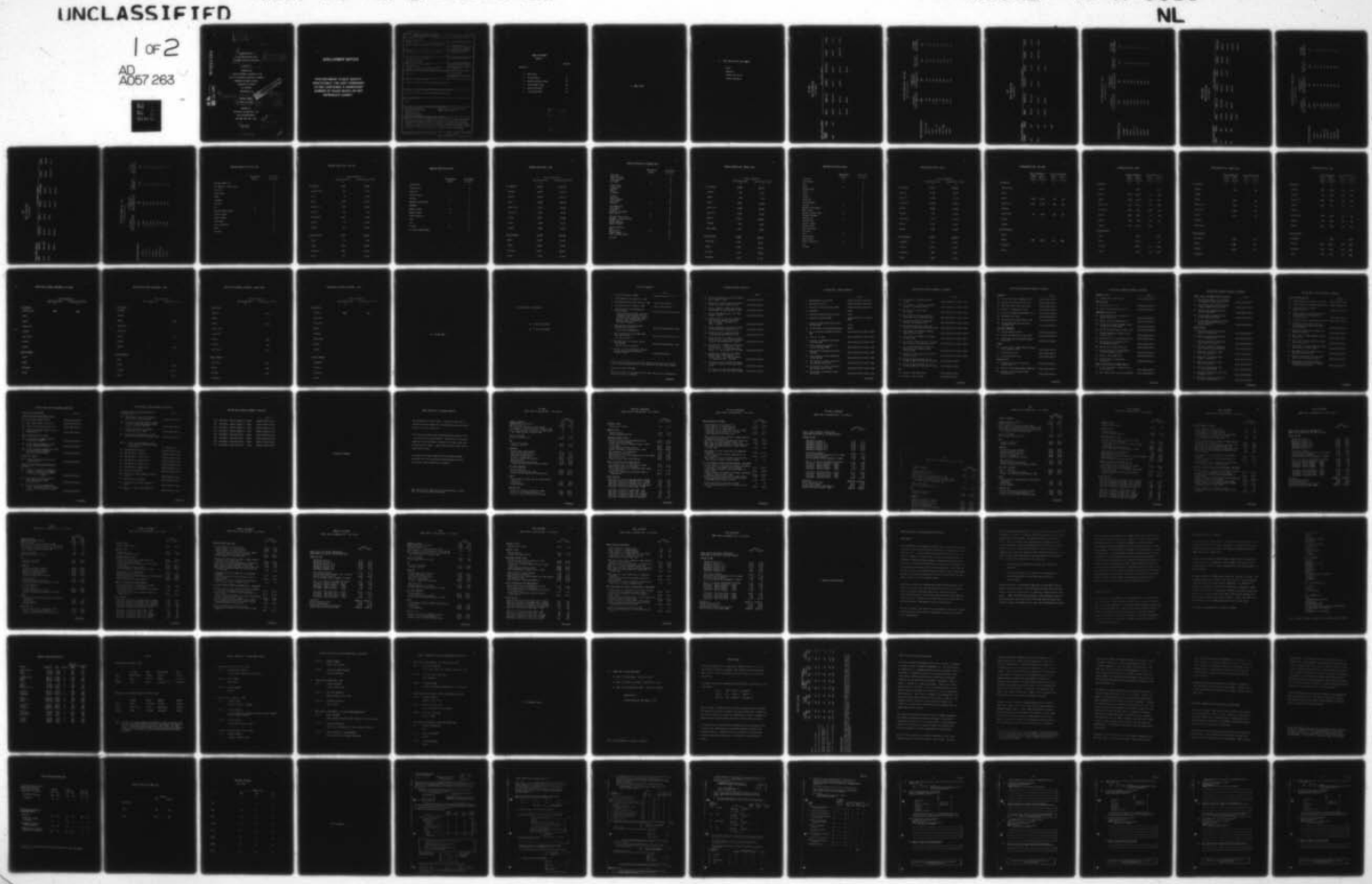
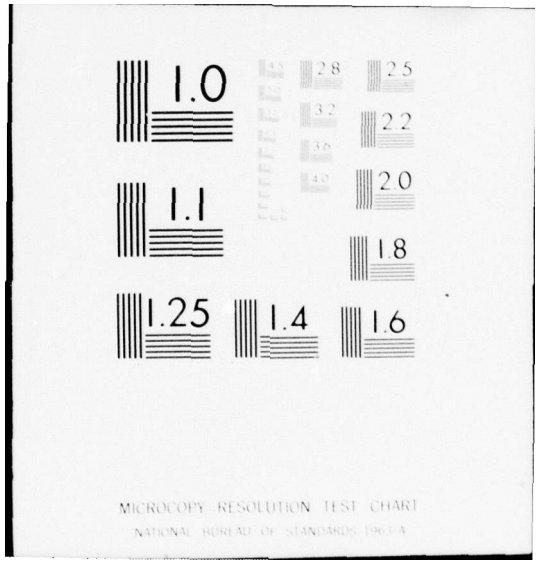
AD-A057 263 THOMPSON (J WALTER) CO WASHINGTON DC F/G 5/9
A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICES R--ETC(U)
MAY 76 R E SCHUCKER M00027-73-A-0013
UNCLASSIFIED NL

1 OF 2
AD A057 263




1.0
1.1
1.25
1.4
1.6
2.8
2.5
3.2
2.2
3.6
4.0
2.0
1.8
MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS 1963-A

LEVEL II

AD A057263

AD No.
DDC FILE COPY

A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICES RECRUITMENT

VOLUME II

Research rept.

PREPARED FOR:

J. WALTER THOMPSON, ON BEHALF OF THE

OFFICE OF ASSISTANT SECRETARY OF DEFENSE

(MANPOWER & RESERVE AFFAIRS)

DEPARTMENT OF DEFENSE

THE PENTAGON

WASHINGTON, D.C.

Raymond E. Schucker

THIS DOCUMENT IS BEST QUALITY PRACTICABLE. THE COPY FURNISHED TO DDC CONTAINED A SIGNIFICANT NUMBER OF PAGES WHICH DO NOT REPRODUCE LEGIBLY.

165 p.

CONTRACT NUMBER:

MC0027-73-A-0013

DISTRIBUTION STATEMENT A
Approved for public release;
Distribution Unlimited

PREPARED BY:

RUSS HALEY & ASSOCIATES, INC.

405 LEXINGTON AVENUE

NEW YORK, NEW YORK 10017

DDC
RECEIVED
AUG 10 1978
A

MAY 1976

41078P

DISCLAIMER NOTICE

THIS DOCUMENT IS BEST QUALITY PRACTICABLE. THE COPY FURNISHED TO DDC CONTAINED A SIGNIFICANT NUMBER OF PAGES WHICH DO NOT REPRODUCE LEGIBLY.

Unclassified

SECURITY CLASSIFICATION OF THIS PAGE (When Data Entered)

REPORT DOCUMENTATION PAGE		READ INSTRUCTIONS BEFORE COMPLETING FORM
1. REPORT NUMBER No number available	2. GOVT ACCESSION NO.	3. RECIPIENT'S CATALOG NUMBER
4. TITLE (and Subtitle) A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICE RECRUITMENT, Volumes One-Four		5. TYPE OF REPORT & PERIOD COVERED Research Report 6. PERFORMING ORG. REPORT NUMBER number not available
7. AUTHOR(s) Research Staff and Dr. Raymond E. Schucker		8. CONTRACT OR GRANT NUMBER(s) M 0027 73 A 0013
9. PERFORMING ORGANIZATION NAME AND ADDRESS Russ Haley & Associates Inc. 405 Lexington Avenue New York, NY 10017		10. PROGRAM ELEMENT, PROJECT, TASK AREA & WORK UNIT NUMBERS no number available
11. CONTROLLING OFFICE NAME AND ADDRESS OASD(M,RA&L)MPP Accession & Retention Programs, Rm 2B269 Pentagon, Washington, D.C. 20301		12. REPORT DATE Vol 1&2-May 76 Vol 3-Jul 76, Vol 4-Mar 77 13. NUMBER OF PAGES 225
14. MONITORING AGENCY NAME & ADDRESS (if different from Controlling Office) Same as 11		15. SECURITY CLASS. (of this report) Unclassified 15a. DECLASSIFICATION/DOWNGRADING SCHEDULE

16. DISTRIBUTION STATEMENT (of this Report)

approved for public release; unlimited distribution

17. DISTRIBUTION STATEMENT (of the abstract entered in Block 20, If different from Report)

approved for public release; unlimited distribution

18. SUPPLEMENTARY NOTES

None

19. KEY WORDS (Continue on reverse side if necessary and identify by block number)

Paid Radio Advertising
Recruiting Advertising
Media Mix test
Advertising impact
Effect of Advertising
Perceptions of military services
Advertising inquiries

20. ABSTRACT (Continue on reverse side if necessary and identify by block number)

This was a test of the effectiveness of paid radio recruiting advertising. The four active military services (Army, Navy, Air Force, Marine Corps) participated. Criterion variables measured were contracts for accession, inquiries by mail, telephone and in person, pre-disposition toward joining a service, awareness and knowledge of specific programs and benefits offered by individual services and awareness of armed forces advertising.

DD FORM 1 JAN 73 1473 EDITION OF 1 NOV 65 IS OBSOLETE

Unclassified

SECURITY CLASSIFICATION OF THIS PAGE (When Data Entered)

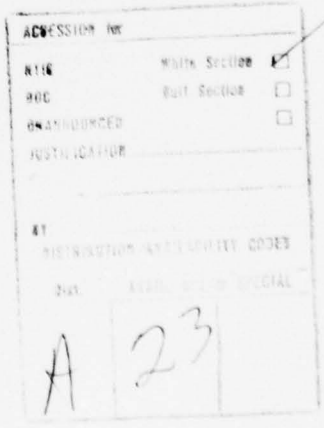
TABLE OF CONTENTS

VOLUME II

PAGE NO.

APPENDICES

A.	Media Plans	1
B.	The Data Base	26
C.	Markets Used/Test Design	54
D.	The Consumer Survey	64
E.	Advertising Recall	75
F.	The Station Audit	107



A. Media Plans

A. FOUR SERVICE MEDIA PLAN SUMMARY

- Radio
- Magazines
- Outdoor Advertising
- Sunday Supplements

AIR FORCE

RADIO STATIONS USED

(TEST MARKETS)

SINGLE SERVICE MARKETS		MULTI-SERVICE MARKETS					
BOWLING GREEN	BOISE	DENVER	KANSAS CITY	VALDOSTA	BATON ROUGE	ALTOONA	SPOKANE
WBGN	KFXD	KIMN-AM	KBEQ-AM/FM	WPAX-AM	WIBR-AM	WFBG-AM	KJRB-AM
		KLZ-FM	KUDL-FM	WVLD-AM	WLCS-AM	WVAM-AM/FM	KREM-AM
		KTLK-AM	WHB-AM		WXOK-AM		

PAID RADIO ADVERTISING - AIR FORCE

TEST PERIOD 9-12/75

	FOUR WEEK Dollar Expenditure $	ESTIMATED TOTAL FOUR WEEK Gross Rating Points #	Estimated Four Week Reach	Estimated Four Week Mean Frequency
Test Markets Average	3,298	606	75.5	8.0
Bowling Green	388	632	80.0	7.9
Boise	360	554	73.8	7.5
Denver	9,420	584	70.4	8.3
Kansas City	9,008	606	72.2	8.4
Valdosta	712	555	75.0	7.4
Baton Rouge	2,256	539	73.9	7.3
Altoona	1,456	627	83.6	7.5
Spokane	2,784	755	74.8	10.1

ARMY

RADIO STATIONS USED

(TEST MARKETS)

SINGLE SERVICE MARKETS		MULTI-SERVICE MARKETS					
COLUMBUS	ATLANTA	DENVER	KANSAS CITY	LOUISVILLE	SEATTLE	ALTOONA	SPOKANE
WCOL	WAOK	KIMN-AM	KBEQ-AM/FM	WKLO-AM	KING-AM	WFBG-AM	KJRB-AM
WNCI	WKLS	KLZ-FM	KPRS-FM	WAKY-AM	KISW-FM	WVAM-AM/FM	KREM-AM
	WQXI	KOAQ-FM	WHB-AM		KJR-AM		
	WZGC						

PAID RADIO ADVERTISING - ARMY

TEST PERIOD 9-12/75

	FOUR WEEK Dollar Expenditure $	ESTIMATED TOTAL FOUR WEEK Gross Rating Points #	Estimated Four Week Reach	Estimated Four Week Mean Frequency
Test Markets Average	11,652	958	65.2	14.2
Columbus	12,064	949	73	13
Atlanta	24,832	972	54	18
Denver	11,164	468	52	9
Kansas City	15,872	715	55	13
Louisville	9,056	1,264	79	16
Seattle	11,120	649	59	11
Altoona	3,108	1,827	87	21
Spokane	6,000	819	63	13

MARINE CORPS

RADIO STATIONS USED

(TEST MARKETS)

INGLE SERVICE MARKETS		MULTI-SERVICE MARKETS					
UGUSTA	DOTHAN	DENVER	KANSAS CITY	LOUISVILLE	SEATTLE	VALDOSTA	BATON ROUGE
AUG	WAGF	KIMN-AM	KBEQ-AM/FM	WAKY-AM	KING-AM	WJEM-AM	WAFB-FM
BBQ	WDIG	KLIR-FM	KYYS-FM	WKLO-AM	KJR-AM	WVLD-AM	WIBR-AM
GUS	WOOF	KOAQ-FM	WHB-AM	WLRS-FM			WLCS-AM
		KTLK-AM					WXOK-AM

PAID RADIO ADVERTISING - MARINE CORPS

TEST PERIOD 9-12/75

	FOUR WEEK Dollar Expenditure $	ESTIMATED TOTAL FOUR WEEK Gross Rating Points #	Estimated Four Week Reach	Estimated Four Week Mean Frequency
Test Markets Average	6,779	438	65.9	6.6
Augusta	16,928	469	64	7.3
Dothan	808	401	59	6.2
Denver	14,664	440	68	6.5
Kansas City	5,896	391	67	5.8
Louisville	4,608	487	85	5.6
Seattle	8,100	439	59	7.7
Valdosta	1,152	401	59	6.8
Baton Rouge	2,076	480	66	7.3

NAVY

RADIO STATIONS USED

(TEST MARKETS)

INGLE SERVICE MARKETS		MULTI-SERVICE MARKETS					
NSING	KNOXVILLE	LOUISVILLE	SEATTLE	VALDOSTA	BATON ROUGE	ALTOONA	SPOKANE
IC-AM	WOKI-AM/FM	WKLO-AM	KING-AM	WGOV-AM	WIBR-AM	WFBG-AM	KJRB-AM
_S-AM	WIBE-AM	WAKY-AM	KJR-AM	WPAX-AM	WLLS-AM	WVAM-AM/FM	KREM-AM
	WNOX-AM	WLRS-FM		WVLD-AM	WXOK-AM		

PAID RADIO ADVERTISING - NAVY

TEST PERIOD 9-12/75

	FOUR WEEK Dollar Expenditure $	ESTIMATED TOTAL FOUR WEEK Gross Rating Points #	Estimated Four Week Reach	Estimated Four Week Mean Frequency
Test Markets Average	10,476	980	72.4	13.8
Lansing	3,464	1,024	74	13.8
Knoxville	10,276	1,032	67	15.4
Louisville	20,756	1,022	79	13.0
Seattle	28,932	954	62	15.4
Valdotsa	2,228	950	79	13.8
Baton Rouge	7,108	940	70	13.4
Altoona	4,184	960	79	12.2
Spokane	6,864	954	69	13.8

MAGAZINES ADVERTISED IN AIR FORCE

	Base Period (8/75)	Test Period (9-12/75)
ABC delas Americas		X
Air Magazine - Space Digest		X
Boys Life		X
Career World		X
Ebony		X
18 Almanac		X
Hot Rod		X
Jet	X	X
National Future Farmer	X	X
Popular Science		X
Readers Digest		X
Selecciones		X
Senior Scholastic		X
Sport		X
TV Guide		X

MAGAZINE ADVERTISING - AIR FORCE

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets	7,283	370,338
Bowling Green	432	14,724
Boise	94	18,358
Denver	2,459	163,704
Kansas City	2,076	64,054
Valdosta	199	7,518
Baton Rouge	1,643	32,469
Altoona	98	20,786
Spokane	283	48,725
Control Markets	3,353	118,857
Casper	43	7,478
Albany	1,320	66,226
Shreveport	1,803	29,701
Yakima	187	15,451

MAGAZINES ADVERTISED IN ARMY

	Base Period (8/75)	Test Period (9-12/75)
Career World		X
Directions 80		X
Exploring		X
Field & Stream		X
Hot Rod	X	X
National Future Farmer		X
Newsweek		X
Popular Science	X	X
Readers Digest	X	X
Senior Scholastic		X
Sport		X
Time		X
TV Guide	X	X
U.S. News & World Report		X

MAGAZINE ADVERTISING - ARMY

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets	190,769	1,134,182
Columbus	26,214	157,131
Atlanta	35,924	230,117
Denver	44,884	246,903
Kansas City	8,341	66,607
Louisville	15,283	98,122
Seattle	48,616	261,420
Altoona	2,644	18,432
Spokane	8,865	55,450
Control Markets	72,128	414,289
Omaha	22,624	115,431
Albany	15,659	92,134
Portland	30,315	185,255
Yakima	3,530	21,469

MAGAZINES ADVERTISED IN MARINE CORPS

	Base Period (8/75)	Test Period (9-12/75)
Barrister		X
Before the B ar		X
Black Collegian		X
Black Sport		X
Car Craft	X	X
Career World		X
Direction 80		X
Downbeat		X
Ebony		X
18 Almanac		X
Esquire		X
Exploring		X
Field & Stream		X
Guns & Ammo		X
Hot Rod	X	X
Instrumentalist		X
Juris Doctor		X
Letterman		X
Mechanix Illustrated		X
Motor Trend	X	X
National Future Farmer	X	X
Newsweek - Student Edition		X
Outdoor Life		X
Popular Mechanics		X
Popular Science		X
Senior Scholastic		X
Sport	X	X
Sport Afield	X	X
Student Lawyer		X
Time - College Edition		X
TV Guide		X

MAGAZINE ADVERTISING - MARINE CORPS

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets	39,058	365,231
Augusta	1,792	17,197
Dothan	448	5,764
Denver	8,869	95,588
Kansas City	9,048	65,858
Louisville	6,002	53,903
Seattle	10,302	100,665
Valdosta	448	4,669
Baton Rouge	2,150	21,588
Control Markets	16,842	168,769
Charleston	2,240	20,921
Albany	5,196	50,522
Portland	7,256	75,983
Shreveport	2,150	21,342

MAGAZINES ADVERTISED IN NAVY

	Base Period (8/75)	Test Period (9-12/75)
Car Craft	X	X
Car & Driver	X	X
Cars		X
Cycle	X	X
Directions 80		X
Ebony		X
Encore		X
Esquire		X
Exploring		X
Field & Stream		X
Hot Rod	X	X
Mechanix Illustrated		X
Motor Trend	X	X
National Future Farmer	X	X
National 4-H News		X
Outdoor Life	X	X
Plane & Pilot		X
Popular Science		X
Readers Digest		X
Senior Scholastic		X
Skin Diver		X
Sport	X	X
Sporting News		X
Sports Afield		X
Sports Illustrated	X	X
Time		X
TV Guide		X

MAGAZINE ADVERTISING - NAVY

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets	121,417	580,890
Lansing	12,515	62,578
Knoxville	12,024	57,149
Louisville	23,699	115,453
Seattle	49,069	221,046
Valdosta	1,970	10,524
Baton Rouge	8,251	43,110
Altoona	4,105	20,765
Spokane	9,784	50,266
Control Markets	58,754	283,076
Binghamton	9,335	44,922
Portland	37,070	177,571
Shreveport	7,844	39,831
Yakima	4,506	20,753

OUTDOOR ADVERTISING - AIR FORCE

	Dollar Expenditure		Gross Rating Points	
	Base Period (8/75)	Test Period (9-12/75)	Base Period (8/75)	Test Period (9-12/75)
Test Markets	$	$	#	#
Bowling Green	-	-	-	-
Boise	-	-	-	-
Denver	2,940	11,760	528	528
Kansas City	3,427	13,708	528	528
Valdosta	-	-	-	-
Baton Rouge	700	2,800	528	528
Altoona	-	-	-	-
Spokane	-	-	-	-
Control Markets				
Casper	-	-	-	-
Albany	1,900	7,680	528	528
Shreveport	-	-	-	-
Yakima	-	-	-	-

OUTDOOR ADVERTISING - ARMY

	Dollar Expenditure		Gross Rating Points	
	Base Period (8/75)	Test Period (9-12/75)	Base Period (8/75)	Test Period (9-12/75)
Test Markets	$	$	#	#
Columbus	-	8,910	-	1,038
Atlanta	3,720	12,688	672	690
Denver	2,646	9,828	672	690
Kansas City	2,742	10,728	672	690
Louisville	3,726	7,452	1,392	690
Seattle	2,398	3,997	672	690
Altoona	428	428	672	168
Spokane	2,325	2,325	1,392	-
Control Markets				
Omaha		9,265	-	1,018
Albany		5,163	-	516
Portland		18,420	672	1,404
Yakima		2,700	672	1,038

OUTDOOR ADVERTISING - MARINE CORPS

	Dollar Expenditure		Gross Rating Points	
	Base Period (8/75)	Test Period (9-12/75)	Base Period (8/75)	Test Period (9-12/75)
	$	$	#	#
Test Markets				
Augusta	-	630	-	188
Dothan	-	-	-	-
Denver	-	5,292	-	375
Kansas City	-	5,483	-	375
Louisville	-	1,449	-	230
Seattle	-	4,789	-	375
Valdosta	-	-	-	-
Baton Rouge	-	-	-	-
Control Markets				
Charleston	-	1,344	-	375
Albany	-	3,368	-	375
Portland	-	3,858	-	375
Shreveport	-	-	-	-

OUTDOOR ADVERTISING - NAVY

	Dollar Expenditure		Gross Rating Points	
	Base Period (8/75)	Test Period (9-12/75)	Base Period (8/75)	Test Period (9-12/75)
	$	$	#	#
Test Markets				
Lansing	1,068	3,204	528	396
Knoxville	748	2,244	528	396
Louisville	1,863	5,589	528	396
Seattle	2,399	7,197	528	396
Valdosta	-	-	-	-
Baton Rouge	800	2,400	528	396
Altoona	428	1,284	528	396
Spokane	1,256	3,768	528	396
Control Markets				
Binghamton	-	5,740	-	1,886
Portland	2,399	23,299	528	1,886
Shreveport	693	5,459	528	1,886
Yakima	450	4,730	528	1,886

ADVERTISING IN SUNDAY SUPPLEMENTS - AIR FORCE

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets		
Bowling Green	NONE	NONE
Boise		
Denver		
Kansas City		
Valdosta		
Baton Rouge		
Altoona		
Spokane		
Control Markets		
Casper		
Albany		
Shreveport		
Yakima		

ADVERTISING IN SUNDAY SUPPLEMENTS - ARMY

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets		
Columbus	-	-
Atlanta	-	-
Denver	-	4,522
Kansas City	-	-
Louisville	-	-
Seattle	-	6,122
Altoona	-	-
Spokane	-	1,736
Control Markets		
Omaha	-	-
Albany	-	2,695
Portland	-	6,212
Yakima	-	1,051

ADVERTISING IN SUNDAY SUPPLEMENTS - MARINE CORPS

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets		
Augusta	-	1,140
Dothan	-	-
Denver	-	3,705
Kansas City	-	-
Louisville	-	-
Seattle	-	3,990
Valdosta	-	246
Baton Rouge	-	1,710
Control Markets		
Charleston	-	1,425
Albany	-	864
Portland	-	2,835
Shreveport	-	-

ADVERTISING IN SUNDAY SUPPLEMENTS - NAVY

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	$	$
Test Markets		
Lansing	NONE	NONE
Knoxville		
Louisville		
Seattle		
Valdosta		
Baton Rouge		
Altoona		
Spokane		
Control Markets		
Binghamton		
Portland		
Shreveport		
Yakima		

B. The Data Base

B. DESCRIPTION OF THE DATA BASE

- Criterion Variables
- Co-variant Variables

CRITERION VARIABLES[1]

		Source
1.	Accession Contracts ÷ QMA[2]	General Research Corporati
2.	Total National Level Inquiries ÷ QMA	
3.	Telephone National Level Inquiries ÷ QMA	Service Questionnaire
4.	Mail National Level Inquires ÷ QMA	Service Questionnaire
5.	Total Recruiting Station Applicant Inquiries/Hour Total inquiries from male applicants telephone and walk-ins per station divided by hours station was audited. Stations to be weighted and aggregated by number of production recruiters assigned.	Recruiting Station Audit Forms
6.	Telephone Recruiting Station Male Applicant Inquiries/Hour See #5, for Telephone Only	Recruiting Station Audit Forms
7.	Walk-In Recruiting Station Male Applicant Inquiries/Hour See #5, for Walk-In	Recruiting Station Audit Forms
8.	Male Applicant First Contact Station Inquiries/Hour See #5, for First Contacts	Recruiting Station Audit Forms
9.	Percent of qualified respondents[3] reading any direct mailing during past 3 months (Q.10d)	Survey Questionnaire

---

[1] Data for each variable was gathered for the base (8/75) and test (9-12/75) periods for each armed service in their applicable test and control markets

[2] Qualified Military Available

[3] Males, 17-24 years of age completing less than three years of college with no prior military association.

(CONTINUED)

CRITERION VARIABLES (CONTINUED)

	Source
10. Percent responding to any mailing during past 3 months (Q.10e)	Survey Questionnaire
11. Percent calling toll-free number seen in service ad in past 3 months (Q.10f)	Survey Questionnaire
12. Percent sending in coupon from service advertisement in past 3 months (Q.10g)	Survey Questionnaire
13. Percent responding by mail, toll-free number or coupon	Survey Questionnaire
14. Average rating of idea of enlistment; four services combined ("Excellent" idea = 4; "Good" = 3; "Fair" = 2; "Poor" = 1)(Q.6)	Survey Questionnaire
15. Percent mentioning of service in "plans for next few years" Unaided (Q.3e)	Survey Questionnaire
16. Percent assigning "some possibility" of joining the Armed Services (Q.4)	Survey Questionnaire
17. Percent saying it is "very" or "fairly" likely they will spend "sometime serving in any of the Armed Services" (Q.4a)	Survey Questionnaire
18. Average (linear) probability of joining Armed Services: "Very likely" = 3; "Fairly likely" = 2; "Not very/fairly likely" = 1; "No possibility" = 0 (Q.4a)	Survey Questionnaire
19. Average (log) probability of joining Armed Services: "Very likely" = 9; "Fairly likely" = 4; "Not very likely" = 1; "No possibility" = 0 (Q.4a)	Survey Questionnaire
20. Percentage seeing or hearing any advertising for a Service in the "past month" (Q.8a)	Survey Questionnaire
21. Percentage recalling radio advertising for a Service in the "past month" (Q.8b)	Survey Questionnaire

MATCHING AND CO-VARIANT VARIABLES

		Source
1.	Unemployment rate (10/1/75)	General Research Corporation
2.	Wage rate (10/1/75)	General Research Corporation
3.	Qualified Military Available (QMA)	General Research Corporation
4.	Population	Census
5.	Percent of population who are Black	Census
6.	Production recruiters/QMA	Recruiting Office Information Sheet
7.	Percent of female population who are working women	Census
8.	Percent owner occupied dwelling units	Census
9.	No. of stations in market divided by QMA	Recruiting Office Inform. Sheet
10.	Total no. of staff	Recruiting Office Inform. Sheet
11.	Total no. of production recruiters divided by QMA	Recruiting Office Inform. Sheet
12.	Total production recruiters "in office" divided by QMA	Recruiting Office Inform. Sheet
13.	Mean grade of production recruiters assigned	Recruiting Office Inform. Sheet
14.	Total number of station open hours divided by QMA	Recruiting Office Inform. Sheet
15.	All stations in central city/one or more outside central city	Recruiting Office Inform. Sheet
16.	All stations in retail areas/one or more outside retail area.	Recruiting Office Inform. Sheet
17.	No stations in residential areas/ one or more	Recruiting Office Inform. Sheet

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

		Source
18.	No stations in non-white area/one or more	Recruiting Office Inform. Sheet
19.	No stations in storefronts, shopping centers or malls/one or more	Recruiting Office Inform. Sheet
20.	No stations at street level/ one or more	Recruiting Office Inform. Sheet
21.	No stations with office visible or large, easy to see sign/one or more	Recruiting Office Inform. Sheet
22.	No stations with one or more other Services visible/one or more	Recruiting Office Inform. Sheet
23.	No stations with one or more other Services in same office area/one or more	Recruiting Office Inform. Sheet
24.	Total number of different telephone numbers divided by QMA	Recruiting Office Inform. Sheet
25.	Total number of telephone instruments divided by QMA	Recruiting Office Inform. Sheet
26.	No stations with parking close to front door or within 100 yards/one or more	Recruiting Office Inform. Sheet
27.	No. of males walking past offices or signs during four sample periods, divided by QMA	Recruiting Office Inform. Sheet
28.	Percent of market production recruiters covered by audit	Recruiting Office Inform. Sheet
29.	Percent of quota achieved for 8/75 divided by QMA (Air Force and Army only)	Service Questionnaire
30.	Percent of quota achieved for 9-12/75 divided by QMA (Air Force and Army only)	Service Questionnaire
AGE		
31.	Percent 22 and older (Q.3a)	Survey Questionnaire
32.	Percent 17 and 18 (Q.3a)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

	Source
SCHOOLING	
33. Percent high school graduates (Q.3c)	Survey Questionnaire
34. Percent 11th grade or less (Q.3c)	Survey Questionnaire
35. Mean high school grade level (Q.K)	Survey Questionnaire
36. Percent in college prep. (Q.L)	Survey Questionnaire
37. Percent in Industrial/vocational (Q.L)	Survey Questionnaire
38. Mean math level (Q.M)	Survey Questionnaire
39. Percent passing elect/electron (Q.N)	Survey Questionnaire
40. Percent with high school military training (Q.O)	Survey Questionnaire
CAR, RADIO OWNERSHIP	
41. Percent owning car (Q.P)	Survey Questionnaire
42. Percent with working car radio (Q.P)	Survey Questionnaire
43. Percent with working portable battery radio (Q.Q)	Survey Questionnaire
ETHNIC	
44. Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish) (Q.R)	Survey Questionnaire
45. Percent Black (Q.R)	Survey Questionnaire
46. Percent Non-White (Q.R)	Survey Questionnaire
HOUSEHOLD TYPE	
47. Percent with parents or guardians at home (Q.A.1)	Survey Questionnaire
48. Percent in own home/household head(Q.A.1)	Survey Questionnaire
49. Percent in dorm or other college building (Q.A.1)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

	Source
PARENTAL STATUS	
50. Percent with children (Q.B)	Survey Questionnaire
MARITAL STATUS	
51. Percent married (Q.C)	Survey Questionnaire
52. Percent separated/divorced (Q.C)	Survey Questionnaire
EMPLOYMENT INCOME STATUS	
53. Percent enrolled in full-time education 75-76 (Q.D)	Survey Questionnaire
54. Percent currently employed (Q.E)	Survey Questionnaire
55. Percent very likely to attend college or school full-time (Q.4a)	Survey Questionnaire
56. Percent working 30 hours or more (Q.E2)	Survey Questionnaire
57. Percent unemployed, looking in past 2 years (Q.F1)	Survey Questionnaire
58. Mean months out of work/looking (Q.F2)	Survey Questionnaire
59. Percent out of work/looking 8/75 + not employed (Q.F3/E1)	Survey Questionnaire
60. Mean personal income 1975 (Q.G)	Survey Questionnaire
61. Percent income less than $5,000/not full-time student (Q.G/D)	Survey Questionnaire
62. Father's mean income (Q.I)	Survey Questionnaire
63. Percent father's income below $10,000 (Q.I)	Survey Questionnaire
FAMILY ASSOCIATIONS WITH ARMED SERVICES	
64. Percent with father in armed service in past (Q.H1)	Survey Questionnaire
65. Mean "father years" on active duty(Q.H3)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

FAMILY ASSOC. WITH ARMED SERVICES (CONT'D.)	Source
66. Percent with relative or friend other than father in armed service (Q.J)	Survey Questionnaire
67. Percent with father and/or relative/ friend in armed service (Q.H1/J)	Survey Questionnaire
68. Percent total screeners with past paid service (Q.4b)	Survey Questionnaire
69. Percent total screeners now under written obligation (Q.4d)	Survey Questionnaire
70. Percent total screeners with either past paid service or written obligation (Q.4b/4d)	Survey Questionnaire
MEDIA EXPOSURE	
71. Mean hours watching TV yesterday before 7:30 PM (Q.11a)	Survey Questionnaire
72. Mean hours watching TV yesterday 7:30 - 11:00 PM (Q.11B)	Survey Questionnaire
73. Mean hours watching TV yesterday after 11:00 P.M. (Q.11c)	Survey Questionnaire
74. Mean hours watching TV yesterday sum of day parts (Q.11a/11b/11c)	Survey Questionnaire
75. Mean hours listening to radio 6 AM - 10 AM (Q.12a)	Survey Questionnaire
76. Mean hours listening to radio 10 AM - 3 PM (Q.12b)	Survey Questionnaire
77. Mean hours listening to radio 3 PM - 7 PM (Q.12c)	Survey Questionnaire
78. Mean hours listening to radio 7 PM - midnight (Q.12d)	Survey Questionnaire
79. Mean hours listening to radio after midnight (Q.12e)	Survey Questionnaire
80. Mean hours listening to radio all day parts (Q.12a/b/c/d/e)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

MEDIA EXPOSURE (CONT'D.)	Source
81. Listen regularly to rock & roll (Q.12f)	Survey Questionnaire
82. Listen regularly to rhythm & blues(Q.12f)	Survey Questionnaire
83. Listen regularly to country/ western (Q.12f)	Survey Questionnaire
84. Listen regularly to either rock & roll, rhythm & blues, country western or soul/jazz (Q.12f)	Survey Questionnaire
85. Listen regularly to any radio type (Q.12f)	Survey Questionnaire
86. Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into (Q.13a/b/c)	Survey Questionnaire
87. Mean days on which daily newspaper was looked into (Q.13a)	Survey Questionnaire
88. Mean issues of Sunday newspaper looked into (Q.13b)	Survey Questionnaire
89. Mean Sunday newspaper magazine sections looked into (Q.13c)	Survey Questionnaire
90. Mean number of separate magazines looked into one or more times (Q.14)	Survey Questionnaire
91. Mean number of issues looked into, all magazines combined (Q.14)	Survey Questionnaire
92. Percent receiving mail from any armed service in past 3 months (Q.10c)	Survey Questionnaire
93. Mean number of services from which received direct mail in past 3 months (include zeroes) (Q.10c)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

PAST SERVICE ASSOCIATIONS	Source
Family Association with Armed Services	
94. Percent with father (Q.H.2)	Survey Questionnaire
95. Mean "father months" (Q.H.2/H.3)	Survey Questionnaire
96. Percent with relative friend (Q.J)	Survey Questionnaire
97. Percent with father and/or relative/ friend (Q.H.I/J.	Survey Questionnaire
Past Paid Service of 17 - 24's	
98. Percent total screeners with past paid service (Q.4b/4c)	Survey Questionnaire
99. Percent total screeners now under written obligation (Q.4d/4e)	Survey Questionnaire
100. Percent of total screeners with either past paid service or written obligation (Q.4b/4c/4d/4e)	Survey Questionnaire
Direct Mail Exposure	
101. Percent received mail from in past 3 months (Q.10c)	Survey Questionnaire
5 Year Recruiter Contacts/Discussions re: Enlistment	
102. Talked to a recruiter at station or elsewhere in person or by telephone in past 5 years (Q.10a, Col. 15/ 1,2,4)	Survey Questionnaire
103. Percent heard a recruiter talk at high school in past 5 years (Q.10a Col.15/3	Survey Questionnaire
104. Percent discussed enlistment with friends, counsellors, father or mother in past 5 years (Q.10a Col. 15/5,6,7, 8, 9, 0)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

5 Year Recruiter Contacts/Discussions re: Enlistment (Cont'd.)	Source
105. Percent had one full year of ROTC in past 5 years (Q.10a Col. 16/1)	Survey Questionnaire
106. Percent inquired into military college or officer candidate program in past 5 years (Q.10a Col. 16/2, 4)	Survey Questionnaire
107. Percent enrolled now in military college (Q.10a Col. 16/3)	Survey Questionnaire
108. Percent taken aptitude test in high school in past 5 years (Q.10a Col. 16/5)	Survey Questionnaire
109-112. Public Service Broadcasts advertising (Radio & TV for each of the four services)	A.C. Neilsen Co.
113. DOD QMA Mental Category I	General Research Corp.
114. DOD QMA Mental Category II	General Research Corp.
115. DOD QMA Mental Category III A	General Research Corp.
116. DOD QMA Mental Category III B	General Research Corp.
117. DOD QMA Mental Category IV A	General Research Corp.
118. DOD QMA Mental Category IV B	General Research Corp.
119. High school graduates	General Research Corp.
120. Percent high school graduates still in school	General Research Corp.
121. Non-high school graduates	General Research Corp.
122. Percent non-high school graduates in school	General Research Corp.
123. Men 17 - 21 who are unavailable for service	General Research Corp.

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

		Source
124.	Ineligible - Mental Category V - White	General Research Corp.
125.	Ineligible - Mental Category V - Black	General Research Corp.
126.	Ineligible - Mental Category V - Other	General Research Corp.
127.	Ineligible - Mental Category V - Total	General Research Corp.
128.	Ineligible - Physically Unfit - White	General Research Corp.
129.	Ineligible - Physically Unfit - Black	General Research Corp.
130.	Ineligible - Physically Unfit - Other	General Research Corp.
131.	Ineligible - Physically Unfit - Total	General Research Corp.

CO-VARIANT VARIABLES

MARKET MATCHING OF CO-VARIANT VARIABLES

The following four sets of tables -- one set for each service -- show the variables on which test and control markets were matched prior to the start of the test.

Test and control markets were matched originally based on triads -- two test and one control market. These data are a co-variant comparison of test and control markets for the four triads used on each service in total -- three triple-service* triads and one single service triad.

A scanning of the tables shows that with randomly expected exceptions, the eight test and four control markets for each service are closely matched on all variables.

---

*Where three services were advertising simultaneously or where only one service was advertising alone.

AIR FORCE

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
Number of Markets	(8)	(4)
Unemployment rate (10/1/75)	6.75	7.38
Wage rate (10/1/75)	199.64	220.26
No. of Stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.20	.15
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.49	.45
Percent achieved 9-12/75	108.62	105.00
AGE		
Percent 22 and older	18.84	22.59
Percent 17 and 18	42.11	39.29
SCHOOLING		
Percent high school graduate	41.28	37.32
Percent 11th grade or less	35.99	36.03
Mean high school grade level	2.28	2.23
Percent in college prep.	54.77	56.98
Percent in industrial/vocational	30.30	25.72
Mean math level	2.43	2.43
Percent passing elect/electron	20.39	16.68
Percent with high school military training	4.58	8.95
CAR, RADIO OWNERSHIP		
Percent owning car	70.90	71.90
Percent with working car radio	64.89	66.11
Percent with working portable battery radio	57.88	58.16
ETHNIC		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.87	3.44
Percent Black	10.28	7.62
Percent Non-white	14.82	13.79
HOUSEHOLD TYPE		
Percent with parents or guardian at home	72.08	68.92
Percent in own home/household head	20.00	21.99
Percent in dorm or other college building	2.20	1.99

(CONTINUED)

AIR FORCE (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PARENTAL STATUS		
Percent with children	9.01	10.11
MARITAL STATUS		
Percent married	16.39	17.87
Percent separated/divorced	2.47	1.29
EMPLOYMENT/INCOME STATUS		
Percent enrolled full-time education 75-76	49.56	47.26
Percent currently employed	64.13	66.35
Percent very likely to attend college or school full-time	46.74	39.15
Percent working 30 hours or more	50.76	52.22
Percent unemployed, looking in past 2 years	49.99	42.81
Mean months out of work/looking	2.40	1.74
Mean personal income 1975	3.50	3.50
Percent income less than $5,000/not full-time student	21.07	19.61
Mean fathers income	4.00	4.25
Percent fathers income below $10,000	34.24	25.43
FAMILY ASSOCIATION WITH ARMED SERVICES		
Percent with father in armed service in past	13.00	11.23
Mean "father years" on active duty	.10	.09
Percent with relative or friend other than father in armed service	18.51	14.82
Percent with father and/or relative friend in armed service	28.76	23.54
MEDIA EXPOSURE		
Mean hours watching TV yesterday before 7:30 PM	1.18	1.19
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.24	1.30
Mean hours watching TV yesterday after 11:00 PM	.40	.33
Mean hours watching TV yesterday sum of day parts	2.82	2.83
Mean hours listening to radio 6 AM - 10 AM	.92	.91
Mean hours listening to radio 10 AM - 3 PM	.98	.86
Mean hours listening to radio 3 PM - 7 PM	.83	.77
Mean hours listening to radio 7 PM - Midnight	.98	.79
Mean hours listening to radio after midnight	.26	.27
Mean hours listening to radio all day parts	3.81	3.59

(CONTINUED)

AIR FORCE (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

MEDIA EXPOSURE (CONTINUED)	Markets Test	Control
Listen regularly to rock and roll	72.01	67.36
Listen regularly to rhythm and blues	17.18	19.51
Listen regularly to country/western	10.47	12.79
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	82.86	80.63
Listen regularly to any radio type	91.79	89.65
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.09	20.57
Mean days on which daily newspaper was looked into	3.58	3.96
Mean issues of Sunday newspaper looked into	2.26	2.79
Mean Sunday newspaper magazine sections looked into	1.49	1.93
Mean number of separate magazines looked into one or more times	7.46	7.35
Mean number of issues looked into, all magazines combined	16.89	17.16
Percent received mail from any armed service in past 3 months	34.03	25.78
Mean number of services from which received direct mail in past 3 months (include zeroes)	.13	.07
FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.15	58.69
Percent heard a recruiter talk at high school in past 5 years	56.52	50.85
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	85.76	83.63
Percent had one full year of ROTC in past 5 years	4.94	9.31
Percent inquired into military college or officer candidate program in past 5 years	9.41	12.18
Percent enrolled now in military college	.23	.54
Percent taken aptitude test in high school in past 5 years	28.96	29.90

(CONTINUED)

AIR FORCE (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
PERCENT OF QMA		
DOD Mental Category I	5.59	5.12
DOD Mental Category II	33.66	30.74
DOD Mental Category III A	19.56	19.18
DOD Mental Category III B	20.26	20.06
DOD Mental Category IV A	9.30	10.33
DOD Mental Category IV B	11.63	14.57
High school graduates	46.66	52.17
Percent high school graduates still in school	.42	.61
Non high school graduates	53.34	47.83
Percent non-high school graduates in school	.50	.88
Men 17 - 21 who are unavailable for service	15.16	12.56
Ineligible - Mental Category V - White	3.28	5.70
Ineligible - Mental Category - Black	3.37	6.50
Ineligible - Mental Category - Other	.06	.07
Ineligible - Mental Category - Total	6.71	12.27
Ineligible - Physically Unfit - White	32.75	45.09
Ineligible - Physically Unfit - Black	3.21	3.83
Ineligible - Physically Unfit - Other	.29	.29
Ineligible - Physically Unfit - Total	36.25	49.20
Population	455218.88	311580.50
Percent population black	10.71	9.30
Percent working women	38.01	37.75
Percent owner occupied dwelling units	67.41	66.35
Qualified Military Available (QMA)	13604.38	8838.25

ARMY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
Number of Markets	(8)	(4)
Unemployment rate (10/1/75)	8.05	8.45
Wage rate (10/1/75)	207.54	216.72
No. of stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.14	.21
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.75	.74
Percent quota achieved 9-12/75	96.50	48.25
AGE		
Percent 22 and older	20.20	20.97
Percent 17 and 18	39.30	42.79
SCHOOLING		
Percent high school graduates	38.81	34.59
Percent 11th grade or less	36.51	38.93
Mean high school grade level	2.24	2.22
Percent in college prep.	56.42	60.96
Percent in industrial/vocational	28.92	24.35
Mean math level		
Percent passing [illegible]		

ARMY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
Number of Markets	(8)	(4)
Unemployment rate (10/1/75)	8.05	8.45
Wage rate (10/1/75)	207.54	216.72
No. of stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.14	.21
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.75	.74
Percent quota achieved 9-12/75	96.50	48.25
AGE		
Percent 22 and older	20.20	20.97
Percent 17 and 18	39.30	42.79
SCHOOLING		
Percent high school graduates	38.81	34.59
Percent 11th grade or less	36.51	38.93
Mean high school grade level	2.24	2.22
Percent in college prep.	56.42	60.96
Percent in industrial/vocational	28.92	24.35
Mean math level	2.49	2.62
Percent passing elect/electron	22.21	27.46
Percent with high school military training	4.73	3.81
CAR, RADIO OWNERSHIP		
Percent owning car	68.30	70.76
Percent with working car radio	62.07	65.77
Percent with working portable battery radio	59.92	60.49
ETHNIC		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.84	3.72
Percent Black	8.44	3.36
Percent Non-White	12.79	8.38
HOUSEHOLD TYPE		
Percent with parents or guardian at home	70.06	70.47
Percent in own home/household head	19.70	19.10
Percent in dorm or other college building	2.66	2.46

(CONTINUED)

ARMY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PARENTAL STATUS		
Percent with children	10.91	8.62
MARITAL STATUS		
Percent married	16.01	16.78
Percent separated/divorced	1.79	.56
EMPLOYMENT/INCOME STATUS		
Percent enrolled full-time education 75-76	51.57	53.30
Percent currently employed	62.95	66.00
Percent very likely to attend college or school full-time	48.22	46.79
Percent working 30 hours or more	48.03	49.22
Percent unemployed, looking in past 2 years	50.83	48.82
Mean months out of work/looking	2.63	2.18
Mean personal income 1975	3.38	3.00
Percent income less than $5,000/not full-time student	19.21	20.11
Mean fathers income	4.38	4.25
Percent fathers income below $10,000	27.48	24.46
FAMILY ASSOCIATION WITH ARMED SERVICES		
Percent with father in armed service in past	33.81	30.60
Mean "father years" on active duty	.12	.09
Percent with relative or friend other than father in armed service	25.63	21.20
Percent with father and/or relative friend in armed service	49.25	44.49
MEDIA EXPOSURE		
Mean hours watching TV yesterday before 7:30 PM	1.17	1.09
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.16	1.17
Mean hours watching TV yesterday after 11:00 PM	.46	.36
Mean hours watching TV yesterday sum of day parts	2.80	2.63
Mean hours listening to radio 6 AM - 10 AM	.94	.87
Mean hours listening to radio 10 AM - 3 PM	1.06	.84
Mean hours listening to radio 3 PM - 7 PM	.89	.81
Mean hours listening to radio 7 PM - Midnight	.92	.85
Mean hours listening to radio after midnight	.31	.30
Mean hours listening to radio all day parts	4.11	3.67

(CONTINUED)

ARMY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
MEDIA EXPOSURE (CONTINUED)		
Listen regularly to rock and roll	.75	.71
Listen regularly to rhythm and blues	.19	.16
Listen regularly to country/western	.07	.09
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	.83	.81
Listen regularly to any radio type	.92	.91
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.72	20.67
Mean days on which daily newspaper was looked into	3.63	3.98
Mean issues of Sunday newspaper looked into	2.58	2.86
Mean Sunday newspaper magazine sections looked into	1.62	1.88
Mean number of separate magazines looked into one or more times	7.09	6.65
Mean number of issues looked into, all magazines combined	16.29	15.28
Percent received mail from any armed service in past 3 months	33.79	34.39
Mean number of services from which received direct mail in past 3 months (include zeroes)	.19	.22
FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	57.11	57.29
Percent heard a recruiter talk at high school in past 5 years	51.41	50.32
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	87.19	84.33
Percent had one full year of ROTC in past 5 years	5.18	3.27
Percent inquired into military college or officer candidate program in past 5 years	10.50	10.98
Percent enrolled now in military college	.27	.09
Percent taken aptitude test in high school in past 5 years	23.86	21.34

(CONTINUED)

ARMY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
PERCENT OF QMA		
DOD Mental Category I	5.18	6.23
DOD Mental Category II	32.07	37.29
DOD Mental Category III A	19.69	20.68
DOD Mental Category III B	20.16	18.23
DOD Mental Category IV A	10.12	8.42
DOD Mental Category IV B	12.79	9.13
High school graduates	48.22	53.23
Percent high school graduates still in school	.19	.29
Non high school graduates	51.78	46.77
Percent non-high school graduates in school	.25	.39
Men 17 - 21 who are unavailable for service	13.55	14.03
Ineligible - Mental Category V - White	2.86	2.50
Ineligible - Mental Category - Black	2.74	.72
Ineligible - Mental Category - Other	.04	.15
Ineligible - Mental Category - Total	5.65	3.38
Ineligible - Physically Unfit - White	31.46	32.76
Ineligible - Physically Unfit - Black	3.14	1.30
Ineligible - Physically Unfit - Other	.29	.85
Ineligible - Physically Unfit - Total	34.89	34.91
Population	933591.12	604038.00
Percent population black	8.35	3.32
Percent working women	38.10	38.15
Percent owner occupied dwelling units	64.71	64.72
Qualified Military Available (QMA)	29707.75	20162.50

MARINES

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
Number of markets	(8)	(4)
Unemployment rate (10/1/75)	7.61	8.99
Wage rate (10/1/75)	203.43	194.80
No. of stations in market divided by QMA	.01	.01
Total number of station open hours divided by QMA	.09	.09
No. of males w lking past offices or signs during four sample periods, divided by QMA	.00	.00
Quota 9-12/75/QMA	N/A	N/A
Percent quota achieved 9-12/75	N/A	N/A
AGE		
Percent 22 and older	17.51	19.06
Percent 17 and 18	43.80	41.28
SCHOOLING		
Percent high school graduates	39.07	36.50
Percent 11th grade or less	39.05	36.03
Mean high school grade level	2.33	2.25
Percent in college prep.	56.12	57.04
Percent in industrial/vocational	29.98	24.87
Mean math level	2.43	2.50
Percent passing elect/electron	20.55	23.09
Percent with high school military training	7.91	6.94
CAR, RADIO OWNERSHIP		
Percent owning car	67.22	64.84
Percent with working car radio	60.85	60.99
Percent with working portable battery radio	57.09	57.45
ETHNIC		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	2.10	.74
Percent Black	16.73	15.47
Percent Non-White	21.03	19.12
HOUSEHOLD TYPE		
Percent with parents or guardian at home	74.22	73.55
Percent in own home/household head	17.25	16.90
Percent in dorm or other college building	2.07	2.55

(CONTINUED)

MARINES (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PARENTAL STATUS		
Percent with children	9.37	8.54
MARITAL STATUS		
Percent married	14.91	14.26
Percent separated/divorced	2.79	.64
EMPLOYMENT/INCOME STATUS		
Percent enrolled full-time education 75-76	52.64	51.38
Percent currently employed	62.26	62.73
Percent very likely to attend college or school full-time	49.97	45.31
Percent working 30 hours or more	47.92	48.97
Percent unemployed, looking in past 2 years	52.80	47.76
Mean months out of work/looking	2.48	2.23
Mean personal income 1975	3.12	3.25
Percent income less than $5,000/not full-time student	22.18	19.56
Mean fathers income	4.25	4.00
Percent fathers income below $10,000	32.01	26.21
FAMILY ASSOCIATION WITH ARMED SERVICES		
Percent with father in armed service in past	4.25	5.30
Mean "father years" on active duty	.02	.03
Percent with relative or friend other than father in armed service	12.90	9.67
Percent with father and/or relative friend in armed service	16.20	14.24
MEDIA EXPOSURE		
Mean hours watching TV yesterday before 7:30 PM	1.19	1.10
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.16	1.13
Mean hours watching TV yesterday after 11:00 PM	.40	.36
Mean hours watching TV yesterday sum of day parts	2.75	2.58
Mean hours listening to radio 6 AM - 10 AM	1.01	.99
Mean hours listening to radio 10 AM - 3 PM	1.11	.99
Mean hours listening to radio 3 PM - 7 PM	.93	.82
Mean hours listening to radio 7 PM - Midnight	.94	.86
Mean hours listening to radio after midnight	.30	.33
Mean hours listening to radio all day parts	4.29	3.99

(CONTINUED)

MARINES (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
MEDIA EXPOSURE (CONT'NUED)		
Listen regularly to rock and roll	70.20	67.65
Listen regularly to rhythm and blues	20.89	21.36
Listen regularly to country/western	10.11	7.89
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	82.13	80.73
Listen regularly to any radio type	92.02	90.57
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.68	20.26
Mean days on which daily newspaper was looked into	3.62	3.91
Mean issues of Sunday newspaper looked into	2.55	2.72
Mean Sunday newspaper magazine sections looked into	1.66	1.92
Mean number of separate magazines looked into one or more times	7.68	7.28
Mean number of issues looked into, all magazines combined	17.48	17.30
Percent received mail from any armed service in past 3 months	36.55	35.12
Mean number of services from which received direct mail in past 3 months (include zeroes)	.14	.11
FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.42	54.63
Percent heard a recruiter talk at high school in past 5 years	56.51	55.30
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	85.24	84.49
Percent had one full year of ROTC in past 5 years	8.08	7.40
Percent inquired into military college or officer candidate program in past 5 years	9.92	14.02
Percent enrolled now in military college	.05	.72
Percent taken aptitude test in high school in past 5 years	28.78	23.82

(CONTINUED)

MARINES (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
PERCENT OF QMA		
DOD Mental Category I	5.40	5.27
DOD Mental Category II	32.67	32.75
DOD Mental Category III A	19.63	19.62
DOD Mental Category III B	20.04	19.41
DOD Mental Category IV A	9.89	9.84
DOD Mental Category IV B	12.37	13.12
High school graduates	45.14	50.74
Percent high school graduates still in school	.24	.29
Non high school graduates	54.86	49.26
Percent non-high school graduates in school	.33	.41
Men 17 - 21 who are unavailable for service	23.33	21.06
Ineligible - Mental Category V - White	3.44	4.03
Ineligible - Mental Category - Black	3.80	5.39
Ineligible - Mental Category - Other	.06	.17
Ineligible - Mental Category - Total	7.30	9.58
Ineligible - Physically Unfit - White	34.02	36.52
Ineligible - Physically Unfit - Black	3.78	4.13
Ineligible - Physically Unfit - Other	.38	.99
Ineligible - Physically Unfit - Total	38.18	41.63
Population	706364.75	582193.75
Percent population black	17.68	17.30
Percent working women	36.56	37.20
Percent owner occupied dwelling units	64.72	63.38
Qualified Military Available (QMA)	20584.12	17780.50

NAVY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
Number of markets	(8)	(4)
Unemployment rate (10/1/75)	8.36	8.74
Wage rate (10/1/75)	213.20	208.37
No. of stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.21	.22
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	N/A	N/A
Percent quota achieved 9-12/75	N/A	N/A
AGE		
Percent 22 and older	19.18	19.82
Percent 17 and 18	41.88	41.01
SCHOOLING		
Percent high school graduates	41.49	38.26
Percent 11th grade or less	35.48	37.23
Mean high school grade level	2.29	2.28
Percent in college prep.	56.11	56.88
Percent in industrial/vocational	29.24	26.47
Mean math level	2.51	2.50
Percent passing elect/electron	20.32	23.88
Percent with high school military training	2.90	4.32
CAR, RADIO OWNERSHIP		
Percent owning car	67.31	68.09
Percent with working car radio	61.63	63.37
Percent with working portable battery radio	59.33	57.82
ETHNIC		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.09	3.26
Percent Black	12.08	6.74
Percent Non-White	16.06	13.46
HOUSEHOLD TYPE		
Percent with parents or guardian at home	71.75	71.67
Percent in own home/household head	18.37	19.79
Percent in dorm or other college building	2.38	2.37

(CONTINUED)

NAVY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PARENTAL STATUS		
Percent with children	10.27	7.98
MARITAL STATUS		
Percent marr ed	15.83	15.41
Percent separated/divorced	2.00	.92
EMPLOYMENT/INCOME STATUS		
Percent enrolled full-time education 75-76	51.00	50.76
Percent currently employed	61.54	64.95
Percent very likely to attend college or school full-time	48.93	45.33
Percent working 30 hours or more	46.82	49.84
Percent unemployed, looking in past 2 years	52.08	47.21
Mean months out of work/looking	2.81	2.20
Mean personal income 1975	3.25	3.25
Percent income less than $5,000/not full-time student	21.84	20.63
Mean fathers income	4.12	4.00
Percent fathers income below $10,000	31.89	28.58
FAMILY ASSOCIATION WITH ARMED SERVICES		
Percent with father in armed service in past	15.35	13.89
Mean "father years" on active duty	.05	.04
Percent with relative or friend other than father in armed service	17.75	15.63
Percent with father and/or relative friend in armed service	29.62	28.34
MEDIA EXPOSURE		
Mean hours watching TV yesterday before 7:30 PM	1.27	1.12
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.24	1.18
Mean hours watching TV yesterday after 11:00 PM	.48	.35
Mean hours watching TV yesterday sum of day parts	2.99	2.65
Mean hours listening to radio 6 AM - 10 AM	.91	.93
Mean hours listening to radio 10 AM - 3 PM	.98	.87
Mean hours listening to radio 3 PM - 7 PM	.84	.79
Mean hours listening to radio 7 PM - Midnight	.83	.89
Mean hours listening to radio after midnight	.27	.28
Mean hours listening to radio all day parts	3.83	3.74

(CONTINUED)

NAVY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
MEDIA EXPOSURE (CONTINUED)		
Listen regularly to rock and roll	.71	.72
Listen regularly to rhythm and blues	.20	.19
Listen regularly to country/western	.09	.09
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	.82	.81
Listen regularly to any radio type	.92	.91
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.96	21.00
Mean days on which daily newspaper was looked into	3.72	4.00
Mean issues of Sunday newspaper looked into	2.45	2.93
Mean Sunday newspaper magazine sections looked into	1.63	2.07
Mean number of separate magazines looked into one or more times	7.45	7.34
Mean number of issues looked into, all magazines combined	16.81	17.18
Percent received mail from any armed service in past 3 months	32.75	33.77
Mean number of services from which received direct mail in past 3 months (include zeroes)	.16	.14
FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.89	60.27
Percent heard a recruiter talk at high school in past 5 years	53.00	56.55
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	84.26	85.17
Percent had one full year of ROTC in past 5 years	3.90	4.85
Percent inquired into military college or officer candidate program in past 5 years	10.03	10.79
Percent enrolled now in military college	.27	.63
Percent taken aptitude test in high school in past 5 years	28.34	30.05

(CONTINUED)

NAVY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
PERCENT OF QMA		
DOD Mental Category I	4.46	5.90
DOD Mental Category II	28.54	35.84
DOD Mental Category III A	18.34	20.28
DOD Mental Category III B	18.77	18.85
DOD Mental Category IV A	9.05	8.61
DOD Mental Category IV B	10.93	10.51
High school graduates	46.38	50.77
Percent high school graduates still in school	.34	.32
Non high school graduates	43.71	49.23
Percent non-high school graduates in school	.40	.55
Men 17 - 21 who are unavailable for service	10.29	11.18
Ineligible - Mental Category V - White	3.55	2.79
Ineligible - Mental Category - Black	2.70	4.14
Ineligible - Mental Category - Other	.05	.20
Ineligible - Mental Category - Total	6.30	7.13
Ineligible - Physically Unfit - White	30.87	27.09
Ineligible - Physically Unfit - Black	2.22	2.24
Ineligible - Physically Unfit - Other	.36	1.19
Ineligible - Physically Unfit - Total	33.45	30.53
Population	491597.75	437664.75
Percent population black	11.11	9.18
Percent working women	37.40	38.08
Percent owner occupied dwelling units	67.82	66.52
Qualified Military Available (QMA)	16017.50	14109.75

C. Markets Used/Test Design

Media Considerations Relating to Market Selection

Test Design

At the JADOR Media Committee Meeting of May 29, 1975, a discussion was held of how radio would probably be used by each of the services should the test prove cost efficiency The meeting disclosed that each service differed in its plans for eventual utilization. Most services planned opportunistic use, sometimes in support of special programs, seasonal efforts (which differ from service to service) and considerable use of pulsing and flighting. It was concluded from this discussion that simultaneous use of paid radio by all four services in any one market would be atypical, that in many markets only one service would be advertising on radio at any one time, and that pairs and trios of services would be common.

Accordingly, a design was developed which would allow measurement of the effect of paid radio under two conditions, both of which were reasonably realistic and which represented substantially different conditions.
For purposes of the test, it was decided that each service would advertise singly in one set of markets, and in three other sets of markets each service would advertise simultaneously with two other services.

Four sets of markets (test and control) are required to test single service advertising and four other sets for combinations of three services advertising simultaneously.

Two test markets were specified for each of the eight individual advertising conditions to be tested. In addition, the design specified a control market for each pair of test markets. No paid radio advertising was purchased in it. Thus, it served as a base against which to compare performance in the test markets. Each of the markets in each triad (two test markets and one control) was matched with the others as closely as possible on characteristics found to be related to overall DOD recruiting success. The levels of total advertising effort in all three markets were made equivalent. This was to be accomplished in one of two ways:

1. By cutting back on expenditures on other media in the test markets or,

2. By adding radio money in test markets and simultaneously increasing expenditures in media other than radio in the control markets.

Thus any differences in performance between the test and control markets could be validly attributed to the experimental variable, paid radio advertising. Total media weight did not vary materially between test and control markets. Where other media were purchased in control markets to equilize advertising weight, Gross Rating Points based upon data from agreed upon syndicated audience measurement services were used to determine equivalencies.

Two test markets were designed for each radio advertising treatment in order to provide a "replicate" for each test condition. The use of more than one test market per set of test and control markets has several advantages. Occasionally unforeseen circumstances such as a natural disaster or a sudden local economic event will affect a test market to such an extent as to render the test useless. The second market provides a safeguard against this kind of occurence. Also, spreading out the test over more than one market increases the representativeness of the sample of the population employed, and allows the analyst to observe the extent to which random choice variation may exist between two matched markets subjected to the same treatment. The less such variation occurs, the more confidence can be placed in differences observed between test and control. Moreover, it was felt that it would be easier to replace control markets with appropriate substitutes than it would be to replace test markets should the necessity have arisen.

Definition of Markets

Radio advertising is purchased on a market-by-market basis. While the audience of many radio stations extends into rural areas, the great majority of most radio station audiences live within the Standard Metropolitan Statistical Area of the originating city. People in rural areas are often listeners to stations originating in several different cities. Thus they cannot be reached effectively by radio advertising unless advertising is purchased on many diverse stations. Accordingly, the SMSA was chosen as the unit for experimentation in this test.

Matching and Selection of Markets

As a first step in selecting SMSA's for inclusion in the test design, a list was made of the 155 SMSA's in the continental U.S. for which Arbitron radio ratings were available as listed in the Arbitron Radio Market Survey Area Guide, April 1975 - January 1976.

To this list were added 20 smaller markets, ranked 314 to 333 in population by the census. This supplementary list was added to the universe at the request of the Air Force to provide representation of the smaller markets in the test design.

But not all of these 175 SMSA's were eligible for inclusion in the test. The 12 largest markets were exluded because of the very high cost of purchasing radio time and because of their atypical populations. An additional 12 markets were excluded because the Army had planned to independently conduct a paid radio test there. An additional 9 markets were excluded because they were so close to other larger markets that effective radio coverage could not be achieved without buying outside stations. Finally, four SMSA's were excluded because they included large-scale military or naval bases.

A listing of excluded markets, by category, follows:

12 Largest Markets

New York
Chicago
Los Angeles-Long Beach
Philadelphia
Detroit
San Francisco-Oakland
Washington, D.C.
Boston
Nassau-Suffolk
Dallas, Ft. Worth
St. Louis
Pittsburgh

Army Test Markets

Houston
Cleveland
Minneapolis-St. Paul
Milwaukee
Cincinnati
Indianapolis
Phoenix
New Orleans
Providence, Warwick, Pawtucket
Sacramento
Oklahoma City
Des Moines

Military Base Markets (4)

San Diego
Dayton
San Antonio
Colorado Springs

Spill In Markets (9)

Akron
Allentown-Bethlehem-Easton
Bridgeport
Hartford-New Britain
New Haven-West Haven
Northeast Pennsylvania (Scranton, Wilkes-Barre)
Providence-Warwick-Pawtucket
San Jose
Springfield-Chicopee-Holyoke

Thus, 138 SMSA's remained as eligible for inclusion in the test design.

SUMMARY OF SMSA CHARACTERISTICS

Markets	Population	QMA	Cluster	Accession Contracts /QMA	Recruiters /QMA
Bowling Green	61,800	5,179	1	.011	.002
Boise	112,230	3,804	1	.013	.003
Casper	53,300	3,242	1	.007	.001
Columbus, Ohio	916,228	31,066	4	.018	.004
Atlanta	390,164	43,302	4	.014	.002
Omaha	540,142	17,588	4	.019	.004
Augusta	253,460	7,814	5	.018	.003
Dothan	61,400	6,392	5	.014	.002
Charleston, S.C.	303,849	8,458	5	.017	.003
Lansing	318,423	13,196	1	.026	.003
Knoxville	400,337	10,719	1	.022	.004
Binghamton	302,672	8,578	1	.025	.004
Denver	1,227,531	34,617	4	.020	.003
Kansas City	1,253,916	31,174	4	.019	.003
Albany	721,910	21,491	4	.012	.003
Louisville	826,553	22,716	4	.019	.004
Seattle	1,421,869	35,272	4	.020	.003
Portland	1,009,129	33,441	4	.018	.003
Valdosta	56,700	4,567	3	.013	.001
Baton Rouge	295,167	9,212	3	.015	.003
Shreveport	293,887	8,157	3	.021	.003
Altoona	135,356	3,261	1	.025	.003
Spokane	287,487	7,176	1	.025	.003
Yakima	144,971	4,905	1	.057	.003

DESIGN

Single Advertiser Market Triads

	Air Force	Army	Marine Corps	Navy
Test 1	Bowling Green	Columbus	Augusta	Lansing
Test 2	Boise	Atlanta	Dothan	Knoxville
Control	Casper	Omaha	Charleston, S.C.	Binghamton

Three Service Simultaneous Advertiser Market Triads

	AF/A/MC	A/MC/N	MC/N/AF	N/AF/A
Test 1	Denver	Louisville	Valdosta	Altoona
Test 2	Kansas City	Seattle	Baton Rouge	Spokane
Control	Albany	Portland	Shreveport	Yakima

NOTE: The specific counties comprising each SMSA are listed at the end of this section. Each of these counties is part of the official SMSA of market and is in the primary radio coverage area of that market. Any SMSA county in which an 80% share of the radio audience could not be obtained through use of "in market" stations has been excluded from the market definition.

COUNTIES INCLUDED IN TEST AND CONTROL MARKETS

A. Single Service Advertiser - Air Force

Test I. Bowling Green, Kentucky

Warren, Butler, Edmonson, Logan, Barren

Test II: Boise, Idaho

Ada, Canyon

Control: Casper, Wyoming

Natrona

B. Single Service Advertiser - Army

Test I: Columbus, Ohio

Delaware, Franklin, Pickaway

Test II. Atlanta, Georgia

Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding, Rockdale

Control: Omaha, Nebraska

Pottawattamie, Douglas, Sarpy

C. Single Service Advertiser - Marine Corps

Test I: Augusta, Georgia

Columbia, Richmond, Aiken

COUNTIES INCLUDED IN TEST AND CONTROL MARKETS (CONTINUED)

Test II: Dothan, Alabama

Coffee, Dale, Houston

Control: Charleston, South Carolina

Berkeley, Charleston

D. Single Service Advertiser - Navy

Test I: Lansing, Michigan

Clinton, Eaton, Ingham

Test II: Knoxville, Tennessee

Anderson, Blount, Knox, Union

Control: Binghamton, New York

Broome, Tioga

E. Three Service Simultaneous: Air Force, Army, Marine Corps

Test I: Denver, Colorado

Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, Jefferson

Test II: Kansas City, Missouri

Johnson, Ka.; Wyandoote, Ka.; Clay, Jackson, Platte, Ka.

Control: Albany, Schenectady, Troy, New York

Albany, Rensselaer, Saratoga, Schenectady

COUNTIES INCLUDED IN TEST AND CONTROL MARKETS (CONTINUED)

F. Three Service Simultaneous: Army, Marine Corps, Navy

Test I: Louisville, Kentucky

Clark, Ind.; Floyd, Ind.; Bullitt, Jefferson, Oldham

Test II: Seattle-Everett, Washington

King, Snohomish

Control: Portland, Oregon

Clackamus, Multnomah, Washington, Or.; Clark, Wash.

G. Three Service Simultaneous: Marine Corps, Navy, Air Force

Test I: Valdosta, Georgia

Lowndes, Thomas, Grady

Test II: Baton Rouge, Louisiana

East Baton Rouge, West Baton Rouge

Control: Shreveport, Louisiana

Bossier, Caddo

H. Three Service Simultaneous: Navy, Air Force, Army

Test I: Altoona, Pennsylvania

Blair

Test II: Spokane, Washington

Spokane

Control: Yakima, Washington

Yakima

D. The Consumer Survey

D. ARMED FORCES ADVERTISING SURVEY

- Wave I (The Base Wave) - 8/21/75 to 9/7/75
- Wave II (The First Test Wave) - 10/11/75 to 11/1/75
- Wave III (The Second Test Wave) - 12/11/75 to 12/30/75

  - Sample Design
  - The Questionnaires Used (Wave I & II)[1]

[1] Wave III Questionnaire is identical to Wave II

SAMPLE DESIGN

The men interviewed for this study were a sample of males 17 to 24 years of age residing in telephone households, who completed less education than three years of college and who had no prior association of any kind with the military.

The number of interviews completed with qualified males in each phase of this research was:

Wave I	2098	- August 21 - September 7
Wave II	2182	- October 11 - November 1
Wave III	2185	- December 11 - December 30

Specific quotas of completed interviews were assigned to each of the twenty-four markets and counties according to the type of advertising scheduled for each military service in a particular marketing area (that is, whether the advertising was directed towards one service or towards three services).

All interviews were conducted on the telephone from the central WATS office in Valley Forge, Pennsylvania by interviewers employed by Valley Forge Information Service. Telephone calls were spread over a seven-day week during both daytime and evening hours on the specific dates previously stated.

SURVEY SAMPLE DESIGN

	Total Interviews		"Pre-Ad" Survey		"Post-Ad" Surveys: "6-7 Week" Survey		"Post-Ad" Surveys: "13 Week" Survey		Total "Post Ad"	
	Test	Control	Test	Control	Test	Control	Test	Control	Test	Control
Markets	2	1	2	1	2	1	2	1	2	1
Single Advertiser Markets	900	450	300	150	300	150	300	150	600	300
Three Service Simultaneous Markets	300	150	100	50	100	50	100	50	200	100
Individual Service in Three Simultaneous Ad Markets Combined	900	450	300	150	300	150	300	150	600	300
Total for Individual Service in All Four Markets	1,800	900	600	300	600	300	600	300	1,200	600
Net Total Interviews in 24 Markets	4,800	2,400	1,600	800	1,600	800	1,600	800	3,200	1,600

Estimated Tolerance:

For any variable which is approximately at the level of 10%, a 3 percentage point difference between test and control would be ascribed significance with 80% confidence for any cell where the sample size is 300 (test), 150 (control). Doubling sample size through cumulating both "Post Ad Samples," a 2.3 percentage point difference could be ascribed significance with 80% confidence.

A. Sample Design and Selection Procedures

The source and sampling procedures used for this study were recommended by Jerome D. Greene, President of MarketMath, Inc. The current Reuben H. Donnelley file of telephone households served as the master frame for the sample. The twenty-four markets and surrounding counties (specified by Haley-Overholser and Associates) established the geographic boundaries for the population to be sampled. The Reuben H. Donnelley sample is "essentially a single-stage design." However, this sample design consists of two steps. The first procedural step was to segregate the counties designated from the master U.S. file of listed telephone households. Then, using all telephone listing households in the specified areas for which Donnelley carries a number, either 50 or 150 telephone listings, according to quota specified, served as the clusters for all three waves, and therefore was an assurance that the samples were precisely matched.

This systematic random pattern ensured that all telephone exchanges in the counties designated were properly represented in this draw (in single-advertiser markets 150 listings were drawn; in multi-advertiser markets only 50 listings were needed per market since each military service was advertised in various combinations of three markets).

The pure Donnelley samples are considered projectable to only listed telephone households within the geographic areas defined. Therefore,

in order to represent households with unlisted telephones in their proper proportion, the sample design incorporated a second stage -- the use of random digits. The original 2,400 listings drawn from all 24 markets were never dialed, but were considered a "start" point or cluster. Clusters were established by dropping the last three digits of each seven-digit number and replacing them with a series of 30 computer-generated random three-digit numbers for each wave of research. Ninety numbers in all were therefore generated for each of the 2,400 listed numbers drawn and this was initially considered adequate for the entire project.[1] Consequently, in each wave of the project, the identical 2,400 "start" numbers (first four digits) were used to which a series of three random numbers were added.

A specific quota of completed screening interviews was assigned to each "start" number series. Each group of thirty randomly-generated telephone numbers within a "start" number was expected to contain a certain percentage of working numbers, and therefore a certain number of screening interviews could be anticipated within each of these clusters. When such a cluster did not produce any working numbers at all from the thirty in the first wave of interviews, an additional

---

[1] This did not prove to be so. In some instances 30 random numbers was insufficient to yield a given quota of contacts. This can be partially or wholly explained by the fact that some telephone exchanges were from sparsely populated places or are newly assigned exchanges with few "working banks" or numbers.

thirty random numbers were added and dialed in an attempt to complete the quota in that cluster. Since this procedure was found to be extremely unproductive in the first wave, the rule for Wave 2 and Wave 3 was to confine dialings to thirty numbers per cluster. If these did not produce the quota of screening interviews, then the remaining number of screening interviews assigned to that cluster was redistributed proportionately among the productive clusters for that particular market area.

The number of screening interviews actually obtained from cluster to cluster varied virtually not at all (1 or 2 at most). However, the number of assigned screenings does vary considerably from market to market depending on the incidence of qualified respondents. The quota of screening interviews was equally distributed among all 2,400 "start" numbers, but was adjusted upwards when the overall incidence of qualifying males was lower than anticipated. The number of interviews conducted and completed with qualified persons was always allowed to float within the series of numbers dialed for any given "start" number -- that is to say, no quota of interviews with qualified people was predetermined. This procedure was designed so that the sample would be self-weighting.

A minimum of two dialings were made to every number considered a "working" number (that is, not a business number or non-existant number).

Up to six dialings were made to households in which there was a male 17 to 24 years of age having less than three years of college education. Callbacks were spread over the entire interviewing period, on different days of the week and at different times of the day and night in order to complete an interview, and thereby maximize the rate of respon e.

Sampling and call-back procedures were controlled by establishing four replications of 600 clusters ("start" numbers). Numbers in each of these replications were scheduled to be dialed on specific days and time of day.

B. Selection of Households and Individuals for Interviewing

All types of residences were permitted to be screened in an attempt to locate qualified males. That is to say, in addition to private dwelling units (family units), fraternity houses, college dormitories or any other group of individuals living together constituted a potential source of locating a male by age and education.

The questions on the screening questionnaire pertaining to age and education of males in the household were administered to the adult who answered the phone providing he/she was knowledgeable. Where there was

more than one 17 to 24 year old male with less than three years of college living in the household, all these potentially eligible males (up to a maximum of four)[2] were listed in order of oldest to youngest in order to determine which person was to be selected for the interview. The name on the last line with an "X" was chosen. A probability X'ing pattern, by using eight pre-printed random patterns with predetermined frequences on the questionnaire itself, gave equal probability of selection to each listed person. No substitutions were allowed regardless of his availability after successive callbacks.

If the pre-selected eligible respondent resided in that household and would be available before the final date of interviewing, at least five attempts (dialings) were made to those households to reach that person to complete the screening interview.

---

[4] In the few residences where more than four potential males lived (e.g., dormitory), a different screening questionnaire was filled out for every four eligible males. The random selection process was then applied to each screening questionnaire as if the men lived in separate households. This occurred in a negligible number of interviews.

RATE OF INTERVIEW COMPLETION

Total Potentially Eligible Households with males 17-24 having less than three years of college.*	WAVE I		WAVE II		WAVE III	
	2662	100%	2756	100%	2559	100%
Completed interviews	2098	78.8	2182	79.2	2185	85.4
Incomplete	50	1.9	7	.3	27	1.1
Military Association not determined due to:						
Refusals	317	11.9	207	7.5	289	11.3
Terminations during screening	12	.5	20	.7	5	.2
Disconnected phone on callback dialing	36	1.4	24	.9	35	1.4
Unable to contact (after minimum of 5 callbacks)	149	5.6	316	11.5	18	.7

* Includes only those who were reported available prior to the interviewing cut-off date.

PLANNED SERVICE TEST SAMPLE SIZE

Time Period	Markets	
	Test	Control
Base	600	300
Test	1200	600

CONFIDENCE INTERVALS

(80% LEVEL)

%	Sample Size		
	300	600	1200
	± %	± %	± %
1/99	1.1	.8	.6
2/98	1.6	1.1	.8
5/95	2.5	1.7	1.2
10/90	3.4	2.4	1.7
20/80	4.5	3.2	2.3
30/70	5.2	3.7	2.6
40/60	5.5	3.9	2.8
50/50	5.6	4.0	2.8

THE QUESTIONNAIRE

VALLEY FORGE INFORMATION SERVICE
VALLEY FORGE, PENNSYLVANIA

Job #1923 (5-7)
Wave 1 (8)-1
ID # (9-14)

ID # __ __ - __ __ __ __

ARMED FORCES ATTITUDES STUDY I
SCREENING QUESTIONNAIRE
August 1975

07 MC/N/AF

Hello. My name is _____ _____ of VALLEY FORGE INFORMATION SERVICE, in Pennsylvania, an independent research company. We are conducting a survey in your city to find out attitudes of young men towards future occupations. Your household has been chosen for this survey completely by chance. Any information you give us will be totally confidential. We don't need to know your name even though you help us in this survey ...

1. Are there any young men 17 to 24 years old who are members of this household and are home now or who will be home sometime between now and September 7th?

Yes ... 15-1 (CONTINUE WITH Q. 1a)

No ... 2 (TERMINATE AND RECORD AS NO MAN 17-24 ON CALL RECORD)

TIME STARTED

Not a Household _____
(DESCRIBE TYPE OF LIVING UNIT AND RETURN SCREENER TO SUPERVISOR. WRITE IN TELEPHONE NUMBER BELOW)

1a. How many? (CIRCLE NUMBER)

1 _____ 2 _____ 3 _____ 4 _____ 5 Or More (SPECIFY) _____ 16-

ASK Q. 2a & 2b ABOUT EACH MALE 17-24 SEPARATELY, STARTING WITH THE OLDEST UNDER MALE #1, NEXT OLDEST UNDER MALE #2, AND SO ON DOWN TO YOUNGEST. IF 5 OR MORE, RECORD OTHERS ON SEPARATE SCREENER.)

2a. How old is he? (How old is the oldest, next oldest, etc.?)

2b. What was the last grade of school he completed?

	Male #1 (Oldest)	Male #2	Male #3	Male #4 (Youngest)
Q. 2a AGE: ——→				
Q. 2b. Last Grade School Completed:				
Grade School or Less	1	1	1	1
High School:				
9th Grade	2	2	2	2
10th Grade	3	3	3	3
11th Grade	4	4	4	4
Completed High School	5	5	5	5
Special Training (Non-College) . . .	6	6	6	6
College:				
1 year	7	7	7	7
2 years	8	8	8	8
3 years	9	9	9	9
4 years or more	0	0	0	0

ELIGIBLE

IF NO MAN 17-24 WITH 2 YEARS COLLEGE OR LESS, (CODES 1-8), CHECK HERE AND TERMINATE ( ) 17-

IF ONLY ONE MAN WITH 2 YEARS COLLEGE OR LESS, ASK TO INTERVIEW HIM AND PROCEED TO QUESTION 3a.

IF TWO OR MORE MEN WITH 2 YEARS COLLEGE OR LESS, COPY THEIR AGES INTO SELECTION BOX BELOW.

LIST AGES OF ALL MEN WITH 2 YEARS COLLEGE OR LESS BEGINNING WITH THE OLDEST:

AGE	
1. _____	X
2. _____	X
3. _____	
4. _____	

INTERVIEW LAST MAN LISTED WITH AN "X" ON HIS LINE -- NO ONE ELSE 18-

MAKE UP TO THREE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st Appointment: DATE: _____ TIME: _____ RESULT: _____

2nd Appointment: DATE: _____ TIME: _____ RESULT: _____

3rd Appointment: DATE: _____ TIME: _____ RESULT: _____

BE SURE YOU HAVE FILLED IN THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET ON TOP OF THIS PAGE

CONTINUE INTERVIEW ONLY WITH QUALIFIED MALE 17 TO 24.

Hello...I'm _____, calling from Valley Forge Information Services, in Pennsylvania. We are conducting a survey to find out young men's attitudes towards future occupations and would like to have your opinion. Your household has been chosen completely by chance. Any information you give us is entirely confidential since we do not need your name if you complete this interview. Do you have about fifteen minutes to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age, please? (CIRCLE CODE FOR EXACT AGE.)

17 ... 1	18 ... 2	19 ... 3	20 ... 4	
21 ... 5	22 ... 6	23 ... 7	24 ... 8	19-

Other Age: _____ (TERMINATE HERE)

3b. What was the name of the last school you attended?

_____

3c. And also, what was the last grade you completed at this school?

Grade school (8th grade) or less	1	20-
9th Grade	2	
10th Grade	3	
11th Grade	4	
12th Grade (graduated high school)	5	
1 or 2 years special training in vocational or trade school	6	
1st year college (freshman)	7	
2nd year college (sophmore)	8	
3rd year college (Junior)	9	
4th year college or more	0	

↓
TERMINATE HERE

3d. Now let's talk about your plans for the next few years ... what do you think you might be doing?

_____ 21-

_____ 22-

IF RESPONDENT REFERS TO MILITARY/ARMED SERVICES WITHOUT NAMING SPECIFIC SERVICE ASK Q. 3e; OTHERWISE SKIP TO Q. 4.

3e. Do you have any particular branch of the Armed Services in mind?

Yes ... (ASK Q. 3f)	1	23-
No ... (SKIP TO Q. 4)	2	

3f. Which branch is that? (DO NOT READ)

Air Force	1	24-
Army	2	
Marine Corps	3	
Navy	4	
Other (SPECIFY) _____	5	

4. Now, I'm going to read you a list of several things which young men might consider while in their late teens or early twenties. For each one I read, please tell me if there is "some possibility" or "no possibility at all" that you might spend time doing that. READ ENTIRE LIST BEFORE ASKING Q.4a, STARTING WITH THE ✓'d STATEMENT.

FOR EACH "OCCUPATION" WHERE "SOME POSSIBILITY" IS ANSWER (CODE 1), ASK:

4a You said there was "some possibility" that you might spend some time (NAME OCCUPATION). Would you be "very likely," "fairly likely" or "not very likely" to do that?

READ ✓'d STATEMENT FIRST.	Q. 4 SOME POSS.	Q. 4 NO POSS.		Q. 4a VERY LIKELY	Q. 4a FAIRLY LIKELY	Q. 4a NOT VERY LIKELY
( ) Working on construction jobs	(25) 1	2	(36)	3	2	1
(✓) Working in a business office	(26) 1	2	(37)	3	2	1
( ) Travelling around seeing the country	(27) 1	2	(38)	3	2	1
( ) Attending college or school full time	(28) 1	2	(39)	3	2	1
( ) Working in a factory	(29) 1	2	(40)	3	2	1
( ) Working in a laboratory or other technical job	(30) 1	2	(41)	3	2	1
( ) Working in a retail store	(31) 1	2	(42)	3	2	1
( ) Serving in any of the Armed Forces	(32) 1	2	(43)	3	2	1
( ) Being unemployed and job hunting	(33) 1	2	(44)	3	2	1
( ) Working in a civil service job	(34) 1	2	(45)	3	2	1
( ) Working on a farm	(35) 1	2	(46)	3	2	1

4b. Have you had any past military service including the National Guard, a paid college military program, or any of the Reserve Forces? (47-77)

Yes .. (ASK Q 4c AND TERMINATE) . . . 1
No . (SKIP TO Q 4d) 2

78-

IF "YES," ASK:

4c Which branch of the Armed Services was that? (DO NOT READ)

Air Force 3
Army 4
Marine Corps 5
Navy 6
Other (SPECIFY)

_____ 7

TERMINATE AND RECORD YOUR NAME AND DATE BELOW

IF "NO" TO Q. 4b, ASK:

4d Are you now under any written obligation to serve in any of the armed services, including the National Guard, a paid college program, or any of the Reserve forces?

79-

Yes ... (ASK Q 4e AND TERMINATE) . . . 1
No ... (CONTINUE ON LONG FORM) 2

IF "YES" TO Q 4d, ASK:

4e. Which branch of the armed services is that? (DO NOT READ)

Air Force 3
Army 4
Marine Corps 5
Navy 6
Other (SPECIFY)

_____ 7

NOW TERMINATE AND RECORD YOUR NAME AND DATE BELOW

(80)-1

INTERVIEWER'S NAME: _____ DATE: _____

BE SURE YOU HAVE RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET ON PAGE 1

COMPLETE INTERVIEW ONLY IF QUALIFIED MALE HAS NO MILITARY ASSOCIATION ("NO" TO BOTH Q. 4b and 4d)

NOW LOOK BACK TO QUESTION 4:

IF RESPONDENT SAID "NO POSSIBILITY AT ALL" OF SERVING IN THE ARMED FORCES, SKIP TO Q. 6

OR

ASK Q. 5 IF "SOME POSSIBILITY" OF SERVING IN THE ARMED FORCES.

GROUP # 1

5. Just think for a moment about (NAME SERVICE MARKED #1). Is there any possibility at all that you would serve in this branch of the armed services? (REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED BEFORE ASKING Q. 5a)

5a (IF "YES" OR "DON'T KNOW" TO Q. 5 ASK:) Would you say you would be very likely, fairly likely, or not very likely to enter (NAME SERVICE)?

ASK IN NUMERICAL ORDER:		Q. 5		Q. 5a VERY LIKELY	Q. 5a FAIRLY LIKELY	Q. 5a NOT VERY LIKELY
(3)	Air Force	(47) Yes, poss. . . . 1; Don't know . . . 2	→ (51)	3	2	1
		No, not poss . . 3				
(4)	Army	(48) Yes, poss. . . . 1; Don't know . . . 2	→ (52)	3	2	1
		No, not poss . . 3				
(2)	Marine Corps	(49) Yes, poss . . . 1; Don't know . . . 2	→ (53)	3	2	1
		No, not poss . . 3				
(1)	Navy	(50) Yes, poss . . . 1; Don't know . . . 2	→ (54)	3	2	1
		No, not poss . . 3				

6. Now, regardless of your own personal plans, I would like to know how you feel about the idea of enlistment in each armed service for the average young man of your age.

For the average young men of your age, do you think enlisting in the (NAME SERVICE MARKED #1) is an excellent idea, good idea, fair idea or poor idea?

(REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED AND REPEAT RATING SCALE AS NECESSARY)

ASK IN NUMERICAL ORDER			IDEA OF ENLISTING IS: Excellent	Good	Fair	Poor
(3)	Air Force	55-	4	3	2	1
(4)	Army	56-	4	3	2	1
(2)	Marine Corps	57-	4	3	2	1
(1)	Navy	58-	4	3	2	1

7. Now I'd like to read you several statements. They may or may not apply to one or more of the armed services. After I read each statement, please tell me whether or not you think it applies to any of the armed services....The first statement is ... (NOW READ STATEMENT WITH RED "√")

Do you think this statement applies to any of the Armed Services?

(CIRCLE CODE FOR "YES" OR "NO" BELOW; THEN ASK Q. 7a BEFORE READING NEXT STATEMENT. BE SURE TO READ ALL STATEMENTS)

IF "YES," ASK:
7a. To which service or services does it apply?
(CIRCLE ONE OR MORE ANSWERS)

(START HERE)		Q.7 Applies To Armed Services		Q. 7a Statement Applies To			
		Yes	No	Air Force	Army	Marine Corps	Navy
( ) Gives you an opportunity to better your life	15-	1	2	26- 1	2	3	4
( ) Trains you for leadership . .	16-	1	2	27- 1	2	3	4
( ) Teaches you a valuable trade.	17-	1	2	28- 1	2	3	4
( ) Gives you a college education while you serve	18-	1	2	29- 1	2	3	4
( ) Allows you to see many different countries of the world	19-	1	2	30- 1	2	3	4
( ) Allows you to have a family life	20-	1	2	31- 1	2	3	4
( ) Is a career you can be proud of	21-	1	2	32- 1	2	3	4
( ) Has other men you would like to work with	22-	1	2	33- 1	2	3	4
( ) Gives you the job you want .	23-	1	2	34- 1	2	3	4
( ) Gives you a job which is challenging	24-	1	2	35- 1	2	3	4
( ) Pays well to start	25-	1	2	36- 1	2	3	4

8a. During the past month, have you seen or heard any advertising for the Marine Corps, in particular?

(15)

Yes . . -1 ——→ ASK Q. 8b

No . . . -2 ——→ GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Marine Corps during the past month? (READ LIST)

	YES (16)		NO
Television?	1		a
Radio?	2	--(ASK Q. 8e)	a
Billboards? Posters?	3	--(ASK Q. 8g)	a
Newspapers?	4		a
Magazines?	5		a
Mailings to your home?	6		a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Marine Corps during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8c, OTHERWISE SKIP TO Q. 8g.

8c. What do you recall hearing in the radio advertising for the Marine Corps in the past month?
(PROBES: What did it say? What else do you remember?)

_____ 24-

_____ 25-

_____ 26-

_____ 27-

_____ 28-

8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-

_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Marine Corps in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-

_____ 32-

_____ 33-

_____ 34-

_____ 35-

8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-

_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Navy, in particular?

(15)

Yes ... -1 ⟶ ASK Q. 8b

No ... -2 ⟶ GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Navy during the past month? (READ LIST)

	YES (16)		NO
Television?	1		a
Radio?	2	--(ASK Q. 8c)	a
Billboards?	3	--(ASK Q. 8g)	a
Newspapers?	4		a
Magazines?	5		a
Mailings to your home?	6		a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Navy during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

8e. What do you recall hearing in the radio advertising for the Navy in the past month?
(PROBES: What did it say? What else do you remember?)

_____ 24-

_____ 25-

_____ 26-

_____ 27-

_____ 28-

8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-

_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Navy in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-

_____ 32-

_____ 33-

_____ 34-

_____ 35-

8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-

_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

(Dup 1-14)
CD 3

8a. During the past month, have you seen or heard any advertising for the Air Force in particular?

(15)

Yes ... -1 ⟶ ASK Q. 8b
No ... -2 ⟶ GO TO NEXT COLOR Q. & SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Air Force during the past month? (READ LIST)

	YES (16)		NO
Television?	1		a
Radio?	2	--(ASK Q. 8e)	a
Billboards?	3	--(ASK Q. 8g)	a
Newspapers?	4		a
Magazines?	5		a
Mailings to your home?	6		a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Air Force during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

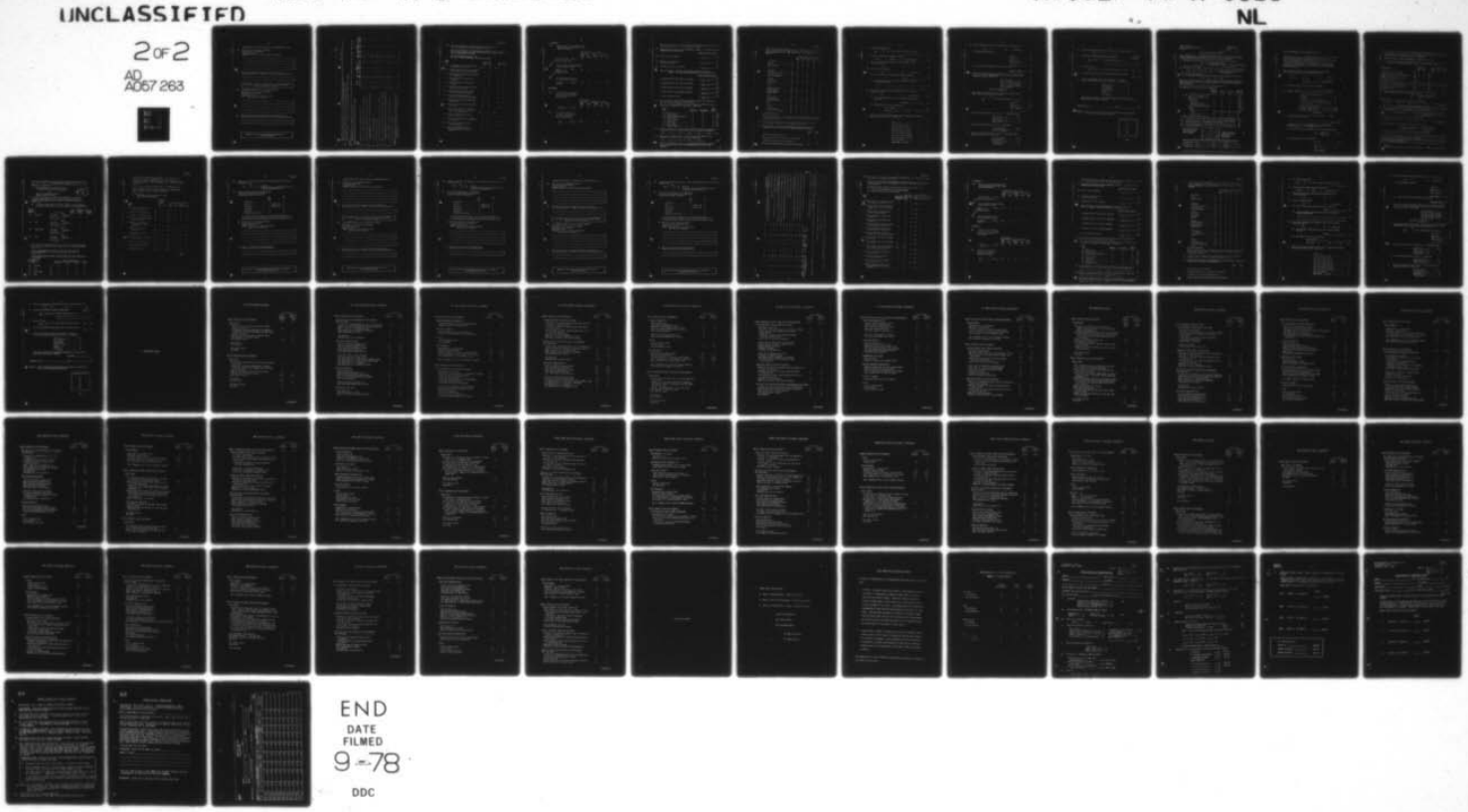
_____ 22-

_____ 23-

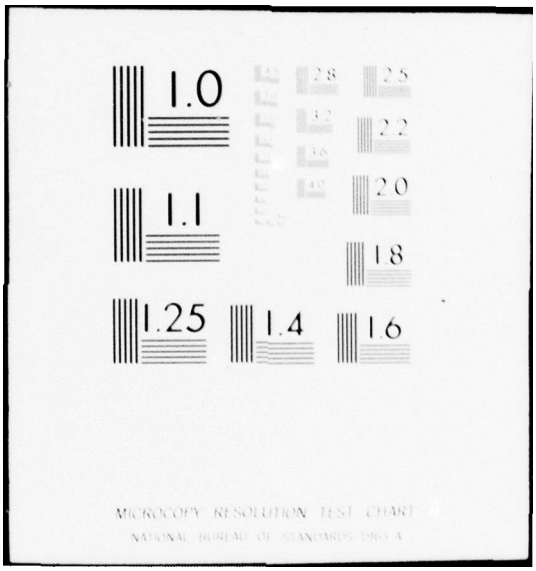
NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

AD-A057 263 THOMPSON (J WALTER) CO WASHINGTON DC F/G 5/9
A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICES R--ETC(U)
MAY 76 R E SCHUCKER M00027-73-A-0013
UNCLASSIFIED NL

2 OF 2
AD
A057 263



END
DATE FILMED
9-78
DDC


1.0
1.1
1.25
1.4
1.6
2.8
3.2
3.6
4.0
2.5
2.2
2.0
1.8
MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS 1963-A

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

8e. What do you recall hearing in the radio advertising for the Air Force in the past month?
(PROBES: What did it say? What else do you remember?)

_____ 24-

_____ 25-

_____ 26-

_____ 27-

_____ 28-

8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-

_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Air Force in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-

_____ 32-

_____ 33-

_____ 34-

_____ 35-

8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-

_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

Start CDT Dup (1-14)

9. Now I would like to read you a few statements made by some of the armed services. As I read the statement, I will say the word "service" instead of the particular service or services who made the statement. The first statement ... (READ STATEMENT WITH THE RED "✓")

9a. Do you recall any of the armed services making this statement? (CIRCLE CODE FOR "YES" OR "NO")

(IF "YES" TO Q. 9a, ASK:) 9b. Which service or services made this statement? (CIRCLE ONE OR MORE ANSWERS)

ASK ALL:

9c. How interested are you in this statement I just read -- are you very interested, fairly interested, not very interested, or not at all interested? (CIRCLE CODE FOR APPROPRIATE RATING FOR EACH STATEMENT UNDER Q. 9c BELOW)

(REPEAT ALL APPROPRIATE QUESTIONS FOR EACH STATEMENT UNTIL ENTIRE LIST READ)

START REPG			Q.9a		Q.9b					Q.9c			
			YES	NO	AIR FORCE	ARMY	MARINE CORPS	NAVY	DK	VERY INT.	FAIRLY INT.	NOT VERY INT.	NOT AT ALL INTERESTED
AF	( )	The SERVICE can train you in one of more than 250 skills	15- 1	2	27-1	2	3	4	5	39-4	3	2	1
NC	( )	For 200 years the SERVICE has kept its ranks small and its standards high	16- 1	2	28-1	2	3	4	5	40-4	3	2	1
A	( )	When you sign up for the SERVICE today, you can also sign up for Europe	17- 1	2	29-1	2	3	4	5	41-4	3	2	1
N	( )	The SERVICE recruiter will tell you what career training you qualify for, even before you enlist	18- 1	2	30-1	2	3	4	5	42-4	3	2	1
TC	( )	Go for pride. See a SERVICE recruiter	19- 1	2	31-1	2	3	4	5	43-4	3	2	1
A	( )	Join the people who join the SERVICE	20- 1	2	32-1	2	3	4	5	44-4	3	2	1
NC	( )	No other service offers more educational opportunities than the SERVICE	21- 1	2	33-1	2	3	4	5	45-4	3	2	1
V	( )	Meet its challenge, master its opportunity, live its adventure - in the SERVICE . .	22- 1	2	34-1	2	3	4	5	46-4	3	2	1
AF	( )	Further your education through the Community College of the SERVICE where you can learn while you earn	23- 1	2	35-1	2	3	4	5	47-4	3	2	1
N	( )	If you qualify, the SERVICE will train you in one of 70 career fields	24- 1	2	36-1	2	3	4	5	48-4	3	2	1
F	( )	Look up--be looked up to in the SERVICE	25- 1	2	37-1	2	3	4	5	49-4	3	2	1
	(✓)	There is a SERVICE education program called PROJECT AHEAD, which lets me earn my college credits while in the SERVICE with the SERVICE paying up to 75% of my tuition	26- 1	2	38-1	2	3	4	5	50-4	3	2	1

START CD #8
DUP (1-14)

10a. Thank you for giving us your opinions about the advertising. Now I have some questions about things you yourself have done ...

Which of the following activities related to the military have you yourself done in the past five years? (READ LIST STARTING WITH ✓'d ITEM: DO NOT ASK Q. 10b UNTIL ENTIRE LIST READ)

FOR EACH STATEMENT CIRCLED "YES," ASK:
10b. Have you (READ STATEMENT) in the past three months?

START HERE			PAST 5 YRS. YES	PAST 5 YRS. NO		PAST 3 MOS. YES	PAST 3 MOS. NO
( )	ave you gone to a recruiting station and talked to a recruiter?	15-	1	a	17-	1	a
( )	Have you talked to a recruiter somewhere other than at a recruiting station? . .		2	a		2	a
( )	Have you heard a recruiter give a talk at your high school?		3	a		3	a
( )	Have you talked to a recruiter by telephone?		4	a		4	a
( )	Have you discussed enlistment with friends?		5	a		5	a
( )	Have you discussed relative benefits of each service with friends		6	a		6	a
( )	Have you discussed enlistment with friends already in the service?		7	a		7	a
( )	Have you talked with a guidance counselor at school about enlistment? .		8	a		8	a
( )	Have you talked with your Father about enlistment?		9	a		9	a
( )	Have you talked with your Mother about enlistment?		0	a		0	a
( )	Have you had at least one full year of ROTC in high school or college for one of the armed services?	16-	1	a	18-	1	a
( )	Have you inquired into entering a military college?		2	a		2	a
( )	Are you actually enrolled in a military college now?		3	a		3	a
( )	Have you inquired into an Officer Candidate program?		4	a		4	a
( )	Have you taken an aptitude test in high school given by the armed services?		5	a		5	a

ASK EVERYONE:

10c. Have you received any mailing from the armed services during the past 3 months without requesting it?

		IF "YES" TO 10c, d or e, ASK: Which service or services was that?				
		AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
Received mailing (19) -1		20-1	-2	-3	-4	-x
Did not (SKIP TO 10f) -2						

10d. Have you read any of these mailings during the past 3 months?

Read . . . . . (21) -1		22-1	-2	-3	-4	-x
Did not read (SKIP TO Q. 10f) -2						

10e. Have you responded to any of the armed services mailings?

Responded . . . . (23) -1		24-1	-2	-3	-4	-x
Did not . . . . . -2						

ASK EVERYONE:

10f. During the past 3 months have you called a toll free number which you saw in a service advertisement?

		IF "YES" ASK: Which service or services was that?				
		AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
Called . . . . (25) -1		26-1	-2	-3	-4	-x
Did Not Call . -2						

10g. In the past 3 months have you sent in any magazine or newspaper coupon from a service advertisement?

Yes . . . . . (27) -1		28-1	-2	-3	-4	-x
No . . . . . -2						

(29-36)

Now we would like to ask you about how much time you spend with radio and television. We're interested also in some of your likes and dislikes.

11a. About how many hours did you watch <u>television</u> ; (READ A, B, C AND WRITE IN SPACE NUMBER OF FULL OR PARTIAL HOURS)

	# HOURS WATCHED YESTERDAY	
11a. Before 7:30 p.m. yesterday?	None ... 0	37-38-
11b. What about from 7:30 p.m. to 11:00 p.m. yesterday?	None ... 0	39-40-
11c. How about after 11 p.m. yesterday?	None ... 0	41-42-

12. Next, about radio ... About how many hours did you listen to the radio: (READ Q. 12a THROUGH e AND WRITE IN EXACT FULL OR PARTIAL HOURS)

	# HOURS LISTENED YESTERDAY	
a. Between 6:00 a.m. and 10:00 a.m. yesterday?	None ... 0	43-44-
b. Between 10:00 a.m. and 3:00 p.m. yesterday?	None ... 0	45-46-
c. Between 3:00 p.m. and 7:00 p.m. yesterday?	None ... 0	47-48-
d. Between 7:00 p.m. and midnight yesterday?	None ... 0	49-50-
e. After midnight last night?	None ... 0	51-52-

12f. Some people prefer certain kinds of radio shows to others. We would like to know what types of programs <u>you</u> yourself listen to ...

For each type of radio program I mention, please tell me whether you listen to it regularly, occasionally, or almost never. (READ LIST)

START HERE		REGULARLY	OCCASIONALLY	ALMOST NEVER	
( )	News	1	2	3	53-
( )	Rock and Roll	1	2	3	54-
( )	Rhythm & Blues	1	2	3	55-
( )	Country and Western Music	1	2	3	56-
( )	Popular Music	1	2	3	57-
( )	Classical Music	1	2	3	58-
( )	Talk Shows	1	2	3	59-
( )	Soul or Jazz	1	2	3	60-
( )	Sports Events	1	2	3	61-
( )	Religious Programs	1	2	3	62-

13a. Considering Monday through Friday of the last full week, on how many days out of those five did you, yourself, read or look into at least one newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 Five ... 5 63-

13b. What about the Sunday newspaper ... out of the past <u>four</u> Sundays, on how many did you, yourself, read or look into a Sunday paper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 64-

13c. What about the magazine section -- out of the past <u>four</u> Sundays, on how many did you, yourself, read or look into the Magazine Section of the Sunday newspaper?

14. We would also like to know something about the magazines you read. For each magazine I name, please tell me how many issues out of the last four you have read or looked into, if any: (READ ENTIRE LIST. IF "NOT SURE," ASK FOR BEST ESTIMATE)

		OUT OF LAST FOUR ISSUES, READ:				
		NONE	ONE	TWO	THREE	FOUR
Car & Driver	15	0	1	2	3	4
Ebony	16	0	1	2	3	4
Esquire	17	0	1	2	3	4
Field & Stream	18	0	1	2	3	4
Jet	19	0	1	2	3	4
Letterman	20	0	1	2	3	4
Exploring	21	0	1	2	3	4
Mechanics Illustrated	22	0	1	2	3	4
Motor Trend	23	0	1	2	3	4
National Geographic	24	0	1	2	3	4
Newsweek	25	0	1	2	3	4
Car Craft	26	0	1	2	3	4
Outdoor Life	27	0	1	2	3	4
Penthouse	28	0	1	2	3	4
People	29	0	1	2	3	4
Hunting	30	0	1	2	3	4
Popular Mechanics	31	0	1	2	3	4
Popular Science	32	0	1	2	3	4
Reader's Digest	33	0	1	2	3	4
Road & Track	34	0	1	2	3	4
Sport	35	0	1	2	3	4
Sporting News	36	0	1	2	3	4
Sports Afield	37	0	1	2	3	4
Sports Illustrated	38	0	1	2	3	4
Flying	39	0	1	2	3	4
Time	40	0	1	2	3	4
Hot Rod	41	0	1	2	3	4
TV Guide	42	0	1	2	3	4
Senior Scholastic	43	0	1	2	3	4
U.S. News & World Report . .	44	0	1	2	3	4
Cycle	45	0	1	2	3	4

CLASSIFICATION SECTION

And now, some questions so that we may put to other the answers of people with similar family characteristics. Remember that all the information you give us is completely confidential ...

A-1 Using one of the descriptions I read, please tell me the kind of household you live in now ... (READ LIST. RECORD BELOW UNDER COL. A-1)

A-2 And in which of these types of households do you expect to be living in November of this year? (REPEAT LIST IF NECESSARY AND RECORD UNDER A-2)

	A-1 46	A-2 47
With parents or guardian at home	1	1
Your own home where you are the head of the household	2	2
A dormitory or some other college building, or	3	3
Alone or with friends outside a dormitory type building? . . .	4	4

B. Do you have any children?

48

Yes . . . 1 ⟶ ASK: How many children do you have?

No . . . 2

_____ 49-

C. Are you married, single, separated or divorced?

Married . . . 1 Single . . . 2 Separated/Divorced . . . 3 50-

D. Are you enrolled in some form of full-time education for the 1975-76 school year?

Yes . . . 1 No . . . 2 51-

E-1 Are you currently employed?

Yes . . . 1 No . . . 2 (SKIP TO F) 52-

E-2. About how many hours a week do you work at a paid job?

53-

Hours: _____ 54-

E-3. At what occupation are you currently employed? (PROBE FOR INDUSTRY AND POSITION)

_____ 55-

_____

F-1. Have you been unemployed, but looking for work at any time during the past two years?

Yes . . . 1 No . . . 2 (SKIP TO G) 56-

F-2. About how many months were you out of work, and also looking for work?

Months: _____ 57-

F-3. What months were they and in what year?

SPECIFY MONTHS: _____ 58-

CIRCLE YEAR: 1973 . . . 1 1974 . . . 2 1975 . . . 3 59-

G. Which of the following categories comes closest to <u>your</u> expected personal earnings before taxes in 1975? (READ LIST)

60

$500 or less	1
More than $500 to $1,000	2
More than $1,000 to $2,500	3
More than $2,500 to $5,000	4
More than $5,000 to $7,500	5
More than $7,500 to $10,000	6
More than $10,000 to $15,000	7
More than $15,000 to $20,000	8
More than $20,000	9
(DON'T READ) ... Refused	y

H-1. Has your father spent any time on active duty in the armed forces?

Yes . . . 1 No . . . 2 (SKIP TO I) 61-

H-2. Which service was he in? 62-

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

_____ 5
Don't know x

H-3. About how much time did he spend on active duty?

_____ 63-
(SPECIFY # YEARS) 64-

I. Which of the following categories comes closest to your father's annual income? If he is no longer working, please indicate his income while he was still working. (READ LIST) 65

Less than $5,000 1
More than $5,000 to $7,500 2
More than $7,500 to $10,000 3
More than $10,000 to $15,000 4
More than $15,000 to $20,000 5
More than $20,000 6

DON'T READ --- Don't Know x
Refused . . . . . y

J. Do you have any close relatives or friends who have recently spent a year or more in any of the armed services? 66

Yes . . . 1 ⟶ Which service(s) were they in? 67
No . . . 2

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

_____ 5

K. Was your overall grade level in high school ... (READ ENTIRE LIST)

Above average 68-1
Slightly above average . . . . . -2
About average . . . . . -3
Slightly below average . . . . . -4
Below average . . . . . -5

L. Was the educational program you were in ... (READ LIST)

College preparatory 69-1
Commercial training, or . . . . . -2
Industrial/vocational . . . . . -3

M. Which of the following mathematics courses, if any, did you take and pass in high school? (READ LIST)

Elementary Algebra 70-1
Plane geometry . . . . . -2
Intermediate Algebra . . . . . -3
Trigonometry . . . . . -4
None of Above . . . . . -5

N. Did you take and pass any electricity or electronics courses in high school?

Yes . . . 71-1 No . . . 2 (72-78)
(80) 9

O. Did you have any military training in high school? START CD 10
DUP (1-14)

Yes ... 15-1 ——→ Would you please describe it?
No ... -2

_____ 16-

_____ 17-

P. Do you own a car?

Yes ... 18-1 ——→ Does it have a radio that works? Yes ... 19-1
No ... -2 No ... -2

Q. Do you own a portable battery-operated radio in working condition?

Yes ... 20-1
No ... -2

R Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as ... (READ LIST)

Cuban 21-1
Mexican-American . . . . . -2
Puerto Rican . . . . . -3
Other Spanish . . . . . -4
American Indian . . . . . -5
Black . . . . . -6
Oriental, or . . . . . -7
White? . . . . . -8
Refused . . . . . -9

YOUR OPINIONS HAVE BEEN VERY HELPFUL AND I APPRECIATE THE TIME YOU TOOK TO PARTICIPATE IN THIS SURVEY. THANK YOU.

INTERVIEWER'S NAME: _____ DATE: _____ 22-23-

IMPORTANT: HAVE YOU RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD FORM ON PAGE 1 OF THE SCREENING QUESTIONNAIRE?

FOR OFFICE USE ONLY:
71-
72-
73-
74-
75-
76-
77-
78-
79

80-0

OMB # 22-S-75003
Valley Forge Information Service
October 1975

Resp. # (1-4)
Job # 980 (5-7)
Wave 2 8-2
ID # ___ - ___ ___ ___ (9-13)

ARMED FORCES ADVERTISING STUDY II

Hello. My name is _____ of Valley Forge Information Service, an independent research company in Pennsylvania. We are conducting a survey in your city to find out attitudes of young men towards future occupations. (SPEAK TO ANY ADULT IN HOUSEHOLD.)

1. Are there any young men 17 to 24 years old who are members of this household?

Yes ... 14-1 (CONTINUE WITH Q. 1a)
No ... (TERMINATE AND ONLY RECORD "A" ON CALL RECORD SHEET.)

1a. How many? (CIRCLE NUMBER) 1 2 3 4 5 or more (SPECIFY)_____ 15-

1b. Is he/are they at home now or will he/they be home sometime between now and November 1st.

Yes ... 16-1 (GO TO Q. 2a) No ... 16-2 (TERMINATE AND RECORD AS "B" ON CALL RECORD SHEET)

ASK ONLY AFTER OCTOBER 12th:
1c. Has he/have they been living at home anytime since Saturday, October 11th?

Yes ... 16-3 No ... 16-4

(ASK Q. 2a & 2b ABOUT EACH MALE 17-24 SEPARATELY, STARTING WITH THE OLDEST UNDER MALE # 1, NEXT OLDEST UNDER MALE #2, AND SO ON DOWN TO YOUNGEST. IF 5 OR MORE, RECORD OTHERS ON SEPARATE SCREENER.)

2a. How old is he? (How old is the oldest, next oldest, etc.?)

2b. What was the last grade of school he completed?

	Male #1 (Oldest)	Male #2	Male #3	Male #4 (Youngest)	
Q. 2a AGE: →					
Q. 2b. Last Grade School Completed:					
Grade School or Less	1	1	1	1	ELIGIBLE
High School:					
9th Grade	2	2	2	2	
10th Grade	3	3	3	3	
11th Grade	4	4	4	4	
Completed High School	5	5	5	5	
Special Training (Non-College)	6	6	6	6	
College:					
1 year	7	7	7	7	
2 years	8	8	8	8	
3 years	9	9	9	9	
4 years or more	0	0	0	0	

CIRCLE THE STATEMENT WHICH APPLIES:

1. IF NO MAN 17-24 WITH 2 YEARS COLLEGE OR LESS, (CODES 1-8), TERMINATE.
2. IF ONLY ONE MAN WITH 2 YEARS COLLEGE OR LESS, ASK TO INTERVIEW HIM AND PROCEED TO QUESTION 3a -- DO NOT WRITE IN BOX BELOW. 17-
3. IF TWO OR MORE MEN WITH 2 YEARS COLLEGE OR LESS, COPY THEIR AGES INTO SELECTION BOX BELOW.

LIST AGES OF ALL MEN WITH 2 YEARS COLLEGE OR LESS BEGINNING WITH THE OLDEST:

AGE	
1. _____	X
2. _____	X
3. _____	X
4. _____	X

INTERVIEW LAST MAN LISTED WITH AN "X" ON HIS LINE -- NO ONE ELSE 18-

MAKE UP TO FIVE CALL BACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st Appointment: DATE:_____ TIME:_____ RESULT:_____

2nd Appointment: DATE:_____ TIME:_____ RESULT:_____

3rd Appointment: DATE:_____ TIME:_____ RESULT:_____

BE SURE YOU HAVE FILLED IN THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET

CONTINUE INTERVIEW ONLY WITH QUALIFIED MALE 17 TO 24.

Hello...I'm _____, calling from Valley Forge Information Services, in Pennsylvania. We are conducting a survey to find out young men's attitudes towards future occupations and would like to have your opinion. Your household has been chosen completely by chance. Any information you give us is entirely confidential since we do not need your name if you complete this interview. Do you have about fifteen minutes to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age, please? (CIRCLE CODE FOR EXACT AGE.)

17 ... 1	18 ... 2	19 ... 3	20 ... 4	
21 ... 5	22 ... 6	23 ... 7	24 ... 8	19-

Other Age: _____ (TERMINATE HERE)

3b. What was the name of the last school you attended?

_____

3c. And also, what was the last grade you completed at this school?

Grade school (8th grade) or less	1	20-
9th Grade	2	
10th Grade	3	
11th Grade	4	
12th Grade (graduated high school)	5	
1 or 2 years special training in vocational or trade school	6	
1st year college (freshmin)	7	
2nd year college (sophmore)	8	
3rd year college (Junior)	9	
4th year college or more	0	

↓
TERMINATE HERE

3d. Now let's talk about your plans for the next few years ... what do you think you might be doing?

_____ 21-

_____ 22-

IF RESPONDENT REFERS TO MILITARY/ARMED SERVICES WITHOUT NAMING SPECIFIC SERVICE ASK Q. 3e; OTHERWISE SKIP TO Q. 4.

3e. Do you have any particular branch of the Armed Services in mind?

Yes ... (ASK Q. 3f)	1	23-
No ... (SKIP TO Q. 4)	2	

3f. Which branch is that? (DO NOT READ)

Air Force	1	24-
Army	2	
Marine Corps	3	
Navy	4	
Other (SPECIFY)		

4. Now, I'm going to read you a list of several things which young men might consider while in their late teens or early twenties. For each one I read, please tell me if there is "some possibility" or "no possibility at all" that you might spend time doing that. READ ENTIRE LIST BEFORE ASKING Q. 4a, STARTING WITH THE ✓'d STATEMENT.

FOR EACH "OCCUPATION" WHERE "SOME POSSIBILITY" IS ANSWER (CODE 1), ASK:

4a. You said there was "some possibility" that you might spend some time (NAME OCCUPATION). Would you be "very likely," "fairly likely" or "not very likely" to do that?

READ ✓'d STATEMENT FIRST		Q. 4 SOME POSS.	Q. 4 NO POSS.		Q. 4a VERY LIKELY	Q. 4a FAIRLY LIKELY	Q. 4a NOT VERY LIKELY
Working on construction jobs	(25)	1	2	(36)	3	2	1
Working in a business office	(26)	1	2	(37)	3	2	1
Travelling around seeing the country . .	(27)	1	2	(38)	3	2	1
Attending college or school full time .	(28)	1	2	(39)	3	2	1
Working in a factory	(29)	1	2	(40)	3	2	1
Working in a laboratory or other technical job	(30)	1	2	(41)	3	2	1
✓ Working in a retail store	(31)	1	2	(42)	3	2	1
Serving in any of the Armed Forces . . .	(32)	1	2	(43)	3	2	1
Being unemployed and job hunting	(33)	1	2	(44)	3	2	1
Working in a civil service job	(34)	1	2	(45)	3	2	1
Working on a farm	(35)	1	2	(46)	3	2	1

4b. Have you had any past military service including the National Guard, a paid college military program, or any of the Reserve Forces? (47-77) 78-

Yes ... (ASK Q. 4c AND TERMINATE) . . . 1
No ... (SKIP TO Q. 4d) 2

IF "YES," ASK:

4c. Which branch of the Armed Services was that? (DO NOT READ)

Air Force ... 3 Army ... 4 Marine Corps ... 5 Navy ... 6 Other _____ (SPECIFY) 7

TERMINATE AND RECORD YOUR NAME AND DATE BELOW

4d Are you now under any written obligation to serve in any of the armed services, including the National Guard, a paid college program, or any of the Reserve forces?

Yes .. 79-1 (ASK REMAINDER OF Q. 4)

No .. -2 THIS IS AN ELIGIBLE RESPONDENT - GO TO LONG FORM

4e. Which branch of the armed services is that? (DO NOT READ)

Air Force ... 79-3 Army ... 4 Marine Corps ... 5 Navy ... 6 Other _____ (SPECIFY)

4f. Had you signed up to serve before September 8th of this year?

Yes, before September 8th ... 79-8 [NOT ELIGIBLE]
No, after September 8th ..... -9 [ELIGIBLE]

4g. On approximately what date did you sign up? (SPECIFY DAY AND MONTH)

_____

ALL WHO SIGNED UP AFTER SEPTEMBER 8th, GO TO LONG FORM.

TERMINATE IF SIGNED UP BEFORE SEPTEMBER 8th. RECORD YOUR NAME AND DATE BELOW. BE SURE TO PUT ID NUMBER ON TOP OF PAGE 1.

INTERVIEWER: _____ DATE: _____

COMPLETE INTERVIEW ONLY IF QUALIFIED MALE HAS NO MILITARY ASSOCIATION ("NO" TO BOTH Q. 4b and 4d)

NOW LOOK BACK TO QUESTION 4:

IF RESPONDENT SAID "NO POSSIBILITY AT ALL" OF SERVING IN THE ARMED FORCES, SKIP TO Q. 6

OR

ASK Q. 5 IF "SOME POSSIBILITY" OF SERVING IN THE ARMED FORCES.

GROUP ∅ 7

5. Just think for a moment about (NAME SERVICE MARKED ∅1). Is there any possibility at all that you would serve in this branch of the armed services? (REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED BEFORE ASKING Q. 5a)

5a. (IF "YES" OR "DON'T KNOW" TO Q. 5 ASK:) Would you say you would be very likely, fairly likely, or not very likely to enter (NAME SERVICE)?

ASK IN NUMERICAL ORDER:		Q. 5		Q. 5a VERY LIKELY	Q. 5a FAIRLY LIKELY	Q. 5a NOT VERY LIKELY
(2)	Air Force	(47) Yes, poss. . . . 1 Don't know . . . 2	→ (51)	3	2	1
		No, not poss . . 3				
(4)	Army	(48) Yes, poss. . . . 1 Don't know . . . 2	→ (52)	3	2	1
		No, not poss . . 3				
(3)	Marine Corps	(49) Yes, poss . . . 1 Don't know . . . 2	→ (53)	3	2	1
		No, not poss . . 3				
(1)	Navy	(50) Yes, poss . . . 1 Don't know . . . 2	→ (54)	3	2	1
		No, not poss . . 3				

6. Now, regardless of your own personal plans, I would like to know how you feel about the idea of enlistment in each armed service for the average young man of your age.

For the average young men of your age, do you think enlisting in the (NAME SERVICE MARKED ∅1) is an excellent idea, good idea, fair idea or poor idea?

(REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED AND REPEAT RATING SCALE AS NECESSARY)

ASK IN NUMERICAL ORDER			IDEA OF ENLISTING IS: Excellent	Good	Fair	Poor
(2)	Air Force	55-	4	3	2	1
(4)	Army	56-	4	3	2	1
(3)	Marine Corps	57-	4	3	2	1
(1)	Navy	58-	4	3	2	1

START CD
DUP (1-14)

7. Now I'd like to read you several statements. They may or may not apply to one or more of the armed services. After I read each statement, please tell me whether or not you think it applies to any of the armed services....The first statement is ... (NOW READ STATEMENT WITH RED "✓")

Do you think this statement applies to any of the Armed Services?

(CIRCLE CODE FOR "YES" OR "NO" BELOW; THEN ASK Q. 7a BEFORE READING NEXT STATEMENT. BE SURE TO READ ALL STATEMENTS)

IF "YES," ASK:
7a. To which service or services does it apply?
(CIRCLE ONE OR MORE ANSWERS)

(START HERE)		Q.7 Applies To Armed Services		Q. 7a Statement Applies to			
		Yes	No	Air Force	Army	Marine Corps	Navy
( ) Gives you an opportunity to better your life	15-	1	2	26- 1	2	3	4
( ) Trains you for leadership . .	16-	1	2	27- 1	2	3	4
( ) Teaches you a valuable trade.	17-	1	2	28- 1	2	3	4
( ) Gives you a college education while you serve	18-	1	2	29- 1	2	3	4
( ) Allows you to see many different countries of the world	19-	1	2	30- 1	2	3	4
( ) Allows you to have a family life	20-	1	2	31- 1	2	3	4
( ) Is a career you can be proud of	21-	1	2	32- 1	2	3	4
( ) Has other men you would like to work with	22-	1	2	33- 1	2	3	4
( ) Gives you the job you want .	23-	1	2	34- 1	2	3	4
( ) Gives you a job which is challenging	24-	1	2	35- 1	2	3	4
( ) Pays well to start	25-	1	2	36- 1	2	3	4

(Dup 1-14)
CD 6

8a. During the past month, have you seen or heard any advertising for the Navy, in particular?

(15)

Yes ... -1 ——→ ASK Q. 8b

No ... -2 ——→ GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Navy during the past month? (READ LIST)

	YES (16)		NO
Television?	1		a
Radio?	2	--(ASK Q. 8c)	a
Billboards?	3	--(ASK Q. 8f)	a
Newspapers?	4		a
Magazines?	5		a
Mailings to your home?	6		a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Navy during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

8e. What do you recall hearing in the radio advertising for the Navy in the past month?
(PROBES: What did it say? What else do you remember?)

_____ 24-

_____ 25-

_____ 26-

_____ 27-

_____ 28-

8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-

_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Navy in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-

_____ 32-

_____ 33-

_____ 34-

_____ 35-

8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-

_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Air Force in particular?

(15)

Yes ... -1 ⟶ ASK Q. 8b

No ... -2 ⟶ GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Air Force during the past month? (READ LIST)

	YES (16)		NO
Television?	1		a
Radio?	2	--(ASK Q. 8e)	a
Billboards?	3	--(ASK Q. 8g)	a
Newspapers?	4		a
Magazines?	5		a
Mailings to your home?	6		a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8c.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Air Force during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

8e. What do you recall hearing in the radio advertising for the Air Force in the past month?
(PROBES: What did it say? What else do you remember?)

_____ 24-

_____ 25-

_____ 26-

_____ 27-

_____ 28-

8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 29-

_____ 30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE OR TO Q. 9 IF NEXT PAGE IS WHITE

8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Air Force in the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 31-

_____ 32-

_____ 33-

_____ 34-

_____ 35-

8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

_____ 36-

_____ 37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9 IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Marine Corps, in particular?

(15)

Yes ... -1 ⟶ ASK Q. 8b

No ... -2 ⟶ GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9 IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Marine Corps during the past month? (READ LIST)

	YES (16)		NO
Television?	1		0
Radio?	2	--(ASK Q. 8c)	0
Billboards?	3	--(ASK Q. 8g)	0
Newspapers?	4		0
Magazines?	5		0
Mailings to your home? . . .	6		0

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Marine Corps during the past month?
(PROBE: What did it say? What did it show? What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

9. Now I would like to read you a few statements, which may or may not have been made by some of the armed services. As I read the statement, I will say the word "service" instead of the particular service or services who made the statement. The first statement is (READ STATEMENT WITH THE WORD " ")

9a. Do you recall any of the armed services making this statement? (CIRCLE CODE FOR "YES" OR "NO")

(IF "YES" TO Q. 9a, ASK:) 9b. Which service or services made this statement? (CIRCLE ONE OR MORE ANSWERS)

ASK ALL (WHETHER "YES" OR "NO" TO Q. 9a):

9c. How interested are you, if this statement I just read -- are you very interested, fairly interested, not very interested, or not at all interested? (CIRCLE CODE FOR APPROPRIATE RATING FOR EACH STATEMENT UNDER Q. 9c BELOW)

(REPEAT ALL APPROPRIATE QUESTIONS FOR EACH STATEMENT UNTIL ENTIRE LIST READ)

START HERE		Q.9a		Q.9b					ASK EVERYONE Q.9c:			
		YES	NO	AIR FORCE	ARMY	MARINE CORPS	NAVY	DK	VERY INT.	FAIRLY INT.	NOT VERY INT.	NOT AT ALL INTERESTED
)	The SERVICE can train you in one of more than 250 skills 19-	1	2	27-1	2	3	4	5	39-4	3	2	1
)	For 200 years the SERVICE has kept its ranks small and its standards high . . . 16-	1	2	28-1	2	3	4	5	40-4	3	2	1
)	When you sign up for the SERVICE today, you can also sign up for Europe 17-	1	2	29-1	2	3	4	5	41-4	3	2	1
)	The SERVICE recruiter will tell you what career training you qualify for, even before you enlist 18-	1	2	30-1	2	3	4	5	42-3	3	2	1
)	Go for pride. See a SERVICE recruiter 19-	1	2	31-1	2	3	4	5	43-4	3	2	1
)	Join the people who join the SERVICE 20-	1	2	32-1	2	3	4	5	44-4	3	2	1
)	No other service offers more educational opportunities than the SERVICE 21-	1	2	33-1	2	3	4	5	45-4	3	2	1
)	Meet its challenge, master its opportunity, live its adventure - in the SERVICE. 22-	1	2	34-1	2	3	4	5	46-4	3	2	1
)	Further your education through the Community College of the SERVICE where you can learn while you earn 23-	1	2	35-1	2	3	4	5	47-4	3	2	1
)	If you qualify, the SERVICE will train you in one of 70 career fields 24-	1	2	36-1	2	3	4	5	48-4	3	2	1
)	Look up--be looked up to in the SERVICE 25-	1	2	37-1	2	3	4	5	49-4	3	2	1
)	There is a SERVICE education program called PROJECT AHEAD, which lets me earn my college credits while in the SERVICE with the SERVICE paying [illegible] 75% of my tuition 26-	1	2	38-1	2	3	4	5	50-4	3	2	1

START CD 18
DUP (1-14)

10a. Thank you for giving us your opinions about the advertising. Now I have some questions about things you, yourself, have done ...

Which of the following activities related to the military have you, yourself, done in the past five years? (READ LIST STARTING WITH ✓'D ITEM: DO NOT ASK Q. 10b UNTIL ENTIRE LIST READ)

FOR EACH DONE IN PAST 5 YEARS, ASK Q. 10b (AND Q. 10c IF "YES" TO PAST 3 MOS.)

10b. Have you (READ STATEMENT) in the past three months?

10c. For which service or services was that?

START HERE		10a. DID IN PAST 5 YRS. (15)	10b. DID IN PAST 3 MOS. YES (17)	NO	10c. WHICH SERVICE OR SERVICES AIR FORCE	ARMY	MARINE CORPS	NAVY
(✓)	Have you gone to a recruiting station and talked to a recruiter?	1	1	2	19-1	2	3	4
( )	Have you talked to a recruiter somewhere other than at a recruiting station?	2	2	2	20-1	2	3	4
( )	Have you heard a recruiter give a talk at your high school?	3	3	2	21-1	2	3	4
( )	Have you talked to a recruiter by telephone?	4	4	2	22-1	2	3	4
( )	Have you discussed enlistment with friends?	5	5	2	23-1	2	3	4
( )	Have you discussed relative benefits of each service with friends	6	6	2	24-1	2	3	4
( )	Have you discussed enlistment with friends already in the service? . .	7	7	2	25-1	2	3	4
( )	Have you talked with a guidance counselor at school about enlistment?	8	8	2	26-1	2	3	4
( )	Have you talked with your Father about enlistment?	9	9	2	27-1	2	3	4
( )	Have you talked with your Mother about enlistment?	0	0	2	28-1	2	3	4
( )	Have you had at least one full year of ROTC in high school or college for one of the armed services?	(16) 1	(18) 1	2	29-1	2	3	4
( )	Have you inquired into entering a military college?	2	2	2	30-1	2	3	4
( )	Are you actually enrolled in a military college now?	3	3	2	31-1	2	3	4
( )	Have you inquired into an Officer Candidate program?	4	4	2	32-1	2	3	4
( )	Have you taken an aptitude test in high school given by the armed services?	5	5	2	33-1	2	3	4

ASK EVERYONE:

10c. Have you received any mailing from the armed services during the past 3 months without requesting it?

		IF "YES" TO 10c, d OR e, ASK: Which service or services was that?				
		AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
Received mailing	(34) -1	35-1	-2	-3	-4	-x
Did not (SKIP TO 10f)	-2					

10d. Have you read any of these mailings during the past 3 months?

Read	(36) -1	37-1	-2	-3	-4	-x
Did not read (SKIP TO Q. 10f)	-2					

10e. Have you responded to any of the armed services mailings?

Responded	(38) -1	39-1	-2	-3	-4	-x
Did not	-2					

ASK EVERYONE:

10f. During the past 3 months have you called a toll free number which you saw in a service advertisement?

		IF "YES" ASK: Which service or setvices was that?				
		AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
Called	(40) -1	41-1	-2	-3	-4	-x
Did Not Call .	-2					

10g. In the past 3 months have you sent in any magazine or newspaper coupon from a service advertisement?

Yes	(42) -1	43-1	-2	-3	-4	-x
No	-2					

Now we would like to ask you about how much time you spend with radio and television. We're interested also in some of your likes and dislikes.

11. About how many hours did you watch <u>television</u>: (READ A, B, C AND WRITE IN SPACE NUMBER OF FULL OR PARTIAL HOURS)

	# HOURS WATCHED YESTERDAY	
11a. Before 7:30 p.m. yesterday?	_____ None ... 0	45-
11b. What about from 7:30 p.m. to 11:00 p.m. yesterday?	_____ None ... 0	46-47-
11c How about after 11 p.m. yesterday?	_____ None ... 0	48-49-

12. Next, about radio ... About how many hours did you listen to the radio: (READ Q. 12a THROUGH e AND WRITE IN EXACT FULL OR PARTIAL HOURS)

	# HOURS LISTENED YESTERDAY	
a. Between 6:00 a.m. and 10:00 a.m. yesterday?	_____ None ... 0	50-51-
b. Between 10:00 a.m. and 3:00 p.m. yesterday?	_____ None ... 0	52-53-
c. Between 3:00 p.m. and 7:00 p.m. yesterday?	_____ None ... 0	54-55-
d. Between 7:00 p.m. and midnight yesterday?	_____ None ... 0	56-57-
e. After midnight last night?	_____ None ... 0	58-59-

12f. Some people prefer certain kinds of radio shows to others. We would like to know what types of programs <u>you</u> yourself listen to ...

For each type of radio program I mention, please tell me whether you listen to it regularly, occasionally, or almost never. (READ LIST)

START HERE		REGULARLY	OCCASIONALLY	ALMOST NEVER	
☐	News	1	2	3	60-
☐	Rock and Roll	1	2	3	61-
☐	Rhythm & Blues	1	2	3	62-
☐	Country and Western Music . . .	1	2	3	63-
☐	Popular Music	1	2	3	64-
☐	Classical Music	1	2	3	65-
☐	Talk Shows	1	2	3	66-
☐	Soul or Jazz	1	2	3	67-
☐	Sports Events	1	2	3	68-
☐	Religious Programs	1	2	3	69-

13a. Considering Monday through Friday of the last full week, on how many days out of those five did you, yourself, read or look into at least one newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 Five ... 5 70-

13b. What about the Sunday newspaper ... out of the past <u>four</u> Sundays, on how many did you, yourself, read or look into a Sunday paper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 71-

. What about the magazine section -- out of the past <u>four</u> Sundays, on how many did you, yourself, read or look into the Magazine Section of the Sunday newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4

14. We would also like to know something about the magazines you read. For each magazine I name, please tell me how many issues out of the last four you have read or looked into, if any: (READ ENTIRE LIST. IF "NOT SURE," ASK FOR BEST ESTIMATE)

		OUT OF LAST FOUR ISSUES, READ:				
		NONE	ONE	TWO	THREE	FOUR
Car & Driver	15	0	1	2	3	4
Ebony	16	0	1	2	3	4
Esquire	17	0	1	2	3	4
Field & Stream	18	0	1	2	3	4
Jet	19	0	1	2	3	4
Letterman	20	0	1	2	3	4
Exploring	21	0	1	2	3	4
Mechanics Illustrated	22	0	1	2	3	4
Motor Trend	23	0	1	2	3	4
National Geographic	24	0	1	2	3	4
Newsweek	25	0	1	2	3	4
Car Craft	26	0	1	2	3	4
Outdoor Life	27	0	1	2	3	4
Penthouse	28	0	1	2	3	4
People	29	0	1	2	3	4
Hunting	30	0	1	2	3	4
Popular Mechanics	31	0	1	2	3	4
Popular Science	32	0	1	2	3	4
Reader's Digest	33	0	1	2	3	4
Road & Track	34	0	1	2	3	4
Sport	35	0	1	2	3	4
Sporting News	36	0	1	2	3	4
Sports Afield	37	0	1	2	3	4
Sports Illustrated	38	0	1	2	3	4
Flying	39	0	1	2	3	4
Time	40	0	1	2	3	4
Hot Rod	41	0	1	2	3	4
TV Guide	42	0	1	2	3	4
Senior Scholastic	43	0	1	2	3	4
U.S. News & World Report	44	0	1	2	3	4
Cycle	45	0	1	2	3	4

CLASSIFICATION SECTION

And now, some questions so that we may put together the answers of people with similar family characteristics. Remember that all the information you give us is completely confidential ...

A-1 Using one of the descriptions I read, please tell me the kind of household you live in now ... (READ LIST. RECORD BELOW UNDER COL A-1)

A-2 And in which of these types of households were you living in August of this year? (REPEAT LIST IF NECESSARY AND RECORD UNDER A-2)

	A-1 46	A-2 47
With parents or guardian at home	1	1
Your own home where you are the head of the household	2	2
A dormitory or some other college building, or	3	3
Alone or with friends outside a dormitory type building*	4	4

B. Do you have any children?

48

Yes . . . 1 ⟶ ASK: How many children do you have? _____ 49

No . . . 2

C. Are you married, single, separated or divorced?

Married . . . 1 Single . . . 2 Separated/Divorced . . . 3 50

D. Are you enrolled in some form of full-time education for the 1975-76 school year?

Yes . . . 1 No . . . 2 51

E-1. Are you currently employed?

Yes . . . 1 No . . . 2 (SKIP TO F) 52

E-2. About how many hours a week do you work at a paid job? 53

Hours: _____ 54

E-3. At what occupation are you currently employed? (PROBE FOR INDUSTRY AND POSITION)

_____ 55-

_____

F-1. Have you been unemployed, but looking for work at any time during the past two years?

Yes . . . 1 No . . . 2 (SKIP TO G) 56-

F-2. About how many months were you out of work, and also looking for work?

Months: _____ 57-

F-3. What months were they and in what year?

SPECIFY MONTHS: _____ 58-

CIRCLE YEAR: 1973 . . . 1 1974 . . . 2 1975 . . . 3 59-

G. Which of the following categories comes closest to <u>your</u> expected personal earnings before taxes in 1975? (READ LIST)

60

$500 or less	1
More than $500 to $1,000	2
More than $1,000 to $2,500	3
More than $2,500 to $5,000	4
More than $5,000 to $7,500	5
More than $7,500 to $10,000	6
More than $10,000 to $15,000	7
More than $15,000 to $20,000	8
More than $20,000	9
(DON'T READ) ... Refused	y

H-1. Has your father spent any time on active duty in the armed forces? 6

Yes . . . 1 No . . . 2 (SKIP TO I)

H-2. Which service was he in? 67

Air Force	1
Army	2
Marine Corps	3
Navy	4
Other (SPECIFY) _____	5
Don't know	x

H-3. About how much time did he spend on active duty? 68

(SPECIFY # YEARS)

I. Which of the following categories comes closest to your father's annual income? If he is no longer working, please indicate his income while he was still working. (READ LIST) 69

Less than $5,000	1
More than $5,000 to $7,500	2
More than $7,500 to $10,000	3
More than $10,000 to $15,000	4
More than $15,000 to $20,000	5
More than $20,000	6
DON'T READ --- Don't Know	x
DON'T READ --- Refused	y

J. Do you have any close relatives other than your father or friends who have recently spent a year or more in any of the armed services? 70

Yes . . . 1 ⟶ Which service(s) were they in? 71
No . . . 2

Air Force	1
Army	2
Marine Corps	3
Navy	4
Other (SPECIFY) _____	5

K. Was your overall grade level in high school ... (READ ENTIRE LIST) 72-1

Above average	72-1
Slightly above average	-2
About average	-3
Slightly below average	-4
Below average	-5

L. Was the educational program you were in ... (READ LIST) 73-1

College preparatory	73-1
Commercial training, or	-2
Industrial/vocational	-3

M. Which of the following mathematics courses, if any, did you take and pass in high school? (READ LIST) 74-1

Elementary Algebra	74-1
Plane geometry	-2
Intermediate Algebra	-3
Trigonometry	-4
None of Above	-5

N. Did you take and pass any electricity or electronics courses in high school?

Yes . . . 71-1 No . . . 2 (72-79) (80-9

O. Did you have any military training in high school? START CD 10 DUP (1-14)

Yes ... 15-1 ⟶ Would you please describe it?
No ... -2

_____ 16-

_____ 17-

P. Do you own a car?

Yes ... 18-1 ⟶ Does it have a radio that works? Yes ... 19-1
No ... -2 No ... -2

Q. Do you own a portable battery-operated radio in working condition?

Yes ... 20-1
No ... -2

R. Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as ... (READ LIST)

Cuban 21-1
Mexican-American . . . . . -2
Puerto Rican . . . . . -3
Other Spanish . . . . . -4
American Indian . . . . . -5
Black . . . . . -6
Oriental, or . . . . . -7
White? . . . . . -8
Refused . . . . . -9

YOUR OPINIONS HAVE BEEN VERY HELPFUL AND I APPRECIATE THE TIME YOU TOOK TO PARTICIPATE IN THIS SURVEY. THANK YOU.

TIME ENDED: _____

INTERVIEWER'S NAME: _____ DATE: _____ 22- 23-

IMPORTANT: HAVE YOU RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD FORM ON PAGE 1 OF THE SCREENING QUESTIONNAIRE?

FOR OFFICE USE ONLY:
71-
72-
73-
74-
75-
76-
77-
78-
79

80-0

E. ADVERTISING RECALL

AIR FORCE ADVERTISING RECALL

	Test Period	
	Test Markets (1088)	Control Markets (548)
Recall Advertising On The Radio	75.3	73.4
Copy Points		
The Air Force can train you in one of more than 250 skills	1.0	.1
Further your education through the Community College of the Air Force where you can learn while you earn	-	-
Look up - be looked up to in the Air Force	-	.1
Find yourself in the Air Force	-	.1
Join the Air Force	1.0	1.2
Fly with us	-	.7
Go Air Force	-	.1
All other correct	-	-
Incorrect	.2	-
Recall Advertising On Billboards		
Copy Points		
The Air Force can train you in one of more than 250 skills	.1	-
Further your education through the Community College of the Air Force where you can learn while you earn	.1	-
Look up - be looked up to in the Air Force	.2	.1
Find yourself in the Air Force	.1	.1
Join the Air Force	5.9	6.2
Fly with us	.8	-
Go Air Force	1.2	1.1
All other correct	.3	-
Incorrect	.9	.7

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising On The Radio	Test Period: Test Markets	Test Period: Control Markets
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.3	-
Improving yourself (unspecified)/better yourself	.3	.1
Makes a man out of you/builds men	-	.1
Make something of yourself/be somebody	.2	-
Challenging/better future	.9	1.2
Few good men	.2	.4
Something you can be proud of	-	.5
Job Career Opportunities		
Careers available (unspecified)	.8	.4
Jobs available (unspecified)	1.3	.4
Good careers/challenging careers	.7	.5
Good jobs/challenging jobs	.7	.5
Life time career in the service	.1	-
Variety of jobs/careers offered	1.0	.5
Pick your job/choose your career	.5	-
Job opportunities in electronics (unspecified)	-	.1
Job opportunities in radio electronics/radar	-	.1
Job opportunities in mechanics	-	.1
Job opportunities in computer fields	.3	-
Financial Benefits		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.7
Mention of pay/salary (unspecified)	.5	.5
Pays for education/helps pay education	.4	-
Free room and board	-	.1
Medical care/free medical care	.1	.4
Guaranteed employment/job security	.2	.5
Good/Better Life Style		
Exciting life	-	.1
Meet people/make friends	.3	.1
Better life/good life (unspecified)	.5	.1

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising On The Radio	Test Period: Test Markets	Test Period: Control Markets
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	-	.1
Relaxed restrictions/regulations	-	.1
Altruistic Appeal		
Support/protect/serve your country	.5	-
Years of distinguished service/tradition	.1	-
Travel		
Travel (unspecified)	.5	.7
See the world	.5	.1
Miscellaneous		
Opportunities (unspecified)	1.5	1.1
Benefits (unspecified)	.4	.1
To enlist/get you to enlist (unspecified)	5.5	6.4
Toll free number to call/number of recruiter	.9	.9
Best branch of the service/offer more	.3	.1
Don't remember/can't recall/remember nothing	1.8	1.1
Recall Advertising On Billboards		
Training (Other Than Formal Schooling		
Training (unspecified)	.4	.5
The service can train you in a variety of fields	.5	.4
Trains you for skills/jobs/trades/ careers (unspecified)	2.6	2.2
Trains you in technical fields/technology training (unspecified)	.4	.1
Trains you in aircraft technology	.1	-
Trains you in electronics (unspecified)	.2	-
Trains you in mechanics (unspecified)	.1	-
Computer training	.1	-
Training in engineering	-	.1
Train to fly/train to be pilot	2.1	2.3
Training program (emphasis on program)	.1	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	1.0	.9
Mentions of getting a college education while in the service	.5	1.5
Service pays for your education/pays for all of or part of tuition	.3	.4
Mentions of ROTC programs	.2	.4
Mentions of project ahead/head start	-	.1
Mentions of going to Air Force Academy	-	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.7	.5
Improving yourself (unspecified)/better yourself	.8	1.2
Makes a man out of you/builds men	.2	-
Make something of yourself/be somebody	.3	-
Challenging/better future	1.8	1.6
Few good men	.4	.4
Something you can be proud of	.4	.7
Job Career Opportunities		
Careers available (unspecified)	1.8	1.5
Jobs available (unspecified)	1.4	1.1
Good careers/challenging careers	.8	1.6
Good jobs/challenging jobs	1.0	2.0
Life time career in the service	.2	.1
Variety of jobs/careers offered	.5	.1
Pick your job/choose your career	.4	.5
Job opportunities in technical fields (unspecified)	.1	-
Job opportunities in aircraft technology	.1	-
Job opportunities in mechanics	-	.4
Job opportunities in computer fields	.1	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Financial Benefits		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.7
Mention of pay/salary (unspecified)	.3	.1
Pays for education/helps pay education	.3	.4
Free room and board	.1	-
Medical care/free medical care	.1	-
Guaranteed employment/job security	.5	.1
Travel		
Travel (unspecified)	.2	1.2
See the world	.4	.4
Travel within the USA	.1	-
Miscellaneous		
Opportunities (unspecified)	2.6	3.1
Benefits (unspecified)	.5	.1
To enlist/get you to enlist (unspecified)	15.7	18.4
Toll free number to call/number of recruiter	3.8	6.4
Best branch of the service/offer more	.4	1.1
Don't remember/can't recall/remember nothing	1.7	1.2
All other not elsewhere classified	.1	-
Recall Advertising Other Than On Radio/Billboards		
Copy Points		
The Air Force can train you in one of more than 250 skills	.1	-
Further your education through the Community College of the Air Force where you can learn while you earn	-	-
Look up - be looked up to in the Air Force	-	-
Find yourself in the Air Force	-	-
Join the Air Force	1.1	.7
Fly with us	.5	-
Go Air Force	-	-
All other correct	-	-
Incorrect	.2	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising Other Than On Radio/Billboards	14.7%	11.7%
Training (Other than formal schooling)		
Training unspecified	.4	-
The service can train you in a variety of fields	.2	.1
Trains you for skills/jobs/trades/careers (unspecified)	1.1	1.1
Trains you in technical fields/technology training (unspecified)	.5	.4
Trains you in aircraft technology	.2	-
Trains you in electronics (unspecified)	.2	-
Trains you in mechanics (unspecified)	.1	.1
Medical/dental training	.1	-
Computer training	.2	-
Training in engineering	.1	.4
Train to fly/train to be pilot	1.2	.4
Training in communications	-	-
Training program (emphasis on program)	-	.1
All other mentions of training for jobs/ skills/careers	.1	-
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training	.9	.5
Mentions of getting a college education while in the service	.5	.4
Service pays for your education/pays for all of or part of tuition	.2	.1
Mentions of ROTC programs	.4	.7
Mentions of going to Air Force Academy	-	-
Military Training/Pride/Personal Development & Challenge		
Teaches you leadership/trains you for leadership	.2	.1
Improving yourself (unspecified)/better yourself	.4	-
Makes a man out of you/builds men	.2	-
Challenging/better future	.5	.4
Few good men	.1	.4

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising Other Than On Radio/Billboards	Test Period: Test Markets	Test Period: Control Markets
Job Career Opportunities		
Careers available(unspecified)	.7	.5
Jobs available (unspecified)	.8	.1
Good careers/challenging careers	.5	.5
Good jobs/challenging jobs	.5	.1
Life time career in the service	.4	-
Variety of jobs/careers offered	.5	-
Pick your job/choose your career	.2	-
Financial Benefits		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	-
Mention of pay/salary (unspecified)	.2	.1
Pays for education/helps pay education	.2	.1
Guaranteed employment/job security	.3	-
Good retirement benefits	.1	-
Good/Better Life Style		
Exciting life	.2	-
Better life/good life (unspecified)	.2	.5
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	.2	-
Relaxed restrictions/regulations	-	.1
Open to women/equal opportunity for women	.1	-
Equal opportunity for ethnic groups	.1	-
Altruistic Appeal		
Support/protect/serve your country	.1	-
Travel		
Travel (unspecified)	.7	.1
See the world	.3	-
Travel within the USA	.1	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

Recall Advertising Other Than On Radio/Billboards	Test Period: Test Markets	Test Period: Control Markets
Miscellaneous		
Opportunities (unspecified)	1.7	1.2
Benefits (unspecified)	.5	.5
To enlist/get you to enlist (unspecified)	7.5	4.0
Toll free number to call/number of recruiter	.9	.5
Best branch of the service/offer more	.3	.4
Don't remember/can't recall/remember nothing	1.0	.9
All other not elsewhere classified	.2	-
Recall Advertising On The Radio	13.5	11.5
Training (Other than formal schooling)		
Training (unspecified)	.5	.1
The service can train you in a variety of fields	.5	.4
Trains you for skills/jobs/trades/careers (unspecified)	2.6	2.0
Trains you in technical fields/technology training (unspecified)	.4	.1
Trains you in aircraft technology	.2	-
Trains you in electronics (unspecified)	.1	.1
Trains you in radio electronics/radar	.1	-
Trains you in mechanics (unspecified)	.3	.4
Computer training	.1	-
Training in engineering	.2	-
Train to fly/train to be pilot	1.6	.1
Education (Other than job training)		
Mentions of education (unspecified) (no mention of job or job training)	1.2	.5
Mentions of getting a college education while in the service	.8	.4
Service pays for your education/pays for all of or part of tuition	.4	-
Mentions of ROTC programs	.2	.4
Mentions of/going to Air Force Academy	-	-

(CONTINUED)

ARMY ADVERTISING RECALL

	Test Period	
	Test Markets	Control Markets
Recall Advertising On The Radio		
Copy Points	(1092) 80.0	(548) 75.9
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	1.3	-
Today's Army wants to join you	1.8	1.1
Army jobs are open now	-	-
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank you're testing	.1	-
All other correct	.2	.2
Incorrect	.1	.5
Recall Advertising On The Billboards		
Copy Points		
Join the people who join the Army, you could go a long, long way/join the Army	7.4	7.5
When you sign up for the Army today you can also sign for Europe	-	.2
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	.6	.4
Today's Army wants to join you	4.9	5.8
Army jobs are open now	-	.2
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank you're testing	-	-
All other correct	.5	.2
Incorrect	.6	1.1

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising On The Radio	33.1%	18.3%
Training (Other Than Formal Schooling)		
Training (unspecified)	.6	.2
The service can train you in a variety of fields	.4	.4
Trains you for skills/jobs/trades/careers (unspecified)	3.2	1.4
Trains you in technical fields/technology training (unspecified)	.1	.2
Medical/dental training	.1	-
Computer training	.1	-
Train to fly/train to be pilot	.2	-
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	2.7	1.4
Mentions of getting a college education while in the service	6.2	.5
Service pays for your education/pays for all of or part of tuition	2.5	1.1
Mentions of ROTC programs	.6	.8
Mentions of project ahead/head start	.9	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.2	.4
Improving yourself (unspecified)/better yourself	1.3	1.1
Makes a man out of you/builds men	.1	.2
Make something of yourself/be somebody	.5	.2
Challenging/better future	3.0	.9
Few good men	.5	.8
Something you can be proud of	.2	.2
Job Career opportunities		
Careers available (unspecified)	1.4	.8
Jobs available (unspecified)	.7	.4
Good careers/challenging careers	1.2	.4
Good jobs/challenging jobs	1.4	1.1
Life time career in the service	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

Recall Advertising On The Radio	Test Period: Test Markets	Test Period: Control Markets
Job Career Opportunities (Continued)		
Variety of jobs/careers offered	.4	.2
Pick your job/choose your career	.7	.2
Job opportunities in technical fields (unspecified)	.2	-
Job opportunities in mechanics	-	.2
Job opportunities in engineering	-	.2
Job opportunities with machines/equipment (unspecified)	.1	-
Financial Benefits		
Good starting pay	.4	.2
Good pay/high pay/better pay	1.5	.8
Mention of pay/salary (unspecified)	.4	.2
Pays for education/helps pay education	2.5	1.1
Meals/food	-	.2
Guaranteed employment/job security	.2	.4
Good/Better Life Style		
Exciting life	.4	.4
Meet people/make friends	.1	.4
Better life/good life (unspecified)	.6	-
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	.5	.2
Relaxed restrictions/regulations	.2	.9
Open to women/equal opportunity for women	-	.2
Equal opportunity for ethnic groups	.1	-
All other comments for this section	.1	-
Altruistic Appeal		
Support/protect/serve your country	.6	-
Travel		
Travel (unspecified)	.9	.4
See the world	1.0	.4
Travel within the USA	.1	-
See Europe/travel in Europe	.2	-
Travel on the ocean/sea	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising On The Radio		
Miscellaneous		
Opportunities (unspecified)	2.6	1.7
Benefits (unspecified)	1.0	.4
To enlist/get you to enlist (unspecified)	15.3	8.4
Toll free number to call/number of recruiter	.9	.5
Best branch of the service/offer more	.5	-
Don't remember/can't recall/remember nothing	1.3	1.4
All other not elsewhere classified	.2	-
Recall Advertising On Billboards	35.9%	38.3%
Training (Other Than Formal Schooling)		
Training (unspecified)	.7	.4
The service can train you in a variety of fields	.6	.2
Trains you for skills/jobs/trades/ careers (unspecified)	2.7	3.5
Trains you in technical fields/technology training (unspecified)	.1	.5
Trains you in radio electronics/radar	.2	-
Trains you in mechanics (unspecified)	.2	-
Computer training	.1	.2
Train to fly/train to be pilot	-	.4
Training in communications	.1	-
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	1.4	1.8
Mentions of getting a college education while in the service	2.6	1.3
Service pays for your education/pays for all of or part of tuition	.9	.4
Mentions of ROTC programs	.7	1.3
Mentions of project ahead/head start	.6	.2
Mentions of/going to West Point/Army Academy	-	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Military Training/Pride/Personal Development and Challenge		
Teaches you leadership/trains you for leadership	.6	.5
Training in discipline/self control	.1	.2
Improving yourself (unspecified)/ better yourself	.8	.9
Makes a man out of you/builds men	.2	.8
Make something of yourself/be somebody	.1	1.1
Challenging/better future	1.8	2.2
Few good men	1.2	2.0
Something you can be proud of	.6	.9
Job Career Opportunities		
Careers available (unspecified)	1.4	2.2
Jobs available (unspecified)	1.7	1.8
Good careers/challenging careers	1.0	1.7
Good jobs/challening jobs	.9	.9
Lifetime career in the service	.2	-
Variety of jobs/careers offered	.7	.9
Pick your job/choose your career	.6	.8
Job opportunities in technical fields (unspecified)	.1	-
Job opportunities in mechanics	.2	.2
Financial Benefits		
Good pay/high pay/better pay	.6	.5
Mention of pay/salary (unspecified)	.4	.9
Pays for education/helps pay education	.9	.4
Guaranteed employment/job security	.1	.5
Travel		
Travel (unspecified)	.2	.8
See the world	.5	.9
Travel within the U.S.A.	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising On Billboards		
Miscellaneous		
Opportunities (unspecified)	3.0	2.9
Benefits (unspecified)	.6	.5
To enlist/get you to enlist (unspecified)	19.6	23.0
Toll free number to call/number of recruiter	4.6	4.8
Best branch of the service/offer more	.6	.5
Don't remember/can't recall/remember nothing	1.9	1.7
Recall Advertising Other Than Radio/Billboards		
Copy Points		
Join the people who join the Army, you could go a long, long way/join the Army	1.8	.9
When you sign up for the Army today you can also sign for Europe	.1	-
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	.2	.4
Today's Army wants to join you	.7	.4
Army jobs are open now	-	-
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank your testing	.2	-
All other correct	.2	-
Incorrect	-	-
Recall Advertising On The Radio		
Copy Points		
Join the people who join the Army, you could go a long, long way/join the Army	7.8	2.2
When you sign up for the Army today you can also sign for Europe	.2	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising Other Than On Radio/Billboards	10.6%	13.5%
Training (Other Than Formal Schooling)		
Training (unspecified)	.6	-
The service can train you in a variety of fields	.6	-
Trains you for skills/jobs/trades/careers (unspecified)	1.9	1.7
Trains you in technical fields/technology training (unspecified)	.1	.2
Trains you in aircraft technology	.1	-
Trains you in electronics (unspecified)	.1	-
Trains you in mechanics (unspecified)	.1	.2
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	.6	.8
Mentions of getting a college education while in the service	.7	.8
Service pays for all of or part of tuition	.4	.8
Mentions of ROTC programs	.4	.5
Mentions of project ahead/head start	.1	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.1	-
Improving yourself (unspecified)/better yourself	.4	.8
Makes a man out of you/builds men	.6	-
Make something of yourself/be somebody	.1	-
Challenging/better future	1.0	.5
Few good men	.1	.5
Something you can be proud of	.2	.4
Job Career Opportunities		
Careers available (unspecified)	.6	.5
Jobs available (unspecified)	.7	.4
Good careers/challenging careers	.2	.4
Good jobs/challenging jobs	.2	.2
Life time career in the service	-	.2
Variety of jobs/careers offered	.6	.9

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

Recall Advertising Other Than On Radio/Billboards	Test Period: Test Markets	Test Period: Control Markets
Financial Benefits		
Good starting pay	.2	-
Good pay/high pay/better pay	.6	.5
Mention of pay/salary (unspecified)	.1	.2
Pays for education/helps pay education	.4	.8
Good/Better Life Style		
Exciting life	.2	.4
Meet people/make friends	-	.5
Better life/good life (unspecified)	.2	-
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	.1	.2
Open to women/equal opportunity for women	.1	-
Equal opportunity for ethnic groups	.1	-
Altruistic Appeal		
Support/protect/serve your country	-	.4
Travel		
Travel (unspecified)	.2	.4
See the world	.1	.4
Travel within the USA	.1	-
See Europe/travel in Europe	.1	-
Travel on the ocean/sea	-	.2
Miscellaneous		
Opportunities (unspecified)	.6	1.1
Benefits (unspecified)	.2	-
To enlist/get you to enlist (unspecified)	6.2	4.9
Toll free number to call/number of recruiter	.5	.8
Best branch of the service/offer more	-	.2
Don't remember/can't recall/remember nothing	1.5	1.3
All other not elsewhere classified	.2	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL

	Test Period	
	Test Markets (1094)	Control Markets (546)
Recall Advertising On The Radio	75.7	72.0
Copy Points		
For 200 years the Marine Corps has kept its ranks small and its standards high	.8	-
Go for pride. See a Marine Corps Recruiter	.2	.2
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	7.1	2.7
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	.4	.2
Join the Marines	1.2	.7
All other correct	-	-
Incorrect	-	.2
Recall Advertising On Billboards		
Copy Points		
For 200 years the Marine Corps has kept its ranks small and its standards high	.1	-
Go for pride. See a Marine Corps Recruiter	.2	.2
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	12.6	14.1
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	2.1	2.0
Join the Marines	3.5	3.7
All other correct	-	-
Incorrect	.5	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

Recall Advertising On The Radio	Test Period: Test Markets	Test Period: Control Markets
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training	.4	-
Mentions of getting a college education while in the service	.8	.2
Service pays for your education/pays for all of or part of tuition	.2	-
Mentions of ROTC programs	.2	.2
Mentions of project ahead/head start	.1	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	1.1	.4
Training in discipline/self control	-	.2
Improving yourself (unspecified)/better yourself	.9	.4
Makes a man out of you/builds men	1.4	1.1
Challenging/better future	1.2	.4
Few good men	9.6	3.7
Something you can be proud of	2.0	.4
Job Career Opportunities		
Careers available (unspecified)	.2	.6
Jobs available (unspecified)	.5	.2
Good careers/challenging careers	.4	-
Good jobs/challenging jobs	.5	.2
Life time career in the service	.1	-
Variety of jobs/careers offered	.1	-
Job opportunities in computer field	.1	-
Financial Benefits		
Good starting pay	-	.2
Good pay/high pay/better pay	.1	.2
Pays for education/helps pay education	.2	-
Free room and board	.1	-
Enlistment bonus	.1	-
Medical care/free medical care	.1	-
Guaranteed employment/job security	-	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising On The Radio		
Good/Better Life Style		
Exciting life	.2	-
Better life/good life (unspecified)	.8	.6
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	.1	-
Equal opportunity for ethnic groups	.1	-
Altruistic Appeal		
Support/protect/serve your country	.5	.2
Years of distinguished service/tradition	2.3	-
Take pride in your country	.3	-
Travel		
Travel unspecified	.1	-
See the world	.2	-
Miscellaneous		
Opportunities (unspecified)	1.3	.2
Benefits (unspecified)	.2	-
To enlist/get you to enlist (unspecified)	9.5	4.4
Toll free number to call/number of recruiter	.8	.4
Best branch of the service/offer more	2.1	.6
Don't remember/can't recall/remember nothing	1.3	-
Recall Advertising On Billboards	33.1	31.9
Training (Other Than Formal Schooling)		
Training (unspecified)	.5	-
The service can train you in a variety of fields	.2	.4
Trains you for skills/jobs/trades/careers (unspecified	1.1	.9
Trains you in technical fields/technology training (unspecified)	.1	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Education (Other Than Job Training)		
Mentions of education(unspecified) (no mention of job or job training)	.3	.6
Mentions of getting a college education while in the service	.5	-
Service pays for your education/pays for all of or part of tuition	.2	-
Mentions of ROTC programs	.1	.2
Military Training/Pride/Personal Development And Challenge		
Specific mention of military training (unspecified)	.1	-
Teaches you leadership/trains you for leadership	1.4	.4
Training in discipline/self control	.2	.2
Improving yourself (unspecified)/better yourself	.8	2.0
Makes a man out of you/builds men	1.9	3.1
Make something of yourself/be somebody	.5	.6
Challenging/better future	.9	1.1
Few good men	16.7	17.1
Something you can be proud of	1.2	1.3
Job Career Opportunities		
Careers available (unspecified)	.4	.4
Jobs available (unspecified)	.4	.4
Good careers/challenging careers	.5	-
Good jobs/challenging jobs	.3	.2
Life time career in the service	.1	-
Variety of jobs/careers offered	.1	-
Pick your job/choose your career	.3	.4
Job opportunities in technical fields (unspecified)	-	.4
Financial Benefits		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.2
Mention of pay/salary (unspecified)	.2	.2
Pays for education/helps pay education	.2	-
Meals/food	-	.2
Free room and board	-	.2
Guaranteed employment/job security	-	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Travel		
Travel (unspecified)	.5	.2
See the world	.4	-
Miscellaneous		
Opportunities (unspecified)	.9	.9
Benefits (unspecified)	.3	.4
To enlist/get you to enlist (unspecified)	18.4	19.4
Toll free number to call/number of recruiter	2.5	3.3
Best branch of the service/offer more	2.1	2.4
Don't remember/can't recall/remember nothing	1.3	.6

Recall Advertising Other Than On Radio/Billboards		
Copy Points		
For 200 years the Marine Corps has kept its ranks small and its standards high	-	-
Go for pride. See a Marine Corps Recruiter	-	-
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	2.3	3.7
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	-	.2
Join the Marines	1.0	.9
All other correct	-	-
Incorrect	-	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising Other Than On Radio/Billboards	10.5%	16.0%
Training (Other Than Formal Schooling)		
The service can train you in a variety of fields	.4	-
Trains you for skills/jobs/trades/careers (unspecified)	.9	.6
Train to fly/to be pilot	-	.2
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	.3	-
Mentions of getting a college education while in the service	.2	.4
Service pays for your education/pays for all of or part of tuition	.2	.6
Mentions of ROTC programs	.1	-
Mentions of going to West Point/Army Academy	.1	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.6	.6
Improving yourself (unspecified)/better yourself	.2	.4
Makes a man out of you/builds men	.8	1.7
Make something of yourself/be somebody	.3	-
Challenging/better future	.6	.4
Few good men	3.0	5.5
Something you can be proud of	.5	.4
Job Career Opportunities		
Careers available (unspecified)	.3	.4
Jobs available (unspecified)	.3	.6
Good careers/challenging careers	.1	.2
Good jobs/challenging jobs	.2	-
Variety of jobs/careers offered	.3	.2
Pick your job/choose your career	.1	.2
Financial Benefits		
Good pay/high pay/better pay	-	.2
Pays for education/helps pay education	.2	.6
Good retirement benefits	.1	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising Other Than On Radio/Billboards		
Good/Better Life Style		
Exciting life	.1	-
Meet people/make friends	-	.2
Offers a different way of life	.1	-
Better life/good life (unspecified)	.1	-
Now Reformed/More Humane/Life		
Equal opportunity for ethnic groups	-	.2
Altruistic Appeal		
Support/protect/serve your country	.2	.2
Years of distinguished service/tradition	.1	.2
Take pride in your country	.2	-
Travel		
Travel (unspecified)	.2	.2
See the world	.2	.2
Miscellaneous		
Opportunities (unspecified)	.4	.7
Benefits (unspecified)	.2	.2
To enlist/get you to enlist (unspecified)	5.5	6.4
Toll free number to call/number of recruiter	-	.4
Best branch of the service/offer more	.6	.4
Don't remember/can't recall/remember nothing	.8	.7
Recall Advertising On The Radio	18.5	7.0
Training (Other Than Formal Schooling)		
Training (unspecified)	.1	-
The service can train you in a variety of fields	.1	-
Trains you for skills/jobs/trades/careers (unspecified)	.8	1.3
Trains you in technical fields/technology training (unspecified)	.1	-
Trains you in electronics (unspecified)	.1	-
Train to fly/train to be pilot	.1	-
Training program (emphasis on program)	.1	-

(CONTINUED)

NAVY ADVERTISING RECALL

	Test Period	
	Test Markets	Control Markets
	(1094)	(547)
Recall Advertising On The Radio	74.4	75.3
Copy Points		
A great way to plan your future is to join todays Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	-	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy Recrutier will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in todays Navy	-	-
If you qualify, the Navy will train you in one of 70 career fields	-	-
Join the Navy, see the world	.7	.4
Be someone special. Join the Navy	-	.2
Build your future on a proud tradition	-	-
Go Navy	.7	.4
All other correct	-	.4
Incorrect	.4	-
Join the Navy	1.9	.8
Recall Advertising On Billboards		
Copy Points		
A great way to play your future is to join todays Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	.4	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy recruiter will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in todays Navy	-	-

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period	
	Test Markets	Control Markets
Copy Points (Continued)		
If you qualify, the Navy will train you in one of 70 career fields	-	-
Join the Navy, see the world	1.9	.9
Be someone special. Join the Navy	.1	.2
Build your future on a proud tradition	-	.4
Go Navy	6.8	5.6
All other correct	.5	2.0
Incorrect	.7	.8
Join the Navy	5.1	6.4

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising On The Radio	Test Period: Test Markets	Test Period: Control Markets
Military Training/Pride/Personal Development And Challenge (Continued)		
Make something of yourself/be somebody	.1	-
Challenging/better future	1.0	.4
Few good men	.5	.2
Something you can be proud of	.1	-
Job Career Opportunities		
Careers available (unspecified)	.7	-
Jobs available (unspecified)	1.1	1.1
Good careers/challenging careers	.9	.5
Good jobs/challenging jobs	.5	.2
Life time career in the service	.1	.2
Variety of jobs/careers offered	.4	.4
Pick your job/choose your career	.4	.2
Financial Benefits		
Good starting pay	-	.2
Good pay/high pay/better pay	.7	.4
Mention of pay/salary (unspecified)	.3	-
Pays for education/helps pay education	.4	.2
Free room and board	.1	.2
Medical care/free medical care	-	.2
Guaranteed employment/job security	.1	-
Good/Better Life Style		
Exciting life	.3	.4
Meet people/make friends	.4	-
Better life/good life (unspecified)	.7	-
Now Reformed/More Humane/Life		
Changes/changed way of life (unspecified)	.3	.4
Equal opportunity for ethnic groups	.1	-
Altruistic Appeal		
Support/protect/serve your country	.1	.4
Years of distinguished service/tradition	.1	.5

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising On The Radio		
Travel		
Travel (unspecified)	1.3	.4
See the world	2.8	.9
Travel within the USA	.1	-
Travel on the ocean/sea	-	.2
Miscellaneous		
Opportunities (unspecified)	1.3	.8
Benefits (unspecified)	.3	-
To enlist/get you to enlist (unspecified)	7.7	4.4
Toll free number to call/number of recruiter	.8	.8
Best branch of the service/offer more	.1	.2
Don't remember/can't recall/remember nothing	1.2	.9
All other not elsewhere classified	.1	-
Recall Advertising On Billboards	33.6	37.5
Training (Other Than Formal Schooling)		
Training (unspecified)	.1	.4
The service can train you in a variety of fields	.3	.4
Trains you for skills/jobs/trades/careers (unspecified)	2.8	2.5
Trains you in technical fields/technology training (unspecified)	.5	.4
Trains you in radio electronics/radar	.1	.2
Train to fly/train to be pilot	.4	.8
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	1.3	.5
Mentions of getting a college education while in the service	.9	.4
Service pays for your education/pays for all or part of tuition	.3	.4
Mentions of ROTC programs	.1	.4
Mentions of going to Naal Academy/Annapolis	-	-

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.7	.4
Training in discipline/self control	.1	.2
Improving yourself (unspecified)/better yourself	.5	1.1
Makes a man out of you/builds men	.3	.2
Make something of yourself/be somebody	.1	.8
Challenging/better future	2.1	2.9
Few good men	.7	.8
Something you can be proud of	.4	1.3
Job Career Opportunities		
Carrers available (unspecified)	2.1	2.2
Jobs available (unspecified)	1.3	1.4
Good careers/challenging careers	.7	1.7
Good jobs/challenging jobs	.7	.5
Life time career in the service	.3	.8
Variety of jobs/careers offered	.9	.9
Pick your job/choose your career	.1	.8
Job opportunities in technical fields (unspecified)	.1	.4
Financial Benefits		
Good pay/high pay/better pay	.4	.5
Mention of pay/salary (unspecified)	.4	.4
Pays for education/helps pay education	.3	.4
Meals/food	.1	-
Free room and board	.1	-
Guaranteed employment/job security	.1	.4
Travel		
Travel (unspecified)	1.3	1.8
See the world	3.1	2.0
Travel within the USA	.1	.4
See Europe/travel in Europe	.1	-
Travel on the ocean/sea	.1	.4

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period: Test Markets	Test Period: Control Markets
Miscellaneous		
Opportunities (unspecified)	3.2	2.9
Benefits (unspecified)	.3	.8
To enlist get you to enlist (unspecified)	18.2	19.6
Toll free number to call/number of recruiter	3.1	4.2
Best branch of the service/offer more	1.1	.9
Don't remember/can't recall/remember nothing	1.7	1.7

Recall Advertising Other Than Radio/Billboards		
Copy Points		
A great way to play your future is to join today's Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	-	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy Recruiter will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in todays Navy	-	-
If you qualify, the Navy will train you in one of 70 career fields	.1	-
Join the Navy, see the world	1.0	.2
Be someone special. Join the Navy	-	-
Build your future on a proud tradition	-	-
Go Navy	.5	.2
All other correct	.1	-
Incorrect	.1	-
Join the Navy	.7	.5

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
Recall Advertising Other Than On Radio/Billboards	8.5	11.6
Training (Other Than Formal Schooling)		
Training (unspecified)	.5	.2
The service can train you in a variety of fields	.1	.2
Trains you for skills/jobs/trades/careers (unspecified)	.5	.9
Trains you in technical fields/technology training (unspecified)	.1	.2
Trains you in electronics (unspecified)	.1	-
Trains you in radio electronics/radar	.1	-
Trains you in mechanics (unspecified)	.1	-
Medical/dental training	-	.2
Training in engineering	.1	-
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	.8	.4
Mentions of getting a college education while in the service	.3	.4
Service pays for your education/pays for all of or part of tuition	.1	-
Mentions of ROTC programs	.3	.4
Military Training/Pride/Personal Development and Challenge		
Teaches you leadership/trains you for leadership	.1	-
Improving yourself (unspeciifed)/better yourself	.4	-
Makes a man out of you/builds men	.3	.2
Challenging/better future	.4	.9
Few good men	-	.4
Something you can be proud of	.1	.2

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising Other Than On Radio/Billboards	Test Period: Test Markets	Test Period: Control Markets
Job Career Opportunities		
Careers available (unspecified)	.5	.2
Jobs available (unspecified)	.4	.2
Good careers/challenging careers	.3	.8
Good jobs/challenging jobs	.4	.2
Lifetime career in the service	-	.2
Variety of jobs/careers offered	.4	.2
Pick your job/choose your career	.1	.5
Job opportunities in electronics (unspecified)	.1	-
Job opportunities in radio electronics/radar	-	.2
Financial Benefits		
Good starting pay	.3	-
Good pay/high pay/better pay	.3	.4
Mention of pay/salary (unspecified)	.1	-
Pays for education/helps pay education	.1	-
Medical care/free medical care	-	.2
Guaranteed employment/job security	.1	-
Good/Better Lifestyle		
Exciting life	.4	.5
Meet people/make friends	.1	-
Better life/good life (unspecified)	.1	.4
Now Reformed/More Humane Life		
Changes/changed way of life (unspecified)	.1	-
Relaxed restrictions/regulations	.1	-
Travel		
Travel (unspecified)	.8	1.1
See the world	2.3	.5
Travel within the U.S.A.	.1	.4
Travel on the ocean/sea	-	.2

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising Other Than On Radio/Billboards	Test Period: Test Markets	Test Period: Control Markets
Miscellaneous		
Opportunit es (unspecified)	.8	1.3
Benefits unspecified)	.1	.4
To enlis /get you to enlist (unspecified)	4.8	5.3
Toll fre number to call/number of recruiter	.5	.4
Best branch of the service/offer more	.1	-
Don't remember/can't recall/remember nothing	1.1	.5
Recall Advertising On The Radio	13.5	8.1
Training (Other Than Formal Schooling)		
The service can train you in a variety of fields	.1	.2
Trains you for skills/jobs/trades/careers (unspecified	2.0	1.1
Trains you in technical fields/technology training (unspecified)	.1	-
Trains you in electronics (unspecified)	-	.2
Trains you in radio electronics/radar	.1	-
Medical/dental training	-	-
Train to fly/train to be pilot	.1	.4
Education (Other Than Job Training)		
Mentions of education (unspecified) (no mention of job or job training)	.8	.2
Mentions of getting a college education while in the service	.7	.4
Service pays for your education/pays for all of or part of tuition	.4	.2
Mentions of ROTC programs	.1	.5
Mentions of going to Naval Academy/Annapolis	-	-
Military Training/Pride/Personal Development And Challenge		
Teaches you leadership/trains you for leadership	.1	-
Training in discipline/self control	-	-
Builds character	-	.2
Improving yourself (unspecified)/better yourself	.8	-
Makes a man out of you/builds men	.5	.2

(CONTINUED)

F. The Station Audit

F. RECRU.TING STATION AUDITS

- Wave I (The Base Wave) - 8/18/75 to 9/5/75
- Wave II (The First Test Wave) - 9/15/75 to 10/28/75
- Wave III (The Second Test Wave) - 10/28 to 1/30/76

. Overall Auditing Plan

. The Visual Audits

. The Telephone Audits

- The Reporting Forms
- The Sample Design

LOCAL RECRUITING STATION DATA SOURCES

Two types of information will be developed at the local recruiting station level:

1. An audit as made of unsolicited "walk-in" and telephone inquiries received in a representative sample of high traffic stations in both test and control markets. Counts of inquiries were made during a random sample of office hours by trained observers physically stationed at the office. Data obtained by this method were supplemented by data obtained from production recruiters by telephone. The telephone technique will require recruiters to keep track of unsolicited inquiries for brief periods of time throughout the test period and report the results to an interviewer who will phone them for the results of their audit.

2. Accurate data on number of production recruiters attached to each station, gross traffic counts of pedestrians passing the entrance, local advertising budgets, sales promotion activities and degree of completion on quotas were obtained for each office so that performance data can be interpreted in the light of these associated variables.

The cooperation of local installation personnel was essential to success of this phase of the project.

ARMED SERVICES RECRUITING STATION AUDITS

NUMBER OF STATIONS AUDITED

	Station Description	Traffic Count	Inquiry Audits
Air Force			
Test Markets	15	13	10
Control Markets	7	6	4
Army			
Test Markets	47	47	30
Control Markets	17	17	10
Marine Corps			
Test Markets	19	19	6
Control Markets	11	11	3
Navy			
Test Markets	21	21	18
Control Markets	9	9	7

12 Havemeyer Place
Greenwich, Conn. 06830

Aug. 7

SERVICE: Air Force 1 1-
Army.....2
Marine Corps.....3
Navy.....4

RECRUITING OFFICE INFORMATION SHEET

MARKET: _____ 2-3- HOA STATION ID: _____ 4-

ADDRESS: _____ TELEPHONE: _____

_____ DATE: _____ (6-

NCO IN CHARGE (INCLUDE RANK AND GRADE): _____

ALTERNATE FOR TELEPHONE AUDIT: _____

TIME OFFICE OPENS: _____ (10-13) TIME OFFICE CLOSES: _____ (14

1. Locations:

Central City of Metropolitan Area....1 18-
Suburban area to Central City.....2
Other City in Metropolitan Area.....3
Suburban Area of Other City.....4

2a. Surrounding Area: (RECORD AS MANY AS APPLY) 19-

Residential.....1 Industrial.....3 20-
Retail.....2 Business Offices.....4

2b. Area is principally:

White.....1 Black.....2 Other ethnic.....2 21-

3. Recruiting Office Located In:

Post office.....1 22-
Other Federal Government building....2
State or local Government building...3
Office building.....4
A storefront in an enclosed mall.....5
A storefront in an outdoor shopping center.....6
Other storefront (not mall or shopping center).....7
Other (SPECIFY)

_____ 8

4. Recruiting office located on:

Street level.....1 23-
Above street level....2
Below street level....3

5a. Visibility: (RECORD AS MANY AS APPLY)

Actual office can be seen from street/outside.....1 → SKIP TO Q6a 24-
Recuiting sign can be seen from street.....2 → ASK Q5b
Neither sign nor office can be seen from street.....3 → SKIP TO Q6a

5b. Sign is:

Large (easy to see) 1 Medium 2 [illegible]

6a. Visibility: What other service recruiting offices are visible? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	26-
Army.....2	Navy.....4	

6b. (For each office visible in Q6a.) is it the same office area or down the hall? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	27-
Army.....2	Navy.....4	

6c. What other service recruiting offices are not visible from this office, but are located within 100 yards? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	28-
Army.....2	Navy.....4	

7. Parking:

Parking close to front door.....1	29-
Parking within 100 yards.....2	
Parking further away than 100 yards..3	

8. Telephones:

How many different numbers? #_____	30-
How many individual telephones? #_____	31-

9. Staff assigned to office:

Supervisory (Not Production Recruiters)	#____	32-
Secretary or Clerical	#____	33-
Production Recruiters in Total	#____	34-

What is the rank and grade of each production recruiter?

_____ 35- _____ 38- _____ 41- _____ 44-

_____ 36- _____ 39- _____ 42-

_____ 37- _____ 40- _____ 43-

Production Recruiters in Office Today #_____ 45-

10. Proportion of an average week production recruiter spends:

in office	____%	(46-47)
in various high schools	____%	(48-49)
in applicants homes	____%	(50-51)
Other (SPECIFY)		
_____	____%	(52-53)
_____	____%	(54-55)
_____	____%	
_____	____%	

11. Pedestrian Traffic Count: (Count of males 13 to approximately 50 years of age)

(Traffic check is made by door if office is on the street or in a mall. Otherwise if office is not visible from the street or mall walkway the traffic check is to be made by the recruiting office sign.)

Check traffic during the X'd times below:

		# MALES	
(X)	10:00 a.m. to 10:10 a.m.	_____	(56-58)
(X)	12:10 p.m. to 12:20 p.m.	_____	(59-61)
(X)	2:50 p.m. to 3:00 p.m.	_____	(62-64)
(X)	4:30 p.m. to 4:40 p.m.	_____	(65-67)

For Office use only:

Month of: _____ (68-69)

Number Assigned: _____ (70-71)

Number Achieved: _____ (72-73)

de Kadt Marketing & Research, Inc.
12 Havemeyer Place
Greenwich, Conn. 06830

PdK 522
Sept. 75

SERVICE: Air Force.....1 1-
Army.....2
Marine Corps.....3
Navy.....4

RECRUITING OFFICE INFORMATION SHEET

2-

MARKET: _____ _____ 3- HOA STATION ID: _____ 4-5-

ADDRESS: _____ _____ TELEPHONE: _____

INTERVIEWER: _____ _____ DATE: _____ (6-9)

TIME OFFICE OPENS: _____ (10-13) TIME OFFICE CLOSES: _____ (14-1

(Skip 15-5

1. Pedestrian Traffic Count: (Count of males 13 to approximately 50 years of age)

(Traffic check is to be made outside door that is the main entrance to the recruiting office. If the office is in the street or in a mall, you will be standing outside. If office does not open out into street/mall, you will be standing in a hallway. Check should be made right by the door.)

Check traffic during the X'd times below:

		# MALES	
( )	10:00 a.m. to 10:10 a.m.	_____	(56-58)
( )	12:10 p.m. to 12:20 p.m.	_____	(59-61)
( )	2:50 p.m. to 3:00 p.m.	_____	(62-64)
( )	4:30 p.m. to 4:40 p.m.	_____	(65-67)

Pdk 522
Aug. 75

CENTRAC TELEPHONE AUDIT FORM QUESTIONNAIRE

Good morning. May I speak to: (PRODUCTION RECRUITER'S NAME)?

(INTERVIEWER: IF NEITHER PRODUCTION RECRUITER NOR ALTERNATE AVAILABLE, ASK TO SPEAK WITH THE "OFFICER-IN-CHARGE".)

Q1 I'm calling from Haley, Overholser & Associates to obtain the totals from the audit forms filled out yesterday. Do you have these forms in front of you? (ALLOW OFFICER TIME TO GET FORM).

Q2 Let's start with the top of the form just to verify the information I have on my copy. This is the (READ BRANCH OF SERVICE FROM FORM) recruiting station at (READ ADDRESS).

Q3 Yesterday was a (DAY OF THE WEEK). What time does the recruiting office open on (SAME DAY OF WEEK AS ABOVE)? (WRITE-IN UNDER "TIME OFFICE OPENS", THEN ASK:) And what time does it close on (SAME DAY OF WEEK)? (WRITE-IN UNDER "TIME OFFICE CLOSES").

Q4 Approximately what time did you start the audit yesterday? (RECORD ON FORM). And, when did the audit end? (RECORD ON FORM).

Q5 Now, I need your column totals hour by hour. Let's take each time period and read the totals starting from left to right. First, looking under the telephone inquiries column. How many potential male applicants do you have in the 1st contact column for 10-11 o'clock? (RECORD ON AUDIT FORM, CONTINUE TAKING TOTALS ACROSS FOR THIS HOUR. THEN PROCEED TO NEXT HOUR AND REPEAT PROCEDURE ACROSS. CONTINUE UNTIL YOU HAVE AN ENTRY IN EACH COLUMN FOR EACH HOUR. THEN, ASK FOR "TOTAL" FIGURES FOR ALL COLUMNS.)

INTERVIEWER NOTES: Before closing your call with the officer check the audit form to see that all columns total and:

1. You have entered time office opens/closes -- time audit started, ended.

2. Under "Telephone Inquiries" column the figure entered for "TOTAL TELEPHONE" is equal to sum of "1st contact" plus "repeat contact" columns.

   And, under "Walk-in" columns the figure entered for "TOTAL WALK-in" is equal to "1st contact" + "appointment" + "other repeat contact" columns.

   If any totals do not agree, ask the recruiter to review it with you. It will be much simpler to correct any discrepancies while you have him on the phone, than to call him back.

Q6 (READ:) One final question. Sometime in the next week or so we will be calling you for another "AUDIT DAY". Do you have enough extra copies of the audit form left or should I mail you some more? (If need more, write-in on audit form requisition sheet).

Thank officer for his time and cooperation.
(Please put your initials in the lower right-hand corner of audit form.)

Pdk 522
Aug. 75

CENTRAC TELEPHONE REMINDER FORM

Good morning. May I please speak to: (PRODUCTION RECRUITER'S NAME)?
(Interviewer: If neither production recruiter nor alternate available, ask to speak with the "Officer-In-Charge").

(WRITE IN NAME/RANK OF OFFICER ALERTED: _____)

I'm calling from Haley, Overholser & Associates. And, I want to alert you to the fact that today is AUDIT DAY.

You will recall that one of our researchers visited you recently and left you some Telephone Audit Forms. Do you have blank copies of these forms in front of you? (ALLOW NCO TIME TO FIND FORMS).

You should distribute a copy of this audit form to each production recruiter on duty in-the-office today. From approximately the time of this phone call until 1700 hours or closing time today, whichever comes sooner, your production recruiters should use these forms to keep track of all in-coming phone applications and walk-in applications. At the end of the day, all production recruiters should turn in their worksheets to you so that you can total all their sheets together and prepare one "MASTER" record of totals to read to me when I phone tomorrow morning. (Monday morning if today is Friday).

Thank you again for your help.

INTERVIEWER: WRITE IN TIME PHONE CALL ENDED:_____

(NOTES * IF ANY)_____

_____

_____

_____

* USE THESE LINES TO WRITE IN ANY COMMENTS THE NCO MAKES THAT WILL HELP THE INTERVIEWER AT THE TIME SHE CALLS FOR TOTALS TOMORROW.

INTERVIEWER: Staple this to the back of the station's audit form.

PdK 522
Aug. 75

RECRUITING STATION STUDY
FINAL AUDIT FORM

SERVICE: _____ MARKET: _____

HOA STA ID: _____ (4-9) DATE: _____ (6-9) ADDRESS: _____

AUDITOR: _____

TIME OFFICE OPENS: _____ (10-13) TIME OFFICE CLOSES: _____ (14-17) START AUDIT: _____ END AUDIT: _____

18-2

CLASS OF INQUIRY	TELEPHONE INQUIRIES				WALK IN INQUIRIES					
	Potential Male Applicants			Other Including Females	Potential Male Applicants				Other Including Females	Number of Production Recruiters Present at Start of Hour
TIME	1st Contact	Repeat Contact	Total Telephone		1st Contact	Appointment	Other Repeat Contact	Total Walk In		
1000-1100 19-1	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1100-1200 19-2	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1200-1300 19-3	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1300-1400 19-4	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1400-1500 19-5	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1500-1600 19-6	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1600-1700 19-7	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
1700-1800 19-8	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-
TOTAL 19-9	20-22	23-25	26-28	29-31	32-34	35-37	38-40	41-43	44-46	47-49