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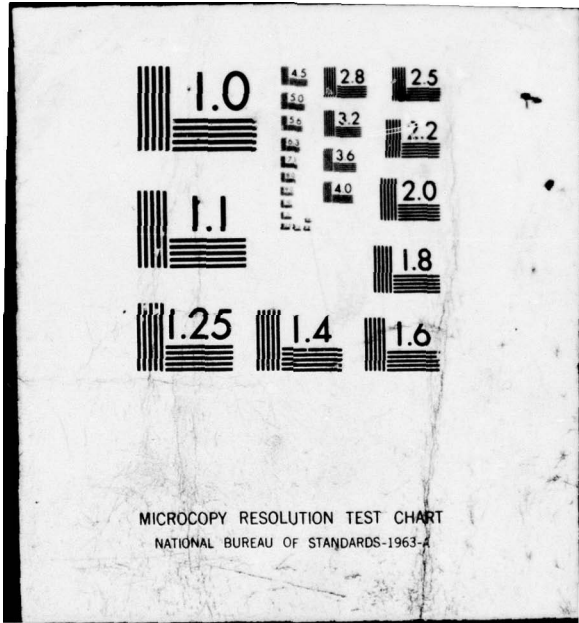
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**DEMOGRAPHIC AND ATTITUDINAL CHARACTERISTICS OF
UNITED STATES AIR FORCE RESERVE ENLISTEES**

By
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**July 1976
Final Report for Period June 1974 - May 1976**

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This final report was submitted by Personnel Research Division, Air Force Human Resources Laboratory, Lackland Air Force Base, Texas 78236, under project 7719, with HQ Air Force Human Resources Laboratory (AFSC), Brooks Air Force Base, Texas 78235. Mr. James M. Wilbourn, Personnel Research Division, was the project monitor.

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This technical report has been reviewed and is approved.

LELAND D. BROKAW, Technical Director
Personnel Research Division

Approved for publication.

DAN D. FULGHAM, Colonel, USAF
Commander

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20. ABSTRACT (Continue on reverse side if necessary and identify by block number) This research report describes the demographic and attitudinal characteristics of 614 male basic Reserve enlistees surveyed during FY 1975. This sample is compared with a previously surveyed sample in FY 1970. Some changes in the personal characteristics between the FY 70 and FY 75 samples are noted. Additionally, their attitudes toward military service and Reserve duty are more positive than FY 70 enlistees. A decrease in educational level and operational test scores was found in the FY 75 sample. When questioned as to incentives that might increase Reserve enlistment, guaranteed job, BX privileges, and increased salary were considered important. Educational support, guaranteed job location, guaranteed promotions, and enlistment bonuses were perceived as effective in consideration of Regular Air Force service. A more positive attitude toward reenlistment was expressed by the FY 75 sample.		

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Perceived negative aspects that might deter reenlistment in the USAFR were irregular working hours, poor physical working conditions, and interference of Reserve duty with educational goals. In the area of advertising, billboards, magazines, and television seem most effective in motivating young men to contact a recruiter.

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PREFACE

This research was conducted under project 7719, Air Force Personnel System Development on Selection, Assignment, Evaluation, Quality Control, Retention, Promotion, and Utilization; task 771902, Exploration of Methods for Increasing the Effectiveness of Personnel Programs.

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DEMOGRAPHIC AND ATTITUDINAL CHARACTERISTICS OF UNITED STATES AIR FORCE RESERVE ENLISTEES

I. INTRODUCTION

The United States Air Force Reserve (USAFR) plays an important role in maintaining our national defense and security. The mission of the USAFR is twofold: (a) to supplement the Regular active duty force under emergency conditions, and (b) to assist in times of civil strife or disaster. USAFR personnel are further categorized into Ready- Standby- and Retired-Reserve. The Ready Reserve consists of officer and enlisted personnel who may be called to active duty in time of war or national emergency declared by Congress or the President. The Standby- and Retired- Reserve force may be called to active duty only by Congressional action.

With the implementation of the volunteer force, concern focussed on the impact of this policy decision on the availability of adequate manpower required to maintain an effective Reserve contingent. Initial estimates projected that both the Regular and Reserve forces would possibly experience a decrement in the number of potential recruits (Gates Commission, 1970). For instance, speculation contained in the Gilbert Youth Research Report (HumRRO, 1972) indicated that only a small percentage of youth would be willing to enlist in the Reserve force under zero-draft conditions. To obviate problems which might be encountered in recruiting a volunteer Reserve force, a recommendation was made to reduce the enlistment of non-prior service personnel and turn toward the institution of a more experienced prior-service force (Rostker, 1971). To offset these anticipated losses, policy decisions were made in 1974 to relax the aptitudinal, physical, and age requirements for Reserve enlistment. In addition, research was initiated to identify incentives which might be effective in stimulating recruitment and retention of non-prior service personnel in the Reserve forces (Wilbourn, 1973).

Actual experience with the volunteer environment indicates that the removal of the draft has affected the recruitment of non-prior service enlistees into the Regular- and Reserve- forces in dissimilar ways. The Regular force has experienced an overabundance of applicants, although the numbers of individuals applying for enlistment most likely reflect the economic recession in the civilian sector during FY 1975. The Reserve force, on the other hand, has experienced a decrease in numbers of qualified applicants as previously anticipated. Although current enlistment rates fall somewhat short of desired goals, these rates are not yet at a level to impair mission effectiveness.

With the elimination of the draft and the decrease in numbers of potential Reserve enlistees for recruitment, a need exists to study the enlistment attitudes, aptitudes, and background characteristics of USAFR non-prior service volunteer enlistees to determine the impact of these factors on Reserve capability. To meet this need, the present study delineates the attitudinal and aptitudinal characteristics of a sample of USAFR enlistees entering service in FY 75 and compares this group of enlistees with an earlier sample entering service in FY 70 to determine what, if any, decrement in quality is evidenced during the five-year period.

II. METHOD

The Air Force Reserve Attitude and Biographical Inventory was administered to a sample of 614 non-prior service male Reserve enlistees on their sixth day of basic training from September 1974 through March 1975. This inventory is composed of 102 items concerning background information, attitudes toward military service, and the effect of recruiting incentives and strategies on enlistment and career motivation. In addition, the Armed Services Vocational Aptitude Battery, Form 2 (ASVAB-2) was administered to obtain current and accurate aptitudinal information in the four aptitude areas (Mechanical, Administrative, General, Electronics). Distributions of all inventory items were computed; mean aptitude index scores were also computed for each ASVAB-2 aptitude composite. Attitudinal and aptitudinal data generated from the test measures were used to make meaningful comparisons between sample sub-groups. Primary analyses compared the characteristics of a draft-motivated sample surveyed in FY 70 with draft-free FY 75 group.

Percentage distributions of all survey items, not presented in Tables 1 through 7, are contained in Appendix A.

III. RESULTS AND DISCUSSION

In comparing the personal characteristics of the FY 75 draft-free sample with the FY 70 draft-induced group, some obvious changes were noted. The average age of the FY 75 enlistees at time of enlistment had dropped from 19 years, 4 months to 19 years, 1 month. A seven percent increase in the number of enlistees indicating their age as 18 years or less at enlistment was found in the FY 75 sample. One of the greatest differences found was the racial make-up of the force; 49.5 percent of the FY 75 sample were Caucasian compared to 94 percent in the FY 70 sample. In a previous study, Wilbourn (1973) noted that minority groups may well provide a valuable resource for the all-volunteer Air Reserve which had not been previously explored. Under the volunteer climate, recruiting among minority groups has evidently been quite successful. In addition, lowering enlistment requirements has probably qualified a greater number of minority applicants who would have been rejected at an earlier time.

In the FY 75 sample, a larger percentage indicated that they were single at the time of enlistment. Those enlistees stating that they had full-time employment status just prior to entering the USAFR dropped from 67 percent in FY 70 to 54 percent in FY 75. The percentage of enlistees stating that they were unemployed prior to entering service almost doubled during the time period from FY 1970 to FY 1975. These changes in the characteristics of the two populations most likely reflect the influence of economic conditions prevalent during 1974-1975, a period of high unemployment, compared with the 1969-1970 time frame in which unemployment levels were lower and the economic condition of the country more stable.

A change in educational level was also evident between the two samples. In the FY 70 group, only 1.3 percent of the enlistees surveyed stated that they had 11 or less years of education; in FY 75, 27.2 percent. This shift may be the result of the change in Reserve enlistment standards which were lowered in FY 75 to stimulate recruiting (see Appendix B). When respondents were queried concerning their educational goals, similar percentages in both FY 70 and FY 75 samples indicated that they had completed all planned education or did not plan to achieve high school graduation status.

An overview of these characteristics indicates that FY 75 enlistees into the USAFR when compared to FY 70 enlistees are somewhat younger, less educated, more likely to come from a minority group, and are motivated today by unemployment rather than the draft.

Quality of Reserve Enlistees

Two important variables to be considered in determining the quality of USAFR enlistees are education level at enlistment and aptitude scores. In comparing the FY 70 draft-induced sample with the FY 75 draft-free sample, large differences are noted at each of the educational levels. The greatest difference is seen in the percentage of enlistees indicating that they had completed some college work (Table 1). There was a decrease of 43 percent in the FY 75 sample indicating any college work when compared to the FY 70 group. As mentioned previously, a large increase in enlistees without a high school diploma was evidenced in FY 75. Since completion of high school has been found to be related to performance and career progression, this increase in lower educational levels may well have an adverse effect on USAFR capabilities.

Table 1. Percentage of 1970 and 1975 Enlistees at Various Educational Levels

Sample	N	< 12 years	12 years	> 12 years
FY 1970	1,969	1.2	39.3	59.5
FY 1975	614	27.1	56.3	16.5

Further differences in the quality of Reserve enlistees were investigated comparing scores achieved on operational entrance tests. As seen in Table 2, the FY 70 enlistees had much higher operational test scores than their FY 75 counterparts. The FY 70 sample was administered the Airman Classification Test; the FY 75 sample, ASVAB-2.

Table 2. Mean Operational Test Scores of USAFR Samples

Sample	Test Administered	N	M	A	G	E
FY 1970	ACT	1,969	65.4	72.1	71.2	75.7
FY 1975	ASVAB	614	49.8	43.7	47.7	51.3

Subtests of the two tests comprising the aptitude index composites are similar enough to make composite scores directly comparable. To stimulate enlistment after the elimination of the draft, aptitude requirements for entry were changed in FY 75 allowing individuals to enter the Reserve with somewhat lower test scores. During the time period the sample was surveyed, individuals could enter the Reserve with aptitude index scores less than the presently required standards as shown in Appendix B. This may account for the test scores being lower in the FY 75 sample. The new aptitude requirements for Reserve enlistment should raise the quality of Reserve enlistees to levels similar to those in the FY 70 sample. The impact on performance as a result of recruiting personnel with aptitude index scores lower than current standards has yet to be determined. On-the-job performance and adaptability to Reserve and military life of these lower ability personnel should be investigated.

Minority Groups

Past studies have shown a small percentage of minority groups enlisting in the USAFR. Recommendations from these studies stress the importance of minority group members as a valuable source of potential manpower (Rostker, 1971; Wilbourn, 1973). In the present study, it was found that the prior majority of Reserve enlistees being Caucasian has been changed. In fact, approximately half of the FY 75 sample is comprised of minority group members compared to only 2.8 percent in the FY 70 sample (see Table 3). The results of the present study tend to support the Gilbert Youth Survey Report (HumRRO, 1972) that non-Whites prefer the USAF over the Reserve forces of the other military services and therefore provide a broader base for recruitment of personnel.

Table 3. Percentage of FY 1970 and FY 1975 Samples by Racial Subgroups

Race	Sample	
	FY 1970 (N = 1962)	FY 1975 (N = 614)
Black	1.0	43.2
Mexican-American	1.8	4.2
Caucasian	94.8	49.5
Other	2.4	3.1

Enlistment Attitudes and Inducements

Changes in attitudes were also apparent between the FY 70 and FY 75 samples. A complete shift in perceptions toward military service has occurred. In FY 70, enlistees indicated that the most important reason for joining the Reserve force was that the USAFR was an easy way to fulfill their military obligation; in FY 75, Reserve service is seen as a means of obtaining valuable job experience.

A shift in attitude toward the military is also seen in the enlistee's view that Reserve duty may interfere with his future plans. While a majority of the FY 70 enlistees perceived Reserve duty as detrimental, over 85 percent of the FY 75 sample viewed Reserve service as a help rather than a hindrance to their future goals. These findings appear to indicate that a successful Reserve recruiting strategy might stress the opportunity to increase skill levels and gain job experience as benefits of Reserve service.

Survey respondents were also asked to evaluate the value of several enlistment inducements as possible incentives to attract young men to join the USAFR. As seen in Table 4, over 82 percent of the FY 75 sample selected "guaranteed job" as the factor having the most positive appeal to prospective Reserve recruits. Other effective inducements included "complete BX privileges," "increased salary," "complete medical and dental care," and "travel." Selecting their job assignment appears to be of paramount concern to enlistees, and the assurance of such a job can be a strong incentive for enlistment. Although guaranteed job assignment in the Reserve was most important, inducements related to economic benefits were the next most effective appeals to stimulate enlistment.

Table 4. Enlistment Inducements (USAFR) - FY 1975 Sample

Inducement	Percent Effect on Enlistment Motivation ^a			Rank of Importance
	Definitely Positive Probably Positive	Uncertain	Definitely Negative Probably Negative	
Enlistment Bonuses	60.6	27.2	11.3	11
Increased Salary	78.9	14.8	5.6	3
Guaranteed Job	82.8	12.1	4.0	1
Educational Benefits	74.4	14.3	10.3	6
Complete Medical and Dental Care	78.0	12.2	8.8	4
Complete Medical and Dental Care (Family)	70.3	15.8	13.2	9
Complete BX Privileges	79.4	11.3	8.5	2
All Commissary Privileges	73.0	17.8	8.4	7
Guaranteed Promotions	72.0	18.5	8.5	8
Two-Year Enlistment	51.6	28.3	18.8	13
Three-Year Enlistment	47.6	30.5	21.2	14
Four-Year Enlistment	43.7	33.9	21.7	15
Five-Year Enlistment	40.0	31.2	28.1	16
All VA Benefits	68.6	17.0	13.4	10
Travel	75.9	14.8	8.9	5
Hobby Shop and Theater Privileges	60.3	26.2	12.2	12

^aPercentages will not total 100% due to incomplete or blank data.

The attractiveness of various enlistment incentives for Regular Air Force service as perceived by the FY 75 sample are presented in Table 5. In the total sample, education at Government expense was viewed as the most popular incentive followed by guaranteed geographical region of assignment, guaranteed promotions, and enlistment bonuses. The first three incentives enumerated above are identical with those promoting a favorable attitude toward Regular Air Force service in the FY 70 sample. Results of this analysis would indicate that certain benefits, both monetary and non-monetary, might be used to encourage enlistment into the Regular Air Force if such action were required. Since current economic conditions have provided the Regular Air Force with an abundant applicant pool, these incentives would be of value only if the Regular Air Force should experience difficulty in meeting their recruiting quotas sometime in the future.

Table 5. Enlistment Incentives for Regular Air Force - FY 1975 Sample

Incentives	Percent Effect on Enlistment in Regular AF ^a			Rank of Importance
	Definitely or Probably Would Enlist	Don't Know	Definitely or Probably Would Not Have Enlisted	Total Sample FY 1975
Salary Comparable to Civilian Job	63.5	19.3	16.7	7
Guaranteed Career Field	74.6	13.7	11.3	5
Guaranteed Geographic Region of Location of Assignment	76.2	12.9	10.0	2
Guaranteed Promotions	75.7	13.7	10.0	3
Completion of Education at Government Expense	80.5	10.9	7.9	1
Two-Year Enlistment	74.4	16.6	8.2	6
Three-Year Enlistment	63.3	20.9	14.2	8
Enlistment Bonus	75.6	14.0	10.1	4

^aPercentages will not total 100% due to incomplete or blank data.

Attitudes Toward Military Service

Another significant shift in attitude can be seen in the enlistees' perceived desirability of a military career compared to one in civilian life. Over one-half of the FY 75 sample indicated that a military career was equally or more desirable than a civilian career. In FY 1970, less than one-fifth of the enlistees stated a similar view. These more favorable attitudes toward military service are most likely fostered by two factors, peacetime conditions and the economic recession.

Another indication of a more positive perception of military service is evidenced by the FY 75 sample's response concerning the usefulness of Reserve training and experience in civilian life. In comparison with FY 70 enlistees, over three times more FY 75 enlistees indicated that Reserve duty would be quite-or-extremely-useful. These findings indicate that the Reserve force is now viewed as a way in which a young man can gain skills and experience with a high payoff value in the civilian job market.

Attitudes Toward Reenlistment

To determine an expected reenlistment rate, the enlistees were queried as to their plans when their present obligation was completed. A total of 32.1 percent indicated that they definitely or probably would remain in the USAFR after their initial tour. An additional 7.1 percent stated that they would remain on Reserve duty until they retired with 20 or more years of service. The percentage of individuals with positive career intentions is very similar to the actual reenlistment rate (32 percent) experienced in FY 75.

Should desired reenlistment rates fail to materialize and the numbers of experienced Reserve personnel fall below those required to meet operational needs, efforts will have to be directed toward identifying incentives and/or removing irritants to improve retention rates. To provide insight into factors which might discourage an individual to extend his initial tour of Reserve duty, respondents were asked to estimate the effect of certain aspects of Reserve service which might have a negative influence on career decision. Perceptions of the negative aspects have changed during the FY 70 - FY 75 time period. The FY 70 sample was concerned primarily with their inadequate monetary compensation and secondly, with the rigors of military discipline and their job assignment. The FY 75 sample indicated their concern over working conditions, irregular hours, and interference of Reserve duty with their academic goals (see Table 6). Further investigation focussed on the specific inducements which might be offered to improve reenlistment. Over 85 percent of the FY 75 sample indicated the positive appeal of educational support at Government expense. Other factors having a positive influence on retention included the benefits of medical and dental care, the VA housing loans, and educational assistance for dependents at Government expense (see Table 7). If a more senior Reserve force is to be achieved, it appears that certain incentives might be considered to attract experienced personnel to remain on Reserve duty.

Table 6. Effect of Negative Aspects of Reserve Duty on Reenlistment

Aspects	Percentage Indicating Effect		Rank of Importance	
	Definitely or Probably a Negative Aspect	No Effect	FY 1970	FY 1975
Military Discipline	56.1	41.6	2	7
Salary	53.2	44.8	1	8
Required Meetings	45.3	52.4	8	9
Two week active Duty/Year	39.5	58.8	10	10
Poor Physical Working Conditions	65.0	34.1	6	2
Type of Job Assigned	60.5	38.3	3	5
Irregular Working Hours	65.4	33.0	9	1
Occasional Separation from Family	61.7	36.3	7	4
Interference with Civilian Job	57.6	39.9	4.5	6
Interference with Educational Attainment	62.4	35.2	4.5	3

Table 7. Effect of Inducements on Reenlistments

Inducements	Percentage Indicating Effect		Rank of Inducement's Importance
	Definitely and Probably Positive	No Effect	
Free Legal Assistance	71.1	27.0	13
Personal Medical/Dental Care	86.3	12.5	2
Dependent Medical Care	83.4	15.3	6
BX Privileges	80.5	17.8	9
Base Service Station Use	69.9	27.7	14
Base Laundry and Cleaners Use	63.2	35.0	16
Base Nursery Use	64.0	34.7	15
Recreational Facilities Use	76.7	22.0	12
Commissary Privileges	78.6	19.8	10.5
Travel via Military Space Available	81.8	16.1	8
Family Services	78.6	20.6	10.5
Educational Support	86.5	12.5	1
VA Benefits on Retirement	85.9	12.7	3
Military Assistance for Dependents Education	85.0	13.2	5
VA Housing Loans	85.4	12.7	4
Reenlistment Bonuses	82.5	15.6	7

Recruiting and Advertising

Large sums of money are spent each year on efforts to attract young men and women to enter Regular and Reserve-military service. Several items on the survey were analyzed to determine the factors which motivated these enlistees to contact a USAFR recruiter. Specific results concerning the effectiveness of recruiting and advertising can be found in Appendix A (Items 92-102).

A total of 28.1 percent of the FY 75 sample indicated that their contact with a recruiter was due to advice from a friend. Twenty-four percent were motivated to contact a recruiter by advertising they had seen; 20.3 percent by a relative's advice; and 19.6 percent by personal recruiter contact. When asked the type and frequency of advertisements they had seen or heard, enlistees indicated that advertising by billboards, magazines, and television were most frequently seen. Less important sources of advertisement included newspapers and radio. These findings on advertising are identical to those found by surveying a Regular Air Force enlistee population (Mullins, Williams, Vitola, & Michelson, 1975). It may be that the most cost-effective method for advertising would be to utilize billboards more widely than the more expensive media such as magazines and television. It also appears that personal contact by recruiting personnel can be used as an effective method of stimulating Reserve enlistment.

IV. SUMMARY AND GENERAL CONCLUSIONS

The Air Force Reserve Attitude and Background Inventory and the Armed Services Vocational Aptitude Battery (Form 2) were administered to a sample of 614 male basic Reserve enlistees between September 1974 and March 1975 in an effort to assess current attitudinal and aptitudinal trends of all-volunteer Reserve accessions. Comparisons were made between this sample and an earlier sample surveyed in FY 70.

The personal characteristics of the FY 75 sample differed from the FY 70 group by having a larger proportion of minority members, less employment experience prior to service, and by being single rather than married upon enlistment. The educational and aptitudinal levels between the two samples were also different. In FY 75, the percentages of high school non-graduates increased; the percentage of enlistees with any college education decreased. The mean aptitude index scores of the FY 75 sample were noticeably lower.

Although the two groups were not administered the same test, the two test instruments were comprised of similar subtests and permit valid comparisons. One factor contributing to the differences in aptitude scores may be the fact that lower entrance prerequisites were required at the time the FY 75 sample entered service.

To increase Reserve enlistment, a guaranteed job assignment, BX privileges, and increased salary were considered as possible inducements which might be offered. While it is realized that job assignments must be a function of operational needs, this non-monetary incentive might be quite effective in attracting qualified personnel for Reserve service. The FY 75 sample also indicated that educational support, guaranteed job location, guaranteed promotions, and enlistment bonuses might be effective in their consideration of Regular Air Force duty.

Attitudes of the FY 75 sample toward military service and Reserve duty were more positive than the earlier enlistees. A larger proportion of the FY 75 group indicated that Reserve duty would not interfere with their future plans; the military service was now as desirable as a career in the civilian sector; and Reserve training and experience would be "quite or extremely-useful" in their civilian career. Negative aspects of Reserve service perceived by the FY 75 sample were irregular working hours, poor physical working conditions, and interference with educational goals. It should be noted that these negative aspects are not a result of actual experience with Reserve duty since the sample has just entered service.

A positive attitude toward reenlistment was indicated by about 39 percent of the total FY 75 group. Should an increase in retention rates be desired, enlistees indicated that incentives of Government educational assistance, medical and dental care, and VA benefits on retirement would be effectively used to encourage a favorable career decision.

In the area of advertising, it was ascertained from the survey response data that the most effective advertising techniques included billboards, magazines, and television.

Although problems have arisen in reaching recruiting quotas in the all-volunteer environment, the Reserve force appears to have adequate manning to meet operational requirements. Results do indicate that the FY 75 Reserve accessions do not have the educational or aptitudinal qualifications of their predecessors. However, the quality of current input may have increased since aptitude requirements were raised in July 1975. The impact of enlisting personnel with lower qualifications cannot be assessed by this study. Further research should be initiated to determine the effect of lower quality on mission effectiveness.

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APPENDIX A. PERCENTAGE DISTRIBUTION OF SURVEY ITEMS¹
(N = 614)

- | | |
|--|---|
| <p>1. In which one of the following organizations are you presently a member?</p> <p>100.00 A) Air Force Reserve (USAFR)
B) Air National Guard (ANG)</p> <p>2. Which one of the following do you consider yourself?</p> <p>43.2 A) Black/Negro
4.2 B) Spanish or Mexican American
.003 C) American Indian
.008 D) Oriental
49.5 E) White
1.9 F) Other</p> <p>3. What is your current marital status?</p> <p>79.7 A) Single
19.1 B) Married
1.2 C) Divorced
D) Separated
E) Widowed</p> <p>4. How many children do you have?</p> <p>80.5 A) None
12.7 B) One
4.0 C) Two
1.8 D) Three
.02 E) Four or more</p> <p>5. Which one of the following describes your religious preference?</p> <p>41.3 A) Protestant
21.5 B) Catholic
.1 C) Jewish
25.6 D) Other
9.5 E) I have no preference</p> <p>6. At what age did you enlist in the USAFR?</p> <p>20.4 A) 17 or less
26.8 B) 18
17.2 C) 19
14.5 D) 20
7.2 E) 21
4.0 F) 22
9.5 G) 23 or older</p> | <p>7. What was the last year of education that you completed?</p> <p>4.8 A) 9th grade or less
8.2 B) 10
14.1 C) 11
56.3 D) 12
8.8 E) 13, one year of college
5.0 F) 14
1.4 G) 15
.2 H) 16, four years of college, no degree
.6 I) Bachelor's degree
.2 J) Master's degree
K) Doctorate, M.D., or equivalent</p> <p>8. What was your educational status just before entering the USAFR?</p> <p>19.5 A) Completed all planned education
3.5 B) Part-time student
9.0 C) Full-time student
5.0 D) Part-time student with full-time job
4.0 E) Part-time student with part-time job
6.8 F) Full-time student with full-time job
7.6 G) Full-time student with part-time job
44.2 H) Plans to pursue further education in near future</p> <p>9. What was your class standing the last year you attended high school? (If you don't recall exactly, give your best estimate.)</p> <p>26.5 A) Upper quarter (75% or above)
37.9 B) Upper middle quarter (50%–74%)
13.2 C) Lower middle quarter (25%–49%)
1.6 D) Lower quarter (Less than 25%)
1.1 E) Not applicable, did not attend high school
18.6 F) I don't know</p> <p>10. What type of curriculum did you take in high school? Mark only one.</p> <p>31.4 A) Trade or technical (printing, machine operation, carpentry, home economics, etc.)
3.5 B) Agricultural
5.1 C) Commercial (sales, bookkeeping, secretarial, etc.)
25.9 D) College preparatory (emphasis on languages, sciences and mathematics)
31.7 E) General
1.9 F) Not applicable, did not attend high school</p> |
|--|---|

¹ Percentages will not total 100% due to incomplete or blank responses.

11. How many years of education do you plan to complete?
- 12.4 A) I have completed all planned education
 1.3 B) 10 years
 1.6 C) 11 years
 22.0 D) 12 years, graduate from high school
 23.8 E) One or two years of college
 12.2 F) Three or four years (no degree) of college
 13.1 G) 16 years, college graduate
 9.2 H) Master's degree
 3.7 I) Doctorate, M.D., or equivalent
12. What was the population of the community in which you lived most of your life?
- 19.3 A) Over 1 million
 15.3 B) 500,000 - 1,000,000
 10.6 C) 250,000 - 500,000
 8.2 D) 100,000 - 250,000
 9.8 E) 50,000 - 100,000
 9.2 F) 25,000 - 50,000
 11.6 G) 10,000 - 25,000
 10.3 H) 1,000 - 5,000
 5.3 I) Less than 1,000
13. What was your employment status just before entering the USAFR?
- 53.5 A) Employed full time
 18.3 B) Employed part time
 27.2 C) Unemployed
14. Altogether, what is the total amount of full-time employment you had before you joined the USAFR?
- 12.4 A) Never held a full-time job prior to enlistment
 2.7 B) Less than one month
 15.1 C) At least one month, but less than 6 months
 16.2 D) At least 6 months, but less than one year
 19.5 E) At least one year, but less than two years
 33.9 F) Two years or more
15. If you were employed just before entering the USAFR, will you return to the same job upon completion of training?
- 27.3 A) Yes
 47.6 B) No
 24.0 C) I was not employed
16. If you were employed, either full or part time, what was your occupation? If unemployed, mark response O.
- 17.7 A) Laborer (gardener, fisherman, car washer, etc.)
 16.5 B) Craftsman, foreman (carpenter, mechanic, etc.)
 6.3 C) Service worker (barber, policeman, waiter, etc.)
 1.9 D) Farmer, farm manager
 6.1 E) Operative (bus driver, service station attendant, taxi driver, etc.)
 6.1 F) Sales worker (salesman, sales clerk, etc.)
 3.2 G) Clerical worker (stenographer, bookkeeper, secretary, etc.)
 2.6 H) Manager, official, proprietor (public official, business manager, etc.)
 1.4 I) Semi-professional (public school teacher, accountant, pharmacist, etc.)
 .3 J) Professional, technical (lawyer, physician, college professor, etc.)
 1.9 K) Artist (dancer, musician, painter, etc.)
 L) Social Security
 M) On welfare
 17.2 N) Other
 16.4 O) Unemployed
17. When you return to a civilian job after your basic USAFR training, what monthly income do you expect to be earning?
- 4.5 A) \$1 - \$200
 25.6 B) \$201 - \$500
 27.8 C) \$501 - \$750
 11.9 D) \$751 - \$1,000
 4.2 E) \$1,001 - \$2,000
 1.1 F) More than \$2,000
 24.0 G) I don't know
18. What is the earliest age at which you began a part-time or full-time job (other than very short-odd jobs)?
- 13.7 A) 12 years or younger
 23.8 B) 13-14 years old
 40.2 C) 15-16 years old
 17.8 D) 17-18 years old
 1.9 E) 19-20 years old
 .3 F) 21 years and older
 1.8 G) I never held a job of any kind.
19. What was your average monthly income just before entering the USAFR?
- 19.9 A) Below \$200
 19.8 B) \$200 - \$300
 18.2 C) \$300 - \$400
 12.9 D) \$400 - \$500
 6.3 E) \$500 - \$600
 4.5 F) \$600 - \$700
 1.9 G) \$700 - \$800
 1.6 H) \$800 - \$900
 1.0 I) \$900 - \$1,000
 2.1 J) Over \$1,000 a month
 14.5 K) Unemployed, not applicable

20. With whom did you reside just prior to enlistment?
- 55.3 A) With parents/guardians
 - 16.4 B) With wife
 - 8.4 C) Alone
 - 6.6 D) With friends
 - 1.6 E) With relatives other than immediate family
 - 7.6 F) With only one parent/guardian
 - 3.2 G) Other
21. Which one of the following was the principal job held by the major wage earner of your family (parent/guardian) most of the last five years before you entered the USAFR? Mark only one.
- 12.4 A) Laborer (gardener, fisherman, car washer, etc.)
 - 23.7 B) Craftsman, foreman (carpenter, mechanic, etc.)
 - 6.6 C) Service worker (barber, policeman, waiter, etc.)
 - 1.0 D) Farmer, farm manager
 - 4.5 E) Operative (bus/taxi driver, service station attendant, etc.)
 - 6.1 F) Sales worker (salesman, sales clerk, etc.)
 - 4.3 G) Clerical worker (stenographer, bookkeeper, secretary, etc.)
 - 6.1 H) Military service (officer, enlisted, all services)
 - 5.3 I) Manager, official, proprietor (public official, business manager, store owner)
 - 5.3 J) Semi-professional (public school teacher, accountant, pharmacist, etc.)
 - 4.8 K) Professional, technical (lawyer, college professor, physician, etc.)
 - .1 L) Artist (dancer, musician, painter, etc.)
 - 1.9 M) Social Security
 - 1.6 N) On welfare
 - 11.7 O) Other, don't know
 - 3.7 P) Unemployed
22. What was your family's (parent's/guardian's) yearly income just before you entered the USAFR?
- 5.4 A) Less than \$3,000 a year
 - 10.1 B) \$3,000 - \$5,999 a year
 - 10.8 C) \$6,000 - \$8,999 a year
 - 12.7 D) \$9,000 - \$11,999 a year
 - 10.1 E) \$12,000 - \$14,999 a year
 - 8.5 F) \$15,000 - \$19,999 a year
 - 8.8 G) \$20,000 a year or more
 - .1 H) No income - Unemployed
 - 1.8 I) No income - On welfare
 - 1.4 J) No income - On Social Security
 - 28.9 K) I don't know
23. Was anyone other than your father or male guardian the major wage earner in your family for a year or more? (Mark only one.)
- 28.5 A) Yes, my mother supported us
 - 4.2 B) Yes, one or more of the children supported the family
 - 1.8 C) Yes, our relatives supported us
 - 2.7 D) Yes, we were on relief (either public or private)
 - 59.6 E) No, my father has always supported the family
24. My father and mother, or guardians (mark only one):
- 55.8 A) are still living together
 - 20.4 B) are divorced
 - 7.7 C) are separated but not divorced
 - 11.3 D) were still living together when one of them died
 - 3.9 E) don't know
25. How much education did your father or male guardian complete?
- 15.1 A) Did not attend high school
 - 17.8 B) Attended high school but did not graduate
 - 29.9 C) High school graduate
 - 7.4 D) Attended college but did not graduate
 - 10.3 E) College graduate (4 years or more)
 - 18.8 F) Don't know

26. How much education did your mother or female guardian complete?
- 10.8 A) Did not attend high school
 22.0 B) Attended high school but did not graduate
 7.0 C) High school graduate
 7.9 D) Attended college but did not graduate
 7.1 E) College graduate (4 years or more)
 15.0 F) Don't know
27. Which of the following choices would best describe your parent's/guardian's current attitude toward your decision to join the USAFR?
- 40.8 A) Extremely pleased
 33.0 B) Somewhat pleased
 13.8 C) Neither pleased nor displeased
 5.5 D) Somewhat displeased
 1.8 E) Extremely displeased
 4.6 F) Not applicable
28. Which of the following choices best describes your wife's (or fiancée's) attitude about you deciding to join the USAFR?
- 15.3 A) Extremely displeased
 22.0 B) Somewhat displeased
 9.8 C) Neither pleased nor displeased
 14.0 D) Somewhat pleased
 5.6 E) Extremely pleased
 32.2 F) Not applicable
29. Prior to enlistment, I
- 3.0 A) was buying my own home
 1.9 B) owned my home
 23.6 C) rented an apartment/house
 52.1 D) lived with parents at no cost
 4.0 E) lived with relatives at no cost
 14.6 F) Other
30. In your opinion, how does a military career compare with civilian occupations?
- 36.2 A) Military career more desirable
 23.5 B) Military career equally desirable
 17.2 C) Military career less desirable
 22.2 D) Don't know
31. Which one of the following items is the most important reason for your entering the USAFR? Mark only one.
- 55.1 A) Opportunity to gain some experience in the career field of my choice
 6.4 B) Opportunity to supplement my civilian salary with USAFR pay
 4.3 C) Patriotism: opportunity to serve my country
 4.0 D) Provide some opportunity for travel and excitement
 .6 E) Prestige and status of being in USAFR
 9.8 F) To become more mature and independent
 2.6 G) To qualify for military/veterans benefits after retirement
 5.1 H) Interest in aviation, aerospace and missile systems
 1.3 I) Did not interfere to a great extent with my civilian occupation and/or education
 0.0 J) Less possibility of personal risk and danger than Regular AF
 1.3 K) To get away from home
 3.0 L) I was not qualified to join the Regular Air Force or other service.
 5.0 M) Other
32. How many years is your USAFR commitment?
- 5.0 A) 4 years
 93.1 B) 6 years
33. What are your plans when your present USAFR obligation is completed?
- 9.1 A) Definitely will remain in the USAFR
 23.0 B) Probably will remain in the USAFR
 43.9 C) Undecided.
 8.5 D) Probably will not remain in the USAFR
 7.9 E) Definitely will not remain in the USAFR
 7.1 F) I will retire with 20 years or more service.
34. Will being in the USAFR interfere or help with your plans for the future?
- 61.4 A) It will help a great deal
 25.2 B) It will help a little
 7.1 C) It will neither help nor interfere
 4.7 D) It will interfere a little
 1.4 E) It will interfere a great deal

35. How useful do you feel your USAFR training and experience will be to you in civilian life?
- 47.1 A) Extremely useful
 30.7 B) Quite useful
 17.4 C) Of some use
 2.1 D) Of very little use
 2.3 E) Of no use
36. If you had the option to join any of the following reserve groups, which one would you prefer to have joined other than the Air Force Reserve/Air National Guard?
- 78.5 A) I had no preference other than the USAFR
 .8 B) I had no preference other than the ANG
 2.3 C) USAFR (If in ANG)
 3.5 D) ANG (If in USAFR)
 2.7 E) Army Reserve
 6.4 F) Navy Reserve
 1.1 G) Marine Reserve
 4.0 H) Coast Guard Reserve
37. How long did you have to wait on a list before officially being sworn into the USAFR?
- 68.5 A) I did not have to wait to join
 19.0 B) One month
 3.4 C) Two months
 4.3 D) Three months
 3.4 E) Three to six months
 .2 F) Six months to nine months
 .3 G) Nine to 12 months
 .2 H) Longer than 1 year
38. If you applied to more than one reserve unit in order to enlist, how many units did you apply to?
- 90.2 A) I applied to one unit
 6.3 B) 2 units
 1.6 C) 3 units
 .6 D) 4 units
 0.0 E) 5 units
 .5 F) 6 to 10 units
 0.0 G) More than 10 units
39. Before enlisting in the USAFR were you rejected for a regular enlistment in a military service?
- 28.0 A) Yes
 70.7 B) No
40. If you were rejected for regular enlistment in military service, by which service were you rejected. Mark "A" if not applicable.
- 70.1 A) Not applicable
 23.2 B) Air Force
 3.1 C) Army
 1.9 D) Navy
 .5 E) Marines
 .6 F) Coast Guard
- Questions 41–56: See Table 4.
57. What do you think the **minimum** (smallest) enlistment bonus amount would have to be offered to induce most young men and women to enter the USAFR?
- 19.5 A) \$100 or less
 45.5 B) \$500
 17.2 C) \$1,000
 7.1 D) \$2,000
 2.4 E) \$3,000
 1.3 F) \$4,000
 1.9 G) \$5,000
 4.7 H) \$10,000
- Questions 58–73: See Table 7.
 Questions 74–83: See Table 6.
 Questions 84–91: See Table 5.
92. Which one of the following do you think was most important in your decision to contact a USAFR recruiter?
- 24.0 A) Advertising (Radio, TV, magazine, etc.)
 19.6 B) A telephone call or other personal contact from the recruiter
 28.1 C) Advice from a friend
 20.3 D) Advice from a relative
 6.8 E) Advice from a school counselor
93. Did you talk to a recruiter in another service?
- 37.8 A) Yes
 59.3 B) No
- What other services did you contact about Reserve/National Guard?
94. Army
 22.0 A) Yes
 76.8 B) No
95. Navy
 15.6 A) Yes
 81.8 B) No

96. Marines

- 10.3 A) Yes
- 87.5 B) No

97. Coast Guard

- 7.9 A) Yes
- 89.2 B) No

About how many times (best guess) do you think you have seen or heard USAFR advertisements of the following types:

98. Newspapers

- 30.1 A) Never
- 26.7 B) Once or twice
- 11.4 C) 3 - 5 times
- 8.5 D) 6 - 10 times
- 22.7 E) More than 10 times

99. Radio

- 35.7 A) Never
- 26.5 B) Once or twice
- 11.9 C) 3 - 5 times
- 10.8 D) 6 - 10 times
- 26.7 E) More than 10 times

100. Television

- 18.2 A) Never
- 26.5 B) Once or twice
- 16.6 C) 3 - 5 times
- 10.8 D) 6 - 10 times
- 26.7 E) More than 10 times

101. Billboards

- 14.1 A) Never
- 22.0 B) Once or twice
- 17.7 C) 3 - 5 times
- 12.1 D) 6 - 10 times
- 33.8 E) More than 10 times

102. Magazines

- 12.5 A) Never
- 22.5 B) Once or twice
- 19.0 C) 3 - 5 times
- 15.4 D) 6 - 10 times
- 29.6 E) More than 10 times

APPENDIX B. USAFR REQUIREMENTS – NON-PRIOR SERVICE

FY 1975 SAMPLE	Age	AFQT Score	Education	Min. Aptitude
(AFM 33-3, 28 Jun 74)	17 – 35	50 – 99	HS Grad.	40 on M,A,G or E
	17 – 35	50 – 99	Non-HS Grad.	40 on G + 40 on M, A, or E
	17 – 35	49 and below	HS Grad. Non-HS Grad	45 on G + 40 on M, A, or E
CURRENT (AFR 33-3, 19 Sep 75)	18 – 35 ^a	50 – 99	HS Grad.	40 on M, A, G or E + AFSC aptitude score required by AFM 35-1
	18 – 35	50 – 99	Non-HS Grad.	40 in G + 40 in M, A, or E + apt required by AFM 35-1
	18 – 35	31 – 49	HS or non-HS Grad.	45 in G + 40 in A, M, or E + apt. required by AFM 35-1
	18 – 35	below 31	N/A	Not eligible to enlist.

^aMinimum age for enlistment in USAFR is 17 years when DD Form 373 has been properly executed.