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A STUDY OF THE DIRECT ENLISTMENT PROGRAM CONCEPT FOR THE INDIVI--ETC(U)

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A STUDY OF THE DIRECT ENLISTMENT PROGRAM CONCEPT
FOR THE INDIVIDUAL READY RESERVES

Prepared for:
THE DEPARTMENT OF DEFENSE

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TABLE OF CONTENTS

	<u>Page No.</u>
BACKGROUND	1
OBJECTIVES OF THE RESEARCH	2
METHOD	3
SAMPLE WEIGHTING	4
DEFINITION OF PROSPECT GROUPS	5
IRR CONCEPT STATEMENT AS USED IN TEST	6
CRITERIA FOR MEASUREMENT OF INTEREST	7
EXECUTIVE SUMMARY	8
FINDINGS	
I. Market Potential for the IRR Test Concept	12
II. The Role of Parents in Sons' Decision to Participate in the IRR Program	39
III. Incremental Interest in IRR Program Created by Additional Incentives	51
IV. Relationship Between Interest in IRR and Interest in Armed Services Enlistment	60
CONCLUSIONS.....	65
ADDITIONAL TABLES.....	71
TECHNICAL APPENDIX	76
QUESTIONNAIRES.....	85

BACKGROUND

Since the advent of the All Volunteer Armed Forces, the number of people in the Individual Ready Reserve (IRR) has declined. Since this reserve manpower pool is an important component of the U.S. Military, a new reserve program designed to attract IRR recruits directly is under consideration for testing in the Spring of 1978.

In its present form this program will involve:

- 12 weeks of summer active duty with full pay and benefits
- Ready reserve status for 6 years
- No further active duty requirement unless a national emergency is declared
- Opportunity to get first hand taste of active duty life for 12 weeks rather than a 3 year enlistment.

Since no information existed as to the possible level of interest this program might generate, the Department Of Defense commissioned Grey Advertising to conduct a study addressing this issue among young men 17-21 years of age.

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OBJECTIVES OF THE RESEARCH

The main objectives of this research were to:

- determine the level of interest in the basic IRR concept among young men 17-21 and describe the characteristics of the interest groups.
- examine the degree to which parental attitude influences sons' interest in IRR.
- examine the incremental effect of additional incentives on the basic IRR program.
- evaluate the potential impact of this IRR program on other military recruitment programs.

METHOD

HOW: Telephone interviews using Random Digit Dialing Technique
among a national probability sample of telephone households.*

WHO: 1,201 young men 17-21 years of age

536 - Work Force

199 - High School Juniors

196 - High School Seniors

270 - College Students

237 parents of high school juniors and seniors

WHEN: September, 1977

* See Technical Appendix for detailed description of Telephone Probability Sample.

METHOD

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WHEN: September, 1977

* See Technical Appendix for detailed description of Telephone Probability Sample.

SAMPLE WEIGHTING

A multivariate weighting procedure was applied to the study sample

- to eliminate the telephone households bias,
- to make possible numerical projections based on available census data,
- to facilitate comparisons with data from previous studies where applicable.

Socio-demographic data from the completed interviews were weighted to the data from a study conducted for the U.S. Navy by Grey in 1976 among a comparable sample of young men.*

* See Technical Appendix for comprehensive description of the weighting procedure.

DEFINITION OF PROSPECT GROUPS

Interviewing was conducted early September, 1977 and young men were classified on the basis of their status as of the previous April -- the past Spring school semester. The purpose of this was to determine interest in the IRR program during this past summer if it had been available.

This analysis, therefore, defines the key sub-groups by their status as of April, 1977:

- . High School Juniors
- . High School Seniors
- . Work Force (employed or unemployed)
- . College Students
- . Parents of High School Juniors and Seniors

IRR CONCEPT STATEMENT
AS USED IN TEST

Interest in IRR was measured against the following description of the Program:

"The new program involves going to about 12 weeks of military training during the summer. During this camp, enlistees would receive free room and board plus \$375 per month if single and \$425 per month if married. In addition, they have the opportunity to try military life on a short term basis.

At the end of the 12 weeks, volunteers would not be required to serve any further active duty; that is, no weekend and/or additional summer active duty. However, they would become part of the Individual Ready Reserves for a period of six years and would be subject to being called up for active duty in case of a National Emergency."

CRITERIA FOR MEASUREMENT OF INTEREST

Basis for Numerical Projections

For purposes of numerical projection (e.g., when estimates of potential accessions were calculated), the High Interest measure (Definitely Would Consider) was judged the most valid predictor. (See example below.)

Survey Estimate
 (Definitely Would Consider
 Enlistment in an Armed
 Service in next 12 mos.)

514,000*

Actual
Approximate Yearly
Accessions into
Armed Services

445,000

* N.B. this figure includes applicants who might be rejected by the Services

Positive Propensity

When examining the data analytically, the group with "positive propensity" for IRR was defined as respondents who "Definitely" or "Probably Would Consider" participation. This is consistent with measurements traditionally employed in other enlistment research for DOD and provides a viable framework for examining response data within sub-groups.

EXECUTIVE SUMMARY

Market Potential for the IRR Test Concept

The results of this study indicate that there is substantial body of interest among young men 17-21 years old in the direct enlistment IRR program concept. Our estimate of this potential is approximately 450,000 highly interested eligible young men.

We feel this estimate represents the outside limit of potential since it assumes 100% awareness among the eligible population. It is the nature of any survey such as this that all respondents are uniformly exposed to, and informed about the concept under study. That is to say, no one interviewed is left unaware of the Program. This is obviously not the "real world" situation. Therefore, in order to realize the potential for IRR demonstrated in this study, strong effort would have to be exerted to develop a cost-effective method of creating awareness of the program among the key interest groups. For instance, leads gathered by any individual service who are not accessed for active service in that branch could be transmitted to the IRR for follow-up. Another source for the leads might exist in the lists of high school seniors from several years ago who now comprise the current work force and college student groups.

A second limitation inherent in this type of study is that time parameters are telescoped. Reactions and responses are elicited immediately following exposure to the test subject. Some responses might be quite different if adequate time

for reflection on the ramifications of the program concept were possible. For instance, many high school students and work force members favorable to the IRR concept do not, in fact, have a twelve week period available to them to commit to the program. In addition, one might ask how well is the fundamental combat training aspect of the program conveyed in a relatively short telephone interview? Description of the program is explicit about time commitments and benefits involved but does not elaborate on what "military training"/"military life" entails. Thus while one might question the literal projections of the study findings, there appears to be no doubt about the substantial potential of this Program.

The second major finding of this study was that across all interest sub-groups, the most frequently stated reason for interest in IRR was the opportunity to experience military life on a trial basis without a long commitment. This "testing the water" interest, though not a part of the direct enlistment concept as given, was important to some 40% of those highly interested in the Program. Thus IRR could serve as a new source of active enlistments for the Military.

The third key finding is the high level of interest among members of the work force -- both employed and unemployed. There was a belief prior to this study that employed members of the work force would represent relatively little opportunity for IRR. However, examination of occupational status of those employed reveals over half are unskilled laborers. It would appear that these men have only marginal employment status and are seeking an opportunity to overcome this situation.

Parents' Attitudes Toward IRR

A comparison of the attitudes of parents and their high school age sons toward IRR reveals a strong correlation between those with positive propensity for the program. That is, sons interested in IRR believe their parents would approve of and encourage their participation. This belief is corroborated by parents' stated likelihood to encourage participation by sons interested in the program.

The dependent status of high school juniors and to a lesser extent, seniors, underlines the importance of parental approval of their child's participation in any program, military or non-military. Therefore, recognizing the parents' strong role as influencers in their sons' life decisions, efforts should be made to assure this positive parental reaction to the direct enlistment IRR program.

Incremental Interest in IRR Program Created by Additional Incentives

Each of the additional incentives increases the percentage of those interested in IRR:

- . \$300 tuition
- . \$300 bonus
- . Two six-week training sessions
- . Paid refresher training

On an overall basis, incremental high interest is generated most strongly by two monetary incentives, \$300 tuition and \$300 bonus. This pattern holds for both the Work Force and High School sub-groups. For parents, paid refresher training and \$300 tuition have the highest interest appeal. DOD budget

considerations might render some of these incentives impracticable, but split training sessions, while not appearing to stimulate significant increase of interest, may be the only feasible way in which the potential for IRR can be realized. Theoretically, only the unemployed can give twelve weeks to a program of this nature. To draw solely from this group is, of course, not desirable. On the other hand, if the IRR program were in fact structured for split sessions, it would not be a deterrent but rather a moderate inducement to participation. Similarly, paid refresher training may prove to be a necessary component of the program if there is evidence that skills are not maintained for the duration of the reserve commitment. In that eventuality, the program's appeal would not be diminished, but possibly strengthened.

Effect of IRR on Other Enlistment Programs

When measuring interest in IRR and the degree of overlapping interest in other military enlistment, it is evident that IRR draws the greater proportion of its support from those without interest in other military services. Of the 4.8% with high interest in the IRR program, only 1.8% are also highly interested in other forms of military enlistment. The percent of those with interest in other military programs who are attracted by the four additional incentives actually decreases this proportion. As stated before, rather than depleting active enlistment, IRR might actually increase the number of accessions of the services through recruits' exercising their option to "go active" after basic training. High interest in IRR and other Reserve/National Guard options overlapped at only the 1% level.

I. MARKET POTENTIAL FOR THE IRR
TEST CONCEPT

- Size of Interest Groups
- Composition of Interest Groups
- Reasons for Positive/Negative Interest

FINDINGS: MARKET POTENTIAL

. Size Of Interest Groups

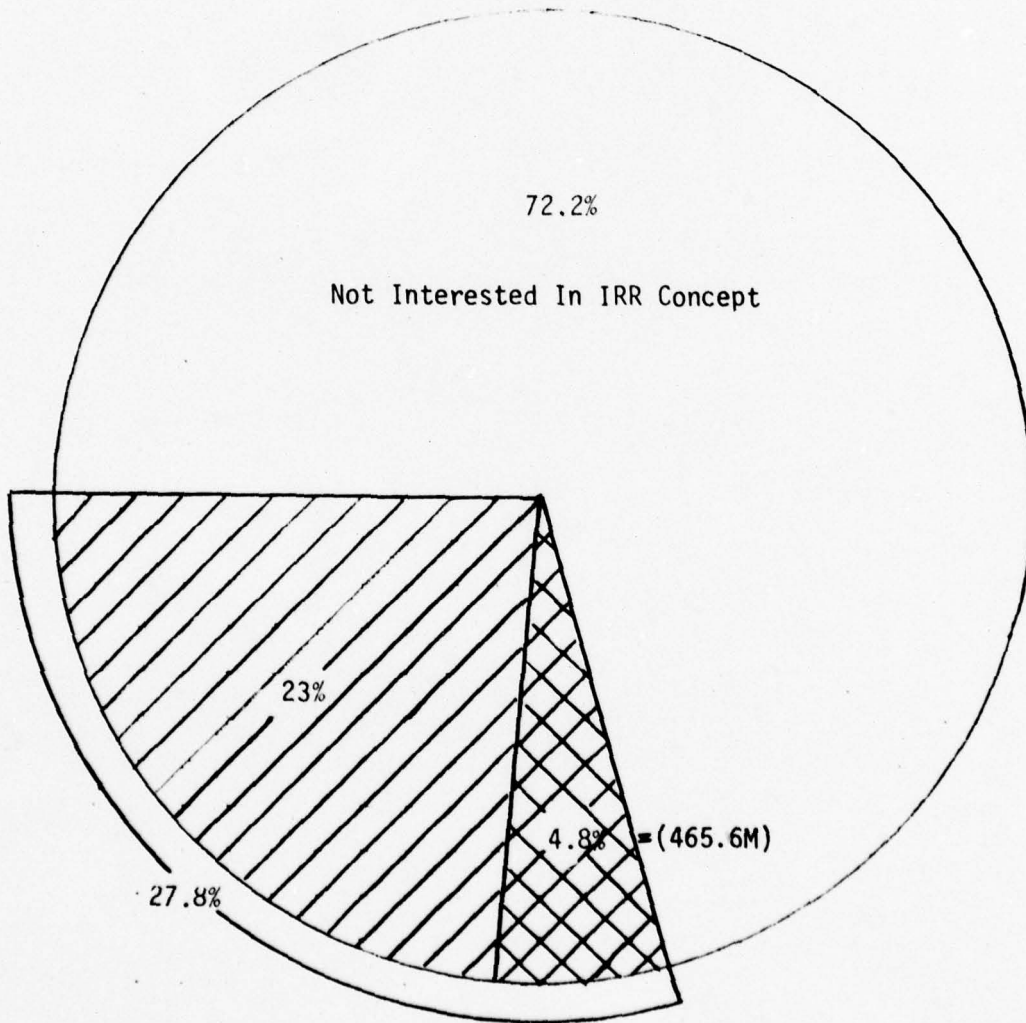
- . Slightly over one-fourth (28%) of the eligible male population -- aged 17 to 21 -- responded in a positive manner to the Basic IRR Program Concept --
 - "Definitely" or "Probably" would have considered participating if the program had been available last Spring.
- . However, when looking at the more sensitive and realistic measure -- "Definitely Would Consider" -- we find 4.8% of total eligible males (466,000) have a high interest in IRR.
- . Work Force and High School young men (especially High School Juniors) tend to have the most positive attitudes towards the IRR program. College students are considerably less interested.
- . For a more realistic estimate of market potential, we have excluded that proportion of high school students whose parents were found to be negatively disposed to the IRR Program for their sons. This brings our calculation down to 4.6% or 446,000.
- . Within the group with the highest potential for the IRR program the overwhelming majority (approximately 70%) are Work Force young men -- both employed and unemployed.

Chart 1

POSITIVE PROPENSITY FOR BASIC IRR CONCEPT
AMONG TOTAL ELIGIBLE POPULATION

High Interest
Moderate Interest

Total Eligible Population*
(9.7MM)



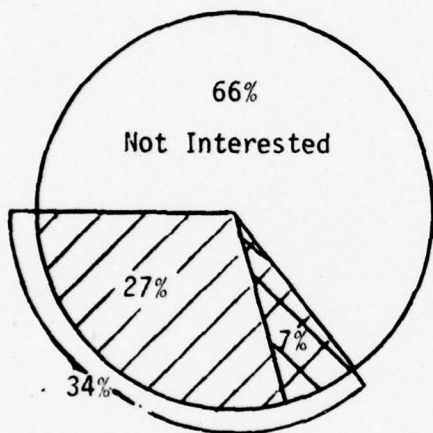
* Males 17-21 Excluding Those Currently In Military
Source: U.S. Bureau Of The Census 1975

Chart 2

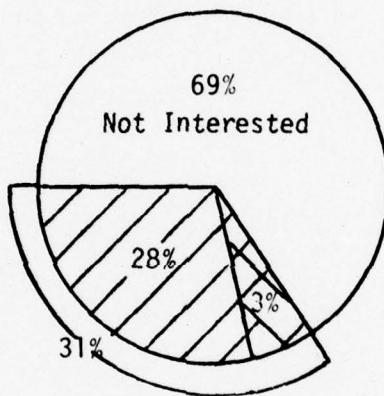
POSITIVE PROPENSITY FOR BASIC IRR CONCEPT
AMONG ELIGIBLE SUB GROUPS



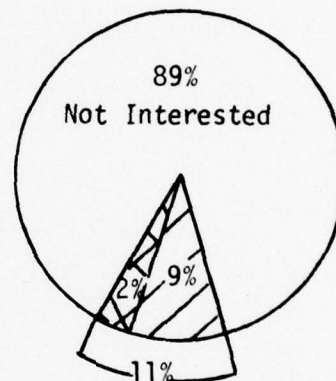
Work Force
(45% Of Elig.
Pop. -- 4.4MM)*



High School
(33% Of Elig.
Pop. -- 3.2MM)*



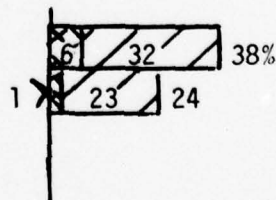
College
(22% Of Elig.
Pop. -- 2.1MM)*



High School

Juniors (17% Elig. Pop.)

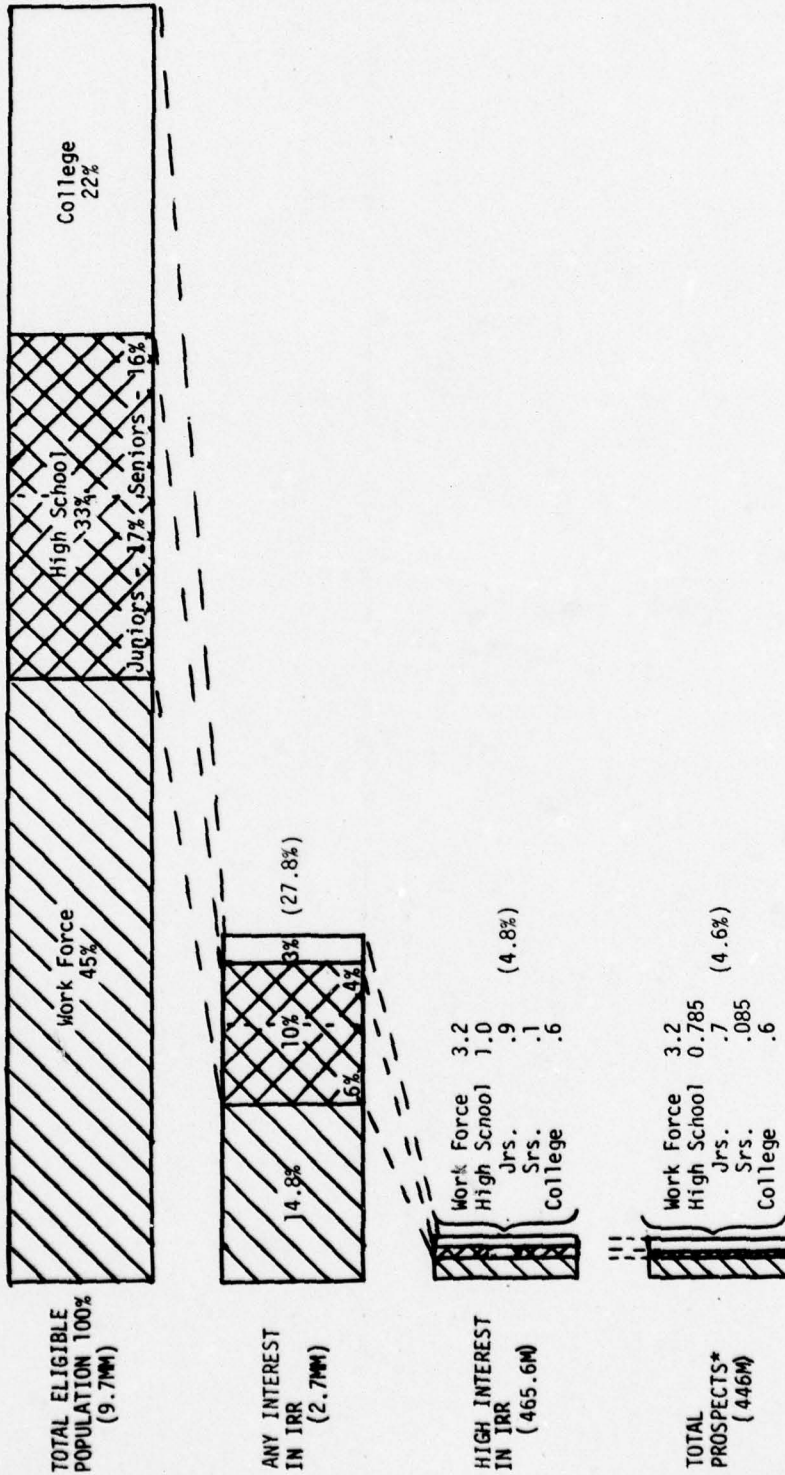
Seniors (16% Elig. Pop.)



* Males 17-21 Excluding Those Currently In Military
Source: U.S. Bureau Of The Census 1975

Chart 3

COMPOSITION OF POTENTIAL IRR RECRUITING MARKET



* Excluding High School Juniors and Seniors Whose Parents Would Discourage Participation

FINDINGS: MARKET POTENTIAL**. Composition Of Interest Groups**Composition of Positive Propensity Group

- . The work force represents the single largest sub-group among those with a positive propensity for the IRR program (54%) -- significantly larger than their actual forty-five percent proportion of the eligible male population.
- . High School students also represent a strong interest sub-group in that over one-third (37%) of all young men with a positive propensity for IRR are current high school juniors or seniors.
- . The college sub-group is the smallest of the total interested in IRR. Only 9% have a positive propensity, while their proportion in the population is approximately 22%.

Demographic Characteristics -- Those With Positive Propensity vs. Others

A comparison of personal and household demographic data reveals the positive propensity segment to be differentiated from "all others" on the following characteristics:

- . Personal Demographics -- They have lower education expectations and, for those working, tend to be more often employed as unskilled blue collar workers. They are also more likely to be black than the non-positive propensity group.

- . Household Demographics -- Heads of households among the positive propensity group are less upscale in terms of education, income and occupation.
 - fewer college-educated
 - fewer employed in white collar jobs, particularly professional and managerial positions
 - lower income -- fewer earning \$20,000 and over

- . Composition of Work Force -- Work Force young men with positive propensity for IRR exhibit the following characteristics:
 - over three-quarters are single
 - two-thirds occupy the 19-21 age range
 - a higher proportion are unemployed than those not interested in IRR. Of those employed, nearly half are unskilled "blue collar" workers
 - one-quarter are non-white

Chart 4

SUB GROUP COMPOSITION OF THOSE WITH POSITIVE PROPENSITY FOR IRR VS. OTHERS

(Base: Total In Each Group)

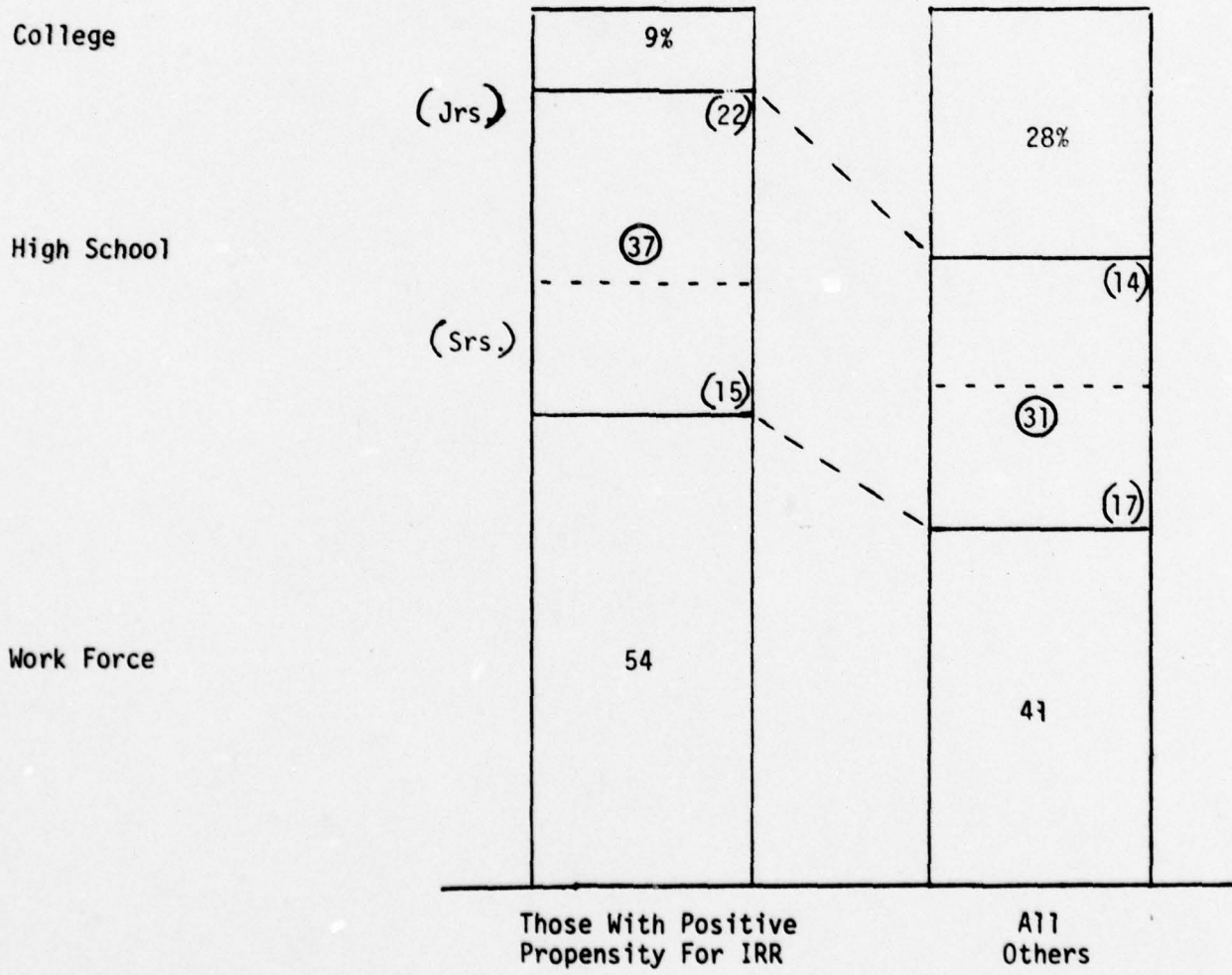


Chart 5

DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH
POSITIVE PROPENSITY FOR IRR VS. OTHERS
(Base: Total Eligible Young Men)

AGE OF RESPONDENT

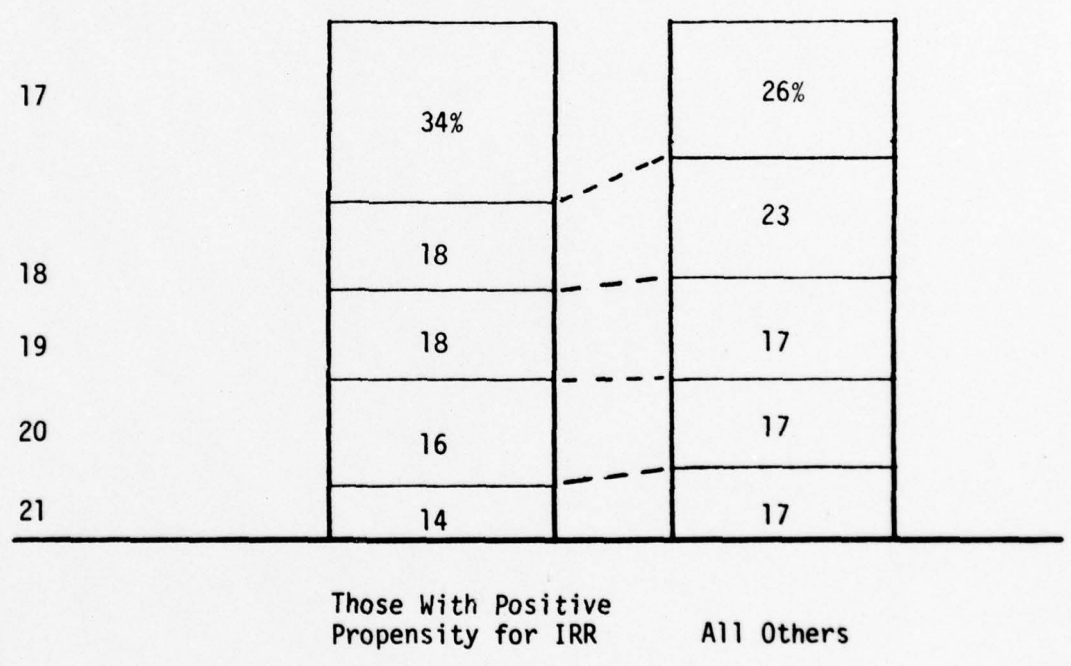
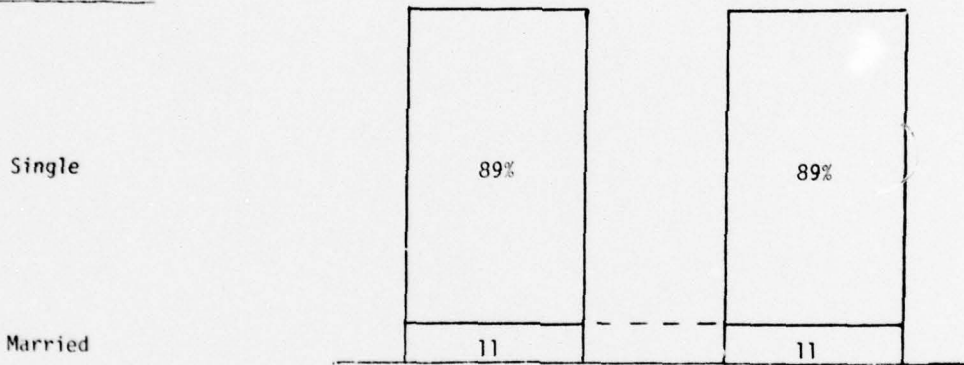


Chart 6

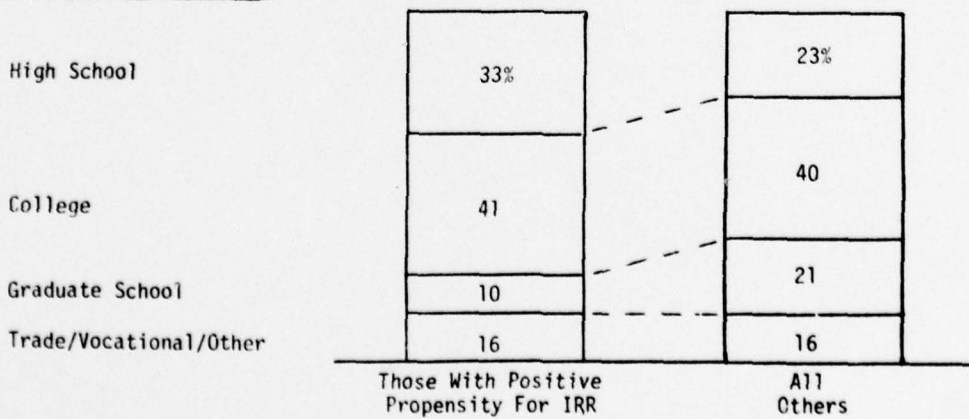
DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH POSITIVE PROPENSITY FOR IRR VS. OTHERS

(Base: Total Eligible Young Men)

MARITAL STATUS



HIGHEST EDUCATIONAL LEVEL EXPECT TO COMPLETE



DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH POSITIVE PROPENSITY FOR IRR VS. OTHERS (continued)

(Base: Total Eligible Young Men)

EMPLOYMENT STATUS

Employed Full-Time	38%	37%
Employed Part-Time	26	30
Unemployed	36	33

OCCUPATION

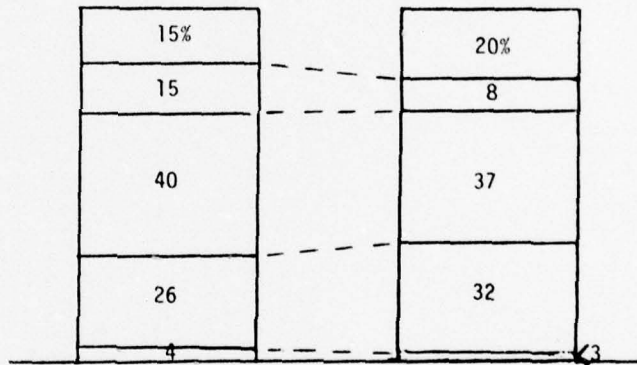
White Collar	Prof./Managerial	7%	3	15%	5
	Clerical/Sales	14	4	10	
Blue Collar	Skilled	42		37	15
	Unskilled	28		22	
Other		15		15	
Unemployed		36		33	
		Those With Positive Propensity For IRR		All Others	

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH POSITIVE PROPENSITY FOR IRR VS. OTHERS

(Base: Total Eligible Young Men)

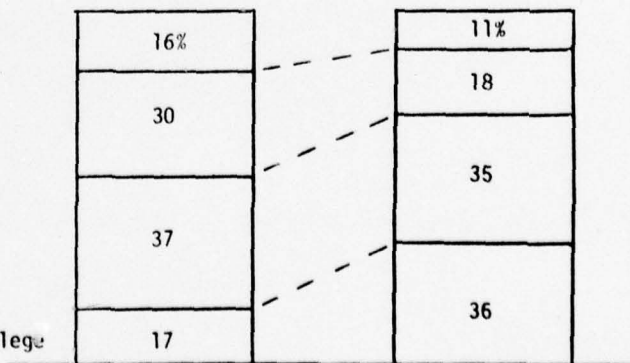
AGE OF HEAD OF HOUSEHOLD

Under 25
25 - 39
40 - 49
50 - 64
65 and Over



LAST GRADE COMPLETED BY HEAD OF HOUSEHOLD

Eighth Grade Or Less
Some High School
Completed High School
Some College/Completed College



Those With Positive Propensity For IRR

All Others

Chart 9

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH
POSITIVE PROPENSITY FOR IRR VS. OTHERS
(continued)

RACE

Black

23%

8%

White

75

90

Other

12

12

MARITAL STATUS

Married

74%

79%

Single

15

11

Divorced/Widowed/Separated

21

10

Those With Positive
Propensity For IRR

All
Others

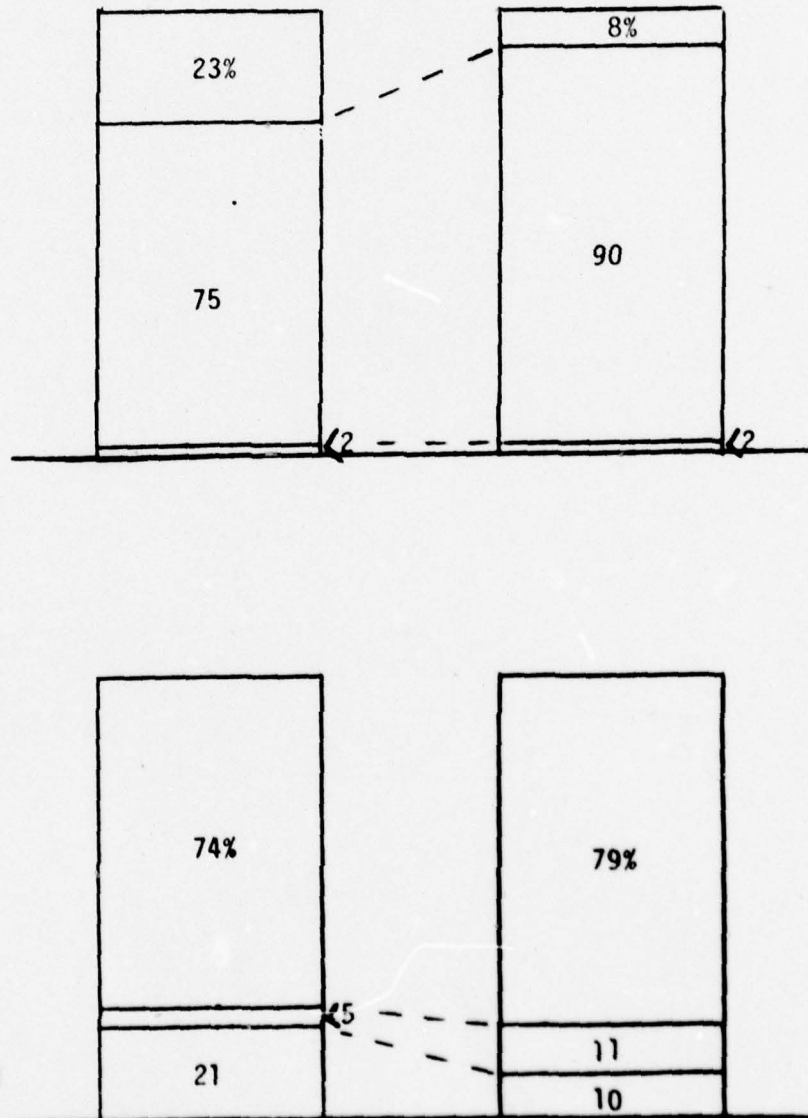
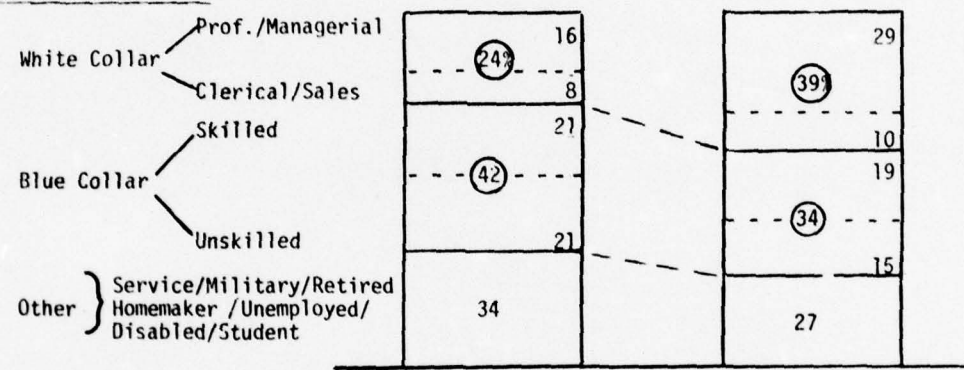


Chart 10

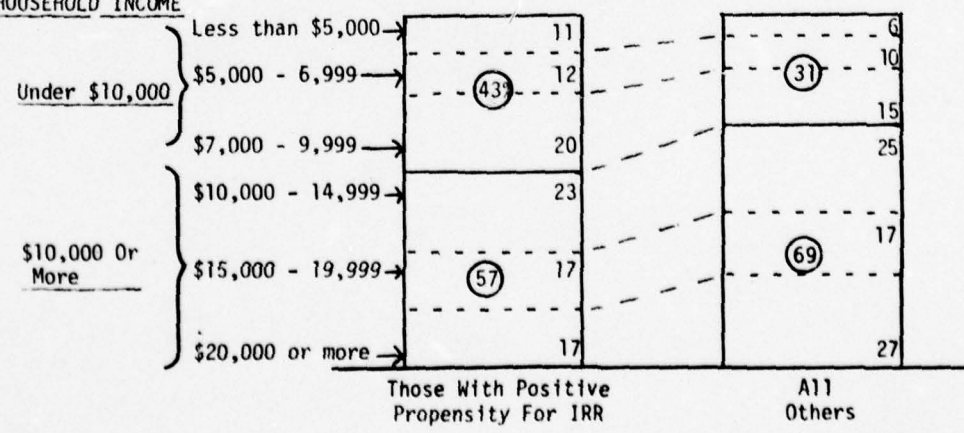
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS OF THOSE WITH POSITIVE PROPENSITY FOR IRR VS. OTHERS

(continued)

OCCUPATION OF HEAD OF HOUSEHOLD



HOUSEHOLD INCOME

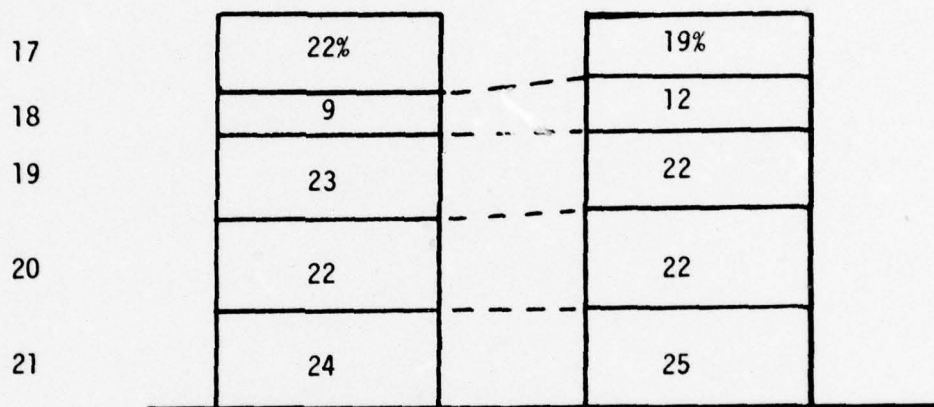


Those With Positive Propensity For IRR

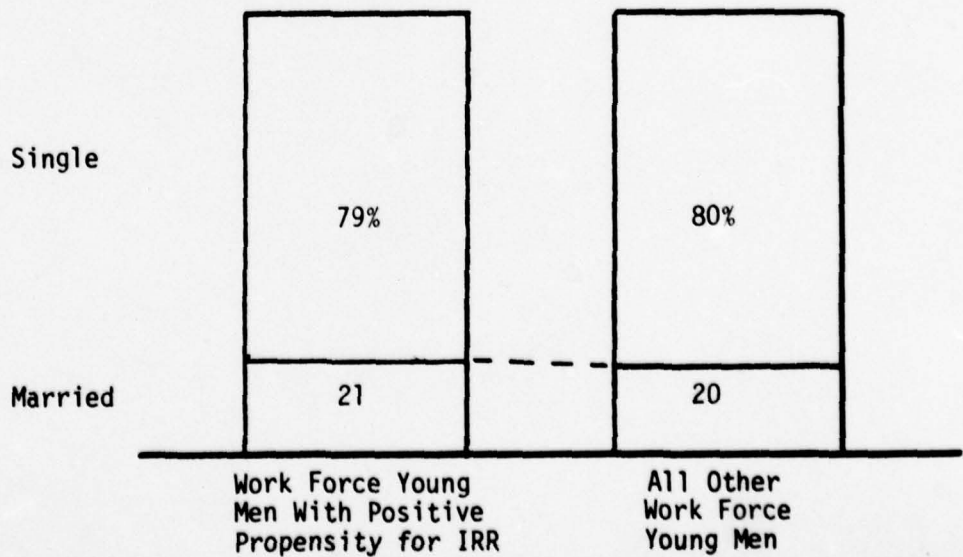
All Others

DEMOGRAPHIC CHARACTERISTICS OF WORK FORCE
 YOUNG MEN WITH POSITIVE PROPENSITY FOR
 IRR VS. OTHERS
 (Base: Total in Work Force)

AGE

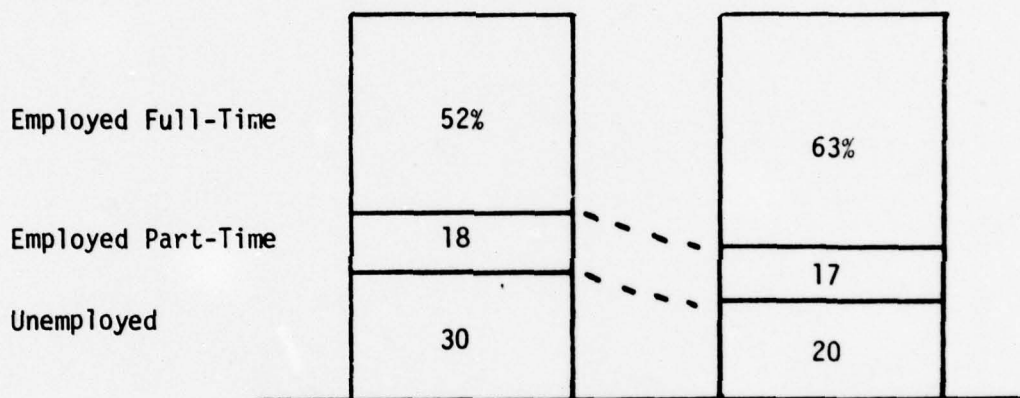


MARITAL STATUS

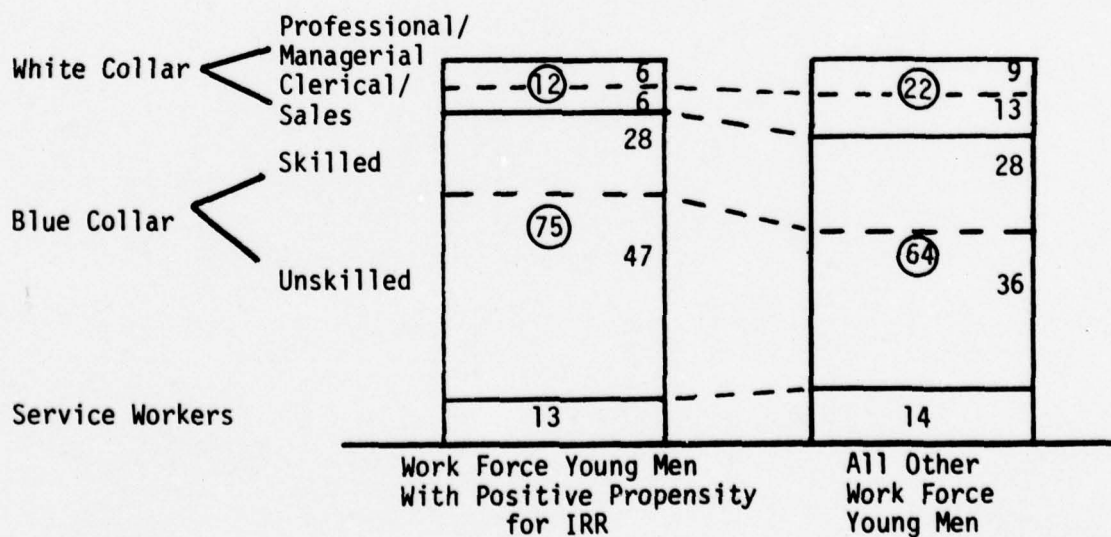


DEMOGRAPHIC CHARACTERISTICS OF WORK FORCE
 YOUNG MEN WITH POSITIVE PROPENSITY FOR
 IRR VS. OTHERS
 (continued)

EMPLOYMENT STATUS



OCCUPATION



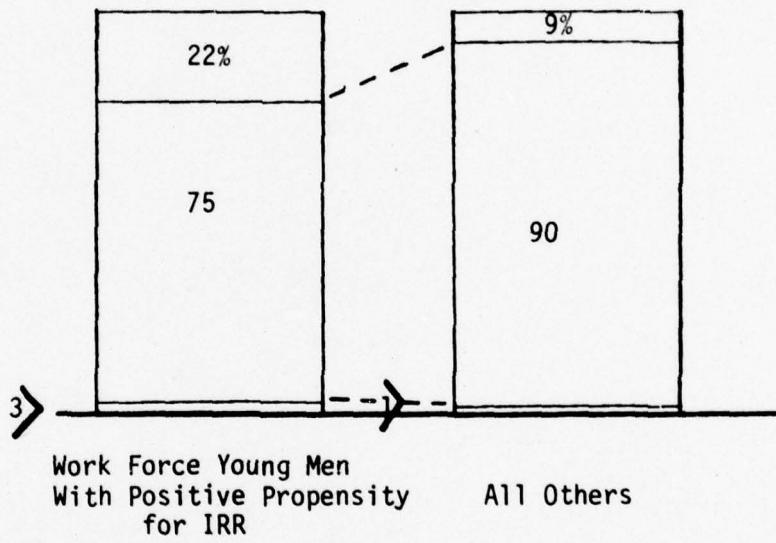
DEMOGRAPHIC CHARACTERISTICS OF WORK FORCE
YOUNG MEN WITH POSITIVE PROPENSITY FOR IRR
VS. OTHERS

RACE

BLACK

WHITE

OTHERS



FINDINGS: MARKET POTENTIAL

. Reasons For Positive/Negative Interest

Reasons for Interest in Participation in IRR "Last Summer"

Positive reactions to the IRR concept can be attributed primarily to the following reason:

- Chance to see what Service is like (i.e., the temporary nature of the commitment; no long enlistment period.

Somewhat less frequently expressed reasons were:

- Interest in the Services/Patriotism
- Job and Income Benefits

While there was general agreement on these reasons by young men in each of the key analytical sub-groups, High School Juniors and Seniors were stronger in their perception of the benefits of trial exposure to military life.

Reasons for Negative Reactions to the IRR Program "Last Summer"

Negative reactions to the IRR concept were based primarily on a disinterest in, and to some extent, dislike of the military/military life.

Further reasons for lack of interest were:

- Have a job/plan on working
- Have other plans
- Still going to school
- Family/personal reasons (needed at home, want to stay in town, etc.)

Attitudes Towards IRR - Last Summer vs. Next Summer

The analysis was basically designed to measure interest in the IRR program if it had been available during the "last summer". However, information was also obtained from young men regarding interest in the program next summer.

A comparison of interest in the IRR in terms of last summer vs. next summer revealed very small differences; that is, the levels of interest among most of the key analytical sub-groups were virtually the same from "last" to "next" summer. The major exception was among high school juniors who anticipate being less apt to consider IRR after their senior year than they were after their junior year. This tends to corroborate the finding that seniors show considerably more interest in IRR than do juniors.

Reasons for considering participation in the program were the same though at slightly higher levels for last summer versus next summer. Negative sentiments about military/military life lead the reasons for not considering participation "last summer". Reasons for not considering participation "next summer" reflect optimism about the future employment situation (i.e., don't need job/income).

No Interest in IRR

How Many and Who -- A relatively small group of young men (11%) have absolutely no interest in the IRR program -- Basic Concept or Additional Incentives ("Definitely Would Not Consider" to all questions).

Based on total eligible young men, it would seem that this "Not At All Interested" group is fairly evenly distributed across Work Force, High School and College.

What Would It Take? -- The answer given most often (60%) was "nothing/no inducement possible/would not go in any event".

At a far lower level, answers were:

- More money/benefits (21%)
- Choice of job training/shorter period (9%)

OPEN-END RESPONSES TO WHY LIKELY TO HAVE
PARTICIPATED IN IRR LAST SUMMER

(Base: Eligible Young Men With Positive
Propensity in Each Group)

	Work Force	High School		College
	%	Jrs. %	Srs. %	%
<u>CHANCE TO SEE WHAT SERVICE IS LIKE (NET)</u>	<u>38</u>	<u>46</u>	<u>52</u>	<u>34</u>
Temporary/not have to spend 3 years	14	12	19	12
See what service is like	14	10	16	8
Find out if he likes service	7	23	25	10
No commitment/can get out	7	10	13	9
<u>JOB/INCOME BENEFITS (NET)</u>	<u>22</u>	<u>36</u>	<u>23</u>	<u>25</u>
For the money	12	16	10	19
Would provide a job	7	10	4	7
Get benefits	5	5	6	2
Hard to find a job	1	4	2	2
School benefits	1	3	2	-
<u>INTEREST IN SERVICE/PATRIOTISM (NET)</u>	<u>21</u>	<u>19</u>	<u>10</u>	<u>24</u>
Interest in Armed Services	9	10	2	7
Would have served country	8	5	2	11
Would be ready in emergency	5	5	6	2
Father/relative in service	1	-	-	4
<u>MISCELLANEOUS</u>				
Program sounds good	13	11	10	13
Something to do	8	7	19	5

OPEN-END RESPONSES TO WHY LIKELY TO
PARTICIPATE IN IRR NEXT SUMMER

(Base: Eligible Young Men With Positive Propensity
in Each Group)

	<u>Work Force</u>	<u>High School</u>		<u>College</u>
	%	<u>Jrs.</u> %	<u>Srs.</u> %	%
<u>CHANCE TO SEE WHAT SERVICE IS LIKE (NET)</u>	<u>21</u>	<u>42</u>	<u>46</u>	<u>26</u>
See what service is like	7	10	13	9
Temporary/not have to spend 3 years	7	1	13	1
Find out if like service	5	27	21	17
No commitment/can get out	3	10	2	-
<u>JOB/INCOME BENEFITS (NET)</u>	<u>16</u>	<u>21</u>	<u>25</u>	<u>28</u>
Would provide a job	3	7	6	5
Hard to find a job	3	-	-	-
For the money	9	11	19	21
Get benefits	1	1	4	-
School benefits	1	3	2	2
<u>INTEREST IN SERVICE/PATRIOTISM (NET)</u>	<u>8</u>	<u>4</u>	<u>8</u>	<u>6</u>
Interest in Armed Services	4	3	6	3
Would have served country	1	-	4	2
Would be ready in emergency	3	1	-	-
Father/relative was in service	1	-	-	1
<u>MISCELLANEOUS</u>				
Program sounds good	8	8	10	4
Something to do	9	12	10	9

* Less than 0.5%

OPEN-END RESPONSES TO WHY NOT LIKELY TO
 HAVE PARTICIPATED IN IRR LAST SUMMER
 (Base: Total In Each Group Negative to IRR Concept)

	<u>Work Force</u>	<u>High School</u>	<u>College</u>
	<u>Jrs.</u>	<u>Srs.</u>	
	%	%	%
<u>DON'T LIKE MILITARY SERVICE/LIFE (NET)</u>	<u>44</u>	<u>32</u>	<u>44</u>
Don't believe in military	8	3	5
Wouldn't like military life	13	8	13
Not interested in Armed Services	19	22	20
Heard bad things about services	2	4	3
Only go if emergency	5	2	3
No reason to go/no war	1	3	*
Encourages low morals	*	1	*
<u>DON'T NEED A JOB/INCOME (NET)</u>	<u>42</u>	<u>31</u>	<u>37</u>
Have a job	27	16	18
Plan on working	8	9	8
Would interfere with career	4	4	8
Not enough money	5	2	7
<u>FAMILY/PERSONAL REASONS (NET)</u>	<u>20</u>	<u>11</u>	<u>10</u>
Needed at home	8	5	3
Want to stay in town	5	6	3
Don't raise family on base	-	-	1
Plan to marry	6	1	1
Wouldn't accept me	4	-	3
<u>STILL IN SCHOOL/TOO YOUNG (NET)</u>	<u>10</u>	<u>25</u>	<u>25</u>
Still going to school	9	23	25
Too young	1	9	*
<u>MISCELLANEOUS</u>			
Have other plans	11	20	13
Prefer other service program	5	2	*
Don't want to be enlisted 6 years	2	3	5
Don't have time	2	1	3
Have to know more about it	1	3	1

*Less than 0.5%

OPEN-END RESPONSES TO WHY NOT LIKELY TO
PARTICIPATE IN IRR NEXT SUMMER

(Base: Total in Each Group Negative to IRR Concept)

	Work Force	High School		College
	%	Jrs. %	Srs. %	%
<u>DON'T NEED A JOB/INCOME (NET)</u>	<u>52</u>	<u>47</u>	<u>32</u>	<u>41</u>
Have a job	31	14	24	16
Plan on working	12	24	17	14
Would interfere with career	6	7	4	8
Not enough money	4	2	5	5
<u>DON'T LIKE MILITARY SERVICE/LIFE (NET)</u>	<u>28</u>	<u>16</u>	<u>26</u>	<u>27</u>
Not interested in Armed Services	10	10	16	11
Wouldn't like military life	7	2	6	8
Don't believe in military	6	4	3	6
Only go if emergency	3	1	1	2
Heard bad things about service	2	-	-	1
No reason to go/no war	*	-	-	-
Encourages low morals	*	-	-	*
<u>FAMILY/PERSONAL REASONS (NET)</u>	<u>23</u>	<u>11</u>	<u>11</u>	<u>7</u>
Needed at home	10	3	3	4
Want to stay in town	5	6	4	1
Plan to marry	7	2	1	2
Wouldn't accept me	3	-	4	1
<u>STILL IN SCHOOL/TOO YOUNG (NET)</u>	<u>11</u>	<u>36</u>	<u>29</u>	<u>28</u>
Still going to school	11	36	28	28
Too young	*	-	1	-
<u>MISCELLANEOUS</u>				
Have other plans	11	24	16	14
Prefer other service programs	2	2	3	1
Don't want to be enlisted 6 years	2	1	4	2
Don't have time	1	2	5	2
Have to know more about it	1	3	3	3

*Less than 0.5%

Chart 18

LIKELIHOOD OF PARTICIPATION IN IRR LAST SUMMER VS. NEXT SUMMER

(Base: Total Eligible Young Men)

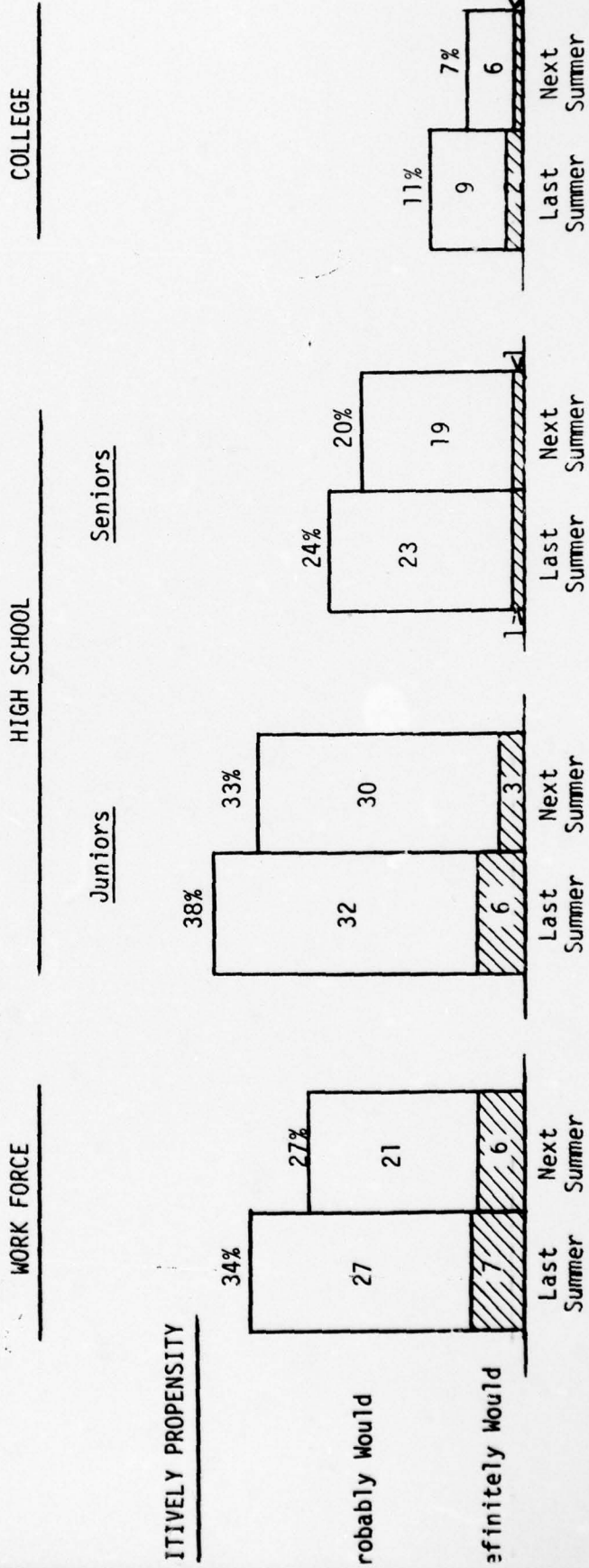
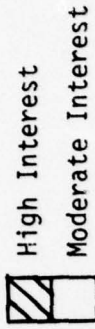


Chart 19

ELIGIBLE YOUNG MEN WITHOUT ANY PROPENSITY FOR IRR
 (Base: Total Eligible Young Men)

	<u>TOTAL ELIGIBLE YOUNG MEN</u>
BASE: No.	1,202
<u>%</u>	<u>100</u>
	%
Total Not At All Interested In IRR Program *	<u>11</u>
Work Force	<u>5</u>
High School	<u>3</u>
- Juniors	1
- Seniors	2
College	<u>3</u>

* "Definitely would not consider" -- Basic
 Program And/Or Additional Incentives

Chart 20

WHAT IRR PROGRAM WOULD HAVE TO OFFER TO CREATE INTEREST

(Base: Eligible Respondents Who "Definitely
Would Not Consider" Concept Or Any
Proposed Additional Incentives)

NOT INTERESTED: No.	136	(11% Of Total Sample)
%	<u>100</u>	
	%	
<u>SALARY/MONETARY BENEFITS (NET)</u>	<u>21</u>	
Offer more money	12	
Offer more benefits	4	
Offer better school benefits	4	
Pay more than I make now	3	
<u>TRAINING CAMP/ENLISTMENT PERIOD (NET)</u>	<u>9</u>	
Offer choice of job training	4	
Shorten training period	3	
Drop the 6 year active duty	3	
<u>REDUCE MILITARY DISCIPLINE (NET)</u>	<u>3</u>	
More relaxed uniform standard	2	
Be able to drop out if dissatisfied	1	
<u>OTHER</u>		
No inducement possible/would not go in any event	<u>60</u>	
Don't Know	7	

II. THE ROLE OF PARENTS IN SONS' DECISION
TO PARTICIPATE IN THE IRR PROGRAM

- Parents' Attitudes -- as perceived
by sons, and actual
- Reasons Why Likely or Not Likely to
Encourage Sons' Participation

Sons' Perceptions of Parents' Attitudes

Sons in high school who have a positive propensity for the IRR program tend to feel that their parents would also be positive toward the program (78%). On the other hand, sons negative to IRR do not necessarily feel that they and their parents are as fully in agreement. That is, they tend to perceive their parents as being more evenly distributed in terms of positive (35%), negative (45%) and neutral (20%). Apparently, those who are positively disposed toward the program feel the need to reinforce their opinions with parental approval more than those with negative attitudes towards IRR.

Parents' Actual Attitudes

When high school sons are positive toward IRR, their parents tend to be positive about the IRR program, though not to the extent that their sons perceive (63% vs. 78%). This is generally the case among both parents of juniors and parents of seniors. However, parents of high school seniors with positive propensity for the program are more likely to encourage their sons to participate since they actually tend to be more positive than parents of interested high school juniors (81% vs. 74%).

Why Likely to Encourage Participation

Parents are generally in agreement with their sons in terms of reasons for favorable reactions to the IRR concept. Positive responses given most were related to:

- Job, Education and Income Benefits
- Interest in Armed Services/Patriotism

Fathers tend to be more interested in the Armed Services aspect (40%) while mothers are more concerned about education benefits (34%) that might be available.

Parents of juniors and parents of seniors are virtually the same with regard to reasons for positive reactions to the program.

Why Not Likely to Encourage Participation

Once again, parents (fathers and mothers) tend to agree with their sons on the negative aspects of the IRR program -- the military/military life, interference with a job, still going to school, plus the fact he is too young.

However, the negative aspects of still going to school and he is too young become far stronger among parents of high school junior than among parents of high school seniors.

	<u>Parents of Juniors</u>	<u>Parents of Seniors</u>
- Still in school	48%	39%
- Too young	18	6

No Interest in IRR

Only four percent of all parents are absolutely against the IRR concept -- Basic and Additional Incentives, and for these fathers and mothers, there are no further incentives that would change their minds.

PARENTS' OPEN-END RESPONSES TO WHY LIKELY TO
ENCOURAGE SONS' PARTICIPATION IN IRR

(Base: Parents With Positive Propensity for IRR)

	<u>Total Parents</u> %	<u>Fathers</u> %	<u>Mothers*</u> %
<u>JOB/INCOME BENEFITS (NET)</u>	<u>28</u>	<u>22</u>	<u>34</u>
School/education benefits	9	3	16
Money/would have income	8	3	13
Would provide a job	8	7	8
Lots of benefits	4	6	0
Hard to find a job	2	3	0
 <u>INTEREST IN SERVICE/PATRIOTISM (NET)</u>	 <u>21</u>	 <u>31</u>	 <u>5</u>
Father/relative was in service	15	22	3
Would have served country	6	9	0
Would be ready in emergency	4	3	5
 <u>CHANCE TO SEE WHAT SERVICE IS LIKE (NET)</u>	 <u>19</u>	 <u>18</u>	 <u>21</u>
Temporary/not have to spend 3 years	9	6	11
See what service is like	9	9	8
Find out if he likes serve	3	3	3
No commitment/can get out	2	3	0
 <u>MISCELLANEOUS</u>			
Something to do	6	3	11
Program sounds good	5	4	5

*Small Base

PARENTS' OPEN-END RESPONSES TO WHY LIKELY TO
 ENCOURAGE SONS' PARTICIPATION IN IRR
 (Base: Parents With Positive Propensity for IRR)

	Parents of High School Students		
	<u>Total</u> %	<u>Juniors*</u> %	<u>Seniors*</u> %
<u>JOB/INCOME BENEFITS (NET)</u>	<u>28</u>	<u>24</u>	<u>28</u>
Would provide a job	8	8	7
School/education benefits	9	6	9
Money/would have income	8	6	9
Lots of benefits	4	2	4
Hard to find a job	2	2	2
<u>INTEREST IN SERVICE/PATRIOTISM (NET)</u>	<u>21</u>	<u>25</u>	<u>19</u>
Father/relative was in service	15	19	12
Would have served country	6	6	5
Would be ready in emergency	4	4	4
<u>CHANCE TO SEE WHAT SERVICE IS LIKE (NET)</u>	<u>19</u>	<u>16</u>	<u>20</u>
Temporary/not have to spend 3 years	9	8	9
See what service is like	9	8	7
Find out if he likes service	3	0	5
No commitment/can get out	2	0	4
<u>MISCELLANEOUS</u>			
Something to do	6	13	0
Program sounds good	5	0	9

* Small Base

PARENTS' OPEN-END RESPONSES TO WHY NOT LIKELY TO
ENCOURAGE SONS' PARTICIPATION IN THE IRR

(Base: Parents Negative to IRR Concept)

	<u>Total Parents</u> %	<u>Fathers</u> %	<u>Mothers*</u> %
<u>STILL IN SCHOOL/TOO YOUNG (NET)</u>	<u>48</u>	<u>43</u>	<u>52</u>
Still going to school	44	42	46
Too young	13	10	17
<u>DON'T LIKE MILITARY SERVICE/LIFE (NET)</u>	<u>29</u>	<u>32</u>	<u>26</u>
Not interested in Armed Services	14	14	10
Heard bad things about services	7	7	6
He wouldn't like military life	5	4	6
Don't believe in military	3	3	2
Encourages low morals/drugs	3	4	2
<u>DON'T NEED A JOB/INCOME (NET)</u>	<u>18</u>	<u>17</u>	<u>17</u>
He has a job	11	12	10
Would interfere with career	5	4	6
He would rather work	3	1	4
Not enough money	2	1	2
<u>FAMILY/PERSONAL REASONS (NET)</u>	<u>7</u>	<u>7</u>	<u>6</u>
He is needed at home	6	6	6
He wouldn't be accepted/ health reasons	1	0	2
He plans to get married	1	1	0
<u>MISCELLANEOUS</u>			
Six year reserve commitment	7	4	10
Prefer other service programs	5	6	2
Has other plans	4	6	2
Doesn't have time	2	1	2

* Small Base

PARENTS' OPEN-END RESPONSES TO WHY NOT LIKELY TO
ENCOURAGE SONS' PARTICIPATION IN IRR

(Base: Parents Negative to IRR Concept)

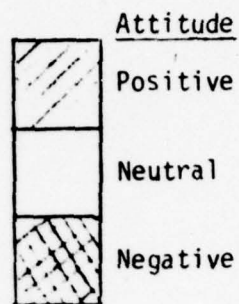
	<u>Parents of High School Students</u>		
	<u>Total</u>	<u>Juniors</u>	<u>Seniors*</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>STILL IN SCHOOL/TOO YOUNG (NET)</u>	<u>53</u>	<u>61</u>	<u>42</u>
Still going to school	44	48	39
Too young	13	18	6
<u>DON'T LIKE MILITARY SERVICE/LIFE (NET)</u>	<u>32</u>	<u>26</u>	<u>36</u>
Not interested in Armed Services	14	12	16
Heard bad things about services	7	4	10
He wouldn't like military life	5	9	0
Don't believe in military	3	1	4
Encourages low morals/drugs	3	0	6
<u>DON'T NEED A JOB/INCOME (NET)</u>	<u>18</u>	<u>12</u>	<u>24</u>
He has a job	11	6	15
Would interfere with career	5	3	8
He would rather work	3	3	2
Not enough money	2	0	4
<u>FAMILY/PERSONAL REASONS (NET)</u>	<u>7</u>	<u>4</u>	<u>10</u>
He is needed at home	6	4	8
He wouldn't be accepted/ health reasons	1	0	2
He plans to get married	1	0	2
<u>MISCELLANEOUS</u>			
Six year reserve commitment	7	9	4
Prefer other service programs	5	3	6
Has other plans	4	7	0
Doesn't have time	2	1	0

*Small base

Chart 25

SON'S PERCEPTION OF PARENTAL ATTITUDE TOWARD PARTICIPATION IN IRR

(Base: Total Sons In Each Group)



PARENTAL ATTITUDE TOWARD IRR AS PERCEIVED BY SONS

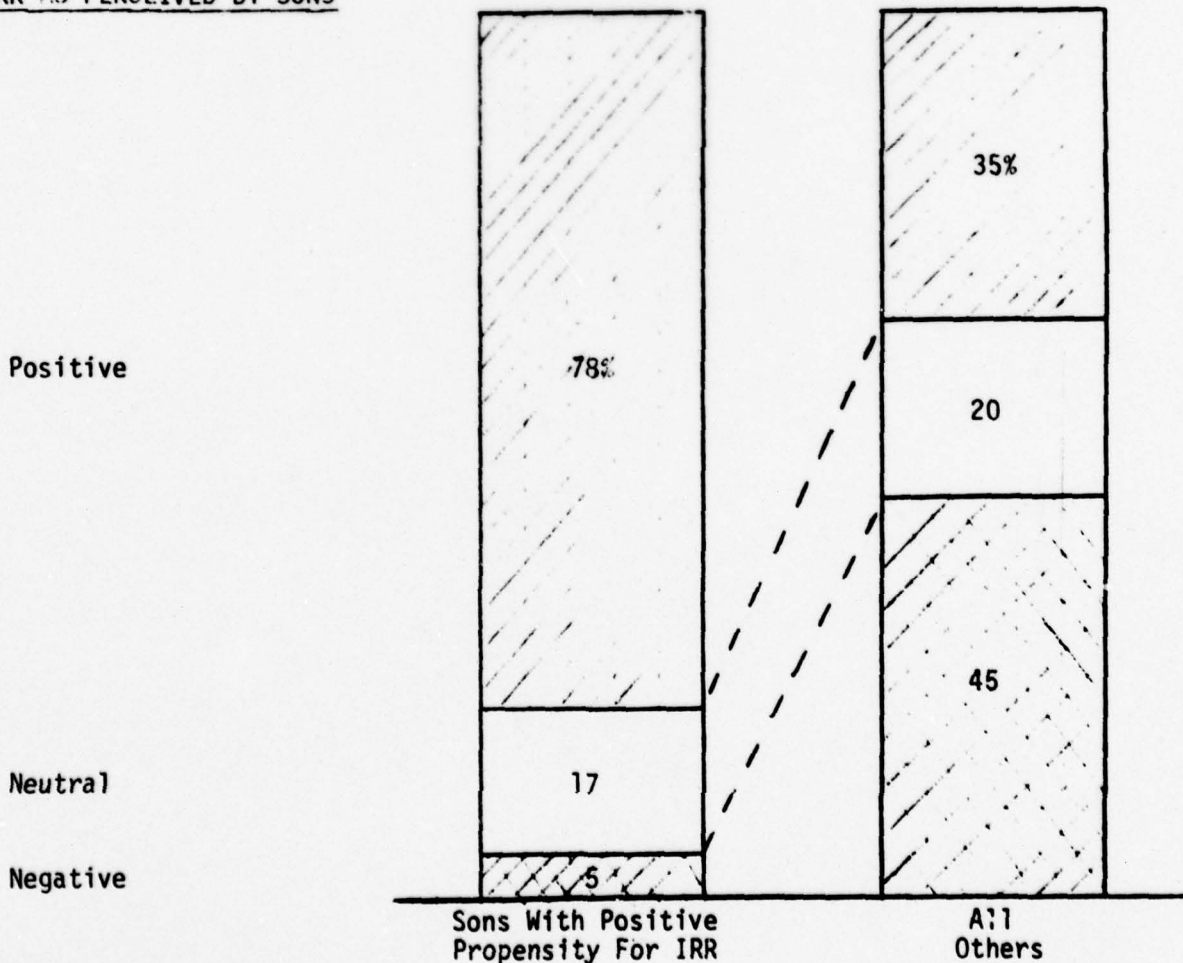
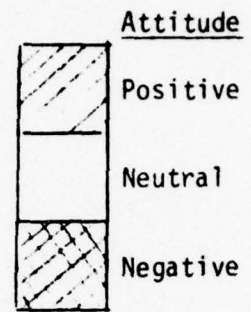


Chart 26

PARENTS' ACTUAL ATTITUDE TOWARD SONS' PARTICIPATION IN IRR

(Base: Total Parents Interviewed)



PARENTS' ACTUAL ATTITUDE

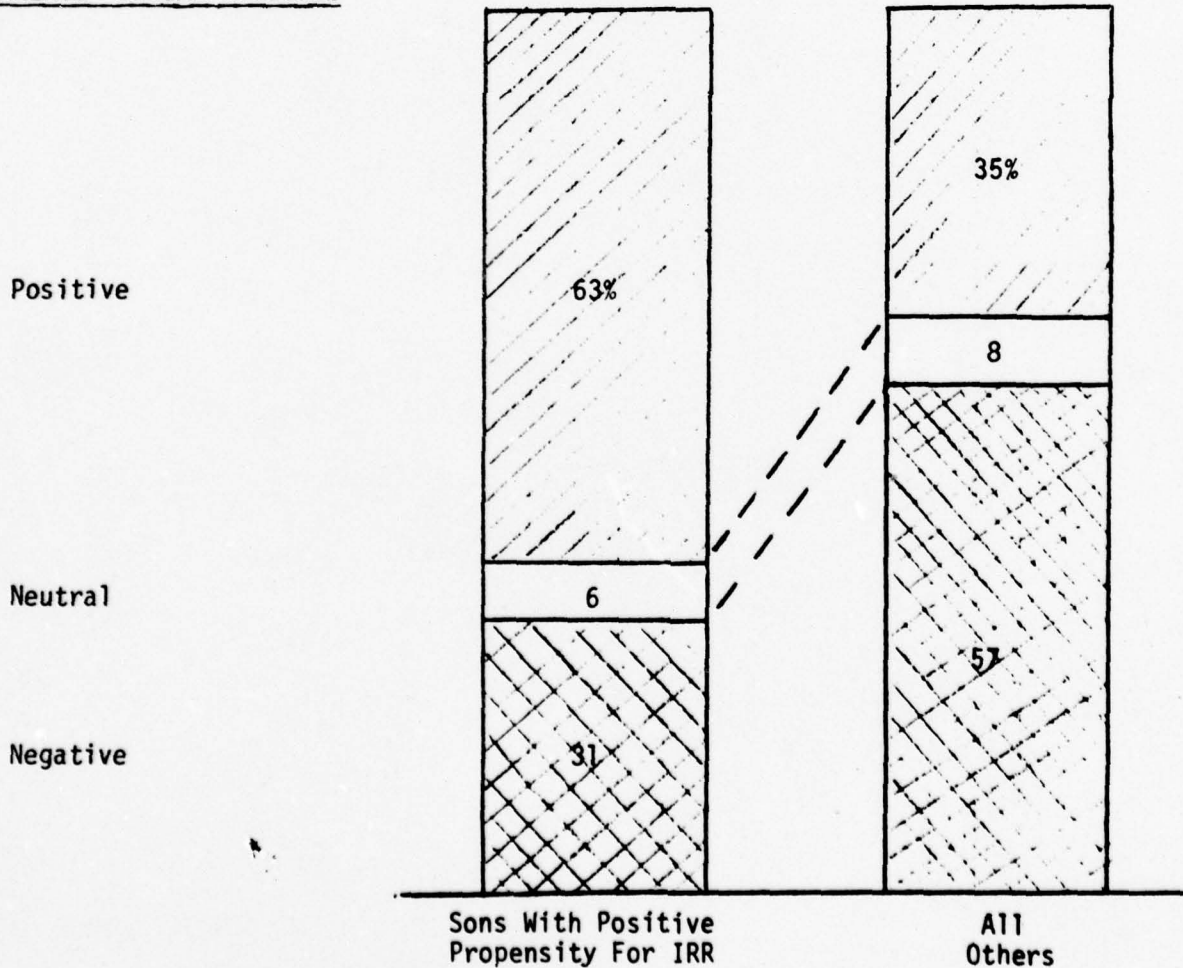
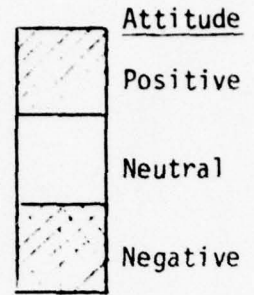


Chart 27

PARENTAL ATTITUDE TOWARD IRR AS PERCEIVED BY JUNIOR VS. SENIOR SONS

(Base: Total Sons In Each Group)



PARENTAL ATTITUDE TOWARD IRR AS PERCEIVED BY SONS

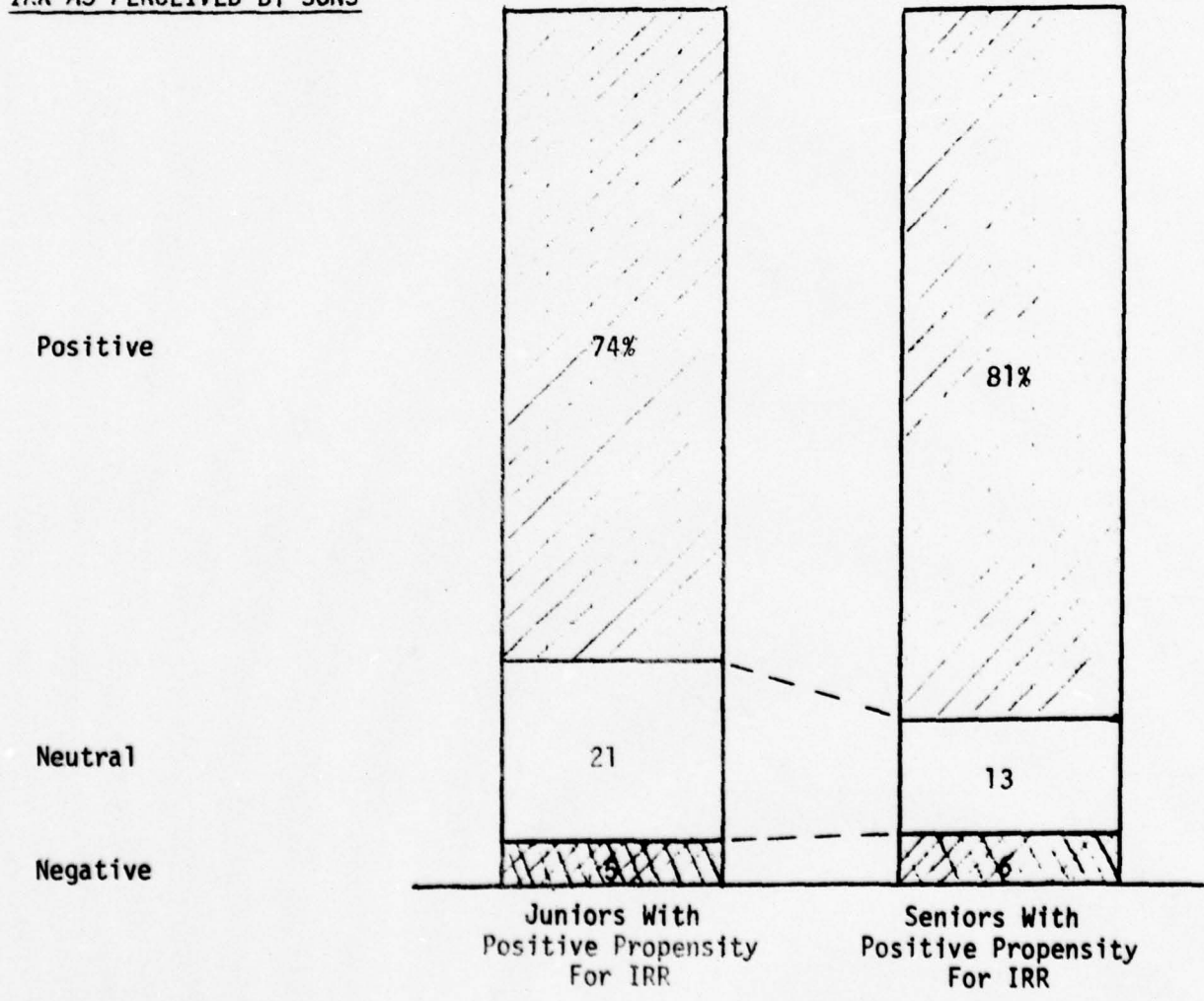
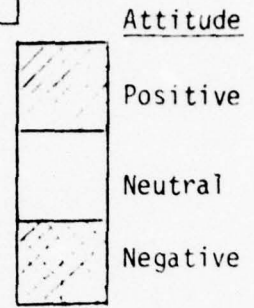


Chart 28

PARENTS' ACTUAL ATTITUDE TOWARD SONS' PARTICIPATION
IN IRR - JUNIOR VS. SENIOR SONS

(Base: Total Parents of Each Group)



PARENTS' ACTUAL ATTITUDE

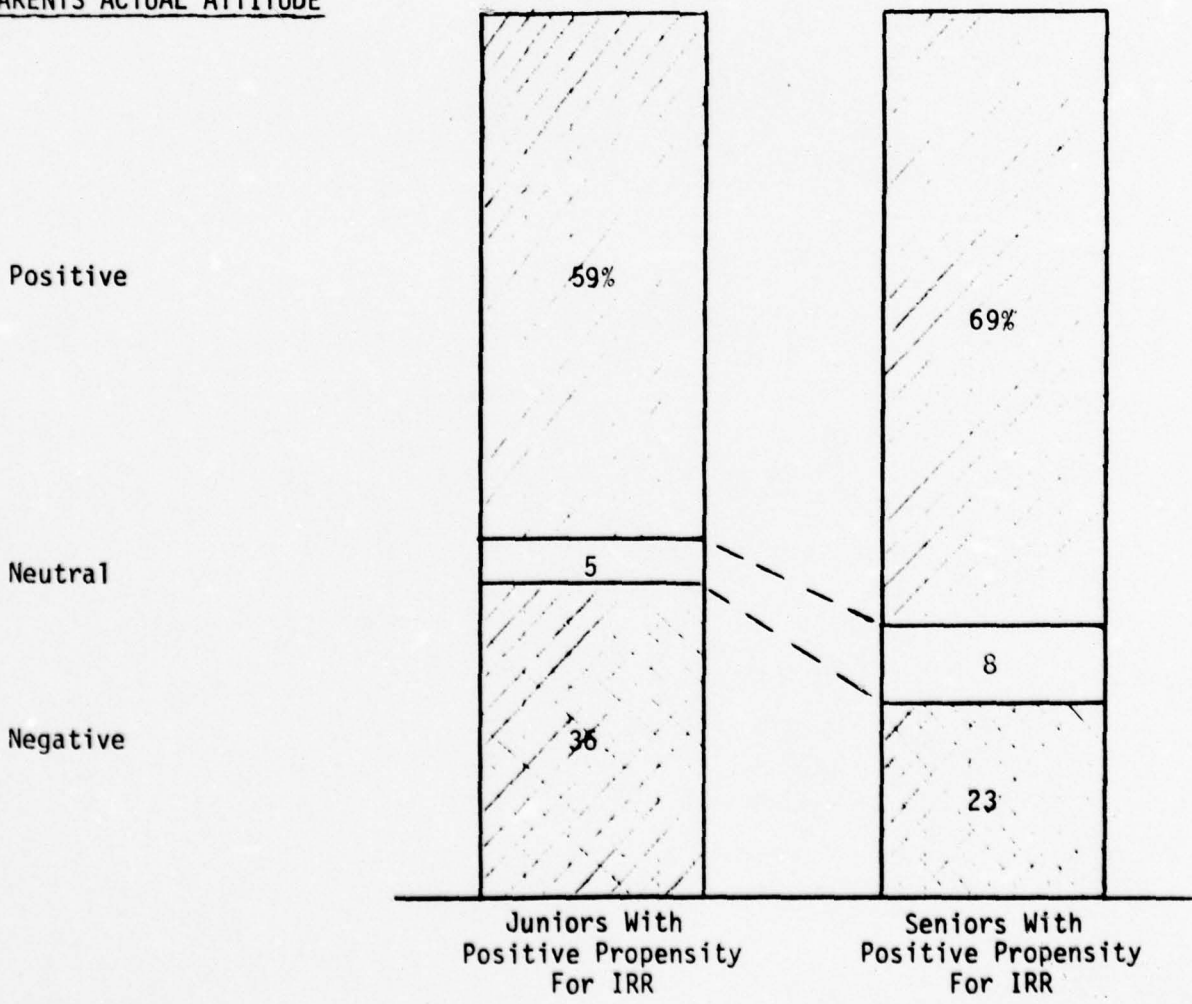


Chart 29PARENTS TOTALLY UNLIKELY TO ENCOURAGE
SONS' PARTICIPATION IN IRR(Base: Total Parents Of High
School Students)

BASE: No.	<u>PARENTS</u>
%	237
<hr/>	100
	%
<u>Total Parents Not Interested In IRR Program *</u>	<u>4</u>
Fathers <u>Not</u> Interested	2
Mothers <u>Not</u> Interested	2

These parents are definitely against their sons participating in the IRR program since the primary reponse to "What would the program have to offer..." was: NOTHING/WOULD NOT ENCOURAGE SON TO JOIN UNDER ANY CIRCUMSTANCES.

* "Definitely would not encourage" -- Basic Program And/Or Additional Incentives

III INCREMENTAL INTEREST IN IRR PROGRAM
CREATED BY ADDITIONAL INCENTIVES

- Among Total Eligible Young Men
- Among Parents of High School Students

DESCRIPTION OF ADDITIONAL INCENTIVES

After respondents gave their opinions of the Basic IRR Concept, they were asked how they would feel about the program if various additional benefits were added.

Eligible young men and parents of high school students rated the IRR program with the inclusion of each of the following benefits:

- If a cash enlistment bonus of about \$300 were offered
- If the 12 week training period were split into two 6 week sessions in two consecutive summers
- If education tuition costs of about \$300 per year for four years were offered
- If there were an option to participate in paid refresher training once or twice during the six year period

FINDINGS: EFFECT OF ADDITIONAL INCENTIVES

Among Total Eligible Young Men

The additional incentives tend to create incremental interest in the IRR program; however, it is primarily an increase in "moderate interest" rather than "high interest".

The two incentives which seem to create the greatest incremental high interest are \$300 tuition (+3% pts) and \$300 bonus (+2% pts).

Among Key Analytical Sub-Groups

The additional incentives create considerably more interest among the Work Force and High School students, than among College students.

Work Force -- These young men are most interested in the \$300 tuition incentive. "High Interest" is most affected by this incentive -- an increase of 3% (from 7% to 10%).

High School -- Two additional incentives -- \$300 bonus and \$300 tuition -- create a considerable increase in "High Interest" among high school students and particularly among juniors (+11% and +8% respectively).

College Students -- In terms of incremental "High Interest", the additional incentives have virtually no effect on the IRR program among this group.

Among Parents of High School Students

Generally, parents tend to be highly supportive of the IRR program in that their "High Interest" ratings ("Definitely Would Encourage") are very high on an absolute basis and when compared to ratings of their sons in High School. Furthermore, when asked about additional incentives, their interest in the program increased to an even greater extent.

They differ slightly from their sons in that the \$300 Bonus is relatively less important to them. The strongest additional incentive among parents is the \$300 tuition. (33% High Interest compared to 26%, 25% and 21% for other additional incentives.)

Chart 30

INTEREST IN IRR CONCEPT AND ADDITIONAL
INCENTIVES AMONG TOTAL ELIGIBLE POPULATION

(Base: Total Eligible Young Men)

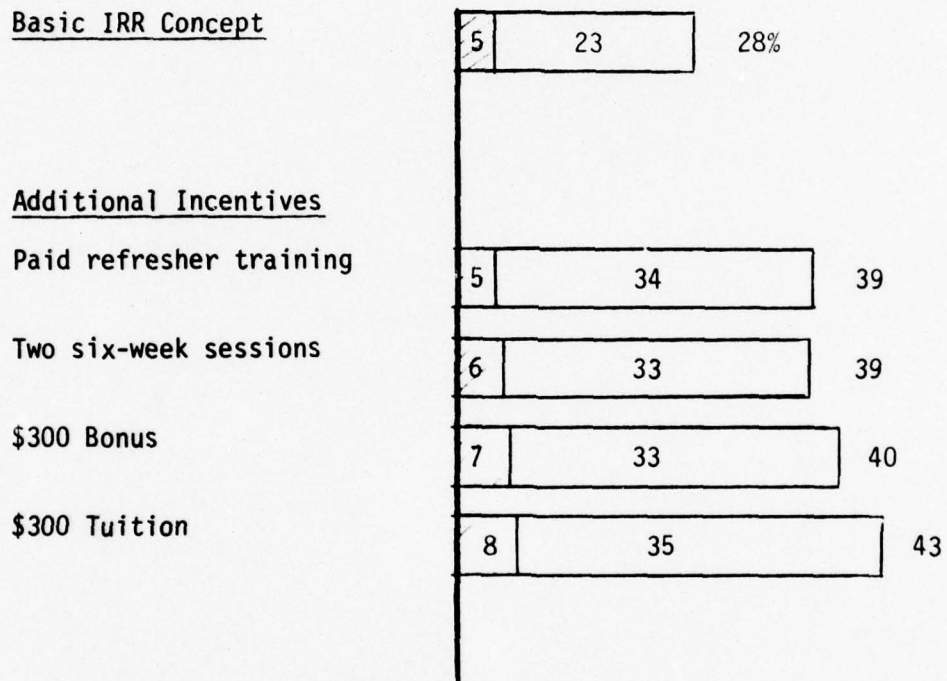


Chart 31

INCREMENTAL EFFECT OF ADDITIONAL INCENTIVES
TO BASIC IRR CONCEPT ON WORK FORCE

(Base: Total Work Force)

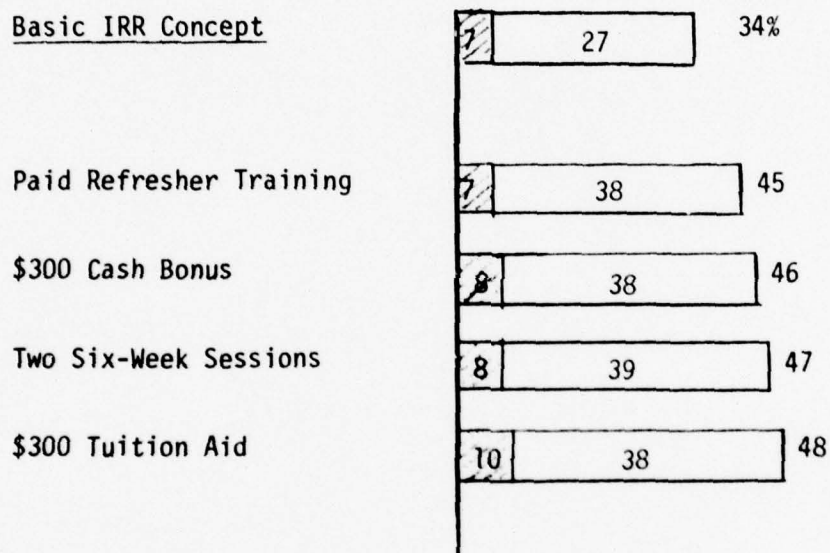


Chart 32

INCREMENTAL EFFECT OF ADDITIONAL INCENTIVES TO
BASIC IRR CONCEPT ON HIGH SCHOOL STUDENTS

(Base: Total High School Students)

▨ High Interest
□ Moderate Interest

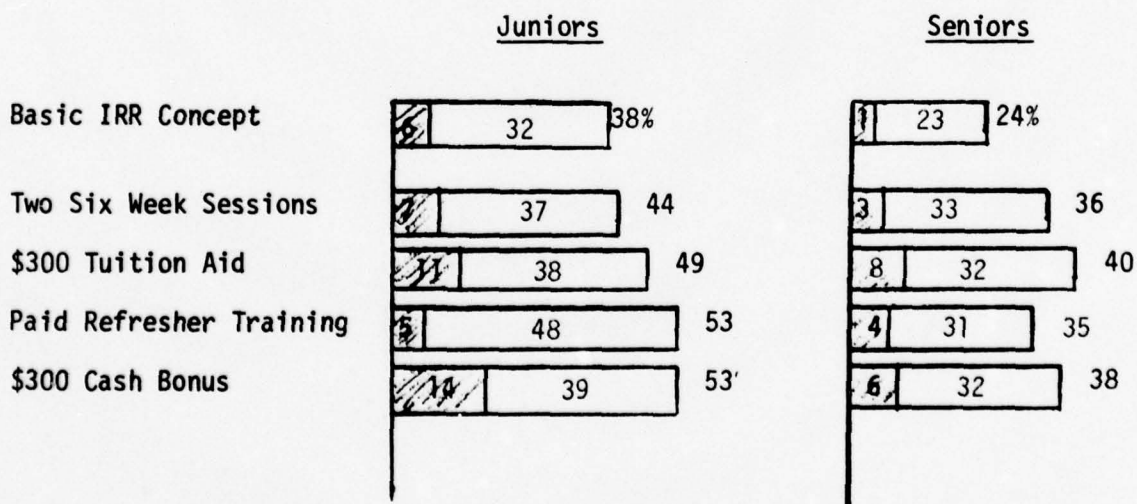
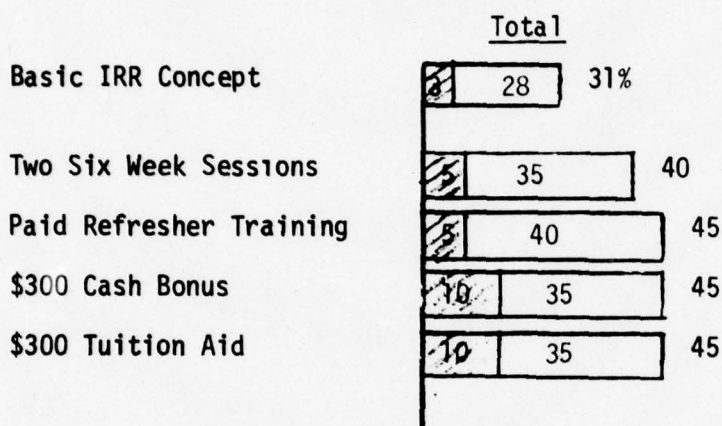


Chart 33

INCREMENTAL EFFECT OF ADDITIONAL INCENTIVES
TO BASIC IRR CONCEPT ON COLLEGE STUDENTS
(Base: Total College Students)

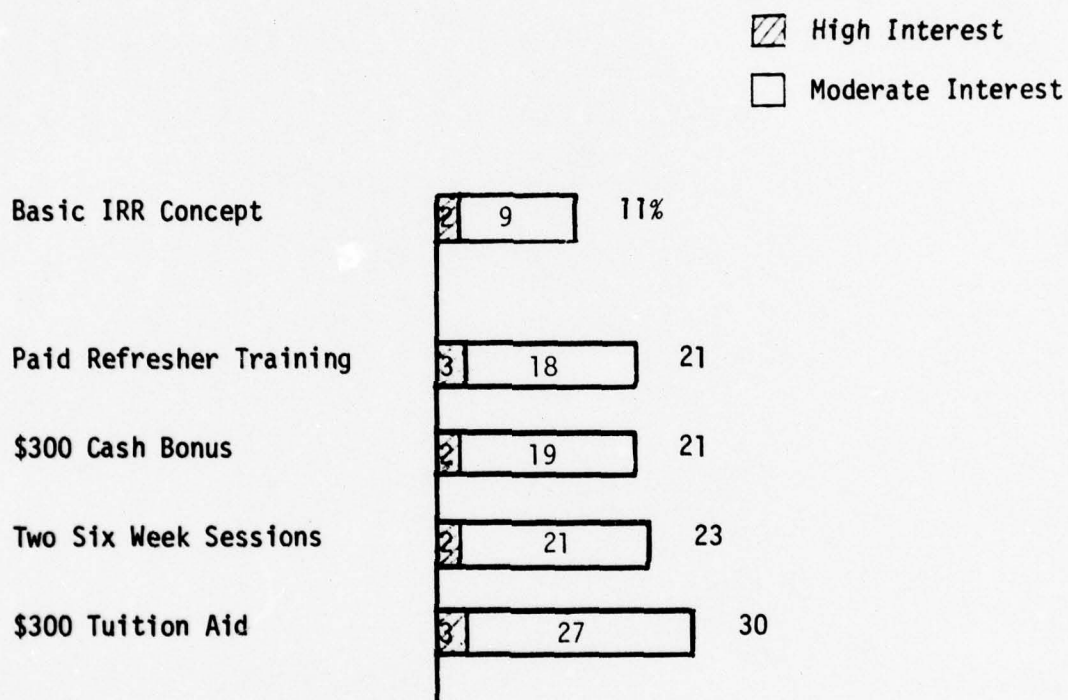
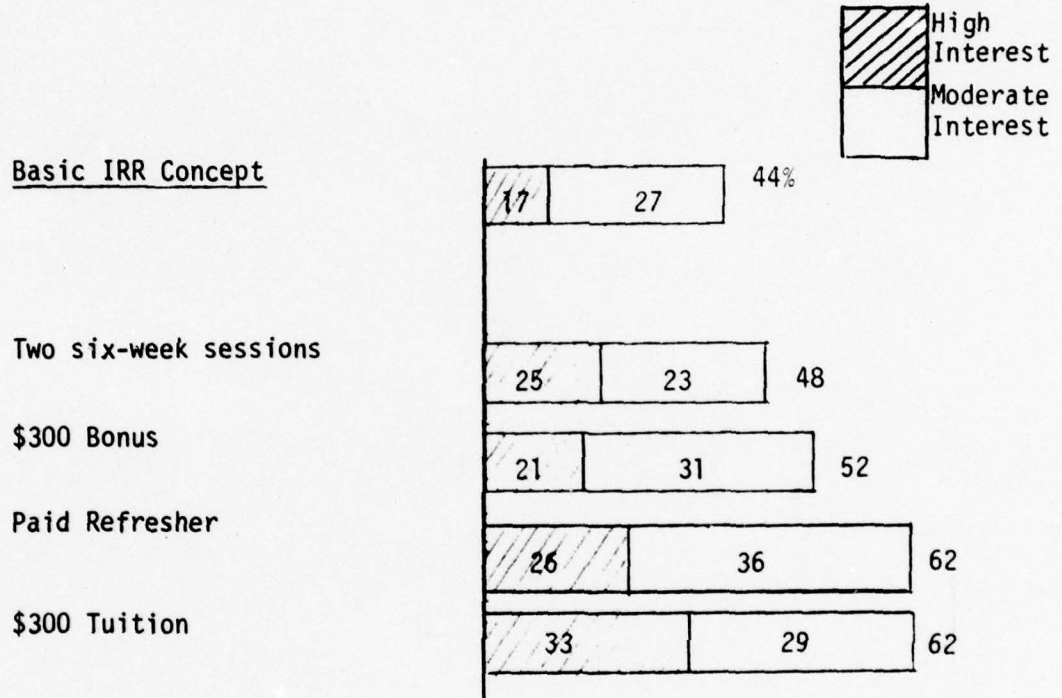


Chart 34

INTEREST IN IRR CONCEPT AND
ADDITIONAL INCENTIVES AMONG PARENTS

(Base: Total Parents Interviewed)



IV. RELATIONSHIP BETWEEN INTEREST IN
IRR AND INTEREST IN ARMED SERVICES
ENLISTMENT

- . Active Duty
- . Reserves or National Guard

FINDINGS: RELATIONSHIP BETWEEN IRR PROGRAM
AND OTHER MILITARY OPTIONS

- . Among young men with positive propensity for IRR, there is also a general interest in the Armed Services -- 63% expressed some interest in enlisting in any of the services. Strong interest in the services, however, is comparatively low (16%).
- . When viewing the overlap of strong interest in both IRR and Armed Services, we see that a third (35%) express High Interest in both. The proportion of this strong interest overlap tends to decrease with the additional incentives.
- . The overlap of interest between IRR and the Reserves or National Guard is only 18% for any interest and just 1% for high interest.
- . The two additional incentives which would most likely increase the IRR pool while not creating more serious competition for the active Armed Services are \$300 tuition and \$300 bonus.

Chart 35

ELIGIBLE YOUNG MEN WITH POSITIVE PROPENSITY
 FOR IRR AND OTHER ARMED SERVICES

(Base: Total Eligible Young Men)



Those With Positive
Propensity for IRR

(No.: 334)
% 100

Positive Propensity for
Enlistment in Other
Armed Services

Interested in Any Services (Net)

	16	47	63%
Air Force	7	28	35
Army	6	20	26
Navy	4	22	26
Marine Corps	3	15	18
National Guard/Reserves	1	17	18

INTEREST IN IRR AND ADDITIONAL INCENTIVES
RELATIVE TO OVERALL INTEREST IN MILITARY

Chart # 36


- How to Read -

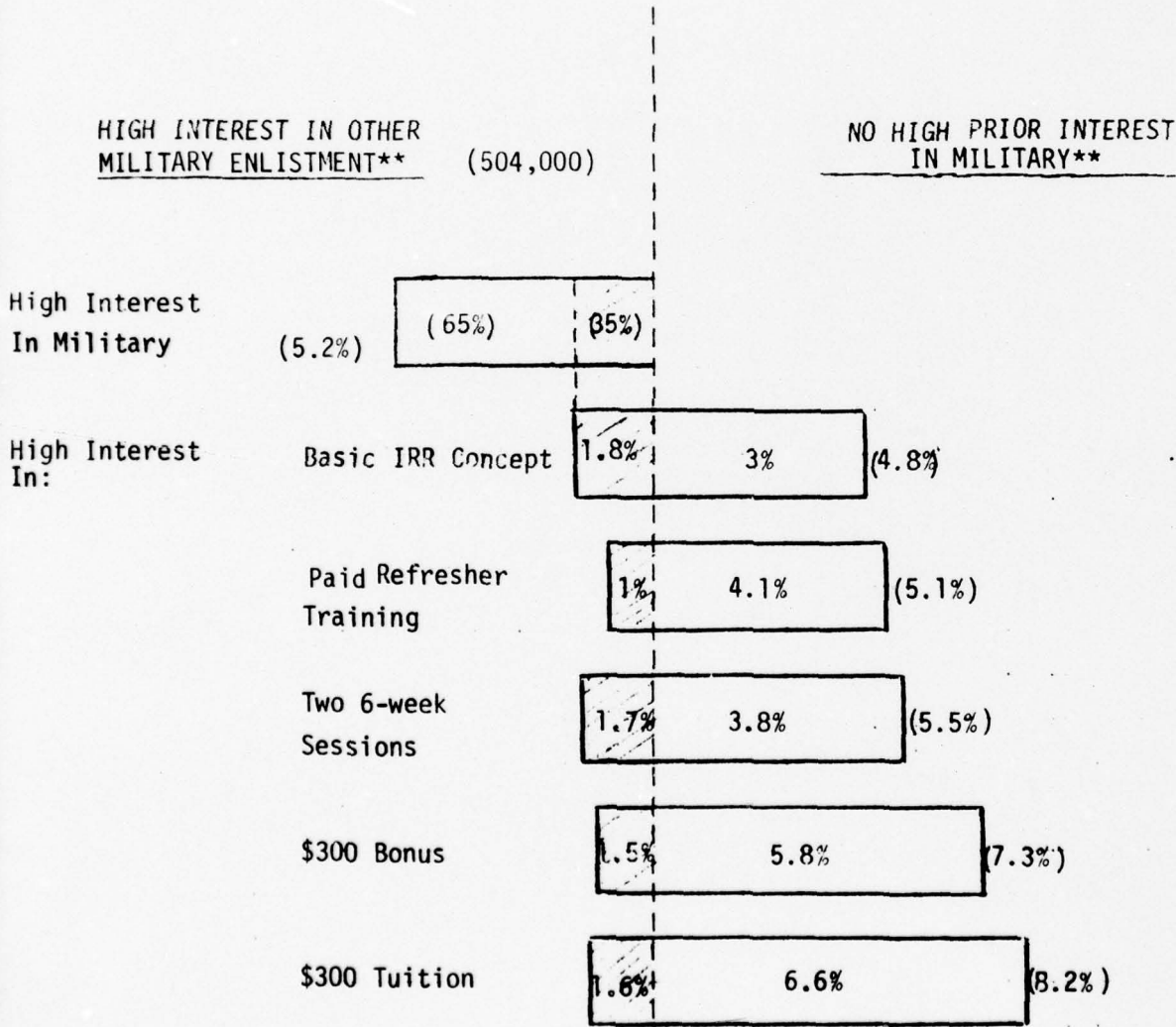
- Top Bar Prior to exposure to the IRR program concept, 5.2% of the young men interviewed expressed high interest in enlisting in any of the armed services in the next 12 months. After exposure to the IRR Concept, 35% of these young men were also definitely likely to consider participation in the basic IRR program.
- Second Bar 4.8% of all young men in the study expressed high interest in the basic IRR concept. Only 1.8% of these prospects had overlapping interest in other military enlistment. The interest of 3% was concentrated exclusively in the basic IRR concept.
- Bars 3-6 The introduction of each additional incentive resulted in incremental interest in the IRR program. For example, paid refresher training elicited high interest among 5.0% of respondents only 1% of whom had high interest in other Armed Services as well. (Bar 3) Each of the succeeding bars can be interpreted in the same manner.

Chart 36

INTEREST IN IRR AND ADDITIONAL INCENTIVES
RELATIVE TO OVERALL INTEREST IN MILITARY

(Base: Total Eligible Young Men)

 Overlap
Between
IRR and
Other
Service
Interest



* Projected Male Population 17-21
Source: U.S. Bureau Of The Census 1975

** Prior To Hearing About IRR Concept

CONCLUSIONS

WHAT IS THE MARKET POTENTIAL FOR THE BASIC IRR CONCEPT AND WHAT ARE THE CHARACTERISTICS OF THE INTEREST GROUPS?

The estimated maximum potential for the basic direct enlistment IRR program is approximately 446M young men -- 4.6% of the male population 17 to 21 years of age.

	<u>% of Population</u>	<u>No. of Young Men</u>
- Total young men (17-21)	100%	9.7MM
- Have moderate interest in IRR (Definitely or Probably would consider)	27.8%	2.7MM
- Have high interest in IRR (Definitely would consider)	4.8%	465.6M
- High interest among work force and college plus high school students whose parents would not disapprove	4.6%	446M

WHAT IS THE MARKET POTENTIAL?**(Continued)**

*Work Force young men represent the large majority of the **high** potential prospects for the program. High School Juniors and College students also represent potential but to a much lesser extent.*

	<u>% of Strong IRR Potential</u>
Work Force	70
High School Juniors	15
College Students	13

WHAT ARE HIGH SCHOOL PARENTS' ATTITUDES TOWARDS THE IRR PROGRAM
AND TO WHAT EXTENT DO THEY AGREE WITH THE SONS'?

Parents tend to agree with their sons who have a positive propensity for the program and, in general tend to have favorable attitudes towards the IRR concept.

- 63% of parents whose sons have a positive propensity for the program are also positive
- only 4% are definitely against IRR under all circumstances

WHAT IS THE EFFECT OF ADDITIONAL BENEFITS/INCENTIVES ON INTEREST
IN THE IRR PROGRAM?

All measured incentives increased interest in the IRR program. However, the one which was most effective against all target sub-groups was \$300 Tuition Aid. This would produce an additional market of almost 400M young men.

	Incremental Strong Interest	
	Percentage Pts.	No. of Young Men
Work Force	+ 3	+ 132M
High School	+ 7	+ 224M
Juniors	(+ 8)	(138M)
Seniors	(+ 5)	(86M)
College	+ 1	+ 21M
TOTAL		<u>+ 377M</u>

ADDITIONAL TABLES

- Demographic Characteristics of Positive Propensity Sub-Groups
 - . Personal
 - . Household

WHAT IS THE POTENTIAL IMPACT OF THE IRR PROGRAM ON OTHER MILITARY RECRUITMENT PROGRAMS?

About a third of those highly interested in the IRR concept were also highly interested in other forms of military enlistment. But since about the same proportion indicates its interest in IRR relates to the opportunity it provides to try military life, it is conceivable many of these recruits might opt for active service after IRR training. There is almost no overlap between interest in IRR and interest in the Reserves/National Guard.

- 35% of those with high interest in IRR have high interest in other forms of military enlistment.
- Approximately 40% of the high propensity group gave as their reason for interest in IRR "a chance to see what military life is like".
- Only 1% express high interest in both IRR and Reserves/National Guard.

DEMOGRAPHIC CHARACTERISTICS OF ELIGIBLE YOUNG MEN WITH
POSITIVE PROPENSITY FOR BASIC IRR CONCEPT

(Base: Eligible Young Men Who Definitely or
Probably Would Participate)

<u>AGE OF RESPONDENT</u>	<u>Total</u> %	<u>Work Force</u> %	<u>College*</u> %	<u>High School</u>	
				<u>Jrs.</u> %	<u>Srs.*</u> %
17	34	22	-	81	21
18	18	9	13	12	62
19	18	23	22	6	15
20	16	22	52	1	2
21	14	24	13	-	-

* Small bases

DEMOGRAPHIC CHARACTERISTICS OF ELIGIBLE YOUNG MEN WITH
POSITIVE PROPENSITY FOR BASIC IRR CONCEPT
(continued)

(Base: Eligible Young Men Who Definitely Or
Probably Would Participate)

	<u>POSITIVE PROPENSITY FOR IRR</u>			
	<u>Total</u> %	<u>High School</u> %	<u>Work Force</u> %	<u>College</u> %
<u>MARTIAL STATUS OF RESPONDENT</u>				
Married	11	NA	20	3
Single	89		80	97
<u>EDUCATION OF RESPONDENT</u> (Highest Level Expect To Complete)				
High School	33	40	34	-
Some College	8	7	9	12
College	33	33	30	48
Graduate School	10	10	5	34
Trade/Vocational	10	9	12	-
Other	6	1	10	6
<u>EMPLOYMENT STATUS OF RESPONDENT</u>				
Employed Full-Time	38	25	52	12
Employed Part-Time	26	29	18	55
Unemployed	36	46	30	33
<u>OCCUPATION OF RESPONDENT</u>				
<u>White Collar</u>	<u>7</u>	<u>2</u>	<u>8</u>	<u>15</u>
Professional/Managerial	3	-	8	10
Clerical/Sales	4	2	-	5
<u>Blue Collar</u>	<u>42</u>	<u>32</u>	<u>52</u>	<u>23</u>
Skilled	14	6	20	12
Unskilled	28	26	32	11
<u>Other</u>	<u>15</u>	<u>20</u>	<u>10</u>	<u>29</u>
<u>RACE</u>				
Black	23	24	22	25
White	75	74	75	75
Other	2	2	3	-

Chart 39

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS OF ELIGIBLE YOUNG MEN
WITH POSITIVE PROPENSITY FOR BASIC IRR CONCEPT

(Base: Eligible Young Men Who Definitely Or
Probably Would Participate)

	<u>POSITIVE PROPENSITY FOR IRR</u>			
	<u>Total</u> %	<u>High School</u> %	<u>Work Force</u> %	<u>College</u> %
<u>AGE OF HEAD OF HOUSEHOLD</u>				
Under 25	15	1	25	9
25 - 34	3	2	4	-
35 - 39	12	15	11	7
40 - 44	24	31	19	18
45 - 49	16	16	15	24
50 - 54	19	21	16	31
55 - 64	7	7	7	8
65 and over	4	7	3	3
<u>LAST GRADE IN SCHOOL COMPLETED BY HEAD OF HOUSEHOLD</u>				
8th Grade or Less	16	14	19	9
Some High School	30	29	34	9
Completed High School	37	31	37	48
Some College	10	15	6	18
Completed College	7	11	4	16

Chart 40

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS OF ELIGIBLE YOUNG MEN
WITH POSITIVE PROPENSITY FOR BASIC IRR CONCEPT
(continued)

	POSITIVE PROPENSITY FOR IRR			
	Total %	High School %	Work Force %	College %
<u>OCCUPATION OF HEAD OF HOUSEHOLD</u>				
<u>White Collar</u>	<u>24</u>	<u>30</u>	<u>17</u>	<u>47</u>
Professional/Managerial	16	23	9	33
Clerical/Sales	8	7	8	14
<u>Blue Collar</u>	<u>42</u>	<u>35</u>	<u>49</u>	<u>25</u>
Skilled	21	20	23	14
Unskilled	21	15	26	11
<u>Other</u>	<u>34</u>			
Service/military/disabled	21	29	17	14
Homemaker	7	4	9	7
Unemployed	5	2	8	-
Student	1	-	-	7
<u>MARTIAL STATUS OF HEAD OF HOUSEHOLD</u>				
Married	74	84	70	60
Single	5	2	6	10
Divorced/Widowed/Separated	21	14	24	30
<u>HOUSEHOLD INCOME</u>				
<u>Under \$10,000</u>	<u>43</u>	<u>45</u>	<u>43</u>	<u>34</u>
Less than \$5,000	11	8	14	4
\$5,000 - 6,999	12	13	11	13
\$7,000 - 9,999	20	24	18	17
<u>\$10,000 Or More</u>	<u>57</u>	<u>55</u>	<u>57</u>	<u>66</u>
\$10,000 - 14,999	23	14	28	27
\$15,000 - 19,999	17	20	16	17
\$20,000 or more	17	21	13	22

TECHNICAL APPENDIX

- Telephone Probability Sample
- Sample Weighting

TELEPHONE PROBABILITY SAMPLE

Sample cases were allocated to each state in direct proportion to the number of residences with telephones in each state. Within each state, telephone prefixes were selected with equal probability from a list containing all possible telephone prefixes and four-digit random numbers were then selected for each sample prefix.

The resulting increase in geographic dispersion adds accuracy to survey results. This system makes cluster sampling entirely unnecessary and tends to minimize the biases and sampling error inherent in cluster sampling. This procedure offers greater validity and accuracy in producing projectable survey results.

The use of random digits includes, in proper proportion, those households with unlisted numbers. Since this is a growing population segment and their attitudes and behavior may be different, it is essential that they be included in their proper proportion. In addition, and perhaps even more importantly, the random digit dialing method also includes households with new telephone numbers. Since directories are only published once a year and about twenty percent of the population move each year, this segment of the population could be missed with other methods of sampling.

SAMPLE WEIGHTING

The purpose of sample weighting is to make results more projectable by making them representative of the population of 17-21 year olds not in military service. Weighting in this study was necessary to:

- Adjust the high school, workforce and college samples quoted at 400 each to their proper proportion of the population.
- Correct for bias inherent in using telephone probability sample in lieu of an in-home national probability sample.

The weighting procedure consisted of adjusting the in-home completed questionnaires by the appropriate percentages as found in the 1976 Navy MITRI weighted demographic characteristics obtained from the screening interviews. Since this was a National Probability Study conducted in-home consisting of 73 PSU's (157 self-weighting clusters) in the U.S. including Alaska and Hawaii, the demographic characteristics of the sample represented the in-home population of 17-21 year olds. In addition, it was necessary to weight the on-campus sample to reflect their true portion of the 17-21 year old population.

IN-HOME SAMPLE

Discrepancies were adjusted by means of a multivariate weighting procedure.

The weighting is performed by Grey's Multivariate Sample Weighting and Balance program*. This technique is superior to successive unidimensional weighting since it finds a unique least square weighting solution which minimizes the amount of each respondents weight and retains the maximum statistical efficiency for the sample. Since the procedure also takes into account the natural covariance skews of population characteristics, cross-tabulation results are more projectable than with unidimensional weighting.

The algorithm is an iterative procedure that consists of adjusting each characteristic successively until all characteristics are within a specified tolerance level. The procedure is to set up a multidimensional matrix representing all frequencies and perform the following procedures:

- Calculate marginal weights for the first demographic characteristic.
- Multiply those weights to all cell frequencies.
- Sum the marginal cell frequencies on all characteristics

The above is repeated for successive characteristics until each one has been completed one time. This represents an iteration. This convergent iterative sequence is repeated until no characteristic is differs by more than .049 of a respondent from the population proportion.

* For detailed description of the algorithm, see:
Dwight W. Heard, "Statistical Adjustment of Data",
Cross Publications, New York, 1964, Chapter 7

IN-HOME SAMPLE
(cont'd)

To determine the weight for each respondent, the weights for each characteristic for that respondent are multiplied together. This weight is then assigned for each respondent to use in the tabulation phase of the project.

TABLE 1

COMPARISON OF DEMOGRAPHIC CHARACTERISTICS OF COMPLETED QUESTIONNAIRES OF MALES 17-21 NOT IN MILITARY SERVICE FOR 1976 MTRI SURVEY VS 1977 IRR.

	1976 MTRI <u>(WEIGHTED)</u>	1977 IRR <u>(UNWEIGHTED)**</u>	<u>WEIGHT</u>
<u>OCCUPATION HEAD OF HOUSEHOLD</u>			
Professional/Managerial	22.42	35.74	0.6692
Clerical/Sales	8.61	10.21	0.8317
Skilled/Unskilled	37.54	37.14	0.9601
Other/Reject	31.43	16.92	1.9003
<u>MARITAL STATUS HEAD OF HOUSEHOLD</u>			
Married	77.48	77.28	1.1153
Other/Reject	22.52	22.72	0.7140
<u>HOUSEHOLD INCOME</u>			
Under \$7,000	17.12	11.01	1.2780
\$7,000 - \$9,999	13.01	9.81	1.1878
\$10,000 - \$14,999	19.12	16.22	1.2574
\$15,000 and over	32.73	44.94	0.7871
Reject	18.02	18.02	0.9395
<u>RACE</u>			
White	83.58	85.69	1.0176
Other	16.42	14.31	0.9224

** Base = 999 for 1977 IRR

(cont'd)

	1976 MIRI <u>(WEIGHTED)</u>	1977 IRR <u>(UNWEIGHTED)</u>	<u>WEIGHT</u>
<u>REGION</u>			
East	17.62	23.92	0.8081
Central	33.43	31.53	1.0882
South	32.03	30.63	0.9347
West	16.92	13.91	1.2749
<u>AGE OF INDIVIDUAL</u>			
17 Years	27.83	29.03	1.0696
18 Years	22.02	20.42	1.2349
19 Years	17.62	17.32	0.9556
20 Years	16.52	16.12	0.9059
21 Years	16.02	17.12	0.7937
<u>ENROLLMENT/EMPLOYMENT</u>			
Work Force	48.05	40.34	1.1967
College	16.72	19.02	0.9952
Elementary/High School	35.24	40.64	0.8033

**Base = 999 for 1977 IRR

ON-CAMPUS SAMPLE

Since the ratio of on-campus/off-campus was .31051.6895 in the 1976 MITRI, the 1977 IRR sample of 212 on-campus completed questionnaires needed to be weighted down to 74 to bring it in line with the 167 off-campus college interviews.

$$167/212 = .349$$

Since this down weighting of the on-campus sample reduced the number of weighted respondents to 1,067 or below the 1,201 interviewed respondents, it was necessary to further multiply all respondents by a weight of 1.12 in order to bring the weighted sample bas to 1,201.

$$\frac{1,067}{1,201} = 1.12$$

SUMMARY

The total completed questionnaires were 1,201 and were broken down as follows:

Total Unweighted	<u>1,201</u>
Basic In-Home Interviews	999
College On-Campus Interviews	212 Weighted To 74
College Not-On-Campus Interviews	190 Weighted To 167

$$999 + 74 = 1,073$$

$$\text{Basic} + \text{Supplementary} = \text{Total} = 1,200$$

Weighting 1,073 to 1,200 resulted in a weight of 1.12.

This weight of 1.12 was applied to all respondents.

Non College (999-167)	832	X	1.12 =	931 Respondents Weighted
College Not On Campus (167)	167	X	1.12 =	187 Respondents Weighted
College On Campus (212)	212	X .349 = 74	X 1.12 =	83 Respondents Weighted
				<u>1,201</u>

QUESTIONNAIRES

- Screener
- Interview with Young Man
- Interview with Parent

RICI #14-012
August, 1977

CD1
5-1

YOUNG MEN'S STUDY
- Screening Questionnaire -

Respondent Name: _____	Time Start: _____
Telephone Number: (A.C.) _____ (Pfx.) _____ (Number) _____	Time End: _____
City: _____ State: _____ Zip: _____	14
Interviewer: _____ Date: _____	6-8

INTERVIEWER: ASK TO SPEAK TO MALE OR FEMALE HEAD OF HOUSEHOLD, WHICHEVER IS AVAILABLE. IF NEITHER AVAILABLE, ASK TO SPEAK TO OTHER ADULT 21 YEARS OF AGE OR OLDER.

Hello, I'm _____ from Research Information Center, a national opinion research company in Phoenix, Arizona. We are conducting a nationwide survey among young men to learn about their future job or career plans.

1. Are there any males in this household, including those temporarily away from home, who are in the 16-21 year age range?

Yes () 1 - (CONTINUE WITH Q.2a ON NEXT PAGE)
No () 2 - (TERMINATE)

15

IF CALLBACK ARRANGED FOR DESIGNATED RESPONDENT, WRITE IN NAME BELOW:

RESPONDENT NAME: _____

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August, 1977

YOUNG MEN'S STUDY

CDI

- 2a. Please give me the names and ages of the males in the 16-21 year age range, starting with the oldest. Please include any that might be temporarily away from home. (RECORD BELOW ON GRID)
- 2b. (ASK FOR EACH PERSON LISTED)
Is (READ NAME) currently in any Military Service such as Army, Navy, Air Force, Marine Corps, National Guard or any Reserve Unit? (RECORD BELOW)

ASK Q. 1'S 2c THROUGH Q. 2f SEPARATELY FOR EACH PERSON NOT CURRENTLY IN ARMED SERVICES. IF ALL IN MILITARY, SKIP TO Q. 3a.

- 2c. Is (READ NAME) currently residing at home or away from home? (RECORD BELOW)
- 2d. Now, I'd like you to think about the last spring school semester or more specifically about the month of April -- Was (READ NAME) enrolled in any High School or College during that month? (RECORD ANSWER IN GRID AND FOLLOW INSTRUCTIONS BELOW)

IF "NO" → CHECK "NOT ENROLLED" IN GRID BELOW AND SKIP TO Q. 2f. FOR THIS PERSON.
IF "YES" → ASK: "Is that high school or college" (RECORD ON GRID AND FOLLOW INSTRUCTIONS BELOW.)

IF "HIGH SCHOOL" → CONTINUE WITH Q. 2e.
IF "COLLEGE" → ASK: "Would you say that (READ NAME) was a full-time student taking 12 or more hours of class a week or a part-time student taking less than 12 hours of class a week?" (RECORD BELOW AND CONTINUE WITH Q. 2e.)

- 2e. What (High School/College) grade was (READ NAME) attending last April? (RECORD BELOW)
- 2f. Was (READ NAME) employed, full or part-time, during last April? (RECORD BELOW)

WHEN YOU HAVE ASKED Q. 2 SERIES FOR ALL MALES 16-21, SELECT RESPONDENT FOR FULL INTERVIEW. SEE NEXT PAGE FOR INSTRUCTIONS.

16

17-23
24-30
31-37
38-44

45

NAME	Q. 2a.		Q. 2b.		Q. 2c.		Q. 2d.		Q. 2e.		Q. 2f.		CHECK FINAL RESPONDENT
	AGE	RESIDENCE	MILITARY	PLA	ENROLLED IN	GRADE	EMPLOYED	EMPLOYED	EMPLOYED	EMPLOYED	EMPLOYED	EMPLOYED	
	()	()	()	()	()	()	()	()	()	()	()	()	()
	()	()	()	()	()	()	()	()	()	()	()	()	()
	()	()	()	()	()	()	()	()	()	()	()	()	()
	()	()	()	()	()	()	()	()	()	()	()	()	()

TO BE RECORDED SEPARATELY FOR EACH PERSON IN PLACE OF THREE NAMES.

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CD1

-3-

RESPONDENT SELECTION

THE RESPONDENT THAT QUALIFIES FOR A FULL INTERVIEW MUST BE:

- * 17 - 21 YEARS OF AGE
- * NOT CURRENTLY IN THE MILITARY
- * CURRENTLY RESIDING AT HOME

HE THEN WILL BE SELECTED ON THE BASIS OF PRIORITY (SEE PRIORITIES #1-#3 ON PREVIOUS PAGE)

- PRIORITY #1 → "HIGH SCHOOL" (WAS JUNIOR OR SENIOR IN H.S. LAST APRIL)
- PRIORITY #2 → "COLLEGE" (TOOK 12 OR MORE HOURS IN COLLEGE LAST APRIL)
- PRIORITY #3 → "WORK FORCE" (IF NOT "HIGH SCHOOL" OR "COLLEGE" BUT WAS EMPLOYED LAST APRIL.)

IF THERE ARE TWO OR MORE IN THE SAME CATEGORY (E.G., TWO HIGH SCHOOL STUDENTS), SELECT THE INDIVIDUAL TO BE INTERVIEWED AS DESIGNATED ON THE SECOND LINE IN THE BOX BELOW:

(label)

WRITE THE FIRST NAME OF THE RESPONDENT SELECTED AND INDICATE CATEGORY:

NAME: _____ CATEGORY: HIGH SCHOOL () 1
 COLLEGE () 2
 WORK FORCE () 3

46

CONTINUE WITH DEMOGRAPHICS ON FOLLOWING PAGES, THEN GO TO NEXT TO QUALIFIED RESPONDENT.

Before going on, I'd like to ask you a few questions for classification purposes.

3a. In total, how many people including yourself live in this household? (WRITE IN NUMBER)

(NUMBER)

3b. How many are adults 24 years of age or over? (WRITE IN NUMBER)

3c. How many are young people 17-23 years of age? (WRITE IN NUMBER)

3d. How many are teenagers 13-16 years of age? (WRITE IN NUMBER)

3e. How many are children 12 or under? (WRITE IN NUMBER)

4. Is there a male head of this household?

Yes () 1 - (ASK ABOUT "MALE HEAD" IN Q.5a-5d)

No () 2 - (ASK ABOUT "FEMALE HEAD" IN Q.5a-5d)

5a. Which of the following categories includes the age of the (male/female) head of household? (READ LIST)

- Under 20 () 1
- 20-24 () 2
- 25-29 () 3
- 30-34 () 4
- 35-39 () 5
- 40-44 () 6
- 45-49 () 7
- 50-54 () 8
- 55-59 () 9
- 60-64 () 0
- 65 & Over () X

5b. What was the last grade of school (he/she) completed?

- 8th grade or less () 1
- Some high school () 2
- Completed high school () 3
- Some college () 4
- Completed college () 5

5c. What kind of work does (he/she) do? (PROBE FOR DETAILS)

(KIND OF WORK) (TITLE)

5d. Is (he/she) married, single, divorced, widowed or separated?

- Married () 1
- Single () 2
- Divorced () 3
- Widowed () 4
- Separated () 5

RICI #14-012 (OMB#22S77008)
August, 1977

YOUNG MEN'S STUDY
Interview With Son

INTERVIEWER: WRITE IN FIRST NAME OF RESPONDENT AND "X" APPROPRIATE CATEGORY:
NAME: _____
HIGH SCHOOL STUDENT () 1
COLLEGE STUDENT () 2
WORK FORCE () 3

1. This survey is being sponsored by the Federal Government. Under the Privacy Act of 1974 we need to give you the following information. This survey is being used to collect information to assist the Federal Government in evaluating and improving personnel problems. Information collected will be used for research and analysis purposes only. Your participation in this survey is strictly voluntary; however, your cooperation is most important for the success of this vital study.

We are interested in learning about the various plans young men are considering for the next year or so. To do this I'd like you to write down a few words that you can use to give me your opinions. The phrases are: definitely would, probably would, probably would not, and definitely would not.

RESPONDENT:
WROTE DOWN PHRASES () 1
DID NOT WRITE DOWN PHRASES () 2

(IF RESPONDENT DID NOT WRITE DOWN PHRASES, REPEAT PHRASES FOR EACH STATEMENT.)

1b. Now, I would like you to tell me how likely you would be to consider each of the following possibilities -- Do you think you definitely would, probably would, probably would not or definitely would not? (READ EACH STATEMENT LISTED BELOW AND RECORD ANSWER IN APPROPRIATE BOX. START WITH RED "X" PHRASE. BE SURE TO READ ALL PHRASES.)

	DEFINITELY WOULD		PROBABLY WOULD		PROBABLY WOULD NOT		DEFINITELY WOULD NOT	
	4	3	2	1	1	2	3	4
Get a new full time job	()	()	()	()	()	()	()	()
Get a part time job	()	()	()	()	()	()	()	()
Continue your education (college)	()	()	()	()	()	()	()	()
Travel abroad	()	()	()	()	()	()	()	()
Get married, if not already married	()	()	()	()	()	()	()	()
Move to another area of the country	()	()	()	()	()	()	()	()
Enlist in the Army	()	()	()	()	()	()	()	()
Enlist in the Navy	()	()	()	()	()	()	()	()
Enlist in the Air force	()	()	()	()	()	()	()	()
Enlist in the Marine Corps	()	()	()	()	()	()	()	()
Enlist in a National Guard or Reserve Unit	()	()	()	()	()	()	()	()

RICI #14-012
August, 1977

-2-

CD2

2a. I'd like to get your opinion on a new program being developed by the reserve components of the armed services. This program involves going to about 12 weeks of military training during the summer. During this camp, enlistees would receive free room and board plus \$375 per month if single and \$425 per month if married. In addition, they have the opportunity to try military life on a short term basis.

At the end of the 12 weeks, volunteers would not be required to serve any further active duty; that is, no weekend and/or additional summer active duty. However, they would become part of the Individual Ready Reserves for a period of six years and would be subject to being called up for active duty in case of a National Emergency.

Considering all that is involved:

- 12 weeks of summer active duty with full pay and benefits.
- ready reserve status for six years
- no further active duty requirement unless a national emergency is declared
- opportunity to get a first hand taste of active duty life for 12 weeks rather than a three year enlistment

If you had known about this program last Spring, how likely would you have been to participate in the program during this summer? Do you think you definitely would have joined, probably would have joined, probably would not have joined or definitely would not have joined?

Definitely would ¹⁹ () 4 Probably would not () 2
Probably would () 3 Definitely would not () 1

2b. Why do you feel that way? _____

20-2

3a. How likely would you be to participate in this program next summer? Do you think you definitely will join, probably will join, probably will not join or definitely will not join?

Definitely will ²⁴ () 4 Probably will not () 2
Probably will () 3 Definitely will not () 1

3b. Why do you feel that way? _____

25-2

4. Now that you have given us your opinion of the program as originally designed, we'd like to know how you would feel if various additional benefits were added.
 For each additional benefit I mention, please tell me how likely you would be to participate in this special training program -- again using the phrases definitely would, probably would, probably would not, or definitely would not participate. (START AT RED "X").

	Definitely Would	Probably Would	Probably Would Not	Definitely Would Not	
If a cash enlistment bonus of about \$300 were offered	43	45	10	2	29
If the 12 week training period were split into two 6 week sessions in two consecutive summers	42	42	10	6	30
If education tuition costs of about \$300 per year for four years were offered	35	42	10	13	31
If there were an option to participate in paid refresher training once or twice during the six year period	42	41	13	4	32

IF "DEFINITELY NOT" TO Q.2a, 3a AND ALL PARTS OF Q.4, ASK Q.5. OTHERWISE, SKIP TO INSTRUCTIONS FOR Q.6a.

5. What would the program have to offer in order to make you interested in participating? (PROBE)

33-36

6a. (ASK ONLY IF HIGH SCHOOL JUNIORS AND SENIORS)

How do you think your parents would feel about your participating in this Special Reserve Program -- do you think they would definitely encourage you to join, probably encourage you to join, probably discourage you from joining or definitely discourage you from joining? (RECORD BELOW)

Definitely encourage	() 4	Probably discourage	() 2
Probably encourage	() 3	Definitely discourage	() 1

6b. Why do you think your parents would feel that way?

38-41

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A STUDY OF THE DIRECT ENLISTMENT PROGRAM CONCEPT FOR THE INDIVI--ETC(U)

NOV 77

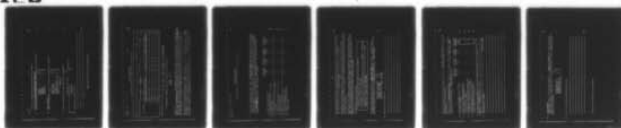
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August, 1977

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5-3

YOUNG MEN'S STUDY

Interview With Parent Of High School Juniors/Seniors

Name Of Son Who Was Interviewed: _____ Respondent I.D. Number: _____

Telephone Number _____ A.C. _____ PFX. _____ NUMBER _____ Zip Code: _____ Q.4.- Male Head Yes () 1
No () 2

CALL RECORD

CALL	DATE	INTERVIEWER	MAH	BUSY	INT.	CALLBACK	APPT./COMMENTS
1st							
2nd							
3rd							
4th							

CHECK ANSWER TO Q.4 ABOVE: IF "YES", ASK TO SPEAK TO FATHER OF SON LISTED ABOVE.
IF "NO", ASK TO SPEAK TO MOTHER OF SON LISTED ABOVE.

IF UNAVAILABLE, ARRANGE CALLBACK. CHECK PARENT INTERVIEWED:

Father () 1
Mother () 2

Hello, I'm _____ from Research Information Center in Phoenix, Arizona. We have been conducting a nationwide survey among young men, and we recently interviewed your son, (NAME OF SON). We are conducting the survey to learn about the various plans that high school students have for the next year or so and their attitudes towards the options that may be available to them. We are also talking to the parents of these young men and would like to ask you a few questions.

This survey is being sponsored by the Federal Government. Under the Privacy Act of 1974 we need to give you the following information. This survey is being used to collect information to assist the Federal Government in evaluating and improving personnel programs. Information collected will be used for research and analysis purposes only. Your participation in this survey is strictly voluntary; however, your cooperation is most important for the success of this vital study.

YOUNG MEN'S STUDY

Interview With Parents Of High School Juniors/Seniors

1. We'd like to know how you would feel if (READ SON'S NAME) were considering various possibilities for the next year or so. That is, would you be in favor or against his considering these possibilities? For each statement I read, please tell me if you would be definitely in favor, probably in favor, probably against, or definitely against it as a possibility for (READ NAME) for the next year or so. (REPEAT SCALE FOR EACH STATEMENT AND RECORD ANSWER IN APPROPRIATE BOX. START WITH RED "X" PHRASE.)

	Definitely In Favor 4	Probably In Favor 3	Probably Against 2	Definitely Against 1	
___ Get a new full time job	()	()	()	()	7
___ Get a part time job	()	()	()	()	8
___ Continue his education (college)	()	()	()	()	9
___ Travel abroad	()	()	()	()	10
<hr/>					
___ Get married, if he is not already married	()	()	()	()	11
___ Move to another area of the country	()	()	()	()	12
___ Enlist in the Army	()	()	()	()	13
___ Enlist in the Navy	()	()	()	()	14
<hr/>					
___ Enlist in the Air Force	()	()	()	()	15
___ Enlist in the Marine Corps	()	()	()	()	16
___ Enlist in a National Guard or Reserve Unit	()	()	()	()	17

2a. I'd like to get your opinion on a new program being developed by the reserve components of the armed services for young men who are 17 to 21 years of age. We are interested in hearing how you would feel about (READ SON'S NAME) participating in this program.

This program involves going to about 12 weeks of military training during the summer. During this camp, enlistees would receive free room and board plus \$375 per month if single and \$425 per month if married. In addition, they have the opportunity to try military life on a short term basis.

At the end of the 12 weeks, volunteers would not be required to serve any further active duty; that is, no weekend and/or additional summer active duty. However, they would become part of the Individual Ready Reserves for a period of six years and would be subject to being called up for active duty in case of a National Emergency.

Considering all that is involved:

- 12 weeks of summer active duty with full pay and benefits.
- ready reserve status for six years.
- no further active duty requirement unless a national emergency is declared.
- opportunity to get a first hand taste of active duty life for 12 weeks rather than a three year enlistment.

If this program had been available to (READ SON'S NAME) last Summer, would you have definitely encouraged him to join, probably encouraged him to join, probably discouraged him from joining or definitely discouraged him from joining? (RECORD BELOW)

18

Definitely encourage	()	1
Probably encourage	()	2
Probably discourage	()	3
Definitely discourage	()	4

2b. Why do you feel that way?

3. Now that you have told us how you would feel about (READ SON'S NAME) participating in this special program as originally designed, we'd like to know how you would feel if various additional benefits were added.

For each of the additional benefits I mention, please tell me if you would be definitely in favor, probably in favor, probably against or definitely against (READ SON'S NAME) participating in the program. (START WITH RED "X")

	Definitely In Favor	Probably In Favor	Probably Against	Definitely Against	
— If a cash enlistment bonus of about \$300 were offered	()	()	()	()	23
— If the 12 week training period were split into two 6 week sessions in two consecutive summers	()	()	()	()	24
— If education tuition costs of about \$300 per year for four years were offered	()	()	()	()	25
— If there were an option to participate in paid refresher training once or twice during the six year period	()	()	()	()	26

IF "DEFINITELY DISCOURAGE" IN Q.2a AND "DEFINITELY AGAINST" IN ALL PARTS OF Q.3, ASK Q.4. OTHERWISE, SKIP TO Q.5a.

4. What would the program have to offer in order to make you in favor of (READ SON'S NAME) participating? (PROBE)
