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GREY ADVERTISING INC NEW YORK
JOINT SERVICE MAGAZINE ADVERTISING TEST. SPRING 1978.(U)
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GREY ADVERTISING INC.

REPORT ON

SPRING 1978

UNCLASSIFIED

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LEVEL II

①

REPORT ON
SPRING 1978
JOINT SERVICE MAGAZINE ADVERTISING TEST

Submitted to:

Department of Defense
Office of the Assistant Secretary of Defense
Manpower, Reserve Affairs and Logistics
Military Personnel Policy

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Submitted by:

Grey Advertising Inc.
777 Third Avenue
New York, NY 10017

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GLOSSARY

Because responses and respondents to the Joint Service magazine test were analyzed and categorized in many different ways, this glossary is provided as a helpful description of the most commonly used terms in the following report.

- Lead -- A generic word denoting response, which takes its specific definition from the context in which it appears. Often used interchangeably for BRC, coupon, respondent, interest.
- Coupon -- The physical card that a respondent sent in to request information; the same as Business Reply Card (BRC).
- BRC -- A Business Reply Card. The physical card that a respondent sent in to request information; the same as a coupon.
- Respondent -- The person who sent in a coupon requesting information.
- Valid Respondent -- A person who sent in a coupon requesting information and who identified his/her age as between 16.5-32 years of age; or did not indicate age, but in all other respects appeared valid. A prospect.
- Prospect -- Same as valid respondent.
- Interest(s) -- The Service branch(es) for which the respondent requested information.
- Rate of Response -- The number of coupons divided by circulation, expressed as a percent. In most cases, the rates shown in this report have been computed to four decimal places. They, therefore, represent the number of responses for each 10,000 circulation.

For example, if the circulation of a certain publication were 10,000 and the number of coupons was 5, the rate of response would be .05% (.0005 as a decimal).

- Influencer -- A respondent who identified him/herself as a parent, educator, business leader, government or community leader.
- Underage -- A respondent who identified his/her age as under 16.5 years.
- Overage -- A respondent who identified his/her age as over 32 years.
- Coupon Duplication -- A situation that occurs when the single same respondent sends in two or more coupons.
- Discrete Respondent -- The name of a respondent counted only once, regardless of the number of coupons the respondent sent in.
- Discrete Service Coupons -- A coupon sent in by a discrete respondent who sent in only one coupon.

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I. MANAGEMENT SUMMARYA. BACKGROUND

Magazine advertising has historically accounted for a significant portion of the media expenditures of the individual Services, and is one of their prime sources of prospect leads.

Virtually all of this advertising has been mounted in a solo-Service mode. In this mode, each Service runs its own Service-specific ads independently of the other Services. It is not uncommon for several individual Service ads to appear in the same issue of the same magazine.

The Services have also conducted limited tests of joint-mode advertising. In the joint mode, recruiting appeals and offers for information regarding two or more of the Services are combined in a single ad.

Because of the potential economies associated with joint-mode advertising and because DOD market research studies indicated extensive multi-Service interest among prospects, OASD (MRA&L) contracted with Grey Advertising, Inc. to conduct tests of joint-Service advertising. The major test compared joint-Service advertising with solo-Service advertising in magazines typical of those used by the Services, using quantity and quality of response, incidence of multiple-Service interest ("shopping") and relative cost as the key criteria.

B. JOINT ADS COMPARED WITH SOLO ADS

1. Purposes

The primary purposes of this test were to:

- ... Determine the comparative quantity and quality of leads generated by joint- and solo-Service magazine advertising.
- ... Determine the comparative incidence and extent of multiple-Service interest ("shopping") on the part of respondents to joint- and solo-mode magazine advertising.
- ... Determine the relative cost effectiveness of joint- and solo-Service magazine advertising in generating valid leads.

2. Design and Execution

The test was conducted during the four-month period of February through May, 1978.

Six magazines -- all typical of those in which recruiting advertising regularly appears -- were split into two groups of three magazines each. These two groups were matched on the basis of circulation size and editorial environment.

A rotating schedule was established which provided equal audience exposure (media reach and frequency) for both joint- and solo-mode ads by alternating their placement in each of the two groups of magazines.

All business reply cards (BRC's) generated by both the solo-Service and the joint-Service ads were addressed to an independent fulfillment house for counting and forwarding to the individual Services for follow-up.

Two kinds of measurements were employed.

... Direct Response. The BRC's generated by the joint-mode and the solo-mode ads were counted, analyzed and compared to one another to assess the two different advertising modes in terms of the following criteria:

- Capability to generate absolute numbers of total leads and prospect leads for each respective Service
- Prospect lead quality
- Incidence of prospect lead duplication
- Cost-effectiveness

... Call-Back Research. A random sample of valid prospects was contacted to validate (where applicable) the direct response findings and to provide additional information on these factors:

- Previous recruiting-related action (whether and to what extent a prospect had previously requested information about one or more of the Services and/or contacted a recruiter)
- Likelihood to enlist (and in which branch)
- Demographic/lead quality data (e.g., age, education)

3. Major Findings

Quantity

Gross Response

The gross coupon response rates for joint- and solo-Service ads were the same (.13%). Thus, the forty-eight solo-Service ad insertions generated about four times as many coupons as did the twelve joint-Service ad insertions.

Prospect Leads

Joint-Service ads produced valid prospect leads (interests) at twice the rate of solo-Service ads (.14% vs. .07%). In terms of absolute numbers, the forty-eight solo-Service ad insertions produced twice as many prospect leads (interests) as did the twelve joint-Service ad insertions (48,761 vs. 23,712).

Quality

Results of the response analysis and the call-back survey showed there was little quality difference between respondents to solo- and joint-Service advertising.

Age Qualification

Forty-nine percent of valid solo-Service coupons and 44% of valid joint-Service coupons indicated that the respondent was between the ages of 16.5-18 years. In the call-back survey, 51% of solo-Service respondents and 50% of joint-Service respondents identified their age as between 16.5-18 years.

Education Qualification

In the call-back survey, the incidence of respondents who had completed high school (or better) was 57% for solo-Service and 56% for joint-Service.

Enlistment Qualification

In response to a call-back survey question about likelihood to enlist, a larger proportion of joint-Service than solo-Service respondents indicated they were "extremely" or "very likely" to enlist within the next six months (17% vs. 11%). Joint-Service respondents, requesting information about two or more Services, were twice as likely to enlist as solo-Service respondents, requesting information about two or more Services (22% of joint-Service vs. 11% of solo-Service respondents).

Incidence of Multiple-Service Interest

The test results revealed that a significant proportion of individuals responding to recruiting advertising are "shoppers," that is, they requested information about two or more Services.

A computer match of valid respondent names from solo-Service advertising showed that more than half of the coupons received were sent in by respondents who requested information about two or more Services. This was the case for all of the Services as a group and for each Service individually, except Navy, in which instance 48% of valid coupons were identified as coming from multi-Service respondents.

Percent of Service Coupons From Respondents

Requesting Information From:

	<u>One Service Only</u>	<u>Two or More Services</u>	<u>Total Coupons For Each Service</u>
Army	37%	63%	100%
Navy	52%	48%	100%
Air Force	49%	51%	100%
Marines	43%	57%	100%
All of Above	47%	53%	100%

On average, solo-Service respondents were interested in 1.6 Services.

Among respondents to joint-Service advertising, 75% requested information about two or more Services. On average, joint-Service respondents were interested in 2.4 Services.

In addition, the call-back survey findings indicated a significant degree of "shopping" among prospect respondents. Of those who recalled requesting information, 59% of solo-Service respondents and 61% of joint-Service respondents indicated they had previously requested information from more than one Service.

Cost Effectiveness

The joint-Service ads produced prospect leads (interests) more cost-effectively than did solo-Service ads (\$13.44 vs. \$19.11). At this differential, the individual Services would have to spend \$1.42 in solo-mode advertising to generate the same number of prospect leads that each \$1.00 of joint-mode advertising produces.

E. SUMMARY OF KEY FINDINGS

1. Joint and Solo Coupon Response Rates Were the Same

The rate of coupon response per 1,000 circulation was the same for both joint- and solo-mode advertising.

2. Joint Advertising Produced a Higher Rate of Prospect Leads

Joint-Service ads generated valid prospect leads (interests) at twice the rate of solo-Service ads.

3. Joint- and Solo-Service Lead Quality Were the Same

There were no significant differences in age or education between joint-Service and solo-Service respondents.

4. Enlistment Propensity Appeared Higher Among Joint-Service Respondents

Reported likelihood to enlist was greater among respondents to joint-Service ads.

5. There Was Extensive Duplication Among Solo-Service Coupons

Fifty-three percent of solo-Service coupons received came from respondents who sent in two or more coupons.

6. Joint Advertising Was More Cost-Effective

Joint-Service ads produced prospect leads (interests) at a lower cost than solo-Service ads.

II. BACKGROUND/METHODOLOGY

A. SITUATION

Magazine advertising plays a major role in the AVF marketing program. The Army, Navy, Air Force and Marines have all historically made extensive use of selected magazines in connection with their respective individual recruiting advertising campaigns. In FY 1978, for example, the combined dollar investment of the four major Services in magazine space alone was 39% of their total national media expenditures.*

This advertising has three purposes:

1. Increase awareness of the military as an attractive career option.
2. Stimulate favorable attitudes toward enlistment in the Service.
3. Generate prospect leads. (This is done via the use of a business reply card or an on-page coupon which interested persons can use to request information from an individual Service/advertiser).

Magazine advertising is one of the prime sources of Service prospect leads. Virtually all of this magazine advertising has been mounted in a solo-Service mode. That is, each Service runs its own, Service-specific ads independently of the other Services. In this mode, it is a common occurrence for several different Service ads to appear in the same issue of the same magazine.

*Source: OASD (MRA&L)

In addition to their regular use of solo-Service ads, the Services have also -- through the Joint Advertising Directors of Recruiting (JADOR) -- conducted limited tests of joint-mode advertising. In the joint mode, appeals and offers for more information for all the Services are combined in a single ad and accompanying business reply card.

Because of the potential economies associated with joint-mode advertising and because DOD market research studies indicated extensive multi-Service interest among prospects, OASD (MRA&L) contracted with Grey Advertising, Inc. to conduct tests of joint-Service advertising.

The purposes of the tests were to:

1. Determine the comparative quantity and quality of leads generated by joint- and solo-Service magazine advertising.
2. Determine the comparative incidence and extent of multiple-Service interest ("shopping") on the part of respondents to joint- and solo-mode magazine advertising.
3. Determine the relative cost effectiveness of joint- and solo-Service magazine advertising in generating valid leads.
4. Determine the cost-effectiveness and prospect lead-generating capability of joint-mode spread units compared to joint-mode page units.
5. Determine the cost-effectiveness and prospect lead-generating capability of two different joint-mode business reply card formats.

C. TEST DESIGN AND EXECUTION

1. Joint Ads Compared With Solo Ads

The ideal design for this test would have employed a perfect A/B circulation split. In such a design:

... Four individual solo-Service ads would have appeared in half the circulation of a given test magazine.

... A single joint-Service ad would have appeared in the other, matched half.

Because of the limitations of magazine production, however, this was not possible. (No recognized, regularly published magazine has the mechanical capability to accommodate five business reply cards on a 4/1 split-run basis).

In all other regards, however, the test design replicated as closely and as comprehensively as possible the "real world" situation of magazine recruiting advertising. Magazine selection, space units, ad rotation and exposure, business reply card format, and counting and fulfillment procedures were all carefully controlled.

a) Magazine Selection

Six magazines -- all typical of those in which recruiting advertising regularly appears -- were split into two groups of three magazines each. These two groups were matched on the basis of circulation size and editorial environment in accordance with predetermined statistical criteria designed to assure large and reliable analytic data bases. (Table 1)

b) Ad Rotation Schedule

The test was conducted during the four-month period of February through May, 1978.

A rotating schedule was established which provided equal audience exposure (media reach and frequency) for both the joint- and solo-mode ads by alternating their placement in each of the two groups of magazines (Table 1).

As an example:

- ... In February, the three "Group A" publications each carried four individual solo-Service ads (one each for Army, Navy, Air Force, Marines) while the "Group B" publications each carried a single, joint-Service ad in which appeals for all four Services were combined.
- ... In March, the pattern was reversed. The three "Group A" magazines carried a single, joint-Service ad while the "Group B" magazines each carried four individual solo-Service ads.
- ... In April and May the ad/magazines group combinations were similarly rotated.

c) Creative Units

Solo-Service Ads

The solo-Service ads were all page 4-color units accompanied by double business reply cards.

These materials were provided by each of the respective Services, who indicated they were fully representative of their current enlisted campaigns in all regards. The Air Force and Marines each provided two different ads. The Navy and Army each provided one.

(Where required -- and with the prior approval of the Services -- minor modifications were made in the format of the business reply cards to assure uniform lead-counting and fulfillment procedures.)

(See Table 2 for ad rotation schedule, and Exhibits 1-6 for actual solo-Service ads and business reply cards.)

Joint-Service Ads

The joint-Service ads were developed on the basis of findings from extensive copy pre-testing designed to determine which of several different creative approaches would be most effective in attracting prospect attention, persuasively communicating key recruiting incentives, and eliciting a coupon request (lead) for additional information about one or more of the Services. (See A Copy Research Report on Five DOD Print Executions.)

This prior copy research, conducted among 875 young men age 17-21 in 10 geographically dispersed areas, measured:

- ... The performance of five different DOD joint-mode advertising approaches vis-a-vis one another.
- ... The performance of those ads vis-a-vis a group of control ads consisting of current solo-mode Army, Navy and Air Force ads.
- ... The performance of two strategically different joint-mode tag lines.

Based on the findings from this research, two different joint-Service ads were used:

- ... The format of one ad (Exhibit 7) consisted of 20 small photos featuring people in Service-related training, job and leisure situations (e.g., air traffic controllers on duty, an electronics repairman at work, a basketball game, etc.).

... The format of the other ad (Exhibit 8) consisted of 4 large photos of hardware commonly associated with each of the four major Services (e.g., a submarine representing the Navy, a plane representing the Air Force, etc.).

Both joint-Service ads used in this portion of the test were 4-color spread units accompanied by double business reply cards. The primary reason for using spreads (rather than the page units employed by the individual Services) was that the joint ads had to support four Services rather than one. In view of this, it was felt that a spread would better provide sufficient space to fully represent all four Services graphically, and at the same time allow for sufficient copy to impart meaningful information about them in an impactful and persuasive manner.

The business reply card used in this portion of the test provided three lines on which a prospect could specify the Service(s) regarding which he or she wanted additional information. The reason that only three fill-in options were provided on the card even though four Services were being promoted in the ads was that previous joint-Service direct response experience (JADOR Joint Mail Test, November 1976) indicated that when the number of fill-in request options provided is less than the number of Services promoted, the incidence of multiple-Service information requests (prospect leads) increases.

d) Counting and Fulfillment

All business reply cards generated by both the solo-Service and the joint-Service ads were addressed to an independent fulfillment house, Multimode, Inc.

Multimode counted and photocopied these cards and forwarded the prospect

leads generated for each of the Services (whether by their solo ads or by the joint ads) to their respective fulfillment houses for appropriate disposition. (See Technical Appendix for details.)

e) Test Measurements

Two kinds of test measurements were employed: Direct Response and Call-Back Research.

Direct Response

Prospect inquiries received by Multimode during the 100-day period following the on-sale date of each magazine were included in the lead data analyses. Inquiries received after the 100-day period were forwarded to the Services for action, but were not included in the analyses. This placed all ads on the same basis in terms of lapsed time from appearance to lead-counting cutoff -- a critical control when measuring direct response. (Experience indicates that this 100-day period accounts for about 80% of prospect responses to a given ad.)

The leads generated by the joint-mode ads and those generated by the solo-Service ads were then compared to one another on the following seven key evaluative criteria:

- ... Number of total leads
- ... Number of valid leads
- ... Rate of response
- ... Cost-per-lead
- ... Incidence of lead duplication
- ... Lead distribution by individual Service
- ... Lead distribution by age

In addition to the above evaluative comparisons, a variety of diagnostic cross-tabulations were also performed on both the joint- and solo-Service lead data.

(Both the above are detailed in Section III on Findings, and Section V, Tables.)

Call-Back Research

The extent of inter-Service lead duplication is critical to a comprehensive evaluation of the benefits and limitations of both joint-mode and solo-Service magazine advertising and a determination of the most productive and cost-effective strategic roles for each in the total recruiting marketing communications mix.

One measure of this came from computer matching of coupon respondents detailed in Sections III and V. Additional information on this topic was generated by an independent call-back survey of a sample of coupon respondents conducted by Chilton Research Services of Radnor, Pennsylvania.

In the Chilton call-back study, coupon-respondents to both the solo-Service and the joint-Service ads were contacted to determine:

- ... Whether they had previously requested information regarding one or more of the military Services
- ... Whether they had had contact with a Service recruiter during the past six months -- and from which branch(es)
- ... Likelihood to enlist -- and in which branch
- ... Demographic information (e.g., age, education)

A detailed description of this independent study and its findings is contained in Section IV.

2. Test of Page Compared with Spread

In a separate sub-test, the lead-generating and cost performance of a joint-Service spread were compared to that of a joint-Service page.

This test is described below:

a) Magazine Selection

Four magazines -- different from those used in the main body of the test, but also typical of those in which recruiting advertising regularly appears -- were split into two groups of two magazines each. Both groups were similar in terms of circulation size and editorial environment (Table 3).

b) Ad Rotation

The test was conducted during February and March, 1978.

A rotating schedule was established which provided equal audience exposure (media reach and frequency) for the joint-Service "20-picture" two-page spread and for a single page version of the same creative approach. Both ads were accompanied by the same double business reply card.

See Table 3 for test design, Exhibit 7 for two-page spread version of ad, and Exhibit 9 for single-page version of ad.

c) Counting and Fulfillment

All business reply cards generated by both the two-page spread and the single-page adaptation of it were addressed to Multimode, Inc.

Multimode counted and photocopied these cards and forwarded the prospect leads generated for each of the Services to their respective fulfillment houses for appropriate disposition.

d) Test Measurements

As in the main test, prospect inquiries received by Multimode during the 100-day period following the on-sale date of each magazine were included in the lead data analyses. Inquiries received after the 100-day period were forwarded to the Services for action but were not included in the analyses. This placed all insertions on the same basis in terms of lapsed time from appearance to lead-counting cutoff.

The leads generated by the two-page spread and those generated by the single-page version of the same ad were then compared to one another on the following four evaluative criteria:

- ... Number of total leads
- ... Number of valid leads
- ... Rate of Response
- ... Cost-Per-Lead

Results from this test are detailed in Section III on Findings, and Section V, Tables.

3. Test of Four-Box Compared to Three-Line BRC

As described above, the main body of this test (joint ads compared to solo ads) employed a 3-line business reply card with all joint-mode ads.

The reason that only three fill-in options were provided on the card even though four Services were promoted in the ads was that previous joint-Service direct response experience (JADOR Joint Mail Test, November 1976) indicated that when the number of fill-in options provided is less than the number of Services promoted, the incidence of multiple-Service prospect leads increases.

Previous joint-Service magazine tests conducted by JADOR, however, employed a different direct response format in their business reply cards. In those tests, multiple check-boxes were employed. That is, one check-box was provided for each Service promoted in the ad.

Accordingly, it was decided that the relative performance of the two different business reply card formats should be further tested.

a) Test Design

This test was conducted during February and March 1978.

Since there was only one variable involved and the test presented no mechanical production/publication problems, it was possible to employ a perfect A/B circulation split design:

... A "4-box" business reply card ran with a joint-Service ad in half the circulation of a magazine typical of those

in which recruiting advertising regularly appears.

... A "3-line" card ran with a joint-Service ad in the other, matched half of the circulation of the same magazine.

(See Table 4 for test design schematic, and Exhibit 10 for examples of the two different business reply card formats)

b) Test Measurements

All business reply card leads were addressed to Multimode, Inc. which handled and counted them in precisely the same manner as described above for the other tests.

The leads generated by the "4-box" business reply cards and those generated by the "3-line" cards were compared to one another on the following five criteria:

- ... Number of total leads
- ... Number of valid leads
- ... Rate of response
- ... Cost-per-lead
- ... Number of Service-interests generated by each of the two respective card formats

Results from this test are detailed in Section III on Findings and Section V, Tables.

III. FINDINGSA. JOINT COMPARED WITH SOLO1. Direct Response

All results are based on response received during 100 days of elapsed time from the on sale date of each magazine. (See Table 5)

Numbers and Rates of Total Coupons

The combined solo-Service ads and the joint-Service ads generated about the same overall rate of response. The sixteen solo-Service ads, however, produced a greater number of coupons than did the four joint-Service ads (see Tables 6-10):

	<u>Circ.</u> (000)	<u>Number of</u> <u>Total Coupons</u>	<u>Rate of</u> <u>Response</u>
Solo	68,440	89,480	.13%
Joint-Service	17,023	21,366	.13%

Numbers and Rates of Valid Coupons*

The combined solo-Service ads produced a slightly higher rate of valid coupon response than did the joint-Service ads. Solo-Service ads also produced a greater number of valid coupons than did the joint-Service ads (see Table 6 and 11-14):

	<u>Circ.</u> (000)	<u>Number of</u> <u>Valid Coupons</u>	<u>Rate of</u> <u>Response</u>
Solo	68,440	48,761	.07%
Joint-Service	17,023	9,768	.06%

*A valid coupon is a coupon on which the respondent identified his/her age as between 16.5 and 32 years; or did not identify an age, but in all other respects appeared valid.

Numbers and Rates of Valid Interests

The joint-Service ads, which carried a Business Reply Card (BRC) that allowed the respondent to indicate multiple Service interests, produced a rate of response twice that of the solo-Service ads, which carried a solo-Service BRC. In terms of absolute numbers of valid interests, solo-Service ads generated the higher total (see Tables 6 and 15-18):

	<u>Circ.</u> <u>(000)</u>	<u>Number of</u> <u>Valid Interests</u>	<u>Rate of</u> <u>Response</u>
Solo	68,440	48,761	.07%
Joint-Service	17,023	23,712	.14%

Costs Per Response

The combined solo-Service ads, which were page units, produced total coupons more cost efficiently than the joint-Service ads, which were spread units. Solo-Service ads also produced valid coupons more cost efficiently than did the joint-Service ads. The joint-Service ads -- with a multi-Service BRC -- however, produced valid interests more cost efficiently than did the solo-Service ads -- with a solo-Service BRC (see Tables 6 and 19-25):

	<u>Cost Per</u> <u>Total</u> <u>Coupon</u>	<u>Cost Per</u> <u>Valid</u> <u>Coupon</u>	<u>Cost Per</u> <u>Valid</u> <u>Interest</u>
Solo	\$10.41	\$19.11	\$19.11
Joint-Service	\$14.91	\$32.62	\$13.44

Quality of Response

Of the total coupons generated by solo-Service ads, 49% were age-qualified, 41% were underage and 10% were other. Of the total coupons generated by the joint-Service ads, 44% were age-qualified, 44% were underage and 12% were other. (See Table 28A).

Distribution of Valid Service Interests

Solo-Service ads and joint-Service ads produced similar shares of interests for Air Force and Marines and different shares for Army and Navy (see Tables 28 and 29):

	<u>Solo</u>	<u>Joint-Service</u>
Army	18%	23%
Navy	31%	27%
Air Force	29%	28%
Marines	<u>22%</u>	<u>22%</u>
	100%	100%

The average number of valid Service interests on joint-Service coupons was 2.43. (See Table 29.)

Incidence of Valid Lead Duplication

The coupons from the main body of the joint-Service magazine test (the page vs. spread and box vs. line sub-tests were excluded) were compared to one another to determine whether and to what extent a single respondent sent in more than one coupon -- for the same Service or different Services. The technique used to compare the coupons to one another was a standard computer match code, which selected elements of name and address and full zip code.

Solo Service and Joint Service
(See Table 30)

- ... Analysis of solo-Service and joint-Service coupons showed that 40,071 discrete respondents sent in a total of 58,529 coupons.
- ... Of these respondents, 75% sent in one coupon only; 25% sent in two or more coupons.

... The 75% of respondents who sent in one coupon only accounted for 51% of all coupons received.

... The 25% of respondents who sent in two or more coupons accounted for 49% of all coupons received.

Combined Solo Service Only
(See Table 31)

... Analysis of solo-Service coupons (excluding joint-Service) showed that 31,588 discrete respondents sent in a total of 48,761 coupons.

... Of these respondents, 70% sent in one coupon only; 30% sent in two or more coupons.

... The 70% of respondents who sent in one coupon accounted for 45% of all coupons received.

... The 30% of respondents who sent in two or more coupons accounted for 55% of all coupons received.

Joint Service Only
(See Table 32)

... Analysis of joint-Service coupons (excluding solo-Service) showed that 9,411 discrete respondents sent in a total of 9,768 coupons, representing 23,712 interests.

... Of these respondents, 21% expressed interest in one Service only; 75% expressed interest in two or more Services.

... The 21% of respondents who expressed interest in one Service only accounted for 8% of all interests received.

... The 75% of respondents who expressed interest in two or more Services accounted for 85% of all interests.

... The remaining 4% of respondents sent in more than one joint-Service coupon and accounted for 7% of all interests received.

Each Solo Service and Joint Service Analyzed as Individual Services
(See Table 33)

Analysis of solo- and joint-Service coupons showed that Army, Air Force and Marines received more coupons from respondents who sent in two or more different Service coupons (Multiple Service Coupons) than it received from respondents who sent in one coupon only (Discrete Service Coupons).

Conversely, Navy and joint-Service -- considered as the fifth Service -- received more coupons from respondents who sent in one coupon only (Discrete Service Coupons) than it received from respondents who sent in two or more different Service coupons (Multiple Service Coupons):*

	<u>Discrete Coupons As A Percent Of Total Coupons For Each Service</u>	<u>Multiple Service Coupons As A Per- cent of Total Coupons For Each Service</u>	<u>Total Coupons For Each Service</u>
Army	37%	63%	100%
Navy	51%	49%	100%
Air Force	48%	52%	100%
Marines	42%	58%	100%
Joint Service	88%	12%	100%

*This Table differs from the Table on p. I-6 because Joint Service is included in the base.

Each Solo Service Analyzed as an Individual Service -- Joint Service Excluded
(See Table 34)

Analysis of Army, Navy, Air Force and Marines coupons showed that each Solo Service -- except Navy -- received more coupons from respondents who sent in two or more coupons (Multiple Service Coupons) than it received from respondents who sent in one coupon only (Discrete Service Coupons):

	<u>Discrete Coupons As A Percent of Total Coupons For Each Service</u>	<u>Multiple Service Coupons As A Per- cent of Total Coupons For Each Service</u>	<u>Total Coupons For Each Service</u>
Army	37%	63%	100%
Navy	52%	48%	100%
Air Force	49%	51%	100%
Marines	43%	57%	100%

Numbers and Costs of Discrete Respondents
(See Table 35)

Based on the direct response results, solo-Service advertising identified discrete respondents at a lower cost than did joint-Service advertising:

	<u>Cost Per Discrete Respondent</u>
Solo-Service	\$29.52
Joint-Service	\$33.85

2. Survey Research

A randomly selected sample of 1,000 respondents (600 solo-Service respondents and 400 joint-Service respondents) was contacted to determine whether and to what extent (prior to the survey) they had requested information about the Services, whether and to what extent (prior to the survey) they had contacted a military recruiter, what was their likelihood to enlist (see Prospect Follow-Up Study, Section IV):

- ... Of Solo-Service respondents who recalled requesting Service information, 41% indicated they had requested information about one Service only, and 59% indicated they had requested information about more than one Service.
- ... Of joint-Service respondents who recalled requesting Service information, 39% indicated they had requested information about one Service only, and 61% indicated they had requested information about more than one Service.
- ... Among all respondents -- both solo-Service and joint-Service -- who recalled requesting information about the Services, the average number of requests was 2.1.
- ... Of solo-Service respondents, 60% indicated they had contacted a military recruiter; of joint-Service respondents 69% indicated they had contacted a recruiter.
- ... Of solo-Service respondents, 11% said they were "extremely" or "very likely" to enlist; of joint-Service respondents, 17% said they were "extremely" or "very likely" to enlist.
- ... Of solo-Service respondents, 51% were between 16.5-18 years of age; of joint-Service respondents, 50% were between 16.5-18 years of age.
- ... Of solo-Service respondents, 57% had completed high school (or better); of joint-Service respondents, 56% had completed high school (or better).

B. PAGE VS. SPREAD

The spread unit produced more response than did the page unit -- in terms of total coupons, valid coupons and valid interests. Even though the spread unit cost more, the greater response made the spread unit more cost efficient. However, the cost advantage was small -- about 4%. (See Tables 36-37):

	<u>PAGE</u>			<u>SPREAD</u>		
	<u>Number of Responses</u>	<u>Response Rate</u>	<u>Cost Per Response</u>	<u>Number of Responses</u>	<u>Response Rate</u>	<u>Cost Per Response</u>
Total Coupons	1,669	.12%	\$18.75	2,547	.18%	\$17.59
Valid Coupons	927	.07%	\$33.76	1,375	.10%	\$32.58
Valid Interests	2,330	.17%	\$13.43	3,484	.25%	\$12.86

C. 4-BOX BRC VS. 3-LINE BRC

The 4-Box BRC, which allowed the respondent to request information for all four Services, generated more coupon response than did the 3-Line BRC, which allowed the respondent to request information about only three Services. However, the 3-Line BRC produced a higher number of interests per coupon and a higher total number of interests -- and was more cost-efficient than the 4-Box BRC (see Tables 38-39):

	<u>4-BOX</u>			<u>3-LINE</u>		
	<u>Number of Responses</u>	<u>Response Rate</u>	<u>Cost Per Response</u>	<u>Number of Responses</u>	<u>Response Rate</u>	<u>Cost Per Response</u>
Total Coupons	1,314	.17%	\$15.83	1,073	.14%	\$19.38
Valid Coupons	706	.09%	\$29.46	551	.07%	\$37.75
Valid Interests	1,250*	.17%	\$16.64	1,386**	.18%	\$15.01

*Average number of interests per coupon is 1.8 (1,250 interests divided by 706 coupons).

**Average number of interests per coupon is 2.5 (1,386 interests divided by 551 coupons).

IV. CALL-BACK RESEARCH

A. TEST PURPOSE

Since each of the solo Services -- before, during and after the test program -- were actively engaged in recruiting advertising, it seemed likely that respondents to the joint-Service test might also have indicated other Service interests by responding to solo-mode advertising outside the test universe and/or by making contact with one or more military recruiters. By definition, direct response data generated by the joint-Service test could not measure respondent behavior outside the test parameters.

Accordingly, call-back research was conducted to assess, in a broader context than was possible in direct response analysis, the extent of interest in single or multiple Service branches on the part of respondents to the joint-Service advertising test.

In addition, the study included specific questions about the respondents' enlistment-related behavior during the previous six months and the respondents' propensity to enlist -- action and attitudes that could not be measured in the joint-Service advertising test. (See Exhibit 11, for Call-Back Questionnaire.)

Finally, the study provided another opportunity to compare the quality of joint- and solo-Service mode advertising respondents with regard to their age and education.

B. METHODOLOGY

In July, 1978, one thousand telephone interviews were conducted by Chilton Research Service on their WATS facility in Radnor, Pennsylvania.

Respondents were randomly selected from lists of valid, age-qualified (16.5-32 years old by their own report) enlistment prospects who responded to either solo- or joint-Service advertising by mailing a coupon requesting further information.

- 400 of those selected were respondents to joint-Service 4-color spread ads.
- 600 were respondents to the major Service branches' 4-color one-page ads (150 each from Army, Navy, Air Force and Marines).

In order to allow for proper representation of each of the individual Services, that is the same proportion they represented of the total coupon response of the valid, age-qualified respondents, a weight was applied to each individual Service branch when calculating any total solo-Service mode data. (See Appendix A on page IV-15.)

Question areas covered were:

- The extent of response to Service recruiting advertising during past six months (sending in a BRC to request information).
- Branches from which information was requested.
- Incidence of speaking with a military recruiter in past six months. Which branch(es)?
- Likelihood to enlist in next six months. Which branch(es)?
- Age of respondent.
- Education of respondent.

FINDINGSA. ENLISTMENT-RELATED ACTIONS TAKEN1. Requests for Military Enlistment Information by Mail

Sixty-one percent of joint-Service and 59% of solo-Service respondents who recalled requesting information by mail indicated they had done so from more than one Service branch. Among these respondents, the average number of Service interests was 3.0. Among all respondents who recalled requesting Service information, the average number of Service interests was 2.1.

(Tables 1 and 2)*

Joint-Service respondents who recalled information requests investigated the Air Force most frequently, followed by Navy, Army and Marines. Solo-Service respondents were interested in the Services in this order: Navy, Air Force, Army and Marines. (Table 2)*

2. Recruiter Contact

A sizeable majority of both joint- and solo-Service respondents claimed to have contacted a military recruiter during the six-month period prior to the survey -- the highest number being among joint-Service multiple-Service requesters - 79%. (Table 3)* Approximately half of those who made this contact did so through the Army. Navy and Air Force were mentioned somewhat less frequently. Among all those who contacted a recruiter, the average number of contacts was in the 1.5 range. Consistent with their single-Service interest, single-Service requesters averaged only one recruiter contact. (Table 4)*

* Reference is to Tables in this section (IV).

B. PROSPECT QUALITY

1. Age of Respondent

Across all the groups analyzed, i.e., joint-Service single and multiple branch requesters and solo-Service single and multiple branch requesters, the age-group distribution was essentially the same. The largest single age group represented was 16.5-18 (approximately 50%). Another third of the sample fell in the 19-24 age category. All respondents interviewed were selected from a list of respondents who indicated on the coupon they were age-qualified (i.e., between 16.5-32 years old). However, when age was asked in the course of the call-back survey, a small proportion of the sample fell either below or above the valid prospect age category. A total of 8% of each sample -- joint-Service and solo-Service mode respondents -- were not age-qualified though their reply card had indicated they were. (Table 5)*

2. Education of Respondent

The educational levels attained by both joint- and solo-Service mode respondents were similar. Fifty-seven percent of solo respondents and 56% of joint respondents had completed high school (or better). There were two areas of difference: more solo-Service respondents were high school graduates (+6% pts.) but twice as many joint-Service respondents -- 8% vs. 4% -- were college graduates. Virtually the same percentage had not yet completed high school (44% vs. 43%). (Table 6)*

* Reference is to Tables in this section (IV).

C. PROPENSITY TO ENLIST

1. Claimed Likelihood

Taken as a whole, more joint-Service advertising respondents were "extremely" or "very likely" to enlist than were the combined solo-Service respondents -- 17% vs. 11%.

Joint-Service respondents who expressed multiple Service interests had a greater likelihood to enlist than did joint-Service respondents expressing interest in only one Service branch (22% vs. 19%). However, among solo-Service coupon respondents, the reverse was true; the single-Service interest group claimed more likelihood to enlist than those interested in more than one Service -- 17% vs. 11%. (Table 7)*

2. Branches Likely to Join

In terms of branches most likely to join, joint-Service respondents expressed a preference for the Air Force followed by Navy. Among solo-Service respondents almost equal likelihood to enlist existed for the Navy and Air Force. Army and Marines were at lower levels of mention among all respondents. (Table 8)*

In summary, joint- and solo-Service advertising respondents generally exhibited similar characteristics.

- The majority of respondents who recalled requesting information expressed an interest in more than one Service branch.

* Reference is to Tables in this section (IV).

- A large proportion of the sample of both joint- and solo-Service respondents had contacted a recruiter as well as requested information through a coupon (i.e., performed at least two enlistment-related activities).

Joint-Service advertising respondents who reported they had requested information about more than one Service branch were twice as likely to enlist as were solo-Service advertising respondents interested in more than one Service branch.

Joint-Service respondents in total were more likely to enlist than individual Service respondents.

Age and education profiles were similar for both joint- and solo-Service mode respondents.

Table 1

INCIDENCE OF SINGLE OR MULTIPLE

REQUESTS FOR INFORMATION FROM SERVICE BRANCHES*

(Weighted Base: 837 Respondents)

	Joint-Service Coupon Respondents		Solo-Service Coupon Respondents	
	<u>307</u> (#)	<u>100</u> %	<u>530</u> (#)	<u>100</u> %
Requested information from one branch only	119	39	216	41
Requested information from more than one branch	188	61	314	59
Average number of requests from service branches	2.2		2.1	

* 93 joint-Service respondents and 283 weighted (206 unweighted) solo-Service respondents failed to recall information requests.

Q. Have you requested by mail any information concerning enlistment in the past six months?
 Q. For which branch(es) of the Service have you requested information?

NOTE TO TABLES 2-8

The indication of single/multiple Service interests in the following Tables is based on the telephone survey data, not on coupon response.

Table 2
BRANCHES FROM WHICH INFORMATION WAS REQUESTED

See Note on p. IV-8

(Weighted Base: Single/Multiple Interest Respondents Who Requested Information: 837)

	Joint-Service Coupon Respondents			Solo-Service Coupon Respondents		
	Total	Single Service Interest*	Multiple Service Interest**	Total	Single Service Interest*	Multiple Service Interest**
Base:	307	119	188	530	216	314
ARMY	53%	16%	77%	52%	14%	79%
NAVY	59	25	81	62	34	82
AIR FORCE	64	41	80	54	31	72
MARINES	38	15	54	45	20	64
OTHER	6	3	9	4	1	5
Average # of Requests	2.2	1.0	3.0	2.1	1.0	3.0

a/ Totals are higher than 100% due to multiple responses

* Requested information from only one Service branch

** Requested information from two or more Service branches

Q. For which branch(es) of the Service have you requested information?

Table 3
INCIDENCE OF SPEAKING WITH A RECRUITER
(Weighted Base: 1213 Respondents)*

See Note on p. IV-8

	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Total	Unspecified Service Interests**	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests**	Single Service Interest	Multiple Service Interest
Base:	400	93	119	188	813	283	216	314
Have spoken with a recruiter	69%	52%	66%	79%	60%	40%	61%	76%
Have not spoken with a recruiter	31	48	34	21	40	60	39	24

* See Appendix A

** A total of 376 respondents could not recall the Service branch(es) from which they requested information and thus could not be classified in the single or multiple service interest groups.

Q. Have you spoken to any military enlistment recruiters in the past six months?

Table 4

See Note on p. IV-8

BRANCHES FOR WHICH RECRUITERS WERE CONTACTED*

(Weighted Base: 758 Who Contacted a Recruiter)

	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest
Base:	275	48	78	149	483	114	131	238
ARMY	44%	46%	14%	58%	45%	53%	17%	56%
NAVY	40	48	34	40	40	38	36	44
AIR FORCE	41	29	49	40	30	24	26	35
MARINES	28	25	15	35	34	37	28	35
OTHER	3	2	1	4	2	2	2	2
Average # of recruiter contacts	1.6	1.5	1.1	1.8	1.5	1.5	1.0	1.7

* Totals are higher than 100% due to multiple responses.

Q. For which branch(es) have you spoken to a recruiter in the past six months?

Table 5
AGE OF RESPONDENT

See Note on p. IV-8

(Weighted Base: 1213 Respondents)

AGE	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest
Base:	400	93	119	188	813	283	216	314
Under 16.5	5%	13%	1%	3%	5%	10%	1%	2%
16.5-18	50	28	58	56	51	30	57	66
19-21	17	19	18	16	23	19	28	20
22-24	14	17	12	13	9	16	4	7
25-27	7	8	5	6	5	8	5	2
28-30	4	5	4	4	4	7	4	1
31-32	*	1	-	1	*	1	1	1
33-44	2	4	2	1	2	5	-	-
45-59	1	5	-	1	1	4	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%

* Less than 0.5%

Q. What is your date of birth?

Table C
EDUCATION OF RESPONDENT

See Note of p. IV-8

(Weighted Base: 1213 Respondents)

	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total
Base:	400	93	119	188	813	283	216	314
8th grade or less	4%	8%	1%	4%	3%	9%	1%	2%
9th-11th grade	40	29	48	38	40	29	39	50
High school graduate	34	37	33	34	40	39	45	37
1-3 yrs. college	14	15	9	17	13	14	13	10
College graduate/more	8	11	9	7	4	9	2	1
Total	100%	100%	100%	100%	100%	100%	100%	100%

Q. What was the last grade you completed in school?

Table 7
LIKELIHOOD TO ENLIST

See Note of p. IV-8

(Weighted Base: 1124 Who Answered Question)

	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest
Base:	366	88	107	171	758	263	198	297
EXTREMELY	10% 7	5% 1	11% 8	12% 10	6% 5	2% 4	9% 8	6% 5
VERY	17	6	19	22	11	2	17	11
QUITE	5	5	9	3	6	1	10	6
RATHER	11	8	15	9	7	3	12	6
NOT TOO	13	8	10	16	17	8	19	23
NOT AT ALL	54	75	47	50	59	84	37	54

Q. How likely do you think you'll be to enlist in any one of the Armed Services in the next six months? Would you say you would be ... (Read scale list).

BRANCHES LIKELY TO JOIN *

Table 4

See Note of p. IV-8

(Weighted Base: 203 Respondents Who Were Extremely, Very or Quite Likely to Enlist)

	Joint-Service Coupon Respondents				Solo-Service Coupon Respondents			
	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest	Total	Unspecified Service Interests	Single Service Interest	Multiple Service Interest
Base:	82	9	31	42	121	11	58	52
ARMY	23%	44%	10%	29%	22%	64%	19%	17%
NAVY	28	22	33	26	32	18	30	37
AIR FORCE	38	33	40	38	30	-	33	35
MARINES	10	22	10	7	13	18	10	15
OTHER	1	-	7	-	6	-	8	2

* Some totals are higher than 100% due to multiple responses.

Q. In which branch(es) do you think you will be (Extremely, Very or Quite) likely to enlist?

APPENDIX A
SAMPLE WEIGHTING PROCEDURE

<u>Service Branch</u>	<u>Total Age-Qualified Solo Service Respondents</u> %	<u>Age-Qualified Solo Service Respondents</u> %	<u>Interviewed</u> #	<u>Weighting Factor Assigned</u>	<u>Weighted Number of Solo Service Respondents Interviewed</u>	<u>% of Weighted Total Solo Service Respondents</u>
ARMY	19	25	151	1.0	151	19
NAVY	31	25	151	1.7	257	31
AIR FORCE	28	25	150	1.5	225	28
MARINES	22	25	150	1.2	180	22
Total	100%	100%	602		813	100%

Solo Service weighted base: 813
 Joint Service unweighted base: 400
 Total Respondents: 1213

TABLE 1
DEPARTMENT OF DEFENSE
MAGAZINE TEST SCHEMATIC

MAGAZINES	CIRC. ¹ (000)	FEB				MAR				APR				MAY			
		JOINT SERVICE		ARMY ²		JOINT SERVICE		ARMY ²		JOINT SERVICE		ARMY ²		JOINT SERVICE		ARMY ²	
		(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4	(S4C+C) 3	(P4C+C) 4		
<u>GROUP A</u>																	
Outdoor Life	1,706		X	X			X	X			X	X			X		
Mechanix Illustrated	1,488		X	X			X	X			X	X			X		
Hot Rod	784		X	X			X	X			X	X			X		
Total	3,978																
<u>GROUP B</u>																	
Field & Stream	1,967	X		X		X		X		X		X		X			
Popular Science	1,709	X		X		X		X		X		X		X			
Car Craft	300	X		X		X		X		X		X		X			
Total	3,976																
Final Total	7,954																

¹Circulation figures in this chart are the rate bases of the magazines.

²Each insertion consisted of four separate single page ads with BRC's -- one ad for each of the four Services.

³Spread, 4-color, with double pop-up BRC.

⁴Page, 4-color, with double pop-up BRC.

TABLE 2

AD ROTATION SCHEDULE

	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>
Army	Skill	Skill	Skill	Skill
Navy	A Free Offer	A Free Offer	A Free Offer	A Free Offer
Air Force	Now Our College	Now Our College	The Eagle	The Eagle
Marines	On Your Mark	On Your Mark	If You Want	If You Want
Joint Service	Everybody Knows	Everybody Knows	The Service	The Service

TABLE 3
PAGE VS. SPREAD
TEST DESIGN

	Feb		Mar	
	Page Circ. (000)	Spread Circ. (000)	Page Circ. (000)	Spread Circ. (000)
Road & Track ¹	570		559	
Cycle World ¹	301		308	
Motorcyclist ²		152		152
Motor Trend ²		755		755
Total	871	907	907	867

¹ Circulation figures are those provided by the publication. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

² Circulation figures are quarterly averages provided by the publication. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

TABLE 4
4-BOX EPC VS. 3-LINE BRC ¹

TEST DESIGN

	Feb		Mar	
	4-Box Circ. (000)	3-Line Circ. (000)	4-Box Circ. (000)	3-Line Circ. (000)
<u>Motor Trend</u> ²				
- Spread Unit	377	378		
- Page Unit			378	377

¹An A/B split was used for the two versions of the BRC in both issues of Motor Trend. An A/B split means that half of the circulation received a 4-Box BRC and half the circulation received a 3-Line BRC, on an every other copy basis. In February, a Spread, 4/C unit was used and, in March, a Page 4/C unit.

²Circulation figures are quarterly averages provided by the publication. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

TABLE 5
RESPONSE INTAKE CUTOFF
FOR JOINT SERVICE MAGAZINE TEST

MAIN TEST

<u>MAGAZINE</u>	<u>ISSUE</u>	<u>ON SALE DATE</u>	<u>RESPONSE CUTOFF DATE</u>
Outdoor Life	Feb	1/25	5/05
Mechanix Illustrated	Feb	1/23	5/03
Hot Rod	Feb	1/23	5/03
Field & Stream	Feb	1/24	5/04
Popular Science	Feb	1/24	5/04
Car Craft	Feb	1/20	5/01
Field & Stream	Mar	2/24	6/05
Popular Science	Mar	2/24	6/05
Car Craft	Mar	2/20	5/31
Outdoor Life	Mar	2/24	6/05
Mechanix Illustrated	Mar	2/23	6/05
Hot Rod	Mar	2/20	5/31
Outdoor Life	Apr	3/24	7/05
Mechanix Illustrated	Apr	3/23	7/05
Hot Rod	Apr	3/27	7/05
Field & Stream	Apr	3/24	7/05
Popular Science	Apr	3/24	7/05
Car Craft	Apr	3/20	6/28
Field & Stream	May	4/24	8/02
Popular Science	May	4/24	8/02
Car Craft	May	4/20	7/31
Outdoor Life	May	4/25	8/03
Mechanix Illustrated	May	4/23	8/01
Hot Rod	May	4/24	8/02

SPREAD VS. PAGE

<u>Page</u>			
Road & Track	Feb	1/17	4/27
Cycle World	Feb	1/17	4/27
Motorcyclist	Mar	2/15	5/26
Motor Trend	Mar	2/20	5/31
<u>Spread</u>			
Motor Trend	Feb	1/23	5/03
Motorcyclist	Feb	1/16	4/26
Road & Track	Mar	2/16	5/27
Cycle World	Mar	2/14	5/25

BOX VS. LINE

Motor Trend	Feb	1/23	5/03
Motor Trend	Mar	2/20	5/31

In order to accurately measure the comparative response from each magazine in the test, responses were counted (for analysis purposes) during 100 days of elapsed time from on-sale date of each magazine, thus normalizing differences in accumulated response among earlier and later appearances of the various advertisements.

TABLE 6
OVERALL TEST RESULTS

	<u>SOLO</u>			<u>JOINT SERVICE</u>		
	<u>Number of Responses</u>	<u>Rate of Response 1</u>	<u>Cost Per Response</u>	<u>Number of Responses</u>	<u>Rate of Response 1</u>	<u>Cost Per Response</u>
Total Coupons	89,480	.13%	\$10.41	21,366	.13%	\$14.91
Valid Coupons	48,761	.07%	\$19.11	9,768	.06%	\$32.62
Valid Interests	48,761	.07%	\$19.11	23,712	.14%	\$13.44

¹Rate of Response is calculated by dividing the number of coupons/interests by the magazine circulation.

TABLE 7S - SUMMARY OF TABLES 7-10
 TOTAL SOLO COUPONS COMPARED
 WITH TOTAL JOINT SERVICE COUPONS

MAGAZINE	AVG. MONTHLY CIRC. ¹ (000)	ARMY	RESPONSE RATE ²	NAVY	RESPONSE RATE ²	AIR FORCE	RESPONSE RATE ²	MARINES	RESPONSE RATE ²	TOTAL SOLO	RESPONSE RATE ³	JT. SVCS. COUPONS	RESPONSE ² RATE
Outdoor Life	1,750	3,531	.10%	6,097	.17%	5,561	.16%	4,545	.13%	19,734	.14%	3,446	.10%
Mechanix Illustrated	1,738	2,503	.07%	4,989	.14%	4,617	.13%	2,955	.09%	15,064	.11%	3,160	.09%
Hot Rod ⁴	814	2,753	.17%	4,877	.30%	4,363	.27%	3,454	.21%	15,447	.24%	2,988	.18%
Field & Stream	2,037	3,616	.09%	6,443	.16%	5,429	.13%	4,611	.11%	20,099	.12%	5,471	.13%
Popular Science	1,861	2,319	.06%	4,818	.13%	4,554	.12%	3,043	.08%	14,734	.10%	4,894	.13%
Car Craft ⁴	334	753	.11%	1,274	.19%	1,323	.20%	1,052	.16%	4,402	.16%	1,407	.21%
Total	15,475	28,498	.09%	25,847	.17%	19,660	.15%	15,475	.12%	89,480	.13%	21,366	.13%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by 2X the average monthly circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 8X the average monthly circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 7
TOTAL SOLO COUPONS COMPARED
WITH TOTAL JOINT SERVICE COUPONS

<u>MAGAZINE</u>	<u>CIRC. 1</u> <u>(000)</u>	<u>ISSUE</u> <u>DATE</u>	<u>ARMY</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>NAVY</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>AIR</u> <u>FORCE</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>MARINES</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>TOTAL</u> <u>SOLO</u>	<u>RESPONSE 3</u> <u>RATE</u>	<u>JT. SVS.</u> <u>COUPONS</u>	<u>RESPONSE 2</u> <u>RATE</u>
Outdoor Life	1,749	Feb	2,037	.12%	3,550	.20%	2,857	.16%	2,442	.14%	10,886	.16%		
Mechanix Illustrated	1,745	Feb	1,510	.09%	3,058	.18%	2,661	.15%	1,625	.09%	8,854	.13%		
Hot Rod 4	814	Feb	1,451	.18%	2,633	.32%	2,201	.27%	1,902	.23%	8,187	.25%		
Field & Stream	2,014	Feb											3,161	.16%
Popular Science	1,827	Feb											2,389	.13%
Car Craft 4	337	Feb											745	.22%
Feb Total			4,998	.12%	9,241	.21%	7,719	.18%	5,969	.14%	27,927	.16%	6,295	.15%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 8
TOTAL SOLO COUPONS COMPARED
WITH TOTAL JOINT SERVICE COUPONS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORC RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. COUPONS	RESPONSE ² RATE
Field & Stream	2,037	Mar	2,073 .10%	3,735 .18%	2,956 .15%	2,582 .13%	11,346 .14%		
Popular Science	1,890	Mar	1,369 .07%	2,856 .15%	2,409 .13%	1,752 .09%	8,386 .11%		
Car Craft ⁴	337	Mar	362 .11%	648 .19%	612 .18%	507 .15%	2,129 .16%		
Outdoor Life	1,760	Mar						1,839	.10%
Mechanix Illustrated	1,726	Mar						1,573	.09%
Hot Rod ⁴	814	Mar						1,521	.19%
Mar Total			3,804 .09%	7,239 .17%	5,977 .14%	4,841 .11%	21,861 .13%	4,933	.11%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 9
TOTAL SOLD COUPONS COMPARED
WITH TOTAL JOINT SERVICE COUPONS

<u>MAGAZINE</u>	<u>CIRC.</u> <u>(000)</u> ¹	<u>ISSUE</u> <u>DATE</u>	<u>ARMY</u>	<u>RESPONSE</u> ² <u>RATE</u>	<u>NAVY</u>	<u>RESPONSE</u> ² <u>RATE</u>	<u>AIR</u> <u>FORCE</u>	<u>RESPONSE</u> ² <u>RATE</u>	<u>MARINES</u>	<u>RESPONSE</u> ² <u>RATE</u>	<u>TOTAL</u> <u>SOLD</u>	<u>RESPONSE</u> ³ <u>RATE</u>	<u>JT. SVCS.</u> <u>COUPONS</u>	<u>RESPONSE</u> ² <u>RATE</u>
Outdoor Life	1,754	Apr	1,494	.09%	2,547	.15%	2,704	.15%	2,103	.12%	8,848	.13%		
Mechanix Illustrated	1,742	Apr	993	.06%	1,931	.11%	1,956	.11%	1,330	.08%	6,210	.09%		
Hot Rod ⁴	814	Apr	1,302	.16%	2,244	.28%	2,162	.27%	1,552	.19%	7,260	.22%		
Field & Stream	2,051	Apr											2,310	.11%
Popular Science	1,869	Apr											2,505	.13%
Car Craft ⁴	337	Apr											662	.20%
Apr Total			3,789	.09%	6,722	.16%	6,822	.16%	4,985	.12%	22,318	.13%	5,477	.13%

¹ Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.
² Response rate is calculated by dividing the number of responses by the magazine circulation.
³ Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.
⁴ Circulation figures are quarterly averages provided by the publication.

TABLE 10
TOTAL SOLO COUPONS COMPARED
WITH TOTAL JOINT SERVICE COUPONS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. COUPONS	RESPONSE ² RATE
Field & Stream	2,046	May	.08%	.13%	.12%	.10%	8,753	.11%	
Popular Science	1,859	May	.05%	.11%	.12%	.07%	6,348	.09%	
Car Craft ⁴	323	May	.12%	.19%	.22%	.17%	2,273	.18%	
Outdoor Life	1,736	May							1,607 .09%
Mechanix Illustrated	1,740	May							1,587 .09%
Hot Rod ⁴	812	May							1,467 .18%
May Total	2,884		.07%	.13%	.13%	.09%	17,374	.10%	4,661 .11%
Final Total	15,475		.09%	.17%	.15%	.11%	89,480	.13%	21,366 .13%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X magazine circulation.

⁴Circulation is May, 1977 ABC figure. No other figure was provided by the publication.

TABLE 115 - SUMMARY OF TABLES 11-14
 TOTAL VALID SOLO COUPONS COMPARED
 WITH TOTAL VALID JOINT SERVICE COUPONS

MAGAZINE	AVG. MONTHLY CIRC. (000)	ARMY	RESPONSE RATE	NAVY	RESPONSE RATE	AIR FORCE	RESPONSE RATE	MARINES	RESPONSE RATE	TOTAL SOLO	RESPONSE RATE	JT. SVCS. COUPONS	RESPONSE RATE
Outdoor Life	1,750	1,976	.06%	3,139	.09%	2,819	.08%	2,396	.07%	10,330	.07%	1,443	.04%
Mechanix Illustrated	1,738	1,516	.04%	2,876	.08%	2,622	.08%	1,740	.05%	8,754	.06%	1,552	.04%
Hot Rod ⁴	814	1,558	.10%	2,472	.15%	2,299	.14%	1,785	.11%	8,114	.12%	1,399	.09%
Field & Stream	2,037	2,063	.05%	3,383	.08%	2,888	.07%	2,469	.06%	10,803	.07%	2,483	.06%
Popular Science	1,861	1,399	.04%	2,540	.07%	2,506	.07%	1,701	.05%	8,146	.05%	2,118	.06%
Car Craft ⁴	334	463	.07%	744	.11%	778	.12%	629	.09%	2,614	.10%	773	.12%
Total	8,975	8,975	.05%	15,154	.09%	13,912	.08%	10,720	.06%	48,761	.07%	9,768	.06%

Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by 2X the average monthly circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 8X the average monthly circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 11
TOTAL VALID SOLO COUPONS COMPARED
WITH TOTAL VALID JOINT SERVICE COUPONS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. COUPONS RESPONSE ² RATE
Outdoor Life	1,749	Feb	1,110 .06%	1,795 .10%	1,475 .08%	1,292 .07%	5,672 .08%	
Mechanix Illustrated	1,745	Feb	918 .05%	1,752 .10%	1,565 .09%	963 .06%	5,198 .07%	
Hot Rod ⁴	814	Feb	841 .10%	1,348 .17%	1,214 .15%	1,021 .13%	4,424 .14%	
Field & Stream	2,014	Feb						1,456 .07%
Popular Science	1,827	Feb						1,092 .06%
Car Craft ⁴	337	Feb						397 .12%
Feb Total	2,869		.07%	4,895 .11%	4,254 .10%	3,276 .08%	15,294 .09%	2,945 .07%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 12
TOTAL VALID SOLO COUPONS COMPARED
WITH TOTAL VALID JOINT SERVICE COUPONS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. COUPONS	RESPONSE ² RATE
Field & Stream	2,037	Mar	1,186 .06%	1,958 .10%	1,625 .08%	1,404 .07%	6,173 .08%		
Popular Science	1,890	Mar	838 .04%	1,511 .08%	1,386 .07%	989 .05%	4,724 .06%		
Car Craft ⁴	337	Mar	230 .07%	375 .11%	375 .11%	307 .09%	1,287 .10%		
Outdoor Life	1,760	Mar						807	.05%
Mechanix Illustrated	1,726	Mar						792	.05%
Hot Rod ⁴	814	Mar						748	.09%
Mar Total			2,254 .05%	3,844 .09%	3,386 .08%	2,700 .06%	12,184 .07%	2,347	.05%

¹ Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

² Response rate is calculated by dividing the number of responses by the magazine circulation.

³ Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴ Circulation figures are quarterly averages provided by the publication.

TABLE 13
TOTAL VALID SOLO COUPONS COMPARED
WITH TOTAL VALID JOINT SERVICE COUPONS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVCS. COUPONS RESPONSE ² RATE
Outdoor Life	1,754	Apr	.05%	1,344 .08%	1,344 .08%	1,104 .06%	4,658 .07%	
Mechanix Illustrated	1,742	Apr	.03%	1,124 .06%	1,057 .05%	777 .04%	3,556 .05%	
Hot Rod ⁴	814	Apr	.09%	1,124 .14%	1,085 .13%	764 .09%	3,690 .11%	
Field & Stream	2,051	Apr						1,027 .05%
Popular Science	1,869	Apr						1,026 .05%
Car Craft ⁴	337	Apr						376 .11%
Apr Total			2,181 .05%	3,592 .08%	3,486 .08%	2,645 .06%	11,904 .07%	2,429 .06%

¹ Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

² Response rate is calculated by dividing the number of responses by the magazine circulation.

³ Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴ Circulation figures are quarterly averages provided by the publication.

TABLE 14
TOTAL VALID SOLO COUPONS COMPARED
WITH TOTAL VALID JOINT SERVICE COUPONS

<u>MAGAZINE</u>	<u>CIRC. 1</u> <u>(000)</u>	<u>ISSUE</u> <u>DATE</u>	<u>ARMY</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>NAVY</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>AIR</u> <u>FORCE</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>MARINES</u>	<u>RESPONSE 2</u> <u>RATE</u>	<u>TOTAL</u> <u>SOLO</u>	<u>RESPONSE 3</u> <u>JOINT SVS.</u> <u>COUPONS</u>	<u>RESPONSE 2</u> <u>RATE</u>
Field & Stream	2,046	May	877	.04%	1,425	.07%	1,263	.06%	1,065	.05%	4,630	.06%	
Popular Science	1,659	May	561	.03%	1,029	.06%	1,120	.06%	712	.04%	3,422	.05%	
Car Craft ⁴	323	May	233	.07%	369	.11%	403	.12%	322	.10%	1,327	.10%	
Outdoor Life	1,736	May											636
Mechanix Illustrated	1,740	May											760
Hot Rod ⁴	812	May											651
May Total			1,671	.04%	2,823	.07%	2,786	.07%	2,099	.05%	9,379	.06%	2,047
Final Total			8,975	.05%	15,154	.09%	13,912	.08%	10,720	.06%	48,761	.07%	9,768

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand.
ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X magazine circulation.

⁴Circulation is May, 1977 ABC figure. No other figure was provided by the publication.

TABLE 15S - SUMMARY OF TABLES 15-18
 TOTAL VALID SOLO COUPONS COMPARED WITH
 TOTAL VALID JOINT SERVICE INTERESTS

MAGAZINE	AVG. MONTHLY CIRC. (000)	ARMY	RESPONSE RATE	NAVY	RESPONSE RATE	AIR FORCE	RESPONSE RATE	MARINES	RESPONSE RATE	TOTAL SOLO	RESPONSE RATE	JT SVS INTERESTS	RESPONSE RATE
Outdoor Life	1,750	1,976	.06%	3,139	.09%	2,819	.08%	2,396	.07%	10,330	.07%	3,557	.10%
Mechanix Illustrated	1,738	1,516	.04%	2,876	.08%	2,622	.08%	1,740	.05%	8,754	.06%	3,637	.10%
Hot Rod ⁴	814	1,558	.10%	2,472	.15%	2,299	.14%	1,785	.11%	8,114	.12%	3,375	.20%
Field & Stream	2,037	2,063	.05%	3,783	.08%	2,888	.07%	2,469	.06%	10,803	.07%	6,070	.15%
Popular Science	1,861	1,399	.04%	2,540	.07%	2,506	.07%	1,701	.05%	8,146	.05%	5,238	.14%
Car Craft ⁴	334	463	.07%	744	.11%	778	.12%	629	.09%	2,614	.10%	1,635	.27%
Total	8,975	8,975	.05%	15,154	.09%	13,912	.08%	10,720	.06%	48,761	.07%	23,712	.14%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand.
 ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses/interests by 2X the average monthly circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 8X the average monthly circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 15

TOTAL VALID SOLO COUPONS COMPARED WITH
TOTAL VALID JOINT SERVICE INTERESTS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT SVS. INTERESTS	RESPONSE ² RATE
Outdoor Life	1,749	Feb	1,110 .06%	1,795 .10%	1,475 .08%	1,292 .07%	5,672 .08%		
Mechanix Illustrated	1,745	Feb	918 .05%	1,752 .10%	1,565 .09%	963 .06%	5,198 .07%		
Hot Rod ⁴	814	Feb	841 .10%	1,348 .17%	1,214 .15%	1,021 .13%	4,424 .14%		
Field & Stream	2,014	Feb						3,653	.18%
Popular Science	1,827	Feb						2,731	.15%
Car Craft ⁴	337	Feb						970	.29%
Feb Total			2,869 .07%	4,895 .11%	4,254 .10%	3,276 .08%	15,294 .09%	7,354	.18%

¹ Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

² Response rate is calculated by dividing the number of responses/interests by the magazine circulation.

³ Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴ Circulation figures are quarterly averages provided by the publication.

TABLE 16
TOTAL VALID SOLO COUPONS COMPARED WITH
TOTAL VALID JOINT SERVICE INTERESTS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. INTERESTS	RESPONSE ² RATE
Field & Stream	2,037	Mar	1,186 .06%	1,958 .10%	1,625 .08%	1,404 .07%	6,173 .08%		
Popular Science	1,890	Mar	838 .04%	1,511 .08%	1,386 .07%	989 .05%	4,724 .06%		
Car Craft ⁴	337	Mar	230 .07%	375 .11%	375 .11%	307 .09%	1,287 .10%		
Outdoor Life	1,760	Mar						2,053	.12%
Mechanix Illustrated	1,726	Mar						1,895	.11%
Hot Rod ⁴	814	Mar						1,847	.23%
Mar Total			2,254 .05%	3,844 .09%	3,386 .08%	2,700 .06%	12,184 .07%	5,795	.13%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses/interests by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 17

TOTAL VALID SOLO COUPONS COMPARED WITH
TOTAL VALID JOINT SERVICE INTERESTS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE RATE ²	NAVY RESPONSE RATE ²	AIR FORCE RESPONSE RATE ²	MARINES RESPONSE RATE ²	TOTAL SOLO RESPONSE RATE ³	JOINT SVCS. INTERESTS RESPONSE RATE ²					
Outdoor Life	1,754	Apr	.05%	1,344	.08%	1,344	.08%	1,104	.06%	4,658	.07%		
Mechanix Illustrated	1,742	Apr	.03%	1,124	.06%	1,057	.06%	777	.04%	3,556	.05%		
Hot Rod ⁴	814	Apr	.09%	1,124	.14%	1,085	.13%	764	.09%	3,690	.11%		
Field & Stream	2,051	Apr								2,417	.12%		
Popular Science	1,869	Apr								2,507	.13%		
Car Craft ⁴	337	Apr								865	.26%		
Apr Total	2,181		.05%	3,592	.08%	3,486	.08%	2,645	.06%	11,904	.07%	5,789	.14%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses/interests by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X the magazine circulation.

⁴Circulation figures are quarterly averages provided by the publication.

TABLE 18
TOTAL VALID SOLO COUPONS COMPARED WITH
TOTAL VALID JOINT SERVICE INTERESTS

MAGAZINE	CIRC. ¹ (000)	ISSUE DATE	ARMY RESPONSE ² RATE	NAVY RESPONSE ² RATE	AIR FORCE RESPONSE ² RATE	MARINES RESPONSE ² RATE	TOTAL SOLO RESPONSE ³ RATE	JT. SVS. INTERESTS RESPONSE ² RATE
Field & Stream	2,046	May	.04%	1,425 .07%	1,263 .06%	1,065 .05%	4,630 .06%	
Popular Science	1,859	May	.03%	1,029 .06%	1,120 .06%	712 .04%	3,422 .05%	
Car Craft ⁴	323	May	.07%	369 .11%	403 .12%	322 .10%	1,327 .10%	
Outdoor Life	1,736	May					1,504 .09%	
Mechanix Illustrated	1,740	May					1,742 .10%	
Hot Rod ⁴	812	May					1,528 .19%	
May Total	1,671		.04%	2,823 .07%	2,786 .07%	2,099 .05%	9,379 .06%	4,774 .11%
Final Total	8,975		.05%	15,154 .09%	13,912 .08%	10,720 .06%	48,761 .07%	23,712 .14%

¹Except where noted, circulation figures are those provided by the publication rounded to the nearest thousand. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

²Response rate is calculated by dividing the number of responses/interests by the magazine circulation.

³Response rate for Total Solo is calculated by dividing Total Solo responses by 4X magazine circulation.

⁴Circulation is May, 1977 ABC figure. No other figure was provided by the publication.

TABLE 19
COST PER RESPONSE
JOINT SERVICE INTERESTS

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST (000)</u>	<u>VALID INTERESTS</u> ²	<u>COST PER VALID INTEREST</u> ³
Field & Stream	Feb	\$39.7	3,653	\$10.87
Pop. Science	Feb	\$31.5	2,731	\$11.53
Car Craft	Feb	\$ 8.4	970	\$ 8.66
Outdoor Life	Mar	\$32.1	2,053	\$15.64
Mec. Ill.	Mar	\$28.1	1,895	\$14.83
Hot Rod	Mar	\$20.7	1,847	\$11.21
Field & Stream	Apr	\$38.6	2,417	\$15.97
Pop. Science	Apr	\$32.9	2,507	\$13.12
Car Craft	Apr	\$ 8.2	865	\$ 9.48
Outdoor Life	May	\$31.0	1,504	\$20.61
Mec. Ill.	May	\$27.4	1,742	\$15.73
Hot Rod	May	\$20.0	1,528	\$13.09
Total Joint Service Interests		\$318.6	23,712	\$13.44

¹ Includes space cost and production costs for the BRC.

² A valid interest is a Service preference indicated by a respondent who has identified his/her age as 16.5 -32 years of age; or has not indicated age, but in all other respects appears valid.

³ Cost per valid interest is calculated by dividing the cost by the number of valid interests.

TABLE 20
COST PER RESPONSE
JOINT SERVICE COUPONS

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ (000)	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Field & Stream	Feb	\$39.7	1,456	\$27.27
Pop. Science	Feb	\$31.5	1,092	\$28.85
Car Craft	Feb	\$ 8.4	397	\$21.16
Outdoor Life	Mar	\$32.1	807	\$39.78
Mec. Ill.	Mar	\$28.1	792	\$35.48
Hot Rod	Mar	\$20.7	748	\$27.67
Field & Stream	Apr	\$38.6	1,027	\$37.59
Pop. Science	Apr	\$32.9	1,026	\$32.07
Car Craft	Apr	\$ 8.2	376	\$21.81
Outdoor Life	May	\$31.0	636	\$48.74
Mec. Ill.	May	\$27.4	760	\$36.05
Hot Rod	May	\$20.0	651	\$30.72
Total	Joint Service Coupons	\$318.6	9,768	\$32.62

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

TABLE 21
COST PER RESPONSE

<u>TOTAL SOLO</u>				
<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ (000)	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Outdoor Life	Feb	\$90.5	5,672	\$15.96
Mec. Ill.	Feb	\$84.0	5,198	\$16.16
Hot Rod	Feb	\$57.1	4,424	\$12.91
Field & Stream	Mar	\$111.4	6,173	\$18.05
Pop. Science	Mar	\$97.3	4,724	\$20.60
Car Craft	Mar	\$23.6	1,287	\$18.34
Outdoor Life	Apr	\$91.4	4,658	\$19.62
Mec. Ill.	Apr	\$84.6	3,556	\$23.79
Hot Rod	Apr	\$57.7	3,690	\$15.64
Field & Stream	May	\$112.7	4,630	\$24.34
Pop. Science	May	\$97.8	3,422	\$28.58
Car Craft	May	\$23.6	1,327	\$17.78
Total SOLO		\$931.7 ⁴	48,761	\$19.11

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

⁴Due to rounding, total cost is slightly less than sum of magazines costs from Tables 22-25.

TABLE 22
COST PER RESPONSE

ARMY

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ <u>(000)</u>	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Outdoor Life	Feb	\$22.6	1,110	\$20.36
Mec. Ill.	Feb	\$21.0	918	\$22.88
Hot Rod	Feb	\$14.3	841	\$17.00
Field & Stream	Mar	\$27.9	1,186	\$23.52
Pop. Science	Mar	\$24.3	838	\$29.00
Car Craft	Mar	\$ 5.9	230	\$25.62
Outdoor Life	Apr	\$22.9	866	\$26.44
Mec. Ill.	Apr	\$21.2	598	\$35.45
Hot Rod	Apr	\$14.4	717	\$20.08
Field & Stream	May	\$28.2	877	\$32.16
Pop. Science	May	\$24.4	561	\$43.49
Car Craft	May	\$ 6.0	233	\$25.75
Total ARMY		\$233.1	8,975	\$25.97

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

TABLE 23
COST PER RESPONSE

NAVY

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ (000)	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Outdoor Life	Feb	\$22.6	1,795	\$12.59
Mec. Ill.	Feb	\$21.0	1,752	\$11.99
Hot Rod	Feb	\$14.3	1,348	\$10.61
Field & Stream	Mar	\$27.9	1,958	\$14.25
Pop. Science	Mar	\$24.3	1,511	\$16.08
Car Craft	Mar	\$ 5.9	375	\$15.73
Outdoor Life	Apr	\$22.9	1,344	\$17.04
Mec. Ill.	Apr	\$21.2	1,124	\$18.86
Hot Rod	Apr	\$14.4	1,124	\$12.81
Field & Stream	May	\$28.2	1,425	\$19.79
Pop. Science	May	\$24.4	1,029	\$23.71
Car Craft	May	\$ 6.0	369	\$16.26
Total	NAVY	\$233.1	15,154	\$15.38

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

TABLE 24
COST PER RESPONSE
AIR FORCE

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ (000)	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Outdoor Life	Feb	\$22.6	1,475	\$15.32
Mec. Ill.	Feb	\$21.0	1,565	\$13.42
Hot Rod	Feb	\$14.3	1,214	\$11.78
Field & Stream	Mar	\$27.9	1,625	\$17.17
Pop. Science	Mar	\$24.3	1,386	\$17.53
Car Craft	Mar	\$ 5.9	375	\$15.73
Outdoor Life	Apr	\$22.9	1,344	\$17.04
Mec. Ill.	Apr	\$21.2	1,057	\$20.06
Hot Rod	Apr	\$14.4	1,085	\$13.27
Field & Stream	May	\$28.2	1,263	\$22.33
Pop. Science	May	\$24.4	1,120	\$21.79
Car Craft	May	\$ 6.0	403	\$14.89
Total	AIR FORCE	\$233.1	13,912	\$16.76

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

TABLE 25
COST PER RESPONSE
MARINES

<u>MAGAZINE</u>	<u>ISSUE DATE</u>	<u>COST</u> ¹ (000)	<u>VALID RESPONSE</u> ²	<u>COST PER VALID RESPONSE</u> ³
Outdoor Life	Feb	\$22.6	1,292	\$17.49
Mec. Ill.	Feb	\$21.0	963	\$21.81
Hot Rod	Feb	\$14.3	1,021	\$14.01
Field & Stream	Mar	\$27.9	1,404	\$19.87
Pop. Science	Mar	\$24.3	989	\$24.57
Car Craft	Mar	\$ 5.9	307	\$19.22
Outdoor Life	Apr	\$22.9	1,104	\$20.74
Mec. Ill.	Apr	\$21.2	777	\$27.28
Hot Rod	Apr	\$14.4	764	\$18.85
Field & Stream	May	\$28.2	1,065	\$26.48
Pop. Science	May	\$24.4	712	\$34.27
Car Craft	May	\$ 6.0	322	\$18.63
Total	MARINES	\$233.1	10,720	\$21.74

¹Includes space cost and production costs for the BRC.

²A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

³Cost per valid response is calculated by dividing the cost by the number of valid response.

TABLE 26
AGE DISTRIBUTION OF VALID RESPONDENTS¹

AGE	ARMY		NAVY		AIR FORCE		MARINES		TOTAL SOLO		JOINT SERVICE	
	Number	% Of Army Total	Number	% Of Navy Total	Number	% Of Air Force Total	Number	% Of Marines Total	Number	% Of Total Solo Total	Number ²	% Of Joint Service Total
16.5 - 18	4,214	47%	6,990	46%	7,078	51%	5,070	47%	23,352	49%	4,338	44%
19 - 24	2,719	30%	4,997	33%	4,758	34%	4,193	39%	16,667	34%	3,900	40%
25 - 28	514	6%	997	7%	830	6%	762	7%	3,103	6%	793	8%
29 - 32	148	2%	343	2%	248	2%	277	3%	1,016	2%	298	3%
Total Age- Qualified	7,595	85%	13,327	88%	12,914	93%	10,302	96%	44,138	91%	9,329	95%
Unknown	1,380	15%	1,827	12%	998	7%	418	4%	4,623	9%	439	5%
Total Valid	8,975	100%	15,154	100%	13,912	100%	10,720	100%	48,761	100%	9,768	100%

¹ A valid respondent is a respondent who has identified his/her age as 16.5-32 years of age; or has not indicated age, but in all other respects appears valid.

² Number is the number of Joint Service coupons.

TABLE 27
AGE DISTRIBUTION OF UNDERAGE RESPONDENTS¹

AGE	ARMY		NAVY		AIR FORCE		MARINES		TOTAL SOLO		JOINT SERVICE	
	Number	% Of Army Total	Number	% Of Navy Total	Number	% Of Air Force Total	Number	% Of Marines Total	Number	% Of Total Solo Total	Number ²	% Of Joint Service Total
16.5-16	2,080	36%	3,504	29%	3,816	35%	2,683	33%	12,083	33%	3,456	37%
15	1,478	26%	2,814	24%	2,939	27%	2,046	25%	9,277	25%	2,651	28%
14	983	17%	2,127	18%	1,940	18%	1,398	17%	6,448	18%	1,723	18%
13	517	9%	1,329	11%	1,033	9%	851	11%	3,730	10%	679	7%
12	290	5%	760	6%	562	5%	492	6%	2,104	6%	382	4%
Below 12	385	7%	1,415	12%	698	6%	664	8%	3,162	8%	454	6%
Total Underage	5,733	100%	11,949	100%	10,988	100%	8,134	100%	36,804	100%	9,345	100%
Total Test Response	15,475		28,498		25,847		19,660		89,480		21,366	
Underage As A Percent Of Total Test Response		37%		42%		43%		41%		41%		45%

¹An underage respondent is someone who has identified his/her age as less than 16.5 years.

²Number is the number of Joint Service underage coupons.

TABLE 28A
DISTRIBUTION OF RESPONDENT TYPES

Age	ARMY		NAVY		AIR FORCE		MARINES		TOTAL SOLO		JOINT SERVICE	
	Number	% Of Army Total	Number	% Of Navy Total	Number	% Of Air Force Total	Number	% Of Marines Total	Number	% Of Total Solo Total	Number	% Of Joint Service Total
Age-Qualified	7,595	49%	13,327	47%	12,914	50%	10,302	52%	44,138	49%	9,329	44%
Age Unknown	1,380	9%	1,827	6%	998	4%	418	2%	4,623	5%	439	2%
Influencers	12	---	18	---	14	---	13	---	57	---	1,182 ³	5%
Total	8,987	58%	15,172	53%	13,926	54%	10,733	54%	48,818	54%	10,950	51%
Underage	5,733	37%	11,949	42%	10,988	43%	8,134	41%	36,804	41%	9,345	44%
Overage	220	1%	585	2%	299	1%	294	2%	1,398	2%	410	2%
Total	5,953	38%	12,534	44%	11,287	44%	8,428	43%	38,202	43%	9,755	46%
Invalid	535	4%	792	3%	634	2%	499	3%	2,460	3%	661	3%
Total Test Response	15,475	100%	28,498	100%	25,847	100%	19,660	100%	89,480	100%	21,366	100%

¹Number is the number of Joint Service coupons.

²An influencer is a respondent who has self-identified him/herself as a parent, educator, government or community leader.

³Because of the design of the Joint Service BRC, which allowed the respondent to identify him/herself as a parent or other influencer, 5.5% of the total Joint Service coupon respondents were identified as parents or influencers compared with less than .1% of Solo Service respondents that could be similarly identified. (See Exhibit 10 for Joint Service and Solo Service BRC's.)

TABLE 28B
DISTRIBUTION OF SERVICE INTERESTS

	<u>Solo Service Valid Coupons</u>		<u>Joint Service Interests</u>	
	<u>Number¹</u>	<u>%</u>	<u>Number²</u>	<u>%</u>
Army	8,975	18%	5,562	23%
Navy	15,154	31%	6,460	27%
Air Force	13,912	29%	6,640	28%
Marines	<u>10,720</u>	<u>22%</u>	<u>5,050</u>	<u>22%</u>
Total	48,761	100%	23,712	100%

¹See Table 14 for number base.

²See Table 29 for number base.

TABLE 29
DISTRIBUTION OF JOINT SERVICE VALID INTERESTS
BY SERVICE PREFERENCE

<u>MAGAZINE</u>	<u>ISSUE</u>	<u>ARMY</u>	<u>NAVY</u>	<u>AIR FORCE</u>	<u>MARINES</u>	<u>TOTAL INTERESTS</u>
Field & Stream	Feb	902	989	986	776	3,653
Popular Science	Feb	629	762	778	562	2,731
Car Craft	Feb	237	251	268	214	970
Outdoor Life	Mar	503	556	552	442	2,053
Mechanix Illustrated	Mar	457	500	537	401	1,895
Hot Rod	Mar	458	484	511	394	1,847
Field & Stream	Apr	572	653	656	536	2,417
Popular Science	Apr	553	708	725	521	2,507
Car Craft	Apr	198	236	254	177	865
Outdoor Life	May	335	427	421	321	1,504
Mechanix Illustrated	May	362	488	519	373	1,742
Hot Rod	May	356	406	433	333	1,528
Total		5,562	6,460	6,640	5,050	23,712 ¹
Percent		23%	27%	28%	22%	100%

¹23,712 valid interests divided by 9,768 valid coupons (see Table 14) yields 2.43 valid interests per coupon.

TABLE 30
 INCIDENCE AND DISTRIBUTION OF
 SINGLE AND MULTIPLE VALID COUPON RESPONDENTS
 FROM THE JOINT SERVICE MAGAZINE TEST
 (JOINT SERVICE INCLUDED)¹

	<u>DISCRETE RESPONDENTS</u> ²	<u>PERCENT OF TOTAL DISCRETE RESPONDENTS</u>	<u>NUMBER OF COUPONS</u>	<u>PERCENT OF TOTAL COUPONS</u>
5-Service Respondents ³	103	---	515	1%
4-Service Respondents	1,995	5%	7,980	13%
3-Service Respondents	2,901	7%	8,703	15%
2-Service Respondents	4,610	12%	9,220	16%
Intra-Service Respondents ⁴	512	1%	1,044	2%
Uncategorized Multiple ⁵ Coupons	<u>-----</u>	<u>---</u>	<u>1,117</u>	<u>2%</u>
Number of Respondents Who Sent in More Than One Coupon	10,121	25%	28,579 ⁶	49%
Number of Respondents Who Sent in One Coupon Only	<u>29,950</u>	<u>75%</u>	<u>29,950</u>	<u>51%</u>
Final Total	40,071	100%	58,529	100%

N.B.: Footnotes on following page.

FOOTNOTES TO TABLE 30:

- ¹ Coupon base in this report is all valid coupons received in the test, excluding coupons from the joint-Service sub-tests (Page/Spread; Box/Line). A valid coupon is a coupon on which the respondent identified his/her age as between 16.5 and 32 years; or did not identify an age, but in all other respects appeared valid.
- ² Discrete respondents are the number of respondents who sent in one or more coupons in the test (with the exclusions indicated in footnote 1). A discrete respondent is counted one time only, regardless of the number of coupons he sent in.
- ³ In this report, joint-Service is the fifth Service. Important: joint-Service counts do not reflect multi-Service interests on joint-Service Coupons.
- ⁴ A respondent who sent in two or more coupons for the same Service. The number of intra-Service respondents and the number of intra-Service coupons in this report are not the same as the numbers in Tables 33 and 34. The method of calculating intra-Service in this report is described in footnote 5 below.
- ⁵ In order that each respondent name be counted only one time and that all coupons also be counted, a respondent who sent in both two or more coupons for the same Service and at least one other coupon for a different Service was categorized first as a "2-Service, 3-Service, etc." respondent and second as an "Uncategorized Multiple Coupon," as in the following example:

<u>Actual Response</u>		<u>Report Count</u>		
<u>Number of Coupons</u>	<u>Type of Coupons</u>	<u>Report Category</u>	<u>Report Name Count</u>	<u>Report Coupon Count</u>
1	Army	2-Service Respondent	1	2
1	Navy	Uncategorized Multiple Coupons	0	1
1	Navy			
<u>3</u>			<u>1</u>	<u>3</u>

Because of this method of categorization, the counts for intra-Service refer only to respondents who sent in two or more coupons for the same Service and no additional coupon(s) for a different Service.

- ⁶ This coupon count balances with the multi-Service coupon count in Table 33 when intra-Service coupon counts are exploded:

Table 33 Multi-Service Coupon Count (Including Intra-Service Counted Once) . . .	26,954
Number of Intra-Service Coupons Counted Once . . .	(1,469)
	<u>25,485</u>
Total Number of Intra-Service Coupons . . .	3,094
	<u>28,579</u>

TABLE 31
INCIDENCE AND DISTRIBUTION OF
SINGLE AND MULTIPLE VALID COUPON RESPONDENTS
AMONG THE SOLO SERVICES¹

	<u>DISCRETE</u> <u>RESPONDENTS</u> ²	<u>PERCENT</u> <u>OF TOTAL</u> <u>DISCRETE</u> <u>RESPONDENTS</u>	<u>NUMBER</u> <u>OF</u> <u>COUPONS</u>	<u>PERCENT</u> <u>OF TOTAL</u> <u>COUPONS</u>
4-Service Respondents	1,950	6%	7,800	16%
3-Service Respondents	2,842	9%	8,526	18%
2-Service Respondents	4,375	14%	8,750	18%
Intra-Service Respondents ³	285	1%	557	1%
Uncategorized Multiple Coupons ⁴	<u>---</u>	<u>---</u>	<u>1,002</u>	<u>2%</u>
Number of Respondents Who Sent in More Than One Coupon	9,452	30%	26,655 ⁵	55%
Number of Respondents Who Sent in One Coupon Only	<u>22,106</u>	<u>70%</u>	<u>22,106</u>	<u>45%</u>
Final Total	31,558	100%	48,761	100%

N.B.: Footnotes on following page.

FOOTNOTES TO TABLE 31:

- ¹Coupon base in this report is all valid solo-Service coupons received in the test. A valid coupon is a coupon on which the respondent identified his/her age as between 16.5 and 32 years; or did not identify an age, but in all other respects appeared valid.
- ²Discrete respondents are the number of respondents who sent in one or more coupons. A discrete respondent is counted one time only, regardless of the number of coupons he sent in.
- ³A respondent who sent in two or more coupons for the same Service. The number of intra-Service respondents and the number of intra-Service coupons in this report are not the same as the numbers in Tables 33 and 34. The method of calculating intra-Service in this report is described in footnote 4 below.
- ⁴In order that each respondent name be counted only one time and that all coupons also be counted, a respondent who sent in both two or more coupons for the same Service and at least one other coupon for a different Service was categorized first as a "2-Service, 3-Service, etc." respondent and second as an "Uncategorized Multiple Coupon," as in the following example:

<u>Actual Response</u>		<u>Report Count</u>		
<u>Number of Coupons</u>	<u>Type of Coupons</u>	<u>Report Category</u>	<u>Report Name Count</u>	<u>Report Coupon Count</u>
1	Army	2-Service Respondent	1	2
1	Navy			
1	Navy	Uncategorized Multiple Coupons	0	1
<u>Total</u>			1	3

Because of this method of categorization, the counts for intra-Service refer only to respondents who sent in two or more coupons for the same Service and no additional coupon(s) for a different Service.

- ⁵This coupon count balances with the multi-Service coupon count in Table 34, when intra-Service coupon counts are exploded:

Table 34 Multi-Service Coupon Count (Including Intra-Service Counted Once) . . .	25,387
Number of Intra-Service Coupons Counted Once . . .	(1,143)
	<u>24,244</u>
Total Number of Intra-Service Coupons . . .	2,411
	<u>26,655</u>

TABLE 32

INCIDENCE AND DISTRIBUTION
OF SINGLE AND MULTIPLE VALID INTERESTS
AMONG JOINT SERVICE RESPONDENTS ¹

	DISCRETE RESPONDENTS ²	PERCENT OF TOTAL DISCRETE RESPONDENTS	NUMBER OF COUPONS	PERCENT OF TOTAL COUPONS	NUMBER OF INTERESTS	PERCENT OF TOTAL INTERESTS
4-Service Interest	682	7%	682	7%	2,728	11%
3-Service Interest	4,570	48%	4,570	47%	13,710	58%
2-Service Interest	1,880	20%	1,880	19%	3,760	16%
Number of Respondents Interested in More Than One Service	7,132	75%	7,132	73%	20,198	85%
Number of Respondents Interested in Only One Service	1,953	21%	1,953	20%	1,953	8%
Intra-Service ³	<u>326</u>	<u>4%</u>	<u>683</u>	<u>7%</u>	<u>1,561</u>	<u>7%</u>
Final Total	9,411	100%	9,768	100%	23,712	100%

¹Coupon base in this report is all joint-Service valid coupons received in the test, excluding coupons from the joint-Service sub-tests (Page/Spread; Box/Line).

²Discrete respondents are the number of respondents who sent in one or more coupons in the test (with the exclusions indicated in footnote 1). A discrete respondent is counted one time only, regardless of the number of coupons he sent in.

³Intra-Service respondents are those respondents who sent in two or more joint-Service coupons.

TABLE 33

INCIDENCE OF VALID COUPON DUPLICATION
IN THE JOINT SERVICE MAGAZINE TEST
BY SERVICE
(JOINT SERVICE INCLUDED)

	TOTAL COUPONS 1	INTRA- SERVICE COUPONS 2	NET COUPONS 3	INTRA-SERVICE RESPONDENTS COUNTED ONCE 4	NET COUPON BASE 5	DISCRETE SERVICE COUPONS 6	MULTIPLE SERVICE COUPONS 7	MULTIPLE SERVICE COUPONS NET, NET COUPON BASE
Army	8,975	(443)	8,532	209	8,741	3,215	5,526	63%
Navy	15,154	(741)	14,413	353	14,766	7,555	7,211	49%
Air Force	13,912	(712)	13,200	336	13,536	6,542	6,994	52%
Marines	10,720	(515)	10,205	245	10,450	4,371	6,079	58%
Joint Service ⁸	<u>9,768</u>	<u>(683)</u>	<u>9,085</u>	<u>326</u>	<u>9,411</u>	<u>8,267</u>	<u>1,144</u>	<u>12%</u>
Total	58,529	(3,094)	55,435	1,469	56,904	29,950	26,954	47%

N.B.: Footnotes on following page.

FOOTNOTES TO TABLE 33:

- 1 Total coupons are all valid coupons received in the test, excluding coupons from the Joint Service sub-tests (Page/Spread; Box/Line). A valid coupon is a coupon on which the respondent identified his/her age as between 16.5 and 32 years; or did not identify an age, but in all other respects appeared valid.
- 2 The number of coupons sent in by respondents who requested information two or more times from the same Service.
- 3 Total coupons less Intra-Service coupons. If Intra-Service coupons were counted as many times as there are coupons, the incidence of coupon duplication would be overstated.
- 4 Number of respondents who sent in Intra-Service coupons.
- 5 Number of Net Coupons + Intra-Service respondents.
- 6 A Discrete Service Coupon is a coupon from a respondent who sent in only one coupon for information about one Service.
- 7 A Multiple Service Coupon is a coupon from a respondent who sent in two or more coupons for information about two or more different Services. Intra-Service coupons are counted as one coupon only.
- 8 In this report, Joint Service is the fifth Service. Important: Joint Service counts do not reflect multi-Service interests on Joint Service coupons.

TABLE 34

INCIDENCE OF VALID COUPON DUPLICATION
AMONG THE SOLO SERVICES

	TOTAL COUPONS 1	INTRA- SERVICE COUPONS 2	NET COUPONS 3	INTRA-SERVICE RESPONDENTS COUNTED ONCE 4	NET COUPON BASE 5	DISCRETE SERVICE COUPONS 6	MULTIPLE SERVICE COUPONS 7	MULTIPLE SERVICE COUPONS NET, NET COUPON BASE 8
Army	8,975	(443)	8,532	209	8,741	3,262	5,479	63%
Navy	15,154	(741)	14,413	353	14,766	7,701	7,065	48%
Air Force	13,912	(712)	13,200	336	13,536	6,686	6,850	51%
Marines	<u>10,720</u>	<u>(515)</u>	<u>10,205</u>	<u>245</u>	<u>10,450</u>	<u>4,457</u>	<u>5,993</u>	<u>57%</u>
Total	48,761	(2,411)	46,350	1,143	47,493	22,106	25,387	53%

N.B.: Footnotes on following page.

FOOTNOTES TO TABLE 34:

- ¹Total coupons are all valid solo-Service coupons received in the test. A valid coupon is a coupon on which the respondent identified his/her age as between 16.5 and 32 years; or did not identify an age, but in all other respects appeared valid.
- ²The number of coupons sent in by respondents who requested information two or more times from the same Service.
- ³Total coupons less Intra-Service coupons. If Intra-Service coupons were counted as many times as there are coupons, the incidence of coupon duplication would be overstated.
- ⁴Number of respondents who sent in Intra-Service coupons.
- ⁵Number of Net Coupons + Intra-Service respondents.
- ⁶A Discrete Service Coupon is a coupon from a respondent who sent in only one coupon for information about one Service.
- ⁷A Multiple Service Coupon is a coupon from a respondent who sent in two or more coupons for information about two or more different Services. Intra-Service coupons are counted as one coupon only.

TABLE 35
NUMBERS, RATES AND COSTS
OF DISCRETE RESPONDENTS

	<u>DISCRETE RESPONDENTS</u> ¹	<u>RESPONSE RATE</u> ²	<u>COST PER DISCRETE RESPONDENT</u> ³
Total Test	40,071	.047%	\$31.20
Solo-Service Only	31,558	.046%	\$29.52
Joint-Service Only	9,411	.055%	\$33.85

¹See Tables 30, 31 and 32.

²See Page III-3 for circulation bases. Rate of response is the number of discrete respondents divided by circulation.

³See Table 19 for cost data. Cost per discrete respondent is cost divided by the number of discrete respondents.

TABLE 36
PAGE VS. SPREAD
OVERALL RESULTS

	<u>PAGE</u>		<u>Spread</u>	
	<u>Number of Responses</u>	<u>Cost Per Response</u>	<u>Number of Responses</u>	<u>Cost Per Response</u>
Total Coupons	1,669	\$18.75	2,547	\$17.59
Valid Coupons	927	\$33.76	1,375	\$32.58
Valid Interests	2,330	\$13.43	3,484	\$12.86

TABLE 37
PAGE VS. SPREAD

MAGAZINE	CIRC. (000)	ISSUE DATE	COST (000)	VALID TOTAL RESPONSE		RATE OF RESPONSE 4	COST PER VALID TOTAL COUPON 5	VALID TOTAL INTERESTS	RATE OF RESPONSE 4	COST PER VALID TOTAL INTEREST 5
				VALID TOTAL COUPONS	RATE OF RESPONSE 4					
<u>Page</u>										
Road & Track ¹	570	Feb	\$11.6	319	.06%	\$36.36	769	.13%	\$15.08	
Cycle World ¹	301	Feb	\$ 7.3	299	.10%	\$24.41	753	.25%	\$ 9.69	
Motorcyclist ²	152	Mar	\$ 3.9	83	.05%	\$46.99	218	.14%	\$17.89	
Motor Trend ³	377	Mar	\$ 8.5	226	.06%	\$37.61	590	.16%	\$14.41	
Total Page	1,400		\$31.3	927	.07%	\$33.76	2,330	.17%	\$13.43	
<u>Spread</u>										
Road & Track ¹	559	Mar	\$16.2	546	.10%	\$29.67	1,404	.25%	\$11.54	
Cycle World ¹	308	Mar	\$10.5	316	.10%	\$33.23	821	.27%	\$12.79	
Motorcyclist ²	152	Feb	\$ 5.8	188	.12%	\$30.85	463	.30%	\$12.53	
Motor Trend ³	378	Feb	\$12.3	325	.09%	\$37.85	796	.21%	\$15.45	
Total Spread	1,397		\$44.8	1,375	.10%	\$32.58	3,484	.25%	\$12.86	

¹ Circulation figures are those provided by the publication. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

² Circulation figures are quarterly averages provided by the publication.

³ In addition to its use as a vehicle for testing page vs. spread, Motor Trend was also utilized to test line vs. box BRC's. In this report, only the line BRC results appear from Motor Trend, since all other magazines also used the Time coupon format. Circulation and cost figures are half of the actual total, since response reported is from only half the circulation.

⁴ Rate of response is calculated by dividing the number of coupons/interests by the magazine circulation.

⁵ Cost per response/interest is calculated by dividing the cost by the number of coupons/interests.

TABLE 38
4-BOX BRC VS. 3-LINE BRC

OVERALL RESULTS

	<u>4-BOX</u>		<u>3-LINE</u>	
	<u>Number of Responses</u>	<u>Cost Per Response</u>	<u>Number of Responses</u>	<u>Cost Per Response</u>
Total Coupons	1,314	\$15.83	1,073	\$19.38
Valid Coupons	706	\$29.46	551	\$37.75
Valid Interests	1,250	\$16.64	1,386	\$15.01

AD-A070 385

GREY ADVERTISING INC NEW YORK
JOINT SERVICE MAGAZINE ADVERTISING TEST. SPRING 1978.(U)
APR 79

F/6 5/1

MDA903-77-D-0022

UNCLASSIFIED

NL

2 OF 2
AD
A070 385



END
DATE
FILMED
8-79
DDC

TABLE 39
4-BOX BRC VS. 3-LINE BRC
VALID TOTAL RESPONSE 1

MOTOR TREND	CIRC. ² (000)	ISSUE DATE	COST (000)	VALID TOTAL COUPONS	RATE OF RESPONSE 3	COST PER VALID COUPON 4	VALID TOTAL INTERESTS	RATE OF RESPONSE 3	COST PER VALID TOTAL INTEREST 4
<u>Spread Unit</u>									
- Box BRC	377	Feb	\$12.3	405	.11%	\$30.37	708	.19%	\$17.37
- Line BRC	378	Feb	\$12.3	325	.09%	\$37.85	796	.21%	\$15.45
<u>Page Unit</u>									
- Box BRC	378	Mar	\$ 8.5	301	.08%	\$28.24	542	.14%	\$15.68
- Line BRC	377	Mar	\$ 8.5	226	.06%	\$37.61	590	.16%	\$14.41
Total Box	755		\$20.8	706	.09%	\$29.46	1,250	.17%	\$16.64
Total Line	755		\$20.8	551	.07%	\$37.75	1,386	.18%	\$15.01

¹An A/B split was used for the two versions of the BRC in both issues of Motor Trend. An A/B split means that half of the circulation received a 3-Line BRC, on an every other copy basis. In February, a Spread, 4/C unit was used and, in March, a Page 4/C unit.

²Circulation figures are quarterly averages provided by the publication. ABC (Audit Bureau of Circulation) figures were unavailable at the time this report was prepared.

³Rate of response is calculated by dividing the number of coupons/interests by the magazine circulation.

⁴Cost per response/interest is calculated by dividing the cost by the number of coupons/interests.

VI. SUMMARY, CONCLUSIONS AND IMPLICATIONS
FROM THE RESULTS OF THE
JOINT-SERVICE MAGAZINE TEST

A. SUMMARY

The results of the joint-Service magazine test demonstrated that:

- ... The total coupon response rates were the same for solo and joint (.13%).
- ... The valid coupon response rates were virtually identical (.07% for solo; .06% for joint).
- ... The response rate for valid interests generated by joint-Service ads was twice that for solo-Service ads (.14% vs. .07%).
- ... The response rates for discrete respondents were about equal (.05% for solo and .06% for joint-Service respondents).
- ... Age levels of respondents were about the same for both advertising modes, as determined by the call-back survey results (51% of the solo respondents and 50% of joint respondents were in the 16.5-18 age bracket).
- ... Education levels were the same: 57% of solo respondents had completed high school or better, and 56% of joint respondents had attained the same education level.
- ... Enlistment propensity was higher among joint-Service respondents (17%) than among solo-Service respondents (11%). This differential

was strongest among "shoppers" (22% for joint-Service respondents who requested information about two or more Services, 11% for solo-Service respondents who requested information about two or more Services) and less strong among "single" Service respondents (19% for joint and 17% for solo-Service respondents).

... A significant proportion of youths seeking information about the military are interested in two or more Services:

- 30% of the solo-Service respondents in the test requested information from two or more Services.
- 41% of all respondents who were surveyed stated they had requested information from two or more Services (the base includes 837 respondents who recalled requesting information, as well as 376 respondents who did not recall requesting information).
- 60% of all survey respondents recalling a request for Service information, recalled requesting information from two or more Services.
- 75% of the joint-Service respondents requested information about two or more Services.

... Joint-Service ads produced prospect leads (interests) more cost-effectively than did solo-Service ads (\$13.44 vs. \$19.11). At this differential, the individual Services would have to spend \$1.42 in solo-mode advertising to generate the same number of prospect leads that each \$1.00 of joint-mode advertising produces.

The sub-test results demonstrated that:

... The valid response rate for spread units was higher than that for page units (.10% for spread and .07% for page).

- ... The average number of Service interests per coupon was about the same for both "Spreads" and "Pages."
- ... The additional cost of "Spreads" was offset by the increase in response.
- ... Somewhat higher coupon response rates were attained when 4-box BRCs were used than 3-line BRCs (.10% vs. .07%).
- ... 3-line BRCs resulted in more interests per coupon than the 4-box BRC (2.5 vs. 1.8).

B. CONCLUSIONS AND IMPLICATIONS

1. Response Rate and Cost Effectiveness

Conclusion

There were no significant differences in the coupon response rates for solo- and joint-Service ads. In terms of valid interests, the joint ads were 42% more cost-effective than solo-Service ads (\$13.44 vs. \$19.11).

Implication

Given equality in other factors, such as quality, joint-Service ads should be more efficient than solo-Service ads in generating valid leads (interests), so long as prospects tend to seek and compare information concerning two or more military Services before enlisting.

2. Lead Quality

Conclusion

There was no significant difference in the quality of solo- and joint-Service respondents in terms of age and education.

Implication

Response quality differentials can be ignored in determining the effectiveness of solo- and joint-Service advertising.

3. "Shopping" Propensity

Incidence of "Shopping"

The incidence of multi-Service interest among respondents to solo-Service ads has been a matter of conjecture. This test provided an opportunity to match respondents to solo-Service ads in an attempt to measure the degree to which youths seek information from two or more Services ("Shopping"). As the incidence of "shopping" increases, joint-Service advertising becomes more cost effective. In this test, 30% of solo-Service respondents were "shoppers" and accounted for 55% of the solo-Service coupons while 75% of the joint-Service respondents requested information from two or more Services and accounted for 73% of the joint-Service coupons.

It should be remembered that the observed "shopper" rate for the solo program excludes solo-test single-Service respondents who replied to other solo-Service ads placed independently during the test period. Thus, the 30% rate appears to be a conservative floor.

While a considerable proportion of test program respondents who were subsequently interviewed in a follow-up survey did not recall sending for Service information in the preceding six months, the number who recalled requesting information from two or more Services was equal to 41% of the total surveyed and equal to 60% of those who recalled requesting information from any Service.

The follow-up survey results are consistent with a recent analysis of results from the Fall, 1978 Youth Attitude Tracking Study. That analysis showed that 52% of the respondents who indicated a likelihood of military service in the future named two or more Services as possibilities.

Conclusion

A large proportion of young prospects for military enlistment are "shoppers."

Implication

The greater the incidence of "shoppers" in the military prospect pool, the more efficient joint-mode advertising becomes.

4. Cost of Identifying Discrete Respondents

Cost-Effectiveness

In the test, the cost of identifying a discrete respondent through joint-mode advertising was \$33.85 and, through solo-mode advertising, \$29.52 (at the "shopper" rate of 30%, as identified by lead duplication analysis). If the "shopper" rate among solo respondents is actually 41% (as in the follow-up survey), the average cost of identifying discrete individuals through solo-mode advertising becomes \$33.31 -- about the same as the joint

program. If the "shopper" rate is really 60%, the average cost of identifying discrete individual through solo ads becomes \$39.91 -- or about 20% above the joint program.

Conclusion

Although the exact degree of "shopping" is not clear, it appears that joint advertising is not cost ineffective so far as identifying discrete individuals who are interested in the military.

Implication

Joint-Service magazine advertising can be used cost-effectively to identify discrete individuals interested in the military, particularly those individuals interested in more than one Service ("shoppers").

5. Spread Vs. Page

Conclusion

In the specific magazines in which the joint-mode spread and page units were tested, "Spreads" were more effective in generating both coupons and valid leads (interests). However, the cost advantage was small.

Implication

In specific magazines, a joint-Service "Spread" may be a more cost-effective space unit than a "Page."

6. Box Vs. Line Business Reply Cards

Conclusion

The 3-line Business Reply Card (BRC) is more effective than the 4-box in so far as valid lead production (interests) is concerned; the 4-box BRC, however, produces greater coupon response.

Implication

Continued use of the 3-line BRC is indicated.

TECHNICAL APPENDIX

Lead intake from the DOD advertising test was received and processed by a commercial service bureau, Multimode, Inc., Huntington Station, NY, under contract to DOD's agency, Grey Advertising, Inc.

All responses processed by Multimode were source-identified and categorized.

Source identity included:

- the type of ad that appeared (Solo or Joint)
- the magazine in which the ad appeared
- the issue date of the magazine in which the ad appeared
- the coupon position (inside or outside)

The following categories were established for DOD responses:

- Prospect: respondent who identified him/herself as between the ages of 16.5 and 32 years and whose coupon in all other respects appeared valid (full name & address; no prank/obscene remarks; and no identification that respondent was other than prospect, e.g., the respondent did not describe him/herself as a parent, educator, recruiter, etc.). Also a respondent who did not fill in age, but whose coupon in all other respects appeared valid.
- Parent: respondent who identified him/herself as a parent.
- Influential: respondent who specifically identified him/herself as doctor, teacher, guidance counselor, etc.
- Overage: respondent who indicated his/her age as greater than 32 years.

- Underage: respondent who indicated his/her age as less than 16.5 years.
- Miscellaneous: respondent who requested legitimate information, but not the information offered, e.g., pictures of tanks, ROTC requirements, Service academy requirements.
- Invalid: a coupon with blank name, incomplete address, obvious prank name or obscene remarks.

A separate "white mail" section was also established. A "white mail" respondent, by definition, was a respondent who sent in an uncoded (no source) inquiry, usually a letter or postcard. Depending upon the nature of the inquiry, this type of respondent fell into one of the above categories, e.g., prospect, parent, etc.

All responses were passed on to the appropriate individual Services for fulfillment. All information regardless of response type, was keypunched to tape and included:

- source code
- category code
- name
- street address
- city, state, zip
- phone number (where applicable)
- birthdate (where applicable)
- high school graduation date (where applicable)
- last grade completed (where applicable)
- Service preferences (where applicable)

- date received at Multimode
- discrete lead identification number

All responses (except invalids) were passed on to the appropriate individual Services for fulfillment on a thirty-six hour turn-around; that is, all responses received on Day One were transmitted to the individual Services by end of business on Day Two.

Response duplication was established through use of a standard computer match code which selected and compared elements of name and address and full zip code.

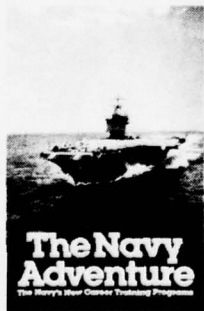
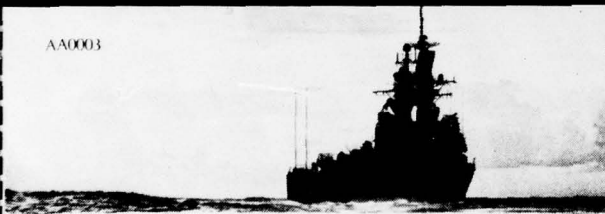
VIII. Exhibits

A FREE OFFER FOR PEOPLE WHO WANT TO SEE THE WORLD.

EXHIBIT 1

Navy Ad and BRC

AA0003



FREE!

SEND
THIS
COUPON
FOR
NAVY
ADVENTURE
BOOKLET. (G)

NAME _____
First (Please Print) Last

ADDRESS _____

CITY _____ STATE _____ ZIP _____

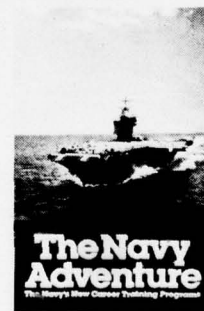
DATE OF BIRTH _____
Last grade completed

PHONE _____
(Area) (Number)

OUTDOOR LIFE 2/78

Q517

AA0004



FREE!

SEND
THIS
COUPON
FOR
NAVY
ADVENTURE
BOOKLET. (G)

NAME _____
First (Please Print) Last

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DATE OF BIRTH _____
Last grade completed

PHONE _____
(Area) (Number)

OUTDOOR LIFE 2/78

Q518

Pay & Benefits

If you enlist in the Army, you'll start with good pay, a long list of skill training courses to choose from, 30 days paid vacation each year, the opportunity to travel and to continue your education. For more information about all the opportunities in today's Army, send the postcard.

EXHIBIT 2

Army Ad and BRC

AA0001

This free booklet will tell you more about what the Army can offer you.



Skill training — hundreds of courses to choose from.

A chance to earn college credits with the Army paying up to 75% of the tuition. Plus a chance to qualify for veterans' educational benefits.

\$397.50 a month to start, before deductions.

Work in Europe, Alaska, Hawaii, Panama Canal Zone, Korea, or almost anywhere in the continental U.S.

30 days paid vacation each year.

The challenge and the pride in serving your Country.

Ms./Mr. _____

Address _____

City _____

State _____ Zip _____

Phone _____ Date of Birth _____

High School Attending _____

Graduation Date _____

Your local Army Representative is listed in the Yellow Pages under "Recruiting."

32OLDI99028PC OUTDOOR LIFE 2/78

AA0002

This free booklet will tell you more about what the Army can offer you.



Skill training — hundreds of courses to choose from.

A chance to earn college credits with the Army paying up to 75% of the tuition. Plus a chance to qualify for veterans' educational benefits.

\$397.50 a month to start, before deductions.

Work in Europe, Alaska, Hawaii, Panama Canal Zone, Korea, or almost anywhere in the continental U.S.

30 days paid vacation each year.

The challenge and the pride in serving your Country.

Ms./Mr. _____

Address _____

City _____

State _____ Zip _____

Phone _____ Date of Birth _____

High School Attending _____

Graduation Date _____

Your local Army Representative is listed in the Yellow Pages under "Recruiting."

32OLDI*028PC OUTDOOR LIFE 2/78

Now our college has almost everything but a football team.

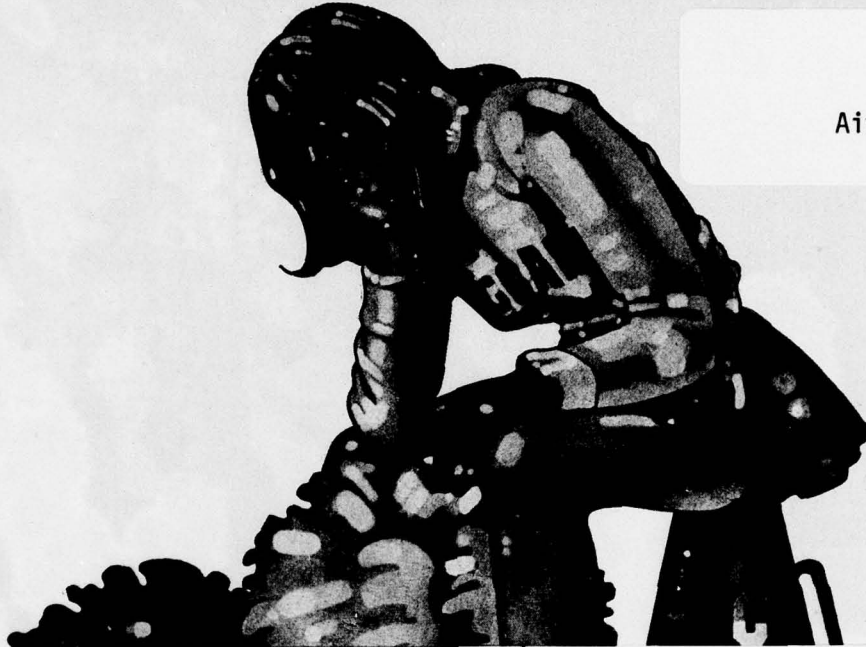


EXHIBIT 3

Air Force Ad and BRC
Feb. and March

AA0005

10L028

AA0006

10L028

Yes, I am interested in Air Force opportunities.
I understand there is no obligation.

Yes, I am interested in Air Force opportunities.
I understand there is no obligation.

Name _____ Sex M F
Please Print

Name _____ Sex M F
Please Print

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

School Name _____

School Name _____

Year Graduated / Will Graduate _____

Year Graduated / Will Graduate _____

Date of Birth _____ Phone _____

Date of Birth _____ Phone _____

Send information

Send information

AIR FORCE—A GREAT WAY OF LIFE ➔

AIR FORCE—A GREAT WAY OF LIFE ➔

OUTDOOR LIFE 2/78

OUTDOOR LIFE 2/78

THE EAGLE IS READY.

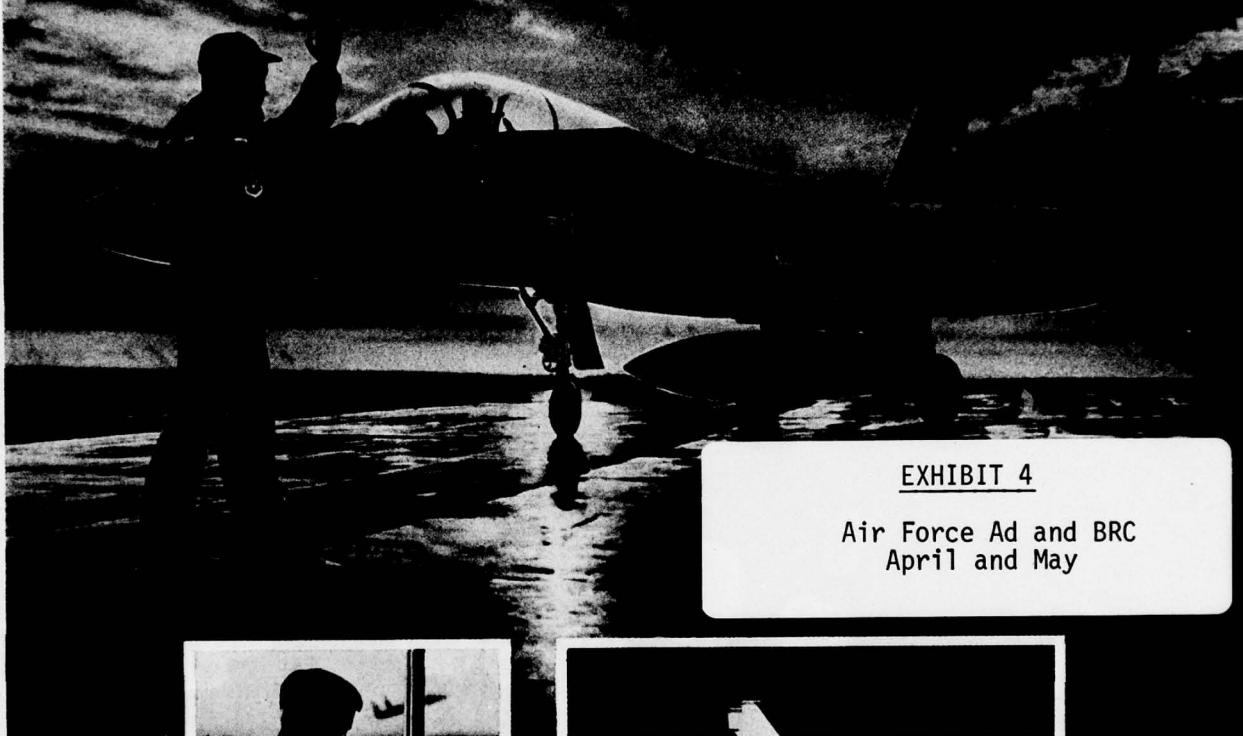


EXHIBIT 4

Air Force Ad and BRC
April and May

AA0015

10L048

IT'S A GREAT WAY OF LIFE!

Yes, I am interested in Air Force opportunities.
I understand there is no obligation.

Name _____
Please Print

Address _____ Apt. No. _____

City _____ State _____

Zip _____ Sex M F

School Name _____

Year Graduated/Will Graduate _____

Date of Birth _____ Phone _____

Send me information

AIR FORCE

OUTDOOR LIFE 4/78

AA0016

10L048

IT'S A GREAT WAY OF LIFE!

Yes, I am interested in Air Force opportunities.
I understand there is no obligation.

Name _____
Please Print

Address _____ Apt. No. _____

City _____ State _____

Zip _____ Sex M F

School Name _____

Year Graduated/Will Graduate _____

Date of Birth _____ Phone _____

Send me information

AIR FORCE

OUTDOOR LIFE 4/78

On your mark.

Get set.



EXHIBIT 5

Marines Ad and BRC
Feb. and March

AA0007



SEND ME A BOOK ABOUT:

Regular enlistment.

Mr.
Ms.

PLEASE PRINT

Address

City

State

Zip

Telephone Number

Name of School

Last grade completed

Date of Birth

Month

Day

Year

MDOLX02018

OUTDOOR LIFE 2/78

AA0008



SEND ME A BOOK ABOUT:

Regular enlistment.

Mr.
Ms.

PLEASE PRINT

Address

City

State

Zip

Telephone Number

Name of School

Last grade completed

Date of Birth

Month

Day

Year

MDOLX02018

OUTDOOR LIFE 2/78

If you want to take charge...

EXHIBIT 6

Marines Ad and BRC
April and May

AA0017

Use this card to send for facts about opportunities in the Marines

Send me more information about
opportunities in the Marines

Mr
Ms _____
(PLEASE PRINT)

Address _____

City _____

State _____ Zip _____

Telephone Number _____

Name of School _____

Date of Birth _____ Last Grade
(Mo /Day/Yr) Completed

MDOLX04018

OUTDOOR LIFE 4/78

AA0018

Use this card to send for facts about opportunities in the Marines

Send me more information about
opportunities in the Marines

Mr
Ms _____
(PLEASE PRINT)

Address _____

City _____

State _____ Zip _____

Telephone Number _____

Name of School _____

Date of Birth _____ Last Grade
(Mo /Day/Yr) Completed

MDOLX04018

OUTDOOR LIFE 4/78

Everybody knows you can't get a good job without experience.

THE SERVICES

AA0029

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Write in below, the names of the Services for which you'd like to receive more information.

1. _____ 2. _____ 3. _____
I UNDERSTAND THERE IS NO OBLIGATION.

NAME (Please print) SEX

ADDRESS

CITY STATE ZIP

BIRTH DATE (month/day/year) PHONE (Include area code)

H.S. 9 10 11 12 College 1 2 3 4

High School Graduation Date Education. Circle last grade completed

This information is for:

Myself

My son or daughter

Other relative or friend

AA0030

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Write in below, the names of the Services for which you'd like to receive more information.

1. _____ 2. _____ 3. _____
I UNDERSTAND THERE IS NO OBLIGATION.

NAME (Please print) SEX

ADDRESS

CITY STATE ZIP

BIRTH DATE (month/day/year) PHONE (Include area code)

H.S. 9 10 11 12 College 1 2 3 4

High School Graduation Date Education. Circle last grade completed

This information is for:

Myself

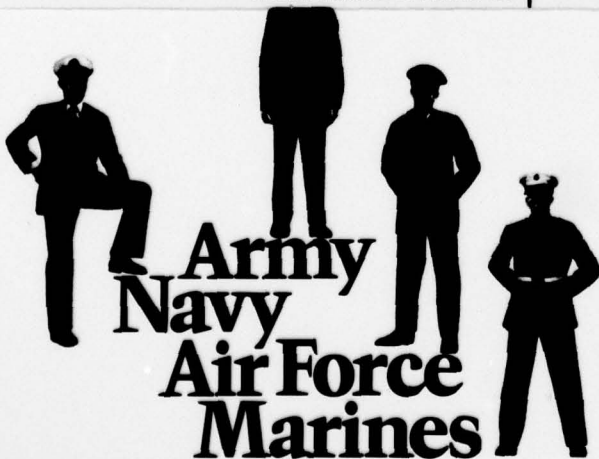
My son or daughter

Other relative or friend

don't
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good
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your



Army
Navy
Air Force
Marines

DO IT FOR YOURSELF.
DO IT FOR YOUR COUNTRY.

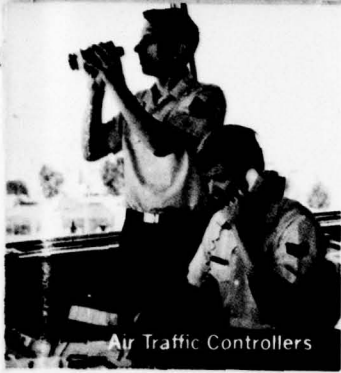
But get through, and you'll have a skill you can work with. And grow with. A skill you can turn into a successful and interesting future. In or out of the service.

But skill and experience aren't the only things you'll get.

You'll meet people from all walks of life. You'll travel. You'll earn a good paycheck. You'll get 30 days paid vacation. And a chance to continue your education.

For more information, fill out the postcard and mail it in. And get on your way to getting experience.

Right!



Air Traffic Controllers



Heavy Equipment Operator



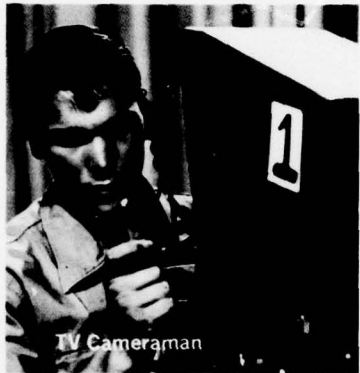
Chef



Machinist



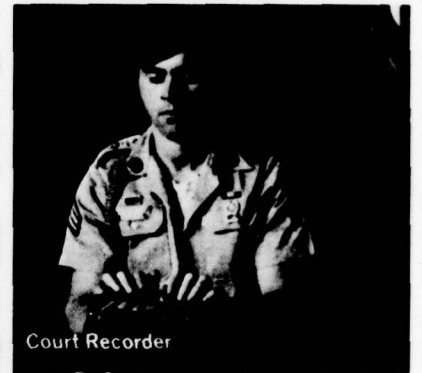
Electronics Technicians



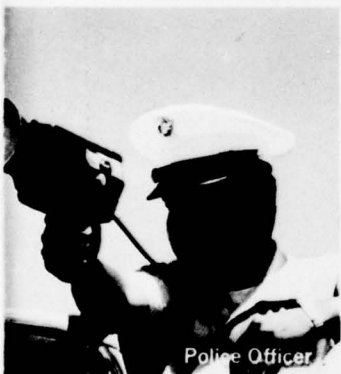
TV Cameraman



Crew Chief



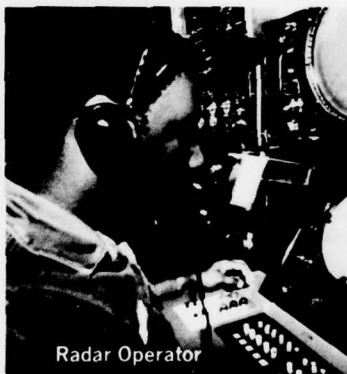
Court Recorder



Police Officer



Overseas Duty



Radar Operator



30 Days Vacation



Helicopter Crew



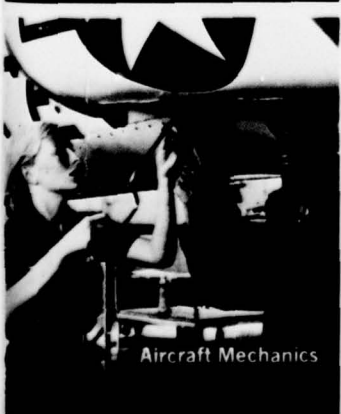
Welder



Electronics Repairman



Fire Fighters



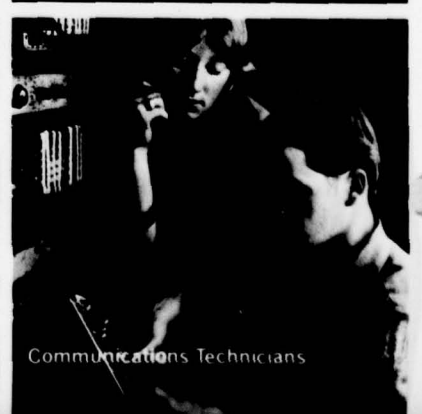
Aircraft Mechanics



Diver



Time For Sports



Communications Technicians

Joint-Service Hardware
Spread and BRC
April and May

The Service. It's an exciting



AA0059

EXCITEMENT OPPORTUNITY CHALLENGE

Please send me more information.

ARMY, NAVY, AIR FORCE, MARINES.

Write in below, the names of the Services for which you'd like to receive more information. (There is no obligation, of course.)

1. _____ 2. _____ 3. _____

NAME (Please print) SEX

ADDRESS

CITY STATE ZIP

BIRTH DATE (month/day/year) PHONE (include area code)

HS 9 10 11 12 College 1 2 3 4

High School Education. Circle last grade completed

Graduation Date
This information is for:
Myself
My son or daughter
Other relative or friend

AA0060

EXCITEMENT OPPORTUNITY CHALLENGE

Please send me more information.

ARMY, NAVY, AIR FORCE, MARINES.

Write in below, the names of the Services for which you'd like to receive more information. (There is no obligation, of course.)

1. _____ 2. _____ 3. _____

NAME (Please print) SEX

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BIRTH DATE (month/day/year) PHONE (include area code)

HS 9 10 11 12 College 1 2 3 4

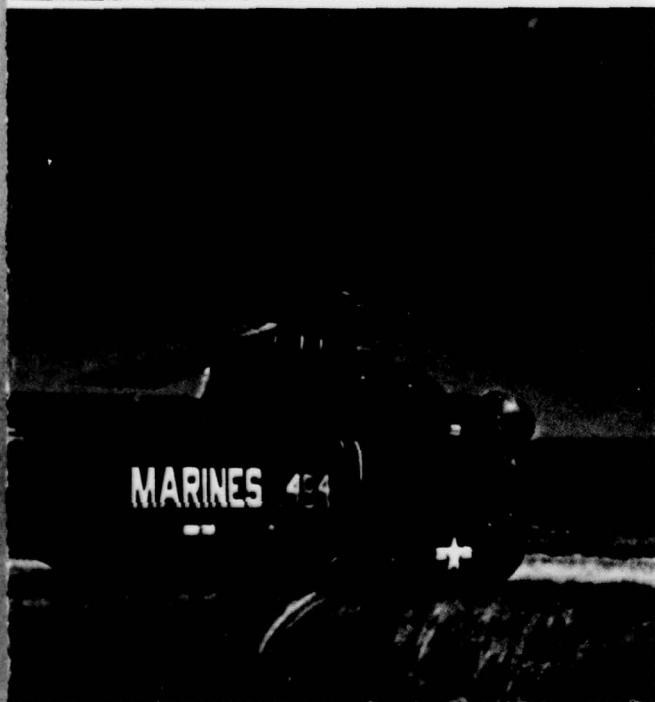
High School Education. Circle last grade completed

Graduation Date
This information is for:
Myself
My son or daughter
Other relative or friend

THE SERVICES



place to work.

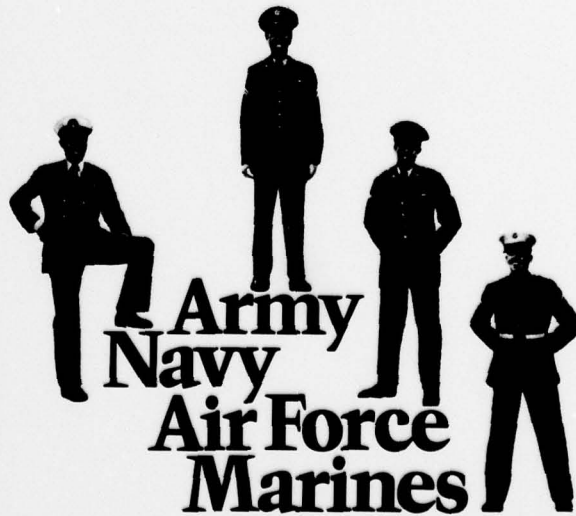


A chance to see some of the world. A chance to challenge your ability like it's never been challenged before. A chance to work hard. To learn new job skills. To make new friends. To earn a good salary. A chance to be successful in a job you'll be proud to work at. A chance to take on responsibility. And maybe lead others.

Now compare that to some dull 9 to 5 job.

Army. Navy. Air Force. Marines. There isn't a job that can do more for you. Or a job that asks more of you.

For more information about service opportunities, fill out the postcard and mail it in.



Do it for yourself. Do it for your country.

Everybody knows you can't get a good job without experience.

EXHIBIT 9

Joint-Service Page

Wrong.

How can you get experience if you don't get a chance? It's a problem you face when you're looking for a good job.

Today's Army, Navy, Air Force and Marines offer training for thousands of good jobs. And you may qualify for one. No experience necessary! (That's what we'll give you.)

But just because you don't need experience doesn't mean you don't need anything on the ball.

Just the opposite. In today's service, the competition is keener. The job-training better. And it asks a lot of you. That's the way your country wants it.

But get through, and you'll have a skill you can work with. And grow with. A skill you can turn into a successful and interesting future. In or out of the service.

But skill and experience aren't the only things you'll get.

You'll meet people from all walks of life. You'll travel. You'll earn a good paycheck. You'll get 30 days paid vacation. And a chance to continue your education.

For more information, fill out the postcard and mail it in. And get on your way to getting experience.

Right!



Air Traffic Controllers



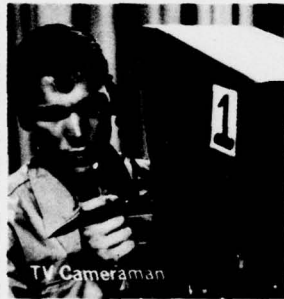
Heavy Equipment Operator



Chef



Electronics Technicians



TV Cameraman



Crew Chief



Police Officer



Overseas Duty



Radar Operator



Helicopter Crew



Welder



Electronics Repairman



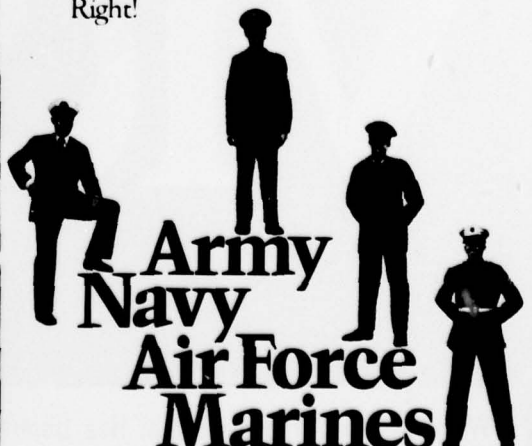
Aircraft Mechanics



Diver



Time For Sports



**Army
Navy
Air Force
Marines**

DO IT FOR YOURSELF.
DO IT FOR YOUR COUNTRY.

Joint-Service 4/Box BRC
Joint-Service 3/Line BRC

THE SERVICES

AA0125

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Check off below, the names of the Services for which you'd like to receive more information.

- ARMY
 - AIR FORCE
 - NAVY
 - MARINES
- I UNDERSTAND THERE IS NO OBLIGATION.

NAME _____ (Please print) SEX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BIRTH DATE (month/day/year) _____ PHONE (Include area code) _____
 H.S. 9 10 11 12 College 1 2 3 4
 Education. Circle last grade completed

High School Graduation Date _____

This information is for:
 Myself
 My son or daughter
 Other relative or friend

MOTOR TREND 3/78

AA0126

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Check off below, the names of the Services for which you'd like to receive more information.

- ARMY
 - AIR FORCE
 - NAVY
 - MARINES
- I UNDERSTAND THERE IS NO OBLIGATION.

NAME _____ (Please print) SEX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BIRTH DATE (month/day/year) _____ PHONE (Include area code) _____
 H.S. 9 10 11 12 College 1 2 3 4
 Education. Circle last grade completed

High School Graduation Date _____

This information is for:
 Myself
 My son or daughter
 Other relative or friend

MOTOR TREND 3/78

THE SERVICES

AA0127

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Write in below, the names of the Services for which you'd like to receive more information.

1. _____ 2. _____ 3. _____
I UNDERSTAND THERE IS NO OBLIGATION.

NAME _____ (Please print) SEX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BIRTH DATE (month/day/year) _____ PHONE (Include area code) _____
 H.S. 9 10 11 12 College 1 2 3 4
 Education. Circle last grade completed

High School Graduation Date _____

This information is for:
 Myself
 My son or daughter
 Other relative or friend

MOTOR TREND 3/78

AA0128

YOU CAN GET A GOOD JOB WITHOUT EXPERIENCE.

Find out how.

ARMY, NAVY, AIR FORCE, OR MARINES.

Write in below, the names of the Services for which you'd like to receive more information.

1. _____ 2. _____ 3. _____
I UNDERSTAND THERE IS NO OBLIGATION.

NAME _____ (Please print) SEX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BIRTH DATE (month/day/year) _____ PHONE (Include area code) _____
 H.S. 9 10 11 12 College 1 2 3 4
 Education. Circle last grade completed

High School Graduation Date _____

This information is for:
 Myself
 My son or daughter
 Other relative or friend

MOTOR TREND 3/78

EXHIBIT 11

CALL-BACK QUESTIONNAIRE

Hello, my name is _____ from _____.
We are conducting a study on the effectiveness of certain kinds of advertising
and would like to ask you a few questions.

1. Have you requested by mail any information concerning enlistment in the
military Services -- that is, the Army, Navy, Air Force and Marines -- in
the past six months?

YES [] Go to Q.2

NO [] Terminate

2. For which branch(es) of the service have you requested information?

Army []

Navy []

Air Force []

Marines []

Other []

(LIST)

3. Have you spoken to any military enlistment recruiters in the past six months?

YES []

NO []



For which branch(es)?

- 4a. How likely do you think you'll be to enlist in any one of the Armed Services
in the next six months?

Extremely Likely

Very Likely

Quite Likely

Rather Likely

Not Too Likely

Not At All Likely

[] }
[] }
[] }
[] }
[] }
[] }

Ask Q.4b

Go to Q.5

b. Which branch(es)?

REPEAT SCALE

5. What is your date of birth? _____

6. What was the last grade you completed in school? _____

THANK YOU FOR YOUR TIME AND COOPERATION.