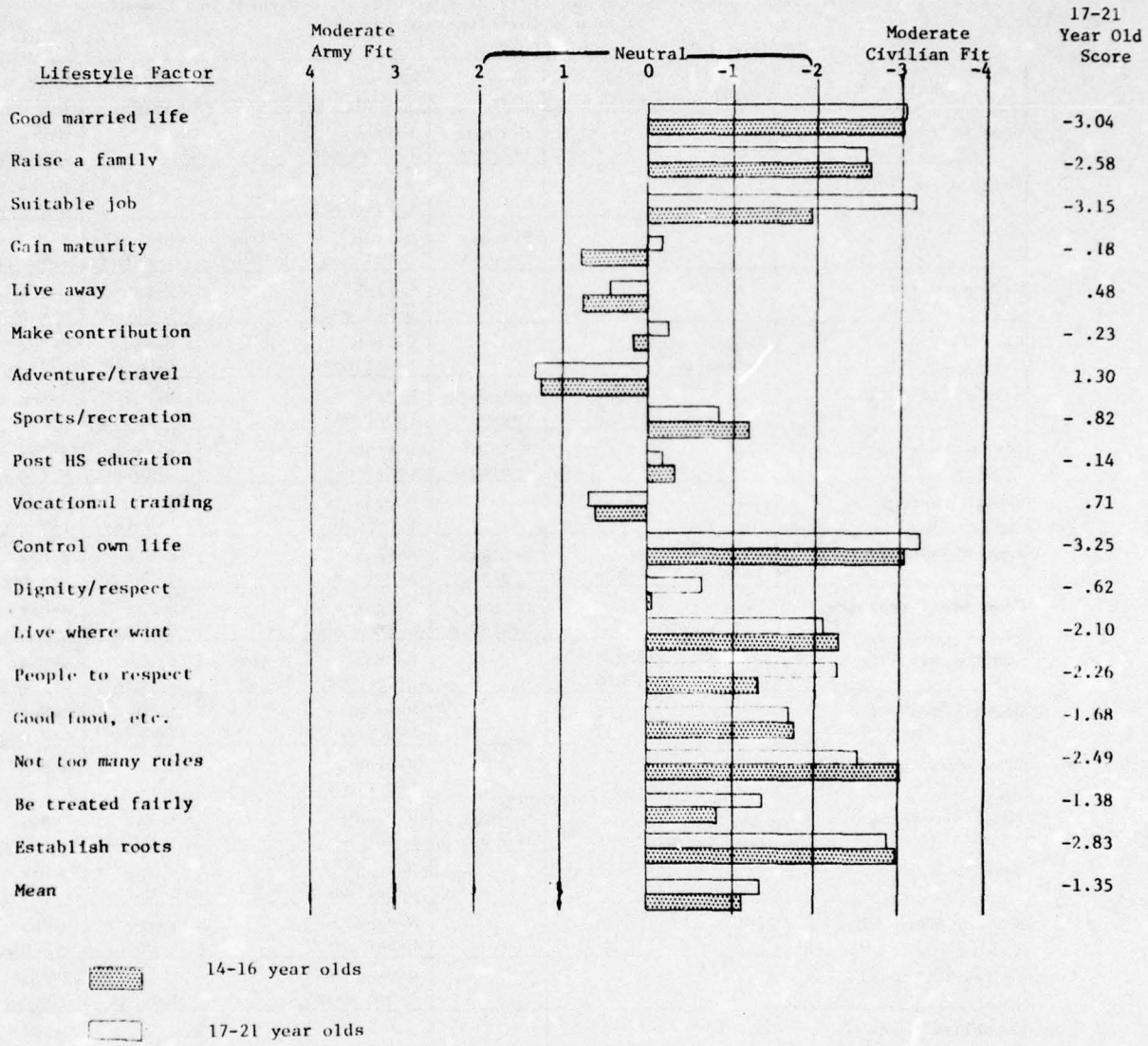


Figure 3.3-5. Lifestyle Factor Fit Scores for 14-16 Year Olds and 17-21 Year Olds

Table 3.3-5. Subgroups of 17-21 Year Olds with Highest and Lowest Fit Scores for Lifestyle Factors

Lifestyle Factor	Educ. Status	HS Grades	Type Nbrhd	Enlist Intent	Pref. Service	CA Favor.	Army Fit	Factor Trend
Good married life			H-lower L-upper	H-Prob L-Prob not			H-Pos L-V neg	Civ
Raise a family				H-Prob L-Prob not			H-Pos L-V neg	Civ
Suitable job			H-lower L-upper	H-Prob L-Def not	H-Army L-Other	H-Neutral L-Unfav	H-Pos L-V neg	Civ
Gain maturity				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Live away	H-HSG L-NHSG			H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Army
Make contribution		H-C/D L-A/B	H-lower L-upper	H-Prob L-Def not		H-Fav L-Neutral	H-Pos L-V neg	Civ
Adventure/travel			H-lower L-middle	H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Army
Sports/recreation				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Post HS education	H-NHSG L-In HS	H-C L-A/B	H-lower L-upper	H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Vocational training			H-lower L-middle	H-Prob L-Prob not		H-Fav L-Unfav	H-Pos L-V neg	Army
Control own life		H-B/C L-A/B		H-Prob L-Def not	H-Army L-Other	H-Fav L-Unfav	H-Pos L-V neg	Civ
Dignity/respect				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Live where want				H-Prob L-Def not			H-Pos L-V neg	Civ
People to respect			H-lower L-upper	H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Good food, etc.				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Not too many rules				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Be treated fairly				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	Civ
Establish roots							H-Pos L-V neg	Civ
Mean			H-lower L-upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unfav	H-Pos L-V neg	Civ

H = highest mean; i.e., the one nearest the Army (5)
L = lowest mean; i.e., the one nearest civilian life (1)
[ ] = mean positive to Army

The trends suggested by this table are similar to those discussed for A/C availability of lifestyle factors. More detail is presented in Table 3.3-6 with means for various subgroups, probabilities, and overall means for each factor.

When importance of lifestyle is considered in conjunction with the Army's ability or willingness to provide or allow particular lifestyles, the Army is generally seen as less desirable than civilian life.

The items below are grouped by fit scores. The relative importance of each item to the 17-21 year olds is given at the right.

Army Lifestyle Fit Scores	Importance
Slightly Positive (0.48 to 1.30)	
Adventure and travel	Medium
Vocational training	Medium low
Live away from parents	Medium low
Slightly Negative (-0.14 to -1.68)	
Post HS education	*High
Gain maturity and self respect	Medium high
Make social contribution	Medium
Be treated with dignity/respect	High
Time for sports/recreation	Medium
Be treated fairly	High
Good food, housing, clothes	High
Negative (-2.10 to -3.25)	
Live where one pleases	Medium high
Work/live with people to like	Medium high
Not too many rules	Medium low
Raise a family	Medium
Establish roots	Medium
Good married life	*High

* These items rated high in importance on the basis of frequent mention as one of the three most important items (see weighted means discussion in Section 3.3.2).

Table 3.3-6. Fit Scores on Lifestyle Factors for 17-21 Year Old Subgroups

GROUP	Good Married Life	Raise a Family	Suitable Job	Gain Maturity	Live Away	Make Contribution	Adventure/ Travel	Sports/ Recreation	Post HS Education	Vocational Training	Control Own Life	Dignity/ Respect	Live Where Want	People To Respect	Good Food, etc.	Not Too Many Rules	Be Treated Fairly	Establish Roots	Mean Life-style Fit
EDUC. STATUS	NS	NS	NS	NS	P=.031	NS	NS	NS	P=.002	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
In HS					.47				-.54										
HSG					.77				.20										
NHSG					-.24				.86										
HS GRADES	NS	NS	NS	NS	NS	P=.015	NS	NS	P<.001	NS	P=.026	NS	NS	NS	NS	NS	NS	NS	NS
A/B						-.98			-1.59		-3.70								
B						.17			-.52		-3.52								
B/C						-.42			.21		-2.64								
C						-.07			.37		-2.68								
C/D						.22			.06		-3.27								
TYPE NEIGHBORHOOD	P=.002	NS	P<.001	NS	NS	P=.029	P=.010	NS	P=.002	P=.006	NS	NS	NS	P=.003	NS	NS	NS	NS	P<.001
Upper	-3.55		-3.57			-.43	1.18		-.50	.77				-2.99					-1.67
Middle	-3.25		-3.60			-.42	.99		-.42	.42				-2.30					-1.47
Lower	-2.30		-2.00			.29	1.98		.68	1.26				-1.67					-.88
MIL. ENLIST INTENT	P<.001	P=.004	P<.001	P<.001	P=.036	P .001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	NS	NS
Prob. Enlist	-1.57	-1.76	-.93	1.14	1.06	1.09	2.73	.13	1.82	1.66	-1.73	.69	-.61	-.44	.15	-1.80	-.42		
Don't Know	-2.90	-2.63	-2.21	1.00	.49	.67	1.97	-.40	.50	1.32	-2.48	.61	-1.28	-1.85	-1.30	-1.99	-.85		
Prob. Not Enlist	-3.65	-2.92	-3.71	-.38	.49	-.52	1.01	-.87	-.67	.19	-3.45	-.66	-2.40	-2.34	-1.80	-2.40	-1.27		
Def. Not Enlist	-3.30	-2.63	-4.62	-1.67	.06	-1.37	.20	-1.69	-1.25	.28	-4.62	-2.34	-3.33	-3.70	-3.05	-3.44	-2.57		
PREFERRED SERVICE	NS	NS	P=.013	NS	NS	NS	NS	NS	NS	NS	P=.007	NS	NS	NS	NS	NS	NS	NS	P=.017
Army			-2.42								-2.18								-.85
Navy			-3.23								-3.36								-1.45
Air Force			-2.92								-3.46								-1.39
Marine Corps			-3.15								-3.31								-1.28
Don't Know/ Other			-4.30								-3.90								-1.72
CA FAVORABILITY	NS	NS	P<.001	P<.001	P=.004	P=.002	P<.001	P<.001	P<.001	P=.007	P<.001	P<.001	NS	P<.001	P<.001	P=.041	P<.001	NS	P<.001
Favorable			-2.69	.87	.91	.36	2.12	-.17	.69	1.21	-2.58	.24		-1.77	-.82	-2.13	-.82		-.81
Neutral			-2.39	-.22	.70	-.65	1.73	-.60	.09	.78	-2.91	-.23		-1.88	-1.27	-2.35	-.99		-1.10
Unfavorable			-3.99	-.78	.05	-.13	.49	-1.37	-.81	.35	-3.91	-1.43		-2.83	-2.49	-2.80	-2.01		-1.86
ARMY FIT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Positive	-.43	-.61	1.45	2.80	1.73	2.33	4.15	1.60	3.14	3.05	.03	3.12	1.38	.93	2.43	-.60	1.32	-.50	1.52
Neutral	-2.33	-2.30	-1.56	.92	1.18	.59	2.39	.04	.80	1.16	-2.15	.59	-1.21	-.94	-.24	-1.99	-.31	-2.12	-.41
Slightly negative	-3.70	-3.03	-4.20	.41	.84	-.10	1.15	-.89	-.30	.52	-3.84	-.53	-2.30	-2.50	-1.78	-2.36	-.70	-3.12	-1.47
Negative	-3.89	-2.95	-5.38	-2.23	-.35	-1.42	.29	-1.68	-1.48	.10	-4.61	-2.27	-3.40	-3.31	-3.61	-3.53	-3.17	-3.49	-2.58
Very negative	-4.71	-3.85	-6.12	-3.67	-1.57	-2.99	-1.89	-3.50	-3.23	1.40	-5.83	-4.63	-5.25	-5.91	-5.79	-4.26	-4.98	-5.04	-4.15
MEAN FACTOR FIT	-3.04	-2.58	-3.15	-0.18	0.48	-0.23	1.30	-0.82	-0.14	0.71	-3.25	-0.62	-2.10	-2.26	-1.68	-2.49	-1.38	-2.83	-1.35

Suitable job	Medium
Control own life	High

If the Army wants to improve its image as a way of life, consideration should be given to how accurately its image is reflecting true Army qualities. While some aspects of Army life undeniably impact on marriages and personal freedom, there may be compensating features of which the public isn't sufficiently aware. For instance, the Army may offer more latitude in controlling one's life than most people think. Because independence is highly valued by those eligible for enlistment and because relinquishing it is considered one of the chief drawbacks to the Army, any emphasis on personal freedom available in the Army would serve to improve the Army image accordingly.

3.3.2 The Army As An Employer

This portion of the report addresses the extent to which potential candidates for enlistment perceive that the Army is able to satisfy their job needs. Most of the findings relate directly to questionnaire item 36, which asks whether each of 18 job factors is more likely to be obtained in the Army or in civilian life.

The mean responses of the 14-16 year old and 17-21 year old groups for the A/C availability of job factors are illustrated in Figure 3.3-6. The mean pattern of response for the two groups is nearly identical. Although the overal means (2.82 and 2.76) somewhat favor the civilian side of the distribution, several of the factors were perceived as being more likely to be obtained in the Army. The greatest difference in age groups is for getting ahead, which the 17-21 year olds saw as being better met in civilian life.

There were no significant differences for individual ages in the 14-16 year old group. For the 17-21 year olds, there were many significant differences among the various subgroups. Table 3.3-7 displays the highest and lowest means for

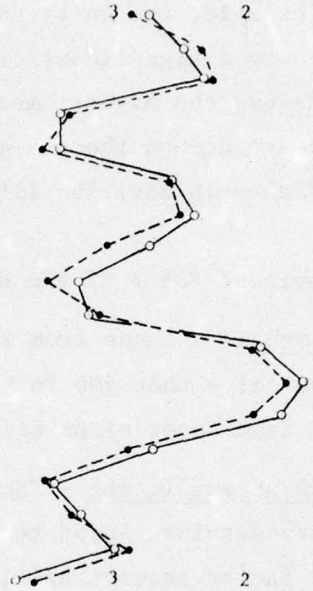
Table 3.3-7. Subgroups of 17-21 Year Olds with Highest and Lowest Mean Responses for A/C Availability of Job Factors

Job Factor	Age	Educ. Status	Type Nbrhd	Enlist Intent	Pref. Service	CA Favor	Army Fit	Factor Trend
Challenge			**H-lower** L-upper	**H-Prob** L-Def not	**H-Army** L-Other	H-Neutral L-Unfav	**H-Pos.** L-V neg	CIV
Don't work too hard		H-NHSG L-In HS	H-lower L-upper	H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	CIV
Little injury risk				H-D/K L-Def not	H-Army L-Other	H-Fav L-Unfav	H-Pos L-V neg	CIV
Job security				**H-Prob** **L-Def not**	**H-Army** **L-Other**	**H-Neut** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
Good leadership	**H-17 yr** **L-20-21**			**H-Prob** L-Def not	**H-Army** **L-Other**	**H-Fav** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
Reasonable hours				H-Prob H-Def not	H-MC L-Other	H-Fav L-Unfav	**H-Pos** L-V neg	CIV
Good income			H-lower L-upper	**H-Prob** L-Def not	H-MC L-Other	H-Fav L-Unfav	**H-Pos** L-V neg	CIV
Get Ahead				**H-Prob** L-Def not	H-Army L-Other	H-Fav 1 Unfav	**H-Pos** L-V neg	CIV
Become leader				**H-Prob** L-Def not	**H-Army** **L-Other**	**H-Fav** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
20 year career				**H-Prob** L-Def not	**H-MC** L-Other	H-Fav L-Unfav	**H-Pos** L-V neg	**ARMY**
Little time away				H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	CIV
Dress as please			H-lower L-upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unfav	H-Pos L-V neg	CIV
Be own boss			H-lower L-upper	H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-V neg	CIV
Be proud of job			H-lower L-upper	**H-Prob** L-Def not	H-Army L-Other	**H-Fav** L-Unfav	**H-Pos** L-V neg	CIV
Medical/dental				H-Prob **L-Def not**		**H-Fav** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
Retirement income				**H-Prob** L-Def not		**H-Fav** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
Paid vacation				**H-Prob** L-Def not		**H-Fav** L-Unfav	**H-Pos** L-V neg	CIV
Educational help				**H-Prob** **L-Def not**		**H-Fav** **L-Unfav**	**H-Pos** L-V neg	**ARMY**
Mean			H-lower L-upper	**H-Prob** L-Def not	H-Army L-Other	H-Fav L-Unfav	**H-Pos** L-V neg	CIV

H- Highest mean; i.e., the one nearest the Army (5)
L- Lowest mean; i.e., the one nearest civilian life (1)
[ ] - mean positive to Army

36. Suppose that you were trying to decide between a job in the Army and a civilian job. Where would you be more likely to get each of the items listed below -- in the Army or as a civilian?

	Much More Likely in the Army	Somewhat More Likely in the Army	Both About the Same	Somewhat More Likely as a Civilian	Much More Likely as a Civilian	Means 14-16	Means 17-21
a. Challenge	5	4	3	2	1	2.89	2.74
b. Not work too hard						2.36	2.47
c. Little injury risk						2.25	2.30
d. Job security						3.35	3.40
e. Good leadership						3.56	3.41
f. Reasonable hours						2.58	2.58
g. Good income						2.50	2.39
h. Get ahead						3.01	2.72
i. Become a leader						3.49	3.25
j. 20 year career						3.08	3.14
k. Little time away						1.97	1.91
l. Dress as please						1.69	1.57
m. Be own boss						1.95	1.72
n. Be proud of job						2.89	2.67
o. Medical/dental care						3.52	3.49
p. Retirement income						3.31	3.27
q. Paid vacation						2.86	2.95
r. Educational help	5	4	3	2	1	3.58	3.67
				Mean A/C Availability		2.82	2.76



------ 14-16 Yr Olds
------ 17-21 Yr Olds

Figure 3.3-6. Mean Responses of 14-16 and 17-21 Year Olds for A/C Availability of Job Factors

each subgroup where a significant difference occurred. Where means were greater than 3.00, the appropriate portion of the table has been shaded to indicate a pro-Army mean. For example, the entry under Age for the factor good leadership indicates that there was a significant difference among ages for that item, that the 17 year olds had the highest mean while the 20-21 year olds had the lowest, and that all age groups thought good leadership was more likely to be attained in the Army than in civilian life.

General trends are evident for 5 of the 8 categorizations of respondents:

1. Type Neighborhood - Those from lower class neighborhoods were least likely to perceive that job factors could best be attained in civilian life: those from upper class neighborhoods were most likely to do so.

2. Military Enlistment Intent - Those who said they probably would enlist in a military service tended to feel that the Army was most likely to satisfy job factor requirements; those who said they definitely would not enlist were least likely to feel this way, and most believed these were best satisfied in civilian life.

3. Preferred Service - Those who preferred the Army were most likely to perceive that the Army will satisfy job factor requirements; those who did not have a preference for the Army, Navy, Air Force, or Marine Corps were least likely to do so.

4. Combat Arms Favorability - Those who were favorable toward combat arms were most likely to see the Army (or least likely civilian life) as satisfying job factor requirements; those who were unfavorable toward combat arms were least likely to do so.

5. Army Fit - Those with positive Army fit scores perceived the Army as best satisfying job factor requirements; those with very negative Army fit scores saw civilian life as best satisfying these requirements.

Table 3.3-8 provides additional detail regarding significant differences among 17-21 year olds toward the Army vs. civilian life in meeting job needs (A/C availability). This table displays probabilities (P) and means for the applicable subgroups where these differences occur. The mean A/C availability scores for each job factor are shown in the bottom row. Means which favor the Army as an employer (mean > 3.00) are shaded.

In examining means and distributions of means for both sample groups (14-16 and 17-21 year olds), it is clear that there are a number of job factors for which the Army generally rates relatively well as a potential employer. There are several others for which the Army rates relatively poorly. However, there are also a number for which those fairly positive toward the Army/military (i.e., positive or neutral enlistment intent, prefer Army or Marine Corps, favorable toward combat arms, and positive or neutral Army fit) see the Army favorably, while those negative toward the Army/military see the Army unfavorably. These are summarized below:

Army Favorable

- Financial help for further education
- Medical/dental care
- Good leadership and supervision
- Job security
- Retirement income
- Opportunity to become leader
- A career of 20 years or more

Army Favorable (Military favorable groups only)

- Paid vacation time
- Challenging, makes good use of abilities
- Get ahead and have responsibility
- Be proud of job
- Good income

Table 3.3-8. Mean Responses of 17-21 Year Old Subgroups on A/C Availability of Job Factors

GROUP	Challenge	Not Work Too Hard	Little Injury Risk	Job Security	Good Leadership	Reasonable Hours	Good Income	Get Ahead	Become a Leader	20 Year Career	Little Time Away	Dress as Please	Be Own Boss	Be Proud of Job	Medical/ Dental Care	Retirement Income	Paid Vacation	Educational Help	Mean Job Factor Attribution
AGE	NS	NS	NS	NS	P=.035	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
17					3.53														
18					3.39														
19					3.28														
20-21					3.21														
EDUC. STATUS	NS	P=.005	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
In HS		2.37																	
HSG		2.57																	
NHSG		2.69																	
TYPE NEIGHBORHOOD	P=.001	P=.001	NS	NS	NS	NS	P<.001	NS	NS	NS	NS	P=.035	P=.016	P=.018	NS	NS	NS	NS	P=.032
Upper	2.57	2.41					2.15					1.48	1.60	2.60					2.74
Middle	2.68	2.39					2.30					1.54	1.69	2.61					2.72
Lower	3.01	2.64					2.74					1.69	1.86	2.87					2.87
MIL ENLIST INTENT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Prob. Enlist	3.44	2.72	2.42	3.80	3.71	2.98	3.22	3.35	3.63	3.50	2.25	1.88	2.11	3.30	3.81	3.66	3.35	4.01	3.17
Don't Know	3.00	2.57	2.57	3.40	3.62	2.73	2.55	3.03	3.52	3.30	1.97	1.64	1.79	2.88	3.48	3.40	2.91	3.76	2.90
Prob. Not Enlist	2.60	2.46	2.32	3.43	3.51	2.53	2.22	2.60	3.26	3.14	1.88	1.51	1.64	2.62	3.53	3.25	3.00	3.62	2.73
Def. Not Enlist	2.27	2.24	1.99	3.10	2.94	2.24	1.92	2.24	2.78	2.77	1.66	1.39	1.51	2.16	3.23	2.95	2.63	3.42	2.41
PREFERRED SERVICE	P<.001	NS	P=.021	P=.002	P<.001	P=.002	P=.033	P=.028	P=.010	P=.026	NS	P=.032	NS	P<.001	NS	NS	NS	NS	P<.001
Army	3.05		2.54	3.69	3.61	2.72	2.45	2.91	3.53	3.20		1.75		2.94					2.91
Navy	2.73		2.32	3.31	3.41	2.50	2.35	2.66	3.19	3.05		1.54		2.59					2.71
Air Force	2.72		2.22	3.45	3.41	2.54	2.45	2.77	3.17	3.16		1.60		2.62					2.76
Marine Corps	2.84		2.30	3.49	3.59	2.90	2.60	2.82	3.40	3.44		1.47		2.91					2.89
Other	2.35		2.13	3.06	3.02	2.30	2.10	2.44	3.65	2.90		1.45		2.37					2.54
CA FAVORABILITY	P<.001	P<.001	P<.001	P=.020	P<.001	P=.002	P=.004	P<.001	P<.001	P<.001	P=.006	P<.001	P<.001	P<.001	P=.001	P=.004	P=.006	P<.001	P<.001
Favorable	2.92	2.72	2.57	3.48	3.64	2.77	2.59	2.92	3.50	3.43	2.04	1.77	1.88	3.01	3.71	3.47	3.15	3.96	2.97
Neutral	2.93	2.52	2.38	3.54	3.52	2.64	2.44	2.85	3.36	3.18	1.98	1.59	1.79	2.82	3.52	3.32	2.96	3.70	2.84
Unfavorable	2.50	2.29	2.08	3.26	3.19	2.41	2.23	2.51	3.02	2.93	1.78	1.43	1.57	2.36	3.34	3.12	2.82	3.47	2.57
ARMY FIT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Positive	3.96	2.80	2.90	4.23	4.28	3.54	3.72	4.03	4.19	4.23	2.62	2.15	2.23	3.73	4.14	4.19	3.85	4.29	3.62
Neutral	3.15	2.59	2.48	3.87	3.84	2.88	2.74	3.18	3.38	3.59	2.10	1.59	1.81	3.07	3.78	3.62	3.24	3.98	3.06
Slight Negative	2.76	2.58	2.28	3.42	3.47	2.57	2.32	2.66	3.34	3.06	1.90	1.50	1.67	2.69	3.52	3.29	2.91	3.72	2.76
Negative	2.17	2.42	2.16	3.09	3.11	2.18	1.73	2.15	2.92	2.68	1.51	1.35	1.55	2.22	3.38	3.04	2.75	3.56	2.44
Very Negative	1.48	1.83	1.62	2.18	2.14	1.57	1.32	1.43	2.01	1.97	1.33	1.30	1.33	1.45	2.49	2.07	1.90	2.63	1.78
Mean A/C Availability	2.74	2.47	2.30	3.40	3.41	2.58	2.39	2.72	3.25	3.14	1.91	1.57	1.72	2.67	3.49	3.27	2.95	3.67	2.76

Army Unfavorable

- Regular and reasonable hours
- Don't work too hard
- Little risk of injury
- Not a lot of time away from home
- Be own boss
- Dress as please

In analyzing the Army as an employer, it is necessary to consider the relative importance of each job factor as well as how well the Army is perceived as being able to meet job factor needs. In the previous section, the importance of job factors was addressed in some detail. Figure 3.3-7 plots importance and A/C availability for each factor for the 14-16 year old group. Figure 3.3-8 presents importance and A/C availability for 17-21 year olds. The ideal situation for the Army would be high A/C availability means on important items.

Army job factor fit scores (see paragraph 2.2.6) were computed to facilitate analysis of importance and A/C availability of job factor items. Figure 3.3-9 displays Army job factor fit scores for the 14-16 year old group. While most are in the neutral range, the job factors with the more positive scores tend to be the same as those with the highest A/C availability. Figure 3.3-10 illustrates the same type of data for the 17-21 year olds and graphs it against the 14-16 year old figures. Again, scores tend to cluster in the neutral area.

For the 14-16 year olds there was a significant difference in job fit scores for only one item which pertained to being able to dress as one pleases. The means were: -2.12 for the 14 year olds, -2.99 for the 15 year olds, and -2.16 for the 16 year olds, with P = .043.

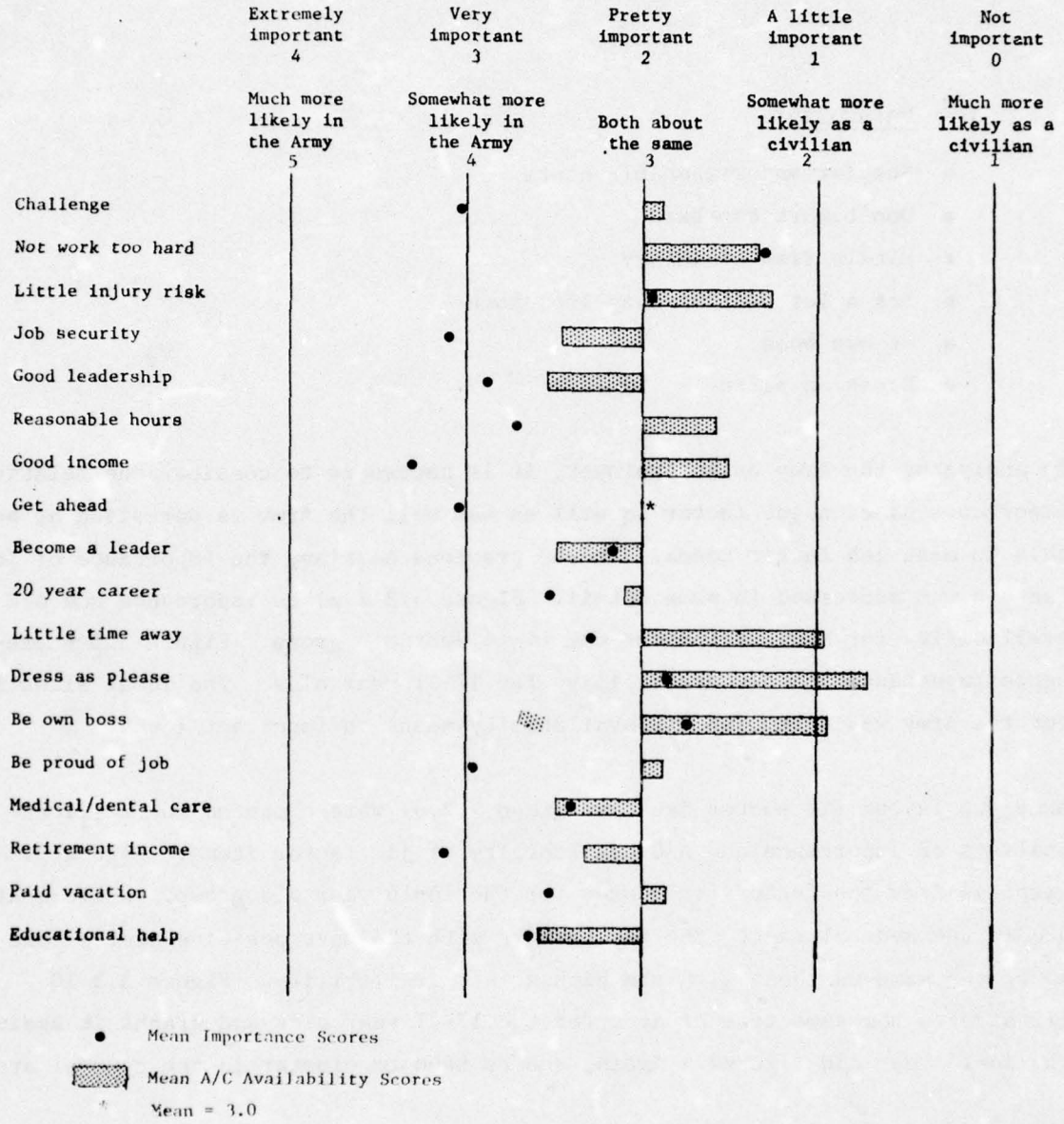


Figure 3.3-7. Mean Importance Scores and A/C Availability of Job Factors for 14-16 Year Olds

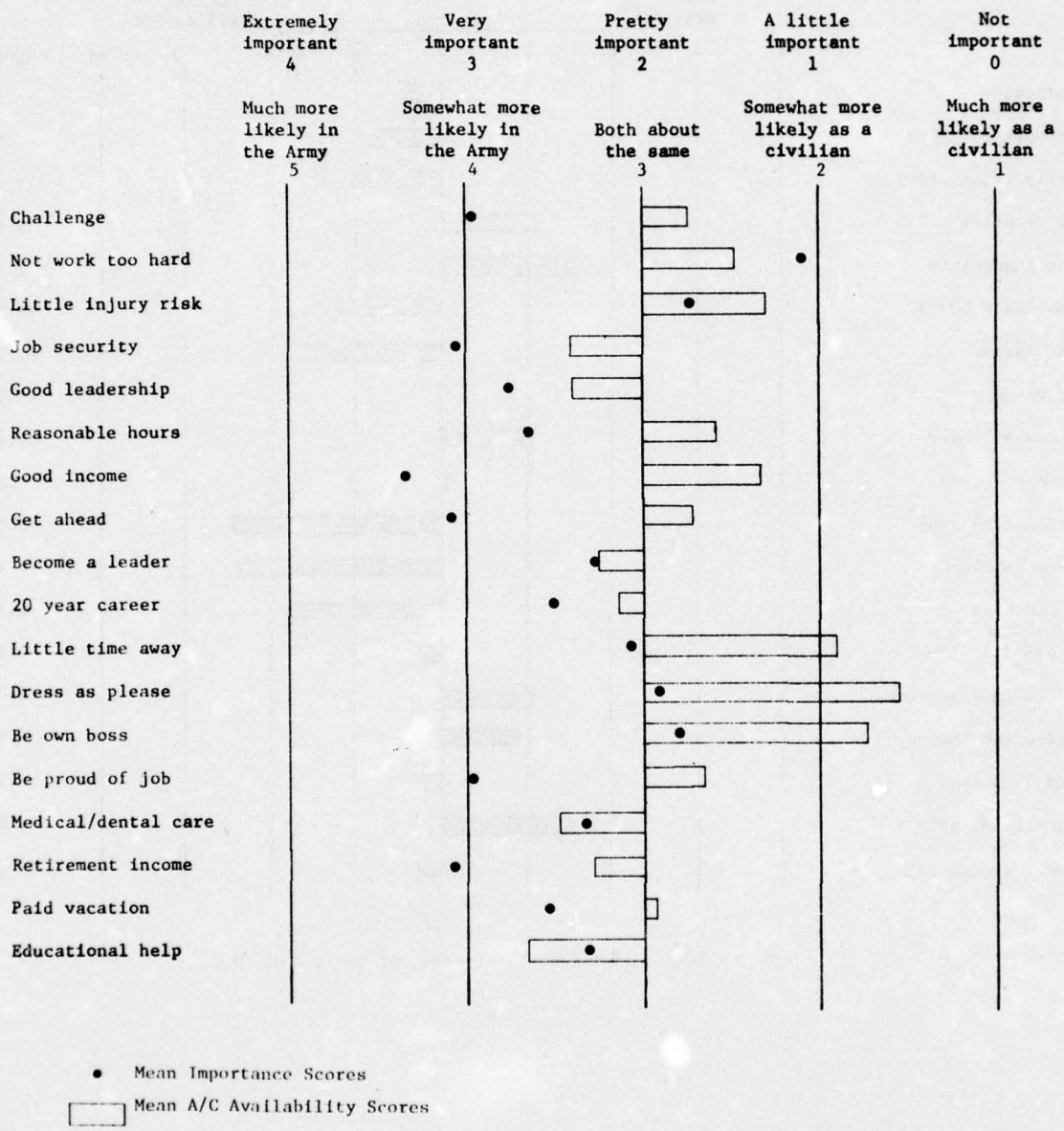


Figure 3.3-8. Mean Importance Scores and A/C Availability of Job Factors for 17-21 Year Olds

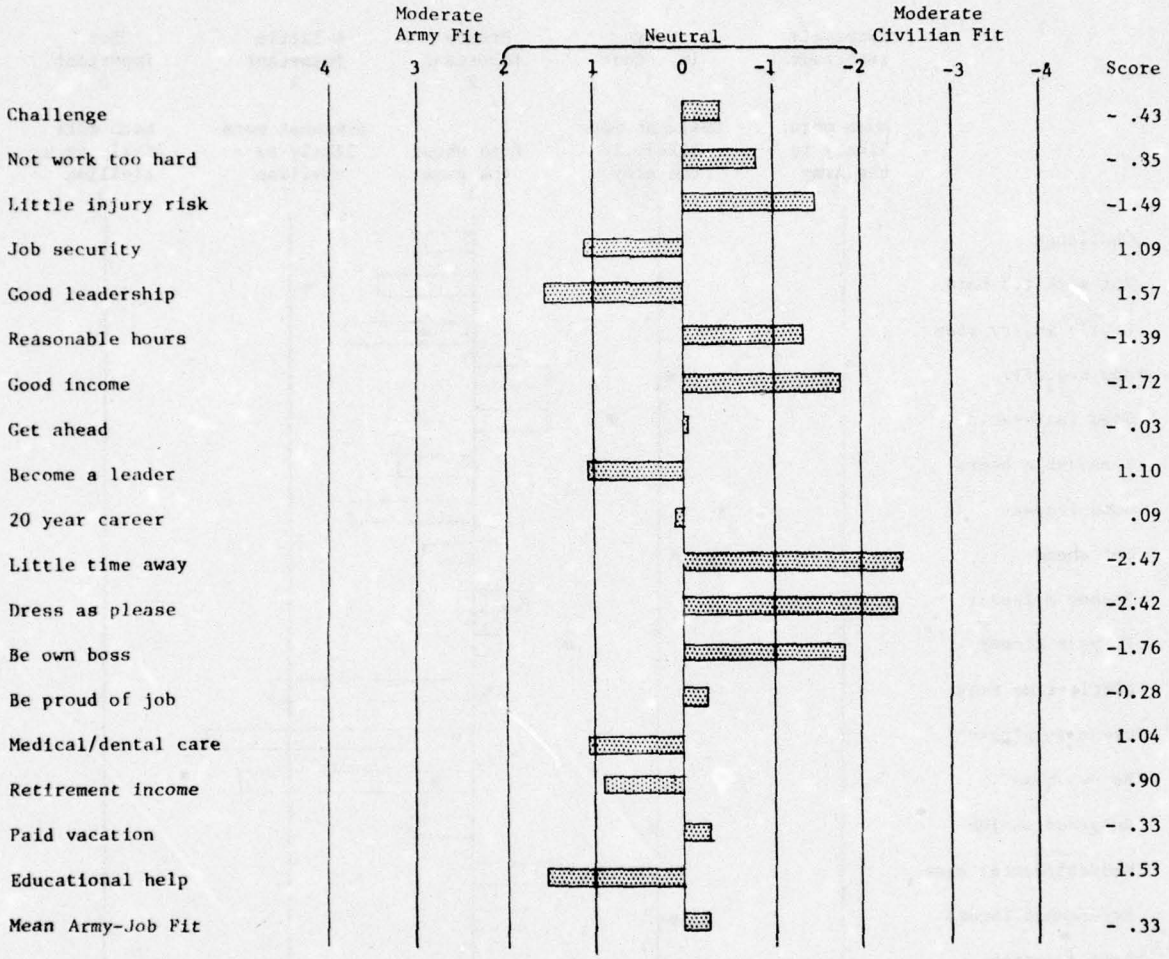


Figure 3.3-9. Job Factor Fit Scores for 14-16 Year Olds

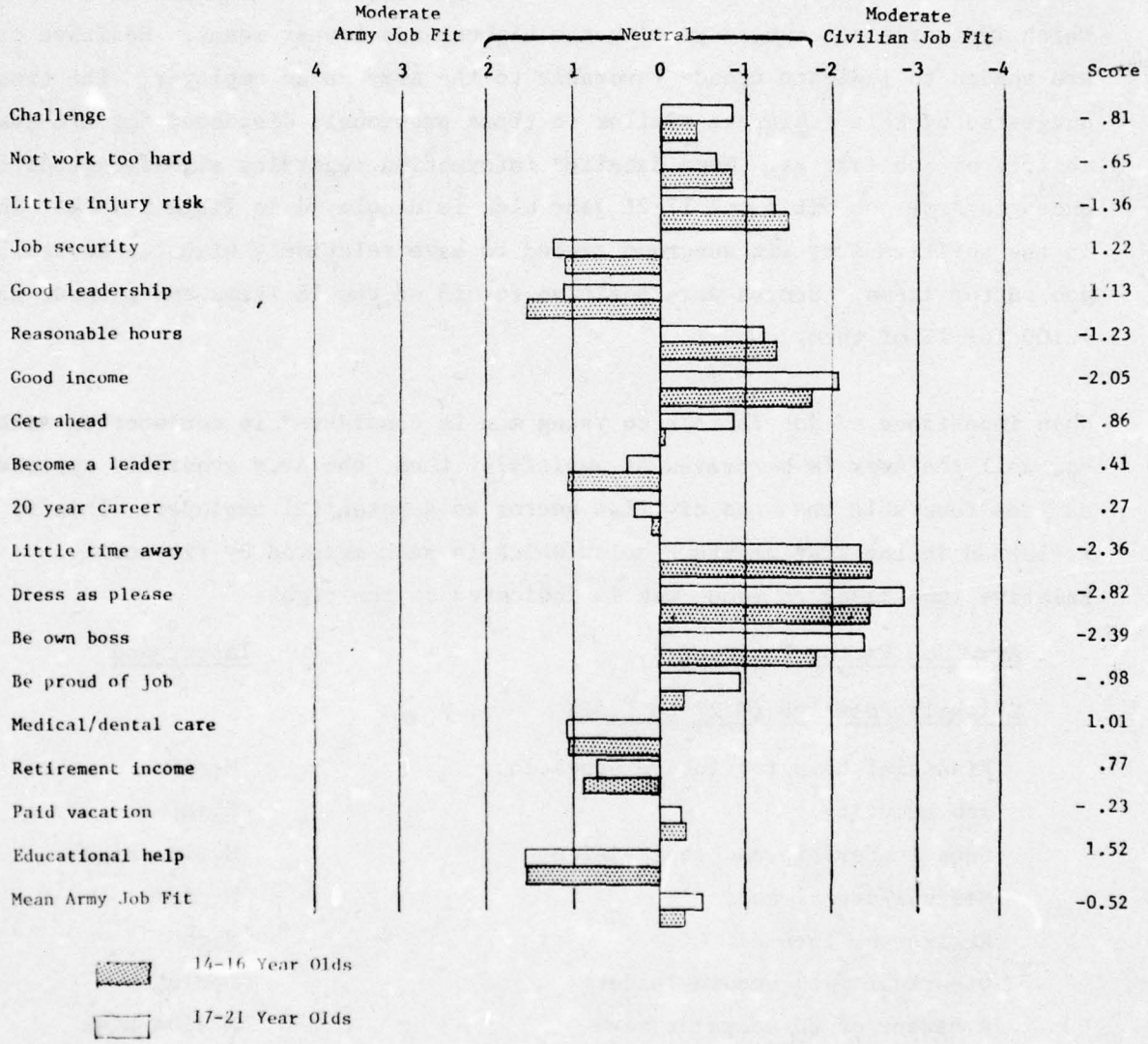


Figure 3.3-10 Job Factor Fit Scores for 14-16 and 17-21 Year Olds

The significant differences for the 17-21 year olds are summarized in Table 3.3-9, which indicates the subgroups with the highest and lowest means. Positive scores are shaded to indicate trends favorable to the Army as an employer. The trends suggested by this table are similar to those previously discussed for A/C availability of job factors. More detailed information regarding significant differences in Army job fit among 17-21 year olds is displayed in Table 3.3-10. Those in the positive Army fit subgroup tended to have relatively high fit scores for job factor items. Scores were positive for 13 of the 18 items and greater than +2.00 for 12 of them.

When importance of job factors to young men is considered in conjunction with how well the Army is perceived as satisfying them, the Army generally appears as less favorable than the civilian sector as a potential employer. This is reflected in the list of items below which is rank-ordered by fit scores. Relative importance to young men is indicated to the right.

Army Job Factor Fit Scores	Importance
Slightly Positive (0.27 to 1.52)	
Financial help for future education	Medium
Job security	High
Good leadership and supervision	Medium high
Medical/dental care	Medium
Retirement income	High
Opportunity to become leader	Medium
A career of 20 years or more	Medium high
Slightly Negative (-1.36 to -0.23)	
Paid vacation time	Medium high
Don't work too hard	Low
Challenging, makes good use of abilities	Medium high
Get ahead and have responsibility	High
Be proud of job	Medium high
Regular and reasonable hours	Medium high
Little risk of injury	Medium low

Table 3.3-9. Subgroups of 17-21 Year Olds with Highest and Lowest Fit Scores for Job Factors

Job Factor	Age	Educ. Status	HS Grades	Type Nbrhd	Enlist Intent	Pref. Service	CA Favor.	Army Fit	Factor Trend
Challenge				**H-Lower** L-Upper	**H-Prob** L-Def Not	**H-Army** L-Other	H-Fav L-Unfav	**H-Pos** L-Very Neg	CIV
Don't work too hard	H-20-21 Yr L-19 Yr				H-Prob L-Def Not	H-MC L-Other	H-Fav L-Unfav	H-Pos L-Very Neg	CIV
Little injury risk					H-Don't know L-Def not		H-Fav L-Unfav	H-Pos L-Very Neg	CIV
Job security	**H-17 yr** **L-19 yr**				H-Prob **L-Def not**	**H-Army** L-Other	**H-Neut** **L-Unfav**	**H-Pos** L-Very Neg	**Army**
Good leadership					**H-Prob** L-Def not	**H-Army** **L-Other**	**H-Fav** **L-Unfav**	**H-Pos** L-Very Neg	**Army**
Reasonable hours					**H-Prob** L-Def not	H-MC L-Other	H-Fav **L-Unfav**	**H-Pos** L-Very Neg	CIV
Good income				H-Lower L-Upper	**H-Prob** L-Def not		H-Fav L-Unfav	**H-Pos** L-Very Neg	CIV
Get ahead					**H-Prob** L-Def not		H-Fav L-Unfav	**H-Pos** L-Very Neg	CIV
Become leader					**H-Prob** L-Def not		**H-Fav** L-Unfav	**H-Pos** L-Very Neg	**Army**
20 year career				**H-Lower** L-Middle	**H-Prob** L-Def not	H-MC **L-Other**	**H-Fav** L-Unfav	**H-Pos** L-Very Neg	**Army**
Little time away		H-NHSG L-IN HS			H-Prob L-Def not		H-Neut L-Unfav	H-Pos L-Very Neg	CIV
Dress as please		H-HSG L-NHSG	H-A/B L-C/D		H-Prob L-Def not		H-Fav L-Unfav	H-Pos L-Very Neg	CIV
Be own boss				H-Lower L-Upper	H-Prob L-Def not	H-Army L-Other	H-Fav L-Unfav	H-Pos L-Very Neg	CIV
Be proud of job					**H-Prob** L-Def not	H-MC,Army L-Other	H-Fav L-Unfav	**H-Pos** L-Very Neg	CIV
Medical/dental care					H-Prob **L-Def not**		**H-Fav** **L-Unfav**	**H-Pos** L-Very Neg	**Army**
Retirement income					**H-Prob** L-Def not		**H-Fav** **L-Unfav**	**H-Pos** L-Very Neg	**Army**
Paid vacation					**H-Prob** L-Def not		**H-Fav** L-Unfav	**H-Pos** L-Very Neg	CIV
Educational help					**H-Prob** **L-Def not**		**H-Fav** **L-Unfav**	H-Pos L-Very Neg	**Army**
Mean					**H-Prob** L-Def not	H-Army L-Other	**H-Fav** L-Unfav	**H-Pos** L-Very Neg	CIV

H = highest mean

L = lowest mean

[ ] = mean positive to Army

Table 3.3-10. Fit Scores for Job Factors for 17-21 Year Old Subgroups

Group	Challenge	Not Work Too Hard	Little Injury Risk	Job Security	Good Leadership	Reasonable Hours	Good Income	Get Ahead	Become a Leader	20 Year Career	Little Time Away	Dress as Please	Be Own Boss	Be Proud of Job	Medical/ Dental Care	Retirement Income	Paid Vacation	Educational Help	Army Job Fit (Mean)
AGE	NS	P=.033	NS	NS	P=.046	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
17		-0.68			1.47														
18		-0.47			1.14														
19		-1.10			0.52														
20-21		-0.46			0.66														
EDUC. STATUS	NS		NS	NS	NS	NS	NS	NS	NS	NS	P=.035	P=.044	NS	NS	NS	NS	NS	NS	NS
In HS											-2.57	-2.82							
HSG											-2.24	-2.59							
NHSG											-1.67	-3.49							
HIGH SCHOOL GRADES	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS		P=.039	NS	NS	NS	NS	NS	NS	NS
A/B												-2.32							
B												-2.55							
B/C												-2.86							
C												-3.09							
C/D												-3.39							
TYPE NEIGHBORHOOD	P=.002	NS	NS	NS	NS	NS	P<.001	NS	NS	P=.020	NS	NS	P=.003	NS	NS	NS	NS	NS	NS
Upper	-1.45						-2.84			0.28			-2.88						
Middle	-1.01						-2.31			-0.02			-2.44						
Lower	0.01						-0.95			0.89			-1.92						
MIL ENLIST INTENT	P<.001	P=.009	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P=.007	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Prob. Enlist	1.31	-0.38	-1.34	2.57	2.24	0.11	0.89	1.24	1.49	1.59	-1.32	-2.19	-1.54	1.06	2.19	2.24	0.89	3.02	0.78
Don't Know	0.07	-0.41	-0.76	1.38	1.77	-0.96	-1.52	0.07	1.06	0.73	-2.05	-2.64	-1.93	-0.30	1.04	1.13	-0.32	1.90	-0.10
Prob. Not Enlist	-1.30	-0.67	-1.26	1.14	1.30	-1.43	-2.66	-1.27	0.38	0.06	-2.60	-2.92	-2.55	-1.19	0.77	0.55	-0.15	1.26	-0.70
Def. Not Enlist	-2.27	-0.98	-1.96	0.27	-0.30	-2.08	-3.65	-2.45	-0.77	-0.68	-2.98	-3.27	-3.09	-2.60	0.50	-0.20	-1.03	0.55	-1.50
PREFERRED SERVICE	P=.003	P=.023	NS	P<.001	P=.004	P=.035	NS	NS	NS	P=.040	NS	NS	P=.008	P<.001	NS	NS	NS	NS	P<.001
Army	0.17	-0.46		2.13	1.69	-0.70				0.58			-1.89	-0.15					-0.06
Navy	-0.89	-0.59		0.89	1.11	-1.51				0.09			-2.50	-1.26					-0.69
Air Force	-0.99	-0.64		1.42	1.16	-1.31				0.36			-2.53	-1.15					-0.52
Marine Corps	-0.45	-0.45		1.62	1.61	-0.60				0.95			-1.95	-0.15					-0.15
Other	-1.80	-1.16		-0.03	0.05	-1.77				-0.53			-2.91	-1.92					-1.13
CA FAVORABILITY	P<.001	P<.001	P<.001	P=.034	P<.001	P=.006	P=.005	P<.001	P<.001	P<.001	P=.024	P=.013	P<.001	P<.001	P=.005	P=.006	P=.005	P<.001	P<.001
Favorable	-0.17	-0.28	-0.70	1.44	1.80	-0.69	-1.45	-0.29	0.88	1.08	-2.12	-2.43	-1.86	-0.07	1.57	1.35	0.25	2.28	0.03
Neutral	-0.32	-0.40	-1.16	1.65	1.47	-1.05	-1.76	-0.45	0.82	0.42	-2.08	-2.68	-2.21	-0.45	1.08	0.95	-0.02	1.62	-0.25
Unfavorable	-1.55	-1.06	-1.91	0.77	0.49	-1.68	-2.63	-1.51	-0.18	-0.32	-2.71	-3.17	-2.83	-1.92	0.62	0.30	-0.67	0.99	-1.05
ARMY FIT	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001	P<.001
Positive	2.94	-0.03	-0.18	4.10	4.01	1.60	2.57	3.56	2.93	3.43	-0.52	-1.43	-1.17	2.38	3.30	4.11	2.34	3.81	2.10
Neutral	0.42	-0.35	-0.95	2.65	2.24	-0.38	-0.83	0.49	1.22	1.53	-1.59	-2.32	-1.78	0.17	1.59	1.72	0.44	2.18	0.36
Slight Negative	-0.70	-0.49	-1.21	1.11	1.22	-1.30	-2.25	-1.10	0.55	-0.05	-2.53	-2.81	-2.31	-0.88	0.96	0.77	-0.25	1.51	-0.54
Negative	-2.54	-0.76	-1.68	0.97	0.24	-2.12	-4.12	-2.50	-0.24	-0.97	-2.99	-3.50	-3.03	-2.42	0.50	-0.01	-0.50	0.88	-1.41
Very Negative	-4.79	-1.85	-3.09	-2.73	-2.58	-4.27	-6.08	-5.34	-2.88	-2.92	-4.39	-4.30	-3.96	-4.75	-1.53	-3.14	-3.47	-1.06	-3.50
Mean Factor Fit	-0.81	-0.65	-1.36	1.22	1.13	-1.23	-2.05	-0.86	0.41	0.27	-2.36	-2.82	-2.39	-0.98	1.01	0.77	-0.23	1.52	-0.52

Negative (-2.82 to -2.05)

Good income	High
Not a lot of time away from home	Medium
Be own boss	Medium low
Dress as please	Medium low

If the Army wants to improve its image as an employer in regard to particular job factors, it should be decided whether the basic problem relates to the actual nature of the Army or a failure to accurately portray the Army to the young men of the nation. For example, it is probable that Army image regarding paid vacation is lower than the facts would suggest. On the other hand, its image as a place where you cannot dress as you please, is, in general, justified. Change in image would have the greatest payoff in those areas that are judged as relatively important by young men. Thus, there is more potential payoff in attaining an image of regular and reasonable working hours than in promoting the Army as a place where people don't have to work too hard.

The minimal number of significant differences where responses of young men are analyzed by demographic groupings (i.e., age, educational status, high school grades, and to a lesser extent, type of neighborhood) suggests that any strategy to modify young men's image of the Army as an employer should not focus on any of these subgroups.

3.3.3 Army Fit

Lifestyle fit and Job Factor fit have previously been discussed. Army fit is a score based on all 36 lifestyle and job factor items. It is an expansion of the MIL-FIT described in Youth in Transition studies at ISR[1], which showed positive correlation with attempted enlistment.

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[1] Johnston, J. and Bachman, J. G., Youth in Transition, Volume V: Young Men and Military Service. Ann Arbor: Survey Research Center, Institute for Social Research, 1972.

As described in paragraph 2.2.6 of this report, the 17-21 year old group was divided into five categories of Army fit. These range from positive to very negative. The relationships of these to response patterns for various questionnaire items are discussed at applicable points throughout the report. In this section, Army fit is considered specifically in regard to enlistment intent, preferred service, and attitudes toward combat. Relationship to selected demographic characteristics (age, educational status, high school grades, and type neighborhood) also are addressed.

Table 3.3-11 presents data about significant differences in responses by 17-21 year olds who fall in different Army fit groupings. As a agroup 17% had positive Army fit, 24% neutral, 27% slight negative, 16% negative, and 17% very negative. Those 17-21 year olds who said they would probably or definitely enlist had many more positive fit scores than did other enlistment intent groups, and correspondingly fewer negative scores. The "don't know" group was generally more favorable than those negative toward enlistment. Although it is based on intention rather than attempted action, this finding is consistent with the Youth in Transition study.[2]

Those who preferred the Army had more positive or neutral Army fit scores than other subgroups, and fewer negative category scores. The Marine Corps preference group tended to have fewer negative scores than other subgroups. The subgroup that was favorable toward combat arms had the greatest percentage of positive Army fit scores, while the unfavorable subgroups had the smallest.

Examination of Army fit scores by selected demographic groupings showed there were no significant differences for the 17-21 year olds on the basis of age, educational status or high school grades. However, there was such a difference

[2] Ibid

Table 3.3-11. Significant Differences in Army Fit for 17-21 Year Old Subgroups (In Percent)

Group	Positive	Neutral	Slight Negative	Negative	Very Negative	P
TYPE NEIGHBORHOOD						
Upper	11	22	31	20	16	
Middle	13	24	29	18	17	<.001
Lower	28	25	21	10	17	
MIL ENLIST INTENT						
Prob Enlist	44	25	17	7	7	
Don't Know	22	34	23	10	12	<.001
Prob not Enlist	9	28	30	18	15	
Def not Enlist	4	9	33	25	29	
PREFERRED SERVICE						
Army	21	33	21	13	11	
Navy	18	19	26	17	20	
Air Force	14	22	34	14	17	.032
Marine Corps	19	27	26	18	11	
Other	11	20	26	23	21	
CA FAVORABILITY						
Favorable	29	29	21	12	14	
Neutral	18	27	31	15	10	<.001
Unfavorable	8	21	29	20	23	
TOTAL	17	24	27	16	17	

for type neighborhood. Those from upper and middle class neighborhoods tended to have much more negative Army fit scores than those from lower class neighborhoods. Over 50% of the lower class group had positive or neutral scores.

These data tend to confirm that those who are relatively positive toward enlistment in a military service, prefer the Army, or favor combat arms tend to have the higher Army fit scores than other subgroups. Those from lower class neighborhoods also tend to have higher Army fit scores than those from upper or middle class ones.

3.3.4 Perceived Advantages and Disadvantages of the Army

One method of assessing the image of the Army is to ask respondents to compare it with other services. Respondents were asked to indicate advantages and disadvantages of the Army as compared with the other services. Since these were open-ended questions, it was necessary to perform a content analysis of the responses received and group them into categories for further processing and interpretation. Each respondent provided one advantage and one disadvantage, except for one individual in the 14-16 year old group who did not respond.

Nine categories of advantages and nine categories of disadvantages were defined. These categories and the percent of responses associated with each are shown in Table 3-3-12.

Table 3.3-12. Responses Regarding Army Advantages and Disadvantages (In Percent)

Response Category	14-16 Year Olds	17-21 Year Olds
Advantages		
No advantages	69	71
Better to serve on land	5	4
More educational opportunity	19	15
Shorter enlistment period	<1	3
Not as rough a life	1	<1
Easier training	2	3
Not as dangerous	<1	1
Easier to enlist	2	1
More travel opportunities	<1	<1
Disadvantages		
No disadvantages	63	60
Training program not as good	3	7
More hand-to-hand fighting	12	9
No opportunities to fly or be at sea	5	5
Tougher life - too much discipline	6	8
Image not as good	4	6
Less travel opportunity	3	3
Army men not as tough/less disciplined	<1	<1
More time away from home	2	<1

The majority of the responses by both age groups were in the categories of no advantages and no disadvantages. More disadvantages were mentioned than advantages, and the 17-21 year olds indicated more disadvantages than 14-16 year olds.

Table 3.3-13 shows the distribution of responses when the no advantage and no disadvantage categories are deleted, and the remaining categories rank-ordered. Categories with less than 5% have been omitted from the presentation.

Table 3.3-13. Abbreviated Listing of Army Advantages and Disadvantages

Advantages (14-16 Year Olds)	Advantages (17-21 Year Olds)
61% More educational opportunity	51% more educational opportunity
17 Better to serve on land	14 Better to serve on land
6 Easier training	10 Shorter enlistment
5 Not as rough a life	9 Easier training
11 Other	16 Other
Disadvantages (14-16 Year Olds)	**Disadvantages (14-16 Year Olds)**
34% More hand-to-hand fighting	23% More hand-to-hand fighting
17 Life tougher/too much discipline	19 Life tougher/too much discipline
14 No opportunity to fly or go to sea	18 Training program not as good
11 Image not as good	15 Image not as good
9 Training program not as good	12 No opportunity to fly or go to sea
8 Less travel opportunity	8 Less travel opportunity
5 More time away from home	5 Other
2 Other	

The most obvious advantage associated with the Army was more educational opportunity. Other categories of advantages appear to be offset by related disadvantages. Major disadvantages pertained to more hand-to-hand fighting and a tougher life. The advantages and disadvantages mentioned most frequently by the 17-21 year olds are the same ones cited by the 17-21 year old non-college sample surveyed by ORC[3] during the period 30 November 1973 to 7 January 1974. The data are not directly comparable, because the ORC data are broken out by service. However, the 1975 data suggest a somewhat more positive image of educational and travel opportunities in the Army than in 1973. Also, there was less frequent mention of the advantages or disadvantages of not being able to fly or serve on the sea. Shorter enlistment, easier training, harder life, more hand-to-hand fighting, and Army image were rated about the same.

Although the distribution of responses precluded statistical tests of group differences, the pattern of responses for 17-21 year olds provided some interesting trends. Those who were high school graduates saw a greater number of Army advantages than did non-graduates or those still in high school. Non-graduates cited more educational opportunity less frequently than graduates or those in high school. Table 3.3-14 summarizes this information.

Table 3.3-14. Advantages of the Army Compared to Other Services by 17-21 Year Old Educational Status Subgroups (In Percent)

Advantage Cited	In High School	HS Graduate	Non-graduate
More Educational Opportunity	15	17	10
Other	12	18	16
Total Advantages	27	35	26
No Advantages	73	65	74

[3]Opinion Research Corporation Report, "Attitudes and Motivations Toward Enlistment in the U.S. Army: A Nationwide Study Among Young Men, Boys, Parents, and Educators." April 1974

Those who have received very good grades in high school indicated more disadvantages than others, as shown in Table 3.3-15. Whether this represents greater awareness, more facility in communication, or a poorer image of the Army is uncertain.

Table 3.3-15. Disadvantages of the Army Compared to Other Services by 17-21 Year Old High School Grades Subgroups (In Percent)

Response	A/B	B	B/C	C	C/D
No Disadvantages	51	51	66	59	74
Specific Disadvantage Cited	49	49	34	41	26

Those who preferred the Army saw appreciably more advantages than those who preferred other services. Serving on land and more educational opportunities are the main advantages noted. Table 3.3-16 summarizes these data.

Table 3.3-16. Advantages of the Army Compared to Other Services by 17-21 Year Old Preferred Service Subgroups (In Percent)

Advantage Cited	Army	Navy	Air Force	Marine Corps	Other
Better to Serve on Land	13	1	4	3	0
More Educational Oppor.	27	11	11	12	21
Other	14	7	10	12	7
Total Advantages	54	19	25	27	28
No Advantages	46	81	75	73	72

In summary, analysis of advantages and disadvantages associated with the Army as compared to other services indicates a somewhat more negative than positive image. The most frequently noted advantage is more educational opportunity,

while the disadvantages most mentioned relate to more hand-to-hand fighting and tougher life with too much discipline. Advantages and disadvantages pertaining to training and type of service (land, sea, air) tend to offset each other. Poorer image and less opportunity to travel were less frequently mentioned disadvantages.

3.3.5 The Army as a Source of Benefits

In order to measure knowledge of advertised benefits, respondents were given a list of 18 benefits and asked to indicate which service(s), if any, offered each one. The knowledge scores are reported in Section 3.4, but an analysis of responses to these items can also provide information regarding Army image. Responses giving each service credit for a benefit were summed regardless of whether that benefit was actually offered by that service. These sums were then compared as a measure of each service's image as a provider of enlistment benefits.

Table 3.3-17 shows the mean number of benefits attributed by the 14-16 and 17-21 year olds to each service. The Army had the most among 14-16 year olds with a mean of 3.63, and the Marine Corps had the fewest, with a mean of 2.35. There were no significant differences among the ages in this sample.

Table 3.3-17. Mean Number of Benefits Attributed to the Military Services by 14-16 and 17-21 Year Olds

Group	Army	Navy	Air Force	Marine Corps
14-16 Year Olds	3.63	2.68	2.93	2.35
17-21 Year Olds	4.60	3.17	3.20	2.98

The 17-21 year olds had a very similar pattern of responses: the Army was high with a mean of 4.60 benefits and the Marines low with 2.98. The significant differences among subgroups can be seen in Table 3.3-18.

Preference for a particular service for enlistment did not deter the subgroups from attributing more benefits to the Army than to any other service, including the one they preferred. Even the "other" subgroup, which gave all services less credit, attributed an average of 3.67 benefits to the Army (vs 2.51 to the Marines).

Respondents who were favorable toward the combat arms attributed more benefits to the Army than those who were unfavorable, but the neutral respondents gave the Army the most credit with a mean of 5.25 benefits.

Those with a positive Army fit score gave the Army credit for 5.22 benefits. The number of credits given declined steadily to an average 4.03 benefits given to the Army by those with very negative fit scores. In general, the subgroups hostile or indifferent to the military credited all services with fewer benefits than did other groups, and the pro-military gave more.

Table 3.3-18. Mean Number of Benefits Attributed to the Military Services by 17-21 Year Old Subgroups

Group	Army	Navy	Air Force	Marine Corps
PREFERRED SERVICE	P<.001	P=.007	P=.012	P<.001
Army	5.91	2.85	3.06	2.88
Navy	4.18	3.92	2.83	2.64
Air Force	4.74	3.12	3.91	2.94
Marine Corps	4.44	2.88	3.14	4.35
Other/Don't Know	3.67	2.61	2.79	2.51
CA FAVORABILITY	P<.001	NS	P=.011	P=.002
Favorable	4.81		3.34	3.22
Neutral	5.25		3.66	3.47
Unfavorable	3.99		2.79	2.48
ARMY FIT	P=.050	NS	NS	NS
Positive	5.22			
Neutral	5.09			
Slight negative	4.31			
Negative	4.31			
Very negative	4.03			

3.3.6 Summary

One measure of Army image is the extent to which young men eligibile for enlistment view the Army as able to provide an opportunity for them to live the kind of life they want. Five of the 18 lifestyle factors were seen by 14-16 year olds as being best provided by the Army: 1) gain maturity, 2) live away from parents, 3) make contribution to society, 4) have adventure and travel, and 5) get vocational training. Two other items were considered almost equally well met in the Army and civilian life: post high shcool education and be treated with dignity and respect. Overall, civilian life was considered more favorably.

The 17-21 year olds indicated four factors as best provided by the Army: 1) live away from parents, 2) adventure and travel, 3) vocational training, and 4) post

high school education. Opportunity to gain maturity and make a contribution were considered to be provided almost as well by civilian life. Among the 17-21 year olds, nongraduates credited the Army as better providing post high school education and vocational training than did high school students or graduates. Those who had received mostly B's or higher thought post high school education more likely in civilian life, others favored the Army. Those from lower class neighborhoods tended to be less pro-civilian in general, while those positive toward enlistment, favorable toward combat arms, and with positive Army fit were more pro-Army.

Fit scores consider both importance and availability (Army or civilian) of items. For both age groups, fit scores for five life style items (gain maturity, live away from parents, make a contribution, adventure and travel, and vocational training) were slightly in the Army direction, eight slightly civilian (suitable job, time for sports and recreation, post high school education, dignity and respect, associates that are liked and respected, good food/housing/clothing, not too many rules and laws, and fair treatment), and five moderately civilian (good married life, raise a family, control own life, live where want, and establish roots). The mean lifestyle fit scores (all lifestyle items combined) were slightly pro-civilian for both groups. The six most important items (suitable job, control own life, dignity and respect, associates that are liked and respected, good food/housing/clothing, and fair treatment) had procivilian fit for both age groups.

Eight of the 18 job factors were considered most available in the Army by the 14-16 year olds. These were: 1) financial help with education, 2) medical/dental care, 3) good leadership and supervision, 4) job security, 5) retirement income, 6) can become leader, 7) career of 20 years or more, and 8) get ahead and gain responsibility. The 17-21 year olds considered seven of these most available in the Army. The exception was get ahead and gain responsibility. The overall trend was for civilian life to be credited with best meeting job factors. Those from lower class neighborhoods were least pro-civilian. Those positive toward enlistment tended to favor the Army in regard to job factors, as did those who

preferred the Army for enlistment and those with positive Army fit scores. Those who were favorable toward combat arms were most likely to see the Army, or least likely to see civilian life, as satisfying job factor requirements.

As with lifestyle factors, fit scores were used to analyze importance and availability of job factor items. Those cores most favorable to the Army generally were for the same items as were availability (Army vs civilian) scores discussed above. Although more were favorable to civilian life, fit scores tended to cluster in the neutral range.

Army fit scores were computed based on all 36 lifestyle and job factor items. The finding that those with positive Army fit scores had more positive enlistment intentions tended to support earlier studies by ISR with the Youth in Transition project. Those who preferred the Army and those who favored combat arms had greater percentages of positive Army fit scores than other applicable subgroups. Of the demographic groupings analyzed, only type neighborhood showed significant differences. Those from lower class neighborhoods tended to have positive or neutral Army fit; middle and upper were generally negative. Analysis of open-ended questions about advantages and disadvantages of the Army compared to other services showed that most responses indicated no advantages and no disadvantages. The advantage most mentioned by both age groups was more educational opportunity. Better to serve on land was next, but much less frequently mentioned. The main disadvantage was more hand-to-hand fighting, followed by tougher life/too much discipline, no opportunity to fly or go to sea, training program not as good, and image not as good.

High school graduates among the 17-21 year old group cited more advantages than other educational status groups, while those with good high school grades mentioned more disadvantages than those with lower grades. Those who preferred the Army saw substantially more advantages to the Army than other service preference groups. Data for the 17-21 year olds were similar to those from the ORC survey of 1973.

However, the 1975 data suggested a somewhat more positive image of educational and travel opportunities. Advantages and disadvantages of flying or serving at sea vs on land were less frequently mentioned.

Analysis of responses about benefits advertised by services indicated that more were attributed to the Army by both groups than to any other service. Even those who preferred another service for enlistment credited the Army with the most benefits of those listed. In general, subgroups that were pro-military (i.e., positive toward enlistment, favorable to combat arms, and positive Army fit) credited the Army with more benefits than did those subgroups that were neutral or negative.

3.4 ARMY ADVERTISING

The purpose of this section is to provide information that can be used in developing plans for future advertising. It addresses issues pertaining to advertising as they relate to the population subgroups being examined. The issues are awareness, recall of advertising messages and media, knowledge of advertised messages, and media usage. Each of these topics is addressed in the following paragraphs.

3.4.1 Top-of-Mind Awareness

Recent research has shown that one of the most sensitive, consistent, and valid measures of communications effects, such as brand awareness, is "top-of-mind" awareness.[1] The question used to obtain this measure of awareness was "when I mention Armed Forces, which branch of the military service comes to your mind first?" Overall, as shown in Table 3.4-1, the Army was mentioned twice as often as any other single service. Further analysis revealed that among the 14-16 year olds there were no differences between age groups, and among 17-21 year olds the only differences were between groups based on their preferred service for enlistment and between groups based on favorability of combat arms (Table 3.4-2).

As might be expected, each of the four services had a significantly higher level of awareness among respondents preferring that service for enlistment. The Army was second in each of the other service groups and highest in the "other" group in addition to being extremely high in the Army group.

Although the Army had the highest level of awareness within each of the combat arms favorability groups, the group that was most favorable toward the combat arms had a significantly lower awareness of the Army than the neutral or unfavorable group. They also had a significantly higher awareness of the Marine Corps.

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[1] Ramond, Charles, The Art of Using Science in Marketing, New York: Harper & Row, 1974.

Table 3.4-1. Top-of-Mind Awareness of the Military Services

Military Service	Percent Recall	
	14-16 Year Olds	17-21 Year Olds
Army	39	39
Navy	21	21
Air Force	18	21
Marine Corps	17	14
Other	5	5

Table 3.4-2. Top-of-Mind Awareness of Military Services by 17-21 Year Old Subgroups

Group	Military Service Aware of					P
	Army	Navy	Air Force	Marine Corps	Other	
Preferred Service						
Army	95	2	3	0		
Navy	19	73	6	2		
Air Force	28	3	65	4	*	<.001
Marine Corps	17	1	3	79		
Other	69	12	9	10		
CA Favorability						
Favorable	33	19	26	20	2	
Neutral	43	22	20	13	3	.005
Unfavorable	41	22	19	10	7	
Total	39	21	21	14	5	

*Insufficient data for inclusion of "other".

3.4.2 Recall of Advertisements

Another measure of awareness was recall of having seen or heard advertisements by the military in general and by each of the services. Table 3.4-3 presents the percentages of 14-16 year olds reporting that they had seen advertising; there were no differences between age groups. The largest percentage had seen Army advertising with 79% having seen advertising by at least one of the services.

Table 3.4-3. Recall of Military and Individual Service Advertising by 14-16 Year Olds (In Percent)

Military	Army	Navy	Air Force	Marine Corps	Other
79	52	38	31	10	5

Table 3.4-4 presents percentages of 17-21 year olds who recalled military and service advertising. Data are presented for the total group and for those subgroups with significant differences. Consistently lower recall was reported by high school graduates and those in lower level neighborhoods. Respondents with higher grades tended to have higher recall while the CA favorability groups were somewhat mixed. Army advertising had the highest recall regardless of service preferred for enlistment, but the preferred service had the second highest recall. However, Army advertising was recalled more by those preferring the Air Force or Navy than by those preferring the Army. The totals were similar to those for 14-16 year olds except that recall of Marine Corps advertising was somewhat higher for the 17-21 year olds (34% vs. 10%).

In addition, tests were computed to determine if there were any relationships that could be detected between the recall of Army advertising and other variables which might reflect an advertising impact. The variables were:

Army Lifestyle Fit

Army Job Fit

Table 3.4-4. Recall of Military and Individual Service Advertising by 17-21 Year Olds (In Percent)

Group	Recalled Advertising By:					
	Military	Army	Navy	Air Force	Marine Corps	Other
Educational Status	P <.001	NS	P = .003	P = .044	P = .010	NS
In High School	81		47	36	36	
HSG	58		28	22	19	
NHSG	76		39	35	37	
High School Grades	P <.001	P <.001	P = .002	NS	P <.001	P <.001
A/B	85	70	56		35	16
B	83	64	45		49	3
B/C	71	48	35		31	5
C	79	54	42		32	3
C/D	64	40	31		18	4
Type Neighborhood	P <.001	P <.001	P <.001	P <.001	P = .031	P = .018
Upper	83	65	51	22	36	8
Middle	83	60	45	61	37	7
Lower	60	39	29	17	26	2
Mil. Enlist Intent	P = .010	NS	NS	NS	NS	NS
Probably Enlist	70					
Don't Know	84					
Prob. Not Enlist	80					
Def. Not Enlist	72					
Preferred Service	P <.001	P = .012	P = .002	P <.001	P = .003	NS
Army	71	50	37	28	25	
Navy	80	58	54	36	34	
Air Force	85	64	41	47	40	
Marine Corps	78	51	36	34	43	
Other	62	46	32	23	24	
CA Favorability	NS	P = .040	NS	NS	P = .046	NS
Favorable		53			41	
Neutral		63			35	
Unfavorable		53			30	
Total	77	56	42	34	34	6

Favorability Toward the Army
Favorability Toward Combat Arms
Favorability Toward Noncombat Arms
Army Knowledge
Top-of-Mind Awareness
Talked to Father about Army
Talked to Mother about Army
Talked to Girl Friend/Wife about Army
Talked to Brother about Army
Talked to Sister about Army
Talked to Relative about Army
Talked to Counselor about Army
Talked to Friend about Army
Talked to Coach about Army
Talked to Teacher about Army
Talked to No One about Army

The only significant difference found was for whether the respondents had talked to their fathers about the Army. 35% of those who report seeing Army advertising said they had talked to their fathers as compared to 25% of those not having seen Army advertising ($P < .01$).

Tests were also computed for two intervening variables that might affect the extent to which Army advertising is noticed: whether the respondent was seeking employment and the number of friends who have or will enlist in the Army. Those who recalled Army advertising had more friends enlisting (mean = 2.40) than those not recalling Army advertising (mean = 2.01) ($P = .046$). However, group differences based on whether a respondent was seeking employment were not statistically significant.

3.4.3 Recall of Advertising Content

Respondents who recalled having seen advertisements were also asked what those advertisements said or showed. The categories of advertising content recalled are presented in Tables 3.4-5 and 3.4-6 along with the percentages of respondents

Table 3.4-5. Advertisement Messages Recalled by 14-16 Year Olds for Each Military Service (In Percent)

Army Advertisement Category	Army	Navy	Air Force	Marine Corps
Job Opportunities	10	6	18	6
Skills Training	12	15	20	8
Career Opportunities	6	4	1	5
Educational Opportunities	13	7	16	8
Compensation, Benefits	6	3	5	0
Travel, Adventure	6	12	7	5
Recruiting Slogans and Messages	23	26	12	49
Reserves, ROTC	3	2	1	1
Enlistment Terms, Requirements	1	0	1	0
Personal Growth Opportunities	8	4	0	5
Advertisement Pictorials	12	20	18	12

Table 3.4-6. Advertisement Messages Recalled by 17-21 Year Olds For Each Military Service (In Percent)

Army Advertisement Category	Military Service			
	Army	Navy	Air Force	Marine Corps
Job Opportunities	17	10	23	4
Skills Training	9	10	20	7
Career Opportunities	5	8	1	3
Educational Opportunities	12	8	14	4
Compensation, Benefits	8	5	7	1
Travel, Adventure	4	13	7	1
Recruiting Slogans and Messages	23	24	12	56
Reserves, ROTC	4	1	5	1
Enlistment Terms, Requirements	1	2	2	1
Personal Growth Opportunities	11	7	0	11
Advertisement Pictorials	7	14	10	11

reporting that category for each of the services. The category into which most responses fell, especially for the Marine Corps, was recruiting slogans and messages. For the Army, this included responses such as Join the Army, Today's Army Wants to Join You, Join the People Who Joined the Army, Send in a Card, See Your Recruiter, and Uncle Sam Needs You. For the Army, the next highest categories were job opportunities, skills training and educational opportunities. The 14-16 and 17-21 year old groups had similar response patterns with the 17-21 year olds appearing to be slightly higher in the categories of job opportunities, compensation, and personal growth opportunities and slightly lower in the pictorial category. Subgroups within the sample of 17-21 year olds were not significantly different in their responses.

3.4.4 Perceived Accuracy of Army Advertising

Believability was measured in terms of whether Army advertisements recalled by the respondent generally "told it like it is." As can be seen in Table 3.4-7, Army advertisements were considered by the majority of young men to have told it like it is. However, the younger group tended to report a higher level of believability.

The only subgroups which differed significantly on this measure were those in the 17-21 year old sample that were based on high school grades and an Army fit. The responses of these subgroups (Table 3.4-8) were somewhat mixed, but generally those with high or low grades and those who had a positive Army fit score found Army advertising most believable.

Respondents who said they believed Army advertising to be less than completely accurate were asked what it was about the advertising that did not tell it like it is. Their responses fell into the following categories:

- JOB OPPORTUNITIES AND TRAINING: the ads stress that you are trained in the field you like and different career opportunities are available; they do not mention placement tests and other requirements involved to qualify you for a career field or what jobs are really like in the Army as opposed to Civilian occupations.

Table 3.4-7. Perceived Accuracy of Army Advertising by 14-16 and 17-21 Year Olds (In Percent) (P <.05)

Ads Told It:	Group	
	14-16 Year Olds	17-21 Year Olds
Completely Like It Is	19	12
Mostly Like It Is	49	45
Don't Know	11	11
Mostly Not Like It Is	17	24
Completely Not Like It Is	4	8

Table 3.4-8. Perceived Accuracy of Army Advertisement by 17-21 Year Old Subgroups (In Percent)

Group	Ads Told It.....Like It Is					P
	Completely	Mostly	Don't Know	Mostly Not	Nothing At All	
High School Grades						
A/B	21	45	7	25	2	
B	8	53	11	19	9	
B/C	10	39	12	31	8	.027
C	7	44	16	22	11	
C/D	22	44	7	17	10	
Army Fit						
Positive	21	46	7	16	11	
Neutral	9	62	7	17	5	
Slight Negative	14	38	18	25	6	<.001
Negative	14	41	10	30	5	
Very Negative	2	31	15	33	19	
Total	12	45	11	24	8	

- PAY AND BENEFITS: the ads do not tell you how you will qualify for or get better pay; they do not mention or clarify benefits.
- CHANCE TO TRAVEL: the ads depict that joining the Army is a sure chance to see Europe and the world; unfulfilled promises regarding choice of location and travel; image depicted is one of always traveling.
- EDUCATIONAL BENEFITS: you do not have a chance to further your education unless you pass qualification tests.
- RESTRICTIONS: the ads do not tell of strict personal restrictions, regulations, or discipline.
- GLAMOUR: the ads only tell of glamorous and positive aspects of Army life; depiction of civilian life rather than military life; no mention of war, adverse weather conditions, rigorous training activities, boot camp, hard work.

Table 3.4-9 contains the percentages of responses by the 14-16 and 17-21 year olds that fell into each of the above categories. The vast majority of the responses of both groups related to the depiction of only the glamorous and positive aspects of Army life and the omission of any of the more difficult or demanding aspects, or of various restrictions. Army advertising appears to have been generally accepted as being accurate, but as providing an incomplete portrayal of the Army.

3.4.5 Recall of Advertising Media

One commonly used method of evaluating media effectiveness, the share of awareness approach, is to trace the source of awareness by asking respondents to identify the media in which they observed or heard the advertising. That was the method used in this survey, and the results are given in Table 3.4-10. Differences between the two samples were not significant. Among the 17-21 year olds there were few differences between subgroups, and these are presented in Table 3.4-11.

Table 3.4-9. Categories in Which Army Advertising Did Not Tell It Like It is (In Percent)

Category of Deficiency	Group	
	14-16 Year Olds	17-21 Year Olds
Job Opportunities and Training	10	20
Pay and Benefits	2	5
Chance to Travel	6	8
Educational Benefits	3	2
Restrictions	11	9
Glamour	68	57

Table 3.4-10. Recall of Advertising Media (In Percent) (P=NS)

Media	Group	
	14-16 Year Olds	17-21 Year Olds
Television	37	35
Radio	3	4
Magazine	20	19
Newspaper	2	3
Classified Ad	<1	<1
Mail	3	13
Billboard	12	16
Other	12	10

Table 3.4-11. Recall of Advertising Media by 17-21 Year Old Subgroups (In Percent)

Group	Media		
	Television	Magazine	Mail
Educational Status	NS	P = .004	P = .022
In High School		22	15
HSG		18	14
NHSG		6	4
High School Grades	NS	P <.001	NS
A/B		30	
B		24	
B/C		18	
C		14	
C/D		5	
Type Neighborhood	P = .014	P = .001	NS
Upper	44	25	
Middle	36	20	
Lower	28	10	
Total	35	19	13

Interpretation of the media recall data must be done with caution, however. As recent literature has pointed out,[2] it is possible that people recall media in about the same order as their own exposure to them. Thus, passive learning may be related to media on a time-based probability distribution, and this would explain the large percentage of respondents who recalled television as the advertising medium. An attempt was made to probe this "Television Effect" by asking whether the recalled advertisement was actually a commercial or part of some other type program (news, documentary, etc.). However, 94% of those who reported television as the advertising source stated that what they had seen was a commercial for the Army.

[2] Bucci, Richard P., "Erroneous Recall of Media," Journal of Advertising Research, Vol. 13, No. 4, August 1973, pp. 23-27.

3.4.6 Direct Mail Advertising

In comparison with other media, direct mail has been found to be highly cost effective in generating leads through coupon responses. There has also been wide variance in this effectiveness between various direct mail lists and packages. It is therefore of interest to obtain some measures of the characteristics of the audience reached by direct mail.

Unrequested mail was received during the preceding "couple of months" by 37% of the 17-21 year olds and 8% of the 14-16 year olds. Of those receiving mail, 75% of the 17-21 year olds and 72% of the 14-16 year olds said they read the mail they had received. While there were no differences between age subgroups within the 14-16 year old sample, there were subgroup differences within the 17-21 year old sample. These are shown in Table 3.4-12.

Higher percentages for 18-19 year olds and those in high school or high school graduates appear to be consistent with heavy usage of lists of high school seniors from current and previous years. Young men with lower grades (Cs) and below and/or those living in lower economic neighborhoods received significantly less mail; this may be related to the use of many mailing lists (such as magazine subscribers, Charles Atlas, travel card holders, and tape/record club members), which likely contain a predominance of more affluent individuals. The low percentages for those preferring the Army or Marine Corps and for those with a positive Army fit score are consistent with the findings for type neighborhood since a larger proportion of those groups are from lower economic areas. The largest percentages of mail readers were among those more likely to enlist and those with higher Army fit scores.

Several other variables were analyzed to identify any relationships between receipt of Army mail and measures that might reflect an impact of direct mail advertising. The variables were:

Army Fit

Army Lifestyle Fit

Army Job Fit

Table 3.4-12. Army Direct Mail Received and Read by 17-21 Year Olds (In Percent)

Group	Received Army Mail	Read Army Mail
Age	P = .004	NS
17	34	
18	45	
19	43	
20-21	26	
Educational Status	P = .005	NS
In High School	38	
HSG	39	
NHSG	21	
High School Grades	P = .029	NS
A/B	44	
B	43	
B/C	38	
C	29	
C/D	32	
Type Neighborhood	P <.001	NS
Upper	47	
Middle	39	
Lower	25	
Mil. Enlist Intent	NS	P = .010
Probably Enlist		87
Don't Know		80
Probably Not Enlist		76
Definitely Not Enlist		60
Preferred Service	P <.001	NS
Army	25	
Navy	43	
Air Force	44	
Marine Corps	25	
Other	38	
Army Fit	P = .042	P = .043
Positive	25	90
Neutral	35	83
Slight Negative	40	75
Negative	43	65
Very Negative	38	65
Total	37	75

Favorability Toward the Army
Favorability Toward Combat Arms
Favorability Toward Noncombat Arms
Army Knowledge
Top-of-Mind Awareness
Talked to Father about Army
Talked to Mother about Army
Talked to Girl Friend/Wife about Army
Talked to Brother about Army
Talked to Sister about Army
Talked to Relative about Army
Talked to Counselor about Army
Talked to Friend about Army
Talked to Coach about Army
Talked to Teacher about Army
Talked to No One about Army

Significant differences were found for seven of these variables. Young men who recalled having received unrequested Army mail, as compared to those who had not received such mail:

- Were less favorable toward the Army (mean score of 3.87 vs. 4.42 on a scale of 0 to 9; P = .009)
- Had a higher score for knowledge of advertised messages (mean score of 3.54 vs. 3.06; P = .033). See paragraph 3.4.7 for a discussion of this measure.
- Had a larger percentage who had talked about Army opportunities with their fathers (39 vs. 26; P <.01), mothers (30 vs. 23, P <.05), counselors (22 vs. 15; P <.05), and friends (36 vs. 26; P <.01) and a lower percentage who had talked to no one (35 vs. 44; P <.05).

In addition, those who had received Army mail had a mean Army fit score of -1.21 as compared to a -.63 for those who had not received Army mail. This difference, however, was not significant at the .05 level, having a probability of .051.

3.4.7 Knowledge of Advertised Messages

One objective of advertising is to communicate information to the audience. In order to obtain some measure of communication/learning, respondents were given a list of 18 tangible and intangible enlistment benefits and asked to identify which service(s), if any, offered each one. Sixteen of the items were being advertised and were either taken directly from printed service advertisements or provided by USAREC. Two of the items (base pay and two year enlistments) did not apply to any of the services.

Table 3.4-13 gives the percentage responses for each of the items. The four items that were being offered by the Army are listed first followed by the two offered by all services, and then those not offered by the Army. For the first six items, all offered by the Army, a comparison was made between the percentage of respondents who credited the Army with that benefit (responses of "Army" plus "all of them") and the percentage not giving the Army credit ("Navy" plus "Air Force" plus "Marine Corps" plus "none of them"). The percentages crediting the Army with the benefit were significantly larger ($P < .05$) for all benefits. Of note were the large percentages of "don't know" responses which accounted for 57% of all responses to all items. Overall, an average of 30% gave the Army credit for benefits they actually offer, 25% credited the Air Force with Air Force benefits, 23% did the same for the Marine Corps, and 21% for the Navy.

Using responses to the 18 items above, a knowledge score was computed for each of the services. To compensate for guessing, the score was computed using the formula:

knowledge score = no. correct - 1/2 no. incorrect.

The range of possible scores was +18 to -9. However, the actual range was +13.5 to -8, and the mean scores for the two samples were between 2.35 and 4.28. Table 3.4-14 gives the mean scores for each of the samples.

Table 3.4-13. Military Services Credited with Advertised Enlistment Benefits (In Percent)

Benefit	Response					
	Army**	Navy **	Air Force**	Marine Corps**	None	Don't Know
$2500 CA Bonus	20*	3	3	7*	3	71
Project Ahead	35*	20	19	17	1	54
Stationed in Alaska, Hawaii, Korea, Europe, Continental U.S.	33*	24	18	17	3	49
Choose from 300 Good Jobs	23*	16	16	15	3	66
Educational Assistance	27*	15*	14*	11*	2	63
30 Days Paid Vacation	41*	32*	30*	28*	2	49
Two-Year Enlistment	43	15	13	14	4*	44
Higher Grade/Salary if Qualified	19	16*	14*	13	2	64
Community College	29	18	19*	15	2	59
Embassy Duty	20	9	7	16*	2	65
A Service with 200 Years of Pride	29	20	11	28*	2	48
$500 Starting Base Pay	12	8	9	8	10*	70
Over 70 Career Fields	36	24*	24	20	1	50
Campus Achievement Program	23	16*	16	15	7	68
Advanced Electronics or Nuclear Training	13	25*	15	7	1	57
More than 250 Skill Areas	26	17	17*	14	1	62
Pilot Navigator Program	5	19	56*	7	1	35
Service Consists of Extraordinary Men	25	20	19	45*	4	44

*Indicates "correct" service.
**Also includes those responding "all of them".

Table 3.4-14. Military Knowledge Scores for 14-16 and 17-21 Year Old Groups

Group	Knowledge Scores			
	Army	Navy	Air Force	Marine Corps
14-16 Year Olds	2.81	3.39	3.71	2.33
17-21 Year Olds	3.24	3.83	4.28	2.39

These scores are affected by the communications effectiveness of advertising by all services, the large percentages of "don't know" responses, and the number of incorrect answers (crediting a service with a benefit it does not offer or not crediting it with a benefit it does offer). Nevertheless, it appears that knowledge of specific benefits and the services which offer them is generally quite low and that correct service images (in terms of these benefits) are not being communicated.

Some significant differences in knowledge scores were found between subgroups of the 17-21 year old sample; these are shown in Table 3.4-15. Knowledge was generally highest among those more inclined toward enlistment, more favorable regarding the combat arms, and with a higher Army fit score. Also, those who preferred the Army had the highest scores for knowledge of both the Navy and Air Force and the second highest score for Marine Corps knowledge.

3.4.8 Newspaper Readership

Knowledge about the newspaper readership habits of the target population, especially of particular segments, can be of value in developing advertising strategies tailored to reach those segments. In order to provide this type

Table 3.4-15. Military Knowledge Scores for 17-21 Year Old Subgroups

Group	Knowledge Scores			
	Army	Navy	Air Force	Marine Corps
Mil. Enlistment Intent	P <.001	P <.001	P <.001	NS
Probably Enlist	3.93	4.42	4.87	
Don't Know	3.44	4.27	4.65	
Probably Not Enlist	3.23	3.84	4.36	
Definitely Not Enlist	2.63	3.10	3.51	
Mil. Service Preferred	NS	P = .002	P = .003	P = .008
Army		4.57	4.73	2.68
Navy		3.55	4.29	2.70
Air Force		3.97	4.42	2.56
Marine Corps		3.90	4.57	2.19
Other		3.15	3.23	1.40
Combat Arms Favorability	P <.001	P <.001	P <.001	P = .002
Favorable	3.71	4.21	4.78	3.06
Neutral	3.59	4.34	4.72	2.35
Unfavorable	2.69	3.23	3.66	2.02
Army Fit	NS	P = .046	P = .040	NS
Positive		4.46	4.77	
Neutral		4.01	4.59	
Slight Negative		3.68	4.29	
Negative		3.65	3.79	
Very Negative		3.39	3.82	
Total	3.24	3.83	4.28	2.39

of information, respondents were questioned about how often they read newspapers, the type of newspaper editions most often read, and the newspaper sections they read.

Table 3.4-16 gives the reported readership frequencies for the 14-16 year old sample, both for the total sample and by age. Readership was high for the group; 86% read newspapers at least once a week. Among 14 year olds, a larger percentage read newspapers less than once a week, and a smaller percentage read newspapers daily. The reverse was true for the 16 year olds, whose readership frequency approaches that of the 17-21 year olds.

Table 3.4-16. Frequency of Newspaper Readership of 14-16 Year Olds by Age (In Percent) (P = .013)

Age	Readership Frequency			
	Daily	4-6 Times Per Week	1-3 Times Per Week	Less Than Once a Week
14	38	14	33	15
15	51	8	25	16
16	62	12	15	11
Total	51	11	24	14

The newspaper readership frequency of 17-21 year olds is given in Table 3.4-17 for the total sample and for the subgroups which had significant differences. Readership was quite high with 89% reading newspapers at least once a week. The differences between subgroups were due primarily to the large percentages of non-high school graduates, those with C/D high school grades, and those from lower economic neighborhoods who read newspapers less than once a week.

Table 3.4-17. Frequency of Newspaper Readership for 17-21 Year Olds (In Percent)

Group	Readership Frequency				P
	Daily	4-6 Times Per Week	1-3 Times Per Week	Less Than Once a Week	
Educational Status					
In High School	64	8	20	8	
HSG	60	14	16	10	<.001
NHSG	36	4	26	34	
High School Grades					
A/B	73	7	16	4	
B	73	7	14	6	<.001
B/C	58	10	21	11	
C	51	14	24	11	
C/D	47	3	22	28	
Type Neighborhood					
Upper	68	8	16	8	
Middle	60	12	20	8	<.001
Lower	53	5	22	20	
Total	60	9	20	11	

About half of the 14-16 and 17-21 year olds reported that they read evening newspapers and about a third said they read morning newspapers (Tables 3.4-18 and 3.4-19). There were differences between ages in the younger group; weekly newspapers were read by a large percentage of 15 year olds and by a small percentage of 16 year olds. In addition, a large percentage of 14 year olds read Sunday editions. Among the 17-21 year olds the only significant differences were between groups preferring different services for enlistment. The largest differences were due to those not having a preference for the Army, Navy, Air Force or Marine Corps; a large percentage of them read an evening newspaper and few read Sunday editions.

Table 3.4-18. Newspaper Editions Most Read by 14-16 Year Olds by Age Group (In Percent) (P = .048)

Newspaper Edition	Age			Total
	14	15	16	
Morning	31	32	35	33
Evening	46	45	53	48
Sunday	16	9	8	11
Weekly	7	14	4	8

Table 3.4-19. Newspaper Editions Most Read by 17-21 Year Olds by Preferred Enlistment Service (In Percent) (P = .047)

Newspaper Edition	Military Service Preferred					Total
	Army	Navy	Air Force	Marine Corps	Other	
Morning	30	32	35	34	30	32
Evening	50	57	50	49	51	52
Sunday	11	7	11	13	5	9
Weekly	10	5	4	4	14	7

As can be seen in Table 3.4-20, the most widely read section of the newspaper was the sports section, with the news sections second. Subgroup differences were found only within the 17-21 year old sample, and these are shown in Table 3.4-21. Of particular interest are the higher readership of sports and news by high school students and high school graduates and the higher readership of the classified section by those who are older and who are not high school graduates.

Table 3.4-20. Readership of Newspaper Sections by 14-16 and 17-21 Year Olds (In Percent)

Newspaper Section	Age Group	
	14-16	17-21
Sports	67	64
News	40	50
Comic	40	32
Classified	19	26
Entertainment	15	20
Editorial	9	15
Business	8	11
Women's	1	2
Other	7	8

Table 3.4-21. Readership of Newspaper Sections by 17-21 Year Old Subgroups (In Percent)

GROUP	Newspaper Section				
	Sports	News	Classified	Editorial	Business
Age	NS	NS	P = .008	NS	NS
17			22		
18			22		
19			31		
20-21			37		
Educational Status	P = .007	P = .016	P <.001	NS	P = .031
In High School	68	46	21		9
HSG	64	58	31		15
NHSG	49	47	37		7
High School Grades	NS	NS	NS	P = .001	NS
A/B				27	
B				14	
B/C				12	
C				13	
C/D				10	
Type Neighborhood	NS	P = .021	NS	NS	P = .047
Upper		60			16
Middle		50			8
Lower		44			12
Mil. Enlist Intent	NS	NS	NS		P = .045
Probably Enlist					6
Don't Know					14
Probably Not Enlist					8
Definitely Not Enlist					14
Preferred Service	NS	NS	P = .022	NS	NS
Army			37		
Navy			24		
Air Force			21		
Marine Corps			24		
Other			26		
Total	64	50	26	15	11

3.4.9 Magazine Readership

Magazines continue to be a major advertising medium for the Army. In order to provide additional information for use in selecting specific magazines and specific appeals for those ads, the respondent was asked to name the magazines that he usually reads. He was asked to include magazines that he personally bought, that belonged to friends, or that he has read in places like waiting rooms and the library. Following the respondent's unaided recall of magazines, he was then asked how often he read each one.

This is one of two major approaches to obtaining data about readership habits of respondents. One approach is to read a list of magazines and ask the interviewee to identify the magazines that he reads (Check List Approach). The second, used in this study, is to ask the interviewee to name the magazine he reads (Unaided Recall Approach). Even though the two approaches generally provide quite different numeric results, both represent approaches to estimating readership practice, and each method has identifiable strengths and weaknesses.

In general the Check List Method leads to an overestimation of actual readership habits, while the Unaided Recall Method provides an underestimate. However, similar inferences about the reading habits for individual magazines can be obtained by either method. Since relative readership, not absolute readership, is generally the objective of the study, comparable inference may be drawn from either set of data.

In the Unaided Recall Method, magazines that are not read at a regularly scheduled time and place may go unreported. However, this approach has the advantages that:

- Interviewees are more likely to report only the magazines they actually read.
- The list of magazines is not restricted to a pre-determined list.

Thus, the Unaided Recall Method probably provides an accurate minimal estimate of readership.

Using the unaided recall data, magazine readership was determined based on the percent of readers of any of the last four issues of each magazine and also on the measure of Average Issue Audience (AIA)[3].

The AIA score for each magazine was determined as follows:

If 10% read 1 issue they were given a weight of 25	10% x 25	=	2.5
If 8% read 2 issues they were given a weight of 50	8% x 50	=	4.0
If 6% read 3 issues they were given a weight of 75	6% x 75	=	4.5
If 4% read 4 issues they were given a weight of 100	4% x 100	=	4.0
28%			15.0

Thus, for this example, 28% of the respondents read between one and four of the last four issues, and the average readership expectation for any one of the last four issues would be 15%.

Table 3.4-22 gives, for both the 14-16 and 17-21 year old groups the percent of respondents who read one or more of the last four issues of each magazine. It also gives the AIA of each magazine and its rank position based on AIA. The magazines are listed in order of their AIA among 17-21 year olds, and asterisks indicate those used for Army advertising in FY 75.

There are some differences in rank position of magazines between the two age groups. Magazines that were at least five rank positions higher for 14-16 year olds were Field and Stream, National Geographic, Cycle World, and Boys Life. Those that were at least five rank positions lower were Playboy, Ebony, and Esquire.

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[3] This measure was previously used by Opinion Research Corporation in their Youth Profile Study.

There were significant differences in AIA for Popular Mechanics and Boys Life between 14-16 year old age groups. Also, differences in AIA were found between subgroups in the 17-21 year old sample for all but five of the magazines (Popular Mechanics, Esquire, Boys Life, Senior Scholastic, and Letterman). The AIA percentages for those cases with significant differences are presented in Appendix D. Table 3.4-23 summarizes these findings by indicating, for each magazine/subgroup combination with significant differences, the particular subgroup(s) with the highest AIA percentages. Magazines with combinations of quality readers along with readers who are more favorable towards enlistment or the combat arms, or who have a better Army fit, might be considered desirable for advertising. This included Field and Stream, Hot Rod, National Geographic, Sports Illustrated, Time, and perhaps, Exploring. Sport might also be desirable because of its higher readership by those who prefer another service. Some magazines might not be desirable because of a higher readership by young men with more negative attitudes, lower grades, or lower Army fit (such as Cycle World, Oui, Penthouse, and People).

3.4.10 Radio Listening Behavior

Because of the possibility of receiving approval for paid radio advertising on an ongoing basis, respondents were queried about selected aspects of their radio listening behavior. They were asked about the days of the week and the time of day that they listened to the radio as well as the type of program listened to most.

Table 3.4-24 shows the percentages of 14-16 and of 17-21 year olds who reported that they listened to the radio by day of the week. In general, the older group appears to listen to the radio more than the younger group. Although radio listening appears to have been somewhat higher on Saturdays, differences between days were not statistically significant.

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Table 3.4-23. Subgroups of 17-21 Year Olds with Highest AIA Percentages by Magazine*

Magazine	Groups							
	Age	Educ. Status	HS Grades	Type Neighborhood	Mil. Enlist Intent	Pref. Service	CA Favorability	Army Fit
Argosy	Older	HSG						
Car & Driver				Middle		Army		
Cycle World			Lower					
Ebony			Mixed	Lower	Mixed			
Exploring					Positive			
Field and Stream			Higher	Middle			Favorable	
Hot Rod	Older		Middle				Favor., Neut.	
Jet				Lower	Mixed		Unfavorable	
Nat'l Fut. Farmer				Upper, Lower				
Nat'l Geographic			Higher					
Newsweek		In HS,HSG	Higher	Upper, Middle				
Oui							V. Negative	
Outdoor Life				Upper, Middle		Army		
Penthouse							V. Negative	
People					Negative			
Playboy	Older	HSG						
Popular Science			Higher	Upper				
Readers Digest			Higher					
Sport	Younger	In HS				MC, AF		
Sports Illustrated	Younger	In HS,HSG	Higher	Upper, Middle			Neutral	
Time		In HS,HSG	Higher	Upper, Middle				Sl. Neg.
TV Guide			Middle				Unfavorable	
U.S. News		In HS,HSG		Upper				

*No entry indicates no significant difference between subgroups for that magazine. AIA values, where significant differences exist, can be found in the appendix.

Table 3.4-24. Radio Listening Behavior of 14-16 and 17-21 Year Olds by Day of Week (In Percent) (P=NS)

Group	Day						
	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
14-16 Year Olds	69	69	70	69	69	74	84
17-21 Year Olds	78	74	73	74	74	79	85

The time intervals during which respondents said they listened to the radio and the percentages of the two samples reporting those intervals for their own listening are given in Table 3.4-25. While there were no significant differences between ages in the 14-16 year old group, there were some differences between subgroups of the 17-21 year old sample. These are given in Table 3.4-26.

Table 3.4-25. Radio Listening Behavior of 14-16 and 17-21 Year Olds by Time of Day (In Percent)

Group	Time Interval							
	M-3	3-6	6-9	9-N	N-3	3-6	6-9	9-M
14-16 Year Olds	1	22	21	8	6	28	37	42
17-21 Year Olds	7	2	21	17	22	31	37	44

From the first table, it can be seen that 3:00 p.m. to midnight, and especially 9:00 p.m. to midnight, is the most popular listening time. The 9:00 a.m. to 3:00 p.m. interval is low, especially for the younger group, probably since that is the time generally spent attending school. The impact of school attendance can also be seen in Table 3.4-26 where the 9:00 a.m. to 3:00 p.m. percentages are low for 17 year olds, those in high school, and those with higher grades (who, in this sample, tended to still be in high school). The 6:00 to 9:00 p.m. time period had large percentages of 18 year olds, those with A/B high school grades, and those favoring the combat arms.

Table 3.4-26. Radio Listening Behavior of 17-21 Year Old Subgroups by Time of Day (In Percent)

Group	Time Interval							
	M-3	3-6	6-9	9-N	N-3	3-6	6-9	9-M
Age	NS	NS	NS	P <.001	P <.001	NS	P = .017	NS
17				10	14		35	
18				14	22		47	
19				25	36		28	
20-21				32	37		39	
Educational Status	P = .002	NS	NS	P <.001	P <.001	NS	NS	NS
In High School	5			9	13			
HSG	6			27	33			
NHSG	16			27	37			
High School Grades	P <.001	NS	NS	NS	P <.001	P = .021	NS	NS
A/B	2				17		48	
B	8				14		30	
B/C	3				18		33	
C	9				30		39	
C/D	14				39		43	
CA Favorability	NS	NS	NS	NS	NS	NS	P = .047	NS
Favorable							45	
Neutral							33	
Unfavorable							36	
Total	7	2	21	17	22	31	37	44

The type of radio program listened to the most was clearly rock music. As can be seen in Table 3.4-27, both the 14-16 and 17-21 year old groups listened to the same type of programs with rock music having the largest audience (68%). Other types of musical programs were next (soul, jazz, popular, country and western, and classical). Only about 3% to 4% listened to other types of non-musical programs such as news, sports, talk shows, religious programs, and soap operas. There were no differences in the type of radio program most listened to between 14-16 year old age groups or between any of the 17-21 year old sub-groups.

Table 3.4-27. Types of Radio Programs Listened to by 14-16 and 17-21 Year Olds (In Percent)

Group	Type Program		
	Rock Music	Other Music	Non-Musical
14-16 Year Olds	68	28	4
17-21 Year Olds	68	29	3

3.4.11 Summary

Top-of-mind awareness of the Army was very high; it was twice as high as for any other service. Among 17-21 year olds who would prefer another service for enlistment, their preferred service had the highest level of awareness, but in each case the Army was second.

Army advertising was recalled by over half of all respondents, more than for any other service. Among 17-21 year olds it was recalled least by those in high school, with lower grades, and in lower level neighborhoods. Even among respondents preferring another service for enlistment, advertising by the Army was recalled the most often.

More 17-21 year old respondents who recalled Army advertising had talked to their fathers about Army opportunities and had more friends enlisting in the Army than had those not recalling Army advertising. However, differences between the recall and not recall groups on other measures did not reach the .05 level of significance (lifestyle fit; job fit; favorability toward the Army, combat arms, and non-combat arms; Army knowledge; top-of-mind awareness; others talked to about Army opportunities; and whether the respondent was seeking employment).

Recruiting slogans and messages were recalled the most often as the content of Army advertising. Next were opportunities for jobs, education, skills training (14-61 year olds), and personal growth (17-21 year olds). The advertising was thought to be accurate by the vast majority of respondents, being assessed by respondents primarily as presenting an incomplete rather than inaccurate picture of the Army.

Unrequested direct mail advertising by the Army had been received, during the prior couple of months, by 37% of the 17-21 year olds and 8% of the 14-16 year olds. About 75% of the mail received was read. Among 17-21 year olds, receipt of Army mail was reported most by those who were 18-19 years old, were in high school or a high school graduate, had higher high school grades, were in a middle to upper level neighborhood, preferred the Navy or Air Force, and had a lower Army fit. Direct mail advertising appears to have largely missed a promising population segment, respondents from lower level neighborhoods (who had a higher enlistment intent, a greater Army preference, a higher Army fit, and 80% of whom had high school grades of C or above).

The 17-21 year olds who had received Army mail were compared with those who had not on several variables that could reflect an advertising impact (lifestyle, job, and Army fit; favorability toward the Army, the combat arms, and the non-combat arms; Army knowledge; top-of-mind awareness; and people talked to about Army opportunities). Those who had received mail were less favorable toward the Army (consistent with findings in the preceding paragraph), had a higher Army knowledge score, and had talked more with fathers, mothers, counselors, and friends about Army opportunities.

The Army has done as well or better than the other services in communicating information through advertising; the percentages of 17-21 year old respondents who gave each service credit for benefits it offered were 30% for the Army, 25% for the Air Force, 23% for the Marine Corps, and 21% for the Navy. On the other hand, an average of 57% reported that they did not know which service offered each of the benefits, and respondents could only identify the correct service for about 3 to 4 benefits out of a total of 18.

Newspapers were read at least once a week by 86% of the 14-16 year olds and by 89% of the 17-21 year olds. Readership was lower among non-high school graduates, those with lower grades, and in lower level neighborhoods. Evening newspaper editions were read by about half of the 14-21 year olds, morning editions were read by about a third of them, and Sunday and weekly editions by about 10% each. There were also differences in readership of various sections of the newspaper with the sports section having the largest readership among 17-21 year olds (64%) followed by the news (50%), comics (32%), classified (26%), entertainment (20%), editorial (15%), and business (11%) sections. Of note were the lower readership levels of sports by non-high school graduates and of the news by respondents from lower level neighborhoods. Also, the news had a higher readership by high school graduates.

Using Average Issue Audience as the measure of magazine readership, the readership of Sports Illustrated was estimated to be 70% higher than that for the next highest magazine. Magazines which had readers who were higher quality, who were more favorable toward enlistment, and/or favorable toward the combat arms included Field and Stream, Hot Rod, National Geographic, Sports Illustrated, Time, and Exploring. Readers of Cycle World, Oui, Penthouse, and People had more negative attitudes, lower grades, and/or a lower Army fit.

A large percentage of the 14-21 year olds (85%) listened to the radio. Although the day of the week did not make any difference, the time of day did. Listening was much higher from 9 p.m. to midnight (over 40%), 6 p.m. to 9 p.m. (37%), 3 p.m. to 6 p.m. (about 30%) and 6 a.m. to 9 a.m. (21%). Noon to 3 p.m. listeners

included very few 14-16 year olds and, among 17-21 year olds, many non-high school graduates and many with lower grades. 68% of the two samples listened primarily to rock music, nearly 30% listened to other music, and only 3 to 4% listened to other types of programs.

3.5 ENLISTMENT DECISION PROCESS

An understanding of the enlistment decision process can be of value in developing recruiting and advertising strategies. Research is being conducted and models are being developed to describe and explain buyer behavior, but little has been done that is directly applicable to behavior as important and infrequent as deciding whether to enlist in the military. Even the existing models of buyer behavior are subject to continuing discussion, testing, and questioning. The objective in this study is not to develop a model for the enlistment decision process, but to provide related information regarding influencers, sources of information, and enlistment incentives and options. Such information can be of value in channeling recruitment efforts.

3.5.1 The School Counselor as an Influencer

The school counselor is generally considered to be an important influencer, and considerable effort has been expended by the Army in contacting and providing information and materials to counselors. A better understanding of the interface between counselors and individual segments of the target population can be of value in formulating future recruiting approaches involving influencers.

Information regarding some of the characteristics of the interfaces between counselors and 14-16 year olds is presented in Table 3.5-1. As can be seen, the average number of times career plans had been discussed with a counselor ranged from .6 for 14 year olds to 1.8 times for 16 year olds. This included all respondents, 57% of whom had never discussed their plans with a counselor. Also, the percent of respondents who had discussed the military as a possible job or career and the percent who had discussed Army opportunities grew larger from 14 to 15 to 16 year olds. The role of the counselor appears to be more active later in a young man's high school education. This is consistent with findings from the Youth In Transition[3] study in which it was determined that while the decision to go to college is made fairly early, the decision to get a job or go into the military is generally made very late in high school.

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[3] Johnston, Jerome and Bachman, Jerald, Youth In Transition, Volume V, Ann Arbor: Institute for Social Research, 1972

Table 3.5-1 Counselor-Student Interfaces Among 14-16 Year Olds by Age

AGE	Mean No. Times Discussed Career Plans w/Counselor (All respondents)	Discussed Military as Possible Job or Career (Percent)	Subject of Military Brought Up by Respondent (Percent)	Mean No. Times Discussed Military Job/Career	Talked About Army Opportunities (Percent)	Counselor's Attitude re Enlistment (Percent)			Opinion of Counselor Important in Enlistment Decision (Percent)
						Approve	Not Care	Disapprove	
	P <.001	P <.001	NS	NS	P =.013	NS			P = .028
14	.6	6			5				3
15	1.1	13			14				4
16	1.8	25			18				11
TOTAL	1.2	15	64	1.9	13	56	37	8	6

It should be noted that although respondents who discussed the military with counselors did so about two times, almost two-thirds of them said they themselves had brought up the subject of the military. Also, while the counselors appear to have been sources of information and discussion, the importance of their opinions in regard to a decision whether to enlist seems to have had much less of an impact, being considered important by only 6% of the 14-16 year olds. In any case, counselors are probably not negative influencers since only 8% of the respondents throught their counselor would be disapproving of their enlistment.

Similar information regarding interfaces of 17-21 year olds with counselors is presented in Table 3.5-2. The average number of times career plans were discussed with a counselor was 2.1, including all respondents, 35% of whom had never discussed their plans with a counselor. This was close to that for 16 year olds (1.8) with the frequency being lower for non-high school graduates and those with lower grades. The percent who had discussed the military with a counselor (24%) was also about the same as for 16 year olds (25%); larger percentages were found for those more likely to enlist, favoring the combat arms, and with a better Army fit. The percentages of respondents who first brought up the subject of the military themselves were also larger among those more likely to enlist and those more favorable toward the combat arms. It therefore seems unlikely that counselors are initiating discussions about the military very often, unless they are unsupportive of enlistment or with students who are negative regarding enlistment.

As with the younger group, the counselors opinion regarding the respondent's enlistment was considered important by only a few young men (4%) Also, only 11% believed the counselor would disapprove of their enlistment. And the high percentages among those more likely to enlist, more favorable toward combat arms, and with a better Army fit who perceived counselor approval of their enlistment suggest that they may well have received counseling favorable toward enlistment.

3.5.2 Other Influencers

In order to determine the relative importance of various potential influencers,

Table 3.5-2 Counselor-Student Interfaces Among 17-21 Year Olds by Subgroup

GROUP	Mean No. Time Discussed Career Plans w/Counselor (All respondents)	Discussed Military As Possible Job or Career (Percent)	Subject of Military Brought Up by Respondent (Percent)	Mean No. Times Discussed Military Job/Career	Talked About Army Opportunities (Percent	Counselor's Attitude re Enlistment (Percent) Approve Not Care Disapprove	Opinion of Counselor Important in Enlistment Decision (Percent)
Educ. Status	P = .002	NS	P = .017	NS	P < .001	NS	NS
In HS	2.2		66		20		
HSG	2.2		45		18		
NHSG	.9		86		6		
High School Grades	P < .001	NS	NS	NS	NS	NS	NS
A/B	3.0						
B	2.4						
B/C	2.0						
C	1.6						
C/D	1.4						
Mil Enlist Intent	NS	P < .001	P < .001	NS	P < .001	P = .001	NS
Prob. Enlist		44	87		31	60 30 10	
Don't Know		24	62		21	59 36 5	
Prob Not Enlist		22	48		14	43 45 12	
Def. Not Enlist		13	21		12	34 52 14	
Preferred Service	NS	P = .020	NS	NS	NS	NS	NS
Army		26					
Navy		31					
Air Force		21					
Marine Corps		24					
Other		33					
CA Favorability	NS	P < .001	P = .015	NS	NS	P = .030	NS
Favorable		32	65			57 33 10	
Neutral		27	71			50 40 10	
Unfavorable		17	44			39 49 12	
Army Fit	NS	P < .001	NS	NS	P = .005	P < .001	NS
Positive		36			25	70 26 4	
Neutral		29			19	53 33 14	
Slight Negative		24			21	47 43 10	
Negative		11			7	33 55 12	
Very Negative		18			15	33 55 13	
Total	2.1	24	61	2.1	18	47 42 11	4

respondents were asked to indicate which ones they had talked to about Army opportunities, whether each would approve of the respondent's enlistment, whose opinions would be most important concerning enlistment, and which ones had had military experience. Responses are presented in Table 3.5-3 for the 14-16 year olds and in Table 3.5-4 for the 17-21 year olds. In both tables, the influencers are listed in order of decreasing consultation regarding Army opportunities.

About half of the younger group had discussed the Army with one or more influencers, primarily with father, friend, mother, counselor, or other relative. Older ones in this group tended to discuss Army opportunities more and to go to their father and counselor more (Table 3.5-5). The opinions of fathers (76%) and mothers (44%) were clearly the most important in thinking about whether to enlist. From Table 3.5-6 it can be seen that the importance of opinions of girl friends and counselors is much greater among older respondents. Parent's feelings regarding their son's enlistment were perceived as being somewhat polarized (only 16% not caring). The mother's feelings were seen as being negative by 32% of the respondents, second only to 49% for girl friends.

Among 17-21 year olds (Table 3.5-4), about 60% had discussed Army opportunities, primarily with father, friend, mother, and counselor. Table 3.5-7 shows subgroups with significant differences regarding influencers as information sources. It can be seen that friends become more important after high school. Also many influencers have been contacted by fewer of those respondents less likely to enlist, less favorable toward combat arms, and with a lower Army fit.

Opinions most important in considering enlistment were those of father (68%) and mother (45%) followed by those of peers (friends, brothers, girl friends/wives at 12%-16%). As indicated in Table 3.5-8, fathers become less important and girl friends/wives more important with older ages. Fathers were more important in upper level neighborhoods and among young men with higher grades. Brothers were more important among those more likely to enlist.

Table 3.5-3 Relative Impact of Influencers Among 14-16 Year Olds (In Percent)

Influencer	Consulted re Army Opportunities	Opinions Important in Enlist Decision	Attitude re Enlistment			Military Experience	Army Experience
			APP	NC	DIS		
None	49						
Father	28	76	63	16	21	55	32
Friend	24	8	45	39	16	2	2
Mother	19	49	52	16	32	1	0
Counselor	12	6	56	37	7	2	1
Other Relative	12	15	49	36	15	13	10
Brother	8	8	45	41	14	6	3
Teacher	7	3	47	44	9	1	1
Sister	3	3	34	44	22	1	0
Girl Friend	2	6	28	23	49	0	0
Other	1	2	39	50	11	0	0
Coach	1	2	45	40	15	1	0

Table 3.5-4 Relative Impact of Influencers Among 17-21 Year Olds (In Percent)

Influencer	Consulted re Army Opportunities	Opinions Important in Enlist Decision	Attitude re Enlistment			Military Experience	Army Experience
			APP	NC	DIS		
None	41						
Father	31	68	60	20	20	51	29
Friend	29	12	35	37	28	7	4
Mother	26	45	49	17	34	2	0
Counselor	18	4	47	42	11	2	1
Brother	13	13	40	40	20	8	5
Other Relative	10	8	45	41	14	7	5
Teacher	9	3	41	47	12	2	1
Girl Friend/Wife	7	16	21	19	59	0	0
Sister	5	3	37	42	21	0	0
Other	5	6	39	42	19	2	1
Coach	3	2	42	46	12	2	1

Table 3.5-5 People Talked to About Army Job Opportunities by 14-16 Year Olds by Age (In Percent)

AGE	Father	Brother	Counselor	None
	P = .031	P = .001	P = .013	P = .001
14	19	4	5	64
15	32	15	14	40
16	33	4	18	43
TOTAL	28	8	13	49

Table 3.5-6 Persons Whose Opinions Would be Most Important in the Enlistment Decision of 14-16 Year Olds by Age (In Percent)

AGE	Girl Friend	Counselor
	P = .019	P = .028
14	1	3
15	6	4
16	10	11
TOTAL	6	6

Table 3.5-7 People Talked To About Army Job Opportunities by 17-21 Year Old Subgroups (In Percent)

Group	Father	Mother	Girl Friend/ Wife	Brother	Sister	Other Relative	Counselor	Friend	Coach	Teacher	None
Age	P <.001	NS	P <.001	NS	NS	NS	NS	P = .024	NS	NS	NS
17	29		4					24			
18	42		12					33			
19	27		10					37			
20-21	21		10					34			
Educational Status	NS	NS	NS	NS	NS	NS	P = .009	P = .011	NS	NS	NS
In High School							20	25			
HSG							18	36			
NHSG							6	34			
High School Grades	NS	NS	NS	NS	NS	NS	NS	NS	NS	P = .027	NS
A/B										14	
B										12	
B/C										9	
C										6	
C/D										3	
Type Neighborhood	P <.001	NS	NS	NS	NS	NS	NS	NS	NS	NS	NS
Upper	38										
Middle	35										
Lower	19										
Mil. Enlist Intent	P <.001	P <.001	NS	P <.001	P = .015	P = .031	P <.001	P <.001	NS	P = .028	P <.001
Probably Enlist	45	43		24	10	14	31	41		11	24
Don't Know	36	30		13	6	14	21	36		13	35
Prob. Not Enlist	30	24		12	5	10	14	29		10	39
Def. Not Enlist	18	14		8	2	5	12	17		4	60
Preferred Service	NS	NS	NS	NS	NS	NS	NS	P = .004	NS	P = .011	P = .015
Army								24		3	34
Navy								39		13	38
Air Force								26		8	39
Marine Corps								34		13	42
Other								20		6	55
CA Favorability	P = .010	P = .012	P = .004	P = .035	P = .027	P = .022	NS	P = .018	P = .007	P = .025	P <.001
Favorable	37	30	12	19	9	14		36	7	13	31
Neutral	33	30	8	12	5	12		31	3	9	36
Unfavorable	25	20	4	11	3	7		24	1	6	50
Army Fit	P = .009	P <.001	NS	NS	NS	NS	P = .005	P = .031	NS	NS	NS
Positive	33	35					25	28			
Neutral	38	35					19	35			
Slight Negative	32	23					21	34			
Negative	28	21					7	22			
Very Negative	18	14					15	22			
Total	31	26	7	13	5	10	18	29	3	9	41

Table 3.5-8 Persons Whose Opinions Would Be Most Important to An Enlistment Decision of 17-21 Year Old Subgroups (In Percent)

Group	Father	Mother	Girl Friend Wife	Brother	Other Relative
Age	P = .002	NS	P <.001	NS	NS
17	73		9		
18	70		18		
19	63		23		
20-21	53		28		
Educational Status	P <.001	P = .040	P <.001	NS	P = .009
In High School	73	49	10		8
HSG	67	39	22		16
NHSG	43	40	24		17
High School Grades	P <.001	NS	NS	NS	NS
A/B	80				
B	67				
B/C	67				
C	70				
C/D	48				
Type Neighborhood	P <.001	NS	NS	P = .011	NS
Upper	83			14	
Middle	73			10	
Lower	46			19	
Mil. Enlist Intent	NS	NS	NS	P = .003	NS
Probably Enlist				21	
Don't Know				10	
Probably Not Enlist				15	
Def. Not Enlist				8	
CA Favorability	NS	NS	NS	NS	P = .017
Favorable					13
Neutral					9
Unfavorable					5
Total	68	45	16	13	8

Feelings about enlistment were perceived as quite polarized for mothers. Negative influence would appear to have its most potential from girl friends/wives (59%), mothers (34%), and friends (28%). Response percentages for subgroups with significant differences are presented in Table 3.5-9. One relationship is quite clear. Among respondents who were more likely to enlist, more favorable toward combat arms, and with a better Army fit, perceived approval was greater and disapproval lower for nearly all influencers. Whether the perceived approval is a function of the respondent's attitudes or whether attitudes have been affected by the influencers' approval/disapproval, of course, cannot be determined from these data.

The responses of 17-21 year olds were examined to detect any relationship between the respondent's enlistment intent and the military or Army experience of influencers. It was found that significantly more of those who had a positive enlistment intent had a brother with military experience (15%, P = .006) or Army experience (13%, P = .001). Also examined was the relationship between the father's Army experience and whether their sons thought their fathers would approve of their enlistment. No significant relationship was found.

3.5.3 Other Sources of Information

There are, of course, many sources of information relevant to job and career planning other than individual influencers. In order to identify other important information sources, respondents were asked where, in addition to talking to various people, they had gotten information that had influenced their plans about a job or career. Multiple responses were allowed.

About half of the responses (56% from 14-16 year olds and 48% from 17-21 year olds) identified influencers as information sources. These were primarily parents and counselors but also included peers, adult friends, teachers, and coaches. Table 3.5-10 gives the percentages of responses by category. It can be seen that the media (including TV, radio, newspapers, magazines, and brochures) were the largest source of information other than influencers.

Table 3.5-9. Attitudes of Influencers re. Respondent's Enlistment As Perceived by 17-21 Year Old Subgroups (In Percent)

Group	Father	Mother	Girl Friend Wife	Brother	Sister	Other Relative	Counselor	Friend	Coach	Teacher
	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS	APP NC DIS
Age	NS	NS	NS	NS	NS	NS	NS	P = .025	NS	NS
17								41 37 23		
18								31 35 34		
19								26 46 28		
20-21								32 32 36		
Educational Status	P = .014	P <.001	NS	NS	NS	NS	NS	NS	NS	NS
In High School	57 18 24	45 17 38								
HSG	64 20 16	49 16 35								
NHSG	65 27 8	67 24 10								
Mil. Enlist Intent	P <.001	P <.001	P <.001	P <.001	P <.001	P <.001	P = .001	P <.001	P <.001	P <.001
Probably Enlist	76 13 11	66 11 23	46 20 33	63 31 6	60 31 8	62 28 11	60 30 10	58 26 16	53 38 8	51 40 9
Don't Know	71 18 11	60 13 27	29 17 54	42 49 9	40 47 13	54 40 6	59 36 5	41 39 20	51 44 4	51 45 4
Prob. Not Enlist	58 23 20	46 18 36	17 22 61	33 44 23	33 46 21	44 46 10	43 45 12	28 42 29	42 48 10	39 50 11
Def. Not Enlist	43 22 35	31 23 46	8 15 77	30 37 33	23 41 36	29 43 27	34 52 14	24 35 41	26 52 23	28 50 22
Preferred Service	P = .042	P = .026	NS	P = .020	P = .001	P = .001	NS	P = .016	NS	P = .011
Army	71 13 16	57 13 30		54 28 19	58 23 19	59 28 13		46 30 24		54 37 9
Navy	61 19 21	50 20 30		41 41 19	32 46 22	50 41 9		35 34 32		46 43 11
Air Force	59 20 21	47 16 37		36 49 15	33 49 18	40 48 13		34 41 25		31 57 12
Marine Corps	63 21 16	53 12 35		39 36 25	36 39 25	46 36 18		40 33 28		45 45 10
Other	44 28 28	33 26 41		28 46 26	26 50 24	28 50 22		19 45 36		27 53 20
CA Favorability	P <.001	P <.001	NS	P <.001	P = .009	P = .005	P = .027	P = .003	NS	P = .006
Favorable	71 13 16	62 13 25		50 37 13	41 40 19	58 31 11	57 33 10	47 30 23		55 36 9
Neutral	63 18 19	49 15 36		45 39 16	44 42 14	44 43 13	50 40 10	35 40 25		41 48 11
Unfavorable	51 25 24	40 21 39		30 44 26	29 43 28	38 45 17	39 49 12	28 38 33		32 53 15
Army Fit	P <.001	P <.001	P = .019	P <.001	P <.001	P <.001	P <.001	P <.001	P <.001	P <.001
Positive	84 10 6	75 9 16	38 15 48	64 31 5	56 35 10	67 29 5	70 26 4	61 25 15	59 38 4	64 34 2
Neutral	63 18 19	54 16 30	20 23 58	37 47 16	43 38 19	50 38 12	53 33 14	35 37 28	55 34 11	49 40 11
Slight Negative	59 20 22	44 19 37	23 20 57	39 39 22	38 42 21	40 46 15	47 43 10	39 41 21	44 47 9	40 45 15
Negative	52 25 23	37 19 44	17 18 65	34 42 24	20 54 26	38 44 18	33 55 12	24 40 37	26 59 15	28 60 12
Very Negative	44 27 29	34 23 43	11 19 70	28 42 30	22 46 32	34 47 19	33 55 13	18 38 45	26 54 20	24 58 19
Total	60 20 20	49 17 34	21 19 59	40 40 20	37 42 21	45 41 14	47 42 11	35 37 28	42 46 12	41 47 12

Table 3.5-10 Sources of Job and Career Information (In Percent)

Information Source	14-16 Year Olds	17-21 Year Olds
Influencers	56	48
Media Sources	32	32
Recruiters	4	6
Vocational Courses	3	3
Unemployment Office	1	2
Present or Summer Job	3	7
Social Clubs/Organizations	1	2

3.5.4 Enlistment Incentives and Options

The Army offers a number of incentives and benefits to attract qualified young men and interest them in a job or career in the Army. A number of current and potential incentives were included in the questionnaire to determine their appeal to the target population.

Educational benefits are considered to be important enlistment incentives, and changes to these benefits have been under active consideration. Their importance was supported by the Youth in Transition[4] study in which it was concluded that "Military service and work often become first choices only after it is realized that continued education is an unsuitable or impossible goal to achieve."

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[4] Ibid

In order to set this in perspective, a measure was obtained of the potential appeal of financial support for continued education among those who, for whatever reason, did not have plans to continue their education. Those respondents who responded "no" or "don't know" when asked if they planned to go to college or a vocational school were asked if they would go on for additional education if they could find some way to help pay expenses. Table 3.5-11 gives the percentages of those 17-21 year olds who said that with financial help they would go on to either college or a vocational school. The first column presents the responses as a percentage of those not planning additional education; the second column contains the responses as a percentage of the total sample, including those going on to school. Financial assistance for continued education had potential appeal for 42% of those not otherwise planning to continue their education, 17% of the total sample. The greatest appeal was among those who were predisposed toward or undecided regarding enlistment, neutral regarding the combat arms, and had a positive or neutral Army fit. Educational assistance would even have some appeal to those who were not planning an enlistment and those with a negative Army fit. Among 14-16 year olds, 21% of those not planning further education (12% of the total sample) said they would continue in school if they could get financial help. There were no significant differences among the 14-16 year old age groups

A proposed incentive that was investigated as to its potential impact on likelihood of enlistment would provide a choice between active duty and the reserves. This incentive would give an enlistee the option, after six months of active duty, of either completing his full enlistment period or else being released from active duty and serving five and one-half years in the active reserves. Tables 3.5-12 and 3.5-13 give responses regarding this incentive in terms of whether it would increase the likelihood of the respondent enlisting. It would potentially have a positive impact for 35% of the 14-16 year olds, with the difference between age groups being due primarily to the "no opinion" responses. Thirty-six percent of the 17-21 year old respondents responded positively with an even greater positive response from segments of particular interest because

Table 3.5-11 Percent of 17-21 Year Olds Who Would Continue Education with Financial Assistance by Subgroup

Group	Percent of Those Not Planning To Continue Education	Percent of All Respondents
Mil Enlist Intent		
Prob. Enlist	55	28
Don't Know	56	24
Prob Not Enlist	32	10
Def. Not Enlist	30	12
CA Favorability		
Favorable	33	13
Neutral	59	23
Unfavorable	36	14
Army Fit		
Positive	54	28
Neutral	55	21
Slight Negative	31	11
Negative	38	14
Very Negative	29	11
Total	42	17

Table 3.5-12 Impact of Active Duty-Reserve Duty Choice on Likelihood of Enlistment of 14-16 Year Olds by Age

Age	More Likely to Enlist	No Opinion	Not More Likely To Enlist	P
14	32	29	38	
15	40	12	48	.038
16	34	18	48	
Total	35	20	45	

Table 3.5-13 Impact of Active Duty-Reserve Duty Choice on Likelihood of Enlistment of 17-21 Year Olds By Subgroup

Group	More Likely to Enlist	No Opinion	Not More Likely to Enlist	P
Educ Status				
In HS	35	18	46	
HSG	35	9	56	.010
NHSG	42	11	47	
Mil Enlist Intent				
Prob. Enlist	35	21	45	
Don't Know	46	17	37	<.001
Prob Not Enlist	41	14	45	
Def. Not Enlist	23	9	68	
Preferred Service				
Army	51	15	33	
Navy	35	12	53	
Air Force	34	13	53	<.001
Marine Corps	44	7	49	
Other	16	27	57	
CA Favorability				
Favorable	39	14	46	
Neutral	42	16	43	.026
Unfavorable	30	14	56	
Army Fit				
Positive	55	17	28	
Neutral	41	20	39	
Slight Negative	34	11	55	<.001
Negative	27	14	59	
Very Negative	23	10	67	
Total	36	14	50	

of their potential as sources of enlistees--undecided about enlistment, probably won't enlist, neutral toward combat arms, with a neutral Army fit, and with a positive Army fit.

The respondents were also given a list of ten potential enlistment options and asked to indicate their first, second, and third choices for selection if they were to enlist in the Army. The options were as follows:

Option	Time in Active Duty: Combat Branch	Time in Active Duty: Noncombat Branch		Time in National Guard or Reserves	Cash Enlistment Bonus	Financial Assistance for College or Vocational Training after Completion of Active Duty
1.	2 yrs	--	and	4 yrs	none	none
2.	3 yrs	--	and	3 yrs	$2,500	none
3.	3 yrs	--	and	3 yrs	none	4 yrs
4.	4 yrs	--		--	$2,500	none
5.	4 yrs	--		--	none	4 yrs
6.	--	3 yrs	and	3 yrs	none	none
7.	--	4 yrs	and	2 yrs	$1,500	none
8.	--	4 yrs	and	2 yrs	none	2 yrs
9.	--	4 yrs		--	none	none
10.	½ yr*	½ yr*	and	5 ½ yrs	none	2 yrs

(*Army would decide whether combat or noncombat.)

A value of three was given for the respondent's first choice, two for his second choice, and one for this third choice. These values were then used to compute weighted means for each option for each of the subgroups analyzed, and the options were rank ordered using these means. The rank positions are presented for 14-16 year olds in Table 3.5-14 and for 17-21 year olds in Table 3.5-15.

The rank ordering for 14-16 year olds is quite clear. The top three offer a cash bonus and, in order of term of active duty, were 1) three years combat arms (CA), 2) four years noncombat arms (NCA), and 3) four years CA. Next are those with educational assistance in order of term of active duty: 1/2 year CA or NCA, three years CA, four years NCA, and then four years CA. Last are those options with neither a cash bonus nor educational assistance, again in order of term of active duty: two years CA, three years NCA, and then four years NCA. When looking at individual age groups, there are some minor differences. The greatest differences are the lower rank of option 1 and the higher rank of option 8 for 16 year olds as compared to 14 and 15 year olds.

Table 3.5-14 Rank Positions of Enlistment Options for 14-16 Year Olds by Age

Group	Option									
	1	2	3	4	5	6	7	8	9	10
14	7	1	4	3	8	9	2	6	10	5
15	7	1	6	3	10	8	2	5	9	4
16	10	1	5	3	7	8	4	2	9	6
Total	8	1	5	3	7	9	2	6	10	4

For 17-21 year olds the ranking is not as systematic as for 14-16 year olds, although there is a correlation of .93 (Spearman's Rho) between the rankings for the two samples. In general the options with a cash bonus ranked high; but option 4 was only fifth, perhaps due to the four year CA duty requirements. Those options providing educational assistance ranked in the middle. Those with neither a cash bonus nor educational assistance were last, except for option 1 (ranked seventh), which may have been slightly higher due to an active duty requirement of only two years.

Table 3.5-15 gives the rank positions of the options for each of the 17-21 year old subgroups that were analyzed. Rank position differences of three or more between subgroups and apparent relationships between subgroups and their rank positions of an option (e.g., the lower the Army fit, the lower the rank position for option 5) are indicated by boxes in the table. Examination of the rankings results in the following observations:

1. Options 2,3,4, and 5 were more appealing to young men who were generally favorable toward the military. They had a higher enlistment intent, a higher Army fit, and were more favorable toward the combat arms. These options all included active duty in the combat arms.

2. Options 7, 8, and 10 were more appealing to young men not generally favorable toward the military; 8 and 10 also appealed more to higher quality respondents. They had higher grades and were either in high school or were high school graduates. They had a lower enlistment intent, a lower Army fit, and were less favorable toward the combat arms. These options all included active duty in a noncombat branch.

3. Options 6 and 9 were not generally appealing to anyone, and option 1 was appealing only to less desirable groups (non-high school graduates, low grades, very negative Army fit). Neither of these options provided a cash bonus or educational assistance after completion of active duty.

Finally, respondents were given a list of five incentives and asked which one they would select if they enlisted, whether they would enlist for an additional year if they could get a second incentive (which?); if not, would they enlist for an additional year if they could get two additional incentives (which?). The incentives investigated were:

1. "You could get training in a job specialty of your choice.
2. You could be assigned to a specific unit or organization of your choice.
3. You could be assigned to a specific station or location of your choice in the United States or overseas.
4. You could get a cash bonus of $1,500.
5. You could get financial assistance for college or vocational training after completion of your active duty enlistment."

Table 3.5-15 Rank Positions of Enlistment Options for 17-21 Year Olds by Subgroup

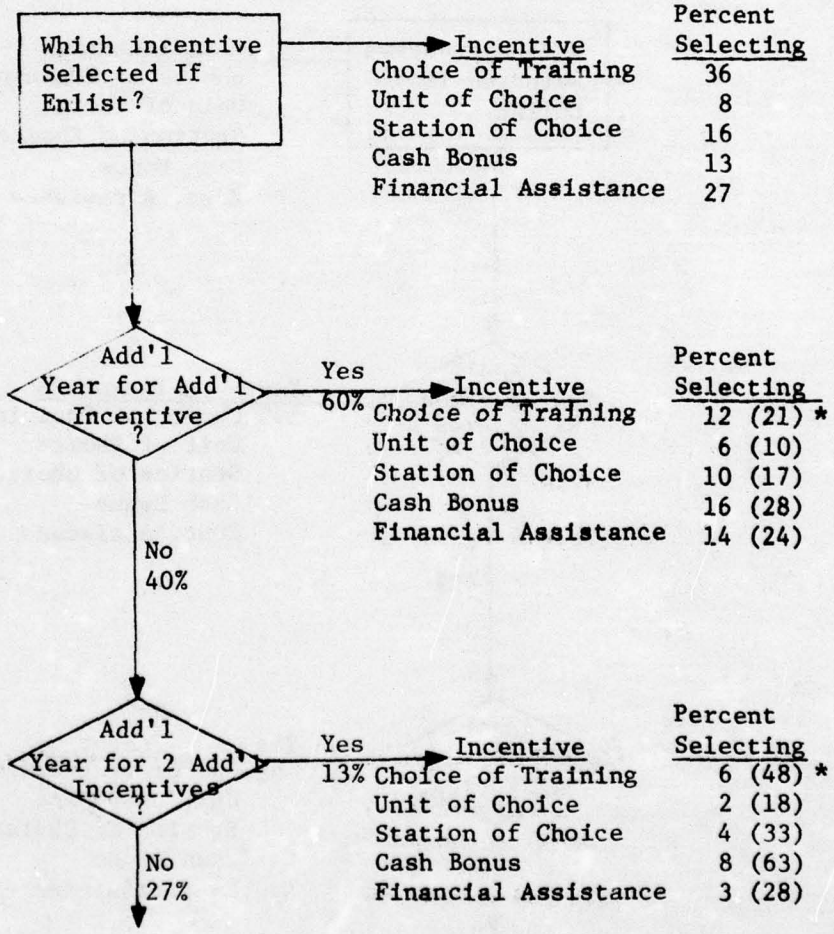
Group	Options									
	1	2	3	4	5	6	7	8	9	10
Age										
17	8.5	1	6	5	7	8.5	2	3	10	4
18	8	1	6	5	7	9	3	2	10	4
19	9	3	5	7	6	8	2	4	10	1
20-21	5	1	4	6	9	8	2	7	10	3
Educ Status										
In HS	9	1	5	6	7	8	2	3	10	4
HSG	6.5	2	8	1	6.5	9	4	5	10	3
NHSG	3	1	4	5	9	8	2	7	10	6
High School Grades										
A/B	9	4	5	8	7	6	2	1	10	3
B	8	4	2	7	6	9	3	1	10	5
B/C	7	1	3	6	9	8	2	4	10	5
C	6	1	7	4	8.5	8.5	2	5	10	3
C/D	5	1	6	3	9	8	2	7	10	4
Type Neighborhood										
Upper	9	1	3	6	7	8	2	4.5	10	4.5
Middle	9	1	5	6	7	8	2	3	10	4
Lower	6	1	7	4	9	8	2	5	10	3
Mil Enlist Intent										
Prob Enlist	7	1	4	2	3	9	5	8	10	6
Don't Know	9	1	5	6	7	8	2	4	10	3
Prob Not Enlist	7	1	5	6	9	8	3	2	10	4
Def Not Enlist	8	4	5.5	5.5	9	7	1	3	10	2
Preferred Service										
Army	3	1	4	5	8	7	2	6	10	9
Navy	7	2	6	4.5	8.5	8.5	3	4.5	10	1
Air Force	9	3	4	7	6	8	2	1	10	5
Marine Corps	7	1	6	3	8	9	2	5	10	4
Other	8	5	7	6	10	3.5	1	2	9	3.5
CA Favorability										
Favorable	6	1	4	2	3	8	7	10	9	5
Neutral	8	1	2	6	7	9	3	5	10	4
Unfavorable	6	5	8	7	10	4	1	2	9	3
Army Fit										
Positive	7	1	4	2	5	9	3	8	10	6
Neutral	8	1	5	3	6	9	2	4	10	7
Slight Negative	9	4	5	6	7	8	3	1	10	2
Negative	9	5	6	7	8	4	1	3	10	2
Very Negative	4	3	7	8	9	6	1	5	10	2
Total	7	1	6	5	8	9	2	4	10	3

Figure 3.5-1 presents the results from the sequence of questions for 14-16 year olds. Choice of training and educational assistance were selected most often and unit of choice was selected least often. The 60% who said they would enlist for an additional year selected the bonus, educational assistance, and choice of training the most often as their second incentive. Thirteen percent of the sample said they would enlist for an additional year if they could get two additional incentives; the bonus and choice of training were selected the most and unit of choice the least. There were no differences between 14-16 year old age groups on any of these questions.

Responses to this sequence of questions by 17-21 year olds are summarized in Figure 3.5-2. As with the younger sample, choice of training and educational assistance were selected the most often for enlistment, and about the same percentage (59%) said they would enlist an additional year if they could get another incentive. However, the 17-21 year olds selected choice of location, the bonus, and educational assistance the most often as compared to choice of training, the bonus, and educational assistance for the younger group. Only 9% said they would enlist an additional year if they could get two additional incentives, but their top selections were the same as for the 14-16 year olds, choice of training and the cash bonus.

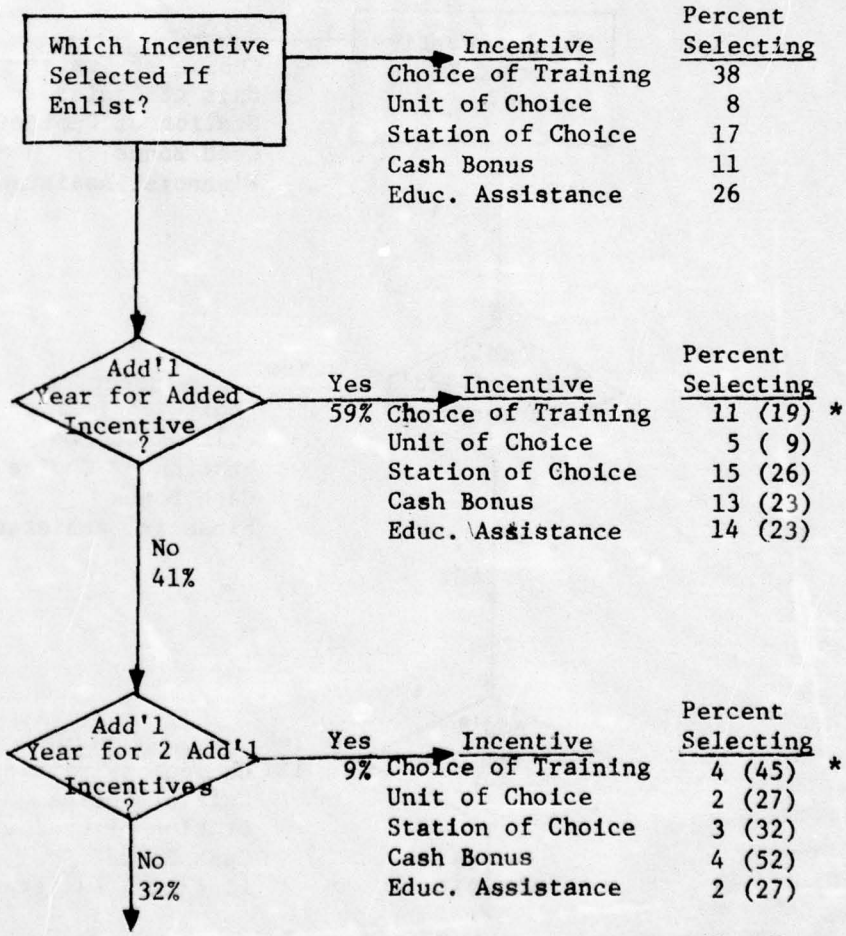
There were significant differences between some of the 17-21 year old subgroups regarding the incentive they would select for enlistment and whether they would enlist for a second year if they could get one or two additional incentives. These response percentages are given in Tables 3.5-16, 3.5-17, and 3.5-18.

In Table 3.5-16, the differences between subgroups are due to the selection of the bonus and educational assistance. The bonus was selected by large percentages of non-high school graduates, those with very low high school grades, and those in a lower level neighborhood. Educational assistance was selected by large percentages of those with high grades in high school and those from higher level neighborhoods in conjunction with a low percentage of selection by non-high school graduates.



* Numbers in parentheses are percentages of those responding "yes"

Figure 3.5-1 Incentives Selected for Enlistment and for Additional Year of Service by 14-16 Year Olds



* Numbers in parentheses are percentages of those responding "yes"

Figure 3.5-2 Incentives Selected for Enlistment and for Additional Year of Service by 17-21 Year Olds

AD-A032 161 SYSTEM DEVELOPMENT CORP SANTA MONICA CALIF F/G 5/9
USAREC RECRUITMENT MARKET ANALYSIS SYSTEM (REMAS).(U)
APR 76 V COOLEY, D DOW, H HOLOTER, R KENT DAAG39-74-C-0199
UNCLASSIFIED SDC-TM-5652/000/00 NL

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A032161

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Table 3.5-16 Choice of Incentive for Enlistment by 17-21 Year Old Subgroups (In Percent)

Group	Incentive					P
	Choice of Training	Unit of Choice	Station of Choice	Enlistment Bonus	Educational Assistance	
Educational Status						
In High School	38	9	18	7	28	
HSG	38	6	16	13	27	<.001
NHSG	35	7	17	26	15	
High School Grades						
A/B	33	10	17	4	35	
B	39	8	11	10	33	
B/C	43	6	20	10	22	.001
C	39	7	20	13	22	
C/D	33	8	14	23	22	
Type Neighborhood						
Upper	41	6	14	6	34	
Middle	38	8	17	10	28	.003
Lower	37	8	19	19	18	
Total	38	8	17	11	26	

The differences in terms of enlisting for another year in exchange for an additional incentive (Table 3.5-17) were due in part to the high percentages of positive responses by the probably enlist and positive Army fit subgroups. Differences were also due to the low percentages by the definitely won't enlist, unfavorable toward combat arms, and very negative Army fit subgroup.

Table 3.5-18 shows group differences in terms of willingness to enlist for an additional year if two additional incentives were made available. The subgroups with the greatest percentage who would do this were those in high school and from upper level neighborhoods. Non-high school graduates and those from lower level neighborhoods had the lowest percentages.

Table 3.5-17 Willingness to Enlist for Additional Year in Exchange for Additional Enlistment Incentive by 17-21 Year Old Subgroups (In Percent)

Group	Yes	No	P
Mil. Enlist Intent			
Probably Enlist	79	21	
Don't Know	67	33	<.001
Probably Not Enlist	60	40	
Definitely Not Enlist	43	57	
Preferred Service			
Army	61	39	
Navy	59	41	
Air Force	64	36	<.002
Marine Corps	71	29	
Other	44	56	
CA Favorability			
Favorable	72	29	
Neutral	69	31	<.001
Unfavorable	47	53	
Army Fit			
Positive	81	20	
Neutral	74	26	
Slight Negative	58	42	<.001
Negative	53	47	
Very Negative	30	70	
Total	60	40	

Table 3.5-18. Willingness to Enlist for Additional Year in Exchange for Two Additional Enlistment Incentives by 17-21 Year Old Subgroups (In Percent)

Group	Yes	No	P
Educ Status			
In HS	30	70	
HSG	17	84	.005
NHSG	7	93	
Type Neighborhood			
Upper	42	58	
Middle	23	77	<.001
Lower	11	89	
Total	23	77	

Respondents were also asked what benefits or incentives the Army could offer that would get them to give more serious consideration to enlisting. Approximately 54% of the respondents (both samples) did not respond, about 16% responded "nothing," and about 30% gave suggestions. The suggested incentives fell into the following categories:

1. Compensation - high pay.
2. Education - paid education, college in exchange for active duty and reserve obligations.
3. Vocational Training - training in a skill or trade, vocational training, choice of vocational field, preparation for life after discharge.
4. Choice of Location - stationed near home, choice of where stationed.
5. Lifestyle Changes - less travel, better attitude of officers, relaxed dress code, more freedom of expression, more time for sports, better housing.

6. Fringe Benefits - better retirement, better medical, family relocation, more vacation.

7. Term of Enlistment - one year enlistments, join for three years or less.

8. Job and Job Training - good job opportunities, combat training, officer training available to enlistees.

9. Reserves, ROTC - improved reserve program, ROTC as a choice.

10. Other - physical training, better explanation of obligations, more frequent home visits.

As can be seen in Table 3.5-19, improved compensation and educational benefits were recommended by the largest percentage of respondents. Vocational training and choice of location, and changes in the Army lifestyle also had some appeal.

Table 3.5-19. Categories of Enlistment Incentives Suggested by 14-16 and 17-21 Year Olds (As Percent of Those Who Made Suggestions)

Category of Suggested Benefit	14-16 Year Olds	17-21 Year Olds
Compensation	16	22
Education	24	21
Vocational Training	19	13
Choice of Location	5	12
Lifestyle Changes	12	10
Fringe Benefits	7	6
Term of Enlistment	3	5
Job and Job Training	7	5
Reserves, ROTC	1	1
Other	6	5

3.5.5 Summary

The school counselor was an important source of career information. About 43% of the 14-16 year olds and 65% of the 17-21 year olds had discussed career/job plans with a counselor. The higher quality individuals (higher grades, in high school, and high school graduates) had talked to the counselor most often. However, only about a quarter of the 17-21 year olds had discussed military jobs with the counselor, and of those about 60% had broached the subject themselves. Counselors thus appear to have raised the subject of military jobs with about 15% of the 17-21 year olds.

As an influencer of the enlistment decision, the counselors do not appear to have been of as great importance as they were as information sources. Only 6% of the 14-16 year olds and 4% of the 17-21 year olds mentioned the counselor as one whose opinion would be important to them in thinking about whether to enlist in the Army. Even in those instances where counselors are important influencers, their opinions probably would not be negative, since only about 10% of the respondents thought the counselor would disapprove if they enlisted.

Important information sources about Army opportunities included (in order) fathers, friends, mothers, counselors, brothers, and other relatives. However, about 50% of the 14-16 year olds and 40% of the 17-21 year olds had sought information from no one.

Individuals whose opinions would be most important in deciding whether to enlist were first fathers (for 76% of the 14-16 year olds and 68% of the 17-21 year olds) and then mothers (about 45-50%). Next came other relatives for 14-16 year olds (15%). Among 17-21 year olds, next were peers such as friends, brothers, and girl friends (about 12-16%). Fathers were less important among older respondents and those with lower grades while girl friends were more important among older respondents. Opinions of most influencers were perceived to be about 80-90% favorable or neutral; but mothers' and girl friends' opinions

were seen as more polarized and more negative. Girl friends/wives were thought to be most disapproving of enlistment (59-60%) with mothers (32-34%) and friends (16-28%) next. Among 17-21 year olds who were more likely to enlist, more favorable toward combat arms, and with a better Army fit, perceived approval was greater and disapproval lower for nearly all influencers.

In examining the potential impact of military or Army experience of influencers, it was found that brothers with miliary or Army experience were more prevalent among 17-21 year olds who would probably enlist. On the other hand, fathers with Army experience were not perceived of as more approving of their sons' enlistments.

Among potential enlistment incentives, educational support must be considered as continuing to have strong interest among 17-21 year olds. Approximately 40% of the 17-21 year old respondents had no definite plans to continue their eucation in college or a technical school, but 42% of them (17% of the total sample) indicated that they would go on for more education if they could find some way to help pay expenses.

Another potential enlistment incentive with good appeal was the offer of a choice, after six months of service, of either completing the full enlistment term on active duty or serving 5-1/2 years in the active reserves. About a third of all 14-21 year old respondents said they would be at least somewhat more likely to enlist if such an option were offered. The appeal among 17-21 year olds was greatest for those who would probably not enlist or weren't sure, who were either neutral or favorable toward combat arms, who had higher Army fit scores, and who preferred the Army for enlistment.

Potential enlistment options with various combinations of educational support, cash bonus, and duty in a combat or non-combat branch had appeal to different segments of the sample. Options with neither a cash bonus nor educational

assistance had the least appeal. Among 14-16 year olds, options with a cash bonus were chosen most often, followed by the options with educational support after completion of active duty; shorter enlistments were selected before longer enlistments. Among 17-21 year olds option preferences were generally the same, but with some differences. Also, the options requireing duty in a combat branch were more appealing to those who were more favorable toward the military; those with noncombat branch duty appealed more to respondents who were less favorable toward the military; those with noncombat duty and educational assistance appealed to higher quality respondents.

Five enlistment incentives (choice of training, unit of choice, station of choice, $1,500 cash bonus, and educational assistance) were found to have differing appeals. Choice of training was selected most often, followed by educational assistance, station of choice, cash bonus, and unit of choice. Among 17-21 year olds, the bonus was selected more by non-high school graduates and those with lower grades. Educational assistance was selected more by respondents with higher grades. About 60% of the respondents, who were mostly favorable toward the military, said they would enlist for another year if they could get a second incentive. As their choice of a second incentive, 14-16 year olds selected station of choice, cash bonus, educational assistance, and choice of training. About another 10% of the respondents, who were mostly in high school and from upper level neighborhoods, said they would enlist for another year if they could get two additional incentives. In order of preference, the incentives they chose were the cash bonus, choice of training, station of choice, educational assistance, and unit of choice.

When asked what incentives would get them to give more serious consideration to enlisting, 16% said "nothing" and 30% gave suggestions (54% did not respond). Over half of the suggested incentives fell into the categories of compensation, educational benefits, and vocational training.

SECTION 4 CONCLUSIONS AND RECOMMENDATIONS

This section presents major conclusions reached based on the analysis of data from the National Army Image and Enlistment survey. For each conclusion, supporting findings are briefly summarized; detailed findings are presented in Section 3.

Following the conclusions are recommendations for future actions. Means of best exploiting the findings in this report in USAREC recruiting and marketing activities must be left to the discretion of the Command and the advertising agency.

4.1 CONCLUSIONS

1. YOUNG MEN ARE GENERALLY SATISFIED WITH THEIR CURRENT LIVES.

Young men of all ages (14-21) indicated they were generally quite satisfied with various aspects of their lives. Nearly 90% of all respondents agreed or mostly agreed in regard to being quite satisfied with parcitular items. Thus, dissatisfaction with life is not a strong motivation to seek enlistment in military service. Enlistment intent was not associated with significant differences in level of satisfaction, and those least satisfied tended to be individuals of lesser interest to the Army, e.g., non graduates and recipients of poor grades in high school.

2. YOUNG MEN VIEW ORDERS FROM A BOSS AS MORE ACCEPTABLE THAN GENERALLY BEING TOLD WHAT TO DO OR HOW TO DO IT.

Survey responses to questions about taking orders suggested that direction from a legitimate supervisor is not a problem to most young men. This is consistent with the fairly high importance placed on good leadership and supervision in regard to job factors and the lack of importance attached to not having too many rules or laws. However, a substantial number responded that being told what to do or how to do it bothered them. Thus, it appears

that young men are not adverse to positive direction per se. However, authority that is not clearly relevant to task accomplishment is likely to be viewed as a deterrent to enlistment.

3. LIFESTYLE FACTORS ARE AT LEAST AS IMPORTANT AS JOB CONSIDERATIONS TO YOUNG MEN.

Although a suitable job was rated as the most important lifestyle factor, mean scores for lifestyle items were higher than for job factor items as a group. Even if differences in item selection are accounted for (i.e., some of the job factor items generally were of very low importance), importance placed on lifestyle is at least as important as for job factors. The lifestyle factors rated as most important were: suitable job, control of own life, good food/housing/clothing, fair treatment, association with people who are liked and respected, dignity and respect from others, a good marriage, and an opportunity for education beyond high school. Lifestyle items considered of lowest importance were: opportunity to live away from parents, not having too many rules and laws, making a contribution to society, adventure and travel, vocational training, and raising a family.

4. THE JOB FACTORS MOST IMPORTANT TO YOUNG MEN RELATE TO FINANCIAL REWARDS.

The young men surveyed tended to view good income and retirement income as the two most important job factors. Others of relatively high importance included get ahead and gain responsibility, job security, challenge, and be proud of job. Although financial reward is of prime importance, motivating factors (as opposed to hygienic factors or fringe benefits) were of considerable importance. Three of the five motivating factors in the overall group on 18 job factors were rated in the top six. These are get ahead and gain responsibility, job challenge, and be proud of job. Items of lowest importance were: not having to work too hard, little risk of injury, opportunity to become a leader, not requiring a lot of time away from home, being able to dress as one pleases, and being one's own boss.

5. THE MOST IMPORTANT LIFESTYLE AND JOB FACTORS TEND TO BE VIEWED AS BEING MORE AVAILABLE IN CIVILIAN LIFE THAN IN THE ARMY.

The eight lifestyle factors rated as most important by 14-16 year olds were all perceived as more available in civilian life than in the military. Of the eight most important items among 17-21 year olds, only post high school education was considered more available in the Army. The 14-16 year olds perceived three of the eight most important job factors as being best met in the Army (get ahead and gain responsibility, job security, and good leadership and supervision). The 17-21 year olds indicated only two of these (job security, and good leadership and supervision). Overall, the trend was for more lifestyle and job factor items to be perceived as most available in civilian life. The direction of fit scores for lifestyle and job factors supported this pro-civilian trend, although most of the scores could be considered to be in the neutral range.

6. POSITIVE ENLISTMENT INTENT IS INVERSELY RELATED TO AGE.

The 14-16 year olds were more positive toward enlistment than the 17-21 year olds. Although there was not a significant difference for the younger group, the 14 year olds in the sample tended to be most positive and the 16 year olds least toward enlistment. This trend continued with the older group, where the 17 year olds were significantly more positive than the 20-21 year olds. The 18 and 19 year olds were in between. The 14-16 year olds as a group also were more favorable toward all services, combat arms, and noncombat branches than 17-21 year olds. Whether this trend reflects a change with age in emerging attitudes toward satisfaction with life and importance of lifestyle and job factors, or a change in perception of the military image is not entirely clear.

7. ENLISTMENT INTENT OF 17-21 YEAR OLDS HAS BECOME MORE NEGATIVE IN THE LAST TWO YEARS, WHILE ATTITUDES TOWARD THE ARMY, MARINES, AND COMBAT ARMS HAVE BECOME MORE FAVORABLE.

Comparison with ORC results obtained in the December 1973 time period showed that enlistment intent of 17-21 year olds was more negative in 1975, although during the same period favorability toward the Army, Marines, and combat arms increased. This is probably a function of disinvolvement in Vietnam. However, the 1975 favorability scores for the Army and Marines are appreciably lower than those for the Air Force and Navy. However, more young men indicated they would prefer the Air Force and Navy if they did enlist. Army favorability and enlistment preference scores were higher for the 14-16 year olds than 17-21 year olds.

8. THE SEGMENT OF THE 17-21 YEAR OLD POPULATION, WHICH CONSISTS OF THOSE WHO ARE POSITIVE TOWARD ENLISTMENT AND PREFER THE ARMY. IS NOT SUFFICIENT TO MEET ARMY RECRUITMENT NEEDS.

The FY77 recruitment goal for non-prior service males is approximately 170,000. Using gross estimates, the available pool of 17-21 year olds (MA) is limited at 10,517,099, of which approximately 2,772,000 are considered qualified and are not in school or in the military service. Of the 17-21 year olds surveyed, 4.3% were both positive toward military enlistment and preferred the Army. If all of these attempted to enlist, there would be only approximately 119,200 candidates from this population segment (4.3% of 2,772,000). With the imposition of other restrictions, such as quality requirements, the potential of this particular segment diminishes. Thus, other population segments, such as those who are undecided about enlistment and those who would prefer another service, must become very important population segments in recruiting strategies.

9. ARMY IMAGE AS REFLECTED BY ADVANTAGES AND DISADVANTAGES COMPARED TO OTHER SERVICES IS SLIGHTLY MORE NEGATIVE THAN POSITIVE.

Although most responses indicated no advantages or disadvantages for the Army compared to other services, there was a greater percentage of disadvantages than advantages cited. Specific disadvantages were indicated by 40% of the older group and 37% of the younger group. The main disadvantages were more hand-to-hand fighting, life tougher and too much discipline, no opportunity to fly or go to sea, training program not as good, and image not as good.

10. THE ARMY IS PERCEIVED OF AS PROVIDING MORE BENEFITS THAN OTHER SERVICES.

Analysis of benefits advertised by the services indicated that more were attributed to the Army than any other service. This was generally true even for those who preferred a service other than the Army for enlistment. Pro-military subgroups tended to credit more benefits to the Army than did neutral or negative subgroups.

11. THE ARMY ENJOYS A LEVEL OF AWARENESS THAT IS GREATER THAN FOR ANY OTHER SERVICE.

Using top-of-mind awareness as a measure of communicating effects, the Army was mentioned twice as often as any other service (39% vs. 21% for the Navy, 18%-21% for the Air Force, and 14%-17% for the Marine Corps). However, among 17-21 year olds who preferred one of the other services for enlistment, their preferred service had the highest level of awareness, with the Army second in each case.

12. ARMY ADVERTISING HAS HAD A GREATER IMPACT THAN HAS ADVERTISING FOR ANY OTHER SERVICE.

As measured by recall of advertising by the services, Army advertising was recalled by 52% of the 14-16 year olds and 56% of the 17-21 year olds. Recall

for other service advertising was 38% and 42% for the Navy, 31% and 34% for the Air Force, and 10% and 34% for the Marine Corps by 14-16 year olds and 17-21 year olds respectively. However, it should be noted that 44% of the 17-21 year olds did not recall having seen or heard any Army advertising even though they were asked specifically about it. Recall of Army advertising was highest among respondents with higher grades and from upper and middle class neighborhoods, groups which receive more Army mail and read more magazines and newspapers.

13. THE ADVERTISING MESSAGES WHICH HAVE HAD THE GREATEST IMPACT ARE IN THE CATEGORIES OF RECRUITING SLOGANS/MESSAGES, JOB OPPORTUNITIES, EDUCATIONAL OPPORTUNITIES, AND SKILLS TRAINING.

These are the categories of Army advertising content most recalled by 14-16 and 17-21 year olds. However, these categories each had a higher percentage of recall for advertising by at least one other service.

14. ARMY ADVERTISING IS PERCEIVED AS BEING ACCURATE BUT INCOMPLETE.

68% of the 14-16 year olds and 57% of the 17-21 year olds thought Army advertising told it completely or mostly like it is. When asked what it was about Army advertising that didn't tell it like it is, nearly all responses concerned the omission of information. Ads were seen as portraying the glamorous and positive aspects of Army life and nothing about restrictions, difficulties, hard work, and the like.

15. DIRECT MAIL IS AN EFFECTIVE ADVERTISING MEDIUM.

37% of the 17-21 year olds had received unrequested Army mail in the preceding couple of months, and 75% of the mail recipients had read the mail. Compared to those who had not received Army mail, they were less favorable toward the Army. Nevertheless, they had a higher score for knowledge of advertised messages, and more of them had talked with others (fathers, mothers, counselors, and friends) about Army opportunities.

16. KNOWLEDGE OF WHICH SERVICES OFFER SPECIFIC ADVERTISED BENEFITS IS QUITE LOW, BUT ARMY BENEFITS ARE CORRECTLY IDENTIFIED MORE OFTEN THAN BENEFITS OF OTHER SERVICES.

The Army was given credit for benefits they actually offered by about 30% of the 17-21 year olds compared to 25% for the Air Force, 23% for the Marine Corps, and 21% for the Navy. However, an average of 57% did not know which service offered each of the 18 benefits listed; this ranged from a high of 71% for the $2500 bonus to a low of 35% for the Air Force's Pilot Navigator Program. Using a knowledge score as a measure of knowledge of benefits advertised for each service, the Navy and Air Force received the highest scores. All scores were quite low, however, 2.39 to 4.28 for 17-21 year olds out of a possible 18.0. The highest scores were found among respondents more likely to enlist, more favorable toward the combat arms, and with a higher Army Fit.

17.0 NEWSPAPER READERSHIP BEHAVIOR VARIES BETWEEN POPULATION SEGMENTS.

Over 85% of the 14-21 year olds read newspapers at least once a week. However, readership frequency was highest among respondents who were 16 years old and older, were in high school and high school graduates, had higher grades, and were from upper and middle class neighborhoods. Evening newspapers were read more (by about 50% of all respondents) than other editions, proportionally more so by respondents not having preference for one of the four services; morning editions were read by about 33%. The sports section was read by about two-thirds of the 14-21 year olds, with the lowest readership among non-high school graduates. The news sections were read by about half of the respondents, especially those in high school and from upper class neighborhoods. The classified section was read by about a quarter of the 17-21 year olds, especially by those who were older, non-high school graduates, preferred the Army for enlistment, and who were seeking employment.

18. MAGAZINE READERSHIP VARIES BETWEEN POPULATION SEGMENTS.

Magazines varied considerably in their average issue audience (from 26% for Sports Illustrated to .4% for Letterman and Argosy), but the types of readers also varied considerably and should be considered in selecting magazines in which to advertise. For example, Argosy was read more by high school graduates, Cycle World by those with lower grades, Popular Science in upper class neighborhoods, People by respondents not intending to enlist, Car & Driver by those preferring the Army for enlistment, and Field and Stream by those who were more favorable toward the combat arms.

19. RADIO LISTENING IS THE HIGHEST FOR ROCK MUSIC PROGRAMS AND DURING THE HOURS OF 3:00 P.M. TO MIDNIGHT.

Although days of the week did not differ significantly for radio listening, the time of day was quite important. Earlier than 3:00 p.m. excluded high school students, and midnight to 3:00 a.m. included a disproportionate share of non-high school graduates in its relatively small audience. Over two-thirds of all respondents listened to rock music and over a quarter listened to other kinds of music.

20. LOWER LEVEL NEIGHBORHOODS RECEIVE A DISPROPORTIONATELY LOW LEVEL OF ADVERTISING.

Respondents from lower class neighborhoods consisted of a large percentage of non-high school graduates (32%). On the other hand, they had a higher enlistment intent, had a high preference for the Army, were more favorable toward the combat arms, had a higher Army fit, and had a large percentage (80%) who had C's or better in high school. Although this segemnt should be a good source of enlistments, only 25% received Army mail (compared to 39% and 47% for middle and upper level neighborhoods). Their newspaper readership levels were less (80% read newspapers at least once a week as compared to 92% in middle and upper level neighborhoods). Also, the average issue audience for about 28% of the magazines, including three of the four with the highest average issue audience, was the lowest in lower level neighborhoods.

21. THE SCHOOL COUNSELOR'S ROLE AS AN INFLUENCER IS PRIMARILY ONE OF PROVIDING INFORMATION.

About 65% of the 17-21 year olds had discussed their career plans with a counselor. 24% had discussed the military and 18% had discussed Army opportunities with a counselor. However, of those who had discussed the military 60% had broached the subject of the military themselves. Also, when asked whose opinions would be important in deciding whether to enlist, only 4% of the 17-21 year olds said the counselor's opinion would be important.

22. THE MOST IMPORTANT INFLUENCERS ARE PARENTS AND PEERS, WITH MOTHERS AND GIRL FRIENDS/WIVES BEING POTENTIALLY NEGATIVE INFLUENCERS.

The three influencers most consulted by 17-21 year olds concerning Army opportunities were father (31%), friend (29%), and mother (26%). The influencers whose opinions would be important to the most young men were father (68%), mother (45%) and peers (girl friend/wife 16%, brother 13%, and friend 12%). Of these, fathers and mothers were thought to be approving of enlistment by 60% and 49% of the respondents, respectively. On the other hand, girl friends/wives were seen as disapproving by 59%, mothers by 34%, and friends by 28%. Friends and, especially, girl friends/wives appear to be potentially strong negative influences. Mothers can be either positive or negative; only 17% thought their mothers wouldn't care. Also, fathers (a positive influence) become less important with age while girl friends/wives (a negative influence) become more important.

23. EDUCATIONAL ASSISTANCE IS AN IMPORTANT ENLISTMENT INCENTIVE.

40% of the 17-21 year olds did not plan to continue their education in either college or a vocational or technical school (30% no and 10% undecided). 42% of them (17% of the total sample) said they would go on for more education in college or a vocational/technical school if they could find some way to help pay expenses. Of those 17-21 year olds who suggested incentives that would get them to give more serious consideration to enlisting, 13% mentioned educational benefits and another 8% mentioned vocational/skills training (together this represented about 10% of the total sample, including those who did not respond

to the question). Also, when asked which of five incentives they would select if they enlisted, 38% of the 17-21 year olds selected training in a job specialty of their choice, 26% chose financial assistance for college or vocational training after completion of their enlistment. In addition, the main advantage attributed to the Army in comparison with other services was educational opportunities, and education was rated relatively high in importance among lifestyle factors.

24. A CHOICE, AFTER SIX MONTHS OF ACTIVE DUTY, OF COMPLETING THE TERM OF ENLISTMENT OR SERVING FIVE AND ONE-HALF YEARS IN THE ACTIVE RESERVE WOULD BE A VIABLE ENLISTMENT INCENTIVE.

This incentive was appealing to over a third of all 14-21 year old respondents, who said they would be more likely to enlist if they were given this choice. It was especially appealing among those who didn't know whether they would enlist (46%) or probably would not enlist (41%); those who preferred the Army for enlistment (51%); those who were neutral toward the combat arms (42%); and those with a positive or neutral Army fit (55% and 41%).

25. THE MOST POPULAR ENLISTMENT OPTIONS INCLUDE AN ENLISTMENT BONUS, DUTY IN A NONCOMBAT BRANCH, AND/OR SHORT TERMS OF ENLISTMENT.

Respondents were asked to indicate their first three choices from ten possible enlistment options with various combinations of combat, noncombat, and reserve duty with cash, educational, or no other benefit. Of the options requiring combat branch duty, the cash was selected before educational benefits, then a shorter term of duty before a longer one. The same was true for those options requiring noncombat branch duty. Of the options that included a cash bonus, the shortest enlistment was selected the most, then noncombat branch duty was selected over combat branch duty. Of the options including educational benefits after completion of active duty, the shortest enlistment term was selected first, then noncombat branch duty, then the shortest term of combat branch duty. Options with neither a cash bonus nor post-enlistment educational benefits were chosen the least, and the choice among them was based on length of the enlistment with the shortest terms chosen first.

26. OFFERING ADDITIONAL INCENTIVES CAN INDUCE LONGER TERMS OF ENLISTMENT.

About 60% of the 17-21 year olds said they would enlist for an additional year if they could get a second incentive (in addition to one for enlistment) from a list of five. The five incentives were: choice of training, unit of choice, station of choice, $1500 bonus, and educational assistance after completion of active duty. As a first incentive to be offered for enlistment, choice of training (38%) and educational assistance (26%) were the most popular with unit of choice (8%) the least important. Educational assistance was more popular among those with high grades and from middle and upper level neighborhoods. The bonus was more popular among non-high school graduates, those with C/D and lower grades, and those from lower level neighborhoods. As a second incentive for an additional year of active duty, station of choice (26%) and the $1500 bonus (23%) were selected the most, with unit of choice last (9%).

9% of the 17-21 year olds said they would enlist for an additional year only in exchange for two incentives in addition to the one for enlistment. These were primarily respondents who were in high school and those from upper level neighborhoods. The most popular incentives were the $1500 bonus (52%) and choice of training (45%) with unit of choice and educational assistance last (27%) each.

27. HIGHER QUALITY 17-21 YEAR OLDS, AND OTHER POPULATION SEGMENTS, CAN BE PROFILED IN TERMS OF CHARACTERISTICS USEFUL IN MARKETING.

Major characteristics of 17-21 year olds with high school grades of C and above which distinguish them from those with Cs/Ds and below are:

- 17 years of age
- Live in middle and upper class neighborhoods
- In high school or a high school graduate
- Have post-high school educational plans
- Not looking for a job
- Lifestyle/job factors which are rated highest in importance by them include:
  - Sports/recreation
  - Post high school education
  - Job challenge
  - Educational help

Lifestyle/job factors which are rated lowest in importance by them include:

- Not work too hard
- Good income
- Dress as please

Read newspapers more often

Read Field and Stream, Hot Rod, National Geographic, Newsweek, Popular Science, Readers Digest, Sports Illustrated, Time, and TV Guide but not Cycle World

Don't listen to the radio between noon and 3:00 p.m.

Discuss careers with counselors more often

Opinion of father is more important in the enlistment decision

Prefer educational assistance over an enlistment bonus

Other population segments have been profiled throughout Section 3 of this report. Characteristics which profile segments of interest to the Army can be readily found in the tables and figures in Section 3.

4.2 RECOMMENDATIONS

1. MARKETING ACTIVITIES SHOULD BE TAILORED AS MUCH AS POSSIBLE TO IDENTIFIABLE POPULATION SEGMENTS OF INTEREST TO THE ARMY.

The population segments examined in this study varied in many ways. There were differences such as importance of various lifestyle and job factors, readership habits, preference for various incentives and options, sources of information, importance of influencers, and image of the Army. Known differences should be used to direct marketing activities and strategies toward the more important segments, such as those with a higher likelihood of enlisting, or who are more favorable toward the combat arms, or who are of higher quality. Strategies would include considerations such as the selection of appeals, media, and incentives as well as aspects of Army job and lifestyle image to be emphasized or corrected.

2. ACTION SHOULD BE INITIATED TO CORRECT THE IMAGE OF THE ARMY LIFESTYLE AND OF ARMY JOBS.

Many lifestyle and job factors considered important by 17-21 year old respondents were seen by them as being more available in civilian life. Where that is not necessarily correct, these aspects of Army image should be modified as much as possible. Advertising has tended also to emphasize jobs rather than lifestyle, which was rated more important than jobs. Inclusion of various aspects of lifestyle in advertising should also counteract, to some extent, the perception that advertising is incomplete in "telling it like it is."

3. THEME/CONCEPT TESTING SHOULD BE AN ONGOING PRACTICE TO HELP FORMULATE MARKETING STRATEGIES.

Population segments have been shown to differ in their needs as well as the importance to them of various appeals. However, these can change over time, and in addition, it was shown in the REMAS DRC survey that there are also geographical differences. In order to identify appeals which are most attractive to those population segments of interest to the Army, an ongoing program of theme/concept testing is recommended. Such a program would provide information with which to develop new incentives as well as develop selective marketing approaches.

4. INFLUENCERS WHO SHOULD BE OF PRIMARY CONCERN TO THE ARMY ARE FATHERS, MOTHERS, AND GIRL FRIENDS/WIVES.

The influencers whose opinions were most important to the enlistment decision were fathers and then mothers, and they were far more important than any other influencers. In addition, mothers were potentially a negative influence, with about a third of them seen as disapproving enlistment. Girl friends/wives were also viewed as disapproving by about 60% of the 17-21 year olds. Efforts which keep fathers positive about enlistment should continue. At the same time, mothers and girl friends/wives appear to be sufficiently important as potentially negative influences as to deserve further investigation to identify ways in which their approval of enlistment might be gained.

5. EFFORTS SHOULD CONTINUE TO ENSURE THAT SCHOOL COUNSELORS ARE KNOWLEDGEABLE ABOUT ARMY ADVANTAGES, BENEFITS, AND OPPORTUNITIES AVAILABLE TO ENLISTEES.

Counselors were found to be very important sources of information about careers and the military. As such, they should be kept knowledgeable about the great variety of advantages, opportunities, and benefits available to satisfy the wide variety of young men's needs.

6. A CHOICE OF ENLISTMENT INCENTIVES/OPTIONS SHOULD BE MADE AVAILABLE.

The incentives and options investigated in the survey were not uniformly attractive to all of the population segments of potential interest to the Army. A set of such incentives/options should be selected which will be appealing to appropriate segments.

APPENDIX A

SUMMARY OF FINDINGS FROM INTERVIEWS WITH EDUCATORS, RECRUITERS, AND STUDENTS IN THE LOS ANGELES AND KANSAS CITY DRCs

1. The average age at which students make an occupational choice is 15 years old.
2. Educators believed that girls make occupational choices later than boys.
3. The two most important reasons for the individual's choice according to educators are:
   a. Parental influence
   b. Environmental factors
4. The two most important reasons according to young people are:
   a. Money
   b. Interest
5. Educators felt that a youth seriously investigates about three occupations.
6. Young people said they seriously investigate about three occupations.
7. 45% of young people between the ages of 15 and 18 choose occupations that require a college education.
8. 51% of young people between the ages of 15 and 18 choose occupations that are skilled jobs.
9. 4% of young people between the ages of 15 and 18 choose occupations that do not require special training.
10. Educators felt the two major sources of information about occupations for young people are:
    a. Counselors; teachers
    b. Parents and family

APPENDIX A

(Cont.)

11. According to educators, the occupations which are most popular among those students not planning on college are:
    a. Trade technical skills
    b. Auto mechanics/welding
    c. Secretarial/clerical

12. According to educators, the individual's sources of information about these occupations are:
    a. School/counseling/career centers
    b. Family/friends

13. Educators reported that 5% of the total student population of the schools sampled considered service in the military.

14. Educators reported that 1% of the total student population of the students sampled consider the service as a career.

15. 58% of the educators interviewed believed the Air Force offered the best opportunity.

16. 18% of the educators interviewed believed the Army and Navy offered the best opportunities.

17. The two most common reasons for educators picking the Air Force as offering the best opportunities were:
    a. Personal contacts who discuss AF opportunities
    b. Personal experience with the AF

18. Educators reported that students perceived the important advantages of being in the service as:
    a. Technical skill/training
    b. Money

19. Educators reported that students perceived the important disadvantages of being in the service were:
    a. Restriction of freedom/discipline/regimentation
    b. Fear of being killed or killing

APPENDIX A

(Cont.)

20. Educators believed the main sources of information about the military service were:
    a. Recruiters
    b. Counselors
21. Educators believed the reasons an individual might have a tendency to prefer a service other than the Army, if he were considering enlistment, were:
    a. More glamorous
    b. More technical/skill training
22. 84% of the educators recalled having seen advertising.
23. 90% of the principals recalled having seen Army advertising.
24. 89% of the counselors recalled having seen Army advertising.
25. 90% of the teachers recalled having seen Army advertising.
26. 67% of the counselors had a positive reaction to the advertisements.
27. 100% of the teachers had a negative reaction to the advertisements.
28. 60% of the principals had a positive reaction to the advertisements.
29. 53% of the educators felt that the young people were not aware of veteran's benefits; specifically those associated with the GI bill.
30. 60% of the teachers reported that young people were not aware of veteran's benefits.
31. 50% of the principals reported that young people were not aware of veteran's benefits.
32. 50% of the counselors reported that young people were not aware of veteran's benefits.

APPENDIX A

(Cont.)

33. 100% of the educators felt positive about the education portion of the GI bill.

34. Recruiters reported that 28% of young people in high school would consider the service in the military as an occupational alternative.

35. Recruiters believed that young people considered important advantages of being in the service as:
    a. Education
    b. Job training skill

36. Recruiters believed the two main disadvantages of being in the service for young people were:
    a. Being away from home
    b. Discipline

37. Recruiters reported the main sources of information about serving in the military were from:
    a. Recruiters
    b. Prior service person

38. Recruiters believed the two primary reasons that individuals might have a tendency to prefer the Army if he were considering enlisting were:
    a. Educational program
    b. Guranteed job and assignment

39. According to recruiters, an individual might have a tendency to prefer another branch than the Army because of:
    a. Glamour and prestige
    b. Family influence

40. Recruiters report that 35% of young people got their information about the Army from advertising as compared to the other sources they used for information.

(Page A-6 blank)

APPENDIX A

(Cont.)

41. According to recruiters, the most effective method of making contacts with potential enlistees is a high school telephone list.

42. Six out of seven recruiters (86%) believed that on the basis of the first encounters, most young people know very little about the Army.

43. On the average, recruiters reported that on the basis of what young people know, other attitudes are basically positive toward the Army.

44. According to recruiters, young people said they were most concerned about assignments and job guarantees.

45. The most effective enlistment option was the guaranteed job assignment.

46. Recruiters believed that most young people enlist in the Army because of direct and indirect economic benefits, i.e., security, wages, housing, GI bill.

47. Recruiters reported that 20% of the young people interviewed at least once actually enlist in the Army.

48. 63% of the recruiters believed that young people, in general, are aware of the GI benefits.

49. All recruiters felt very positive about the education portion of the GI bill.

APPENDIX B

CONSIDERATIONS IN THE ENLISTMENT DECISION PROCESS RAISED IN STUDENT SENSING SESSIONS

1. REASONS FOR CHOOSING OCCUPATIONS

Interest
Money
Enjoyable
Availability
Advancement
Need (demand)
Excitement
Best at doing - own capabilities
Security and insurance benefits
Lifetime skill
Need women in the field
Contribution to society
Keep from being a bum
What friends are doing
Retirement

2. SOURCES OF INFORMATION ABOUT OCCUPATIONS

Counselors - beginning in 9th grade
Recruiters
Teachers
People in the field
Friends
Books
Reading and researching subject
TV (programs)

APPENDIX B

(Cont.)

2. SOURCES OF INFORMATION ABOUT OCCUPATIONS (Cont.)

Radio
Parents
Relatives
Brochures
Career Day
Magazines - TV Guide - Ads
Posters
Billboards
Ads in the newspaper
Letters in the mail
ROTC
Actually doing it - work experience
Visiting

3. ADVANTAGES OF MILITARY SERVICE

Security
G.I. Bill
Family benefits
On-the-job training/schooling
House financing - loans
Travel
Medical expenses (including dental)
Room and board
Legal aid
Good pay/money
Education while in
Money when you get out

APPENDIX B

(Cont.)

3. ADVANTAGES OF MILITARY SERVICE (Cont.)

Opportunities when you get out
New environment
New experiences
Early retirement
Ego - high level office
Buying time for career choice
Getting your head together
Learn basics of life (makes you a man)
Meeting people from other countries
Stay out of jail
A place to sleep

4. DISADVANTAGES OF MILITARY SERVICE

Death
Boot camp
Veterans disabled
Captured
Prisoner of war
Cutting hair
Dishonorable discharge
Psychological problems
Shell-shocked
Cursed out by Sergeant
Wake up too early in a.m.
KP duty
Same routine
Loss of limb

APPENDIX B

(Cont.)

4. DISADVANTAGES OF MILITARY SERVICE (Cont.)

MP's attitude

Trigger happy

Losing pay for a fight

Drug addiction

Don't like to kill

School - May not qualify for desired selection

Choice of assignment (did not get)

Pressure

No women

Don't see family/homesick

Selling out to government

Don't like authoritarian attitude

Possibility of court-martial

Risky

Commitment

Negative stereotype

Don't like uniforms

Masculine image

Limited career choices (for women - nurse or PR)

Downgrading for women

Don't want to be ordered around

Saluting

Going to sleep early/getting up early

Have to do everything they tell you

Not being free

Little vacation

Have to stay on base

APPENDIX B

(Cont.)

5. REASONS FOR SELECTING THE ARMY FOR ENLISTMENT

Easier (basic training)

Overseas duty

Travel

Training - occupational

In time of war - would choose Army

If school dropout

More action

Money

Education

Keep your hair

Housing benefits

Medical assistance

Job

Physical fitness training

Career

Trigger happy

Recognition

Because there is a war

Like to kill

Desperate

Relatives in the Army (tradition)

Crazy

Rank (advancement)

Paratroops/Green Beret

Experience

Benefits

Dress code (lax)

Don't like ships/planes

Popular with high school drop out

Like to kill/hurt people

APPENDIX B

(Cont.)

6. REASONS FOR NOT SELECTING THE ARMY FOR ENLISTMENT

Low prestige

Sloppy

Get killed

Get up early

Poor food (c/k rations)

Uniforms

Straighten up room

KP

Hair cuts/heads shaved

Sanitary problems (related to being in field)

More technical

Buddies in the Army say don't join

Army bigger - more rednecks

Don't have to walk as much

Army looked down upon

Very disorganized

Army not selective

Hardest branch of service

High risk of life in Army

Don't like the way decisions are made

Less pay

Always on land

More walking

Living quarters - not as good

No air or sea duty

Animalistic D.I.

First to fight in war

High risk factor

APPENDIX B

(Cont.)

6. REASONS FOR NOT SELECTING THE ARMY FOR ENLISTMENT (Cont.)

Unfair promotional procedures (no consideration for potential capability)

Treated like a machine

Too many transfers

Negative PR

Lack of romance

Boot camp

Compromising principles

Antiquated land war forms

7. CHANGES IN THE ARMY NEEDED TO ATTRACT ENLISTEES

Attempt to treat people more as individuals

Better use of individual capabilities

Culturally oriented tests

Equal opportunity

Policy on long hair

Sleeping areas

Food

Need more housing on base

If married, you have to pay more money to live off base

Officers shouldn't get all the privileges

Stay out of other countries' business

Loosen rules

Better pay

More security for family

Better medical facility

Less work

More leave time

APPENDIX B
(Cont.)

7. CHANGES IN THE ARMY NEEDED TO ATTRACT ENLISTEES (Cont.)

More choice in what you want to do
Uniform
Larger selection of jobs
Co-ed
MOre open minded towards women's liberation
Legalize marijuana
Stop killing
Stop putting dumb people in, put the smart ones in
Upgrade the Army - mentally
Raise the age limit
Stop discipline
Give scholarships
Hierarchy of command
Change attitude of Sergeants
Registration policy
Keep their word
No "snow jobs"

8. SOURCES OF INFORMATION ABOUT THE ARMY

School: teachers, counselors, coaches, recruiters
Friends
Parents
TV Program (MASH)
Magazines: Newsweek, Women's Journal, Life, Time, Penthouse, Outdoor Life, Ebony, Sport's Illustrated
Older brothers
Advertisements from mail
Letters in the mail

APPENDIX B

(Cont.)

8. SOURCES OF INFORMATION ABOUT THE ARMY (Cont.)

Relatives
People in the Army
Expo 75
Brochures - mail
Commercials
Word-of-mouth
Posters
Billboards
ROTC
Movies
Radio
Newspapers
Pamphlets
Bumper stickers
Wall placques - person who had been in service
63rd Army Reserve Command
National Guard
Coupons in magazines
Library
Yellow pages
Army base
School papers
Telephone calls from recruiter
Post Office

APPENDIX C

51265
111475

YOUTH OPINION SURVEY

OMB No. 49-S75003
Expires Dec. 31, 1976

Location # _____

Listing Sheet Line # _____ Time Started _____

I'm from Opinion Research Corporation of Princeton, New Jersey. We're conducting an opinion survey among young people on a variety of subjects, and I'd like to get your views.

The survey is confidential -- your individual replies will never be identified, so please feel free to give me your frank opinions.

1. First, how old are you as of your last birthday?

1 14
2 15
3 16
4 17
5 18
6 19
7 20
8 21
9 OTHER → THANK RESPONDENT AND DISCONTINUE INTERVIEW

2. Are you attending high school, college, or any other kind of educational institution, either full time or part time, at present? (Which?)

1 HIGH SCHOOL
2 COLLEGE OR JUNIOR COLLEGE (FULL TIME) → DISCONTINUE INTERVIEW
3 COLLEGE OR JUNIOR COLLEGE (PART TIME OR NIGHT)
4 OTHER (Specify): _____
5 NONE

IF "HIGH SCHOOL" ON Q. 2, ASK:

3. What year are you in at high school?

1 1ST - FRESHMAN
2 2ND - SOPHOMORE
3 3RD - JUNIOR
4 4TH - SENIOR

IF "NONE" ON Q. 2, ASK:

4. What was the last grade you completed in school?

1 NO SCHOOLING
2 1ST TO 7TH GRADE
3 8TH GRADE
4 9TH TO 11TH GRADE
5 12TH GRADE
6 COLLEGE INCOMPLETE
7 COLLEGE COMPLETED
8 GRADUATE WORK
9 OTHER (Specify): _____

APPENDIX C (Cont.)

--2

5. Are you now serving, or have you ever served, in any branch of the U.S. Armed Forces, in ROTC, in the Reserves, or the National Guard? (Indicate which one.)

1 ARMED FORCES
2 ROTC
3 NATIONAL GUARD
4 RESERVES
5 NO, NONE

→ DISCONTINUE INTERVIEW

6. Have you already been accepted in one of the Armed Forces and are waiting to be called?

1 YES → DISCONTINUE INTERVIEW
2 NO

INTERVIEWER:

TURN PAGE AND HAND RESPONDENT QUESTIONNAIRE AND PENCIL AND SAY: "On these next few questions I'd like you to mark your own answer. Most of the questions can be answered by simply circling the number that most nearly sums up your opinion. Please read each question and its instructions carefully before you answer the question."

APPENDIX C (Cont.)

--3

7. Please indicate how much you agree or disagree with the following statements by circling a number for each of the statements.

	Disagree	Mostly Disagree	Neither	Mostly Agree	Agree
a. I am quite satisfied with my standard of living -- things like housing, food, and clothing	1	2	3	4	5
b. I am quite satisfied with the way I spend my leisure time -- recreation, relaxation, and so on	1	2	3	4	5
c. I am quite satisfied with my life as a whole these days	1	2	3	4	5
d. I would find it fairly easy to have a job where I had to follow a boss's orders	1	2	3	4	5
e. I am able to do things as well as most other people	1	2	3	4	5
f. It really bothers me when someone tells me what I should do or how I should do it	1	2	3	4	5
g. On the whole, I'm satisfied with myself	1	2	3	4	5

PLEASE TURN PAGE ...

APPENDIX C (Cont.)

--4

8. Different people want different things in life. Some of the things that might be important are listed below. Please read each of the things on the list; then circle a number at the right that tells how important each thing will be for you during the next 3-5 years. Circle a number for every item.

Don't just check Very Important for everything. Try to think what things really matter to you, and what things really aren't that important.

How important is this for you ...	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
1 Have a good married life	4	3	2	1	0
2 Raise a family	4	3	2	1	0
3 Have a job that suits me	4	3	2	1	0
4 Get more maturity and self-respect	4	3	2	1	0
5 Live away from my parents	4	3	2	1	0
6 Make a contribution to society	4	3	2	1	0
7 Have adventure and travel	4	3	2	1	0
8 Spend time participating in sports and other recreational activities	4	3	2	1	0
9 Get additional education beyond high school	4	3	2	1	0
10 Get vocational training	4	3	2	1	0
11 Be able to control my personal life	4	3	2	1	0
12 Be treated with dignity and respect	4	3	2	1	0
13 Live in a part of the country or part of the world that I want to live in	4	3	2	1	0
14 Live and work with people I like and respect	4	3	2	1	0
15 Have good food, housing, clothing	4	3	2	1	0
16 Not have too many rules or laws to conform to	4	3	2	1	0
17 Be treated fairly	4	3	2	1	0
18 Have a chance to establish roots in a community and not have to move from place to place	4	3	2	1	0

9. Of those items above which you rated as very important or extremely important, please enter the number, from the left-hand column, of the one you think is most important, then second most important, then third most important.

Most important _____

Second most important _____

Third most important _____

PLEASE TURN PAGE ...

APPENDIX C (Cont.)

--5

10. The next questions are about the kind of job you would like to have. Different people want different things from a job. Some of the things that might be important are listed below. Please read each of the things on the list; then circle a number at the right that tells how important this thing would be to you.

Don't just check Very Important for everything. Try to think what things really matter to you, and what things really aren't that important.

How important is this for you? A job ...	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
1 That is challenging and makes good use of my abilities	4	3	2	1	0
2 Where I don't have to work too hard	4	3	2	1	0
3 Where there is little risk of injury	4	3	2	1	0
4 That has security, a job I won't lose	4	3	2	1	0
5 With good leadership and supervision	4	3	2	1	0
6 That has regular and reasonable working hours	4	3	2	1	0
7 Where I can earn a good income	4	3	2	1	0
8 Where I can get ahead and have responsibility	4	3	2	1	0
9 Where I become a leader	4	3	2	1	0
10 That I can work at as a career for 20 years or more	4	3	2	1	0
11 That doesn't require a lot of time away from home	4	3	2	1	0
12 Where I can dress as I please	4	3	2	1	0
13 Where I can be my own boss	4	3	2	1	0
14 That I would be proud of	4	3	2	1	0
15 That provides medical/dental care	4	3	2	1	0
16 That provides an income after I retire	4	3	2	1	0
17 That provides paid vacation time	4	3	2	1	0
18 That provides financial help in getting more education	4	3	2	1	0

11. Of those items above which you rated as very important or extremely important, please enter the number, from the left-hand column, of the one you think is most important, then second most important, then third most important.

Most important _____

Second most important _____

Third most important _____

PLEASE RETURN QUESTIONNAIRE TO INTERVIEWER.

APPENDIX C (Cont.)

--6

12. When I mention Armed Forces, which branch of the military service comes to your mind first? (DO NOT READ LIST -- CIRCLE ONLY THE FIRST ONE MENTIONED.)

1 ARMY
2 NAVY
3 AIR FORCE
4 MARINE CORPS
5 OTHER (Specify): _____
6 NONE

13. Do you have a full-time or part-time job at the present time?

1 YES, HAVE FULL-TIME JOB → GO TO Q. 15
2 YES, HAVE PART-TIME JOB
3 NO, DO NOT

IF "PART-TIME JOB" OR "NO, DO NOT" ON Q. 13, ASK:

14. Are you looking for a full-time job at the present time, or not?

1 YES, LOOKING
2 NO, NOT LOOKING → GO TO Q. 16

15. What kind of work do you do? (INTERVIEWER: USE OCCUPATION SHEET PROVIDED IN YOUR INSTRUCTIONS TO MAKE SURE YOU CIRCLE THE RIGHT CATEGORY.)

1 PROFESSIONAL, TECHNICAL
2 MANAGER, OFFICIAL, PROPRIETOR
3 CLERICAL WORKER
4 SALES WORKER
5 CRAFTSMAN, FOREMAN, ETC.
6 OPERATIVE, ETC.
7 SERVICE WORKER
8 LABORER
9 FARMER
0 OTHER (Specify): _____

ASK EVERYONE

16. Are you planning to go to college or any kind of vocational or technical school? (What kind?)

1 2-YEAR COLLEGE
2 4-YEAR COLLEGE
3 VOCATIONAL OR TECHNICAL SCHOOL
4 NO
5 ALREADY GOING
6 DON'T KNOW

IF "NO" OR "DON'T KNOW" ON Q. 16, ASK:

17. Would you go on for more education if you could find some way to help pay expenses? (What kind?)

1 YES, COLLEGE
2 YES, VOCATIONAL OR TECHNICAL SCHOOL
3 NO
4 DON'T KNOW

APPENDIX C (Cont.)

--7

18. While in high school, how many times did you discuss your plans for a job or career with a school counselor?

0 NONE
1
2
3
4
5
6
7
8 OR MORE
9 DON'T RECALL

19. On any of those occasions, did you discuss the military as a possible job or career?

1 YES
2 NO ⟶ GO TO Q. 22

IF "YES" ON Q. 19, ASK:

20. On how many occasions?

0 NONE
1
2
3
4
5
6
7
8 OR MORE
9 DON'T RECALL

21. Who first brought up the subject of the military -- you or the counselor?

1 RESPONDENT
2 THE COUNSELOR
3 DON'T RECALL

-8

HAND RESPONDENT EXHIBIT A

22. Have you talked to any of these people about job opportunities in the Army? Which ones? (CIRCLE ALL THAT APPLY)

	Q. 22	Q. 23				Q. 24	Q. 25	Q. 26
		APPROVE	NOT CARE	DISAP-PROVE	NOT APPLICABLE			
Father	1	3	2	1	0	1	1	1
Mother	2	3	2	1	0	2	2	2
Girl friend/ fiancee/wife	3	3	2	1	0	3	3	3
Brother(s)	4	3	2	1	0	4	4	4
Sister(s)	5	3	2	1	0	5	5	5
Other relative	6	3	2	1	0	6	6	6
School counselor	7	3	2	1	0	7	7	7
Friend(s)	8	3	2	1	0	8	8	8
Coach	9	3	2	1	0	9	9	9
Teacher	10	3	2	1	0	10	10	10
Other (Specify): _____	11	3	2	1	0	11	11	11
No, None	12					DK 12	DK 12	DK 12

23. Whether or not you have talked to them about it, how do you think each of them would feel if you enlisted in the Army? Would they approve, dis approve, or not care? (CIRCLE A RESPONSE FOR EACH PERSON)

24. Whose opinions would be most important to you in your thinking about whether to enlist in the Army? (CIRCLE ALL THAT APPLY)

25. Have any of those whose opinions you consider most important ever served in any branch of the Armed Forces? Which ones? (CIRCLE ALL THAT APPLY)

IF ANY HAVE SERVED ON Q. 25, ASK:

26. Have any of them been in the Army? Which ones? (CIRCLE ALL THAT APPLY)

TAKE BACK EXHIBIT A

APPENDIX C (Cont.)

--9

27. In addition to talking to various people, where else have you gotten information that has influenced your plans about a job or career?

28. Have you ever thought seriously about enlisting in the military?

1 YES
2 NO

29. How likely is it that you will actually enlist in the military? Would you say you will ...

1 DEFINITELY NOT ENLIST
2 PROBABLY NOT ENLIST
3 DON'T KNOW OR HAVEN'T THOUGHT ABOUT IT
4 PROBABLY ENLIST
5 DEFINITELY ENLIST

30. If you were to enlist, which branch of the service would you join?

1 ARMY
2 NAVY
3 AIR FORCE
4 MARINE CORPS
5 *OTHER (Specify):* _____
6 DON'T KNOW

31. Would you be more likely to enlist in the Army if, after six months of active duty, you could choose to either complete your full enlistment period or else be released from active duty and serve 5-1/2 years in the active reserves?

1 NO, WOULD NOT BE MORE LIKELY TO ENLIST
2 YES, SOMEWHAT MORE LIKELY
3 YES, MUCH MORE LIKELY
4 NO OPINION

APPENDIX C (Cont.)

--10

SHOW EXHIBIT B

32. Now, let's look at each of the military services. Using this card, tell me how favorable or unfavorable you, yourself, would be toward being in each service. If you feel very favorable toward a service, choose a "9" or "8" (POINT). If you feel very unfavorable, choose a "0" or "1" (POINT). Choose the numbers 7 through 2 (POINT) if your feelings are somewhere in between. Remember, the higher the number, the more favorable you are. Don't give the same number to more than one service; we don't want any ties.

(INTERVIEWER: READ NAMES OF SERVICES. OBTAIN RATING FOR EACH ONE.)

	FAVORABLE									UNFAVORABLE
1 AIR FORCE	9	8	7	6	5	4	3	2	1	0
2 ARMY	9	8	7	6	5	4	3	2	1	0
3 MARINES	9	8	7	6	5	4	3	2	1	0
4 NAVY	9	8	7	6	5	4	3	2	1	0

SHOW EXHIBIT C

33. Here's a question about military service in terms of the combat branches (fighting personnel) and noncombat branches (personnel who mostly support fighting forces). Using the same kind of scale, please tell me how favorable, or unfavorable you, yourself, would be toward being in combat and noncombat branches. Remember, the higher the number, the more favorable you would be.

	FAVORABLE									UNFAVORABLE
1 COMBAT BRANCH	9	8	7	6	5	4	3	2	1	0
2 NONCOMBAT BRANCH	9	8	7	6	5	4	3	2	1	0

TAKE BACK EXHIBITS

34. Now, I would like you to compare the Army with the other services.

a. What are some of the advantages of the Army over the other services?

b. What are some of the disadvantages of the Army compared with the other services?

INTERVIEWER: TURN PAGE, HAND RESPONDENT QUESTIONNAIRE AND PENCIL AND SAY: "Again, I'd like you to mark your own answers on the next few questions."

APPENDIX C (Cont.)

--11

35. Suppose you were trying to decide what your life would be like in the Army or as a civilian. Where would you personally be more likely to do the things listed below -- in the Army or as a civilian? Circle an answer for every item.

	Much More Likely in the Army	Somewhat More Likely in the Army	Both About the Same	Somewhat More Likely as a Civilian	Much More Likely as a Civilian
a. Have a good married life	5	4	3	2	1
b. Raise a family	5	4	3	2	1
c. Have a job that suits me	5	4	3	2	1
d. Get more maturity and self-respect	5	4	3	2	1
e. Live away from my parents	5	4	3	2	1
f. Make a contribution to society	5	4	3	2	1
g. Have adventure and travel	5	4	3	2	1
h. Spend time participating in sports and other recreational activities	5	4	3	2	1
i. Get additional education beyond high school	5	4	3	2	1
j. Get vocational training	5	4	3	2	1
k. Be able to control my personal life	5	4	3	2	1
l. Be treated with dignity and respect	5	4	3	2	1
m. Live in a part of the country or part of the world that I want to live in	5	4	3	2	1
n. Live and work with people I like and respect	5	4	3	2	1
o. Have good food, housing, clothing	5	4	3	2	1
p. Not have too many rules or laws to conform to	5	4	3	2	1
q. Be treated fairly	5	4	3	2	1
r. Have a chance to establish roots in a community and not have to move from place to place	5	4	3	2	1

PLEASE TURN PAGE ...

--12

36. Suppose that you were trying to decide between a job in the Army and a civilian job. Where would you be more likely to get each of the items listed below -- in the Army or as a civilian? Circle an answer for every item.

A job ...	Much More Likely in the Army	Somewhat More Likely in the Army	Both About the Same	Somewhat More Likely as a Civilian	Much More Likely as a Civilian
a. That is challenging and makes good use of my abilities	5	4	3	3	1
b. Where I don't have to work too hard	5	4	3	2	1
c. Where there is little risk of injury	5	4	3	2	1
d. That has security, a job I won't lose	5	4	3	2	1
e. With good leadership and supervision	5	4	3	2	1
f. That has regular and reasonable working hours	5	4	3	2	1
g. Where I can earn a good income	5	4	3	2	1
h. Where I can get ahead and have responsibility	5	4	3	2	1
i. Where I become a leader	5	4	3	2	1
j. That I can work at as a career for 20 years or more	5	4	3	2	1
k. That doesn't require a lot of time away from home	5	4	3	2	1
l. Where I can dress as I please	5	4	3	2	1
m. Where I can be my own boss	5	4	3	2	1
n. That I would be proud of	5	4	3	2	1
o. That provides medical/dental care	5	4	3	2	1
p. That provides an income after I retire	5	4	3	2	1
q. That provides paid vacation time	5	4	3	2	1
r. That provides financial help in getting more education	5	4	3	2	1

PLEASE RETURN QUESTIONNAIRE TO INTERVIEWER.

APPENDIX C (Cont.)

--13

37. Have you seen or heard any advertisements for any of the military services during the last three months or so?
1 YES
2 NO → GO TO Q. 40

38. For which branches of the military were the advertisements? (DO NOT READ LIST -- CIRCLE ALL THAT APPLY.)

Q. 38	Q. 39
1 ARMY	
2 NAVY	
3 AIR FORCE	
4 MARINE CORPS	
5 OTHER (Specify):	
6 DON'T REMEMBER	

39. What did the advertising say or show? (ASK FOR EACH SERVICE MENTIONED ON Q. 38 AND RECORD ABOVE) (PROBE: FOR EACH SERVICE MENTIONED, SAY: What else did that ad say or show?)

INTERVIEWER:

- IF "ARMY" CIRCLED ON Q. 38, GO TO Q. 42
- IF "ARMY" NOT CIRCLED ON Q. 38, GO TO Q.40

40. Have you seen or heard any advertisements concerning the Army in the last three months or so?
1 YES
2 NO/NOT SURE → GO TO Q. 46

41. What did the advertising say or show? (PROBE: What else did it say or show?)

APPENDIX C (Cont.)

--14

42. Do you believe the Army advertisements you have seen or heard have generally told it like it is?

YES -- Would you say the ads told it ...

5 COMPLETELY LIKE IT IS ⟶ GO TO Q. 44
4 MOSTLY LIKE IT IS

NO -- Would you say the ads told it ...

2 MOSTLY NOT LIKE IT IS, OR
1 NOTHING AT ALL LIKE IT IS

3 DON'T KNOW

43. What is it about the Army advertising that didn't tell it like it is?

44. Do you recall where it was you saw or heard the advertisements for the Army? (DO NOT READ LIST -- CIRCLE ALL THAT APPLY.)

1 TELEVISION
2 RADIO
3 MAGAZINE
4 NEWSPAPER
5 CLASSIFIED AD
6 MAIL
7 BILLBOARD
8 OTHER (Specify): _____

9 DON'T REMEMBER

INTERVIEWER:

- IF "TELEVISION" CIRCLED ON Q. 44, GO TO Q. 45
- IF "TELEVISION" NOT CIRCLED ON Q. 44, GO TO Q. 46

APPENDIX C (Cont.)

--15

45. You said you have seen Army advertisements on television. What kind of advertisement did you see? Was it actually a commercial for the Army, or was it part of a program? (Which?)

1 COMMERCIALS FOR ARMY OPPORTUNITIES
2 DOCUMENTARY PROGRAMS ABOUT THE ARMY
3 DRAMATIC OR COMEDY PROGRAMS, SUCH AS "MASH"
4 NEWS PROGRAMS
5 TALK PROGRAM
6 MOVIES
7 OTHER (Specify): _____

46. In the last couple of months, have *you received any letters, brochures,* or other materials in the mail, which you did not request, concerning opportunities in the Army?

1 YES
2 *NO* ⟶ *GO TO Q. 48*

47. Did you open and <u>read</u> the items you received?

1 YES
2 NO

APPENDIX C (Cont.)

--16

HAND RESPONDENT EXHIBIT D

48. The military services offer a number of incentives and options for enlistment. For each one on this list tell me which service or services offer it or whether none of the services offer it. If you don't know about a given incentive or option, please say so -- don't guess if you don't know.

Let's take the first one which reads, "You can enlist for a two-year term." Which service or services offer this option? Don't guess if you are not sure or don't know.

Offered by . . .	ARMY	NAVY	AIR FORCE	MARINE CORPS	ALL OF THEM	NONE OF THEM	DON'T KNOW
1) You can enlist for a two-year term	1	2	3	4	5	6	7
2) You can get a $2500 bonus for selecting a combat job	1	2	3	4	5	6	7
3) If qualified, you can enlist for six years of active duty at a higher grade and receive a higher monthly salary	1	2	3	4	5	6	7
4) You can get a Career Education Certificate through the "Community College"	1	2	3	4	5	6	7
5) You can get assigned to duty protecting a U.S. embassy in a foreign country	1	2	3	4	5	6	7
6) You can work toward a college degree through Project Ahead	1	2	3	4	5	6	7
7) You get 30 days paid vacation each year	1	2	3	4	5	6	7
8) You can serve in a service with 200 years of pride	1	2	3	4	5	6	7
9) You can choose to be stationed in Alaska, Hawaii, Korea, Europe, or the continental U.S.	1	2	3	4	5	6	7
10) You get at least $500 starting base pay per month	1	2	3	4	5	6	7
11) You can have a choice of over 70 different career fields	1	2	3	4	5	6	7
12) You can get additional education through the Campus Achievement Program	1	2	3	4	5	6	7
13) You can get training in advanced electronics or nuclear power if you enlist for 6 years	1	2	3	4	5	6	7
14) You can get training in one of more than 250 skill areas	1	2	3	4	5	6	7
15) You can be trained in the Pilot/Navigator Program	1	2	3	4	5	6	7
16) You can choose from over 300 good jobs	1	2	3	4	5	6	7
17) You can complete up to two years of college during a three-year enlistment and be paid 75% of the cost	1	2	3	4	5	6	7
18) You can join a service that consists of extraordinary men	1	2	3	4	5	6	7

TAKE BACK EXHIBIT D

49. The Army offers a number of benefits and incentives to people who enlist. These are now being reviewed and new offers are being considered. Are there any benefits or incentives that the Army could offer that would get you to give more serious consideration to enlisting? What do you have in mind?

INTERVIEWER: HAND RESPONDENT QUESTIONNAIRE AND PENCIL AND SAY: "Again, on these next few questions, I'd like you to mark your own answers."

Listed below are some enlistment options the Army is considering for the future. Each of these options will also provide current benefits such as vacation, medical care, dental care, and financial support for education during the active duty tour.

Option	Time in Active Duty: Combat Branch	Time in Active Duty: Noncombat Branch		Time in National Guard or Reserves	Cash Enlistment Bonus	Financial Assistance for College or Vocational Training after Completion of Active Duty
1.	2 yrs	--	and	4 yrs	none	none
2.	3 yrs	--	and	3 yrs	$2,500	none
3.	3 yrs	--	and	3 yrs	none	4 yrs
4.	4 yrs	--		--	$2,500	none
5.	4 yrs	--		--	none	4 yrs
6.	--	3 yrs	and	3 yrs	none	none
7.	--	4 yrs	and	2 yrs	$1,500	none
8.	--	4 yrs	and	2 yrs	none	2 yrs
9.	--	4 yrs		--	none	none
10.	1/2 yr*	1/2 yr*	and	5-1/2 yrs	none	2 yrs

50. If you were going to enlist in the Army, which one of these options would you prefer to enlist for? (Enter option number from left-hand column.) _____

51. Which one would be your second choice? _____

52. Which one would be your third choice? _____

(* Army would decide whether combat or noncombat.)

PLEASE RETURN QUESTIONNAIRE TO INTERVIEWER

APPENDIX C (Cont.)

--18

HAND RESPONDENT EXHIBIT E

Listed here are several more incentives which may be offered in the future for enlisting in the Army.

53. If you were to enlist in the Army, and you could get one of the incentives on this list for enlisting, which one would you most prefer to get? Just give me the number. (CIRCLE ONE) → 1, 2, 3, 4, 5

54. If you could get an additional one of these incentives, would you enlist for an additional year? 1 YES, 2 NO

IF "YES" ON Q. 54:

55. Which additional incentive would you select? (CIRCLE ONE) → 1, 2, 3, 4, 5

IF "NO" ON Q. 54:

56. Would you enlist for an additional year if you could get two more of these incentives? 1 YES, 2 NO

IF "YES" ON Q. 56:

57. Which additional incentives would you select? (CIRCLE TWO) → 1, 2, 3, 4, 5

TAKE BACK EXHIBIT E

APPENDIX C (Cont.)

58. How often do you usually read a newspaper or at least some part of a newspaper?

1 DAILY OR ALMOST DAILY
2 5 OR 6 TIMES A WEEK
3 4 OR 5 TIMES A WEEK
4 1-3 TIMES A WEEK
5 LESS THAN ONCE A WEEK
6 VERY SELDOM OR NEVER
7 DON'T KNOW

59. What kind of newspaper edition do you read most? Is it the ... (CIRCLE ONLY ONE)

1 MORNING EDITION
2 EVENING EDITION
3 SUNDAY EDITION, OR
4 A WEEKLY NEWSPAPER?
5 OTHER (Specify): _____

_____

60. What parts of the newspaper do you read most often? (DO NOT READ LIST)

1 BUSINESS SECTION
2 CLASSIFIED SECTION
3 COMIC SECTION
4 EDITORIAL SECTION
5 ENTERTAINMENT SECTION

6 NEWS SECTION
7 SPORTS SECTION
8 WOMEN'S SECTION
9 OTHER (Specify): _____

_____

APPENDIX C (Cont.)

--20

61. A lot of people read magazines that they buy themselves, that belong to friends, or that they see in places like waiting rooms and the library. Considering all of the places where you see magazines, which ones do you usually read or look through? (DO NOT READ LIST)

Q. 61		Q. 62				
1	Cosmopolitan	0	1	2	3	4
2	Ebony	0	1	2	3	4
3	Esquire	0	1	2	3	4
4	Exploring	0	1	2	3	4
5	Field and Stream	0	1	2	3	4
6	Glamour	0	1	2	3	4
7	Hot Rod	0	1	2	3	4
8	Jet	0	1	2	3	4
9	Letterman	0	1	2	3	4
10	Mademoiselle	0	1	2	3	4
11	National Future Farmer	0	1	2	3	4
12	National Geographic	0	1	2	3	4
13	New Ingenue	0	1	2	3	4
14	Newsweek	0	1	2	3	4
15	Oui	0	1	2	3	4
16	Penthouse	0	1	2	3	4
17	Playboy	0	1	2	3	4
18	Popular Science	0	1	2	3	4
19	Reader's Digest	0	1	2	3	4
20	Senior Scholastic	0	1	2	3	4
21	Seventeen	0	1	2	3	4
22	Sport	0	1	2	3	4
23	Sports Illustrated	0	1	2	3	4
24	Teen	0	1	2	3	4
25	Time	0	1	2	3	4
26	TV Guide	0	1	2	3	4
27	U.S. News & World Report	0	1	2	3	4
	OTHERS NOT LISTED ABOVE, UP TO FIVE:					
28	_____	0	1	2	3	4
29	_____	0	1	2	3	4
30	_____	0	1	2	3	4
31	_____	0	1	2	3	4
32	_____	0	1	2	3	4

62. Now, for each of the magazines you mentioned, how many out of the last four issues have you read or looked through?

APPENDIX C (Cont.)

--21

63. People listen to the radio on different days of the week and during different times of the day. On what days of the week do you listen to the radio the most? (CIRCLE ALL THAT APPLY)

1 SUNDAY
2 MONDAY
3 TUESDAY
4 WEDNESDAY
5 THURSDAY
6 FRIDAY
7 SATURDAY
8 ALL THE SAME
9 NONE

SHOW EXHIBIT F

64. During what times of the day do you listen to the radio the most? (CIRCLE ALL THAT APPLY)

1 MIDNIGHT - 3:00 AM
2 3:00 - 6:00 AM
3 6:00 - 9:00 AM
4 9:00 AM - NOON
5 NOON - 3:00 PM
6 3:00 - 6:00 PM
7 6:00 - 9:00 PM
8 9:00 PM - MIDNIGHT

TAKE BACK EXHIBIT F

65. What kind of radio program do you listen to the most?

1 MUSIC (Specify Kind _____)
2 NEWS
3 OTHER (Specify)

_____

_____

APPENDIX C (Cont)

--22

Now, I'd like some information for background purposes.

66. Are you now living with your parents? 1 YES 2 NO

67. What was the last grade of school completed by your father (or male guardian)?

68. What was the last grade of school completed by your mother (or female guardian)?

	Q. 67 Father or Male Guardian	Q. 68 Mother or Female Guardian
GRADE SCHOOL	1	1
SOME HIGH SCHOOL	2	2
FINISHED HIGH SCHOOL	3	3
SOME COLLEGE	4	4
FINISHED COLLEGE OR OTHER ADVANCED EDUCATION (TECHNICAL OR BUSINESS SCHOOL)	5	5
DON'T KNOW	6	6

69. What kind of work does your father (male guardian) do? (INTERVIEWER: USE OCCUPATION SHEET PROVIDED IN YOUR INSTRUCTIONS TO MAKE SURE YOU CIRCLE THE RIGHT CATEGORY.)

70. What kind of work does your mother (female guardian) do?

	Q. 69 Father or Male Guardian	Q. 70 Mother or Female Guardian
PROFESSIONAL, TECHNICAL	01	01
MANAGER, OFFICIAL, PROPRIETOR	02	02
CLERICAL WORKER	03	03
SALES WORKER	04	04
CRAFTSMAN, FOREMAN, ETC.	05	05
OPERATIVE, ETC.	06	06
SERVICE WORKER	07	07
LABORER	08	08
FARMER	09	09
RETIRED	10	10
UNEMPLOYED	11	11
KEEPS HOUSE, HOUSEWIFE	12	12
OTHER (Specify): _____	13	13

APPENDIX C (Cont.)

71. Are you married?

1 YES
2 NO

IF "NO" ON Q. 71, ASK:

72. Do you expect to get married in the next 12 months?

1 YES
2 NO
3 DON'T KNOW

HAND RESPONDENT EXHIBIT G

73. Which of these groups will your own total income for 1975 fall in before taxes?

(INTERVIEWER: THIS INCLUDES INCOME OF SPOUSE, IF MARRIED.)

1 UNDER $2,000
2 $2,000 TO $3,499
3 $3,500 TO $4,999
4 $5,000 TO $6,999
5 $7,000 TO $9,999
6 $10,000 TO $14,999
7 $15,000 TO $19,999
8 $20,000 OR MORE
9 DON'T KNOW

TAKE BACK EXHIBIT G

INTERVIEWER: REFER BACK TO QUESTION 2.

IF RESPONDENT IS NOW IN HIGH SCHOOL, ASK:

74. What are your average grades in high school?

IF RESPONDENT IS NOT NOW IN HIGH SCHOOL, ASK:

75. What were your average grades in high school?

7 MOSTLY A's, ALL A's (95-100)
6 A's AND B's (89-94)
5 MOSTLY B's (83-88)
4 B's AND C's (77-82)
3 MOSTLY C's (71-76)
2 C's AND D's (65-70)
1 D's AND BELOW (64 AND BELOW)

76. Do you now belong to any formal organization, such as the "Y," the Scouts, or an athletic team?

1 YES
2 NO
3 NOT NOW, BUT I USED TO

77. How many of your friends have either enlisted in the Army or probably will enlist in the Army?

0 NONE
1
2
3
4
5
6
7
8
9 OR MORE

78. Would you say that unemployment in this area for people who are like yourself and who are looking for a job is ...

1 VERY HIGH
2 HIGH
3 MODERATE
4 LOW, OR
5 VERY LOW?
6 DON'T KNOW

APPENDIX C (Cont.)

--24

INTERVIEWER: PLEASE COMPLETE

79. Sex:
1 MALE
2 FEMALE

80. Race:
1 WHITE
2 BLACK
3 OTHER (Specify): _____
4 DON'T KNOW

81. Type of dwelling respondent lives in:
1 APARTMENT
2 TRIPLEX OR DUPLEX
3 TOWNHOUSE
4 SINGLE FAMILY DWELLING
5 OTHER (Specify):
_____

82. Type of neighborhood where respondent now living:
5 UPPER CLASS
4 UPPER MIDDLE CLASS
3 MIDDLE CLASS
2 LOWER MIDDLE CLASS
1 GHETTO/SLUM

83. Size of town:
5 LARGE CITY (250,000 OR MORE)
4 MEDIUM CITY (75,000 TO 250,000)
3 SMALL CITY (5,000 TO 75,000)
2 SMALL TOWN (5,000 OR LESS)
1 FARM AREA

84. Name of county: _____

(COUNTY CODE -- FOR OFFICE USE ONLY)

85. Location Number: _____

I hereby certify that this is a complete and honest interview, taken in accordance with my instructions.

Signed: _____ Code No. _____

Sex of Interviewer: 1 MALE 2 FEMALE

City: _____ State: _____

Date of Interview _____ Time Ended: _____

Length of Interview _____ Minutes

APPENDIX C (Cont.)

EXHIBIT BOOKLET

APPENDIX C (Cont.)

EXHIBIT A

1 FATHER

2 MOTHER

3 GIRL FRIEND/FIANCEE/WIFE

4 BROTHER(S)

5 SISTER(S)

6 OTHER RELATIVE

7 SCHOOL COUNSELOR

8 FRIEND(S)

9 COACH

10 TEACHER

11 OTHER (Please specify)

APPENDIX C (Cont.)

EXHIBIT B

		FAVORABLE									UNFAVORABLE
1	AIR FORCE	9	8	7	6	5	4	3	2	1	0
2	ARMY	9	8	7	6	5	4	3	2	1	0
3	MARINES	9	8	7	6	5	4	3	2	1	0
4	NAVY	9	8	7	6	5	4	3	2	1	0

APPENDIX C (Cont.)

EXHIBIT C

		FAVORABLE							UNFAVORABLE		
1	COMBAT BRANCH	9	8	7	6	5	4	3	2	1	0
2	NONCOMBAT BRANCH	9	8	7	6	5	4	3	2	1	0

APPENDIX C (Cont.)

EXHIBIT D

1) YOU CAN ENLIST FOR A TWO-YEAR TERM
2) YOU CAN GET A $2500 BONUS FOR SELECTING A COMBAT JOB
3) IF QUALIFIED, YOU CAN ENLIST FOR SIX YEARS OF ACTIVE DUTY AT A HIGHER GRADE AND RECEIVE A HIGHER MONTHLY SALARY
4) YOU CAN GET A CAREER EDUCATION CERTIFICATE THROUGH THE "COMMUNITY COLLEGE"
5) YOU CAN GET ASSIGNED TO DUTY PROTECTING A U.S. EMBASSY IN A FOREIGN COUNTRY
6) YOU CAN WORK TOWARD A COLLEGE DEGREE THROUGH PROJECT AHEAD
7) YOU GET 30 DAYS PAID VACATION EACH YEAR
8) YOU CAN SERVE IN A SERVICE WITH 200 YEARS OF PRIDE
9) YOU CAN CHOOSE TO BE STATIONED IN ALASKA, HAWAII, KOREA, EUROPE, OR THE CONTINENTAL U.S.
10) YOU GET AT LEAST $500 STARTING BASE PAY PER MONTH
11) YOU CAN HAVE A CHOICE OF OVER 70 DIFFERENT CAREER FIELDS
12) YOU CAN GET ADDITIONAL EDUCATION THROUGH THE CAMPUS ACHIEVEMENT PROGRAM
13) YOU CAN GET TRAINING IN ADVANCED ELECTRONICS OR NUCLEAR POWER IF YOU ENLIST FOR 6 YEARS
14) YOU CAN GET TRAINING IN ONE OF MORE THAN 250 SKILL AREAS
15) YOU CAN BE TRAINED IN THE PILOT/NAVIGATOR PROGRAM
16) YOU CAN CHOOSE FROM OVER 300 GOOD JOBS
17) YOU CAN COMPLETE UP TO TWO YEARS OF COLLEGE DURING A THREE-YEAR ENLISTMENT AND BE PAID 75% OF THE COST
18) YOU CAN JOIN A SERVICE THAT CONSISTS OF EXTRAORDINARY MEN

APPENDIX C (Cont.)

EXHIBIT E

1) YOU COULD GET TRAINING IN A JOB SPECIALTY OF YOUR CHOICE

2) YOU COULD BE ASSIGNED TO A SPECIFIC UNIT OR ORGANIZATION OF YOUR CHOICE

3) YOU COULD BE ASSIGNED TO A SPECIFIC STATION OR LOCATION OF YOUR CHOICE IN THE UNITED STATES OR OVERSEAS

4) YOU COULD GET A CASH BONUS OF $1,500

5) YOU COULD GET FINANCIAL ASSISTANCE FOR COLLEGE OR VOCATIONAL TRAINING AFTER COMPLETION OF YOUR ACTIVE DUTY ENLISTMENT

APPENDIX C (Cont.)

EXHIBIT F

1 MIDNIGHT - 3:00 AM

2 3:00 - 6:00 AM

3 6:00 - 9:00 AM

4 9:00 AM - NOON

5 NOON - 3:00 PM

6 3:00 - 6:00 PM

7 6:00 - 9:00 PM

8 9:00 PM - MIDNIGHT

APPENDIX C (Cont.)

EXHIBIT G

1 UNDER $2,000

2 $2,000 TO $3,499

3 $3,500 TO $4,999

4 $5,000 TO $6,999

5 $7,000 TO $9,999

6 $10,000 TO $14,999

7 $15,000 TO $19,999

8 $20,000 OR MORE

Table D-1. Distribution of Responses to Quality of Life Items by 14-16 Year Olds (In Percent)

Item	Disagree	Mostly Disagree	Neither*	Mostly Agree	Agree	Agree or Mostly Agree
Satisfied with Standard of living	3	3	2	25	67	92
Satisfied with Leisure	5	4	2	39	50	90
Satisfied with Life	5	5	7	39	44	83
Able to do Things Well	2	2	4	37	54	91
Satisfied with Self	1	3	5	33	57	91

* Includes blank responses

Table D-2. Distribution of Responses to Quality of Life Items by 17-21 Year Olds (In Percent)

Item	Disagree	Mostly Disagree	Neither*	Mostly Agree	Agree	Agree or Mostly Agree
Satisfied with Standard of Living	5	8	3	29	55	84
Satisfied with Leisure	3	5	5	38	49	87
Satisfied with Life	4	8	9	38	40	78
Able to do Things Well	1	2	4	35	57	92
Satisfied with Self	2	3	8	34	55	89

* Includes blank response

Table D-3. Distribution of Responses on Importance of Lifestyle Factors by 14-16 Year Olds (In Percent)

Item	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
Good married life	28	30	19	10	13
Raise a family	14	28	26	16	17
Suitable job	57	31	8	1	3
Gain maturity	32	41	19	6	3
Live away	11	14	23	21	31
Make contribution	14	26	34	17	8
Adventure/travel	24	20	28	19	9
Sports/recreation	32	24	23	14	8
Post HS education	41	26	17	8	8
Vocational training	19	24	24	23	10
Control own life	45	38	14	1	2
Dignity/respect	33	43	19	4	2
Live where want	36	34	17	10	4
People to respect	38	41	16	4	1
Good food, etc	49	38	9	2	3
Not too many rules	13	25	31	19	11
Be treated fairly	51	32	14	2	1
Establish Roots	30	30	23	10	8

Table D-4. Distribution of Responses on Importance of Lifestyle Factors by 17-21 Year Olds (In Percent)

Item	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
Good married life	32	27	15	11	15
Raise a family	17	24	25	17	17
Suitable job	57	32	8	2	2
Gain maturity	32	37	22	7	2
Live away	13	16	22	24	25
Make contribution	13	27	34	17	8
Adventure/travel	20	22	30	19	9
Sports/recreation	20	30	25	17	8
Post HS education	31	26	20	13	10
Vocational training	12	26	27	21	17
Control own life	44	39	14	1	1
Dignity/respect	37	39	20	4	1
Live where want	34	31	21	9	5
People to respect	36	44	17	2	1
Good food, etc.	47	33	17	2	1
Not too many rules	14	27	34	18	7
Be treated fairly	43	40	14	1	2
Establish roots	23	30	23	14	10

Table D-5. Ranking of Lifestyle Factors by Weighted Means (14-16 Year Old Group)

Lifestyle Factor	Rank	Percent 1st, 2nd or 3rd Choice
Good married life	3	27
Raise a family	10	12
Suitable job	1	48
Gain maturity	6	16
Live away	18	3
Make contribution	12	8
Adventure/travel	15	8
Sports/recreation	8	13
Post HS education	2	34
Vocational training	14	8
Control own life	5	21
Dignity/respect	11	12
Live where want	13	11
People to respect	9	15
Good food, etc.	4	28
Not too many rules	17	4
Be treated fairly	7	18
Establish roots	16	6

Table D-6. Ranking of Lifestyle Factors by Weighted Means (17-21 Year Old Group)

Lifestyle Factor	Rank	Percent 1st, 2nd or 3rd Choice
Good married life	2	34
Raise a family	11	13
Suitable job	1	51
Gain maturity	6	15
Live away	17	4
Make contribution	15	7
Adventure/travel	10	12
Sports/recreation	13	9
Post HS education	3	23
Vocational training	14	6
Control own life	5	23
Dignity/respect	8	15
Live where want	12	11
People to respect	7	17
Good food, etc.	9	28
Not too many rules	18	4
Be treated fairly	9	16
Establish roots	16	6

Table D-7. Distribution of Responses on Importance of Job Factors by 14-16 Year Olds (In Percent)

Job Factor	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
Challenge	36	41	22	3	1
Not work too hard	5	13	18	33	31
Little injury risk	17	20	23	21	19
Job security	41	37	16	5	2
Good leadership	29	40	22	6	3
Reasonable hours	26	40	19	8	7
Good income	45	41	12	1	1
Get ahead	38	35	20	5	2
Become a leader	15	26	29	19	11
20 year career	25	30	25	13	6
Little time away	20	27	25	16	12
Dress as please	15	20	21	26	19
Be own boss	13	15	25	27	20
Be proud of job	34	39	21	3	3
Medical/dental care	22	28	27	14	9
Retirement income	47	31	14	5	3
Paid vacation	26	28	24	15	7
Educational help	26	28	32	8	6

Table D-8. Distribution of Responses on Importance of Job Factors by 17-21 Year Olds (In Percent)

Job Factor	Extremely Important (Must Have)	Very Important	Pretty Important	A Little Important	Not Important
Challenge	32	41	20	5	2
Not work too hard	4	8	19	31	38
Little injury risk	11	17	26	27	19
Job security	39	36	17	5	2
Good leadership	26	40	23	7	3
Reasonable hours	27	34	24	9	6
Good income	49	39	11	1	1
Get ahead	36	41	18	3	1
Become a leader	18	26	30	16	10
20 year career	25	29	26	12	8
Little time away	16	25	24	20	15
Dress as please	16	20	23	20	20
Be own boss	10	20	27	26	18
Be proud of job	34	40	19	5	3
Medical dental care	21	30	22	16	11
Retirement income	42	33	17	5	3
Paid vacation	25	32	23	14	7
Educational help	18	30	28	12	12

Table D-9. Distribution of Responses Regarding Attitudes Toward Various Types of Military Service by 14-16 Year Olds (In Percent)

Service	Favorable			Neutral				Unfavorable			Mean
	9	8	7	6	5	4	3	2	1	0	
Air Force	13	13	15	14	15	8	7	3	4	9	5.41
Army	12	11	9	11	13	10	11	6	7	10	4.82
Marines	12	14	11	9	11	7	10	10	6	10	4.87
Navy	17	14	12	13	10	6	6	8	7	8	5.34
Combat Branch	9	13	10	9	14	7	5	8	8	18	4.43
Noncombat Branch	18	14	13	12	17	7	4	6	3	6	5.76

Table D-10. Distribution of Responses Regarding Attitudes Toward Various Types of Military Service by 17-21 Year Olds (In Percent)

Service	Favorable			Neutral				Unfavorable			Mean
	9	8	7	6	5	4	3	2	1	0	
Air Force	13	13	15	10	12	8	9	6	5	8	5.28
Army	7	7	9	10	15	10	12	10	8	12	4.22
Marines	10	7	9	8	11	7	7	11	12	18	3.98
Navy	13	15	10	10	11	9	7	6	7	10	5.07
Combat Branch	9	8	9	7	12	6	7	9	9	25	3.78
Noncombat Branch	21	14	13	9	14	7	7	4	6	7	5.72

Table D-11 . AIA Percentages for Magazines with Differences Among 14-16 Year Olds by Age

Magazine	Age			P
	14	15	16	
Boys Life	10.0	1.9	2.9	.007
Popular Mechanics	.5	.2	4.5	.010

Table D-12 . AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Age

Magazine	Age				P
	17	18	19	20-21	
Argosy	0	.3	1.3	.9	.044
Hot Rod	10.6	13.9	15.6	15.2	.032
Playboy	7.2	12.1	12.1	23.6	<.001
Sport	11.8	7.3	3.5	6.8	.016
Sports Illustrated	29.9	25.5	17.5	20.5	.019

Table D-13. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Educational Status

Magazine	Educational Status			P
	In HS	HSG	NHSG	
Argosy	0	1.5	.7	.012
Newsweek	15.9	14.1	.6	<.001
Playboy	8.5	17.9	9.9	<.001
Sport	11.8	5.0	5.1	.002
Sports Illustrated	30.9	22.7	9.0	<.001
Time	18.0	13.6	6.0	.005
U.S. News	4.5	1.5	.6	.023

Table D-14. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by High School Grades

Magazine	High School Grades					P
	A/B	B	B/C	C	C/D	
Cycle World	0.0	1.5	.1	1.1	4.5	.014
Ebony	3.7	5.3	8.6	2.9	8.1	.048
Field and Stream	9.8	6.3	12.2	6.2	4.2	.041
Hot Rod	8.2	9.3	18.5	9.3	7.5	.004
National Geographic	12.5	10.8	7.9	5.2	2.6	.022
Newsweek	18.0	22.2	11.6	8.7	8.4	<.001
Popular Science	11.3	6.3	6.3	2.2	3.6	.008
Readers Digest	15.4	12.5	5.7	7.8	2.3	.001
Sports Illustrated	32.8	31.8	29.7	18.4	15.3	<.001
Time	25.0	20.3	13.5	10.6	7.1	<.001
TV Guide	9.0	15.3	22.3	10.9	11.4	.003

Table D-15. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Type of Neighborhood

Magazine	Type Neighborhood			P
	Upper	Middle	Lower	
Car and Driver	0.0	2.8	.5	.022
Ebony	1.0	3.4	13.1	<.001
Field and Stream	6.4	10.6	4.0	.005
Jet	1.0	2.8	13.8	<.001
National Future Farmer	1.0	.1	1.6	.041
Newsweek	19.3	14.5	7.5	.002
Outdoor Life	4.3	5.3	.7	.019
Popular Science	12.9	3.8	4.8	<.001
Sports Illustrated	30.5	26.9	19.1	.023
Time	23.6	16.4	7.0	<.001
U.S. News	6.6	1.9	3.3	.014

Table D-16. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Military Enlistment Intent

Magazine	Military Enlistment Intent				P
	Probably Enlist	Don't Know	Probably Not Enlist	Definitely Not Enlist	
Ebony	10.6	2.0	5.1	5.0	.005
Exploring	2.8	3.5	.8	0.0	.024
Jet	10.2	3.3	4.5	4.6	.028
People	0.0	1.5	3.6	1.1	.026

Table D-17. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Service Preferred for Enlistment

Magazine	Preferred Service					P
	Army	Navy	Air Force	Marine Corps	Other	
Car and Driver	4.9	1.1	1.3	.3	1.0	.025
Outdoor Life	7.7	4.7	2.2	3.6	1.0	.037
Sport	7.7	5.5	10.5	16.5	5.7	.005

Table D-18. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Combat Arms Favorability

Magazine	CA Favorability			P
	Favorable	Neutral	Unfavorable	
Field and Stream	13.5	8.1	4.7	<.001
Hot Rod	15.7	12.2	7.8	.010
Jet	3.2	3.7	7.8	.022
National Geographic	9.3	10.6	4.9	.026
Sports Illustrated	24.9	30.8	22.4	.049
TV Guide	10.0	11.0	19.0	.004

Table D-19. AIA Percentages for Magazines with Differences Among 17-21 Year Olds by Army Fit

Magazine	Army Fit					P
	Positive	Neutral	Slight Negative	Negative	Very Negative	
Oui	1.7	.5	3.3	1.5	6.3	.015
Penthouse	3.5	2.6	5.7	5.1	12.0	.003
Time	10.7	14.8	20.9	10.8	14.8	.033