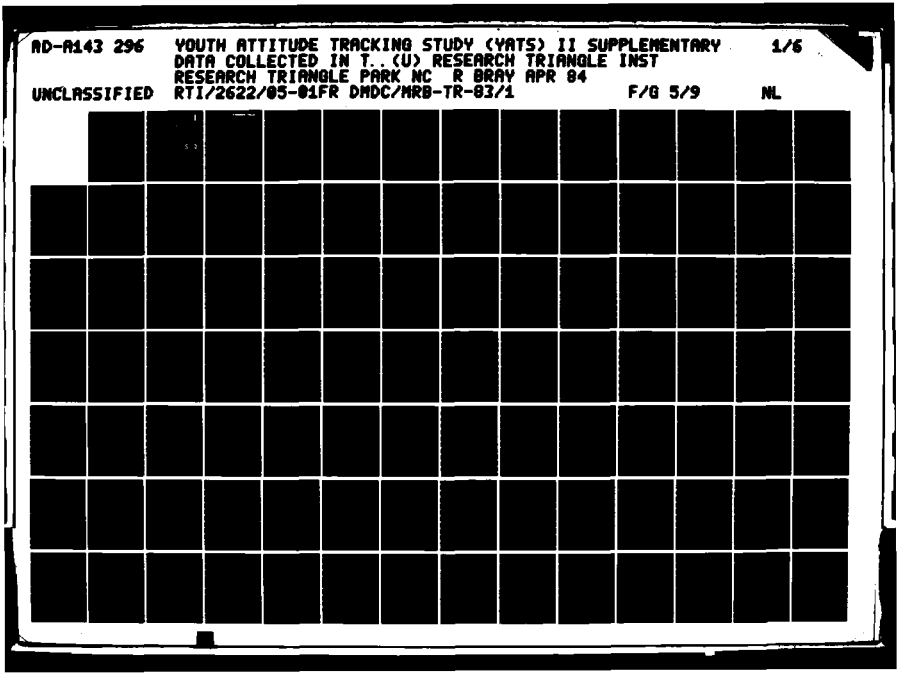
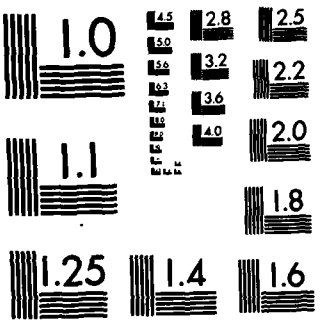
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YOUTH ATTITUDE TRACKING STUDY II

Supplementary Tabulations of Data Collected in the Fall, 1983

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YOUTH ATTITUDE TRACKING STUDY II

Supplementary Tabulations of Data Collected in the Fall 1983

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The views, opinions, and findings contained in this report are those of the authors and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

Additional copies of this report may be obtained from:

Defense Manpower Data Center
Survey and Market Analysis Division
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Arlington, VA 22209

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INTRODUCTION

The reconfigured Youth Attitude Tracking Study II (YATS II) merges the former Youth Attitude Tracking Study (YATS) and the no-prior-service portion of the Reserve Component Attitude Study (RCAS) into a single study design. The purpose of the study is to assess the backgrounds, attitudes, motivations, and intentions to serve in the military of young men and women.

In this volume are supplementary tabulations that show the distributions of responses to most of the questions asked during the 30-minute telephone interview for YATS II. The interpretive analyses appear in a companion volume, Youth Attitude Tracking Study II: Fall, 1983.

Definitions and Organization of Data Tables

Respondents to YATS II were drawn from three market groups:

- Young Males aged 16-21,
- Older Males aged 22-29, and
- Females, aged 16-21.

Consistent with past YATS surveys, eligible individuals had no prior military service and were not beyond the second year of college.

Merging YATS and RCAS into YATS II resulted in a questionnaire that asked some respondents about their likelihood of serving in the Active military (the Active subsample) and asked other respondents about their likelihood of serving in the Reserve components of the military (the Guard/Reserve subsample). Part I presents data tables for the Active respondent subsample; Part II presents data tables for the Guard/Reserve respondent subsample.

All respondents answered questionnaire Sections A and D. The Active subsample answered Section B but not Section C; the Guard/Reserve subsample answered Section C but not Section B. The division of parts is illus[t] ed below:

Part	Subsample	Questionnaire Sections Answered
I	Active	A, B, D
II	Guard/Reserve	A, C, D

Items appear in the tables in the order that they were asked in the interview for each of the subsamples.

The number of respondents for the three market groups and for the Active and Guard/Rese.ve subsamples for YATS II appear in table 1.1.

Table 1.1. Market Group and Subsample Respondents

Subsample	Young Males	Older Males	Females	Total
Active	4,416	798	876	6,090
Guard/Reserve	532	355	437	1,324
Total	4,948	1,153	1,313	7,414

Each table presents the marginal item distributions for each target market group. Within each market group, the item is cross tabulated with the key analysis variable of "composite propensity to serve in the military."

Because each table presents data by composite propensity to join the military, results must be reported separately for each subsample of respondents. In the case of the Active subsample, propensity refers to composite propensity to join the active Services; for the Guard/Reserve subsample, propensity refers to composite propensity to join the National Guard or Reserves.

Propensity to enlist in the military was constructed separately, but similarly, for the Active subsample and the Guard/Reserve subsample. For the Active subsample, composite propensity was based on responses to questions regarding the likelihood of serving on active duty in the Army, Navy, Marine Corps, or Air Force. For the Guard/Reserve subsample, propensity was based on responses to questions regarding the likelihood of serving in each of the six Reserve components--Army National Guard, Army Reserve, Naval Reserve, Marine Corps Reserve, Air National Guard, and Air Force Reserves.

The response options for each of the propensity items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite propensity is the respondent's most positive response to the four items about enlisting in the Active military (composite active propensity) or to the six items about enlisting in the Reserve components (composite Guard/Reserve propensity). For example, an individual who indicated that he would "probably enlist" in the Army, but "probably not enlist" in the Navy, the Air Force, or the Marine Corps was assigned a value of "probably enlist" on the composite active propensity measure. Individuals whose responses were "definitely enlist" or "probably enlist" on the composite measure belong to the positive propensity category shown in the tables. The negative propensity category

includes respondents whose answers on the composite measure were "probably not," "definitely not," or "don't know" and who "refused."

Table Format

The Supplementary Tabulations provide information about the distributions of items for YATS II data. Tables present percentages based on sample data weighted to yield population counts.* Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on small numbers of respondents are less reliable than those based on larger numbers.

Because of considerable variation in the design effects associated with individual items, it was not possible to provide information about generalized standard errors for the tables. Thus, data from the tables should be used for determining how respondents reacted to individual

*It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1983 study's stratified, two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily-populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

items or sets of items and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

A maximum of 9 different subgroups appear in the tables. These are:

1) Young males with positive propensity.
2) Young males with negative propensity.
3) Older males with positive propensity.
4) Older males with negative propensity.
5) Females with positive propensity.
6) Females with negative propensity.
7) Young males overall (total of groups 1 & 2).
8) Older males overall (total of groups 3 & 4).
9) Females overall (total of groups 5 & 6).

Some questionnaire items were asked only of specific market groups (e.g., older males only). In these cases the tables have fewer columns.

Reading the Tables

In all cases, percentages in the tables are column percentages and sum to 100. Percentages are within market group and level of propensity for the first six columns. The three right-most columns present percentages within each market group as a whole. Care must be taken to interpret a percentage within the appropriate subgroup.

The table format used allows direct comparison of the different subgroups. For example, in table A_4 on page 10, one can see that 50 percent of the older males report the 12th grade as their highest grade

attended, whereas only 41 percent of the young males report the 12th grade as their highest. Similarly, for young males with positive propensity to serve in the active military, 38 percent report the 12th grade as the highest grade attended; for young males with negative propensity, 43 percent indicate the 12th grade as their highest.

It is important to correctly interpret the column percentages for positive and negative propensity (see above). In table A_4, row percentage data show the percentage of respondents whose highest grade attended is the twelfth grade among those who also have positive (negative) propensity. Care should be taken not to interpret the tables using a row percentage.

Questionnaire Items Within Skip Patterns

Some questionnaire items appear inside skip patterns. For instance, respondents who did not complete high school were not asked what kinds of schools they have attended since high school. The latter question (called a "filtered" question) was asked only of the subset of individuals who had already completed high school. Accordingly, the numbers of respondents to these filtered questionnaire items are smaller, and the percentages are based only on the relevant subgroup.

Questions within a skip pattern can be identified by smaller numbers of respondents and, often, by a parenthetical remark in the table title. Skip pattern instructions appear in the questionnaire (appendix A).

Part I

Active Subsample Tables

A_3 - AGE ON LAST BIRTHDAY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
16	30.0	17.1	0	0	28.6	21.0	21.7	0	21.9
17	26.5	21.0	0	0	27.0	21.3	22.0	0	21.9
18	16.9	17.9	0	0	16.6	16.2	17.6	0	16.3
19	11.3	18.9	0	0	11.4	17.2	16.2	0	16.5
20	9.7	14.2	0	0	10.6	11.7	12.6	0	11.6
21	5.6	10.9	0	0	5.8	12.5	9.0	0	11.8
22	0	0	19.0	15.5	0	0	0	16.0	0
23	0	0	26.3	12.7	0	0	0	14.6	0
24	0	0	19.9	12.5	0	0	0	13.5	0
25	0	0	10.5	12.0	0	0	0	11.8	0
26	0	0	9.1	13.5	0	0	0	12.9	0
27	0	0	8.3	12.4	0	0	0	11.8	0
28	0	0	5.3	12.2	0	0	0	11.3	0
29	0	0	1.7	9.2	0	0	0	8.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_4 - HIGHEST GRADE OF SCHOOL OR COLLEGE ATTENDED

--RESPONSES--	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
7 GRADES OR LESS	0.4	0.2	4.0	0.7	0	0.2	0.3	1.1	0.1
8TH GRADE	1.0	0.6	2.1	1.2	0.8	0.4	0.8	1.3	0.4
9TH GRADE	5.4	2.1	2.6	2.6	3.4	3.1	3.3	2.6	3.1
10TH GRADE	16.0	7.7	7.6	4.0	12.2	7.5	10.6	4.5	8.1
11TH GRADE	29.5	19.6	10.7	5.0	28.9	23.4	23.1	5.7	24.0
12TH GRADE	38.1	43.0	47.9	50.4	40.2	40.0	41.3	50.1	40.0
13TH	6.5	16.1	10.8	17.6	9.7	16.2	12.7	16.6	15.5
14TH	2.9	10.4	13.6	16.8	4.7	9.2	7.7	16.4	8.7
15TH	0.2	0.2	0	1.1	0	0.1	0.2	0.9	0.1
16TH COLLEGE SR	0	0	0	0.3	0	0	0	0.3	0
17TH,GRAD SCHOOL	0	0.0	0	0	0	0	0.0	0	0
MISSING	0.0	0	0.8	0.2	0	0	0.0	0.3	0
REFUSED	0	0.0	0	0.2	0	0	0.0	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_6A - HAVE YOU ATTENDED VOCATIONAL,BUSINESS, OR TRADE SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	22.2	19.2	21.4	32.7	36.2	19.1	19.9	31.4	20.8
NO	77.8	80.8	78.6	67.3	63.8	80.9	80.1	68.6	79.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	399	1493	77	578	38	371	1892	655	409

A_6B - HAVE YOU ATTENDED JUNIOR OR COMMUNITY COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	22.1	26.2	31.0	28.6	26.7	29.0	25.2	28.9	28.8
NO	77.9	73.8	69.0	71.4	73.3	71.0	74.8	71.1	71.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	399	1493	77	578	38	371	1892	655	409

A_6C - HAVE YOU ATTENDED A COLLEGE OR UNIVERSITY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-PCT	-PCT	-PCT
--RESPONSES--									
YES	14.3	29.6	14.9	12.6	19.5	27.7	26.1	12.9	26.9
NO	85.7	70.4	85.1	87.4	80.5	72.3	73.9	87.1	73.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	399	1493	77	578	38	371	1892	655	409

A_7DR - WHETHER HIGH SCHOOL DIPLOMA WAS MENTIONED (TO A_7, WHAT DEGREES?)

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STILL IN/< 12 YRS	71.7	48.4	32.3	16.0	61.3	52.2	56.6	18.2	53.3
RECEIVED	24.8	47.4	56.4	76.5	35.8	43.7	39.4	73.7	42.8
NOT MENTIONED	3.4	4.3	11.3	7.5	2.9	4.1	4.0	8.0	3.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

HIDEGREE - HIGHEST DEGREE, DIPLOMA OR CERTIFICATE RECEIVED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	5.6	4.8	8.2	4.3	0	5.5	5.0	4.7	5.0
ABE	1.8	1.1	0	0.8	2.5	0.7	1.2	0.8	0.9
GED	1.0	1.0	4.1	0.9	0	0.9	1.0	1.2	0.8
HIGH SCHOOL	74.1	77.5	63.4	60.8	72.1	78.2	76.7	61.1	77.6
VOC/BUS/TRADE	10.0	10.8	17.8	21.9	11.8	8.0	10.6	21.4	8.3
JR COLLEGE	0.5	0.8	1.2	3.6	2.5	2.0	0.7	3.4	2.0
B.A.,B.S.DEGREE	0	0	0	0	1.2	0	0	0	0.1
OTHER DEGREE	7.0	4.0	5.4	7.7	9.8	4.8	4.7	7.4	5.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	399	1493	77	578	38	371	1892	655	409

NRDEGREE -NUMBER OF DEGREES, DIPLOMAS, AND CERTIFICATES RECEIVED?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ONE DEGREE	83.9	84.5	75.6	67.8	74.6	85.6	84.4	68.7	84.5
TWO DEGREES	15.8	14.7	22.8	30.3	22.9	14.1	15.0	29.5	15.3
THREE DEGREES	0.3	0.7	1.6	1.6	2.5	0.3	0.6	1.6	0.5
OVER 3 DEGREES	0	0.1	0	0.2	0	0	0.1	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	399	1493	77	578	38	371	1892	655	409

A_8 - WOULD YOU LIKE MORE EDUCATION OR TRAINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	84.5	83.1	79.1	66.2	91.3	84.6	83.6	68.0	85.4
NO	12.9	14.6	19.2	31.9	8.7	12.9	14.0	30.1	12.4
MISSING	0	0	0	0.2	0	0	0	0.2	0
DONT KNOW	2.6	2.3	1.7	1.7	0	2.6	2.4	1.7	2.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_° - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
HIGH SCHOOL	4.2	1.8	8.7	2.8	2.2	3.4	2.6	3.7	3.3
VOC/BUS/TRADE	36.6	28.1	51.8	45.6	26.6	23.7	31.2	46.6	24.1
JR COLLEGE	13.2	12.7	12.8	20.8	14.5	17.9	12.9	19.5	17.5
COLLEGE	37.0	49.2	20.5	21.2	46.1	46.7	44.8	21.1	46.6
GRAD/PROFESS	2.2	3.4	4.1	1.8	5.2	4.7	3.0	2.2	4.7
DONT KNOW	6.6	4.7	2.2	7.6	4.3	3.7	5.4	6.8	3.8
REFUSED	0.2	0.0	0	0.2	1.1	0	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1288	2425	86	459	90	662	3713	545	752

A_10 - HIGHEST GRADE YOU WOULD LIKE TO COMPLETE ?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
9TH	0.1	0.0	1.6	0	0	0	0.1	0.3	0
10TH	0.3	0.1	0	0	1.2	0.2	0.1	0	0.3
11TH	0.3	0.1	0	0.2	0	0.4	0.2	0.2	0.4
12TH/HIGH SCH	8.8	3.5	6.1	4.9	6.6	5.6	5.4	5.1	5.7
13TH	2.9	2.1	1.1	4.9	3.9	3.5	2.4	4.3	3.6
14TH	20.2	17.9	34.0	34.1	17.4	17.2	18.8	34.1	17.2
15TH	4.2	2.5	2.2	3.7	2.0	2.8	3.1	3.5	2.7
16TH/COLLEGE	44.9	48.3	37.3	37.4	48.7	48.6	47.1	37.4	48.6
17TH	1.9	1.8	2.7	0.4	2.4	1.9	1.9	0.8	1.9
18TH	7.1	11.8	6.9	4.8	10.6	8.5	10.1	5.1	8.8
19TH	0.7	0.8	0	0	1.0	1.2	0.8	0	1.2
20TH	4.1	5.7	3.2	1.6	2.6	4.4	5.1	1.8	4.2
DONT KNOW	4.4	5.3	4.9	8.1	3.6	5.6	5.0	7.6	5.4
REFUSED	0.0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1288	2425	86	459	90	662	3713	545	752

A_11 - ARE YOU ENROLLED IN ANY EDUCATIONAL OR JOB TRAINING COURSE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	57.6	55.9	7.3	11.6	64.7	53.3	56.5	11.0	54.6
NO	42.3	44.1	92.7	88.2	35.3	46.6	43.5	88.8	45.3
MISSING	0	0	0	0.2	0	0	0	0.2	0
DONT KNOW	0.1	0	0	0	0	0.1	0.0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_12 - WHAT KIND OF SCHOOL ARE YOU ENROLLED IN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ABE	0.5	0.7	0	2.1	3.3	0.9	0.6	1.9	1.3
HIGH SCHOOL	74.9	51.3	0	0.9	71.3	57.5	59.8	0.8	59.4
GED	2.0	0.8	0	0	1.9	2.1	1.3	0	2.1
JOBS/WIN/CETA	1.3	1.5	11.9	4.0	3.2	0.8	1.4	4.8	1.2
OJT PROGRAM	1.0	1.3	0	15.1	2.0	1.9	1.2	13.7	1.9
APPRENTICE	0.8	1.4	11.9	5.8	0	0	1.2	6.4	0
VOC/BUS/TRADE	7.9	8.6	23.5	26.9	3.3	8.0	8.4	26.6	7.3
JR COLLEGE	6.0	14.6	41.6	27.3	7.4	10.4	11.5	28.6	10.0
COLLEGE	5.6	19.8	11.1	18.0	7.6	18.4	14.7	17.3	16.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	910	1635	8	79	63	424	2545	87	487

A_13 - WHAT IS YOUR CURRENT GRADE OR YEAR THIS FALL?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
9TH	2.9	1.3	0	1.7	4.1	0.5	1.9	1.5	1.0
10TH	13.6	4.6	0	0	11.0	4.1	7.8	0	5.0
11TH	36.0	21.6	0	0	34.2	28.7	26.8	0	29.4
12TH	31.3	29.0	0	4.2	29.1	28.6	29.8	3.8	28.6
13TH	10.6	24.7	67.0	55.7	15.7	19.9	19.6	56.7	19.4
14TH	4.7	17.4	33.0	28.4	5.9	17.8	12.9	28.9	16.2
15TH	0.4	0.8	0	3.7	0	0.4	0.7	3.4	0.3
UNGRADED	0.3	0.6	0	6.2	0	0.1	0.5	5.7	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	857	1551	6	61	59	405	2408	67	464

A_14 - ARE YOU ENROLLED IN SCHOOL PART-TIME OR FULL-TIME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FULL-TIME	87.7	88.0	100.0	43.0	86.0	83.2	87.9	48.1	83.6
PART-TIME	12.3	11.9	0	57.0	14.0	16.8	12.0	51.9	16.4
DONT KNOW	0	0.1	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	910	1635	8	79	63	424	2545	87	487

A_15 - ARE YOU RECEIVING FINANCIAL ASSISTANCE FOR THIS SCHOOLING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	35.7	40.4	52.4	45.3	55.1	39.3	39.6	46.0	40.5
NO	64.3	59.6	47.6	54.7	44.9	60.7	60.4	54.0	59.5
DONT KNOW	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	130	668	6	57	14	154	798	63	168

A_16 - IS THAT FINANCIAL ASSISTANCE FROM A FEDERAL GRANT/LOAN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	83.2	66.2	100.0	62.1	83.4	75.1	68.8	66.2	76.0
NO	14.6	30.7	0	34.6	16.6	23.3	28.2	30.9	22.6
DONT KNOW	2.2	3.1	0	3.3	0	1.6	3.0	2.9	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	49	260	3	26	7	63	309	29	70

A_17 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	47.1	59.7	78.1	87.7	41.4	50.5	55.3	86.3	49.4
NO	52.9	40.2	21.9	12.2	58.6	49.2	44.7	13.5	50.3
MISSING	0	0	0	0.2	0	0	0	0.2	0
REFUSED	0	0.0	0	0	0	0.3	0.0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_18 - ARE YOU LOOKING FOR WORK OR WORKING FOR PAY NOW?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	64.9	50.9	78.6	66.6	67.6	45.0	56.8	69.3	46.1
NO	35.1	49.1	21.4	32.8	32.4	54.8	43.2	30.2	51.7
REFUSED	0	0	0	0.6	0	0.3	0	0.5	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	793	1148	23	87	58	384	1941	110	442

A_1ª - HAVE YOU EVER HAD A JOB FOR PAY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	74.4	76.7	91.7	92.2	52.5	65.5	75.7	92.1	63.7
NO	25.6	23.3	8.3	7.8	47.5	34.5	24.3	7.9	36.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	793	1148	23	87	58	384	1941	110	442

A_20YEAR - WHAT YEAR DID YOU LAST WORK FOR PAY AT A REGULAR JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
75	0	0.4	0	1.3	0	0.4	0.2	1.0	0.4
76	0.2	0	0	1.3	0	0	0.1	1.0	0
77	0	0	0	0	0	0.4	0	0	0.3
78	0.2	0.7	0	1.3	0	0	0.5	1.0	0
79	1.1	0.4	14.3	4.0	0	1.4	0.7	6.3	1.2
80	1.1	2.2	0	3.1	0	5.6	1.8	2.4	5.0
81	6.1	3.5	0	5.8	7.9	9.9	4.6	4.5	9.7
82	17.1	16.7	22.9	25.2	16.0	20.0	16.9	24.7	19.6
83	74.0	75.7	62.7	56.1	76.1	61.5	75.0	57.6	63.1
REFUSED	0.2	0.4	0	1.8	0	0.9	0.3	1.4	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	596	898	21	79	31	247	1494	100	278

A_21 - HOW MANY DIFFERENT JOBS DO YOU HAVE RIGHT NOW?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	86.3	87.2	88.7	90.2	85.9	87.9	86.9	90.1	87.7
2	11.7	10.7	11.3	8.5	11.1	11.5	11.0	8.8	11.5
3	1.3	1.5	0	1.3	3.0	0.5	1.4	1.1	0.8
4	0.2	0.4	0	0	0	0	0.3	0	0
5	0.3	0.1	0	0	0	0	0.2	0	0
6	0.1	0.1	0	0	0	0	0.1	0	0
7	0.1	0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	723	1755	87	602	41	394	2478	689	435

A_22 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	53.4	35.9	57.9	33.6	58.3	37.5	41.2	36.6	39.5
NO	46.6	64.1	42.1	66.4	41.7	62.5	58.8	63.4	60.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	723	1755	87	602	41	394	2478	689	435

A_23 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1-34	59.1	52.6	16.0	8.7	71.8	65.9	54.9	9.7	66.5
35-44	30.1	32.6	53.7	55.5	24.1	27.8	31.8	55.3	27.4
OVER 44	10.6	14.6	30.2	35.5	4.2	6.2	13.3	34.7	6.0
REFUSED	0.2	0.1	0	0.3	0	0.2	0.1	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1317	2652	108	680	72	641	3969	788	713

A_24 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
EVERY WEEK	43.1	43.4	27.9	23.1	36.4	45.7	43.3	23.8	44.8
2-3 TIMES/MONTH	15.9	15.5	12.7	15.2	23.5	16.1	15.6	14.9	16.8
ONCE/MONTH	6.3	7.1	12.0	8.3	3.0	5.9	6.8	8.8	5.6
< ONCE/MONTH	4.0	4.6	6.2	10.4	0	2.5	4.4	9.9	2.2
NEVER	30.5	29.4	41.2	42.8	37.1	29.7	29.8	42.6	30.5
REFUSED	0.2	0.0	0	0.1	0	0.2	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1317	2652	108	680	72	641	3969	788	713

A_27YEAR - WHAT YEAR DID YOU START WORKING MAIN/LAST JOB?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
75	0.1	0.3	2.2	3.6	0	0.2	0.2	3.4	0.1
76	0.2	0.3	2.6	5.5	0	0	0.3	5.1	0
77	0.8	1.0	3.5	7.8	0	0.4	0.9	7.2	0.4
78	1.9	1.6	8.6	9.0	1.3	1.3	1.7	9.0	1.3
79	3.1	3.2	15.4	9.4	0	3.4	3.2	10.2	3.0
80	4.7	6.9	11.5	12.8	4.5	7.5	6.1	12.6	7.2
81	9.4	12.0	7.8	11.3	15.9	11.8	11.1	10.8	12.2
82	18.9	19.1	13.7	13.2	23.4	20.4	19.1	13.3	20.7
83	60.4	55.2	34.7	26.7	54.8	54.5	57.0	27.9	54.5
REFUSED	0.4	0.4	0	0.6	0	0.6	0.4	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1309	2636	105	622	72	641	3945	727	713

A_33 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
PRIVATE COMPANY	78.4	82.9	81.7	79.6	70.0	81.6	81.4	79.9	80.4
GOVERNMENT	14.0	8.0	8.1	8.9	20.9	13.0	10.1	8.8	13.9
SELF EMPLOYED	4.5	5.3	6.9	10.1	6.3	4.0	5.0	9.7	4.2
NO PAY/FAMILY	2.7	3.2	3.2	1.2	2.7	0.9	3.0	1.5	1.1
REFUSED	0.4	0.5	0	0.2	0	0.5	0.4	0.1	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1317	2652	108	680	72	641	3969	788	713

A_32 - DOES MAIN/LAST JOB USE YOUR MAJOR SKILLS AND TRAINING FULLY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	43.1	38.5	69.1	69.0	45.9	45.8	40.1	69.0	45.8
NO	56.7	61.4	30.9	30.8	54.1	54.2	59.8	30.8	54.2
REFUSED	0.2	0.1	0	0.2	0	0	0.1	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1317	2652	108	680	72	641	3969	788	713

A_34 - YEARS WORKING MAIN/LAST JOB OR SIMILAR JOB?

--RESPONSES--	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES MARKET-- -TOTAL- -----PCT
LESS THAN YEAR	17.6	14.3	14.8
1 YEAR PLUS	9.1	8.3	8.4
2 YEARS PLUS	15.8	9.6	10.4
3 YEARS PLUS	11.9	12.2	12.2
4 YEARS PLUS	45.6	55.4	54.1
REFUSED	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0
--NUMBER	107	679	786

A_35 - HOW SATISFIED ARE YOU WITH YOUR PRESENT JOB?

	----------MARKET- OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	-------- MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--			
EXTREMELY SATISFIED	15.9	29.7	28.0
SOMEWHAT SATISFIED	62.6	47.4	49.3
NEITHER	8.7	9.4	9.3
SOMEWHAT DISSATISFIED	8.3	11.5	11.1
EXTREMELY DISSATISFIED	4.5	1.9	2.2
--TOTAL--	100.0	100.0	100.0
--NUMBER	87	601	688

A_36 - HAVE YOUR EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	34.2	37.2	63.3	85.9	20.5	33.0	36.1	80.9	31.6
NO	65.8	62.8	36.7	14.1	79.5	67.0	63.9	19.1	68.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	795	1382	17	63	52	425	2177	80	477

A_37 - HOW MANY DIFFERENT FULL-TIME JOBS INCLUDING CURRENT JOB

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	49.8	47.4	38.6	20.9	58.2	49.1	48.3	24.0	49.8
2	23.8	22.8	35.3	11.2	30.8	26.3	23.1	15.4	26.7
3	15.3	14.2	8.7	22.2	0	14.5	14.6	19.8	13.5
4	3.9	7.7	9.4	16.0	11.0	4.6	6.3	14.9	5.1
5	2.1	1.8	8.1	10.7	0	2.6	1.9	10.2	2.4
6 +	3.8	5.7	0	17.2	0	0.8	5.0	14.2	0.8
REFUSED	1.3	0.4	0	1.8	0	1.9	0.7	1.5	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	278	547	11	54	11	140	825	65	151

A_40 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ALMOST IMPOSSIBLE	17.3	11.1	18.5	10.2	15.4	15.0	13.3	11.3	15.1
VERY DIFFICULT	28.6	26.0	22.1	23.9	21.1	27.8	26.9	23.6	27.0
DIFFICULT	38.9	44.3	38.4	42.1	47.2	41.6	42.4	41.6	42.2
NOT DIFFICULT	14.7	17.5	21.0	21.3	15.4	15.2	16.5	21.2	15.2
DONT KNOW	0.5	1.0	0	2.5	0.8	0.3	0.8	2.2	0.4
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_41 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET PART-TIME JOB IN YOUR COMMUNITY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ALMOST IMPOSSIBLE	7.4	3.8	6.9	5.8	6.2	4.3	5.0	6.0	4.5
VERY DIFFICULT	15.5	11.4	18.2	11.3	11.1	10.3	12.8	12.2	10.4
DIFFICULT	42.1	37.5	38.0	37.0	47.5	36.4	39.1	37.1	37.7
NOT DIFFICULT	34.6	46.6	36.9	42.4	34.4	48.7	42.3	41.6	47.1
DONT KNOW	0.4	0.8	0	3.6	0.8	0.2	0.7	3.1	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_42 - WHAT MIGHT YOU BE DOING IN THE NEXT FEW YEARS?
FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
SCHOOL	53.4	61.9	27.2	20.7	61.9	62.2	58.9	21.6	62.1
WORKING	27.2	31.6	59.6	71.6	24.7	26.3	30.1	69.9	26.1
NOTHING	0.3	0.5	0	0.3	0	0.8	0.4	0.2	0.7
OTHER	3.7	3.7	7.0	4.9	3.8	8.7	3.7	5.2	8.2
MILITARY	12.7	0.3	2.7	0	8.3	0	4.7	0.4	1.0
DONT KNOW	2.6	1.9	3.5	2.5	1.2	2.0	2.1	2.6	1.3
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

A_42 - WHAT MIGHT YOU BE DOING IN THE NEXT FEW YEARS?
SECOND MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
SCHOOL	25.9	22.7	44.4	35.3	15.1	18.2	23.9	37.1	17.8
WORKING	45.1	61.7	32.1	38.1	60.6	63.1	55.3	36.9	62.8
NOTHING	0.5	0.3	0	0.5	0	1.0	0.3	0.4	0.9
OTHER	10.0	10.6	10.5	19.9	15.8	14.2	10.4	18.1	14.4
MILITARY	14.5	1.3	7.4	0.3	6.6	0.2	6.4	1.7	0.9
DONT KNOW	4.0	3.4	5.6	5.8	2.0	3.3	3.6	5.8	3.1
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	967	1611	69	293	62	477	2578	362	539

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42AR - WHETHER GOING TO SCHOOL WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	68.8	71.8	46.0	34.4	70.7	73.1	70.7	36.0	72.8
NOT MENTIONED	28.7	26.2	50.5	63.1	28.0	24.9	27.1	61.4	25.3
DONT KNOW	2.6	1.9	3.5	2.5	1.2	2.0	2.1	2.6	1.9
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42BP - WHETHER WORKING WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	59.5	69.2	81.3	89.1	66.1	66.2	65.8	88.0	66.2
NOT MENTIONED	38.0	28.8	15.2	8.4	32.6	31.7	32.0	9.3	31.8
DONT KNOW	2.6	1.9	3.5	2.5	1.2	2.0	2.1	2.6	1.9
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42E2 - WHETHER JOINING THE MILITARY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	26.0	1.3	9.3	0.1	13.4	0.2	10.0	1.4	1.7
NOT MENTIONED	71.4	96.8	87.2	97.4	85.4	97.8	87.8	96.0	96.3
DONT KNOW	2.6	1.9	3.5	2.5	1.2	2.0	2.1	2.6	1.9
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

RANKJOIN - ORDER OF MENTION OF "JOINING THE MILITARY" RESPONSE ON QUESTION A_42

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FIRST	0.8	0	0	0	0	52.0	0.7	0	5.6
SECOND	1.2	0	0	0	0	0	1.1	0	0
THIRD	13.3	22.6	20.8	0	7.1	0	14.1	19.0	6.3
FOURTH	35.7	55.6	50.3	100.0	30.7	48.0	37.3	54.5	32.6
FIFTH	49.0	21.8	28.9	0	62.2	0	46.8	26.5	55.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	389	35	10	1	13	2	424	11	15

A_43 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

	----------MAPKET- OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	-------- MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--			
SAME JOB	57.6	74.5	72.6
DIFFERENT JOB	37.2	23.3	24.9
DONT KNOW	5.3	2.0	2.3
REFUSED	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0
--NUMBER	74	553	627

A_44 - WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	36.6	23.8	43.4	0	50.1	0	35.6	37.8	44.8
ARMY	34.0	28.3	8.2	57.2	35.5	0	33.6	14.5	31.7
COAST GUARD	0.8	20.9	0	0	0	48.0	2.4	0	5.1
MARINE CORPS	10.4	9.2	40.1	0	0	0	10.3	35.0	0
NAVY	17.0	8.4	8.2	0	14.4	52.0	16.3	7.2	18.4
DONT KNOW	1.0	9.4	0	42.8	0	0	1.7	5.5	0
REFUSED	0.2	0	0	0	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	389	35	11	2	13	2	424	13	15

A_45 - WHICH TYPE OF SERVICE WOULD THAT BE?

	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE ----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	MARKET YOUNG MALES -TOTAL- -----PCT	MARKET OLDER MALES -TOTAL- -----PCT	MARKET FEMALES -TOTAL- -----PCT
--RESPONSES--									
ACTIVE DUTY	78.5	42.9	74.3	0	61.1	48.0	75.6	64.7	59.7
RESERVES	13.2	37.7	17.4	57.2	22.6	52.0	15.2	22.6	25.7
NATL GUARD	5.9	10.5	8.3	0	16.3	0	6.2	7.2	14.6
DONT KNOW	2.5	8.9	0	42.8	0	0	3.0	5.5	0
REFUSED	0.0	0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	389	35	11	2	13	2	424	13	15

A_46 - WHICH SERVICE WOULD BE YOUR SECOND CHOICE ?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	20.9	24.9	9.2	0	21.2	52.0	21.2	8.0	24.5
ARMY	16.6	18.9	20.3	0	6.5	0	16.8	17.7	7.6
COAST GUARD	2.2	0	8.2	0	7.1	0	2.1	7.2	6.3
MARINE CORPS	23.8	15.2	16.5	0	6.9	0	23.2	14.4	6.1
NAVY	25.0	14.4	45.7	57.2	31.2	0	24.2	47.2	27.9
NONE	10.7	24.1	0	42.8	25.1	48.0	11.7	5.5	27.6
DONT KNOW	0.8	2.5	0	0	0	0	0.9	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	385	32	11	2	13	2	417	13	15

A_47 - WHICH TYPE OF SERVICE WOULD BE YOUR SECOND CHOICE ?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE DUTY	72.7	42.6	72.0	0	29.7	0	70.8	62.7	27.4
RESERVES	16.3	44.4	17.4	57.2	61.1	100.0	18.1	22.6	64.1
NATL GUARD	9.6	9.3	10.6	0	9.2	0	9.6	9.2	8.5
DONT KNOW	1.4	3.8	0	42.8	0	0	1.5	5.5	0
REFUSED	0.0	0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	344	25	11	2	10	1	369	13	11

B_4 - HOW LIKELY ARE YOU TO WORK AS WAITRESS/LABORER?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	4.8	4.2	9.1	5.0	4.3	2.7	4.4	5.6	2.9
PROBABLY	34.7	21.5	33.5	17.6	34.2	21.3	26.2	19.8	22.8
PROBABLY NOT	39.1	41.2	32.9	38.3	21.0	31.2	40.5	37.6	30.0
DEFINITELY NOT	21.2	33.0	24.5	39.0	40.4	44.5	28.8	37.0	44.0
DONT KNOW	0.3	0.1	0	0.1	0	0.2	0.2	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_2 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	3.8	3.9	7.2	7.0	5.6	10.8	3.9	7.0	10.2
PROBABLY	23.7	25.6	21.7	18.7	50.3	40.3	25.0	19.1	41.5
PROBABLY NOT	40.5	38.9	26.8	34.8	27.3	34.0	39.5	33.7	33.2
DEFINITELY NOT	32.0	31.3	44.3	39.2	16.8	14.9	31.5	39.9	15.2
DONT KNOW	0.0	0.2	0	0.2	0	0	0.1	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_3 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	14.1	0.4	8.6	0	5.9	0.1	5.2	1.2	0.8
PROBABLY	60.5	3.6	39.4	2.2	54.9	1.9	23.8	7.3	8.1
PROBABLY NOT	17.6	42.3	26.2	34.8	18.9	18.5	33.5	33.6	18.5
DEFINITELY NOT	7.4	53.5	24.6	62.6	20.4	79.5	37.1	57.4	72.6
DONT KNOW	0.4	0.3	1.2	0.4	0	0	0.3	0.5	0
REFUSED	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_4 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	3.0	3.3	6.8	5.9	3.9	4.8	3.2	6.0	4.7
PROBABLY	20.5	23.3	26.3	16.8	28.4	37.5	22.3	18.1	36.5
PROBABLY NOT	37.6	39.5	26.2	32.5	31.7	32.4	38.8	31.7	32.3
DEFINITELY NOT	38.7	33.7	40.7	44.7	36.1	25.3	35.5	44.1	26.5
DONT KNOW	0.2	0.2	0	0.1	0	0	0.2	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_5 - HOW LIKELY ARE YOU TO SERVE IN NATIONAL GUARD?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.0	0.1	4.5	0	0	0	0.6	0.6	0
PROBABLY	31.6	5.2	32.3	5.5	21.6	1.7	14.6	9.2	4.0
PROBABLY NOT	38.1	41.1	35.6	34.5	29.2	18.5	40.0	34.6	19.7
DEFINITELY NOT	27.9	53.2	27.6	60.1	49.2	79.6	44.2	55.6	76.0
DONT KNOW	0.4	0.4	0	0	0	0.3	0.4	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_6 - (IF B_5=YES) SPECIFY BRANCH OF THE NATIONAL GUARD?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR NATL GUARD	35.2	28.4	43.9	33.2	38.6	24.9	33.7	38.7	33.4
ARMY NATL GUARD	62.3	69.4	56.1	66.8	61.4	75.1	63.9	61.3	66.6
DONT KNOW	2.5	2.2	0	0	0	0	2.5	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	505	162	40	39	22	13	667	79	35

B_7 - HOW LIKELY ARE YOU TO SERVE IN RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	4.0	0.2	4.8	0.1	1.8	0	1.5	0.8	0.2
PROBABLY	38.9	6.3	36.3	5.3	41.2	2.3	17.9	9.6	6.9
PROBABLY NOT	37.4	43.9	35.3	37.1	25.3	22.0	41.6	36.9	22.4
DEFINITELY NOT	19.4	49.3	23.5	57.4	31.7	75.5	38.7	52.8	70.3
DONT KNOW	0.3	0.4	0	0	0	0.3	0.3	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_8 - (IF B_7=YES)--SPECIFY BRANCH OF RESERVES

	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--									
AIRFORCE RESRVE	31.6	26.1	34.6	30.9	40.0	16.2	30.4	32.9	33.1
ARMY RESERVE	35.2	44.3	44.9	42.2	35.5	52.0	37.2	43.7	40.3
C.G. RESERVE	4.3	11.1	5.9	12.9	2.6	4.4	5.8	9.1	3.2
MARINE RESERVE	14.7	8.7	10.6	7.9	12.1	0	13.4	9.4	8.6
NAVAL RESERVE	12.5	5.8	3.9	6.1	9.7	21.8	11.0	4.9	13.2
DONT KNOW	1.7	2.5	0	0	0	5.6	1.9	0	1.6
REFUSED	0	1.5	0	0	0	0	0.3	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	670	195	45	38	41	18	865	83	59

B_9 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN COAST GUARD?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	1.1	0.2	3.8	0	0.9	0.1	0.6	0.5	0.2
PROBABLY	17.6	2.6	24.1	2.1	16.4	0.8	7.9	5.2	2.6
PROBABLY NOT	42.2	39.2	32.4	33.7	34.2	19.4	40.3	33.6	21.1
DEFINITELY NOT	38.8	57.8	39.7	64.1	48.4	79.5	51.0	60.8	75.8
DONT KNOW	0.2	0.2	0	0	0	0.3	0.2	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_10 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	7.1	0	7.5	0	4.6	0	2.5	1.0	0.5
PROBABLY	42.4	0	44.8	0	32.8	0	15.0	6.2	3.8
PROBABLY NOT	27.4	40.3	17.4	32.7	16.9	17.5	35.7	30.6	17.4
DEFINITELY NOT	22.8	59.5	30.4	67.1	45.7	82.3	46.5	62.1	78.0
DONT KNOW	0.3	0.2	0	0.1	0	0.3	0.3	0.1	0.2
REFUSED	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	686	98	778	4416	798	876

B_11 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN AIR FORCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	7.5	0	7.7	0	7.6	0	2.7	1.1	0.9
PROBABLY	45.6	0	45.4	0	50.9	0	16.1	6.2	6.0
PROBABLY NOT	27.9	43.7	25.8	36.5	21.1	20.7	38.1	35.0	20.8
DEFINITELY NOT	18.9	56.1	20.2	63.4	20.4	79.0	43.0	57.5	72.2
DONT KNOW	0.1	0.1	0.9	0.1	0	0.3	0.1	0.2	0.2
REFUSED	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_12 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN MARINE CORPS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	4.8	0	4.9	0	2.9	0	1.7	0.7	0.3
PROBABLY	29.4	0	30.3	0	19.6	0	10.4	4.2	2.3
PROBABLY NOT	31.8	36.2	25.6	32.8	26.8	16.2	34.6	31.8	17.4
DEFINITELY NOT	34.1	63.6	39.2	67.2	50.6	83.6	53.1	63.4	79.7
DONT KNOW	0	0.2	0	0	0	0.3	0.1	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_13 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN NAVY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	5.7	0	5.8	0	0.9	0	2.0	0.8	0.1
PROBABLY	31.2	0	33.9	0	39.1	0	11.0	4.7	4.6
PROBABLY NOT	33.6	39.6	27.0	33.5	18.7	18.4	37.5	32.6	18.4
DEFINITELY NOT	29.4	60.2	33.3	66.5	41.2	81.5	49.3	61.9	76.8
DONT KNOW	0.2	0.2	0	0	0	0.1	0.2	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_14 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	32.4	46.1	16.6	12.6	53.2	49.4	41.2	13.2	49.9
PROBABLY	38.5	29.4	39.7	33.1	35.7	29.8	32.6	34.0	30.5
PROBABLY NOT	18.8	15.5	28.7	36.0	8.1	15.1	16.7	35.0	14.3
DEFINITELY NOT	10.2	8.5	14.2	18.0	3.0	5.4	9.1	17.4	5.1
DONT KNOW	0.1	0.5	0.9	0.3	0	0.2	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_15 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	17.1	11.4	13.6	6.5	13.7	9.6	13.4	7.5	10.0
PROBABLY	46.4	33.8	54.3	38.6	45.6	32.4	38.3	40.8	34.0
PROBABLY NOT	25.0	37.1	21.4	37.1	24.4	38.0	32.8	34.9	36.4
DEFINITELY NOT	11.3	16.8	9.9	17.3	16.3	19.6	14.8	16.3	19.2
DONT KNOW	0.2	0.9	0.9	0.5	0	0.4	0.6	0.5	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_16 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES	OLDER MALES	FEMALES	YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY---- POSITIVE	PROPENSITY---- POSITIVE	PROPENSITY---- POSITIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
AIRFORCE	35.5	34.5	32.9	35.5	34.5	32.9
ARMY	28.7	34.7	37.0	28.7	34.7	37.0
MARINES	17.9	16.4	10.2	17.9	16.4	10.2
NAVY	16.7	14.4	17.2	16.7	14.4	17.2
DONT KNOW	1.2	0	2.6	1.2	0	2.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	750	53	37	750	53	37

B_17 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
WITHIN 6 MOS	7.7	4.7	12.4	9.9	8.6	6.5	6.3	10.6	7.2
6 MOS TO YEAR	19.6	14.7	14.4	16.1	14.8	12.9	17.2	15.7	13.6
1-2 YEARS	23.9	21.0	24.0	11.4	26.9	12.9	22.5	15.0	17.6
> 2 YEARS	48.0	58.4	49.2	58.4	48.7	67.2	53.0	55.7	61.0
REFUSED	0.8	1.2	0	4.2	0.9	0.5	1.0	3.0	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	1522	110	269	98	198	3036	379	296

B_18 - WOULD YOU WANT TO SERVE AS OFFICER OR ENLISTED PERSON?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
OFFICER	59.9	62.6	61.2	60.3	61.0	60.5	61.2	60.6	60.7
ENLISTED	38.8	34.8	38.8	34.5	37.1	35.7	36.9	35.7	36.2
DONT KNOW	1.1	2.1	0	3.0	1.0	3.7	1.6	2.1	2.8
REFUSED	0.1	0.5	0	2.2	0.9	0	0.3	1.6	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	1522	110	269	98	198	3036	379	296

B_19 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE IN THE MILITARY IN THE NEXT FEW YEARS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
LOWEST(0)	3.4	33.0	7.5	54.2	6.4	52.0	22.5	47.8	46.6
1	2.1	11.5	6.2	11.2	2.5	11.3	8.2	10.5	10.3
2	3.1	12.2	3.5	8.7	5.6	11.4	9.0	8.0	10.7
3	4.2	14.0	6.6	6.9	4.5	9.6	10.5	6.9	9.0
4	8.2	9.4	8.7	5.2	7.2	5.2	8.9	5.7	5.5
5	23.7	11.6	21.7	7.7	24.7	6.2	15.9	9.7	8.4
6	10.8	3.5	10.2	2.4	10.0	2.0	6.1	3.5	2.9
7	15.3	2.6	10.0	1.4	14.8	0.6	7.1	2.6	2.3
8	11.7	1.3	10.0	1.0	9.9	0.8	5.0	2.3	1.8
9	7.1	0.5	2.1	0.1	6.4	0.3	2.8	0.4	1.0
HIGHEST(10)	10.3	0.4	13.6	0.6	7.9	0.2	3.9	2.4	1.1
REFUSED	0.1	0.1	0	0.3	0	0.3	0.1	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_20 - HOW IMPORTANT IS SEPARATION FROM FAMILY AND FRIENDS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	100.0	62.8	0	73.8	0	78.5	62.9	73.8	78.5
NOT IMPORTANT	0	37.0	0	26.0	0	21.4	37.0	26.0	21.4
DONT KNOW	0	0.1	0	0.2	0	0.1	0.1	0.2	0.1
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	1	2886	0	684	0	775	2887	684	775

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_21 - HOW IMPORTANT IS DISAGREEMENT WITH NATIONAL DEFENSE POLICY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	33.3	0	32.0	0	39.2	33.2	32.0	39.1
NOT IMPORTANT	100.0	65.9	0	67.2	100.0	59.7	65.9	67.2	59.7
DONT KNOW	0	0.7	0	0.7	0	0.9	0.7	0.7	0.9
REFUSED	0	0.2	0	0.1	0	0.3	0.2	0.1	0.3
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1	2893	0	684	1	771	2894	684	772

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_22 - HOW IMPORTANT IS WANTING TO CONTINUE IN SCHOOL/COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	100.0	78.3	0	43.6	100.0	82.4	78.3	43.6	82.4
NOT IMPORTANT	0	21.5	0	56.1	0	17.5	21.5	56.1	17.4
DONT KNOW	0	0.1	0	0.2	0	0.1	0.1	0.2	0.1
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1	2892	0	685	1	776	2893	685	777

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_23 - HOW IMPORTANT IS LACK OF PERSONAL FREEDOM?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	100.0	65.1	0	60.2	100.0	68.5	65.1	60.2	68.5
NOT IMPORTANT	0	34.7	0	38.9	0	31.3	34.7	38.9	31.3
DONT KNOW	0	0.1	0	0.7	0	0.2	0.1	0.7	0.2
REFUSED	0	0.1	0	0.2	0	0	0.1	0.2	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1	2888	0	686	1	777	2889	686	778

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_24 - HOW IMPORTANT IS WHAT THE MILITARY PAYS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	37.3	0	44.8	100.0	30.1	37.3	44.8	30.2
NOT IMPORTANT	100.0	62.2	0	54.5	0	69.5	62.2	54.5	69.4
DONT KNOW	0	0.4	0	0.7	0	0.4	0.4	0.7	0.4
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1	2887	0	687	1	776	2888	687	777

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_25 - HOW IMPORTANT IS DISAGREEMENT W/MISSION & PURPOSE OF THE ARMED FORCES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	35.5	0	34.0	0	36.9	35.4	34.0	36.9
NOT IMPORTANT	77.0	63.9	0	65.4	100.0	62.0	63.9	65.4	62.0
DONT KNOW	0	0.5	0	0.6	0	1.0	0.5	0.6	0.9
REFUSED	23.0	0.2	0	0	0	0.1	0.2	0	0.1
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	2	2892	0	686	1	774	2894	686	775

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_26 - HOW IMPORTANT IS DISAPPROVAL OF YOUR PARENTS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	33.3	0	21.1	100.0	42.9	33.3	21.1	43.0
NOT IMPORTANT	77.0	66.3	0	78.2	0	56.5	66.3	78.2	56.5
DONT KNOW	0	0.2	0	0.5	0	0.3	0.2	0.5	0.3
REFUSED	23.0	0.1	0	0.2	0	0.3	0.1	0.2	0.3
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	2	2892	0	686	1	776	2894	686	777

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_27 - HOW IMPORTANT IS LACK OF VALUE IN MILITARY TRAINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	31.0	0	29.9	0	34.2	31.0	29.9	34.2
NOT IMPORTANT	77.0	68.4	0	69.3	0	65.5	68.4	69.3	65.5
DONT KNOW	0	0.4	0	0.7	0	0.3	0.4	0.7	0.3
REFUSED	23.0	0.1	0	0	0	0	0.2	0	0
--TOTAL--	100.0	100.0	0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	2	2889	0	687	0	777	2891	687	777

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_28 - HOW IMPORTANT IS HAVING LITTLE IN COMMON WITH PEOPLE IN THE SERVICE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	24.1	0	18.2	0	26.7	24.1	18.2	26.7
NOT IMPORTANT	100.0	75.6	0	81.3	100.0	73.0	75.6	81.3	73.0
DONT KNOW	0	0.2	0	0.5	0	0.3	0.2	0.5	0.3
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1	2895	0	686	1	774	2896	686	775

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_29 - HOW IMPORTANT IS DIFFICULTY GETTING INTO THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	10.8	0	16.1	0	13.5	10.8	16.1	13.5
NOT IMPORTANT	100.0	88.8	0	83.5	0	86.5	88.8	83.5	86.5
DONT KNOW	0	0.3	0	0.4	0	0	0.3	0.4	0
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	1	2894	0	688	0	778	2895	688	778

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_30 - HOW IMPORTANT IS LACK OF PROMOTION OPPORTUNITIES?

	MARKET-- OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	39.7	39.7
NOT IMPORTANT	59.4	59.4
DONT KNOW	0.9	0.9
--TOTAL--	100.0	100.0
--NUMBER	681	681

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_31 - HOW IMPORTANT IS LACK OF ADEQUATE RETIREMENT BENEFITS?

	MARKET-- OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	43.2	43.2
NOT IMPORTANT	55.8	55.8
DONT KNOW	0.9	0.9
--TOTAL--	100.0	100.0
--NUMBER	680	680

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_32 - HOW IMPORTANT IS LACK OF OPPORTUNITIES FOR TRAINING?

	MARKET-- OLDER MALES PROPENSITY---- NEGATIVE -----PCT	MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	38.8	38.8
NOT IMPORTANT	60.2	60.2
DONT KNOW	1.0	1.0
--TOTAL--	100.0	100.0
--NUMBER	685	685

AS A REASON FOR NOT SERVING IN THE MILITARY.
B_33 - HOW IMPORTANT IS LACK OF ADEQUATE MEDICAL & DENTAL BENEFITS?

	MARKET-- OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	38.2	38.2
NOT IMPORTANT	60.8	60.8
DONT KNOW	1.0	1.0
--TOTAL--	100.0	100.0
--NUMBER	684	684

AS A REASON FOR NOT SERVING IN THE MILITARY,
B_34 - HOW IMPORTANT IS CURRENT PLANS FOR A CIVILIAN JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
IMPORTANT	0	77.3	0	75.9	0	71.5	77.2	75.9	71.5
NOT IMPORTANT	100.0	22.4	0	23.4	0	28.3	22.5	23.4	28.3
DONT KNOW	0	0.2	0	0.7	0	0	0.2	0.7	0
REFUSED	0	0.1	0	0	0	0.2	0.1	0	0.2
--TOTAL--	100.0	100.0	0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	1	2902	0	688	0	778	2903	688	778

B_35 - WHAT IS THE STARTING MONTHLY PAY, BEFORE TAXES, FOR AN ENLISTED PERSON?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
$100-$274	7.5	8.9	3.2	3.8	10.4	5.8	8.4	3.7	6.4
$275-$374	8.4	7.6	4.3	4.1	7.8	5.6	7.9	4.2	5.8
$375-$474	10.2	10.0	19.1	11.5	10.1	8.3	10.1	12.5	8.5
$475-$574	20.2	17.1	7.0	13.6	14.3	10.8	18.2	12.7	11.3
$575-$674	7.9	8.1	14.8	12.8	6.6	6.8	8.0	13.1	6.8
$675-$774	3.2	3.5	3.0	6.0	3.1	2.7	3.4	5.6	2.7
$775-$874	3.4	4.9	8.4	10.4	6.5	6.0	4.4	10.1	6.1
OVER $874	6.7	11.6	16.0	14.8	9.7	10.3	9.8	15.0	10.2
DONT KNOW	32.4	28.4	24.2	22.9	31.4	43.7	29.8	23.1	42.3
REFUSED	0.0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

B_36 - (IF B_35=DK) WHAT IS YOUR BEST GUESS? (STARTING PAY)?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
$100-$274	14.0	14.7	3.2	4.1	3.4	11.6	14.4	3.9	10.9
$275-$374	12.3	10.4	12.7	6.8	23.0	11.3	11.1	7.6	12.3
$375-$474	10.9	9.2	28.5	9.9	9.6	9.5	9.9	12.6	9.5
$475-$574	14.9	14.4	17.6	11.6	24.0	10.8	14.6	12.5	11.9
$575-$674	7.9	5 2	9.6	14.0	9.6	4.1	6.3	13.4	4.6
$675-$774	1.9	3.7	0	4.0	0	4.1	3.0	3.4	3.7
$775-$874	5.3	6.0	4.0	9.1	3.3	4.3	5.7	8.4	4.2
OVER $874	10.3	15.1	3.0	17.0	9.6	15.6	13.2	15.0	15.1
DONT KNOW	21.7	20.6	21.3	23.2	17.5	27.1	21.0	22.9	26.3
REFUSED	0.7	0.9	0	0.4	0	1.5	0.8	0.4	1.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	491	855	26	159	31	336	1346	185	367

B_37 - DID YOU INCLUDE BENEFITS SUCH AS FOOD, HOUSING & MEDICAL BENEFITS (IN YOUR ESTIMATE OF STARTING PAY)?

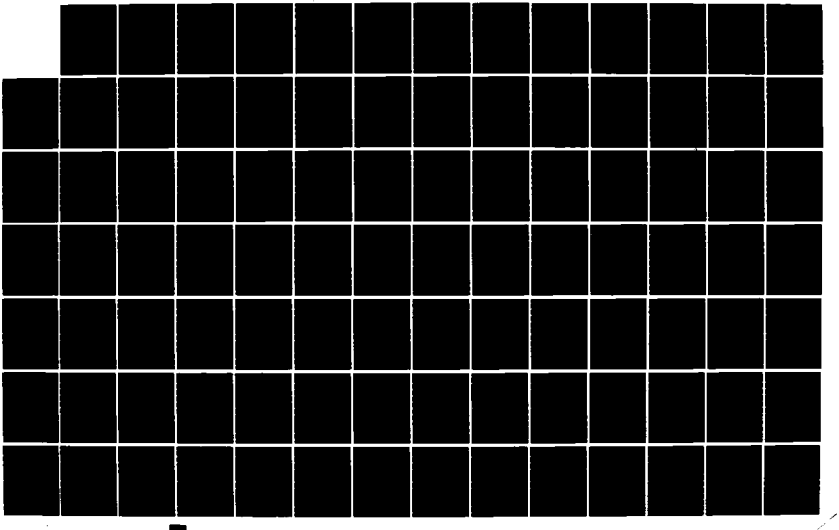
	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	27.7	19.6	29.5	16.6	28.0	19.0	22.4	18.4	20.1
NO	72.2	80.3	70.5	83.2	72.0	81.0	77.5	81.5	79.9
REFUSED	0.1	0.1	0	0.2	0	0	0.1	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1406	2712	105	651	93	682	4118	756	775

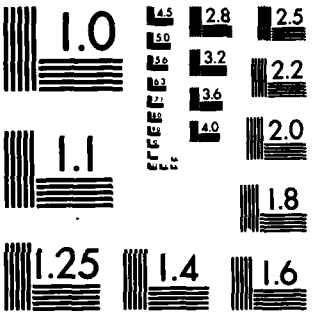
B_38 - KNOWING PAY IS $575, HOW LIKELY ARE YOU TO SERVE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	13.8	0.5	7.8	0	9.0	0	5.3	1.1	1.1
PROBABLY	59.6	6.0	41.8	3.0	63.8	4.3	25.0	8.3	11.3
PROBABLY NOT	20.2	47.9	29.8	37.9	18.4	32.6	39.1	36.8	31.0
DEFINITELY NOT	6.2	45.6	20.6	59.1	8.8	62.9	31.6	53.8	56.5
REFUSED	0.1	0.0	0	0	0	0.2	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

AD-A143 296 YOUTH ATTITUDE TRACKING STUDY (YATS) II SUPPLEMENTARY DATA COLLECTED IN T.. (U) RESEARCH TRIANGLE INST RESEARCH TRIANGLE PARK NC R BRAY APR 84 2/6

UNCLASSIFIED RTI/2622/05-01FR DMDC/MRB-TR-83/1 F/G 5/9 NL





MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

B_39 - DOES ANY SERVICE PAY A CASH BONUS FOR ENLISTING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	35.7	32.2	30.7	34.4	22.0	20.7	33.5	33.9	20.9
NO	52.3	57.4	62.0	54.2	68.1	66.9	55.6	55.3	67.1
DONT KNOW	11.9	10.3	7.3	11.4	9.8	12.4	10.9	10.8	12.1
REFUSED	0.0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?
B_40AR - WHETHER AIR FORCE WAS MENTIONED

	YOUNG MALES		OLDER MALES		FEMALES		MARKET: YOUNG MALES	MARKET: OLDER MALES	MARKET: FEMALES
	PROPENSITY: POSITIVE	PROPENSITY: NEGATIVE	PROPENSITY: POSITIVE	PROPENSITY: NEGATIVE	PROPENSITY: POSITIVE	PROPENSITY: NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	34.4	36.1	31.7	40.2	28.0	31.8	35.4	39.1	31.4
NOT MENTIONED	56.5	51.7	59.6	41.9	62.2	46.0	53.5	44.1	48.0
DONT KNOW	9.2	11.7	8.7	18.0	9.7	22.1	10.7	16.8	20.6
REFUSED	0	0.5	0	0	0	0	0.3	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	552	938	35	233	21	162	1490	268	183

WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?
B_40BR - WHETHER ARMY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	68.6	62.8	60.8	58.6	66.4	52.8	65.0	58.9	54.5
NOT MENTIONED	22.2	24.9	30.5	23.4	23.8	25.1	23.9	24.3	24.9
DONT KNOW	9.2	11.7	8.7	18.0	9.7	22.1	10.7	16.8	20.6
REFUSED	0	0.5	0	0	0	0	0.3	0	0
--TOTAL--	100.0	100.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	552	938	35	233	21	162	1490	268	183

WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?
B_40CR - WHETHER MARINE CORPS WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	34.9	38.3	43.5	34.8	21.0	29.3	37.0	35.9	28.3
NOT MENTIONED	56.0	49.4	47.8	47.2	69.2	48.6	51.9	47.3	51.1
DONT KNOW	9.2	11.7	8.7	18.0	9.7	22.1	10.7	16.8	20.6
REFUSED	0	0.5	0	0	0	0	0.3	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	552	938	35	233	21	162	1490	268	183

WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?
B_40DR - WHETHER NAVY WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	28.4	33.0	49.3	36.3	26.0	28.7	31.2	37.9	28.4
NOT MENTIONED	62.5	54.8	42.0	45.8	64.2	49.1	57.7	45.3	51.0
DONT KNOW	9.2	11.7	8.7	18.0	9.7	22.1	10.7	16.8	20.6
REFUSED	0	0.5	0	0	0	0	0.3	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	552	938	35	233	21	162	1490	268	183

B_41 - (IF B_40>=2 SVCS) WHICH SERVICE PAYS THE BIGGEST BONUS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-----PCT	-----PCT	-----PCT
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT			
--RESPONSES--									
AIR FORCE	22.2	19.6	16.2	18.5	15.7	12.8	20.6	18.2	13.1
ARMY	20.5	17.8	26.1	15.2	16.8	16.1	18.8	16.7	16.2
MARINES	16.1	16.9	22.6	10.0	16.8	6.7	16.6	11.7	7.6
NAVY	7.4	7.5	10.4	4.4	0	14.1	7.4	5.2	12.8
SAME	30.0	31.4	16.8	41.8	50.7	43.4	30.8	38.3	44.0
DONT KNOW	3.9	6.9	8.0	9.3	0	6.9	5.7	9.1	6.3
REFUSED	0	0	0	1.0	0	0	0	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	257	412	17	104	6	62	669	121	68

B_42 - WHAT IS THE BIGGEST CASH BONUS A PERSON CAN GET FOR ENLISTING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
$1-$499	26.3	27.0	16.0	14.4	42.8	48.2	26.7	14.7	47.4
$500-$999	13.5	15.8	12.3	6.1	23.6	11.4	14.9	7.0	13.1
$1,000-$1,999	19.3	21.9	17.7	32.6	14.0	14.1	20.9	30.5	14.1
$2,000-$4,999	16.7	15.7	28.0	26.5	14.6	7.0	16.1	26.7	8.0
$5,000 +	17.9	13.1	16.5	13.7	0	11.1	14.9	14.1	9.6
DONT KNOW	6.2	6.6	9.5	6.1	5.0	6.5	6.4	6.6	6.3
REFUSED	0	0	0	0.5	0	1.7	0	0.5	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	506	826	32	190	19	126	1332	222	145

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
D_1A - FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	4.2	5.6	6.8	4.6	8.1	6.5	5.1	4.9	6.7
AIR FORCE	26.3	27.9	24.0	29.9	26.5	22.5	27.3	29.1	23.0
ARMY	40.8	39.4	42.2	33.1	44.9	46.4	39.9	34.4	46.2
COAST GUARD	0.8	0.8	1.6	0.6	0	0.5	0.8	0.8	0.4
MARINES	15.0	13.1	15.3	16.8	8.7	10.0	13.8	16.6	9.8
NAVY	6.3	5.4	3.4	6.6	8.6	6.1	5.8	6.1	6.4
GUARD/-RESERVES	1.8	1.6	1.1	2.2	0	3.1	1.7	2.0	2.7
ONE AD FOR ALL	4.7	6.2	5.6	6.3	3.2	4.9	5.7	6.2	4.7
REFUSED	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	668	98	778	4416	798	876

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
D_1B - SECOND MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NO MENTION	18.2	19.7	21.9	18.2	14.1	20.6	19.2	18.7	19.8
AIR FORCE	19.2	17.4	21.1	17.4	24.2	16.9	18.0	17.9	17.7
ARMY	24.8	25.1	25.4	27.8	19.9	22.5	25.0	27.5	22.2
COAST GUARD	0.8	1.3	0.9	2.0	2.7	1.4	1.1	1.8	1.6
MARINES	15.1	12.4	12.3	13.2	18.1	13.8	13.4	13.1	14.3
NAVY	18.1	20.7	13.8	17.4	15.4	20.9	19.8	16.9	20.2
GUARD/-RESERVES	2.1	1.4	0	1.4	2.0	2.2	1.6	1.2	2.2
ONE AD FOR ALL	1.7	2.0	4.6	2.5	3.6	1.7	1.9	2.8	1.9
BREAK OFF	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
D_1C - THIRD MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NO MENTION	37.4	34.2	40.5	32.6	35.9	36.2	35.3	33.7	36.2
AIR FORCE	17.9	20.5	16.4	15.3	17.1	21.5	19.6	15.5	21.0
ARMY	7.3	8.1	4.6	10.2	9.2	4.4	7.8	9.4	5.0
COAST GUARD	8.3	9.3	10.0	10.5	10.6	6.5	8.9	10.4	7.0
MARINES	16.2	15.6	15.2	16.9	14.8	17.2	15.8	16.7	17.0
NAVY	9.9	9.0	8.6	10.1	11.4	11.0	9.3	9.9	11.0
GUARD/-RESERVES	1.3	1.4	2.0	1.5	0	1.5	1.4	1.6	1.3
ONE AD FOR ALL	1.6	1.8	2.7	2.9	1.1	1.6	1.8	2.9	1.6
BREAK OFF	0	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2A - THE AIR FORCE?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	35.5	32.3	34.7	32.0	33.7	34.8	33.5	32.4	34.7
NO	11.4	12.6	15.3	11.9	11.2	14.8	12.2	12.4	14.4
MENTIONED IN D_1	52.9	54.9	50.0	56.1	55.1	50.1	54.2	55.2	50.7
MISSING	0	0.0	0	0	0	0	0.0	0	0
DONT KNOW	0.1	0.1	0	0	0	0.2	0.1	0	0.2
REFUSED	0.1	0.0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_25 - THE ARMY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	28.3	28.6	31.1	27.8	28.2	31.2	28.5	28.2	30.8
NO	6.9	7.4	9.9	8.8	7.7	7.2	7.2	9.0	7.2
MENTIONED IN D_1	64.8	63.8	58.9	63.4	63.2	61.3	64.2	62.8	61.5
MISSING	0	0.0	0	0	0	0.1	0.0	0	0.1
DONT KNOW	0.0	0.1	0	0	0.9	0.3	0.1	0	0.4
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2C - THE COAST GUARD?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	39.4	38.9	37.5	36.1	31.5	41.4	39.1	36.3	40.3
NO	43.6	40.3	44.2	42.6	52.4	47.1	41.4	42.8	47.7
MENTIONED IN D_1	16.6	20.4	17.6	21.4	16.1	11.1	19.0	20.9	11.7
MISSING	0.1	0.1	0.6	0	0	0.2	0.1	0.1	0.1
DONT KNOW	0.2	0.3	0	0	0	0.2	0.2	0	0.2
REFUSED	0.1	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_29 - THE MARINE CORPS?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	34.0	32.1	32.0	31.9	36.8	35.0	32.8	31.9	35.3
NO	12.0	10.7	16.9	10.0	13.5	12.4	11.1	10.9	12.5
MENTIONED IN D_1	53.9	57.0	50.5	58.2	49.7	52.2	55.9	57.1	51.9
MISSING	0	0.0	0.6	0	0	0.2	0.0	0.1	0.2
DONT KNOW	0.2	0.1	0	0	0	0.1	0.1	0	0.1
REFUSED	0	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_25 - THE NAVY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	35.3	33.2	35.9	29.6	32.0	34.7	33.9	30.5	34.4
NO	20.2	18.2	21.1	22.4	26.3	18.9	18.9	22.2	19.7
MENTIONED IN D_1	44.2	48.3	42.3	48.0	41.7	46.0	46.8	47.2	45.5
MISSING	0.1	0.0	0.6	0	0	0.2	0.1	0.1	0.2
DONT KNOW	0.1	0.2	0	0	0	0.1	0.1	0	0.1
REFUSED	0.1	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2F - THE NATIONAL GUARD/RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	51.9	48.1	54.0	49.9	41.9	44.2	49.5	50.5	44.0
NO	28.2	29.2	28.0	25.1	47.5	36.4	28.8	25.5	37.7
MENTIONED IN D_1	19.6	22.3	17.4	25.0	10.6	18.8	21.4	24.0	17.8
MISSING	0.1	0.1	0.6	0	0	0.2	0.1	0.1	0.2
DONT KNOW	0.1	0.2	0	0	0	0.4	0.2	0	0.4
REFUSED	0.1	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_26 - ONE AD FOR ALL THE SERVICES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	63.1	60.6	58.0	56.5	54.9	54.4	61.5	56.7	54.4
NO	28.7	29.6	30.7	33.8	35.8	38.7	29.3	33.3	38.4
MENTIONED IN D_1	7.8	9.4	10.7	9.6	9.2	6.4	8.8	9.7	6.7
MISSING	0.2	0.1	0.6	0	0	0.2	0.1	0.1	0.2
DONT KNOW	0.0	0.3	0	0.2	0	0.3	0.2	0.2	0.3
REFUSED	0.1	0.1	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_4 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	8.6	8.2	8.2	9.7	12.0	12.3	8.3	9.5	12.3
ARMY	30.1	31.6	25.8	31.2	34.4	33.5	31.0	30.5	33.6
MARINES	13.2	11.8	8.4	10.6	15.3	11.7	12.3	10.3	12.1
NAVY	37.3	37.2	47.1	35.7	24.5	28.5	37.2	37.3	28.1
ALL 4-SAME AD	5.5	6.1	4.6	5.4	5.2	6.5	5.9	5.3	6.4
MISSING	1.4	0.9	0	1.3	0	0.9	1.0	1.2	0.8
DONT KNOW	4.0	4.1	5.9	5.3	8.6	6.5	4.0	5.4	6.7
REFUSED	0.1	0.1	0	0.7	0	0	0.1	0.6	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_5 - WHO USES THE SLOGAN, "THE FEW, THE PROUD, THE BLANK"?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	1.8	1.7	2.8	1.7	6.8	4.1	1.7	1.9	4.4
ARMY	4.5	3.0	4.8	1.2	9.2	5.3	3.5	1.7	5.8
MARINES	82.2	87.9	82.6	89.4	69.0	74.4	85.9	88.4	73.7
NAVY	4.4	2.1	4.2	1.8	9.2	5.3	2.9	2.1	5.7
ALL 4-SAME AD	1.3	1.0	0	0.6	1.0	2.8	1.1	0.6	2.5
MISSING	1.8	1.4	0.9	1.4	1.0	1.3	1.5	1.3	1.2
DONT KNOW	3.9	2.8	4.7	3.4	3.9	6.9	3.2	3.6	6.5
REFUSED	0.1	0.2	0	0.5	0	0	0.2	0.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_6 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	4.4	4.5	7.4	6.1	7.9	4.0	4.4	6.3	4.5
ARMY	73.4	71.5	65.3	62.5	71.3	71.5	72.2	62.9	71.5
MARINES	6.5	6.6	9.9	9.7	5.3	6.3	6.6	9.8	6.1
NAVY	6.1	6.5	5.0	8.9	8.1	7.9	6.4	8.4	7.9
ALL 4-SAME AD	5.0	6.3	5.0	4.6	2.0	6.3	5.9	4.7	5.8
MISSING	1.8	1.6	2.8	1.3	0	1.0	1.7	1.5	0.9
DONT KNOW	2.8	2.9	4.7	6.3	5.5	3.1	2.8	6.1	3.3
REFUSED	0.1	0.2	0	0.5	0	0	0.1	0.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_7 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	12.7	10.4	7.8	9.4	12.9	11.8	11.2	9.2	11.9
ARMY	34.4	33.5	43.1	37.8	28.8	26.8	33.8	38.6	27.1
MARINES	6.5	7.1	4.2	6.0	6.2	11.2	6.9	5.7	10.6
NAVY	15.1	13.5	13.3	11.4	17.3	15.7	14.1	11.6	15.9
ALL 4-SAME AD	19.5	24.1	19.6	19.0	15.4	18.2	22.5	19.0	17.3
MISSING	1.5	1.1	1.9	0.5	0	0.8	1.3	0.7	0.7
DONT KNOW	10.1	9.9	10.0	15.4	19.4	15.4	10.0	14.6	15.9
REFUSED	0.1	0.3	0	0.5	0	0	0.2	0.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	698	98	778	4416	798	876

D_8 - WHO USES THE SLOGAN, "AIM HIGH, BLANK"?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	80.2	80.2	71.1	77.1	69.4	71.0	80.2	76.3	70.8
ARMY	4.6	2.6	2.4	2.6	7.1	4.6	3.3	2.6	4.9
MARINES	3.7	3.4	2.9	2.9	7.4	3.6	3.5	2.9	4.0
NAVY	2.9	3.1	2.7	4.1	5.3	4.5	3.0	3.9	4.6
ALL 4-SAME AD	0.9	1.4	2.0	1.0	0	3.5	1.2	1.2	3.1
MISSING	1.5	1.5	2.4	1.5	2.0	0.9	1.5	1.6	1.0
DONT KNOW	6.2	7.7	16.6	9.9	8.8	11.9	7.2	10.8	11.5
REFUSED	0.1	0.1	0	0.7	0	0	0.1	0.6	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_9 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--									
YES	83.2	81.6	100.0	22.5	79.1	76.7	82.2	41.6	76.9
NO	16.7	18.2	0	36.3	20.9	23.3	17.7	27.3	23.1
DONT KNOW	0	0.1	0	0	0	0	0.1	0	0
REFUSED	0.1	0.1	0	41.2	0	0	0.1	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	1	3	98	778	4416	4	876

D_10A1 - (IF D_9=YES) WHICH SERVICES HAD THIS ADVERTISING?
FIRST MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ARMY	48.4	48.4	0	0	45.0	55.9	48.4	0	54.6
NAVY	5.4	6.1	0	0	10.0	7.1	5.8	0	7.4
AIR FORCE	13.0	11.5	0	0	16.3	8.8	12.0	0	9.7
MARINES	12.9	12.6	100.0	0	7.6	9.5	12.7	34.0	9.3
COAST GUARD	0.2	0.3	0	0	0	1.3	0.3	0	1.1
ALL ACTIVE	17.6	17.9	0	35.3	14.1	14.1	17.8	23.3	14.1
ARMY NG	0.6	0.6	0	0	0.6	0.4	0.6	0	0.5
ARMY RESERVE	0.3	0.4	0	0	2.7	0.3	0.3	0	0.6
AIR NG	0	0.3	0	0	0	0.2	0.2	0	0.1
MARINE RESERVE	0	0	0	0	0	0.2	0	0	0.1
ALL RESERVE/NG	0.5	0.2	0	0	0	0.5	0.3	0	0.4
DONT KNOW	1.0	1.6	0	0	3.7	1.7	1.4	0	1.9
REFUSED	0.2	0.2	0	64.7	0	0	0.2	42.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1263	2375	1	2	78	602	3638	3	680

D_11 - SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	90.9	90.7	100.0	22.5	87.3	87.2	90.8	41.6	87.2
NO	9.0	9.1	0	36.3	12.7	12.7	9.1	27.3	12.7
DONT KNOW	0	0.0	0	0	0	0.1	0.0	0	0.1
REFUSED	0.1	0.1	0	41.2	0	0	0.1	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	1	3	98	778	4416	4	876

D_12A1- (IF D_11=YES) WHICH SERVICE HAD THIS ADVERTISING?
FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ARMY	49.4	51.5	0	0	50.0	54.2	50.8	0	53.7
NAVY	4.3	3.1	0	0	9.9	4.1	3.5	0	4.8
AIR FORCE	8.6	5.1	0	0	5.1	4.8	6.3	0	4.8
MARINES	7.8	6.1	100.0	0	7.8	7.3	6.7	34.0	7.4
COAST GUARD	0.5	0.8	0	0	0	0.9	0.7	0	0.8
ALL ACTIVE	27.2	31.6	0	35.3	26.1	26.0	30.0	23.3	26.0
ARMY NG	0.3	0.3	0	0	0	0.5	0.3	0	0.4
ARMY RESERVE	0.4	0.1	0	0	0	0.2	0.2	0	0.2
NAVAL RESERVE	0.1	0	0	0	0	0	0.0	0	0
AIR NG	0.0	0	0	0	0	0	0.0	0	0
AIRFORCE RESERVE	0.0	0.0	0	0	0	0.2	0.0	0	0.2
MARINE RESERVE	0	0.0	0	0	0	0	0.0	0	0
ALL RESERVE/NG	0.3	0.3	0	0	0	0.8	0.3	0	0.7
DONT KNOW	0.9	1.1	0	0	1.1	1.1	1.0	0	1.1
REFUSED	0.1	0.2	0	64.7	0	0	0.2	42.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1390	2651	1	2	84	679	4041	3	763

D_13 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	47.3	64.5	100.0	22.5	26.5	34.4	58.4	41.6	33.5
NO	52.6	35.1	0	36.3	73.5	65.6	41.3	27.3	66.5
DONT KNOW	0	0.2	0	0	0	0	0.1	0	0
REFUSED	0.1	0.1	0	41.2	0	0	0.1	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	1	3	98	778	4416	4	876

D_14A - (IF D_13=YES) WHICH SERVICE WAS THE LITERATURE ABOUT?
FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	16.3	18.0	0	0	24.5	21.1	17.5	0	21.4
ARMY	43.8	45.1	0	0	55.9	54.5	44.7	0	54.7
MARINES	22.4	17.1	100.0	35.3	8.3	4.8	18.6	57.3	5.1
NAVY	9.9	7.2	0	0	7.5	5.3	8.0	0	5.5
ALL SERVICES	4.3	7.5	0	0	3.7	3.8	6.6	0	3.8
NATL GUARD	1.2	1.1	0	0	0	2.1	1.1	0	1.9
RESERVES	1.4	0.8	0	0	0	0.9	1.0	0	0.8
DONT KNOW	0.4	3.0	0	0	0	7.5	2.2	0	6.8
REFUSED	0.3	0.2	0	64.7	0	0	0.2	42.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	726	1889	1	2	26	274	2615	3	300

D_15 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	6.6	3.7	0	0	5.5	2.0	4.7	0	2.4
NO	93.3	96.1	100.0	58.8	94.5	98.0	95.1	69.0	97.6
DONT KNOW	0	0.1	0	0	0	0	0.0	0	0
REFUSED	0.1	0.2	0	41.2	0	0	0.2	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	1	3	98	778	4416	4	876

D_16A (IF D_15=YES) WHICH SERVICE DID YOU CALL ABOUT?
FIRST MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	24.8	21.4	0	0	20.9	35.0	23.1	0	31.3
ARMY	35.8	25.4	0	0	79.1	19.0	30.5	0	34.9
MARINES	16.9	18.7	0	0	0	8.1	17.8	0	6.0
NAVY	15.5	23.7	0	0	0	15.7	19.7	0	11.6
ALL SERVICES	1.1	1.6	0	0	0	7.4	1.4	0	5.4
NATL GUARD	1.9	3.5	0	0	0	14.8	2.7	0	10.9
RESERVES	0.7	2.1	0	0	0	0	1.4	0	0
DONT KNOW	1.4	0	0	0	0	0	0.7	0	0
REFUSED	2.0	3.7	0	100.0	0	0	2.8	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	100	114	0	1	5	15	214	1	20

D_17 -MIGHT YOU MAKE A TOLL-FREE CALL FOR INFO IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	60.2	15.7	0	0	59.4	11.9	31.2	0	17.3
NO	37.5	82.2	100.0	58.8	39.1	87.1	66.7	69.0	81.6
DONT KNOW	2.1	1.9	0	0	1.5	1.0	2.0	0	1.1
REFUSED	0.1	0.1	0	41.2	0	0	0.1	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1416	2792	1	3	93	763	4208	4	856

D_18 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	25.5	14.4	0	0	24.2	6.1	18.4	0	8.2
NO	74.3	85.4	100.0	58.8	75.8	93.9	81.5	69.0	91.8
DONT KNOW	0	0.1	0	0	0	0	0.0	0	0
REFUSED	0.1	0.1	0	41.2	0	0	0.1	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	1	3	98	778	4416	4	876

D_15A - (IF D_15=YES) WHICH SEVICES DID YOU SEND FOR INFO ABOUT?
FIRST MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	33.5	21.4	0	0	34.5	19.1	27.3	0	24.4
ARMY	38.2	45.8	0	0	52.0	55.6	42.1	0	54.4
MARINES	11.2	15.4	0	0	0	6.8	13.4	0	4.4
NAVY	10.7	10.6	0	0	13.5	11.6	10.6	0	12.3
ALL SERVICES	3.9	0.8	0	0	0	0	2.3	0	0
NATL GUARD	0.2	2.6	0	0	0	6.9	1.4	0	4.5
RESERVES	1.1	1.1	0	0	0	0	1.1	0	0
DONT KNOW	0.7	1.4	0	0	0	0	1.0	0	0
REFUSED	0.5	1.0	0	100.0	0	0	0.7	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	389	429	0	1	24	48	818	1	72

D_20 - MIGHT YOU MAIL POSTCARD/COUPON FOR INFO IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	56.3	14.2	0	0	52.0	11.9	27.8	0	15.7
NO	41.5	83.8	100.0	58.8	46.6	87.2	70.1	69.0	83.3
DONT KNOW	2.1	1.8	0	0	1.4	1.0	1.9	0	1.0
REFUSED	0.2	0.2	0	41.2	0	0	0.2	31.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1127	2479	1	3	74	730	3606	4	804

Q_21 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	52.3	37.8	41.9	37.4	46.2	17.4	42.9	38.0	20.8
NO	47.5	62.1	58.1	62.4	53.8	82.5	56.9	61.8	79.1
DONT KNOW	0	0	0	0	0	0.1	0	0	0.1
REFUSED	0.1	0.2	0	0.2	0	0	0.1	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22A - FIRST MENTIONED RESPONSE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	23.1	16.2	29.5	24.9	47.1	23.8	19.2	25.6	29.8
ARMY	40.6	46.3	40.2	38.4	36.9	48.5	43.7	38.7	45.5
MARINES	21.3	20.6	12.6	12.2	6.0	10.1	20.9	12.3	9.0
NAVY	14.6	15.0	17.8	20.4	7.9	10.1	14.8	20.0	9.6
DONT KNOW	0.2	1.6	0	3.6	2.1	7.5	1.0	3.1	6.1
REFUSED	0.3	0.5	0	0.5	0	0	0.4	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	620	1105	47	256	45	134	1925	303	179

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22B - SECOND MENTIONED RESPONSE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	22.6	19.7	17.6	21.2	5.9	17.1	21.1	20.6	13.7
ARMY	31.6	34.2	39.2	31.0	49.0	24.7	32.9	32.4	32.1
MARINES	20.8	19.0	15.6	16.1	5.2	11.3	19.9	16.0	9.4
NAVY	23.7	19.9	27.6	18.6	34.7	24.2	21.7	20.1	27.4
DONT KNOW	0.6	5.7	0	11.5	5.2	22.7	3.2	9.6	17.4
REFUSED	0.7	1.7	0	1.6	0	0	1.2	1.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	297	333	18	81	18	43	630	99	61

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22AF - AIR FORCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	33.1	23.4	33.6	31.6	53.7	30.7	27.6	31.9	36.7
NOT MENTIONED	66.4	74.5	66.4	64.3	44.2	61.8	71.0	64.6	57.2
DONT KNOW	0.2	1.6	0	3.6	2.1	7.5	1.0	3.1	6.1
REFUSED	0.3	0.5	0	0.5	0	0	0.4	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	820	1105	47	256	45	134	1925	303	179

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22BR - ARMY ?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	52.8	56.4	54.4	47.7	57.0	57.4	54.9	48.7	57.3
NOT MENTIONED	46.7	41.5	45.6	48.1	40.9	35.0	43.7	47.8	36.6
DONT KNOW	0.2	1.6	0	3.6	2.1	7.5	1.0	3.1	6.1
REFUSED	0.3	0.5	0	0.5	0	0	0.4	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	820	1105	47	256	45	134	1925	303	179

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22CR - MARINE CORPS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	33.1	29.0	24.2	21.7	12.8	16.3	30.8	22.1	15.4
NOT MENTIONED	66.4	68.9	75.8	74.1	85.1	76.2	67.8	74.4	78.5
DONT KNOW	0.2	1.6	0	3.6	2.1	7.5	1.0	3.1	6.1
REFUSED	0.3	0.5	0	0.5	0	0	0.4	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	820	1105	47	256	45	134	1925	303	179

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22DR - NAVY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	27.4	23.2	31.5	30.1	28.2	19.6	25.0	30.3	21.9
NOT MENTIONED	72.1	74.7	68.5	65.8	69.7	72.8	73.6	66.2	72.0
DONT KNOW	0.2	1.6	0	3.6	2.1	7.5	1.0	3.1	6.1
REFUSED	0.3	0.5	0	0.5	0	0	0.4	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	820	1105	47	256	45	134	1925	303	179

D_23 - (IF D_21=NO) - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-----PCT	-----PCT	-----PCT
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT			
--RESPONSES--									
YES	77.4	17.8	33.6	8.6	69.8	13.3	35.4	11.8	17.8
NO	20.5	80.7	66.4	90.0	27.6	86.4	62.9	87.0	81.7
DONT KNOW	1.8	1.3	0	1.1	2.6	0.3	1.4	1.0	0.5
REFUSED	0.3	0.3	0	0.3	0	0	0.3	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	696	1802	63	433	53	644	2498	496	697

J_24 - DID THE AIR FORCE RECRUITER(YOU TALKED TO) REPRESENT THE..

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE AIR FORCE	64.2	65.4	62.0	78.6	60.6	59.9	64.8	76.0	60.2
AIR RESERVE	11.1	7.1	12.1	5.1	5.6	19.2	9.2	6.2	14.0
AIR NG	6.9	3.7	8.5	2.3	4.4	2.8	5.4	3.3	3.4
2+ OF ABOVE	14.3	17.8	17.3	8.8	25.3	11.8	16.0	10.1	16.9
DONT KNOW	2.6	4.2	0	3.6	4.2	6.3	3.4	3.0	5.5
REFUSED	0.8	1.7	0	1.6	0	0	1.3	1.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	262	272	16	79	23	42	534	95	65

D_25 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	F. MALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
CLASSIFIED AD	0.4	2.9	0	0	0	0	1.6	0	0
TELEPHONE	16.1	21.6	0	0	9.7	22.1	18.8	0	17.4
RECRUITING STATN	21.6	19.3	0	0	34.3	13.5	20.5	0	21.4
JOB FAIR	3.0	3.8	0	0	0	2.2	3.4	0	1.4
AT SCHOOL	47.1	39.5	0	0	46.3	48.0	43.4	0	47.4
OTHER WAY	11.0	11.2	0	0	9.8	14.1	11.1	0	12.5
REFUSED	0.8	1.7	0	100.0	0	0	1.2	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	262	272	0	1	23	42	534	1	65

D_26 - DID THE AIR FORCE RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	29.7	23.0	0	0	26.2	30.1	26.4	0	28.6
NO	67.9	72.1	0	0	73.8	65.2	69.9	0	68.5
DONT KNOW	1.5	3.2	0	0	0	4.7	2.3	0	2.9
REFUSED	0.8	1.7	0	100.0	0	0	1.3	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	262	272	0	1	23	42	534	1	65

D_28YEAR - YEAR OF LAST CONTACT WITH AIR FORCE RECRUITER

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
76	0	0.8	0	0	0	3.0	0.4	0	1.9
78	0	1.5	0	0	0	0	0.7	0	1
79	2.2	1.0	0	0	0	9.9	1.6	0	6.1
80	3.0	7.4	0	0	0	4.9	5.1	0	3.1
81	11.2	18.3	0	0	3.9	20.6	14.6	0	14.2
82	26.2	28.6	0	0	21.9	15.0	27.4	0	17.6
83	55.0	40.7	0	0	74.2	45.6	48.1	0	56.5
DONT KNOW	1.7	0	0	0	0	1.0	0.9	0	0.6
REFUSED	0.8	1.7	0	100.0	0	0	1.2	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	262	272	0	1	23	42	534	1	65

D_2ª - DID THE ARMY RECRUITER(YOU TALKED TO) REPRESENT THE...

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE ARMY	57.6	54.3	62.2	77.2	53.5	45.4	55.7	74.7	47.5
ARMY RESERVE	15.7	14.2	12.3	5.5	28.2	28.4	14.8	6.6	28.4
ARMY NG	7.3	8.4	12.0	2.9	0	5.6	7.9	4.4	4.2
2+ OF ABOVE	17.9	20.2	13.5	9.0	12.0	15.0	19.2	9.7	14.3
DONT KNOW	1.0	2.1	0	4.5	6.2	5.6	1.7	3.7	5.7
REFUSED	0.5	0.8	0	1.0	0	0	0.7	0.9	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	439	634	26	126	26	77	1073	152	103

D_30 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
CLASSIFIED AD	1.5	0.5	0	0	4.8	0	0.9	0	1.2
TELEPHONE	15.5	29.0	0	0	11.7	21.1	23.4	0	18.7
RECRUITING STATN	23.2	17.5	0	0	19.9	12.5	19.9	0	14.4
JOB FAIR	2.5	2.1	0	0	0	1.2	2.3	0	0.9
AT SCHOOL	44.2	41.7	0	0	50.3	50.3	42.8	0	50.3
OTHER WAY	12.6	8.4	0	0	13.3	15.0	10.1	0	14.6
DONT KNOW	0	0.0	0	0	0	0	0.0	0	0
REFUSED	0.5	0.7	0	100.0	0	0	0.6	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	439	634	0	1	26	77	1073	1	103

D_31 - DID THE ARMY RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	29.9	22.9	0	0	23.2	22.3	25.8	0	22.5
NO	68.8	74.6	0	0	76.8	70.7	72.2	0	72.3
DONT KNOW	0.8	1.8	0	0	0	7.0	1.4	0	5.2
REFUSED	0.5	0.7	0	100.0	0	0	0.6	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	439	634	0	1	26	77	1073	1	103

D_33YEAR - YEAR OF LAST CONTACT WITH ARMY RECRUITER

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
76	0	0.3	0	0	0	1.6	0.2	0	1.2
78	0.2	0.6	0	0	0	1.3	0.5	0	0.9
79	1.6	1.8	0	0	0	5.5	1.7	0	4.1
80	5.0	6.2	0	0	0	8.8	5.7	0	6.5
81	4.5	11.5	0	0	6.7	17.2	8.6	0	14.5
82	24.4	26.6	0	0	16.3	26.1	25.7	0	23.6
83	63.3	50.3	0	0	77.0	39.6	55.7	0	49.2
DONT KNOW	0.5	1.9	0	0	0	0	1.3	0	0
REFUSED	0.5	0.7	0	100.0	0	0	0.6	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	439	634	0	1	26	77	1073	1	103

D_34 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

--RESPONSES--	MARKET: YOUNG MALES PROPENSITY POSITIVE -----PCT	MARKET: YOUNG MALES PROPENSITY NEGATIVE -----PCT	MARKET: OLDER MALES PROPENSITY POSITIVE -----PCT	MARKET: OLDER MALES PROPENSITY NEGATIVE -----PCT	MARKET: FEMALES PROPENSITY POSITIVE -----PCT	MARKET: FEMALES PROPENSITY NEGATIVE -----PCT	MARKET: YOUNG MALES -TOTAL- -----PCT	MARKET: OLDER MALES -TOTAL- -----PCT	MARKET: FEMALES -TOTAL- -----PCT
ACTIVE MARINES	58.5	56.5	50.4	77.4	34.6	36.3	57.4	73.0	35.9
MARINE RESERVES	12.1	11.1	0	1.5	0	29.6	11.6	1.3	23.3
BOTH	26.1	25.9	49.6	17.1	28.6	15.0	26.0	22.4	17.9
DONT KNOW	2.6	4.8	0	1.7	36.8	18.9	3.8	1.4	22.8
REFUSED	0.8	1.6	0	2.3	0	0	1.2	1.9	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	265	338	12	56	6	21	603	68	27

D_35 - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
CLASSIFIED AD	1.4	2.4	0	0	0	0	2.0	0	0
TELEPHONE	12.5	31.2	100.0	0	0	13.3	22.5	44.3	10.4
RECRUITING STATN	17.9	14.7	0	0	0	12.0	16.2	0	9.4
JOB FAIR	2.0	1.9	0	0	0	0	2.0	0	0
AT SCHOOL	45.1	40.4	0	0	80.7	51.4	42.6	0	57.7
OTHER WAY	20.3	7.8	0	0	0	23.4	13.6	0	18.3
DONT KNOW	0	0	0	0	19.3	0	0	0	4.2
REFUSED	0.8	1.6	0	100.0	0	0	1.2	55.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	265	338	1	1	6	21	603	2	27

D_36 - DID THE MARINE CORPS RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	27.9	17.9	0	0	33.6	24.1	22.5	0	26.2
NO	70.3	78.0	100.0	0	47.1	60.3	74.4	44.3	57.5
DONT KNOW	1.0	2.5	0	0	19.3	15.6	1.9	0	16.4
REFUSED	0.9	1.6	0	100.0	0	0	1.3	55.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	265	338	1	1	6	21	603	2	27

D_38YEAR - YEAR OF LAST CONTACT WITH MARINE CORPS RECRUITER?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
REFUSED	0.9	1.4	0	100.0	0	0	1.2	55.7	0
78	0.3	0.5	100.0	0	0	0	0.4	44.3	0
79	1.7	1.5	0	0	0	0	1.6	0	0
80	6.7	7.6	0	0	0	0	7.2	0	0
81	5.9	10.7	0	0	0	15.1	8.5	0	11.9
82	24.7	24.3	0	0	0	32.2	24.5	0	25.2
83	59.0	52.7	0	0	80.7	52.7	55.6	0	58.7
DONT KNOW	0.8	1.1	0	0	19.3	0	1.0	0	4.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	265	338	1	1	6	21	603	2	27

D_39 - DID THE NAVY RECRUITER(YOU TALKED TO) REPRESENT THE...

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE NAVY	61.4	63.3	63.3	77.2	35.2	44.8	62.4	75.1	41.6
NAVAL RESERVES	11.2	9.6	4.9	2.6	28.1	16.7	10.3	3.0	20.5
BOTH	24.1	20.8	31.8	12.0	19.3	34.8	22.3	15.1	29.6
DONT KNOW	2.3	4.6	0	6.5	17.4	3.7	3.5	5.5	8.3
REFUSED	1.1	1.8	0	1.6	0	0	1.5	1.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	232	273	15	77	13	27	505	92	40

D_46 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	YOUNG MALES	OLDER MALES	FEMALES
	PCT	PCT	PCT	PCT	PCT	PCT	-TOTAL- PCT	-TOTAL- PCT	-TOTAL- PCT
--RESPONSES--									
CLASSIFIED AD	0.2	0	0	0	0	3.5	0.1	0	2.3
TELEPHONE	18.5	28.0	0	0	9.5	10.4	23.5	0	10.1
RECRUITING STATN	27.5	20.3	0	0	32.3	14.9	23.7	0	20.7
JOB FAIR	2.9	1.0	0	0	0	3.7	1.9	0	2.5
AT SCHOOL	38.9	36.1	0	0	58.2	51.7	37.4	0	53.9
OTHER WAY	10.5	10.8	0	0	0	15.8	10.7	0	10.5
DONT KNOW	0.3	2.0	0	0	0	0	1.2	0	0
REFUSED	1.1	1.8	0	100.0	0	0	1.5	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	232	273	0	1	13	27	505	1	40

D_41 - DID THE NAVY RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	26.1	21.7	0	0	37.1	46.4	23.6	0	43.3
NO	71.4	69.6	0	0	62.9	46.2	70.5	0	51.8
DONT KNOW	1.3	6.9	0	0	0	7.4	4.3	0	4.9
REFUSED	1.1	1.8	0	100.0	0	0	1.4	100.0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	232	273	0	1	13	27	505	1	40

D_43YEAR - YEAR LAST TALKED WITH NAVY RECRUITER

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
REFUSED	1.1	2.3	0	100.0	0	0	1.7	100.0	0
77	0	0.5	0	0	0	3.7	0.3	0	2.5
78	0.4	0.5	0	0	0	0	0.5	0	0
79	2.9	1.9	0	0	0	3.5	2.3	0	2.3
80	3.0	6.3	0	0	0	9.0	4.7	0	6.0
81	5.0	14.7	0	0	20.6	15.1	10.1	0	16.9
82	23.5	26.1	0	0	26.3	17.7	24.3	0	20.6
83	63.1	44.6	0	0	44.4	50.9	53.3	0	48.7
DONT KNOW	1.0	3.2	0	0	8.8	0	2.1	0	2.9
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	232	273	0	1	13	27	505	1	40

D_44YEAR - YEAR LAST TALKED WITH A RECRUITER ABOUT THE MILITARY?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		OLDER MALES		YOUNG MALES	OLDER MALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
REFUSED	100.0	100.0	0	0.5	100.0	0.4
75	0	0	11.3	29.0	0	26.3
76	0	0	0	7.0	0	5.9
77	0	0	7.1	10.6	0	10.1
78	0	0	16.3	14.2	0	14.5
79	0	0	12.1	12.4	0	12.4
80	0	0	0	6.3	0	5.4
81	0	0	10.4	6.6	0	7.2
82	0	0	19.4	4.3	0	6.6
83	0	0	23.3	4.0	0	7.0
DONT KNOW	0	0	0	4.9	0	4.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	5	46	245	8	291

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45A - FIRST MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
CASH BONUS	11.3	10.3	12.2	7.7	6.2	8.3	10.8	8.4	7.7
$ FOR EDUCATN	19.6	21.3	9.5	14.3	29.5	21.9	20.6	13.6	24.0
ASSURED TYPE TRAINING	4.0	3.6	8.4	6.8	0	3.7	3.8	7.1	2.7
2YR ENLISTMT	0.6	1.2	2.2	1.5	2.1	0	0.9	1.6	0.6
ASSURED PLACE FOR TRAINING	0.9	0.4	0	0.8	0	0.8	0.6	0.7	0.6
ASSURED JOB ASSIGNMENT	2.3	1.2	2.2	2.1	2.6	1.4	1.7	2.1	1.7
HI PAY GRADE	0.8	0.5	2.1	3.9	2.3	0	0.6	3.6	0.6
GOOD PAY	7.9	6.1	6.6	2.8	12.2	10.7	6.9	3.4	11.1
TRAVEL	4.9	4.1	8.8	8.5	5.5	3.8	4.5	8.6	4.2
ADVENTURE	0.6	0.4	0	0.4	0	0	0.5	0.3	0
JOB SATISFCTN	2.4	1.1	0	0.7	0	0.8	1.7	0.6	0.6
GUOD COWORKRS	0.0	0.4	0	0	0	0	0.3	0	0
LEADERSHIP TRAINING	1.3	1.8	0	3.2	0	2.5	1.6	2.7	1.8
EQAL OPPRTNTY	0.4	0.1	0	0	0	0.8	0.2	0	0.6
SKILLS TRAING	7.4	6.1	9.9	4.7	7.2	5.4	6.7	5.5	5.9
OTHER	15.3	17.3	16.4	16.8	12.5	16.3	16.4	16.6	15.3
DK/REFUSED	20.3	24.0	21.7	25.7	19.5	23.6	22.4	25.1	22.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_456 - SECOND MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
CASH BONUS	6.2	4.5	6.6	3.7	3.4	0	5.2	4.2	1.1
$ FOR EDUCATN	10.0	14.9	19.8	10.8	9.7	15.1	12.7	12.2	13.3
ASSURED TYPE TRAINING	7.9	3.7	0	4.1	6.3	4.5	5.6	3.4	5.1
2YR ENLISTMT	0.7	0.1	3.3	1.2	2.3	0	0.3	1.6	0.7
ASSURED PLACE FOR TRAINING	3.6	1.6	3.6	2.5	2.9	0	2.5	2.7	0.9
ASSURED JOB ASSIGNMENT	2.7	1.8	3.8	1.1	0	0	2.2	1.6	0
HI PAY GRADE	1.1	1.5	0	0	0	0	1.3	0	0
GOOD PAY	7.1	6.4	6.9	7.4	7.5	7.5	6.7	7.3	7.5
TRAVEL	4.4	4.0	3.4	4.0	14.8	3.2	4.2	3.9	7.0
ADVENTURE	0.3	1.0	0	1.1	3.2	0	0.7	0.9	1.0
JOB SATISFCTN	2.2	1.7	3.2	0.7	3.6	3.8	1.9	1.1	3.7
GOOD COWORKRS	1.0	0.3	0	0	0	0	0.6	0	0
LEADERSHIP TRAINING	1.3	2.6	0	1.9	0	5.0	2.0	1.6	3.4
EQUAL OPPRTNTY	0.1	0.3	0	1.0	4.1	0	0.2	0.8	1.3
SKILLS TRAING	7.8	6.9	0	8.9	3.2	5.2	7.3	7.4	4.5
OTHER	13.0	10.3	14.6	7.6	12.6	14.4	11.5	8.7	13.8
DK/REFUSED	30.6	38.5	34.9	44.0	26.5	41.4	35.0	42.5	36.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	536	666	29	143	34	72	1202	172	106

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45AR - WHETHER CASH BONUS WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	15.5	13.9	18.3	10.2	9.7	8.3	14.6	11.5	8.4
NOT MENTIONED	64.2	62.1	60.0	64.1	71.3	68.1	63.0	63.4	69.0
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_456R - WHETHER MONEY FOR EDUCATION AFTER SERVICE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	29.3	30.8	24.1	21.6	37.8	30.6	30.1	22.0	32.6
NOT MENTIONED	50.4	45.2	54.2	52.7	42.3	45.8	47.5	52.9	44.9
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45CR - WHETHER GUARANTEED TYPE TRAINING WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	13.4	8.6	23.2	12.7	6.4	12.4	10.7	14.3	10.7
NOT MENTIONED	66.3	67.4	55.1	61.6	73.7	64.1	66.9	60.5	66.7
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1065	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45DR - WHETHER TWO-YEAR ENLISTMENT WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	3.1	2.9	8.5	3.6	7.6	3.8	3.0	4.4	4.9
NOT MENTIONED	76.5	73.1	69.8	70.7	72.4	72.6	74.6	70.5	72.5
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45ER - WHETHER GUARANTEED TRAINING LOCATION WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	4.9	3.2	4.5	5.4	7.6	3.0	4.0	5.3	4.3
NOT MENTIONED	74.7	72.8	73.8	68.8	72.4	73.4	73.6	69.6	73.1
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	316	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45FR - WHETHER GUARANTEED JOB ASSIGNMENT WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	7.3	5.2	12.8	5.0	8.2	5.3	6.1	6.2	6.1
NOT MENTIONED	72.3	70.8	65.5	69.3	71.9	71.1	71.5	68.7	71.3
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	616	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45GR - WHETHER ADVANCE PAY GRADE WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	4.5	3.2	6.1	5.9	9.4	2.4	3.8	5.9	4.3
NOT MENTIONED	75.2	72.8	72.2	68.4	70.7	74.0	73.8	69.0	73.1
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45HR - WHETHER GOOD PAY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	17.3	13.5	21.1	9.3	28.2	19.0	15.1	11.1	21.5
NOT MENTIONED	62.4	62.5	57.2	65.0	51.9	57.4	62.5	63.8	55.9
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45IR - WHETHER TRAVEL WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	10.9	9.6	21.2	13.5	20.8	7.0	10.2	14.7	10.8
NOT MENTIONED	68.7	66.4	57.1	60.8	59.2	69.4	67.4	60.2	66.6
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45JR - WHETHER ADVENTURE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	3.0	2.3	4.0	2.4	4.5	0	2.6	2.7	1.2
NOT MENTIONED	76.6	73.7	74.3	71.9	75.6	76.4	75.0	72.2	76.2
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45KR - WHETHER JOB SATISFACTION WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	5.6	3.3	6.0	1.9	4.8	2.9	4.3	2.5	3.5
NOT MENTIONED	74.1	72.7	72.3	72.4	75.3	73.5	73.3	72.4	74.0
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45LR - WHETHER GOOD PEOPLE TO WORK WITH WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	1.7	1.1	0	0	3.8	0.5	1.4	0	1.4
NOT MENTIONED	77.9	74.9	78.3	74.3	76.2	75.9	76.2	74.9	76.3
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	616	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45MR - WHETHER TRAINING FOR LEADERSHIP WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	3.4	4.6	4.1	5.0	2.1	5.3	4.1	4.9	4.5
NOT MENTIONED	76.2	71.5	74.2	69.3	77.9	71.1	73.5	70.0	72.9
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45NR - WHETHER EQUAL OPPORTUNITY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	1.6	0.7	3.9	1.2	4.8	1.3	1.1	1.7	2.2
NOT MENTIONED	78.1	75.3	74.4	73.0	75.3	75.1	76.5	73.2	75.2
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1065	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45GR - WHETHER SKILLS TRAINING WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	15.1	13.3	20.6	11.7	20.6	8.8	14.1	13.1	12.0
NOT MENTIONED	64.6	62.7	57.7	62.6	59.4	67.6	63.5	61.8	65.4
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_4SPR - WHETHER OTHER OPTION/ADVANTAGE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	28.0	25.7	31.9	23.0	33.3	27.9	26.7	24.4	29.3
NOT MENTIONED	51.7	50.3	46.4	51.3	46.8	48.6	50.9	50.5	48.1
DONT KNOW	19.9	22.9	21.7	25.2	19.9	23.6	21.6	24.7	22.6
REFUSED	0.4	1.1	0	0.5	0	0	0.8	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	816	1085	47	245	44	125	1901	292	169

D_46 - EVER TAKEN A PHYSICAL OR WRITTEN TEST AT MILITARY PROCESSING STATION?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	14.7	9.0	21.7	13.3	14.7	1.4	11.0	14.4	3.0
NO	85.0	90.8	78.3	86.3	85.3	98.6	88.8	85.2	97.0
DONT KNOW	0	0.0	0	0.1	0	0	0.0	0.1	0
REFUSED	0.3	0.2	0	0.3	0	0	0.2	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_47YEAR - (IF D_46=YES) YEAR OF PHYSICAL/WRITTEN TEST

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
REFUSED	1.1	1.7	0	2.4	0	0	1.4	1.9	0
75	0	0.1	4.1	28.9	0	0	0.1	23.9	0
76	0	0	4.6	10.8	7.6	0	0	9.6	4.4
77	0	0.8	5.7	8.5	0	0	0.4	7.9	0
78	0.8	0.3	23.7	13.1	0	0	0.5	15.3	0
79	2.9	2.6	19.5	13.2	0	8.9	2.8	14.4	3.7
80	4.2	10.1	11.7	5.8	14.5	0	7.3	7.0	8.4
81	11.4	12.4	7.6	5.2	10.6	17.0	11.9	5.6	13.3
82	23.7	30.9	15.4	5.8	0	37.2	27.5	7.8	15.6
83	55.3	39.6	7.6	1.2	67.3	36.9	47.0	2.5	54.6
DONT KNOW	0.6	1.4	0	5.2	0	0	1.1	4.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	226	265	24	93	14	12	491	117	26

D_48 - MIGHT YOU TAKE A PHYSICAL/WRITTEN TEST AT A MILITARY PROCESSING STATION IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	75.4	16.7	40.9	7.4	67.7	9.6	36.6	11.7	15.6
NO	20.7	80.9	56.8	90.9	31.0	88.3	60.4	86.6	82.4
DONT KNOW	3.6	2.2	2.3	1.3	1.3	2.0	2.7	1.4	1.9
REFUSED	0.3	0.2	0	0.4	0	0.1	0.3	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1291	2642	86	597	84	766	3933	683	850

D_4° - HOW DO YOU FEEL ABOUT THE DRAFT REGISTRATION REQUIREMENT?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STRONGLY FAVOR	28.3	19.7	39.2	27.5	13.7	9.2	22.7	29.1	9.8
SOMEWHAT FAVOR	30.9	27.1	33.7	32.6	25.8	33.8	28.5	32.8	32.9
NEITHER	23.1	28.5	13.7	20.0	30.2	28.5	26.6	19.2	28.7
SOMEWHAT AGAINST	10.8	13.3	6.7	9.9	15.6	16.9	12.4	9.5	16.7
STRONGLY AGAINST	6.2	10.8	6.8	8.4	14.6	11.0	9.2	8.2	11.4
DONT KNOW	0.3	0.3	0	0.8	0	0.2	0.3	0.7	0.1
REFUSED	0.4	0.3	0	0.7	0	0.4	0.3	0.6	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_5C - HOW WOULD YOU FEEL ABOUT 1-YEAR SERVICE REQUIREMENT FOR ALL YOUNG MEN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	23.9	10.6	20.4	13.5	21.2	12.9	15.3	14.4	13.9
PROBABLY FAVOR	41.5	30.1	37.4	33.0	43.5	39.3	34.1	33.6	39.8
PROBABLY OPPOSE	20.4	34.8	26.1	31.0	23.5	31.1	29.7	30.3	30.2
STRONGLY OPPOSE	13.0	23.7	15.3	20.8	11.8	15.5	19.9	20.0	15.3
DONT KNOW	0.9	0.5	0.8	0.8	0	0.9	0.6	0.8	0.8
REFUSE	0.3	0.3	0	0.9	0	0.4	0.3	0.8	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_51 - HOW WOULD YOU FEEL ABOUT 1-YEAR SERVICE REQUIREMENT FOR ALL YOUNG WOMEN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	19.9	9.8	18.4	10.8	22.9	9.6	13.4	11.9	11.2
PROBABLY FAVOR	37.9	27.1	28.3	28.8	37.0	34.6	30.9	28.7	34.9
PROBABLY OPPOSE	24.2	35.5	28.0	31.2	24.9	30.0	31.5	30.8	29.4
STRONGLY OPPOSE	16.2	26.4	24.4	27.2	15.2	24.9	22.8	26.8	23.8
DONT KNOW	1.5	0.8	0.8	1.2	0	0.7	1.1	1.2	0.6
REFUSE	0.4	0.3	0	0.7	0	0.2	0.3	0.6	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_52 - SUPPOSE THE COSTS OF THE NATIONAL SERVICE PROGRAM MADE IT NECESSARY TO INCREASE YOUR TAXES A SMALL AMOUNT, WOULD YOU...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	12.7	8.3	15.1	10.8	5.4	5.6	10.3	11.5	5.5
PROBABLY FAVOR	41.0	40.0	38.7	42.8	36.7	45.7	40.5	42.1	44.4
PROBABLY OPPOSE	33.0	35.4	28.8	27.9	34.2	33.8	34.3	28.0	33.8
STRONGLY OPPOSE	12.6	14.9	17.5	16.7	22.4	14.2	13.8	16.9	15.4
DONT KNOW	0.5	1.0	0	1.1	1.4	0.5	0.8	1.0	0.6
REFUSE	0.2	0.4	0	0.7	0	0.3	0.3	0.5	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1052	1261	65	338	71	418	2313	403	489

D_53 - DO YOU KNOW ANYONE WHO HAS JOINED THE MILITARY IN PAST 6 MONTHS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	57.1	53.5	41.3	26.2	46.0	47.9	54.8	28.2	47.7
NO	42.4	46.2	58.7	73.5	54.0	51.5	44.8	71.5	51.8
DONT KNOW	0.2	0.0	0	0	0	0.4	0.1	0	0.4
REFUSED	0.3	0.3	0	0.3	0	0.2	0.3	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_54 - (IF D_53=YES) HOW MANY SUCH PEOPLE DO YOU KNOW?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	28.5	30.7	47.4	51.7	27.7	34.2	29.9	50.8	33.5
2	26.0	27.1	29.3	26.0	23.8	26.9	26.7	26.7	26.6
3	19.2	16.4	9.7	11.9	18.6	16.5	17.4	11.4	16.7
4	9.5	7.3	2.4	2.7	7.4	9.1	8.2	2.6	8.9
5	6.3	8.0	5.1	4.4	4.9	4.9	7.3	4.5	4.9
6	3.2	3.6	0	0	7.2	2.5	3.4	0	3.1
7-15	6.9	6.4	6.2	2.1	10.4	5.5	6.6	2.9	6.1
DONT KNOW	0	0.2	0	0	0	0	0.1	0	0
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	681	1577	46	184	44	373	2458	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55A - A BEST FRIEND?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	46.2	32.6	35.0	26.7	46.7	29.0	37.6	28.4	31.0
NO	53.6	67.1	65.0	72.0	53.3	70.7	62.1	70.6	68.7
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2458	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55R - A CLOSE RELATIVE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	19.7	11.7	31.0	21.0	18.9	22.5	14.6	23.0	22.1
NO	80.1	88.0	69.0	77.8	81.1	77.1	85.1	76.0	77.6
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2458	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55C - A GOOD FRIEND?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	73.8	68.2	51.9	58.5	72.1	65.8	70.2	57.2	66.5
NO	26.0	31.5	48.1	40.3	27.9	33.9	29.4	41.9	33.2
DONT KNOW	0	0.0	0	0	0	0	0.3	0	0
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2459	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55D - A FELLOW WORKER?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	20.3	15.0	29.0	24.2	17.5	13.8	17.0	25.1	14.2
NO	79.4	84.7	71.0	74.6	82.5	85.9	82.7	73.9	85.5
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2458	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55E - A CLASSMATE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	59.7	62.0	24.5	19.1	56.0	56.0	61.2	20.2	56.0
NO	40.0	37.7	75.5	79.7	44.0	43.7	38.5	78.8	43.7
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	681	1577	46	184	44	373	2458	230	417

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55F - AN ACQUAINTANCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	54.1	62.0	54.9	60.2	64.7	62.5	59.1	59.2	62.8
NO	45.6	37.7	45.1	38.5	35.3	37.2	40.6	39.9	37.0
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2458	230	417

- QUESTIONS ABOUT THE CLOSEST PERSON YOU KNOW WHO JOINED THE MILITARY:
D_56 - DID THIS PERSON DISCUSS THEIR FEELINGS WITH YOU BEFORE SIGNING UP?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	36.5	23.8	35.4	26.6	39.8	25.5	28.5	28.4	27.1
NO	63.3	75.9	64.6	72.2	60.2	73.9	71.2	70.6	72.3
DONT KNOW	0	0	0	0	0	0.3	0	0	0.3
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	681	1577	46	184	44	373	2458	230	417

- QUESTIONS ABOUT THE CLOSEST PERSON YOU KNOW WHO JOINED THE MILITARY:
C_57 - DID THIS PERSON DISCUSS DECISION WITH YOU AFTER SIGNING UP?

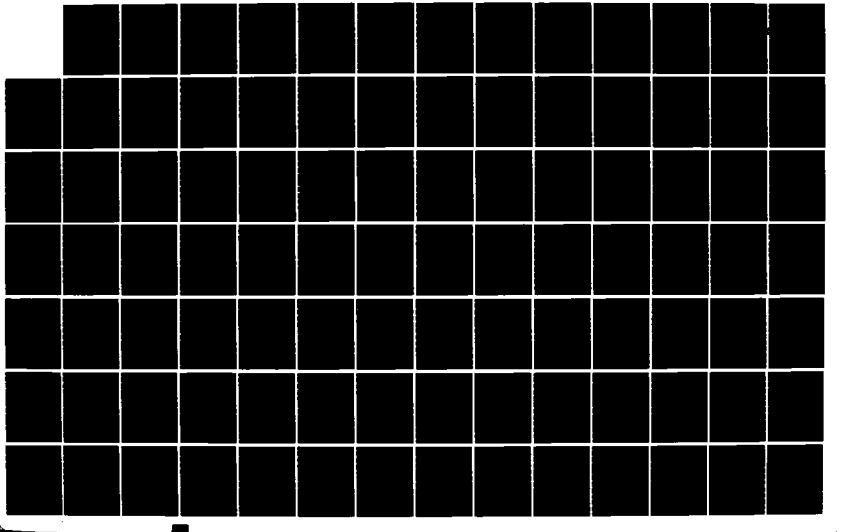
	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	64.6	57.4	48.7	54.1	65.1	61.0	60.0	53.1	61.5
NO	35.1	42.3	51.3	44.7	34.9	38.6	39.7	46.0	38.2
REFUSED	0.3	0.3	0	1.2	0	0.3	0.3	1.0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	881	1577	46	184	44	373	2458	230	417

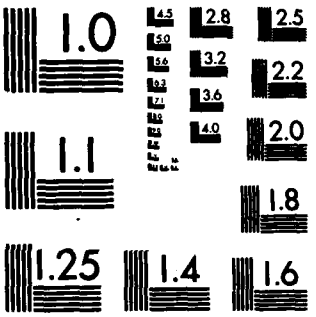
D_58 - HAVE ANY OF YOUR CLOSE RELATIVES EVER SERVED IN MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	84.9	81.4	84.7	87.5	75.6	80.1	82.6	87.1	80.0
NO	13.9	17.4	14.4	12.2	20.4	18.7	16.2	12.5	18.9
DONT KNOW	0.9	0.9	0.8	0	0	1.0	0.9	0.1	0.9
REFUSED	0.3	0.3	0	0.3	0	0.2	0.3	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

AD-A143 296 YOUTH ATTITUDE TRACKING STUDY (YATS) II SUPPLEMENTARY DATA COLLECTED IN T..(U) RESEARCH TRIANGLE INST RESEARCH TRIANGLE PARK NC R BRAY APR 84 3/6

UNCLASSIFIED RTI/2622/05-01FR DMDC/MRB-TR-83/1 F/G 5/9 NL





MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

D_59 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	63.1	31.9	38.9	11.5	59.3	16.8	42.9	15.3	21.8
NO	36.6	67.9	61.1	88.1	40.7	83.0	56.8	84.4	78.1
REFUSED	0.3	0.3	0	0.3	0	0.2	0.3	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_63A - FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FRIENDS	35.9	38.6	40.4	48.2	35.1	28.7	37.2	45.5	30.1
MOTHER	29.8	29.8	14.6	7.9	32.4	36.7	29.8	10.2	35.4
FATHER	14.5	13.5	13.3	3.4	4.4	5.6	14.0	6.8	5.2
BROTHER/-SISTER	6.0	4.9	7.3	4.9	12.7	7.5	5.5	5.7	9.2
OTHER RELATIVE	7.7	5.3	12.5	10.0	12.3	11.0	6.5	10.9	11.4
BOY/GIRLFRIEND/SPOUSE	2.0	2.9	9.7	21.6	3.4	5.9	2.4	17.5	5.1
TEACHER	0.9	0.8	0	0	0	0	0.8	0	0
SCHOOL COUNSELOR	2.7	3.0	2.2	1.2	1.7	2.8	2.8	1.5	2.4
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6?AR - WHETHER FRIEND(S) WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	53.0	52.7	58.5	56.8	51.2	44.9	52.9	57.4	46.9
NOT MENTIONED	46.5	46.0	41.5	40.5	48.8	53.3	46.3	40.8	51.9
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_63B9 - WHETHER MOTHER WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	48.3	43.4	25.9	19.1	55.9	43.7	45.9	21.5	47.6
NOT MENTIONED	51.3	55.3	74.1	78.1	44.1	54.5	53.2	76.8	51.2
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	955	43	89	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_SOCR - WHETHER FATHER WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	52.3	48.3	25.9	14.2	42.8	35.7	50.4	18.2	37.9
NOT MENTIONED	47.2	50.4	74.1	83.1	57.2	62.5	48.7	80.0	60.9
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60DR - WHETHER BROTHER/SISTER WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	16.7	12.5	14.6	8.9	22.8	16.3	14.7	10.8	18.4
NOT MENTIONED	82.8	86.2	85.4	88.4	77.2	81.8	84.4	87.4	80.4
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	89	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6OER - WHETHER OTHER RELATIVE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	20.4	11.5	19.6	13.7	23.7	16.9	16.1	15.7	19.0
NOT MENTIONED	79.1	87.2	80.4	83.6	76.3	81.3	83.0	82.5	79.7
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60FP - WHETHER BOY/GIRL FRIEND WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	7.5	6.0	9.7	26.4	9.1	10.1	6.8	20.7	9.8
NOT MENTIONED	92.0	92.7	90.3	70.9	90.9	88.1	92.3	77.5	89.0
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60GR - WHETHER A TEACHER WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		TOTAL	TOTAL	TOTAL
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
MENTIONED	2.9	2.5	0	0	2.9	2.0	2.7	0	2.3
NOT MENTIONED	96.6	96.1	100.0	97.3	97.1	96.2	96.4	98.2	96.5
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
Q_62HR - WHETHER A SCHOOL COUNSELOR WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	6.7	5.1	2.2	2.8	8.1	4.9	5.9	2.6	5.9
NOT MENTIONED	92.8	93.6	97.8	94.5	91.9	93.3	93.2	95.6	92.8
REFUSED	0.5	1.3	0	2.7	0	1.8	0.9	1.8	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	974	958	43	80	57	131	1932	123	188

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_61A - (IF FRIEND WAS MENTIONED) WAS FRIEND FROM SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	79.8	75.6	44.7	33.6	65.2	66.5	77.8	37.4	66.0
NO	19.8	23.2	55.3	61.8	34.8	29.0	21.4	59.6	31.0
DONT KNOW	0	0.2	0	0	0	2.5	0.1	0	1.7
REFUSED	0.5	1.0	0	4.6	0	2.0	0.7	3.0	1.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	513	512	25	48	30	61	1025	73	91

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_61B - (IF FRIEND WAS MENTIONED) WAS FRIEND FROM WORK?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	22.9	20.6	49.0	38.2	26.2	12.4	21.8	41.8	17.1
NO	76.6	78.3	51.0	57.2	73.8	85.6	77.4	55.1	81.6
REFUSED	0.5	1.0	0	4.6	0	2.0	0.7	3.0	1.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	513	512	25	48	30	61	1025	73	91

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_61C - (IF FRIEND WAS MENTIONED) WAS FRIEND IN THE SERVICE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	31.0	24.1	41.8	28.8	33.3	22.3	27.7	33.2	26.3
NO	68.5	74.9	58.2	66.6	66.7	75.7	71.6	63.7	72.6
REFUSED	0.5	1.0	0	4.6	0	2.0	0.7	3.0	1.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	513	512	25	48	30	61	1025	73	91

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH..
D62_A - ANY CO-WORKERS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	0	0	48.5	43.7	0	0	0	45.3	0
NO	0	0	51.5	53.6	0	0	0	52.9	0
REFUSED	100.0	100.0	0	2.7	0	100.0	100.0	1.8	100.0
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	3	6	43	80	0	1	9	123	1

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH..
D62_B - ANY EMPLOYER?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	0	0	25.1	9.3	0	0	0	14.7	0
NO	0	0	74.9	87.9	0	0	0	83.5	0
REFUSED	100.0	100.0	0	2.7	0	100.0	100.0	1.8	100.0
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	3	6	43	80	0	1	9	123	1

D_63 - IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER WOULD YOU SAY IT WAS...

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
WASTE OF TIME	2.5	8.8	3.5	7.9	0	6.8	6.6	7.3	6.0
UP TO HIM/HER	46.8	70.1	43.9	64.8	42.9	71.4	61.9	62.0	68.1
GOOD IDEA	49.6	20.3	52.6	26.1	57.1	21.2	30.7	29.7	25.4
DONT KNOW	0.5	0.4	0	0.8	0	0.3	0.5	0.6	0.3
REFUSED	0.5	0.4	0	0.5	0	0.4	0.4	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

Q_14 - WHAT IS YOUR CURRENT MARITAL STATUS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MARRIED	1.9	4.8	39.0	54.5	1.0	13.6	3.8	52.3	12.0
WIDOWED	.3	0.1	0.9	0.4	1.1	0.1	0.2	0.5	0.2
SEPARATED	0.1	0.3	1.7	1.4	1.1	1.6	0.2	1.5	1.6
DIVORCED	0.1	0.3	4.0	4.1	0	1.5	0.2	4.1	1.3
NEVER MARRIED	97.5	94.3	54.5	39.1	97.8	82.8	95.4	41.2	84.5
REFUSED	0.4	0.2	0	0.5	0	0.4	0.2	0.4	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
P_SSA - ON ACTIVE DUTY OR ATTENDING SERVICE ACADEMY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	0	1.3	0	0.4	0	14.0	0.8	0.4	14.0
NO	92.4	95.5	100.0	99.0	0	84.8	94.9	99.1	84.8
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	37	154	42	371	0	99	191	413	99

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_SPS - WORKING FOR PAY AT FULL-TIME JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	24.3	37.3	47.6	41.3	0	76.2	34.9	42.9	76.2
NO	68.6	59.1	52.4	58.1	0	22.7	60.8	57.5	22.7
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	37	154	42	371	0	99	191	413	99

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
(DESC - WORKING FOR PAY AT PART-TIME JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	27.1	19.4	11.3	18.9	0	7.8	20.6	18.2	7.8
NO	65.2	77.1	86.7	80.5	0	91.1	74.9	81.3	91.1
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	37	154	42	371	0	99	191	413	99

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
[_550 - ENROLLED IN A COLLEGE OR PROFESSIONAL SCHOOL?

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		MARKET	MARKET	MARKET
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	0.7	5.3	8.7	3.4	0	5.0	4.5	4.2	5.1
NO	91.5	91.2	91.3	96.0	0	93.9	91.2	95.5	93.9
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	37	154	42	371	0	99	191	413	99

(IF MARRIED), WHAT IS YOUR [illegible] CURRENTLY DOING? IS HE/SHE...
READ - TAKING ACADEMIC COURSES AT 2-YEAR/4-YEAR COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSE--									
YES	7.5	10.7	6.6	[illegible]	0	5.3	[illegible]	7.[illegible]	[illegible]
NO	[illegible]	85.9	93.4	91.4	0	93.1	85.[illegible]	91.[illegible]	93.1
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	[illegible]	[illegible]	[illegible]	[illegible]	0	[illegible]	[illegible]	[illegible]	[illegible]
--NUMBER	37	154	42	371	0	99	191	413	99

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65F - TAKING VOCATIONAL/TECHNICAL COURSES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	3.9	4.4	2.2	6.6	0	7.9	4.3	6.2	7.9
NO	88.5	92.1	97.8	92.6	0	90.9	91.4	93.3	90.9
REFUSED	7.6	3.5	0	0.6	0	1.1	4.3	0.5	1.1
--TOTAL--	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--NUMBER	37	154	42	371	0	99	191	413	99

D_68 - HOW MANY OFFENSES DO YOU HAVE(NOT COUNTING SELF)?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	89.0	89.5	44.6	36.1	91.3	76.7	89.3	39.8	78.4
1	4.8	5.6	19.3	20.4	3.9	15.4	5.3	20.2	14.1
2	3.8	3.2	14.7	16.3	0.9	5.1	3.4	16.1	4.6
3	1.0	1.0	15.4	17.5	2.7	1.8	1.0	17.2	1.9
4 +	1.0	0.5	5.0	6.4	1.2	0.3	0.7	6.2	0.4
REFUSED	0.4	0.2	1.1	0.3	0	0.7	0.3	0.4	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_69 - DO YOU HAVE ANY CHILDREN UNDER AGE OF SIX?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	32.1	42.9	82.5	83.0	41.4	82.3	38.4	82.9	79.8
NO	64.4	54.9	17.5	16.3	58.6	16.0	58.9	16.5	18.7
REFUSED	3.5	2.2	0	0.7	0	1.6	2.7	0.6	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	152	230	48	305	9	127	382	353	136

D_70 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	34.9	55.9	37.7	42.2	46.9	55.5	48.5	41.6	54.5
NO	64.6	43.7	61.4	57.2	53.1	44.3	51.1	57.7	45.4
DONT KNOW	0.1	0.1	0.9	0.3	0	0	0.1	0.4	0
REFUSED	0.4	0.3	0	0.3	0	0.2	0.3	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

Q_71 - (IF Q_70=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	69.3	59.2	50.0	20.9	79.2	68.8	63.7	28.9	70.2
NO	27.9	38.1	50.0	18.9	19.0	28.9	33.6	27.5	27.6
DONT KNOW	2.2	1.9	0	19.6	1.8	1.9	2.0	14.2	1.9
REFUSED	0.6	0.7	0	40.6	0	0.4	0.7	29.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	964	1256	2	5	53	340	2220	7	393

D_72 - WHAT GRADES DID/DID YOU USUALLY GET IN HIGH SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MOSTLY A'S	3.2	8.9	2.1	4.0	6.9	12.6	7.1	3.7	12.0
A'S & B'S	14.4	15.3	15.3	11.7	23.0	27.1	16.9	12.1	26.7
MOSTLY B'S	19.3	24.6	19.1	23.5	19.9	24.9	22.7	22.9	24.5
B'S & C'S	33.3	26.1	30.0	28.2	33.9	25.2	28.7	28.5	26.2
MOSTLY C'S	20.5	16.7	23.2	23.7	11.8	7.7	18.0	23.6	8.2
C'S & D'S	6.7	3.5	9.1	6.2	4.5	1.2	4.6	6.6	1.6
D'S & F'S	0.7	1.3	1.3	1.4	0	0.5	1.1	1.4	0.5
DONT KNOW	0.7	0.2	0	1.0	0	0.5	0.4	0.9	0.4
REFUSED	0.6	0.4	0	0.3	0	0.3	0.5	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

Q_73 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
COLLEGE PREP	58.3	68.2	50.6	56.6	67.8	69.3	64.7	55.8	69.1
BUSINESS	6.9	6.2	12.0	9.0	12.4	16.0	6.5	9.4	15.6
VOC/TECH	31.3	23.7	33.4	31.7	18.8	11.9	26.4	31.9	12.7
DONT KNOW	3.1	1.6	3.9	2.3	1.0	2.5	2.1	2.5	2.3
REFUSED	0.4	0.4	0	0.5	0	0.4	0.4	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
C_74A - ELEMENTARY ALGEBRA?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	73.6	81.5	67.5	77.5	74.1	83.0	78.7	76.2	82.0
NO	25.9	18.1	32.5	21.8	25.9	16.6	20.9	23.2	17.7
DONT KNOW	0.1	0.1	0	0.4	0	0.1	0.1	0.3	0.1
REFUSED	0.4	0.3	0	0.3	0	0.3	0.4	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_T4B - PLANS DESIRE-Y?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
--RESPONSES--	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
YES	57.3	66.2	56.0	56.7	47.8	61.6	63.1	56.6	6..1
NO	42.1	33.4	42.8	42.6	52.2	37.5	36.5	42.7	39.6
DONT KNOW	0.1	0.1	1.2	0.1	0	0.1	0.1	0.3	0.1
REFUSED	0.4	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74C - BUSINESS MATH?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
--RESPONSES--	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
YES	49.3	43.7	55.6	48.8	52.8	45.2	45.6	49.7	46.1
NO	50.4	56.0	44.4	50.5	47.2	54.2	54.0	49.7	53.4
DONT KNOW	0.1	0.0	0	0.1	0	0.3	0.1	0.1	0.3
REFUSED	0.4	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74_ - COMPUTER SCIENCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	32.5	29.4	14.1	8.3	34.9	26.9	29.9	9.1	27.8
NO	67.3	71.2	85.9	91.0	65.1	72.7	69.7	90.3	71.8
DONT KNOW	0.1	0	0	0.3	0	0.1	0.0	0.2	0.1
REFUSED	0.4	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74E - INTERMEDIATE ALGEBRA?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	52.3	62.3	44.8	49.0	47.7	59.7	58.8	48.5	58.3
NO	47.1	37.2	55.2	50.2	52.3	39.9	40.7	50.9	41.3
DONT KNOW	0.1	0.1	0	0.3	0	0.1	0.1	0.3	0.1
REFUSED	0.4	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
C_74F - TRIGONOMETRY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	29.2	38.8	24.9	23.0	18.0	29.4	35.4	23.2	28.1
NO	70.2	60.8	75.1	76.4	82.0	70.2	64.1	76.2	71.6
DON'T KNOW	0.1	0.0	0	0.1	0	0.1	0.1	0.1	0.1
REFUSED	0.4	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
E_746 - CALCULUS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	16.4	19.1	13.7	5.3	14.0	12.2	18.2	6.6	12.4
NO	83.3	80.5	86.3	93.9	86.0	87.4	81.4	92.9	87.2
DONT KNOW	0.3	0.1	0	0.1	0	0.1	0.1	0.1	0.1
REFUSED	0.5	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74H - PHYSICS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	31.5	32.3	21.2	20.7	26.0	20.0	32.0	20.7	20.7
NO	68.0	67.3	78.8	78.7	74.0	79.6	67.6	78.7	78.9
DONT KNOW	0	0	0	0.1	0	0.1	0	0.1	0.1
REFUSED	0.5	0.3	0	0.5	0	0.3	0.4	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1495	2885	104	676	98	775	4380	780	873

D_75 - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY---		---PROPENSITY---		---PROPENSITY---		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
7 GRADES OR LESS	6.2	2.7	15.9	5.1	8.1	4.4	3.8	5.2	4.9
8TH GRADE	5.5	3.7	9.1	6.0	4.1	4.9	4.3	4.1	4.6
9TH GRADE	3.4	2.6	3.9	3.8	2.1	2.4	3.7	3.8	2.4
10TH GRADE	4.9	4.4	6.1	6.6	4.2	3.2	4.6	6.5	3.3
11TH GRADE	4.3	3.7	1.6	4.0	8.8	2.5	3.9	3.6	3.2
12TH GRADE	38.2	38.3	31.5	38.2	37.4	38.3	38.2	37.3	38.2
13TH	2.1	2.3	2.1	1.8	3.1	2.0	2.2	1.8	2.9
14TH	4.4	7.1	2.3	5.6	6.1	5.5	6.1	5.2	5.6
15TH	1.2	1.4	0.9	0.8	0	2.1	1.3	0.8	1.8
16TH COLLEGE SR	10.2	16.4	4.3	6.8	8.0	14.1	14.0	6.4	13.4
17TH,GRAD SCHOOL	0.6	0.7	0	0.3	1.3	0.5	0.6	0.2	0.9
18TH,GRAD SCHOOL	2.2	3.6	1.8	1.5	1.3	3.3	3.1	1.6	3.1
19TH,GRAD SCHOOL	0.4	0.4	0	0.3	1.2	0.8	0.4	0.2	0.8
20 OR MORE	1.6	2.9	0.9	3.6	1.9	3.0	2.5	3.6	2.9
DONT KNOW	13.8	9.2	19.6	13.0	12.4	11.0	10.6	13.9	11.2
REFUSED	0.6	0.6	0	0.5	0	1.0	0.7	0.4	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_7a - WHAT KIND OF SCHOOL DID YOUR FATHER ATTEND IN LAST YEAR?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VOC/BUSINESS-/TRADE	7.9	7.3	12.5	12.5	0	6.8	7.4	12.5	6.2
JR/COMMUNITY COLLEGE	7.6	8.3	2.7	6.3	13.2	7.4	8.4	5.8	7.9
4-YR COLLEGE	36.8	48.5	17.2	28.9	34.3	43.2	44.8	27.3	42.9
GRAD/PROF SCHOOL	10.7	12.8	8.8	9.6	14.3	13.7	12.1	9.5	13.7
MISSING	0.1	0	0	0	0	0	0.0	0	0
DONT KNOW	34.9	21.2	58.8	39.9	38.2	25.8	25.5	42.5	27.0
REFUSED	2.0	1.5	0	2.7	0	2.5	1.7	2.3	2.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	552	1295	34	219	34	351	1847	253	385

D_77 - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
7 GRADES OR LESS	4.1	1.5	11.4	4.2	4.9	2.3	2.4	5.2	2.6
8TH GRADE	4.3	2.4	4.6	4.6	6.2	3.4	3.3	4.6	3.7
9TH GRADE	3.2	1.5	5.4	3.4	4.8	3.1	2.1	3.7	3.3
10TH GRADE	5.1	4.3	3.2	5.4	4.4	4.2	4.6	5.1	4.2
11TH GRADE	5.9	3.9	1.7	6.7	4.6	5.3	4.6	6.3	5.1
12TH GRADE	46.2	49.2	46.8	52.2	40.0	45.9	48.9	51.5	45.2
13TH	2.3	3.5	1.1	2.4	4.1	5.7	3.1	2.3	5.5
14TH	6.4	8.6	4.6	7.0	9.1	8.9	7.8	6.6	8.9
15TH	1.1	1.6	0.5	1.0	2.2	2.7	1.5	1.0	2.6
16TH COLLEGE SR	7.5	13.1	3.5	4.0	8.5	9.4	11.1	4.0	9.3
17TH,GRAD SCHOOL	0.5	1.0	0	0.3	0	0.7	0.7	0.3	0.6
18TH,GRAD SCHOOL	1.4	2.3	1.0	1.1	1.7	1.4	2.0	1.1	1.4
19TH,GRAD SCHOOL	0.2	0.3	0	0.1	0	0.2	0.3	0.1	0.2
20 OR MORE	0.3	0.5	0	0	1.2	0.4	0.4	0	0.5
DONT KNOW	8.5	5.9	16.3	7.2	8.2	5.9	6.9	8.4	6.2
REFUSED	0.9	0.6	0	0.3	0	0.5	0.7	0.3	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

Q_7P - WHAT KIND OF SCHOOL DID YOUR MOTHER ATTEND IN LAST YEAR?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VOC/BUSINESS-/TRADE	10.3	11.5	13.4	16.2	10.8	13.5	11.1	15.8	13.2
JR/COMMUNITY COLLEGE	12.2	12.2	9.9	16.3	10.6	13.4	12.2	15.3	13.1
4-YR COLLEGE	35.9	43.6	12.5	29.1	41.1	46.1	44.7	26.6	45.5
GRAD/PROF SCHOOL	6.9	9.2	3.5	6.2	10.3	8.9	8.5	5.8	9.0
DONT KNOW	31.8	16.7	60.6	30.0	27.3	15.8	21.3	34.7	17.1
REFUSED	2.5	1.9	0	2.2	0	2.5	2.2	1.8	2.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	454	1057	28	167	34	285	1521	195	319

D_79 - DO YOU PERSONALLY OWN YOUR OWN HOME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	1.8	3.0	25.5	35.0	2.2	6.3	2.7	33.7	5.8
NO	97.0	96.5	74.5	64.7	97.8	93.5	96.8	66.0	94.0
DONT KNOW	0.1	0.1	0	0	0	0	0.1	0	0
REFUSED	0.5	0.3	0	0.3	0	0.2	0.4	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_80 - WHAT IS YOUR RACE/ETHNIC GROUP?

	YOUNG MALES ---PROPENSITY--- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY--- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY--- POSITIVE -----PCT	OLDER MALES ---PROPENSITY--- NEGATIVE -----PCT	FEMALES ---PROPENSITY--- POSITIVE -----PCT	FEMALES ---PROPENSITY--- NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--									
WHITE	72.4	87.6	76.1	88.8	63.8	87.5	82.2	87.1	84.7
BLACK	21.2	8.1	16.5	7.5	33.6	8.6	12.8	8.8	11.6
PACIFIC IS./ASIAN	3.0	2.0	4.2	0.8	0	1.4	2.3	1.3	1.3
AMER INDIAN ALASKAN	2.0	1.5	3.2	1.8	2.7	1.7	1.7	2.0	1.8
DONT KNOW	0.6	0.2	0	0.5	0	0.3	0.3	0.5	0.3
REFUSED	0.7	0.5	0	0.5	0	0.4	0.6	0.4	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

D_81 - ARE YOU OF HISPANIC BACKGROUND?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
HISPANIC	10.5	5.4	15.1	6.0	6.4	6.9	7.2	7.2	6.8
NOT HISPANIC	89.0	94.1	84.9	93.7	93.6	92.7	92.3	92.5	92.8
DONT KNOW	0.0	0.2	0	0	0	0.2	0.1	0	0.1
REFUSED	0.5	0.3	0	0.3	0	0.3	0.4	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	1514	2902	110	688	98	778	4416	798	876

Part II

Guard/Reserve Subsample Tables

A_3 - AGE ON LAST BIRTHDAY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
16	28.0	17.9	0	0	24.7	19.2	21.3	0	20.0
17	28.4	15.4	0	0	21.4	21.2	19.8	0	21.2
18	16.8	23.0	0	0	20.6	19.7	20.8	0	19.8
19	9.7	20.2	0	0	18.9	17.9	16.6	0	18.1
20	11.3	13.6	0	0	7.8	9.9	12.8	0	9.6
21	5.9	9.9	0	0	6.6	12.1	8.5	0	11.4
22	0	0	24.6	15.0	0	0	0	16.6	0
23	0	0	20.0	16.4	0	0	0	17.0	0
24	0	0	12.3	13.3	0	0	0	13.1	0
25	0	0	13.7	12.5	0	0	0	12.7	0
26	0	0	3.1	11.6	0	0	0	10.2	0
27	0	0	13.6	13.3	0	0	0	13.3	0
28	0	0	7.8	10.8	0	0	0	10.3	0
29	0	0	4.8	7.1	0	0	0	6.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_4 - HIGHEST GRADE OF SCHOOL OR COLLEGE ATTENDED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
7 GRADES OR LESS	0	0.2	0	0.5	0	0.3	0.1	0.4	0.2
8TH GRADE	2.1	0.4	1.5	1.6	0	1.1	1.0	1.5	1.0
9TH GRADE	3.2	3.2	4.3	1.1	3.0	2.6	3.2	1.6	2.7
10TH GRADE	13.6	6.9	5.5	4.9	7.7	7.6	9.2	5.0	7.6
11TH GRADE	26.8	19.9	16.3	7.1	31.1	24.8	22.3	8.6	25.6
12TH GRADE	45.8	40.8	44.5	50.7	46.7	42.7	42.5	49.7	43.2
13TH	4.8	17.3	16.2	14.8	3.6	13.8	13.0	15.1	12.4
14TH	3.7	10.0	11.6	19.0	7.9	7.1	7.8	17.8	7.2
15TH	0	1.0	0	0.5	0	0	0.7	0.4	0
REFUSED	0	0.2	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_6A - HAVE YOU ATTENDED VOCATIONAL,BUSINESS, OR TRADE SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	26.2	15.5	29.4	35.7	19.4	19.6	18.0	34.7	19.6
NO	73.8	84.5	70.6	64.3	80.6	80.4	82.0	65.3	80.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	55	175	43	237	23	178	230	280	201

237

A_6B - HAVE YOU ATTENDED JUNIOR OR COMMUNITY COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	25.2	24.4	25.6	25.2	19.8	20.6	24.6	25.3	20.5
NO	74.8	75.6	74.4	74.8	80.2	79.4	75.4	74.7	79.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	55	175	43	237	23	178	230	280	201

A_6C - HAVE YOU ATTENDED A COLLEGE OR UNIVERSITY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	5.5	36.7	14.6	15.0	12.6	30.8	29.5	14.9	28.6
NO	94.5	63.3	85.4	85.0	87.4	69.2	70.5	85.1	71.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	55	175	43	237	23	178	230	280	201

HIDEGREE - HIGHEST DEGREE, DIPLOMA OR CERTIFICATE RECEIVED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	2.8	4.9	5.3	2.3	2.7	6.6	4.4	2.8	6.1
ABE	2.6	0.9	4.4	0.8	5.7	0.9	1.3	1.3	1.5
GED	0.5	0.9	0	0	0	0.7	0.8	0	0.7
HIGH SCHOOL	66.7	81.3	71.7	58.7	64.7	73.2	77.9	60.7	72.1
VOC/BUS/TRADE	21.3	4.3	12.3	21.9	17.3	12.4	8.3	20.4	13.0
JR COLLEGE	0	2.7	2.4	6.0	0	1.8	2.1	5.5	1.6
OTHER DEGREE	6.1	5.0	3.9	10.3	9.6	4.5	5.2	9.3	5.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	55	174	43	237	23	177	229	280	200

NRDEGREE -NUMBER OF DEGREES, DIPLOMAS, AND CERTIFICATES RECEIVED?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ONE DEGREE	73.6	87.3	83.6	66.9	69.4	80.5	84.1	69.4	79.1
TWO DEGREES	26.4	10.9	14.4	30.2	30.6	19.0	14.5	27.8	20.4
THREE DEGREES	0	1.7	2.0	2.9	0	0.6	1.3	2.8	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	55	174	43	237	23	177	229	280	200

A_8 - WOULD YOU LIKE MORE EDUCATION OR TRAINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	83.9	82.3	80.2	66.7	93.3	85.2	82.9	69.0	86.2
NO	12.9	15.0	17.6	32.1	5.8	14.0	14.3	29.7	13.0
DONT KNOW	3.2	2.7	2.2	1.2	0.9	0.8	2.9	1.4	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_9 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
HIGH SCHOOL	5.3	0.7	5.6	1.3	0	5.0	2.3	2.2	4.3
VOC/BUS/TRADE	38.2	27.6	56.8	45.2	27.0	26.3	31.2	47.4	26.4
JR COLLEGE	15.2	12.5	14.4	16.2	14.8	14.3	13.5	15.9	14.4
COLLEGE	34.4	47.3	20.1	26.8	50.9	46.1	42.8	25.5	46.8
GRAD/PROFESS	2.8	7.9	3.1	1.5	1.8	3.6	6.1	1.8	3.3
DONT KNOW	4.2	4.0	0	9.0	5.6	4.7	4.1	7.3	4.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	160	279	49	198	49	327	439	247	376

A_10 - HIGHEST GRADE YOU WOULD LIKE TO COMPLETE ?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
9TH	0	0	0	0	0	0.3	0	0	0.2
10TH	0	0	0	0	0	0.3	0	0	0.2
11TH	1.0	0.2	0	0	0	0.3	0.5	0	0.2
12TH/HIGH SCH	13.8	3.4	7.5	5.6	1.8	7.4	7.0	6.0	6.6
13TH	2.0	1.6	0	2.4	4.0	5.2	1.7	1.9	5.0
14TH	22.7	21.4	41.9	33.0	26.9	19.2	21.8	34.7	20.3
15TH	3.1	0.4	1.0	1.6	2.2	2.4	1.3	1.5	2.4
16TH/COLLEGE	45.9	45.9	22.5	39.3	43.0	43.1	45.9	36.1	43.1
17TH	1.1	0.9	0	1.0	1.3	3.2	0.9	0.8	2.9
18TH	4.0	10.2	7.8	5.1	10.9	9.4	8.1	5.6	9.6
19TH	0.8	2.3	0	0.4	1.8	0.9	1.8	0.3	1.0
20TH	2.7	9.3	2.5	1.9	3.8	4.2	7.0	2.0	4.2
DONT KNOW	3.0	4.4	16.9	9.6	4.3	4.2	3.9	11.1	4.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	160	279	49	198	49	327	439	247	376

A_11 - ARE YOU ENROLLED IN ANY EDUCATIONAL OR JOB TRAINING COURSE?

--RESPONSES--	----------MARKET---------- YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
YES	59.4	53.5	6.3	7.5	56.9	52.5	55.5	7.3	53.0
NO	40.6	46.5	93.7	92.5	43.1	47.3	44.5	92.7	46.7
DONT KNOW	0	0	0	0	0	0.3	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_12 - WHAT KIND OF SCHOOL ARE YOU ENROLLED IN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ABE	0	0.6	0	5.0	3.4	0	0.4	4.3	0.5
HIGH SCHOOL	76.8	49.3	0	0	55.8	59.6	58.7	0	59.1
GED	2.1	0.4	15.8	3.5	0	1.1	1.0	5.2	1.0
JOBS/WIN/CETA	1.2	0.7	0	12.1	4.5	0.2	0.9	10.4	0.8
OJT PROGRAM	1.6	1.5	0	16.2	0	1.3	1.6	13.9	1.1
APPRENTICE	1.2	1.7	15.7	13.6	0	0	1.5	13.9	0
VOC/BUS/TRADE	4.8	9.4	24.3	21.6	15.0	6.0	7.7	21.9	7.2
JR COLLEGE	9.1	11.0	23.6	19.0	11.5	9.1	10.3	19.6	9.5
COLLEGE	3.1	26.4	20.7	9.0	9.8	22.6	17.9	10.6	20.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	115	183	5	23	30	204	298	28	234

A_13 - WHAT IS YOUR CURRENT GRADE OR YEAR THIS FALL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
9TH	3.2	0.6	0	0	0	0.5	1.6	0	0.5
10TH	13.0	3.2	0	0	3.3	1.6	6.8	0	1.9
11TH	31.0	20.9	0	0	25.0	29.9	24.6	0	29.2
12TH	38.4	28.7	0	0	37.6	30.8	32.2	0	31.7
13TH	10.4	25.6	69.9	60.4	19.6	19.7	20.1	62.0	19.7
14TH	4.0	20.2	30.1	30.4	14.6	15.9	14.3	30.3	15.7
15TH	0	0.7	0	9.3	0	1.2	0.4	7.7	1.0
UNGRADED	0	0	0	0	0	0.3	0	0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	108	176	3	12	29	198	284	15	227

A_14 - ARE YOU ENROLLED IN SCHOOL PART-TIME OR FULL-TIME?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FULL-TIME	88.4	88.2	75.7	46.7	79.7	90.9	88.3	50.7	89.3
PART-TIME	11.6	11.8	24.3	53.3	20.3	9.1	11.7	49.3	10.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	115	183	5	23	30	204	298	28	234

A_15 - ARE YOU RECEIVING FINANCIAL ASSISTANCE FOR THIS SCHOOLING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	33.8	45.0	34.4	32.5	64.4	54.0	43.3	32.8	55.3
NO	66.2	55.0	65.6	67.5	35.6	46.0	56.7	67.2	44.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	16	84	3	12	9	72	100	15	81

A_16 - IS THAT FINANCIAL ASSISTANCE FROM A FEDERAL GRANT/LOAN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	81.2	65.0	100.0	71.4	100.0	60.0	66.9	76.5	65.9
NO	18.8	24.8	0	28.6	0	37.0	24.1	23.5	31.6
DONT KNOW	0	10.1	0	0	0	3.0	9.0	0	2.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	6	41	1	4	6	38	47	5	44

A_17 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	50.6	60.0	77.7	89.2	47.2	50.6	56.8	87.3	50.2
NO	49.4	40.0	22.3	10.8	52.8	49.4	43.2	12.7	49.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_18 - ARE YOU LOOKING FOR WORK OR WORKING FOR PAY NOW?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	61.8	49.9	63.8	72.4	70.0	42.0	54.6	69.8	45.8
NO	38.2	50.1	36.2	27.6	30.0	58.0	45.4	30.2	54.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	129	14	31	29	190	220	45	219

A_19 - HAVE YOU EVER HAD A JOB FOR PAY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	79.5	77.6	87.4	94.4	59.0	63.3	78.3	92.4	62.7
NO	20.5	22.4	12.6	5.6	41.0	36.7	21.7	7.6	37.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	129	14	31	29	190	220	45	219

A_20YEAR - WHAT YEAR DID YOU LAST WORK FOR PAY AT A REGULAR JOB?

	MARKET								
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
75	0	0	8.5	0	0	0	0	2.4	0
78	1.0	0	0	0	0	0	0.4	0	0
79	0	0.8	0	3.3	0	1.0	0.5	2.4	0.9
80	0.9	5.1	7.8	3.2	0	1.7	3.4	4.5	1.5
81	2.0	4.3	15.4	6.4	0	10.6	3.4	8.9	9.3
82	17.9	13.7	17.0	20.4	19.0	20.2	15.4	19.4	20.1
83	76.3	76.1	51.4	66.7	81.0	66.4	76.2	62.4	68.3
REFUSED	1.8	0	0	0	0	0	0.7	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	71	100	12	29	17	117	171	41	134

A_21 - HOW MANY DIFFERENT JOBS DO YOU HAVE RIGHT NOW?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	92.0	83.7	85.2	90.0	91.8	91.2	86.2	89.3	91.3
2	6.3	13.6	12.9	8.4	8.2	7.7	11.3	9.1	7.8
3	1.7	2.8	0	0.8	0	1.1	2.5	0.6	0.9
4	0	0	0	0.5	0	0	0	0.4	0
5	0	0	2.0	0	0	0	0	0.3	0
7	0	0	0	0.3	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	101	211	46	264	25	193	312	310	218

A_22 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	42.1	33.7	46.1	26.6	48.6	32.8	36.3	29.5	34.7
NO	57.9	66.3	53.9	73.4	51.4	67.2	63.7	70.5	65.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	101	211	46	264	25	193	312	310	218

A_23 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1-34	52.2	47.9	7.1	7.3	62.6	62.7	49.3	7.2	62.7
35-44	37.0	32.8	61.0	54.4	35.2	32.8	34.2	55.5	33.1
OVER 44	10.8	19.4	31.9	38.3	2.1	4.1	16.5	37.2	3.8
REFUSED	0	0	0	0	0	0.4	0	0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	172	311	58	293	42	310	483	351	352

A_24 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
EVERY WEEK	46.9	47.9	20.7	21.2	36.9	44.8	47.6	21.1	43.8
2-3 TIMES/MONTH	14.8	12.0	16.0	19.6	18.5	17.6	13.0	19.0	17.7
ONCE/MONTH	4.8	8.7	11.1	8.6	10.3	4.1	7.4	9.0	4.9
< ONCE/MONTH	3.6	2.9	5.5	6.8	0	0.7	3.1	6.6	0.7
NEVER	29.9	28.5	46.7	43.9	34.3	32.4	28.9	44.3	32.6
REFUSED	0	0	0	0	0	0.4	0	0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	172	311	58	293	42	310	483	351	352

A_27YEAR - WHAT YEAR DID YOU START WORKING MAIN/LAST JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
75	0.7	0	4.8	3.2	0	0	0.2	3.5	0
76	0	0.4	5.7	3.5	0	0.3	0.3	3.9	0.3
77	0	0.4	1.6	3.9	0	0.7	0.2	3.5	0.6
78	1.2	1.6	7.0	11.1	0	0	1.5	10.4	0
79	4.4	3.3	11.5	12.5	3.3	3.0	3.7	12.3	3.0
80	10.0	6.9	12.2	10.0	3.0	6.9	7.9	10.4	6.4
81	3.7	12.8	14.5	14.9	9.7	14.5	9.7	14.8	13.9
82	19.7	18.4	19.7	9.2	17.7	23.4	18.9	11.0	22.7
83	59.1	56.1	23.1	30.6	66.4	51.1	57.1	29.4	53.0
REFUSED	1.2	0.1	0	1.0	0	0	0.5	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	172	311	57	276	42	310	483	333	352

A_30 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
PRIVATE COMPANY	80.3	80.6	86.0	81.5	67.2	81.3	80.5	82.3	79.6
GOVERNMENT	12.8	8.8	10.7	5.1	22.8	11.4	10.1	6.0	12.8
SELF EMPLOYED	4.8	7.9	3.4	11.8	2.3	5.6	6.9	10.4	5.2
NO PAY/FAMILY	2.1	2.2	0	0.8	7.7	1.3	2.2	0.7	2.1
REFUSED	0	0.5	0	0.8	0	0.4	0.3	0.7	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	172	311	58	293	42	310	483	351	352

A_32 - DOES MAIN/LAST JOB USE YOUR MAJOR SKILLS AND TRAINING FULLY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	44.6	37.6	49.4	72.1	50.1	44.7	40.0	68.3	45.4
NO	55.4	62.4	48.9	27.9	49.9	55.3	60.0	31.4	54.6
REFUSED	0	0	1.7	0	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER	172	311	58	293	42	310	483	351	352

A_34 - YEARS WORKING MAIN/LAST JOB OR SIMILAR JOB?

	----------MARKET----------				----------MARKET-	
	OLDER MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
LESS THAN YEAR	18.4	13.3	0	100.0	14.1	100.0
1 YEAR PLUS	12.9	5.9	0	0	7.1	0
2 YEARS PLUS	17.7	12.7	0	0	13.5	0
3 YEARS PLUS	11.4	13.0	0	0	12.8	0
4 YEARS PLUS	39.6	55.0	0	0	52.5	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0
--NUMBER	58	293	0	1	351	1

A_35 - HOW SATISFIED ARE YOU WITH YOUR PRESENT JOB?

	OLDER MALES ---MARKET--- PROPENSITY		OLDER MALES ---MARKET--
	POSITIVE	NEGATIVE	-TOTAL-
	-----PCT	-----PCT	-----PCT
--RESPONSES--			
EXTREMELY SATISFIED	16.6	38.9	35.5
SOMEWHAT SATISFIED	48.5	41.5	42.5
NEITHER	17.6	7.7	9.2
SOMEWHAT DISSATISFIED	9.8	10.0	10.0
EXTREMELY DISSATISFIED	7.4	1.4	2.3
REFUSED	0	0.5	0.4
--TOTAL--	100.0	100.0	100.0
--NUMBER	46	264	310

A_36 - HAVE YOUR EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	20.0	40.2	57.0	56.9	24.2	25.9	33.0	56.9	25.7
NO	80.0	59.8	18.9	43.1	75.8	74.1	67.0	39.4	74.3
REFUSED	0	0	24.1	0	0	0	0	3.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	95	148	5	20	26	194	243	25	220

A_37 - HOW MANY DIFFERENT FULL-TIME JOBS INCLUDING CURRENT JOB

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	50.7	50.2	0	22.4	82.4	50.2	50.3	19.0	53.9
2	23.6	31.2	36.1	17.7	17.6	31.0	29.5	20.6	29.4
3	18.0	8.4	0	34.7	0	14.2	10.5	29.4	12.5
4	0	4.3	0	16.9	0	4.7	3.4	14.3	4.2
5	1.7	3.1	0	0	0	0	2.8	0	0
6 +	6.0	0.8	63.9	8.1	0	0	1.9	16.8	0
REFUSED	0	1.9	0	0	0	0	1.5	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	24	63	3	12	6	52	87	15	58

A_40 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

	----------MARKET----------						-------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ALMOST IMPOSSIBLE	8.7	8.1	13.3	8.6	14.4	10.3	8.3	9.4	10.9
VERY DIFFICULT	32.9	25.2	27.5	23.7	34.9	31.7	27.9	24.3	32.1
DIFFICULT	43.0	52.0	30.0	42.8	36.3	40.8	48.9	40.6	40.2
NOT DIFFICULT	15.0	14.3	23.2	22.7	14.4	15.9	14.5	22.8	15.7
DONT KNOW	0.4	0.5	6.0	2.3	0	1.2	0.5	2.9	1.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_41 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET PART-TIME JOB IN YOUR COMMUNITY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ALMOST IMPOSSIBLE	5.3	2.6	7.6	4.3	3.1	4.0	3.5	4.8	3.9
VERY DIFFICULT	11.7	8.2	20.0	11.8	26.4	11.4	9.4	13.2	13.3
DIFFICULT	36.1	40.4	32.1	38.7	41.5	38.3	38.9	37.6	38.7
NOT DIFFICULT	46.9	47.7	38.1	42.8	29.0	45.4	47.4	42.0	43.3
DONT KNOW	0	1.1	2.2	2.4	0	1.0	0.7	2.4	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_42 - WHAT MIGHT YOU BE DOING IN THE NEXT FEW YEARS?
FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
SCHOOL	47.6	56.4	30.2	14.4	78.1	60.7	53.4	17.1	62.9
WORKING	31.9	36.4	57.0	77.1	6.7	28.6	34.8	73.7	25.8
NOTHING	0	0.3	1.5	0.4	2.2	0.5	0.2	0.6	0.7
OTHER	4.4	2.6	8.5	5.5	0	7.6	3.2	6.0	6.6
MILITARY	14.1	1.2	2.7	0	13.1	0.7	5.6	0.5	2.3
DONT KNOW	1.9	3.1	0	2.6	0	1.9	2.7	2.2	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

A_42 - WHAT MIGHT YOU BE DOING IN THE NEXT FEW YEARS?
SECOND MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
SCHOOL	19.4	22.9	25.4	29.9	22.7	24.2	21.7	29.0	24.0
WORKING	48.1	59.2	37.0	39.0	64.0	63.2	55.4	38.6	63.3
NOTHING	0	0.8	0	0.6	0	0	0.5	0.5	0
OTHER	14.5	11.0	30.7	24.6	5.8	8.9	12.2	25.8	8.4
MILITARY	14.4	0.4	7.0	0	7.5	0.4	5.2	1.3	1.5
DONT KNOW	3.5	5.6	0	5.9	0	3.3	4.9	4.7	2.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	111	192	32	130	40	219	303	162	259

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42AR - WHETHER GOING TO SCHOOL WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	59.2	67.0	38.9	27.6	87.6	70.1	64.3	29.5	72.4
NOT MENTIONED	38.9	29.9	61.1	69.7	12.4	28.0	33.0	68.3	26.0
DONT KNOW	1.9	3.1	0	2.6	0	1.9	2.7	2.2	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42BR - WHETHER WORKING WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	61.5	70.7	82.9	91.7	63.6	69.4	67.6	90.2	68.7
NOT MENTIONED	36.5	26.2	17.1	5.7	36.4	28.7	29.7	7.6	29.7
DONT KNOW	1.9	3.1	0	2.6	0	1.9	2.7	2.2	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?
A_42ER - WHETHER JOINING THE MILITARY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	23.7	1.4	6.4	0	18.5	1.0	9.0	1.1	3.2
NOT MENTIONED	74.4	95.5	93.6	97.4	81.5	97.1	88.3	96.7	95.1
DONT KNOW	1.9	3.1	0	2.6	0	1.9	2.7	2.2	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

RANKJOIN - ORDER OF MENTION OF "JOINING THE MILITARY" RESPONSE ON QUESTION A_42

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FIRST	2.0	3	0	0	0	0	1.8	0	0
THIRD	4.7	0	0	0	0	0	4.2	0	0
FOURTH	33.7	14.4	57.4	0	29.4	26.4	31.7	57.4	28.6
FIFTH	59.6	85.6	42.6	0	70.6	73.6	62.3	42.6	71.4
--TOTAL--	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--NUMBER	47	6	4	0	10	4	53	4	14

A_43 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

	----------MARKET- OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	NEGATIVE -----PCT	--------MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--			
SAME JOB	49.3	76.5	72.5
DIFFERENT JOB	50.7	21.2	25.5
DONT KNOW	0	2.3	2.0
--TOTAL--	100.0	100.0	100.0
--NUMBER	41	243	284

A_44 - WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	32.4	13.3	57.4	0	32.2	44.1	30.5	57.4	35.7
ARMY	34.1	14.4	22.4	0	31.0	14.6	32.1	22.4	26.2
COAST GUARD	4.8	0	0	0	0	0	4.3	0	0
MARINE CORPS	13.0	72.3	0	0	0	0	19.0	0	0
NAVY	15.7	0	20.2	0	36.8	29.7	14.1	20.2	34.7
DONT KNOW	0	0	0	0	0	11.6	0	0	3.4
--TOTAL--	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--NUMBER	47	6	4	0	10	5	53	4	15

A_45 - WHICH TYPE OF SERVICE WOULD THAT BE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE DUTY	79.2	100.0	65.6	0	22.3	77.5	81.3	65.6	38.4
RESERVES	10.8	0	0	0	56.0	22.5	9.7	0	46.2
NATL GUARD	6.9	0	34.4	0	21.7	0	6.2	34.4	15.3
DONT KNOW	3.2	0	0	0	0	0	2.8	0	0
--TOTAL--	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--NUMBER	47	6	4	0	10	5	53	4	15

A_46 - WHICH SERVICE WOULD BE YOUR SECOND CHOICE ?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	10.3	21.4	20.2	0	16.7	0	11.5	20.2	12.2
ARMY	34.9	0	57.4	0	10.5	0	31.4	57.4	7.7
COAST GUARD	4.5	0	0	0	0	0	4.0	0	0
MARINE CORPS	23.9	0	0	0	12.7	42.0	21.5	0	20.5
NAVY	13.9	47.6	22.4	0	0	0	17.4	22.4	0
NONE	9.0	16.6	0	0	38.5	58.0	9.8	0	43.7
DONT KNOW	3.4	14.4	0	0	21.7	0	4.6	0	15.9
--TOTAL--	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--NUMBER	47	6	4	0	10	4	53	4	14

A_47 - WHICH TYPE OF SERVICE WOULD BE YOUR SECOND CHOICE ?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE DUTY	70.2	84.1	65.6	0	20.6	0	71.5	65.6	16.5
RESERVES	24.4	15.9	0	0	44.2	39.4	23.6	0	43.2
NATL GUARD	1.6	0	34.4	0	0	60.6	1.5	34.4	12.1
DONT KNOW	3.8	0	0	0	35.2	0	3.4	0	28.2
--TOTAL--	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--NUMBER	43	5	4	0	6	2	48	4	8

A_7DR - WHETHER HIGH SCHOOL DIPLOMA WAS MENTIONED (TO A_7, WHAT DEGREES?)

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STILL IN/< 12 YRS	71.2	50.1	29.1	20.3	56.3	53.4	57.3	21.8	53.8
RECEIVED	26.7	46.6	62.5	72.2	38.2	42.1	39.8	70.6	41.6
NOT MENTIONED	2.1	3.3	8.4	7.5	5.6	4.5	2.9	7.7	4.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_1 - HOW LIKELY ARE YOU TO WORK IN A FACTORY?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.5	3.0	9.1	6.9	0	0.9	2.8	7.2	0.7
PROBABLY	22.5	15.0	32.0	15.4	18.5	9.9	17.6	18.2	10.2
PROBABLY NOT	34.3	36.4	20.8	29.8	42.4	30.1	35.7	28.3	31.7
DEFINITELY NOT	40.7	45.6	36.6	47.7	39.1	59.7	43.9	45.8	57.1
DONT KNOW	0	0	1.5	0.3	0	0.3	0	0.5	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_2 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

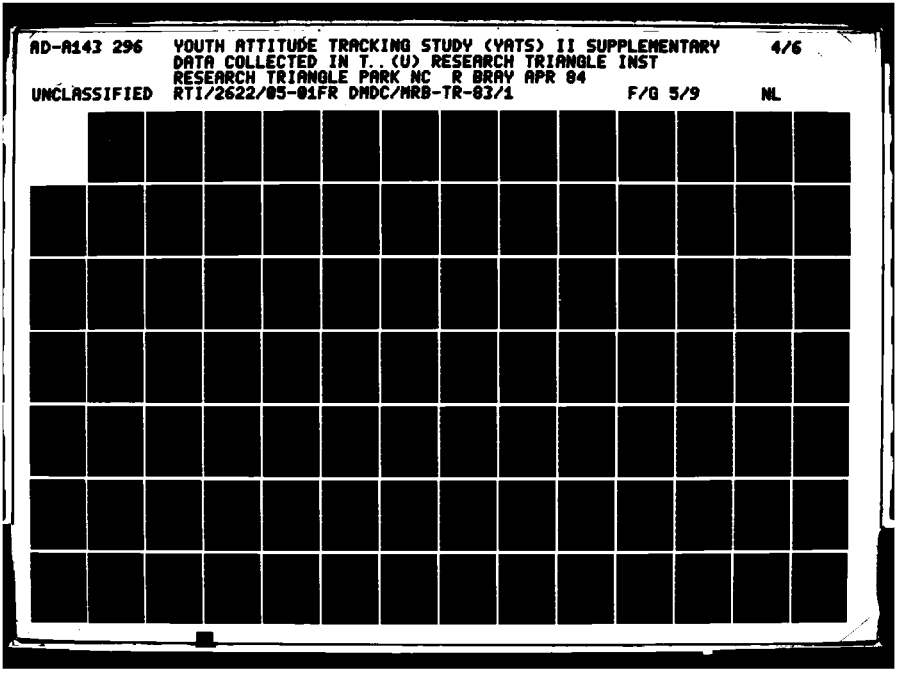
	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	6.5	6.2	2.8	7.4	12.3	6.5	6.3	6.6	7.2
PROBABLY	27.6	22.7	19.3	24.1	60.8	44.6	24.4	23.3	46.7
PROBABLY NOT	34.5	41.5	31.5	35.7	17.4	34.4	39.1	35.0	32.2
DEFINITELY NOT	31.4	29.4	46.3	32.2	9.5	14.0	30.1	34.6	13.4
DONT KNOW	0	0.1	0	0.6	0	0.5	0.1	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

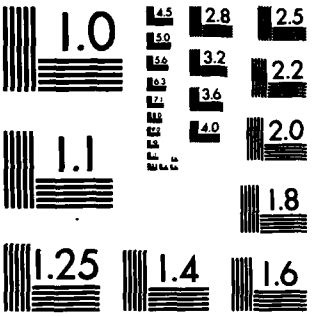
C_3 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.9	5.2	6.9	8.6	5.1	5.2	4.4	8.3	5.2
PROBABLY	33.2	25.3	22.5	16.3	41.9	36.7	28.0	17.3	37.3
PROBABLY NOT	33.2	32.6	24.2	33.5	30.6	32.6	32.8	32.0	32.3
DEFINITELY NOT	30.7	36.4	46.4	41.6	22.4	25.2	34.5	42.4	24.9
DONT KNOW	0	0.5	0	0	0	0.3	0.3	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_4 - HOW LIKELY ARE YOU TO SERVE IN ARMY NATIONAL GUARD?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.7	0	3.3	0	8.1	0	0.9	0.5	1.0
PROBABLY	38.6	0	46.5	0	32.9	0	13.2	7.8	4.2
PROBABLY NOT	28.5	42.1	30.2	34.2	13.0	20.9	37.4	33.6	15.9
DEFINITELY NOT	29.5	57.7	20.1	65.0	46.1	78.8	48.0	57.4	74.6
DONT KNOW	0.7	0.3	0	0.4	0	0.3	0.4	0.3	0.2
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437


AD-A143 296 YOUTH ATTITUDE TRACKING STUDY (YATS) II SUPPLEMENTARY 4/6
DATA COLLECTED IN T..(U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R BRAY APR 84
UNCLASSIFIED RTI/2622/05-01FR DMDC/MRB-TR-83/1 F/G 5/9 NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

C_5 - HOW LIKELY ARE YOU TO SERVE IN AIR NATIONAL GUARD?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.9	0	5.4	0	6.2	0	1.0	0.9	0.8
PROBABLY	29.9	0	29.7	0	22.8	0	10.2	5.0	2.9
PROBABLY NOT	38.4	42.6	35.5	35.1	25.8	20.7	41.2	35.2	21.4
DEFINITELY NOT	28.2	57.1	29.4	64.1	43.6	79.3	47.2	58.2	74.7
DONT KNOW	0.7	0.3	0	0.4	1.7	0	0.4	0.3	0.2
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_6 - HOW LIKELY THAT ARE YOU TO SERVE IN ARMY RESERVES?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.6	0	3.3	0	6.3	0	0.9	0.5	0.3
PROBABLY	35.0	0	41.2	0	42.3	0	12.0	6.9	5.4
PROBABLY NOT	33.7	41.4	23.2	35.7	18.8	20.3	38.8	33.6	20.6
DEFINITELY NOT	26.7	58.6	32.3	63.9	33.5	79.7	47.7	58.6	73.8
DONT KNOW	2.0	0	0	0	0	0	0.7	0	0
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_7 - HOW LIKELY ARE YOU TO SERVE IN AIR FORCE RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	5.4	0	1.8	0	9.3	0	1.8	0.3	1.2
PROBABLY	38.8	0	37.1	0	39.2	0	13.3	6.2	5.0
PROBABLY NOT	30.9	46.1	26.1	36.2	21.9	21.8	40.9	34.5	21.8
DEFINITELY NOT	24.1	53.6	35.0	63.5	29.6	78.2	43.5	58.7	71.9
DONT KNOW	0.7	0.3	0	0	0	0	0.4	0	0
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_6 - HOW LIKELY ARE YOU TO SERVE IN MARINE CORPS RESERVES?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	1.9	0	1.8	0	4.0	0	0.6	0.3	0.5
PROBABLY	32.0	0	24.3	0	24.3	0	11.6	4.1	3.1
PROBABLY NOT	27.3	38.4	28.4	32.9	13.4	17.8	34.6	32.1	17.2
DEFINITELY NOT	38.8	61.5	45.5	66.7	58.3	82.2	53.7	63.2	79.2
DONT KNOW	0	0.1	0	0	0	0	0.1	0	0
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_9 - HOW LIKELY ARE YOU TO SERVE IN NAVAL RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.3	0	1.8	0	10.4	0	0.8	0.3	1.3
PROBABLY	26.3	0	32.1	0	31.8	0	9.0	5.4	4.1
PROBABLY NOT	30.8	39.6	23.6	33.2	20.3	21.4	36.6	31.6	21.2
DEFINITELY NOT	39.9	59.9	42.5	66.1	33.7	78.6	53.1	62.1	72.8
DONT KNOW	0.7	0.5	0	0.4	3.8	0	0.6	0.3	0.5
REFUSED	0	0	0	0.4	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_1C - HOW LIKELY ARE YOU TO SERVE IN ACTIVE MILITARY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	11.9	1.2	4.3	0	9.8	0.2	4.9	0.7	1.5
PROBABLY	38.6	4.1	32.4	1.8	28.8	0.1	15.9	7.0	3.8
PROBABLY NOT	28.0	43.3	38.7	34.0	26.3	19.8	38.1	34.8	20.9
DEFINITELY NOT	20.8	51.4	23.0	63.8	33.1	79.8	40.9	57.0	73.8
DONT KNOW	0.7	0	1.7	0.3	0	0	0.2	0.6	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_11 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN COAST GUARD?

	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--									
DEFINITELY	1.4	0	1.4	0	4.0	0	0.5	0.2	0.5
PROBABLY	18.8	0.8	19.4	0.3	30.9	0.5	7.0	3.5	4.4
PROBABLY NOT	36.6	43.5	33.8	33.5	34.8	17.8	41.2	33.6	20.0
DEFINITELY NOT	41.9	55.6	45.4	65.9	30.3	81.6	50.9	62.4	75.0
DONT KNOW	1.3	0.1	0	0.3	0	0	0.5	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_12 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN ARMY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	3.9	0	5.9	0	2.4	0	1.3	1.0	0.3
PROBABLY	32.0	2.2	26.5	0.6	23.3	0.5	12.5	4.9	3.4
PROBABLY NOT	29.3	39.5	36.2	31.0	31.5	19.2	36.0	31.9	20.8
DEFINITELY NOT	34.0	58.3	31.3	68.1	42.8	80.4	49.9	61.9	75.5
DONT KNOW	0.7	0	0	0.3	0	0	0.2	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_13 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN AIR FORCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	6.7	0	0	0	10.7	0.2	2.3	0	1.6
PROBABLY	34.4	2.5	25.1	0.9	30.1	0.3	13.5	4.9	4.1
PROBABLY NOT	30.4	42.3	34.3	32.0	21.0	18.8	38.2	32.4	19.1
DEFINITELY NOT	27.7	55.2	39.0	66.6	38.2	80.7	45.8	62.0	75.2
DONT KNOW	0.7	0	1.5	0.6	0	0	0.2	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_14 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN MARINE CORPS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	4.2	1.2	1.6	0.3	6.4	0	2.2	0.5	0.8
PROBABLY	22.7	0.1	20.4	0.6	18.7	0	7.9	3.9	2.4
PROBABLY NOT	33.8	36.1	29.1	30.5	19.3	16.9	35.3	30.2	17.2
DEFINITELY NOT	38.6	62.5	48.9	68.3	55.7	83.1	54.3	65.0	79.5
DONT KNOW	0.7	0	0	0.3	0	0	0.2	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C 15 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN NAVY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY	2.7	0	2.9	0	8.1	0	0.9	0.5	1.0
PROBABLY	17.9	1.3	19.0	0.8	31.1	0.8	7.0	3.8	4.7
PROBABLY NOT	29.3	41.5	30.3	32.8	22.1	17.6	37.3	32.4	18.2
DEFINITELY NOT	49.5	57.2	47.6	66.0	38.7	81.6	54.6	63.0	76.1
DONT KNOW	0.7	0	0	0.3	0	0	0.2	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_16 - WOULD YOU WANT TO SERVE AS OFFICER OR ENLISTED PERSON?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
OFFICER	69.8	65.4	51.7	62.0	63.3	61.9	67.4	58.9	62.4
ENLISTED	28.1	26.3	48.3	30.2	36.7	29.7	28.2	35.6	31.9
DONT KNOW	2.1	5.2	0	7.2	0	8.4	3.8	5.1	5.7
REFUSED	0	1.1	0	0.6	0	0	0.6	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	211	60	142	54	119	403	202	173

C_17 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE IN THE MILITARY IN THE NEXT FEW YEARS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
LOWEST(0)	6.3	40.0	11.2	55.3	6.7	59.7	23.5	47.9	52.9
1	0.6	9.4	5.3	7.2	2.7	8.7	6.4	6.9	7.9
2	1.8	8.9	8.3	11.4	6.1	9.0	6.5	10.9	8.6
3	8.8	13.4	16.3	8.4	1.6	8.0	11.8	9.7	7.2
4	11.7	9.1	10.9	3.8	8.2	6.4	10.3	5.0	6.6
5	29.6	11.5	24.1	9.2	26.5	5.1	14.6	11.7	7.8
6	10.8	4.1	10.7	1.8	13.2	1.2	6.4	3.3	2.7
7	10.2	1.8	1.5	2.1	11.7	0.9	4.7	2.0	2.3
8	13.0	0.6	2.9	0.7	16.1	0.8	4.8	1.1	2.8
9	4.9	0	0	0	0	0	1.7	0	0
HIGHEST(10)	11.2	1.2	7.2	0.3	7.2	0.2	4.6	1.4	1.1
REFUSED	0	0	1.5	0	0	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_16 - HOW IMPORTANT IS SEPARATION FROM FAMILY AND FRIENDS?

	----------MARKET----------					
	YOUNG MALES --- PROPENSITY----	OLDER MALES --- PROPENSITY----	FEMALES --- PROPENSITY----	----------MARKET---------- YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	68.2	73.7	78.8	68.2	73.7	78.8
NOT IMPORTANT	31.6	26.0	20.9	31.6	26.0	20.9
DONT KNOW	0	0.3	0.3	0	0.3	0.3
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	309	284	373	309	284	373

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_19 - HOW IMPORTANT IS DISAGREEMENT WITH NATIONAL DEFENSE POLICY?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES --- PROPENSITY---- NEGATIVE -----PCT	OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	FEMALES --- PROPENSITY---- NEGATIVE -----PCT	YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--						
IMPORTANT	31.2	39.6	42.3	31.2	39.6	42.3
NOT IMPORTANT	67.3	58.2	56.5	67.3	58.2	56.5
DONT KNOW	1.2	1.4	0.8	1.2	1.4	0.8
REFUSED	0.2	0.8	0.4	0.2	0.8	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	309	285	374	309	285	374

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_20 - HOW IMPORTANT IS WANTING TO CONTINUE IN SCHOOL/COLLEGE?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES	OLDER MALES	FEMALES	YOUNG MALES	OLDER MALES	FEMALES
	---	---	---			
	PROPENS-ITY----	PROPENS-ITY----	PROPENS-ITY----			
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	72.3	43.3	77.9	72.3	43.3	77.9
NOT IMPORTANT	27.1	55.6	21.9	27.1	55.6	21.9
DONT KNOW	0.3	1.1	0.3	0.3	1.1	0.3
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	306	286	374	306	286	374

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_21 - HOW IMPORTANT IS LACK OF PERSONAL FREEDOM?

	----------MARKET----------					
	YOUNG MALES	OLDER MALES	FEMALES			
	---	---	---	----------MARKET----------		
	PROPENS-ITY----	PROPENS-ITY----	PROPENS-ITY----	YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	63.3	65.0	69.0	63.3	65.0	69.0
NOT IMPORTANT	36.1	34.7	30.8	36.1	34.7	30.8
DONT KNOW	0	0.3	0.3	0	0.3	0.3
REFUSED	0.6	0	0	0.6	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	310	285	373	310	285	373

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_22 - HOW IMPORTANT IS WHAT THE MILITARY PAYS?

	----------MARKET----------					
	YOUNG MALES	OLDER MALES	FEMALES			
	---	---	---	----------MARKET----------		
	PROPENSITY----	PROPENSITY----	PROPENSITY----	YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	35.2	51.7	33.8	35.2	51.7	33.8
NOT IMPORTANT	64.6	48.0	65.6	64.6	48.0	65.6
DONT KNOW	0	0.3	0.7	0	0.3	0.7
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	309	284	375	309	284	375

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_23 - HOW IMPORTANT IS DISAGREEMENT W/MISSION & PURPOSE OF THE ARMED FORCES?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES	OLDER MALES	FEMALES	YOUNG MALES	OLDER MALES	FEMALES
	---	---	---			
	PROPENS-ITY----	PROPENS-ITY----	PROPENS-ITY----			
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	34.7	41.5	40.5	34.7	41.5	40.5
NOT IMPORTANT	63.9	56.6	58.3	63.9	56.6	58.3
DONT KNOW	0.8	1.0	1.2	0.8	1.0	1.2
REFUSED	0.6	0.8	0	0.6	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	307	284	373	307	284	373

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_24 - HOW IMPORTANT IS DISAPPROVAL OF YOUR PARENTS?

	----------MARKET----------					
	YOUNG MALES	OLDER MALES	FEMALES	----------MARKET----------		
	--- PROPENSITY---- NEGATIVE	--- PROPENSITY---- NEGATIVE	--- PROPENSITY---- NEGATIVE	YOUNG MALES -TOTAL-	OLDER MALES -TOTAL-	FEMALES -TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	32.3	22.8	39.1	32.3	22.8	39.1
NOT IMPORTANT	67.5	76.9	60.3	67.5	76.9	60.3
DONT KNOW	0	0.3	0.6	0	0.3	0.6
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	310	285	375	310	285	375

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_25 - HOW IMPORTANT IS LACK OF VALUE IN MILITARY TRAINING?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES	OLDER MALES	FEMALES			
	---	---	---			
	PROPENS-ITY----	PROPENS-ITY----	PROPENS-ITY----	YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	28.4	29.2	31.4	28.4	29.2	31.4
NOT IMPORTANT	71.4	69.8	67.9	71.4	69.8	67.9
DONT KNOW	0	1.0	0.7	0	1.0	0.7
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	310	285	374	310	285	374

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_26 - HOW IMPORTANT IS HAVING LITTLE IN COMMON WITH PEOPLE IN THE SERVICE?

	----------MARKET----------			----------MARKET----------		
	YOUNG MALES --- PROPENSITY---- NEGATIVE -----PCT	OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	FEMALES --- PROPENSITY---- NEGATIVE -----PCT	YOUNG MALES -TOTAL- -----PCT	OLDER MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
--RESPONSES--						
IMPORTANT	27.6	22.8	30.2	27.6	22.8	30.2
NOT IMPORTANT	72.2	76.9	69.5	72.2	76.9	69.5
DONT KNOW	0	0.3	0.3	0	0.3	0.3
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	305	286	373	305	286	373

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_27 - HOW IMPORTANT IS DIFFICULTY GETTING INTO THE MILITARY?

	----------MARKET----------					
	YOUNG MALES	OLDER MALES	FEMALES	----------MARKET----------		
	--- PROPENSITY----	--- PROPENSITY----	--- PROPENSITY----	YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	12.0	19.0	14.6	12.0	19.0	14.6
NOT IMPORTANT	87.5	80.4	84.8	87.5	80.4	84.8
DONT KNOW	0.3	0.6	0.7	0.3	0.6	0.7
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	310	283	375	310	283	375

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_26 - HOW IMPORTANT IS LACK OF PROMOTION OPPORTUNITIES?

	--------MARKET--	
	OLDER MALES --- PROPENSITY----	--------MARKET-- OLDER MALES
	NEGATIVE	-TOTAL-
	-----PCT	-----PCT
--RESPONSES--		
IMPORTANT	42.7	42.7
NOT IMPORTANT	55.9	55.9
DONT KNOW	1.5	1.5
--TOTAL--	100.0	100.0
--NUMBER	284	284

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_29 - HOW IMPORTANT IS LACK OF ADEQUATE RETIREMENT BENEFITS?

	--------MARKET-- OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	--------MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	41.9	41.9
NOT IMPORTANT	57.2	57.2
DONT KNOW	0.9	0.9
--TOTAL--	100.0	100.0
--NUMBER	284	284

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_30 - HOW IMPORTANT IS LACK OF OPPORTUNITIES FOR TRAINING?

	--------MARKET--	
	OLDER MALES --- PROPENSITY----	--------MARKET-- OLDER MALES
	NEGATIVE	-TOTAL-
	-----PCT	-----PCT
--RESPONSES--		
IMPORTANT	43.5	43.5
NOT IMPORTANT	55.9	55.9
DONT KNOW	0.3	0.3
REFUSED	0.3	0.3
--TOTAL--	100.0	100.0
--NUMBER	285	285

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_31 - HOW IMPORTANT IS LACK OF ADEQUATE MEDICAL & DENTAL BENEFITS?

	MARKET-- OLDER MALES --- PROPENSITY---- NEGATIVE -----PCT	MARKET-- OLDER MALES -TOTAL- -----PCT
--RESPONSES--		
IMPORTANT	42.1	42.1
NOT IMPORTANT	57.3	57.3
DONT KNOW	0.6	0.6
--TOTAL--	100.0	100.0
--NUMBER	283	283

AS A REASON FOR NOT SERVING IN THE MILITARY...
C_32 - HOW IMPORTANT IS CURRENT PLANS FOR A CIVILIAN JOB?

	----------MARKET----------					
	YOUNG MALES	OLDER MALES	FEMALES	----------MARKET----------		
	---	---	---			
	PROPENSITY----	PROPENSITY----	PROPENSITY----	YOUNG MALES	OLDER MALES	FEMALES
	NEGATIVE	NEGATIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
IMPORTANT	77.7	72.8	72.5	77.7	72.8	72.5
NOT IMPORTANT	22.1	26.5	26.9	22.1	26.5	26.9
DONT KNOW	0	0.7	0.6	0	0.7	0.6
REFUSED	0.2	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	311	286	376	311	286	376

C_33 - HOW MANY DAYS DO GUARD/RESERVES PARTICIPATE IN DRILLS EACH MONTH?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	3.8	3.6	1.3	6.0	5.8	3.3	3.7	5.2	3.6
2	23.7	31.8	37.9	38.5	23.2	21.3	29.0	38.4	21.5
3	8.8	8.1	11.6	7.2	8.4	9.5	8.3	8.0	9.4
4	9.7	11.0	12.3	13.8	5.8	9.4	10.6	13.6	8.9
5	8.4	5.2	0	5.4	5.4	4.9	6.3	4.5	5.0
6	3.3	1.3	9.9	2.1	1.2	2.4	2.0	3.4	2.2
7	7.7	4.6	3.8	4.4	4.9	6.0	5.7	4.3	5.9
8 +	29.2	29.6	15.9	18.1	38.9	36.1	29.5	17.7	36.4
DONT KNOW	5.4	4.7	7.3	4.5	6.4	7.2	4.9	4.9	7.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_34 - DAYS GUARD/RESERVES SPEND IN SUMMER CAMP EACH YEAR?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1-6	8.5	6.0	10.5	8.4	5.9	9.5	6.9	8.7	9.0
7	3.1	5.0	8.1	7.0	7.1	4.3	4.4	7.2	4.7
8-13	5.0	3.7	6.7	5.2	10.4	2.9	4.2	5.5	3.9
14	22.7	26.4	41.4	44.0	11.1	17.7	25.1	43.6	16.8
15-20	5.3	3.2	4.1	3.4	14.3	8.3	3.9	3.5	9.1
21	1.3	4.2	0	3.9	7.6	1.8	3.2	3.2	2.5
22-29	1.2	1.9	1.6	2.6	2.1	3.9	1.7	2.4	3.6
30	15.6	13.7	5.4	7.9	4.9	18.7	14.3	7.5	16.9
31-90	32.3	30.2	17.4	14.0	30.1	27.8	30.9	14.6	28.1
DONT KNOW	5.2	5.6	4.8	3.6	6.5	5.2	5.5	3.8	5.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_35 - WHAT IS BEGINNING PAY FOR GUARD/RESERVES PER 8-HR DRILL DAY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
$5-$19	8.8	7.1	5.0	5.1	4.9	6.7	7.7	5.1	6.4
$20-$29	12.6	12.7	7.9	8.5	11.7	9.7	12.7	8.4	9.9
$30-$39	13.8	16.9	15.1	14.0	11.0	12.7	15.8	14.2	12.5
$40-$49	14.9	15.7	11.7	21.0	10.5	15.9	15.4	19.4	15.2
$50-$59	15.6	15.8	22.8	22.1	16.5	18.1	15.7	22.2	17.9
$60-$99	11.8	12.7	20.6	7.7	7.4	8.0	12.4	9.8	8.0
$100 OR MORE	15.5	11.5	7.8	10.9	20.6	18.0	12.9	10.4	18.3
DONT KNOW	7.0	7.6	9.1	10.7	17.3	10.9	7.4	10.4	11.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_36 - WOULD BEING IN GUARD/RESERVE HELP YOU IN A CIVILIAN JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	71.1	43.4	60.1	30.0	78.0	46.4	52.9	35.1	50.4
NO	24.6	55.3	35.7	67.9	22.0	53.1	44.3	62.5	49.1
DONT KNOW	4.3	1.2	4.2	2.0	0	0.5	2.3	2.4	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_37 - WOULD AN EMPLOYER HOLD JOB FOR YOU IF YOU WERE AWAY
3 TO 6 MONTHS FOR ACTIVE DUTY TRAINING FOR GUARD/RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	47.0	36.1	51.1	47.0	51.0	33.7	39.9	47.7	35.9
NO	50.6	60.9	42.7	51.4	49.0	64.9	57.3	50.0	62.9
DONT KNOW	2.4	3.0	6.2	1.6	0	1.4	2.8	2.4	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_38 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY
DURING THE TRAINING PERIOD FOR GUARD/RESERVES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	33.0	41.5	36.9	28.8	30.2	43.4	38.6	30.1	41.7
NO	63.8	57.6	59.4	69.1	65.4	54.8	59.7	67.4	56.1
DONT KNOW	3.2	0.9	3.8	2.2	4.4	1.8	1.7	2.4	2.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_5a - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTIPATION?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
--RESPONSES--	POSITIVE -----PCT	NEGATIVE -----PCT	POSITIVE -----PCT	NEGATIVE -----PCT	POSITIVE -----PCT	NEGATIVE -----PCT	-TOTAL- -----PCT	-TOTAL- -----PCT	-TOTAL- -----PCT
YES	9.0	7.8	27.6	22.6	13.0	7.2	8.2	23.4	7.9
NO	86.5	83.6	66.7	66.7	82.9	83.0	84.5	66.7	83.0
DONT KNOW	4.5	8.5	5.8	10.7	4.0	9.8	7.2	9.9	9.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	93	192	44	227	23	184	285	271	207

C_4C - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
POSITIVE	40.3	25.0	45.3	33.5	30.3	23.5	29.8	35.4	24.3
NEUTRAL	53.4	64.1	52.4	55.0	60.3	68.9	60.7	54.6	67.9
NEGATIVE	1.3	9.0	2.2	8.4	5.4	3.0	6.6	7.4	3.3
DONT KNOW	5.0	1.6	0	3.1	4.0	4.7	2.8	2.6	4.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	93	192	44	227	23	164	285	271	207

C_41 - HAVE YOU TALKED WITH SUPERVISOR ABOUT EMPLOYERS GUARD/RESERVE POLICY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	7.5	3.3	12.4	6.4	10.8	3.2	4.6	7.4	4.1
NO	92.5	96.7	87.6	93.6	89.2	96.4	95.4	92.6	95.5
DONT KNOW	0	0	0	0	0	0.4	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	93	192	44	227	23	184	285	271	207

IS THIS BENEFIT AVAILABLE IN THE NATIONAL GUARD OR RESERVES:
C_42A - BONUSES FOR JOINING?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AVAILABLE	71.4	76.2	71.3	69.1	71.4	72.7	74.6	69.5	72.6
NOT AVAILABLE	24.2	21.8	26.4	27.0	26.9	23.5	22.6	26.9	23.9
DONT KNOW	4.4	1.9	2.2	3.4	1.8	3.7	2.8	3.2	3.5
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

IS THIS BENEFIT AVAILABLE IN THE NATIONAL GUARD OR RESERVES:
C_42B - FREE TRAVEL OVERSEAS WHILE ON DUTY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AVAILABLE	78.3	75.6	68.6	68.3	73.5	79.6	76.5	68.3	78.8
NOT AVAILABLE	19.0	23.1	30.1	28.5	24.8	16.7	21.7	28.8	17.8
DONT KNOW	2.7	1.3	1.3	2.7	1.6	3.6	1.8	2.5	3.4
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

IS THIS BENEFIT AVAILABLE IN THE NATIONAL GUARD OR RESERVES:
C_42C - SKILL TRAINING PROGRAMS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AVAILABLE	93.6	94.4	91.4	90.3	96.6	92.7	94.1	90.5	93.2
NOT AVAILABLE	4.5	5.1	7.3	7.8	1.6	5.0	4.9	7.7	4.5
DONT KNOW	2.0	0.5	1.3	1.4	1.8	2.3	1.0	1.4	2.2
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

IS THIS BENEFIT AVAILABLE IN THE NATIONAL GUARD OR RESERVES:
C_42D - TUITION ASSISTANCE FOR CIVILIAN EDUCATION?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AVAILABLE	85.3	85.8	79.9	82.9	86.0	89.4	85.6	82.4	89.0
NOT AVAILABLE	10.7	11.6	17.9	14.8	14.0	8.6	11.3	15.3	9.3
DONT KNOW	4.0	2.5	2.2	1.8	0	2.0	3.0	1.9	1.7
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
C_43 - IF YOU RECEIVED A $1,000 BONUS FOR JOINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	8.3	0.3	2.0	1.7	16.4	2.0	3.4	1.8	3.8
PROBABLY ENLIST	38.1	6.9	39.8	6.9	46.8	9.5	17.6	12.5	14.3
PROBABLY NOT ENLIST	41.5	50.8	39.6	38.2	24.1	40.7	47.6	38.4	38.6
DEFINITELY NOT ENLIST	10.8	41.3	18.6	50.9	12.7	47.6	30.9	45.5	43.1
DONT KNOW	1.2	0.1	0	1.8	0	0.3	0.5	1.5	0.2
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	339	60	294	54	383	531	354	437

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
C_44 - IF YOU RECEIVED A $2,000 BONUS FOR JOINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	2.3	1.3	1.5	0	9.2	1.0	1.8	0.3	1.9
PROBABLY ENLIST	52.1	9.2	40.3	10.6	50.6	12.7	23.2	15.6	16.9
PROBABLY NOT ENLIST	36.5	50.7	45.7	39.6	22.8	41.4	46.1	40.7	39.3
DEFINITELY NOT ENLIST	7.7	38.2	12.5	47.9	17.4	44.6	28.3	41.9	41.6
DONT KNOW	0.9	0.5	0	0.9	0	0.3	0.6	0.8	0.3
REFUSED	0	0	0	0.9	0	0	0	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	176	336	59	290	45	375	512	349	420

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
C_45 - IF YOU RECEIVED A $3000 BONUS FOR JOINING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	9.5	2.4	10.6	0.3	1.1	0.7	4.7	2.0	0.7
PROBABLY ENLIST	60.3	13.0	34.3	14.1	60.2	18.6	28.2	17.4	22.9
PROBABLY NOT ENLIST	23.6	48.2	42.3	38.5	25.2	38.1	40.3	39.2	36.8
DEFINITELY NOT ENLIST	5.6	36.0	12.8	45.6	13.4	42.3	26.2	40.1	39.3
DONT KNOW	0.9	0.4	0	0.6	0	0.3	0.5	0.5	0.3
REFUSED	0	0	0	0.9	0	0	0	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	170	333	58	290	41	372	503	348	413

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
C_46 - IF YOU RECEIVED TUITION ASSISTANCE OF $800/YR FOR UP TO 4 YEARS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	10.3	2.2	4.3	3.1	16.5	1.6	5.0	3.3	3.5
PROBABLY ENLIST	51.2	12.4	34.3	8.8	57.6	17.2	25.7	13.1	22.4
PROBABLY NOT ENLIST	29.2	47.0	43.0	36.8	19.6	41.3	40.9	37.9	38.5
DEFINITELY NOT ENLIST	8.4	37.7	18.4	49.8	6.3	39.5	27.7	44.5	35.2
DONT KNOW	0.9	0.6	0	1.0	0	0.4	0.7	0.9	0.4
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	294	54	382	532	354	436

HOW LIKELY WOULD YOU BE TO ENLIST IN GLARD/RESERVES FOR 6 YEARS
C_47 -.IF YOU RECEIVED TUITION ASSISTANCE Or $1,000/YR FOR UP TO 4 YEARS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	11.1	2.2	8.4	1.5	6.2	2.3	5.1	2.6	2.7
PROBABLY ENLIST	59.9	18.8	42.6	14.7	70.9	22.6	32.1	19.4	28.0
PROBABLY NOT ENLIST	22.8	46.1	35.0	35.9	17.9	37.3	38.6	35.7	35.2
DEFINITELY NOT ENLIST	6.3	32.2	14.0	45.9	5.1	36.8	23.8	40.6	33.2
DONT KNOW	0	0.6	0	1.1	0	1.0	0.4	0.9	0.9
REFUSED	0	0	0	0.9	0	0	0	0.8	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	173	334	57	286	45	377	507	343	422

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS
C_48 - IF YOU RECEIVED TUITION ASSISTANCE OF $1,500/YR FOR UP TO 4 YEARS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
DEFINITELY ENLIST	17.9	1.6	8.4	0.8	16.8	2.3	6.6	2.0	3.8
PROBABLY ENLIST	60.8	27.2	44.6	19.9	61.6	27.1	37.4	23.7	30.8
PROBABLY NOT ENLIST	17.8	40.8	31.2	36.2	16.2	33.8	33.9	35.4	31.9
DEFINITELY NOT ENLIST	2.6	29.6	15.8	41.6	5.4	35.7	21.4	37.6	32.4
DONT KNOW	0.9	0.7	0	1.0	0	1.0	0.8	0.9	0.9
REFUSED	0	0	0	0.5	0	0.1	0	0.4	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	150	327	52	282	42	367	477	334	409

C_49 - IS THERE A GUARD/RESERVE UNIT CLOSE ENOUGH FOR YOU TO JOIN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	77.3	78.9	76.8	84.2	85.7	62.4	78.3	83.0	65.4
NO	10.8	10.8	12.0	8.9	5.7	21.3	10.8	9.4	19.3
DONT KNOW	11.9	10.3	11.2	6.4	8.6	16.3	10.9	7.2	15.3
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_50 - IF YOU MOVED, COULD MILITARY ALLOW YOU TO TRANSFER UNITS OR GO INACTIVE?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	77.8	83.8	71.3	72.6	84.5	78.1	81.8	72.4	78.9
NO	15.1	9.4	20.2	17.3	7.5	16.8	11.4	17.8	15.6
DONT KNOW	7.1	6.8	8.5	9.6	8.0	5.1	6.9	9.4	5.4
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_51 - IF YOU COULD TRANSFER UNITS/GO INACTIVE, WOULD THAT INCREASE YOUR INTEREST?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VERY MUCH	10.2	1.4	11.2	1.4	11.9	1.2	4.4	3.0	2.5
SOMEWHAT	26.1	12.4	23.6	8.1	42.2	9.7	17.1	10.7	13.9
ONLY SLIGHTLY	42.4	31.8	36.3	20.7	31.4	27.1	35.5	23.3	27.7
NOT AT ALL	19.6	54.1	28.9	68.6	14.6	61.2	42.3	61.9	55.2
DONT KNOW	1.7	0.3	0	0.7	0	0.8	0.2	0.6	0.7
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

C_52 - HOW LIKELY ARE YOU TO JOIN THE PROPOSED INDIVIDUAL READY RESERVE PROGRAM?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VERY LIKELY	28.1	4.2	19.6	4.3	25.9	3.5	12.4	6.9	6.4
SOMEWHAT LIKELY	34.3	19.6	29.2	11.5	42.5	14.2	24.7	14.5	17.9
ONLY SLIGHTLY LIKELY	30.6	42.8	23.0	28.5	17.1	29.8	38.6	27.6	28.1
NOT AT ALL LIKELY	6.3	33.2	22.6	54.9	14.6	51.9	24.0	49.5	47.1
DONT KNOW	0.7	0.2	5.6	0.3	0	0.3	0.4	1.2	0.2
REFUSED	0	0	0	0.5	0	0.3	0	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	339	60	295	54	382	531	355	436

C_5? HOW LIKELY ARE YOU TO JOIN INDIVIDUAL READY RESERVES IF YOU COULD GET $1,000 BONUS FOR ENLISTING?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VERY LIKELY	10.0	2.2	8.6	1.4	9.0	3.4	4.4	2.4	4.0
SOMEWHAT LIKELY	54.0	27.7	37.6	12.5	53.1	20.0	35.1	16.1	23.4
ONLY SLIGHTLY LIKELY	30.1	37.3	32.0	29.4	20.5	26.6	35.6	29.7	26.0
NOT AT ALL LIKELY	6.0	32.1	21.8	56.3	17.5	49.4	24.8	51.3	46.1
DONT KNOW	0	0.2	0	0	0	0.3	0.1	0	0.3
REFUSED	0	0	0	0.5	0	0.3	0	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	136	327	48	282	39	368	463	330	407

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
D_1A - FIRST MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	8.2	5.3	11.5	9.6	1.8	7.0	6.3	10.0	6.3
AIR FORCE	21.2	29.0	27.6	26.6	47.5	29.7	26.3	26.8	32.0
ARMY	39.3	35.3	35.1	32.6	34.4	36.5	36.7	33.1	38.0
COAST GUARD	0	1.1	0	1.7	0	0.3	0.7	1.4	0.3
MARINES	17.3	16.8	7.4	14.4	8.3	7.2	16.9	13.2	7.3
NAVY	4.5	5.9	6.7	4.2	4.0	6.4	5.4	4.6	6.1
GUARD/-RESERVES	4.4	2.7	6.5	3.3	0	3.1	3.3	3.8	2.7
ONE AD FOR ALL	5.2	4.0	5.2	7.6	3.9	7.6	4.4	7.2	7.1
REFUSED	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
D_1B - SECOND MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NO MENTION	25.1	17.9	29.0	26.3	21.6	20.8	20.3	26.7	20.9
AIR FORCE	19.8	16.4	16.7	13.9	18.3	16.4	17.6	14.4	16.6
ARMY	23.9	29.7	18.9	26.2	25.8	24.7	27.7	25.0	24.9
COAST GUARD	0	0.7	0	0.9	0	0.7	0.4	0.7	0.6
MARINES	13.3	8.9	12.4	8.2	11.0	13.0	10.4	8.9	12.7
NAVY	14.9	22.7	18.0	19.7	14.6	19.8	20.0	19.4	19.2
GUARD/-RESERVES	2.3	2.8	1.7	1.8	4.6	1.6	2.6	1.8	2.0
ONE AD FOR ALL	0.6	1.0	3.4	3.1	3.9	2.8	0.9	3.2	2.9
BREAK OFF	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?
Q_1C - THIRD MENTIONED RESPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NO MENTION	44.7	33.5	48.0	38.1	36.0	35.7	37.4	39.8	35.8
AIR FORCE	13.1	18.7	9.2	16.2	13.6	18.5	16.8	15.0	17.9
ARMY	6.1	9.2	15.3	6.2	6.1	5.6	8.1	7.8	5.7
COAST GUARD	7.0	10.0	6.5	9.4	15.9	8.9	9.0	8.9	9.8
MARINES	14.9	14.6	9.0	17.4	16.4	15.9	14.7	16.0	16.0
NAVY	13.0	12.0	5.3	8.7	1.8	10.2	12.3	8.2	9.1
GUARD/-RESERVES	1.0	1.4	3.2	0.9	4.1	1.9	1.3	1.3	2.2
ONE AD FOR ALL	0.3	0.5	3.4	3.1	6.2	3.1	0.5	3.2	3.5
BREAK OFF	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2A - THE AIR FORCE?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	35.6	33.3	27.1	36.1	44.6	37.4	34.1	34.6	38.3
NO	14.2	9.7	24.8	12.5	6.1	13.3	11.2	14.6	12.4
MENTIONED IN D_1	50.2	56.3	48.1	51.0	49.3	48.7	54.2	50.5	48.8
MISSING	0	0	0	0.4	0	0.2	0	0.3	0.2
DONT KNOW	0	0.7	0	0	0	0.3	0.5	0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2B - THE ARMY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	30.4	29.3	26.1	34.9	45.2	37.3	29.7	33.4	38.3
NO	8.3	8.1	11.6	10.7	5.7	6.9	8.2	10.9	6.7
MENTIONED IN D_1	60.9	62.5	59.7	54.3	49.0	55.3	62.1	55.2	54.5
MISSING	0	0.2	0	0	0	0.2	0.1	0	0.2
DONT KNOW	0.3	0	2.6	0	0	0.3	0.1	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2C - THE COAST GUARD?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	43.0	42.5	40.0	43.4	42.3	45.5	42.7	42.8	45.1
NO	45.2	39.9	47.7	37.8	36.5	41.3	41.7	39.5	40.7
MENTIONED IN D_1	11.8	17.5	12.2	18.2	21.2	12.6	15.5	17.2	13.7
MISSING	0	0.2	0	0.4	0	0.2	0.1	0.3	0.2
DONT KNOW	0	0	0	0.3	0	0.3	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_20 - THE MARINE CORPS?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	34.5	33.3	22.2	36.8	45.0	42.4	33.7	34.4	42.7
NO	12.9	11.0	38.6	11.2	7.5	10.3	11.6	15.8	19.3
MENTIONED IN D_1	52.6	55.6	39.2	51.6	47.4	47.0	54.6	49.5	47.1
MISSING	0	0.2	0	0.4	0	0.2	0.1	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_CE - THE NAVY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	36.8	30.9	25.7	36.9	43.6	40.1	33.3	35.1	43.5
NO	20.6	17.3	31.8	19.3	19.3	18.0	18.4	21.4	18.1
MENTIONED IN D_1	42.6	51.7	42.5	43.0	37.1	41.7	48.3	42.9	41.1
MISSING	0	0	0	0.4	0	0.2	0	0.3	0.2
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_2F - THE NATIONAL GUARD/RESERVES?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	TOTAL	TOTAL	TOTAL
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
YES	48.2	47.3	27.5	53.6	48.8	45.4	47.6	49.2	45.8
NO	25.6	27.2	42.5	27.1	30.7	40.0	26.7	29.7	38.8
MENTIONED IN D_1	26.1	25.0	27.8	19.0	20.5	14.1	25.4	20.4	14.9
MISSING	0	0.2	0	0.4	0	0.2	0.1	0.3	0.2
DONT KNOW	0	0.3	2.2	0	0	0.3	0.2	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
D_26 - ONE AD FOR ALL THE SERVICES?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	60.3	60.2	43.5	59.3	57.0	60.5	60.2	56.7	60.0
NO	32.6	29.5	44.7	30.4	29.7	27.7	30.5	32.8	28.0
MENTIONED IN D_1	7.2	8.8	11.8	9.5	13.3	11.5	8.2	9.8	11.8
MISSING	0	0.2	0	0.4	0	0.2	0.1	0.3	0.2
DONT KNOW	0	1.4	0	0	0	0	0.9	0	0
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_4 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	8.8	8.9	9.3	7.9	17.8	10.0	8.9	8.1	11.0
ARMY	32.9	34.7	22.0	35.1	21.6	36.3	34.1	32.9	34.4
MARINES	12.0	9.8	8.6	9.4	7.4	13.7	10.5	9.2	12.9
NAVY	37.5	37.0	38.3	36.3	31.2	24.8	37.2	36.6	25.7
ALL 4-SAME AD	2.9	6.1	10.8	5.0	16.4	7.7	5.0	5.9	8.8
MISSING	2.3	1.4	0	0.9	0	1.2	1.7	0.7	1.1
DONT KNOW	3.6	2.1	10.9	5.1	5.6	6.1	2.6	6.1	6.1
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_5 - WHO USES THE SLOGAN, "THE FE.. THE PROUD. THE BLANK"?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
AIR FORCE	2.3	1.2	1.9	1.2	1.8	1.5	1.5	1.3	1.5
ARMY	2.0	2.1	7.9	1.1	5.7	3.6	2.1	2.3	3.8
MARINES	85.3	86.0	77.8	87.7	78.3	80.9	85.8	86.0	80.6
NAVY	4.1	2.2	2.2	5.5	2.1	4.5	2.8	4.9	4.2
ALL 4-SAME AD	0.9	1.5	1.5	1.2	3.2	3.3	1.3	1.2	3.3
MISSING	3.1	4.1	1.6	0.4	0	1.7	3.8	0.6	1.5
DONT KNOW	2.3	2.9	7.2	2.5	9.0	4.6	2.7	3.3	5.1
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_6 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	5.0	2.2	12.7	7.3	2.1	4.8	3.1	8.2	4.4
ARMY	75.0	71.3	58.1	63.7	76.5	75.8	72.4	62.8	75.9
MARINES	9.8	6.3	11.4	7.1	9.3	3.9	7.5	7.8	4.6
NAVY	4.1	7.7	8.4	10.3	3.5	6.8	6.4	10.0	6.4
ALL 4-SAME AD	4.2	6.2	0	5.7	6.3	4.7	5.5	4.7	4.9
MISSING	0.2	2.6	1.6	1.0	0	0.4	1.7	1.1	0.4
DONT KNOW	1.8	4.1	7.9	4.4	2.2	3.6	3.3	5.0	3.4
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_7 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	16.0	13.9	9.6	7.1	8.5	13.4	14.6	7.5	12.7
ARMY	35.0	30.0	47.4	37.8	30.9	31.4	31.8	39.5	31.3
MARINES	8.1	6.3	5.5	5.7	7.0	8.2	6.9	5.6	8.0
NAVY	13.2	12.3	5.9	12.9	8.9	11.9	12.6	11.8	11.6
ALL 4-SAME AD	22.5	26.0	11.4	18.6	23.2	18.0	24.8	17.4	18.7
MISSING	0.6	3.2	1.4	0.9	0	1.5	2.3	1.0	1.3
DONT KNOW	4.5	8.3	18.5	16.5	21.5	15.7	7.3	16.8	16.4
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_5 - WHO USES TH. SL.GAN, "AIM HIGH. BLANK"?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	79.6	74.6	73.0	76.3	64.8	67.7	76.3	75.8	67.4
ARMY	5.3	4.1	3.7	3.3	5.7	4.7	4.5	3.4	4.8
MARINES	1.7	2.0	1.3	4.7	5.6	4.0	1.9	4.1	4.2
NAVY	4.0	3.2	3.5	2.6	5.9	5.6	3.4	2.7	5.7
ALL 4-SAME AD	1.4	3.4	1.0	2.2	5.1	1.4	2.7	2.0	1.9
MISSING	2.1	1.1	1.6	1.2	2.7	1.6	1.5	1.3	1.7
DONT KNOW	6.0	11.4	15.9	9.2	10.3	15.0	9.5	10.3	14.4
REFUSED	0	0.2	0	0.5	0	0	0.1	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_9 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	85.0	84.7	0	0	87.1	82.8	84.8	0	83.4
NO	15.0	14.7	0	100.0	12.9	17.1	14.8	100.0	16.5
DONT KNOW	0	0.6	0	0	0	0.1	0.4	0	0.1
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	0	1	54	383	532	1	437

D_12A1- (IF D_11=YES) WHICH SERVICE HAD THIS ADVERTISING?
FIRST MENTIONED RESPONSE

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
ARMY	45.5	49.8	65.6	54.2	48.4	55.7
NAVY	7.5	2.0	4.4	4.1	3.8	4.1
AIR FORCE	5.2	7.1	2.4	4.9	6.5	4.6
MARINES	11.2	6.3	12.9	5.8	8.0	6.8
COAST GUARD	0.5	0	0	0.3	0.2	0.3
ALL ACTIVE	29.0	32.0	12.5	28.0	31.0	26.0
ARMY RESERVE	0	0	0	0.3	0	0.2
AIRFORCE RESERVE	0	0.4	0	0.4	0.3	0.4
ALL RESERVE/NG	0	1.2	0	1.0	0.8	0.9
DONT KNOW	1.0	1.3	2.1	1.0	1.2	1.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	168	306	48	335	474	383

D_13 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	48.9	71.1	0	0	27.7	36.3	63.5	0	35.2
NO	51.1	28.9	0	100.0	72.3	62.8	36.5	100.0	64.1
DONT KNOW	0	0	0	0	0	0.9	0	0	0.7
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	0	1	54	383	532	1	437

D_14A - (IF D_13=YES) WHICH SERVICE WAS THE LITERATURE ABOUT?
FIRST MENTIONED RESPONSE

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----			
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
AIR FORCE	16.4	20.1	19.9	18.2	19.1	18.4
ARMY	37.5	42.7	53.2	55.5	41.3	55.2
MARINES	26.2	13.8	0	5.5	17.1	4.9
NAVY	9.1	11.9	9.2	9.0	11.2	9.0
ALL SERVICES	4.7	8.7	5.9	3.6	7.6	3.8
NATL GUARD	1.2	0.3	0	0.8	0.6	0.7
RESERVES	0	0.7	0	0.7	0.5	0.6
DONT KNOW	5.0	1.8	11.9	6.7	2.6	7.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	98	237	15	140	335	155

D_15 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	9.8	2.6	0	0	12.8	0.5	5.1	0	2.1
NO	90.2	97.4	0	100.0	87.2	99.2	94.9	100.0	97.7
DONT KNOW	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	0	1	54	383	532	1	437

D_16A (IF D_15=YES) WHICH SERVICE DID YOU CALL ABOUT?
FIRST MENTIONED RESPONSE

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
AIR FORCE	17.8	0	38.6	0	11.8	30.3
ARMY	36.6	35.0	31.3	100.0	37.4	46.2
MARINES	20.1	21.3	16.3	0	20.5	12.8
NAVY	25.5	39.7	13.7	0	30.3	10.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	19	8	8	2	27	10

D_17 -MIGHT YOU MAKE A TOLL-FREE CALL FOR INFO IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	62.5	14.6	0	0	50.3	11.6	30.2	0	16.1
NO	35.3	83.1	0	100.0	44.8	86.6	67.5	100.0	81.8
DONT KNOW	2.3	2.3	0	0	5.0	1.7	2.3	0	2.1
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	173	332	0	1	46	381	505	1	427

D_18 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	25.3	16.7	0	0	19.5	6.9	19.7	0	8.6
NO	74.7	83.3	0	100.0	80.5	92.8	80.3	100.0	91.2
DONT KNOW	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	0	1	54	383	532	1	437

D_19A - (IF D_18=YES) WHICH SEVICES DID YOU SEND FOR INFO ABOUT?
FIRST MENTIONED RESPONSE

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
AIR FORCE	21.0	22.3	28.2	23.1	21.7	24.6
ARMY	43.0	47.5	45.1	35.9	45.5	38.6
MARINES	21.2	16.3	8.4	6.2	18.5	6.8
NAVY	10.9	10.8	9.1	18.1	10.8	15.5
ALL SERVICES	1.6	1.4	0	0	1.5	0
NATL GUARD	2.4	0	0	3.8	1.0	2.7
RESERVES	0	1.8	9.1	3.5	1.0	5.1
DONT KNOW	0	0	0	4.4	0	3.1
REFUSED	0	0	0	5.1	0	3.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	44	57	11	27	101	38

D_20 - MIGHT YOU MAIL POSTCARD/COUPON FOR INFO IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	56.5	15.2	0	0	53.0	9.9	28.4	0	14.8
NO	40.6	82.6	0	100.0	43.8	88.6	69.2	100.0	83.5
DONT KNOW	2.9	2.1	0	0	3.2	1.5	2.4	0	1.7
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	148	283	0	1	43	356	431	1	399

D_21 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	48.4	36.3	51.1	35.5	52.6	14.7	40.4	38.1	19.6
NO	51.6	63.5	48.9	64.0	47.4	85.1	59.4	61.5	80.2
DONT KNOW	0	0	0	0	0	0.2	0	0	0.2
REFUSED	0	0.2	0	0.5	0	0	0.1	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22A - FIRST MENTIONED RESPONSE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	16.5	19.9	21.3	23.5	30.9	27.9	18.5	23.0	28.9
ARMY	40.9	44.0	49.4	41.4	28.9	51.4	42.7	43.2	43.7
MARINES	24.7	14.6	21.8	13.2	24.4	12.3	18.8	15.1	16.4
NAVY	16.6	18.7	5.8	20.9	10.9	8.4	17.8	17.5	9.3
DONT KNOW	1.2	2.8	1.6	1.0	4.9	0	2.2	1.2	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	127	31	109	29	58	218	140	87

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22B - SECOND MENTIONED RESPONSE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
AIR FORCE	17.4	7.5	16.0	18.8	27.0	47.8	12.3	18.3	39.1
ARMY	22.3	34.4	49.3	27.4	29.2	32.8	28.5	30.9	31.3
MARINES	16.1	10.8	15.3	29.3	0	12.2	13.4	27.1	7.1
NAVY	41.0	37.0	10.5	20.8	31.5	7.3	38.9	19.1	17.5
DONT KNOW	3.2	10.4	8.9	3.7	12.3	0	6.9	4.5	5.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	35	33	7	30	11	17	68	37	28

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22AP - AIR FORCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	26.0	23.3	24.3	29.8	41.6	41.6	24.4	28.6	41.6
NOT MENTIONED	72.8	73.9	74.1	69.1	53.5	58.4	73.4	70.2	56.8
DONT KNOW	1.2	2.8	1.6	1.0	4.9	0	2.2	1.2	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	127	31	109	29	58	218	140	87

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22ER - ARMY ?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	50.1	51.2	58.5	49.2	43.6	61.3	50.7	51.3	55.2
NOT MENTIONED	48.7	46.0	39.9	49.8	51.5	38.7	47.1	47.6	43.1
DONT KNOW	1.2	2.8	1.6	1.0	4.9	0	2.2	1.2	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	127	31	109	29	58	218	140	87

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22C1 = MARINE CORPS?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	34.6	20.2	24.6	25.5	26.0	19.9	26.1	25.3	22.0
NOT MENTIONED	64.2	77.0	73.8	73.5	69.1	80.1	71.8	73.5	76.3
DONT KNOW	1.2	2.8	1.6	1.0	4.9	0	2.2	1.2	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	127	31	109	29	58	218	140	87

(IF D_21=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?
D_22DR - NAVY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	33.8	32.5	7.7	29.6	25.1	16.6	33.0	24.7	19.5
NOT MENTIONED	65.0	64.7	90.6	69.3	70.1	83.4	64.8	74.1	78.8
DONT KNOW	1.2	2.8	1.6	1.0	4.9	0	2.2	1.2	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	91	127	31	109	29	58	218	140	87

D_23 - (IF D_21=NO) - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	65.0	18.3	50.4	10.8	60.3	10.4	32.1	16.0	14.2
NO	28.9	80.4	49.6	87.6	35.9	87.7	65.1	82.6	83.7
DONT KNOW	6.1	1.4	0	0.8	3.8	1.9	2.8	0.7	2.0
REFUSED	0	0	0	0.7	0	0	0	0.6	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	101	213	29	187	25	326	314	216	351

D_24 - DID THE AIR FORCE RECRUITER(YOU TALKED TO) REPRESENT THE..

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE AIR FORCE	71.2	64.3	70.6	70.1	54.8	31.6	67.3	70.2	39.6
AIR RESERVE	10.0	9.1	16.0	5.5	21.0	40.8	9.5	7.5	34.0
AIR NG	1.3	8.0	13.4	5.6	7.0	13.4	5.0	7.1	11.2
2+ OF ABOVE	13.8	18.6	0	12.6	17.1	12.2	16.5	10.2	13.9
DONT KNOW	3.7	0	0	6.2	0	2.1	1.6	5.0	1.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	33	8	33	13	25	60	41	38

D_25 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
CLASSIFIED AD	0	0	7.4	0	0	2.6
TELEPHONE	8.2	15.8	17.0	10.3	12.5	12.6
RECRUITING STATN	30.3	30.6	10.2	13.9	30.4	12.7
JOB FAIR	0	6.5	0	9.5	3.7	6.2
AT SCHOOL	61.5	40.1	48.3	58.1	49.5	54.7
OTHER WAY	0	7.0	17.0	8.2	3.9	11.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	33	13	25	60	38

D_26 - DID THE AIR FORCE RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	46.9	14.7	35.5	21.3	28.8	26.2
NO	46.9	76.3	64.5	74.5	63.5	71.1
DONT KNOW	6.1	9.0	0	4.2	7.7	2.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	33	13	25	60	38

D_29YEAR - YEAR OF LAST CONTACT WITH AIR FORCE RECRUITER

--RESPONSES--	MARKET: YOUNG MALES PROPENSITY POSITIVE -----PCT	MARKET: YOUNG MALES PROPENSITY NEGATIVE -----PCT	MARKET: FEMALES PROPENSITY POSITIVE -----PCT	MARKET: FEMALES PROPENSITY NEGATIVE -----PCT	MARKET: YOUNG MALES -TOTAL- -----PCT	MARKET: FEMALES -TOTAL- -----PCT
80	0	7.0	0	9.9	3.9	6.5
81	1.3	6.6	0	21.1	4.3	13.8
82	15.6	31.2	43.9	31.5	24.4	35.8
83	79.9	47.2	48.6	37.5	61.5	41.3
DONT KNOW	3.2	8.0	7.4	0	5.9	2.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	33	13	25	60	38

D_29 - DID THE ARMY RECRUITER(YOU TALKED TO) REPRESENT THE...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE ARMY	62.8	43.3	53.9	65.7	35.2	28.4	51.2	62.7	30.3
ARMY RESERVE	19.0	23.8	3.3	12.7	14.6	31.5	21.9	10.3	26.9
ARMY NG	5.9	6.2	12.6	6.6	13.8	15.0	6.1	8.1	14.7
2+ OF ABOVE	12.3	23.9	30.2	10.5	36.4	22.5	19.2	15.6	26.2
DONT KNOW	0	2.9	0	4.5	0	2.6	1.7	3.3	1.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	50	63	17	53	14	36	113	70	50

D_30 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

	MARKET				MARKET	
	YOUNG MALES		FEMALES			
	PROPENSITY		PROPENSITY		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
TELEPHONE	19.5	34.0	27.1	13.5	28.1	17.2
RECRUITING STATN	21.0	18.6	9.8	7.0	19.6	7.8
JOB FAIR	0	1.2	0	0	0.7	0
AT SCHOOL	50.6	35.5	47.4	69.4	41.6	63.4
OTHER WAY	9.0	10.6	15.7	10.1	9.9	11.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	50	63	14	36	113	50

D_31 - DID THE ARMY RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NECATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	32.1	25.2	42.1	32.3	28.0	35.0
NO	65.4	69.4	57.9	67.7	67.8	65.0
DONT KNOW	2.5	5.4	0	0	4.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	50	63	14	36	113	50

D_33YEAR - YEAR OF LAST CONTACT WITH ARMY RECRUITER

	MARKET				MARKET	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
78	0	0	0	1.4	0	1.1
79	0.6	0	0	2.9	0.3	2.1
80	0.7	7.4	0	2.7	4.7	2.0
81	5.7	15.6	0	20.3	11.6	14.8
82	24.9	19.5	33.8	21.6	21.7	24.9
83	68.1	51.3	59.1	47.5	58.1	50.7
DONT KNOW	0	6.1	7.1	3.5	3.7	4.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	50	63	14	36	113	50

D_34 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

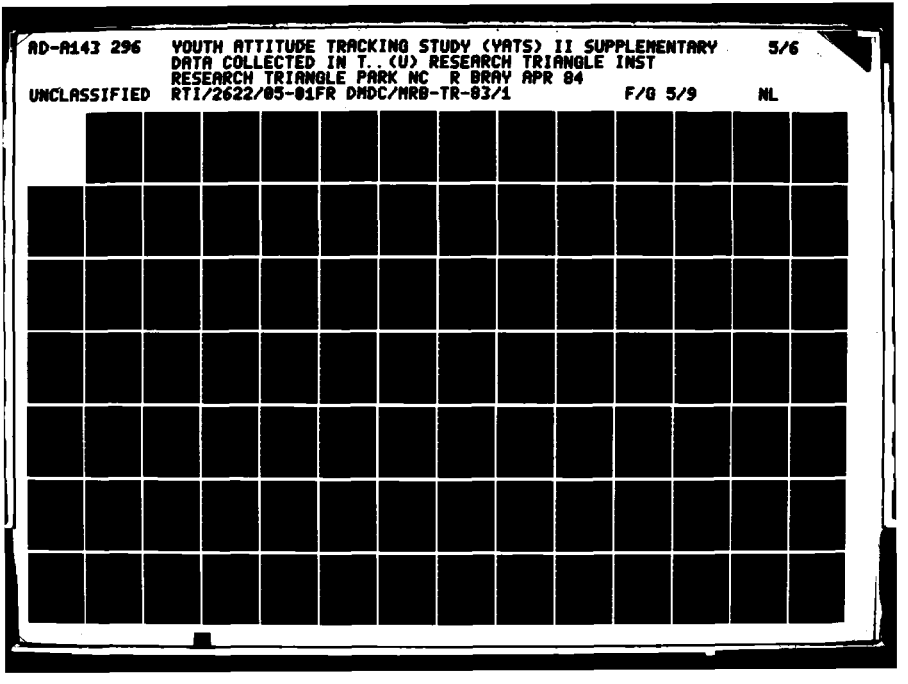
--RESPONSES--	MARKET: YOUNG MALES PROPENSITY POSITIVE -PCT	MARKET: YOUNG MALES PROPENSITY NEGATIVE -PCT	MARKET: OLDER MALES PROPENSITY POSITIVE -PCT	MARKET: OLDER MALES PROPENSITY NEGATIVE -PCT	MARKET: FEMALES PROPENSITY POSITIVE -PCT	MARKET: FEMALES PROPENSITY NEGATIVE -PCT	MARKET: YOUNG MALES -TOTAL- -PCT	MARKET: OLDER MALES -TOTAL- -PCT	MARKET: FEMALES -TOTAL- -PCT
ACTIVE MARINES	44.1	48.8	100.0	73.5	18.7	43.3	46.2	79.3	33.3
MARINE RESERVES	10.4	20.3	0	6.1	6.2	30.3	14.9	4.8	20.5
BOTH	38.6	27.8	0	20.4	62.1	18.3	33.7	16.0	36.0
DONT KNOW	6.8	3.1	0	0	13.0	8.1	5.1	0	10.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	28	28	8	28	7	12	56	36	19

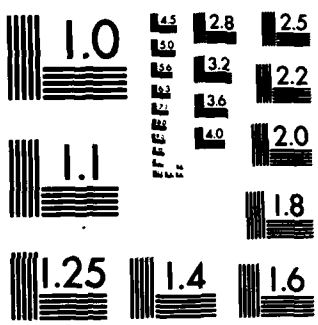
D_35 - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
CLASSIFIED AD	0	4.5	0	0	2.1	0
TELEPHONE	20.2	22.9	29.1	0	21.4	11.8
RECRUITING STATN	0	13.5	17.2	8.3	6.2	11.9
AT SCHOOL	55.0	40.3	37.9	70.3	48.3	57.2
OTHER WAY	24.9	18.7	15.8	21.4	22.0	19.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	28	28	7	12	56	19

D_36 - DID THE MARINE CORPS RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	19.6	23.2	39.2	44.9	21.2	42.6
NO	80.4	67.6	60.8	55.1	74.6	57.4
DONT KNOW	0	9.2	0	0	4.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	28	28	7	12	56	19


AD-A143 296 YOUTH ATTITUDE TRACKING STUDY (YATS) II SUPPLEMENTARY 5/6
DATA COLLECTED IN T..(U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R BRAY APR 84
UNCLASSIFIED RTI/2622/05-01FR DMDC/MRB-TR-83/1 F/G 5/9 NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

D_38YEAR - YEAR OF LAST CONTACT WITH MARINE CORPS RECRUITER?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		YOUNG MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
79	0	2.9	0	0	1.3	0
80	4.3	5.1	0	24.7	4.7	14.7
81	4.4	12.9	0	39.1	8.2	23.3
82	14.6	18.9	22.0	17.3	16.5	19.2
83	76.7	51.0	78.0	18.8	65.0	42.8
DONT KNOW	0	9.2	0	0	4.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	28	28	7	12	56	19

D_39 - DID THE NAVY RECRUITER(YOU TALKED TO) REPRESENT THE...

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
ACTIVE NAVY	54.0	68.3	63.6	62.0	46.1	36.8	62.3	62.1	40.3
NAVAL RESERVES	21.1	14.2	0	5.9	6.5	48.0	17.1	5.5	29.7
BOTH	16.1	16.8	36.4	28.2	47.4	5.3	16.5	28.8	23.9
DONT KNOW	8.8	0.7	0	3.8	0	9.8	4.1	3.5	5.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	37	3	32	7	9	64	35	16

D_40 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
TELEPHONE	22.3	14.1	0	0	17.5	0
RECRUITING STATN	28.8	28.9	31.2	26.2	28.9	28.4
AT SCHOOL	35.7	41.6	51.8	68.5	39.1	61.1
OTHER WAY	13.3	15.4	17.0	5.3	14.5	10.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	37	7	9	64	16

D_41 - DID THE NAVY RECRUITER TELL YOU TO TALK WITH OTHER SERVICES?

	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	YOUNG MALES -TOTAL- -----PCT	FEMALES -TOTAL- -----PCT
	----------MARKET----------		----------MARKET----------		----------MARKET-	
--RESPONSES--						
YES	11.5	29.9	36.0	21.7	22.2	28.1
NO	88.5	70.1	64.0	78.3	77.8	71.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	37	7	9	64	16

D_43YEAR - YEAR LAST TALKED WITH NAVY RECRUITER

	----------MARKET----------				----------MARKET-	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
80	0.5	0	0	0	0.2	0
81	3.7	26.0	0	10.6	16.7	5.9
82	14.0	26.8	6.5	46.5	21.5	28.9
83	80.8	33.5	93.5	42.8	53.3	65.2
DONT KNOW	1.0	13.7	0	0	8.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	27	37	7	9	64	16

D_44YEAR - YEAR LAST TALKED WITH A RECRUITER ABOUT THE MILITARY?

	OLDER MALES MARKET		OLDER MALES MARKET
	OLDER MALES PROPENSITY		
	POSITIVE	NEGATIVE	TOTAL
--RESPONSES--	PCT	PCT	PCT
75	10.7	25.6	22.2
76	3.0	12.4	10.3
77	3.3	8.7	7.5
78	12.8	9.8	10.5
79	20.3	10.4	12.6
80	0	6.4	5.0
81	16.0	11.5	12.5
82	25.7	5.1	9.7
83	8.1	7.9	7.9
DONT KNOW	0	1.6	1.3
REFUSED	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0
--NUMBER	30	108	138

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45A - FIRST - MENTION RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
CASH BONUS	14.1	8.9	13.0	12.8	11.2	5.0	11.0	12.9	7.1
$ FOR EDUCATN	15.9	17.0	20.9	14.1	28.1	32.5	16.5	15.6	31.1
ASSURED TYPE TRAINING	5.6	3.9	11.5	9.0	3.0	4.3	4.6	9.6	3.9
2YR ENLISTMT	0	0.5	3.0	0	0	1.7	0.3	0.7	1.1
ASSURED PLACE FOR TRAINING	0.4	0	7.6	0	0	0	0.2	1.7	0
ASSURED JOB ASSIGNMENT	1.6	3.0	0	0.8	0	0	2.4	0.6	0
HI PAY GRADE	0.9	0	3.4	2.3	0	1.8	0.4	2.5	1.2
GOOD PAY	5.9	10.4	3.0	0.7	6.8	4.7	8.6	1.3	5.4
TRAVEL	4.5	2.1	6.3	8.0	7.6	6.7	3.1	7.6	7.0
ADVENTURE	1.3	0	2.0	0	0	0	0.5	0.4	0
JOB SATISFCTN	0	1.4	0	0	0	0	0.8	0	0
GOOD COWORKRS	0.6	0	0	0.7	0	0	0.3	0.6	0
LEADERSHIP TRAINING	8.3	2.3	0	3.8	0	0	5.1	0.6	0
EQAL OPPRTNTY	1.3	0.1	0	0.9	4.7	0	0.6	0.7	1.6
SKILLS TRAING	6.8	9.1	2.9	3.1	1.7	7.7	8.1	3.1	5.7
OTHER	15.3	19.6	3.0	11.6	5.3	11.3	17.9	9.6	9.3
DK/REFUSED	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_458 - SECOND MENTIONED REPONSE

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
CASH BONUS	5.0	5.0	10.7	3.5	12.5	7.5	5.0	5.2	.3
$ FOR EDUCATN	15.9	20.0	8.5	4.6	13.9	6.8	18.4	5.5	9.5
ASSURED TYPE TRAINING	0	8.2	4.5	8.2	0	5.2	4.9	7.3	3.2
2YR ENLISTMT	1.3	0	0	1.1	0	0	0.5	0.9	0
ASSURED PLACE FOR TRAINING	0	0	0	0	0	6.4	0	0	4.0
ASSURED JOB ASSIGNMENT	1.4	0	4.1	0	0	5.2	0.5	1.0	3.2
HI PAY GRADE	1.4	0	0	1.1	0	0	0.6	0.9	0
GOOD PAY	8.8	6.4	10.1	5.1	0	9.2	7.4	6.3	5.8
TRAVEL	5.8	6.2	11.0	2.9	0	5.3	6.0	4.8	3.3
ADVENTURE	0.9	0.3	0	0	0	0	0.6	0	0
JOB SATISFCTN	2.1	3.0	0	0	5.4	0	2.7	0	2.9
LEADERSHIP TRAINING	2.3	0.9	0	2.3	5.7	0	1.4	1.7	2.1
EQAL OPPRTNTY	0	0	8.0	0.9	0	0	0	2.6	0
SKILLS TRAING	18.6	9.9	4.5	11.6	16.0	6.0	13.3	9.9	9.7
OTHER	9.9	10.1	6.4	5.6	6.7	11.5	10.0	5.8	9.7
DK/REFUSED	26.5	30.0	32.2	53.1	39.8	37.0	28.6	48.0	38.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	63	86	22	72	22	39	151	94	61

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45AR - WHETHER CASH BONUS WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	19.3	12.7	24.1	14.4	22.3	10.1	15.5	16.5	14.1
NOT MENTIONED	63.2	66.2	52.5	50.6	46.2	65.5	64.9	51.0	59.1
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_458R - WHETHER MONEY FOR EDUCATION AFTER SERVICE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	26.7	32.9	27.7	19.2	44.1	39.7	30.3	21.1	41.1
NOT MENTIONED	55.8	46.0	48.9	45.8	24.4	35.9	50.1	46.5	32.1
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45CR - WHETHER GUARANTEED TYPE TRAINING WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	13.2	13.4	14.8	16.5	11.0	11.0	13.3	16.1	11.0
NOT MENTIONED	69.3	65.5	61.7	48.5	57.5	64.5	67.0	51.5	62.2
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45DP - WHETHER TWO-YEAR ENLISTMENT WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	2.7	0.5	3.0	1.3	9.2	3.3	1.4	1.7	5.2
NOT MENTIONED	79.8	78.4	73.5	63.7	59.3	72.3	79.0	65.9	68.0
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45ER - WHETHER GUARANTEED TRAINING LOCATION WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	3.5	0.6	7.6	2.7	8.0	4.2	1.8	3.8	5.5
NOT MENTIONED	79.0	78.3	69.0	62.3	60.5	71.3	78.6	63.8	67.7
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45FR - WHETHER GUARANTEED JOB ASSIGNMENT WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	7.4	4.2	3.0	2.2	4.7	8.3	5.5	2.4	7.1
NOT MENTIONED	75.1	74.7	73.5	62.8	63.8	67.2	74.9	65.2	66.1
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	56	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_456R - WHETHER ADVANCE PAY GRADE WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	4.9	1.0	3.4	5.0	0	5.1	2.6	4.6	3.4
NOT MENTIONED	77.6	77.9	73.2	60.0	68.5	70.5	77.8	62.9	69.8
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	138	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45HR - WHETHER GOOD PAY WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	14.7	19.2	10.4	7.5	15.9	20.8	17.3	8.1	19.2
NOT MENTIONED	67.8	59.7	66.2	57.5	52.6	54.7	63.1	59.4	54.0
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	138	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45IR - WHETHER TRAVEL WAS MENTIONED

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	13.0	8.4	17.4	13.8	12.1	16.0	10.3	14.6	14.7
NOT MENTIONED	69.5	70.5	59.1	51.1	56.4	59.6	70.1	52.9	58.5
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45JR - WHETHER ADVENTURE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	2.8	1.7	5.0	0	4.5	0	2.2	1.1	1.5
NOT MENTIONED	79.7	77.2	71.6	65.0	64.0	75.5	78.2	66.5	71.7
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45KP - WHETHER JOB SATISFACTION WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	4.6	5.5	0	1.6	12.3	0	5.1	1.2	4.1
NOT MENTIONED	77.9	73.4	76.6	63.4	56.3	75.5	75.3	66.4	69.1
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	66

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45LR - WHETHER GOOD PEOPLE TO WORK WITH WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	0.6	0	0	0.7	0	0	0.3	0.6	0
NOT MENTIONED	81.9	78.9	76.6	64.2	68.5	75.5	80.1	67.0	73.2
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45MP - WHETHER TRAINING FOR LEADERSHIP WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	12.3	4.5	5.9	2.3	4.5	3.3	7.8	3.1	3.7
NOT MENTIONED	70.2	74.4	70.7	62.7	64.0	72.3	72.6	64.5	69.5
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	139	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45%R - WHETHER EQUAL OPPORTUNITY WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
--RESPONSES--	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
MENTIONED	2.3	0.1	5.8	2.3	8.0	0.9	1.3	3.1	3.2
NOT MENTIONED	80.2	78.8	70.7	62.7	60.5	74.7	79.4	64.5	70.9
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_450R - WHETHER SKILLS TRAINING WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	21.9	18.6	10.4	10.8	22.2	15.0	20.0	10.7	17.4
NOT MENTIONED	60.6	60.3	66.1	54.2	46.3	60.5	60.4	56.8	55.9
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	108	28	58	213	138	86

WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?
D_45PR - WHETHER OTHER OPTION/ADVANTAGE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	29.2	29.4	16.9	15.3	19.4	19.7	29.3	15.6	19.6
NOT MENTIONED	53.3	49.5	59.6	49.7	49.2	55.8	51.1	51.9	53.6
DONT KNOW	17.5	21.1	23.4	35.0	31.5	24.5	19.6	32.4	26.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	90	123	30	138	28	58	213	138	86

D_46 - EVER TAKEN A PHYSICAL OR WRITTEN TEST AT MILITARY PROCESSING STATION?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	10.9	9.4	27.4	10.9	15.7	3.5	9.9	13.6	5.1
NO	89.1	90.4	72.6	88.7	84.3	96.3	89.9	86.0	94.7
DONT KNOW	0	0.2	0	0	0	0.2	0.1	0	0.2
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	132	340	60	295	54	383	532	355	437

D_47YEAR - (IF D_46=YES) YEAR OF PHYSICAL/WRITTEN TEST

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
75	0	0	12.8	28.2	0	0	0	23.0	0
76	0	0	5.5	11.0	0	7.4	0	9.2	4.5
77	0	0	21.8	0	0	0	0	7.4	0
78	0	0	8.5	8.8	0	0	0	8.7	0
79	0	0	0	11.7	13.3	0	0	7.8	5.3
80	5.3	9.8	5.3	18.9	0	0	8.1	14.3	0
81	5.6	14.7	16.7	13.2	0	8.8	11.3	14.4	5.3
82	28.9	39.2	13.4	0	0	29.9	35.3	4.5	18.0
83	60.2	33.5	16.1	0	86.7	53.9	43.6	5.4	66.9
DONT KNOW	0	2.8	0	2.4	0	0	1.7	1.6	0
REFUSED	0	0	0	5.8	0	0	0	3.9	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	20	34	17	35	9	14	54	52	23

D_48 - MIGHT YOU TAKE A PHYSICAL/WRITTEN TEST AT A MILITARY PROCESSING STATION IN THE FUTURE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	72.3	16.1	43.8	8.8	70.6	8.1	36.5	13.7	15.3
NO	22.2	79.6	50.7	89.6	27.3	89.9	60.2	84.2	82.8
DONT KNOW	5.4	2.3	5.5	1.1	2.0	2.0	3.4	1.7	2.0
REFUSED	0	0	0	0.5	0	0	0	0.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	172	306	43	261	45	369	478	304	414

D_49 - HOW DO YOU FEEL ABOUT THE DRAFT REGISTRATION REQUIREMENT?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STRONGLY FAVOR	30.4	22.9	37.1	36.2	16.0	10.2	25.5	36.4	10.9
SOMEWHAT FAVOR	28.2	30.0	32.9	27.2	30.8	24.1	29.4	28.1	24.8
NEITHER	26.5	22.7	11.7	18.3	19.8	27.0	24.0	17.2	26.1
SOMEWHAT AGAINST	7.9	11.9	11.4	8.9	22.1	22.8	10.5	9.3	22.7
STRONGLY AGAINST	7.1	12.1	7.0	9.0	11.2	14.9	10.4	8.7	14.4
DONT KNOW	0	0	0	0	0	1.1	0	0	1.0
REFUSED	0	0.4	0	0.5	0	0	0.3	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_5C - HOW WOULD YOU FEEL ABOUT 1-YEAR SERVICE REQUIREMENT FOR ALL YOUNG MEN?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	23.7	10.1	31.9	17.1	41.3	10.4	14.8	19.6	14.4
PROBABLY FAVOR	42.2	29.9	44.3	31.3	23.2	35.0	34.1	33.5	33.4
PROBABLY OPPOSE	20.3	33.0	13.9	26.7	18.4	33.5	28.6	24.6	31.6
STRONGLY OPPOSE	13.7	26.5	9.9	23.7	14.9	20.3	22.1	21.4	19.6
DONT KNOW	0	0.3	0	0.6	2.1	0.8	0.2	0.5	1.0
REFUSE	0	0.2	0	0.5	0	0	0.1	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_51 - HOW WOULD YOU FEEL ABOUT 1-YEAR SERVICE REQUIREMENT FOR ALL YOUNG WOMEN?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	19.5	9.7	27.8	16.1	38.6	6.8	13.1	18.0	10.9
PROBABLY FAVOR	41.3	26.4	41.2	25.7	29.9	29.8	31.5	28.3	29.8
PROBABLY OPPOSE	24.6	33.3	21.1	28.1	13.0	34.1	30.3	26.9	31.4
STRONGLY OPPOSE	14.6	29.8	9.9	28.3	18.4	28.4	24.6	25.2	27.2
DONT KNOW	0	0.3	0	1.4	0	0.8	0.2	1.2	0.7
REFUSE	0	0.5	0	0.5	0	0	0.3	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_52 - SUPPOSE THE COSTS OF THE NATIONAL SERVICE PROGRAM MADE IT NECESSARY TO INCREASE YOUR TAXES A SMALL AMOUNT, WOULD YOU...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
STONGLY FAVOR	6.2	9.5	17.2	12.8	19.5	2.8	8.0	13.8	5.8
PROBABLY FAVOR	46.0	46.9	36.4	50.3	45.1	37.9	46.5	46.9	39.2
PROBABLY OPPOSE	36.3	21.9	37.3	19.0	23.7	43.8	28.7	23.4	40.1
STRONGLY OPPOSE	10.8	20.1	9.0	17.2	11.7	15.3	15.7	15.3	14.6
DONT KNOW	0.6	1.6	0	0.8	0	0.3	1.1	0.6	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	135	146	47	148	40	189	281	195	229

D_53 - DO YOU KNOW ANYONE WHO HAS JOINED THE MILITARY IN PAST 6 MONTHS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	49.4	54.5	32.6	23.7	55.1	46.6	52.9	25.2	47.7
NO	50.6	45.5	67.4	75.8	44.9	53.4	47.2	74.4	52.3
REFUSED	0	0	0	0.5	0	0	0	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_54 - (IF D_53=YES) HOW MANY SUCH PEOPLE DO YOU KNOW?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
1	26.1	22.1	44.8	53.9	11.3	31.8	23.4	51.9	28.7
2	34.4	28.7	20.2	24.5	17.1	25.9	30.5	23.6	24.6
3	19.4	22.3	10.7	11.3	14.5	15.0	21.3	11.1	15.0
4	8.2	5.9	5.6	0	28.8	11.0	6.6	1.2	13.6
5	3.0	11.9	4.6	5.9	6.1	4.2	9.0	5.6	4.5
6	0	3.5	4.0	1.3	0	4.6	2.4	1.9	3.9
7-15	8.9	5.7	10.2	3.1	22.1	7.1	6.7	4.7	9.4
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55A - A BEST FRIEND?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	56.8	32.6	44.1	17.2	35.0	33.9	40.4	23.0	34.0
NO	43.2	67.4	55.9	82.8	65.0	65.7	59.6	77.0	65.5
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55B - A CLOSE RELATIVE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	24.9	13.1	34.1	18.4	36.3	19.0	16.9	21.8	21.5
NO	75.1	86.9	65.9	81.6	63.7	80.6	83.1	78.2	78.1
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	193	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55C - A GOOD FRIEND?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	78.6	71.1	50.3	60.7	78.4	62.6	73.5	58.4	64.3
NO	21.4	28.9	49.7	39.3	21.6	36.9	26.5	41.6	34.6
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55C - A FELLOW WORKER?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	14.4	20.1	20.4	21.0	26.2	9.4	18.2	20.9	11.9
NO	85.6	79.9	79.6	79.0	73.8	90.1	81.8	79.1	87.6
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55E - A CLASSMATE?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	62.6	68.9	36.0	28.6	62.1	47.4	66.9	30.2	49.6
NO	37.4	31.1	64.0	71.4	37.9	52.1	33.1	69.8	50.0
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

WOULD YOU DESCRIBE ANY OF THEM (WHO JOINED MILITARY) AS...
D_55F - AN ACQUAINTANCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	51.8	66.4	43.2	70.8	64.0	62.6	61.7	64.8	62.8
NO	48.2	33.0	56.8	29.2	36.0	36.9	37.8	35.2	36.8
DONT KNOW	0	0.6	0	0	0	0	0.4	0	0
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

- QUESTIONS ABOUT THE CLOSEST PERSON YOU KNOW WHO JOINED THE MILITARY:
D_56 - DID THIS PERSON DISCUSS THEIR FEELINGS WITH YOU BEFORE SIGNING UP?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	46.0	25.1	38.0	25.8	34.3	26.6	31.8	28.5	27.8
NO	54.0	74.9	62.0	74.2	65.7	72.9	68.2	71.5	71.8
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

- QUESTIONS ABOUT THE CLOSEST PERSON YOU KNOW WHO JOINED THE MILITARY:
D_57 - DID THIS PERSON DISCUSS DECISION WITH YOU AFTER SIGNING UP?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	68.6	57.1	61.1	54.4	66.0	60.4	60.8	55.9	61.2
NO	31.4	42.9	38.9	45.6	34.0	39.1	39.2	44.1	38.4
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	99	176	21	71	31	183	275	92	214

D_59 - HAVE ANY OF YOUR CLOSE RELATIVES EVER SERVED IN MILITARY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	84.5	80.3	84.5	86.2	86.1	73.9	81.8	85.9	75.4
NO	15.1	18.8	15.5	13.0	10.7	25.4	17.5	13.4	23.5
DONT KNOW	0.4	0.9	0	0.4	3.2	0.5	0.7	0.3	0.9
REFUSED	0	0	0	0.5	0	0.2	0	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_59 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	63.9	33.4	36.4	12.8	65.4	14.5	43.9	16.8	21.0
NO	36.1	66.6	63.6	86.3	34.6	85.1	56.1	82.5	78.6
DONT KNOW	0	0	0	0	0	0.2	0	0	0.2
REFUSED	0	0	0	0.9	0	0.2	0	0.8	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
Q_60A - FIRST MENTIONED RESPONSE

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
FRIENDS	30.2	38.8	42.8	35.5	26.2	39.6	34.5	38.1	34.3
MOTHER	31.2	26.0	8.0	7.5	39.0	35.9	28.6	7.7	37.1
FATHER	16.7	17.4	13.1	8.8	12.7	1.8	17.1	10.4	6.1
BROTHER/-SISTER	3.8	2.9	4.6	16.4	4.8	1.6	3.3	12.1	2.9
OTHER RELATIVE	12.3	7.3	6.4	18.1	8.4	7.0	9.8	13.8	7.5
BOY/GIRLFRIEND/SPOUSE	0.5	4.7	25.1	11.2	3.5	7.0	2.6	16.3	5.6
SCHOOL COUNSELOR	5.2	1.9	0	2.6	5.4	5.5	3.6	1.7	5.5
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6?AR - WHETHER FRIEND(S) WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	42.2	51.3	56.8	49.6	46.2	51.4	46.8	52.2	49.3
NOT MENTIONED	57.8	47.7	43.2	50.4	53.8	47.1	52.7	47.8	49.7
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60BR - WHETHER MOTHER WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	47.1	38.4	12.6	14.5	58.0	47.2	42.7	13.8	51.4
NOT MENTIONED	52.9	60.6	87.4	85.5	42.0	51.3	56.8	86.2	47.6
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60CR - WHETHER FATHER WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	55.6	48.4	21.6	21.0	45.0	37.8	52.0	21.2	40.6
NOT MENTIONED	44.4	50.6	78.4	79.0	55.0	60.7	47.5	78.8	58.4
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_60DR - WHETHER BROTHER/SISTER WAS MENTIONED

	----------MARKET----------						---------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	9.5	12.2	22.6	17.9	22.2	5.6	10.8	19.6	12.1
NOT MENTIONED	90.5	86.8	77.4	82.1	77.8	92.9	88.7	80.4	87.0
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6CER - WHETHER OTHER RELATIVE WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	18.1	11.9	13.2	24.0	14.7	9.6	15.0	20.0	11.6
NOT MENTIONED	81.9	87.1	86.8	76.0	85.3	88.8	84.5	80.0	87.4
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6CFR - WHETHER BOY/GIRL FRIEND WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	1.3	5.4	29.1	13.2	15.7	12.8	3.3	19.0	13.9
NOT MENTIONED	98.7	93.6	70.9	86.8	84.3	85.7	96.2	81.0	85.1
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	113	23	39	37	60	244	62	97

...YOU DISCUSS SERVING IN THE MILITARY?
D_63GR - WHETHER A TEACHER WAS MENTIONED

--RESPONSES--	YOUNG MALES ---PROPENSITY---- POSITIVE -----PCT	YOUNG MALES ---PROPENSITY---- NEGATIVE -----PCT	OLDER MALES ---PROPENSITY---- POSITIVE -----PCT	OLDER MALES ---PROPENSITY---- NEGATIVE -----PCT	FEMALES ---PROPENSITY---- POSITIVE -----PCT	FEMALES ---PROPENSITY---- NEGATIVE -----PCT	----------MARKET---------- YOUNG MALES -TOTAL- -----PCT	----------MARKET---------- OLDER MALES -TOTAL- -----PCT	----------MARKET---------- FEMALES -TOTAL- -----PCT
MENTIONED	3.6	0.9	0	0	7.4	0	2.3	0	2.9
NOT MENTIONED	96.4	98.1	100.0	100.0	92.6	98.5	97.2	100.0	96.1
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_6CHP - WHETHER A SCHOOL COUNSELOR WAS MENTIONED

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MENTIONED	13.3	6.8	0	2.6	15.0	7.2	10.1	1.7	10.3
NOT MENTIONED	86.7	92.2	100.0	97.4	85.0	91.2	89.4	98.3	88.8
REFUSED	0	1.0	0	0	0	1.5	0.5	0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	126	118	23	39	37	60	244	62	97

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_61A - (IF FRIEND WAS MENTIONED) WAS FRIEND FROM SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	80.5	67.4	29.2	21.3	83.3	64.5	73.3	24.5	71.3
NO	19.5	32.6	70.8	78.7	16.7	29.4	26.7	75.5	24.8
DONT KNOW	0	0	0	0	0	3.2	0	0	2.1
REFUSED	0	0	0	0	0	2.9	0	0	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	54	60	13	20	19	33	114	33	52

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_618 - (IF FRIEND WAS MENTIONED) WAS FRIEND FROM WORK?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	17.1	29.5	67.7	50.5	43.7	6.9	23.9	57.3	20.2
NO	82.9	70.5	32.3	49.5	56.3	87.0	76.1	42.7	75.9
DONT KNOW	0	0	0	0	0	3.2	0	0	2.1
REFUSED	0	0	0	0	0	2.9	0	0	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	54	60	13	20	19	33	114	33	52

WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?
D_61C - (IF FRIEND WAS MENTIONED) WAS FRIEND IN THE SERVICE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	28.9	22.4	37.9	52.4	67.7	9.4	25.3	46.6	30.6
NO	71.1	77.6	62.1	47.6	32.3	84.4	74.7	53.4	65.6
DONT KNOW	0	0	0	0	0	3.2	0	0	2.1
REFUSED	0	0	0	0	0	2.9	0	0	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	54	60	13	20	19	33	114	33	52

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH..
D62_A - ANY CO-WORKERS?

	----------MARKET----------				----------MARKET-	
	OLDER MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	56.6	51.8	0	0	53.6	0
NO	43.4	48.2	0	0	46.4	0
REFUSED	0	0	0	100.0	0	100.0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0
--NUMBER	23	39	0	1	62	1

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH..
062_E - ANY EMPLOYER?

	----------MARKET----------				----------MARKET-	
	OLDER MALES		FEMALES			
	---PROPENSITY----		---PROPENSITY----		OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	9.4	15.6	0	0	13.3	0
NO	90.6	84.4	0	0	86.7	0
REFUSED	0	0	0	100.0	0	100.0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0
--NUMBER	23	39	0	1	62	1

D_63 - IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER WOULD YOU SAY IT WAS...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
WASTE OF TIME	3.7	6.2	8.6	7.9	3.7	8.8	5.4	8.1	8.2
UP TO HIM/HER	44.3	70.9	59.7	61.7	47.9	68.9	61.8	61.4	66.2
GOOD IDEA	52.0	22.8	31.7	28.3	48.4	21.5	32.8	28.8	24.9
DONT KNOW	0	0	0	1.2	0	0.5	0	1.0	0.5
REFUSED	0	0	0	0.9	0	0.2	0	0.8	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_64 - WHAT IS YOUR CURRENT MARITAL STATUS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MARRIED	1.6	5.1	35.9	50.7	2.6	14.7	3.9	48.2	13.1
SEPARATED	0	0.4	7.4	1.1	0	3.9	0.3	2.2	0.3
DIVORCED	0	0.7	6.8	3.9	0	0.8	0.4	4.4	0.7
NEVER MARRIED	98.4	93.8	50.0	43.5	97.4	83.2	95.4	44.6	85.0
DONT KNOW	0	0	0	0.3	0	0.2	0	0.3	0.2
REFUSED	0	0	0	0.4	0	0.2	0	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65A - ON ACTIVE DUTY OR ATTENDING SERVICE ACADEMY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	0	0	0	1.3	0	3.7	0	1.1	3.6
NO	100.0	100.0	100.0	98.7	100.0	94.8	100.0	98.9	94.9
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65B - WORKING FOR PAY AT FULL-TIME JOB?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	42.5	27.8	38.9	40.3	66.7	79.0	29.9	40.1	78.7
NO	57.5	72.2	61.1	59.7	33.3	19.5	70.1	59.9	19.8
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65C - WORKING FOR PAY AT PART-TIME JOB?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES				
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	9.8	43.1	14.9	17.4	0	5.4	38.3	17.1	5.3
NO	90.2	56.9	85.1	82.6	100.0	93.1	61.7	82.9	93.2
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65D - ENROLLED IN GRADUATE OR PROFESSIONAL SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	9.8	0	0	5.4	0	2.6	1.4	4.7	2.6
NO	90.2	100.0	100.0	94.6	100.0	95.9	98.6	95.3	96.3
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65E - TAKING ACADEMIC COURSES AT 2-YEAR/4-YEAR COLLEGE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	9.8	4.4	0	7.5	0	6.0	5.2	6.5	5.3
NO	90.2	95.6	100.0	92.5	100.0	92.5	94.8	93.5	92.7
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

(IF MARRIED), WHAT IS YOUR SPOUSE CURRENTLY DOING? IS HE/SHE...
D_65F - TAKING VOCATIONAL/TECHNICAL COURSES?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	9.8	4.4	4.1	7.3	0	4.8	5.2	6.9	4.7
NO	90.2	95.6	95.9	92.7	100.0	93.7	94.8	93.1	93.4
REFUSED	0	0	0	0	0	1.5	0	0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	3	20	22	152	2	55	23	174	57

D_68 - HOW MANY DEPENDENTS DO YOU HAVE(NOT COUNTING SELF)?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
NONE	92.7	88.6	41.9	43.0	87.0	78.8	90.0	42.8	79.5
1	5.8	6.1	11.8	23.8	9.1	12.4	6.0	21.7	12.0
2	1.5	4.0	19.0	17.3	2.2	4.8	3.1	17.6	4.4
3	0	0.4	22.3	10.2	0	3.6	0.3	12.2	3.2
4 +	0	0.9	5.1	5.7	1.6	0.2	0.6	5.6	0.4
REFUSED	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_69 - DO YOU HAVE ANY CHILDREN UNDER AGE OF SIX?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	28.9	47.5	89.8	84.9	64.3	83.5	42.7	86.0	81.7
NO	71.1	52.5	10.2	15.1	35.7	15.0	57.3	14.0	16.9
REFUSED	0	0	0	0	0	1.5	0	0	1.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	13	30	31	116	5	60	43	147	65

D_70 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	41.4	58.9	40.5	49.5	47.3	53.2	52.9	48.0	52.4
NO	58.0	41.1	59.5	50.1	52.7	46.3	46.9	51.7	47.2
DONT KNOW	0.6	0	0	0.4	0	0.2	0.2	0.3	0.2
REFUSED	0	0	0	0	0	0.2	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_71 - (IF D_70=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

	MARKET				MARKET	
	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE		
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--						
YES	65.6	53.5	77.5	61.7	58.7	64.0
NO	32.0	41.0	22.5	33.9	37.2	32.3
DONT KNOW	2.4	5.5	0	3.8	4.2	3.3
REFUSED	0	0	0	0.5	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	109	135	28	177	244	205

D_72 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
MOSTLY A'S	1.5	10.5	11.5	3.8	5.7	11.6	7.4	5.1	10.8
A'S & B'S	11.7	18.8	10.1	12.2	31.6	27.4	16.4	11.9	25.3
MOSTLY B'S	22.5	26.3	14.8	24.8	24.4	21.9	25.0	23.2	22.2
B'S & C'S	37.5	26.0	31.0	26.5	19.4	23.2	29.9	27.2	22.7
MOSTLY C'S	20.3	14.2	17.4	25.3	17.1	12.9	16.3	23.9	13.5
C'S & D'S	5.2	2.3	13.5	5.3	1.8	1.8	3.3	6.7	1.8
D'S & F'S	1.1	1.9	0	1.4	0	0.3	1.6	1.1	0.3
DONT KNOW	0.2	0	1.7	0.7	0	0.2	0.1	0.8	0.2
REFUSED	0	0	0	0	0	0.5	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

D_73 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
COLLEGE PREP	53.7	66.3	45.4	59.5	72.0	70.1	62.0	57.1	70.4
BUSINESS	9.1	5.5	13.0	9.4	8.1	14.4	6.7	10.0	13.6
VOC/TECH	35.5	27.3	36.5	28.3	18.1	13.7	30.1	29.7	14.2
DONT KNOW	1.7	0.9	5.1	2.6	1.8	1.3	1.2	3.0	1.4
REFUSED	0	0	0	0.3	0	0.5	0	0.2	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74A - ELEMENTARY ALGEBRA?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	75.1	85.4	66.9	80.0	76.6	81.4	81.9	77.8	80.2
NO	24.8	14.6	31.4	19.4	23.4	18.1	18.1	21.4	19.8
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74B - PLANE GEOMETRY?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	55.2	66.5	61.1	64.6	59.9	61.9	62.7	64.0	61.6
NO	44.6	33.5	37.2	34.8	40.1	37.6	37.3	35.2	38.0
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74C - BUSINESS MATH?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	55.3	41.7	62.8	52.3	63.5	42.3	46.4	54.1	45.0
NO	44.5	58.3	35.5	47.1	36.5	57.2	53.6	45.1	54.5
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q_74C - COMPUTER SCIENCE?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	33.4	30.1	17.9	10.4	35.1	24.1	31.3	11.7	25.6
NO	66.4	69.9	80.4	89.0	64.9	75.4	68.7	87.6	74.0
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74E - INTERMEDIATE ALGEBRA?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	55.0	66.9	53.5	55.8	56.0	61.4	62.8	55.4	60.7
NO	44.9	33.1	44.9	43.7	44.0	38.2	37.1	43.9	38.9
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	193	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74F - TRIGONOMETRY?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	31.7	39.7	31.1	29.2	30.6	30.2	36.9	29.5	30.2
NO	68.1	60.3	67.2	70.2	69.4	69.4	63.0	69.7	69.4
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74G - CALCULUS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	17.3	22.1	20.1	10.6	18.0	14.1	20.5	12.2	14.6
NO	82.6	77.9	78.3	88.8	82.0	85.4	79.5	87.0	85.3
DONT KNOW	0.2	0	1.7	0.3	0	0.2	0.1	0.6	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	338	59	289	54	380	528	348	434

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
D_74H - PHYSICS?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	32.1	31.2	29.2	23.4	33.5	20.8	31.5	24.4	22.5
NO	67.8	68.8	69.1	76.0	66.5	78.4	68.4	74.8	76.9
DONT KNOW	0.2	0	1.7	0.3	0	0.5	0.1	0.6	0.4
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	190	339	59	289	54	380	528	348	434

D_75 - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

--RESPONSES--	MARKET: YOUNG MALES PROPENSITY POSITIVE -PCT	MARKET: YOUNG MALES PROPENSITY NEGATIVE -PCT	MARKET: OLDER MALES PROPENSITY POSITIVE -PCT	MARKET: OLDER MALES PROPENSITY NEGATIVE -PCT	MARKET: FEMALES PROPENSITY POSITIVE -PCT	MARKET: FEMALES PROPENSITY NEGATIVE -PCT	MARKET: YOUNG MALES -TOTAL- -PCT	MARKET: OLDER MALES -TOTAL- -PCT	MARKET: FEMALES -TOTAL- -PCT
7 GRADES OR LESS	3.9	2.5	12.1	7.1	3.8	6.1	3.0	7.9	5.8
8TH GRADE	3.9	5.5	4.7	7.2	9.1	3.0	5.0	6.8	3.8
9TH GRADE	0.9	2.6	8.6	5.0	1.9	4.2	2.0	5.7	3.9
10TH GRADE	6.5	5.5	4.7	4.2	1.7	4.7	5.9	4.2	4.3
11TH GRADE	2.3	2.6	4.4	2.5	7.9	3.6	2.5	2.6	4.2
12TH GRADE	42.7	35.3	39.2	45.5	45.1	35.7	37.8	44.4	36.9
13TH	2.3	3.0	1.3	0.9	0	4.3	2.7	1.0	3.7
14TH	7.9	8.2	2.6	5.3	3.6	6.6	8.1	4.9	6.2
15TH	2.8	1.8	1.3	0.3	2.2	2.8	2.1	0.4	2.7
16TH COLLEGE SR	9.9	15.8	7.9	9.3	3.9	14.2	13.8	9.1	12.9
17TH.GRAD SCHOOL	0	0.5	0	0.3	0	0.5	0.3	0.2	0.5
18TH.GRAD SCHOOL	1.5	4.2	0	1.1	0	2.3	3.3	0.9	2.0
19TH.GRAD SCHOOL	0	0.9	0	0	0	0	0.6	0	0
20 OR MORE	3.9	3.2	0	0.8	3.9	1.4	3.5	0.6	1.7
DONT KNOW	11.5	8.4	13.1	10.3	17.0	10.3	9.5	10.7	10.9
REFUSED	0	0	0	0.3	0	0.6	0	0.2	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_77 - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

	YOUNG MALES		OLDER MALES		FEMALES		MARKET		
	PROPENSITY		PROPENSITY		PROPENSITY		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT
--RESPONSES--									
7 GRADES OR LESS	3.3	2.0	4.7	3.3	3.1	2.3	2.4	3.5	2.9
8TH GRADE	2.6	2.7	4.3	5.5	3.0	1.8	2.6	5.3	2.0
9TH GRADE	1.3	1.5	4.0	4.2	3.4	2.0	1.5	4.2	2.2
10TH GRADE	3.1	3.5	11.6	3.5	9.8	3.4	3.4	4.9	4.2
11TH GRADE	4.1	4.3	7.3	3.8	4.2	6.7	4.2	4.4	6.4
12TH GRADE	50.2	49.7	38.6	56.9	46.2	47.7	49.9	53.8	47.5
13TH	5.8	3.9	3.2	2.9	3.9	4.7	4.6	2.9	4.6
14TH	7.9	8.7	2.8	4.7	5.9	8.5	8.4	4.4	8.2
15TH	0.8	2.2	2.1	0.3	0	4.0	1.7	0.6	3.5
16TH COLLEGE SR	9.2	10.6	4.9	5.1	3.7	8.7	10.1	5.0	8.1
17TH+GRAD SCHOOL	0	0.1	0	0.3	2.2	1.1	0.1	0.3	1.2
18TH+GRAD SCHOOL	1.4	4.9	5.4	0.4	1.8	1.4	3.7	1.2	1.5
19TH+GRAD SCHOOL	0	0.6	0	0	0	0.1	0.4	0	0.1
20 OR MORE	1.7	0.2	1.3	0	0	0.7	0.7	0.2	0.6
DONT KNOW	8.6	5.1	9.7	8.7	12.6	6.0	6.3	8.9	6.9
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_76 - WHAT KIND OF SCHOOL DID YOUR FATHER ATTEND IN LAST YEAR?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VOC/BUSINESS-/TRADE	11.5	7.3	0	12.3	11.7	10.1	8.6	10.4	10.3
JR/COMMUNITY COLLEGE	8.2	6.8	15.2	6.8	16.1	8.3	7.2	8.1	9.0
4-YR COLLEGE	35.4	46.5	35.0	34.7	20.3	47.7	43.1	34.7	45.1
GRAD/PROF SCHOOL	10.5	18.1	0	8.7	0	11.4	15.8	7.3	10.3
DONT KNOW	34.4	21.2	49.8	36.6	51.9	20.5	25.3	38.6	23.5
REFUSED	0	0	0	0.9	0	2.0	0	0.8	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	72	170	14	87	16	159	242	101	175

D_78 - WHAT KIND OF SCHOOL DID YOUR MOTHER ATTEND IN LAST YEAR?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
VOC/BUSINESS-/TRADE	19.7	14.0	17.7	10.8	7.8	10.1	15.9	12.2	9.9
JR/COMMUNITY COLLEGE	13.6	14.9	10.0	11.8	23.2	14.2	14.5	11.4	15.2
4-YR COLLEGE	27.7	41.4	26.3	25.7	23.6	48.8	36.8	25.8	46.0
GRAD/PROF SCHOOL	11.9	11.3	10.4	10.0	7.4	7.7	11.5	10.1	7.6
DONT KNOW	27.1	18.3	35.6	40.6	38.0	17.8	21.3	39.6	20.1
REFUSED	0	0	0	1.2	0	1.4	0	0.9	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	62	136	17	69	16	139	198	86	155

D_79 - DO YOU PERSONALLY OWN YOUR OWN HOME?

	----------MARKET----------						----------MARKET----------		
	YOUNG MALES		OLDER MALES		FEMALES				
	---PROPENSITY----		---PROPENSITY----		---PROPENSITY----		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
YES	3.3	2.8	22.4	30.7	3.2	6.1	2.9	29.3	5.7
NO	96.7	97.2	77.6	69.1	96.8	93.4	97.1	70.5	93.9
DONT KNOW	0	0	0	0	0	0.2	0	0	0.2
REFUSED	0	0	0	0.3	0	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_RO - WHAT IS YOUR RACE/ETHNIC GROUP?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY				
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	-TOTAL-	-TOTAL-	-TOTAL-
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
WHITE	77.8	92.8	78.8	92.7	56.9	84.8	87.7	90.3	81.2
BLACK	19.3	3.5	17.8	5.4	38.2	11.2	8.9	7.4	14.7
PACIFIC IS./ASIAN	0.7	1.1	3.4	0	3.7	2.3	1.0	0.6	2.5
AMER INDIAN &ALASKAN	1.5	2.1	0	0.7	0	0.7	1.9	0.6	0.6
DONT KNOW	0.7	0.4	0	0.7	1.2	0.5	0.5	0.5	0.6
REFUSED	0	0	0	0.6	0	0.5	0	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

D_81 - ARE YOU OF HISPANIC BACKGROUND?

	MARKET						MARKET		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	PROPENSITY		PROPENSITY		PROPENSITY		-TOTAL-	-TOTAL-	-TOTAL-
	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE	POSITIVE	NEGATIVE			
	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT	-----PCT
--RESPONSES--									
HISPANIC	13.0	9.7	8.1	5.1	13.6	5.6	10.9	5.6	8.7
NOT HISPANIC	86.3	89.9	91.9	94.6	86.4	93.3	88.7	94.1	92.4
DONT KNOW	0.7	0.3	0	0	0	0.5	0.4	0	0.5
REFUSED	0	0	0	0.3	0	0.5	0	0.2	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--NUMBER	192	340	60	295	54	383	532	355	437

Appendix A

YATS II Questionnaire

Questionnaire Section A -- Education and Employment Items

A_1 I would like to speak with (NAME). Is (he/she) available?

1 = PERSON AVAILABLE
2 = PERSON NOT AVAILABLE → [SKIP TO CALL BACK SCREEN]
3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON TO PHONE → [SKIP TO CONVERSION SCREEN]
4 = REFUSAL OF ELIGIBLE PERSON → [SKIP TO TERMINATION]

(Hello, my name is _____. I am calling from the (Research Triangle Institute/Amrigon), a private research organization in (North Carolina/ Michigan).)

We are conducting a study to help the Federal Government learn more about the career and educational plans of youth and young adults. While you may choose not to answer any question, the information you give us is protected under the Privacy Act of 1974. This means your answers will be kept confidential and your identity will never be known to anyone except the research project staff.

A_2 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY: Are you male or female?]

1 = Male
2 = Female

A_3 Just to be sure that the information we got earlier is correct, what was your age on your last birthday?

ENTER NUMBER
Acceptable Range = 16-29

A_4 Now I have a few questions about your educational experiences. What is the highest grade or year of school or college that you have ever attended?

07 = Less than 8th Grade
08 = 8th Grade
09 = 9th Grade
10 = 10th Grade
11 = 11th Grade
12 = 12th Grade
13 = 1st Year College/Comm./Voc./Trade School (FR)
14 = 2nd Year College/Comm./Voc./Trade School (SO)
15 = 3rd Year College (JR)
16 = 4th Year College (SR)
17 = 5th Year College/1st Year Grad/Prof School
18 = 2nd Year Graduate/Professional School
19 = 3rd Year Graduate/Professional School
20 = More than 3 Years Graduate/Professional School
99 = RE → [SKIP TO A.8]

A_5 Did you finish that (grade/year) and get credit for it?

1 = Finished this Grade/Year
2 = Did Not Finish This Grade/Year
3 = Now Attending This Grade/Year

SKIP	IF A.4 <12 OR (A.4 = 12 AND A.5 ≠ 1), SKIP TO A.8.

A_6 What kinds of schools have you attended since you completed high school? Have you attended a...

Vocational, business, or trade school

1 = Yes
2 = No

A junior or community college

1 = Yes
2 = No

A four-year college or a university?

1 = Yes
2 = No

A_7 What kinds of degrees, diplomas, or certificates have you received from the school(s) you've attended or for the training you've received? [ENTER CODE FOR EACH MENTION.]

01 = NONE → [ALLOWED FOR FIRST ENTRY ONLY, SKIP TO A.8]
02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE (NIGHT SCHOOL)
03 = GENERAL EQUIVALENCY DIPLOMA (GED)
04 = HIGH SCHOOL DIPLOMA
05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).
06 = JUNIOR COLLEGE OR ASSOCIATE DEGREE
07 = BACHELOR'S DEGREE
08 = ADVANCED GRADUATE OR PROFESSIONAL DEGREE (e.g., Masters, Ph.D, M.D., J.D., D.D.S.)
09 = OTHER DEGREE, DIPLOMA, CERTIFICATE

A_8 Would you like to get more education or training by attending some kind of school or college?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO A.11.]

A_9 What kind of school or college would you like to attend?

1 = High School
2 = Vocational, Business, or Trade School
3 = Junior or Community College
4 = Four-Year College or University
5 = Graduate or Professional School

A_10 What is the highest grade or year of school or college that you would like to complete?

09 = 9th Grade
10 = 10th Grade
11 = 11th Grade
12 = 12th Grade
13 = 1st Year College/Comm./Voc./Trade School (FR)
14 = 2nd Year College/Comm./Voc./Trade School (SO)
15 = 3rd Year College (JR)
16 = 4th Year College (SR)
17 = 5th Year College/1st Year Grad/Prof School
18 = 2nd Year Graduate/Professional School
19 = 3rd Year Graduate/Professional School
20 = More than 3 Years Graduate/Professional School

A_11 (In October, will you be/Are you currently) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO A.17.]

A_12 What kind of school or training program (will you be/are you) enrolled in? [IF MULTIPLE RESPONSES, ENTER HIGHEST CODE.]

01 = No Schools or Training Program
02 = Adult Basic Education (ABE)
03 = Taking High School courses
04 = GED or H.S. Equivalency Program
05 = Skill Development Program (e.g., Public Employment, JOBS, OIC, WIN, CETA)
06 = On-the-Job Training Program
07 = Apprenticeship Program
→ [SKIP TO A.14.]
08 = Vocational, Business, or Trade School
09 = Junior or Community College
10 = Four-Year College or University

A_13 What (will be/is) your current grade or year in this (school/program) this fall?

09 = 9th Grade or Less
10 = 10th Grade
11 = 11th Grade
12 = 12th Grade
13 = 1st Year College/Com./Voc./Trade School (FR)
(includes unclassified: adult improvement)
14 = 2nd Year College/Com./Voc./Trade School (SO)
15 = 3rd Year College (JR)
16 = More Than Three Years of a Four-Year College or University
17 = Ungraded Program

A_14 (Will you be/Are you) enrolled fulltime or parttime?

1 = Full-time
2 = Part-time
→ [IF A.13 <= 12, SKIP TO A.17.]

A_15 (Will you be/Are you) receiving any kind of financial assistance to help pay for this schooling or training?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO A.17.]

A_16 Is that financial assistance from a federal grant or loan program?

1 = Yes
2 = No

A_17 Are you presently employed, either full-time or part-time?

1 = Yes → [SKIP TO A.21.]
2 = No

A_18 Are you looking for work or doing any work for pay now?

1 = Yes
2 = No

A_19 Have you ever had a job for pay?

1 = Yes
2 = No
9 = RE
→ [SKIP TO A.38.]

A_20 When did you last work for pay at a regular job or business, either full-time or part-time -- what month and year did you last work?

ENTER MONTH
Range = 01-12

ENTER YEAR
Range = 75-83

A_21 How many different jobs do you have right now?

ENTER NUMBER
Range = 1-7

A_22 Have you been looking for another job or some other way to increase your income?

1 = Yes
2 = No

(Now, I have some questions about your present employment. Since you have more than one job, I want you to answer for your main job. Usually, that's the job you work the most hours at, but you should answer for the job that you consider to be your main job.)

A_23 How many hours per week (do/did) you usually work at your (main/last) job?

ENTER NUMBER OF HOURS
Range = 01-80

A_24 How often (do/did) you work on the weekend as a regularly scheduled part of your (main/last) job -- that is, weekend work that's not considered overtime? Would you say it (is/was) ...

1 = every week,
2 = two or three times a month,
3 = once a month,
4 = less than once a month, or
5 = never?

A_25 What (is/was) your gross wage, salary, or rate of pay, before any deductions, at this (main/last) job?

ENTER AMOUNT
FORMAT: 12345.00
Range = .01 - 99990.00
DK = 99998.00
RE = 99999.00

A_26 (Is/Was) that per...

1 = hour,
2 = per day,
3 = per week,
4 = every two weeks,
5 = twice a month,
6 = per month,
7 = per year, or
8 = some other schedule? → [SPECIFY]

A_27 When did you start working at this (main/last) job -- what month and year did you start?

ENTER MONTH WHEN STARTED JOB
Range = 01-12

ENTER YEAR WHEN STARTED JOB
Range = 75-83

A_28 What (is/was) your job title in this (main/last) job? [PROBE: For example, salesperson, waitress, laborer, secretary, plumber, teacher, and the like.]

ENTER VERBATIM RESPONSE.

A_29 Tell me a little more about what you actually (do/did) in that job. What (are/were) your main activities or duties on this job? [PROBE: For example, selling shoes, waiting on tables, manual labor, typing and filing, and so on.]

ENTER VERBATIM RESPONSE.

A_30 At your (main/last) job, (are/were) you...

1 = an employee of a private company,
2 = a government employee [PROBE: federal, state, or local], } [SKIP TO A.32.]
3 = self-employed in your own business, or
4 = working without pay in a family business or farm?

A_31 What kind of business or industry (is/was) that in? What (do/did) they do or make at the place where you (work/last worked)?

ENTER VERBATIM RESPONSE.

A_32 (Does/Did) your (main/last) job use your major skills and training fully?

1 = Yes →{ IF NOT OLDER MALE AND A.23 >=35, SKIP TO A.40.
IF NOT OLDER MALE AND A.23 <35, SKIP TO A.36.
2 = No

A_33 What occupation or job title would use your major skills and training better?

ENTER VERBATIM RESPONSE

A_34 How long have you been doing the kind of work like you (do/did) in your (main/last) job?

1 = Less than 1 year
2 = 1 year or more but less than 2 years
3 = 2 years or more but less than 3 years
4 = 3 years or more but less than 4 years
5 = 4 years or more

SKIP	IF A.17=2 OR A.17=9 AND A.23>=35, SKIP TO A.40. IF A.17=2 OR A.17=9 AND A.23<35, SKIP TO A.36.

A_35 How satisfied are you with your present job? Are you...

1 = extremely satisfied,
2 = somewhat satisfied,
3 = neither satisfied nor dissatisfied,
4 = somewhat dissatisfied, or
5 = extremely dissatisfied?
8 = DK
9 = RE

→[IF A.23 >=35, SKIP TO A.40.]

A_36 Have you ever had a job where you usually worked 35 hours or more each week?

1 = Yes

2 = No
9 = RE } → [SKIP TO A.38.]

A_37 How many different,full-time jobs have you had (including your current job)?

ENTER NUMBER
Range = 1-30

A_38 If you were to get a full-time job within the next year, what wage, salary, or other rate of pay do you think you would earn?

ENTER AMOUNT
FORMAT: 12345.00
Range = .01 - 99990.00
DK = 99998.00
RE = 99999.00

A_39 Is that per...

1 = hour,
2 = per day,
3 = per week,
4 = every two weeks,
5 = twice a month,
6 = per month,
7 = per year, or
8 = some other schedule? → [SPECIFY]

A_40 How easy or difficult is it for someone your age to get a full-time job in your community? Is it...

1 = almost impossible,
2 = very difficult,
3 = difficult, or
4 = not difficult at all?

A_41 And how easy or difficult is it for someone your age to get a part-time job in your community? Is it...

1 = almost impossible,
2 = very difficult,
3 = difficult, or
4 = not difficult at all?

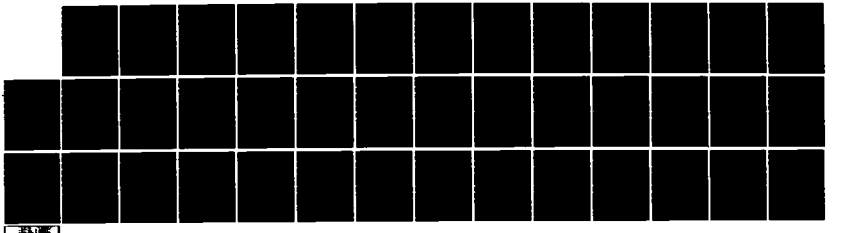
A_42 Now, let's talk about your plans for the next few years. What do you think you might be doing? [PROBE: Anything else?] [ENTER CODE FOR ALL MENTIONS.]

1 = GOING TO SCHOOL
2 = WORKING
3 = DOING NOTHING
4 = OTHER
5 = JOINING THE (MILITARY/SERVICE)

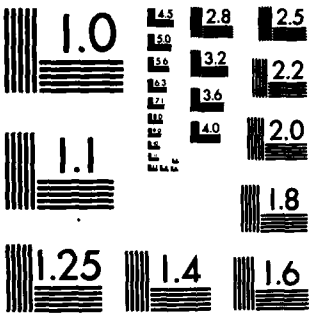
SKIP	IF OLDER MALE AND A.42 = 5, SKIP TO A.44. IF OLDER MALE AND A.42 ≠ 5 AND ACTIVE SUBSAMPLE, SKIP TO B.1. IF OLDER MALE AND A.42 ≠ 5 AND RESERVE SUBSAMPLE, SKIP TO C.1. IF OLDER MALE AND A.42 ≠ 2 AND A.42 = 5, SKIP TO A.44. IF OLDER MALE AND A.42 ≠ 2 AND A.42 ≠ 5 AND ACTIVE SUBSAMPLE, SKIP TO B.1 IF OLDER MALE AND A.42 ≠ 2 AND A.42 ≠ 5 AND RESERVE SUBSAMPLE, SKIP TO C.1 IF OLDER MALE AND A.42 = 2 AND A.42 = 5 AND A.17 ≠ 1, SKIP TO A.44. IF OLDER MALE AND A.42 = 2 AND A.42 ≠ 5 AND A.17 ≠ 1, AND ACTIVE SUBSAMPLE, SKIP TO B.1 IF OLDER MALE AND A.42 = 2 AND A.42 ≠ 5 AND A.17 ≠ 1, AND RESERVE SUBSAMPLE, SKIP TO C.1

AD-A143 296 YOUTH ATTITUDE TRACKING STUDY (YATS) II SUPPLEMENTARY DATA COLLECTED IN T..(U) RESEARCH TRIANGLE INST RESEARCH TRIANGLE PARK NC R BRAY APR 84 6/6

UNCLASSIFIED RTI/2622/05-01FR DMDC/MRB-TR-83/1 F/G 5/9 NL







MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

A_43 Do you think that you will be working in...

1 = the same job or occupation you now have, or
2 = a different job or occupation?

SKIP	IF A.42 ≠ 5 AND ACTIVE SUBSAMPLE, SKIP TO B.1. IF A.42 ≠ 5 AND RESERVE SUBSAMPLE, SKIP TO C.1.

A_44 You said you might be joining the military/service. Which branch of the service would that be?

1 = AIR FORCE
2 = ARMY
3 = COAST GUARD
4 = MARINE CORPS
5 = NAVY

8 = DK } IF ACTIVE SUBSAMPLE, SKIP TO B.1.
9 = RE } IF RESERVE SUBSAMPLE, SKIP TO C.1.

A_45 Which type of service would that be? Would it be...

1 = active duty,
2 = the Reserves, or
3 = the National Guard?

A_46 If you found for some reason you couldn't join the (A.44 SERVICE) what service would be your next choice?

1 = AIR FORCE
2 = ARMY
3 = COAST GUARD
4 = MARINE CORPS
5 = NAVY

6 = NONE
8 = DK
9 = RE
} IF ACTIVE SUBSAMPLE, SKIP TO B.1.
IF RESERVE SUBSAMPLE, SKIP TO C.1.

A_47 Which type of service would that be? Would it be...

1 = active duty,
2 = the Reserves, or
3 = the National Guard?
8 = DK
9 = RE
} [IF RESERVE SUBSAMPLE, SKIP TO C.1.]

Questionnaire Section B -- Active Service Items

Now, I'm going to read you a list of several things which young (men/ women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

B_1 First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

B_2 How likely is it that you will be working at a desk in a business office? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

B_3 How likely is it that you will be serving in the military? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

B_4 How likely is it that you will be working as a (saleswoman/salesman)? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

SERIES B.5., B.7, B.9 - B.13 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

B_5 How likely is it that you will be serving in the National Guard? (Would you say...

1 = definitely,
2 = probably,
3 = probably not,
4 = definitely not?)
8 = DK
9 = RE
→ [SKIP TO B.7]

B_6 Is that the...

1 = Air National Guard, or the
2 = Army National Guard?

B_7 How likely is it that you will be serving in the Reserves? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)
8 = DK
9 = RE
→ [SKIP TO B.9]

B_8 Is that the...

1 = Air Force Reserve,
2 = the Army Reserve,
3 = the Coast Guard Reserve,
4 = the Marine Corps Reserve, or
5 = the Naval Reserve?

B_9 How likely is it that you will be serving on active duty in the Coast Guard? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

B_10 How likely is it that you will be serving on active duty in the Army? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

B_11 How likely is it that you will be serving on active duty in the Air Force? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

B_12 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

B_13 How likely is it that you will be serving on active duty in the Navy? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

B_14 Now, how likely is it that you will be going to college? (Would you say...

1 = definitely
2 = probably,
3 = probably not, or
4 = definitely not?)

B_15 How likely is it that you will be going to vocational or technical school? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

SKIP	IF RESERVE SUBSAMPLE, AND YOUNG MALE, SKIP TO D.82 (before 11-4-83). IF RESERVE SUBSAMPLE AND YOUNG MALE, SKIP TO D.81A1 (after 11-3-83). IF RESERVE SUBSAMPLE AND NOT YOUNG MALE, SKIP TO D.82. IF ONLY 1 OF B.10, B.11, B.12, AND B.13<=2, SKIP TO B.17. IF ALL OF B.10, B.11, B.12, AND B.13>=4, SKIP TO B.19.

B_16 You mentioned that you might serve in more than one military service. Which service are you most likely to serve in?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy

B_17 If you were to join the military service, when do you think you would join? Would you join...

1 = within 6 months,
2 = between 6 months and 1 year from now,
3 = more than 1 year from now but within 2 years, or
4 = would you join 2 years or more from now?

B_18 Would you want to serve as an officer or as an enlisted person?

1 = OFFICER
2 = ENLISTED PERSON

B_19 Now I'd like to ask you in another way about the likelihood of your serving in the military. Think of a scale from zero to ten, with ten standing for the very highest likelihood of serving and zero standing for the very lowest likelihood of serving. How likely is it that you will be serving in the military in the next few years?

ENTER NUMBER
Range = 0 (Lowest likelihood) -- 10 (Highest likelihood)

SKIP	[IF B.10<3 OR B.11<3 OR B.12<3 OR B.13<3 THEN SKIP TO B.35.]

SERIES B.20 - B.29:
ASKED IN SEQUENTIAL ORDER AFTER RANDOM START FOR 1/4 OF RESPONDENTS.
ASKED IN RANDOM ORDER FOR 3/4 OF RESPONDENTS.

You said that you are not likely to serve in an active branch of the military. People have different reasons for not wanting to serve in the military. I am going to read you a list of reasons why someone like yourself may not want to serve. For each reason, please tell me if it is an important reason or not an important reason for your not wanting to serve in the active military.

B_20 (As a reason for not wanting to serve in the military,) is separation from family and friends ...

1 = important, or
2 = not important to you?

B_21 (As a reason for not wanting to serve in the military,) is disagreement with the United States' national defense policies ...

1 = important, or
2 = not important to you?

B_22 (As a reason for not wanting to serve in the military,) is wanting to continue in school or college ...

1 = important, or
2 = not important to you?

B_23 (As a reason for not wanting to serve in the military,) is lack of personal freedom ...

1 = important, or
2 = not important to you?

B_24 (As a reason for not wanting to serve in the military,) is what the military pays ...

1 = important, or
2 = not important to you?

B_25 (As a reason for not wanting to serve in the military,) is disagreement with the mission and purpose of the Armed Forces ...

1 = important, or
2 = not important to you?

B_26 (As a reason for not wanting to serve in the military,) is disapproval of your parents ...

1 = important, or
2 = not important to you?

B_27 (As a reason for not wanting to serve in the military,) is lack of value in military training ...

1 = important, or
2 = not important to you?

B_28 (As a reason for not wanting to serve in the military,) is having little in common with people in the service ...

1 = important, or
2 = not important to you?

B_29 (As a reason for not wanting to serve in the military,) is difficulty getting into the military ...

1 = important, or
2 = not important to you?

SKIP	IF NOT OLDER MALE, SKIP TO B.34

SERIES B.30 - B.33 ASKED IN RANDOM ORDER.

B_30 (As a reason for not wanting to serve in the military,) is lack of promotion opportunities ...

1 = important, or
2 = not important to you?

B_31 (As a reason for not wanting to serve in the military,) is lack of adequate retirement benefits ...

1 = important, or
2 = not important to you?

B_32 (As a reason for not wanting to serve in the military,) is lack of opportunities for training ...

1 = important, or
2 = not important to you?

B_33 (As a reason for not wanting to serve in the military,) is lack of adequate medical and dental benefits ...

1 = important, or
2 = not important to you?

B_34 As a last possible reason for not wanting to serve in the military, is current plans for a civilian job ...

1 = important, or
2 = not important to you?

B_35 As far as you know, what is the starting monthly pay for an enlisted person in the military -- before taxes are deducted?

ENTER PAY PER MONTH
FORMAT: 1234
Range = 100 - 9995 → [SKIP TO B.37]
9998 = DK
9999 = RE

B_36 Could you please give me your best guess? (PROBE: Just an estimate will do.)

ENTER PAY PER MONTH
FORMAT: 1234
Range = 100-9995
9998 = DK
9999 = RE } [SKIP TO B.38]

B_37 When you thought of starting monthly pay, did you include any military benefits such as food, housing, and medical benefits?

1 = Yes
2 = No

B_38 The starting monthly pay for an enlisted person is approximately 575 dollars. Knowing this, how likely is it that you will be serving in the military in the next few years? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

B_39 As far as you know, does any service pay a cash bonus for enlisting, in addition to regular monthly pay?

1 = Yes

2 = No
8 = DK
9 = RE
} → [SKIP TO D.1.]

B_40 Which service or services pay a cash bonus for enlisting? [ENTER CODE FOR EACH MENTION. PROBE: Any others?]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
8 = DK
9 = RE
} → [SKIP TO D.1]

B_41 Which service pays the biggest bonus, or do they all pay the same bonus? [PROBE: Just your best guess will do.]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All pay the same bonus

B_42 How much is the biggest cash bonus a person can get for enlisting? [PROBE: Please give me your best estimate.]

ENTER AMOUNT
FORMAT: 12345
Range = 1 - 55555

SKIP	SKIP TO D.1.

Questionnaire Section C -- Guard/Reserve Items

Now, I'm going to read you a list of several things which people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

C_1 First, how likely is it that you will be working in a factory? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely *not*?

C_2 How likely is it that you will be working at a desk in a business office? Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?

C_3 How likely is it that you will be working as a salesperson? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

SERIES C.4 - C.9 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

C_4 How likely is it that you will be serving in the Army National Guard? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_5 How likely is it that you will be serving in the Air National Guard? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_6 How likely is it that you will be serving in the Army Reserves? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_7 How likely is it that you will be serving in the Air Force Reserves? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_8 How likely is it that you will be serving in the Marine Corps Reserves? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_9 How likely is it that you will be serving in the Naval Reserves? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_10 How likely is it that you will be serving in the Active Military? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

SERIES C.11 - C.15 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

C_11 How likely is it that you will be serving on active duty in the Coast Guard? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_12 How likely is it that you will be serving on active duty in the Army? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_13 How likely is it that you will be serving on active duty in the Air Force? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_14 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

C_15 How likely is it that you will be serving on active duty in the Navy? (Would you say...

1 = definitely,
2 = probably,
3 = probably not, or
4 = definitely not?)

SKIP	IF ACTIVE SUBSAMPLE AND YOUNG MALE, SKIP TO D.82 (before 11-3-83) IF ACTIVE SUBSAMPLE AND YOUNG MALE, SKIP TO D.81A1 (after 11-3-83) IF ACTIVE SUBSAMPLE AND NOT YOUNG MALE, SKIP TO D.82. IF ALL C.4 - C.15 = 4, SKIP TO C.17.

C_16 Would you want to serve as an officer or as an enlisted person?

1 = OFFICER
2 = ENLISTED PERSON

C_17 Now I'd like to ask you in another way about the likelihood of your serving in the military. Think of a scale from zero to ten, with "ten" standing for the very highest likelihood of serving and "zero" standing for the very lowest likelihood of serving. How likely is it that you will be serving in the military in the next few years?

ENTER NUMBER
Range = 0 (lowest likelihood) - 10 (Highest likelihood)

SKIP	IF ANY C.4 - C.15 < = 2, SKIP TO C.33

SERIES C.18 - C.27 ASKED IN RANDOM ORDER.

You said that you are not likely to serve in the military. People have different reasons for not wanting to serve in the military. I am going to read you a list of reasons why someone like yourself may not want to serve. For each reason, please tell me if it is an important reason or not an important reason for your not wanting to serve in the military.

C_18 (As a reason for not serving in the military,) is separation from family and friends ...

1 = important, or
2 = not important to you?

C_19 (As a reason for not serving in the military,) is disagreement with the United States' national defense policies ...

1 = important, or
2 = not important to you?

C_20 (As a reason for not serving in the military,) is wanting to continue in school or college ...

1 = important, or
2 = not important to you?

C_21 (As a reason for not serving in the military,) is lack of personal freedom ...

1 = important, or
2 = not important to you?

C_22 (As a reason for not serving in the military,) is what the military pays ...

1 = important, or
2 = not important to you?

C_23 (As a reason for not serving in the military,) is disagreement with the mission and purpose of the Armed Forces ...

1 = important, or
2 = not important to you?

C_24 (As a reason for not serving in the military,) is disapproval of your parents ...

1 = important, or
2 = not important to you?

C_25 (As a reason for not serving in the military,) is lack of value in military training ...

1 = important, or
2 = not important to you?

C_26 (As a reason for not serving in the military,) is having little in common with people in the service ...

1 = important, or
2 = not important to you?

C_27 (As a reason for not serving in the military,) is difficulty in getting into the military ...

1 = important, or
2 = not important to you?

SKIP	IF NOT OLDER MALE, SKIP TO C.32.

SERIES C.28 - C.31 ASKED IN RANDOM ORDER.

C_28 (As a reason for not serving in the military,) is lack of promotion opportunities ...

1 = important, or
2 = not important to you?

C_29 (As a reason for not serving in the military,) is lack of adequate retirement benefits ...

1 = important, or
2 = not important to you?

C_30 (As a reason for not serving in the military,) is lack of oppor_ tunities for training ...

1 = important, or
2 = not important to you?

C_31 (As a reason for not serving in the military,) is lack of adequate medical and dental benefits ...

1 = important, or
2 = not important to you?

C_32 As a last possible reason for not serving in the military, is current plans for a civilian job ...

1 = important, or
2 = not important to you?

C_33 How many days do you think members of the National Guard and Reserve have to participate in drills each month, once their basic training is completed? Do not include summer training. [PROBE: Just your best guess will do.]

ENTER NUMBER
Range = 1-30

C_34 How many days do you think members of the National Guard and Reserves spend at summer training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER
Range = 1-90

C_35 How much money do you think someone beginning service in the Guard or Reserve earns for each eight-hour drill day. [PROBE: Just your best guess will do.]

ENTER NUMBER
Range = 1-555

C_36 Do you think it would help you in a civilian job if you were a member of the National Guard or the Reserves?

1 = Yes
2 = No

C_37 Currently, initial training in most National Guard or Reserve units requires 3 to 6 months, full-time. Do you think an employer would hold a job for you if you were away for active duty training with the National Guard or the Reserves for 3 to 6 months?

1 = Yes
2 = No

C_38 If an employer did hold a position open, do you think you would lose your job seniority during the training period for the National Guard or Reserves?

1 = Yes
2 = No

SKIP	IF A_17 = >2, SKIP TO C.42. IF A_17 = 1 AND 3 <= A_30 <= 4, SKIP TO C.42.

C_39 Does your employer have a specific policy about participation in the National Guard or Reserves?

1 = Yes
2 = No

C_40 With respect to Guard or Reserve participation; would you say your employer is...

1 = positive,
2 = neutral, or
3 = negative?

C_41 Have you ever talked with any supervisor about your employer's policy about the National Guard or Reserves or has any supervisor ever talked about this with you?

1 = Yes
2 = No

C_42 Now, I have a list of benefits and I'd like to know whether you think each one is now available in the National Guard or Reserves? As I read each one, please tell me whether it is now available, or not now available in the National Guard or Reserves. First, what about...

bonuses for joining

1 = Now available
2 = Not now available

free travel overseas while on duty

1 = Now available
2 = Not now available

skill training programs

1 = Now available
2 = Not now available

tuition assistance for civilian education

1 = Now available
2 = Not now available

C_43 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive a 1,000 dollar bonus for joining? Would you...

1 = definitely enlist, → [SKIP TO C.46.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?

C_44 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive a 2,000 dollar bonus for joining? Would you...

1 = definitely enlist, → [SKIP TO C.46.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?

C_45 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive a 3,000 dollar bonus for joining? (Would you...

1 = definitely enlist,
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?)

C_46 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive tuition assistance of 500 dollars per year for up to 4 years of schooling, for a total of 2,000 dollars? (Would you...

1 = definitely enlist, → [SKIP TO C.49.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?)

C_47 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive tuition assistance of 1,000 dollars per year for up to 4 years of schooling, for a total of 4,000 dollars? (Would you...

1 = definitely enlist, → [SKIP TO C.49.]
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?)

C_48 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive tuition assistance of 1,500 dollars per year for up to 4 years of schooling, for a total of 6,000 dollars? (Would you...

1 = definitely enlist,
2 = probably enlist,
3 = probably not enlist, or
4 = definitely not enlist?)

C_49 Is there a National Guard or Reserve unit located close enough to you for you to join?

1 = Yes
2 = No

C_50 Suppose you joined a National Guard or Reserve unit and then moved to another geographic area. Do you think the military would allow you to transfer to another unit or go inactive?

1 = Yes, Military would allow R to transfer or go inactive
2 = No

C_51 If it were possible to transfer or go inactive if you moved to another geographic area, how much would that increase your interest in joining the National Guard or Reserves? Would you become...

1 = very much more interested,
2 = somewhat more interested,
3 = only slightly more interested, or
4 = not at all more interested?

C_52 A new program is being developed by the Armed Forces. Volunteers for this program would join the Individual Ready Reserve for a period of six years and be called to active duty only in case of a national emergency. Normally, the only obligation would be 12 weeks of basic combat training. During the training, volunteers would earn about 575 dollars per month and receive full benefits. There would be no obligation to attend regular meetings or drills during the remainder of the six-year term. If such a program were available to you, how likely would you be to join? Would you be...

1 = very likely to join, → [SKIP TO D.1.]
2 = somewhat likely to join,
3 = only slightly likely to join, or
4 = not at all likely to join?

C_53 If you were to receive a 1,000 dollar bonus for enlisting in the program I just described, how likely would you be to join? Would you be...

1 = very likely to join,
2 = somewhat likely to join,
3 = only slightly likely to join, or
4 = not at all likely to join?

Questionnaire Section D -- Advertising, Recruiter Contact, and Demographic Items

D_1 For what military service or services do you recall seeing or hearing advertising that encouraged people to enlist in one of the active duty services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]

0 = None → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO D.2]
1 = Air Force
2 = Army
3 = Coast Guard
4 = Marine Corps
5 = Navy
6 = National Guard/Reserves
7 = One Ad for All Services
8 = DK → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO D.2]
9 = RE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO D.4]

D_2 Do you recall seeing or hearing any advertising for [EACH SERVICE NOT MENTIONED IN D.1] recently?

the Air Force?

1 = Yes
2 = No
3 = Mentioned in D.1

the Army?

1 = Yes
2 = No
3 = Mentioned in D.1

the Coast Guard?

1 = Yes
2 = No
3 = Mentioned in D.1

the Marine Corps?

1 = Yes
2 = No
3 = Mentioned in D.1

the Navy?

1 = Yes
2 = No
3 = Mentioned in D.1

the National Guard/Reserves?
1 = Yes
2 = No
3 = Mentioned in D.1

one ad for all the services?
1 = Yes
2 = No
3 = Mentioned in D.1

SKIP	IF NONE OF D_2A--D_2G = 1 OR = 3, SKIP TO D.4.

D_3 Other than trying to get you to enlist in the military, what was the main idea the advertising for the (SERVICE SELECTED RANDOMLY FROM ALL SERVICES MENTIONED IN D.1 AND ANY ADDITIONAL SERVICES WHOSE ADVERTISING WAS RECALLED IN D.2) was trying to get across? [PROBE: What did it say or show?]

ENTER VERBATIM RESPONSE.

I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by the...

Army
Air Force
Marine Corps
Navy
} → [SERVICES LISTED IN RANDOM ORDER]

or, by all four active duty services together in the same ad or commercial?

SERIES D.4 - D.8 ASKED IN RANDOM ORDER.

D_4 Who in the military uses the advertising slogan, " Blank. It's not just a job. It's an adventure"?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All four services in same ad

D_5 Who in the military uses the advertising slogan, "The few. The proud. The Blank"?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All four services in same ad

D_6 Who in the military uses the advertising slogan, "Be all you can be"?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All four services in same ad

D_7 Who in the military uses the advertising slogan, "It's a great place to start"?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All four services in same ad

D_8 Who in the military uses the advertising slogan, "Aim high. Blank"?

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All four services in same ad

SKIP	IF OLDER MALE, SKIP TO D.21

D_9 Within the last twelve months, do you recall seeing any advertising in magazines, newspapers, or on billboards for the military?

1 = Yes

2 = No
8 = DK
9 = RE
→ [SKIP TO D.11.]

D_10 For which services did you see this kind of advertising? [PROBE: Any others? ENTER CODE FOR EACH MENTION.]

1 = Army
2 = Navy
3 = Air Force
4 = Marine Corps
5 = Coast Guard
6 = All Active Services
7 = Army National Guard
8 = Army Reserve
9 = Naval Reserve
10 = Air National Guard
11 = Air Force Reserve
12 = Marine Corps Reserve
13 = All Reserves/National Guard

D_11 Within the last twelve months, do you recall seeing advertising on television or hearing any advertising on the radio for the military?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.13.]

D_12 For which services did you see or hear this kind of advertising? [PROBE: Any others? ENTER CODE FOR EACH MENTION.]

1 = Army
2 = Navy
3 = Air Force
4 = Marine Corps
5 = Coast Guard
6 = All Active Services
7 = Army National Guard
8 = Army Reserve
9 = Naval Reserve
10 = Air National Guard
11 = Air Force Reserve
12 = Marine Corps Reserve
13 = All Reserves/National Guard

D_13 Have you ever received any military recruiting literature in the mail without asking for it?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.15.]

D_14 Which services did you get literature about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All Services Together
6 = National Guard
7 = Reserves

D_15 Have you ever made a toll-free call for information about the military?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.17.]

D_16 Which services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All Services Together
6 = National Guard
7 = Reserves

SKIP	SKIP TO D.18

D_17 Do you think you might make a toll-free call for information about the military in the future?

1 = Yes
2 = No

D_18 Have you ever sent a post card or coupon for information about the military?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.20.]

D_19 Which services did you send for information about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
5 = All Services Together
6 = National Guard
7 = Reserves

SKIP	SKIP TO D.21

D_20 Do you think you might mail a post card or coupon for information about the military in the future?

1 = Yes
2 = No

D_21 Have you ever talked with any military recruiter to get information about the military?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.23.]

D_22 What service or services of the military did the recruiter represent? [ENTER CODE FOR EACH MENTION. PROBE: Any other service's recruiter? UNTIL NO MORE MENTIONS.]

1 = Air Force
2 = Army
3 = Marine Corps
4 = Navy
8 = DK
9 = RE
} [SKIP TO D.46.]

SKIP	IF D_22AR = 1, SKIP TO D.24. IF D_22AR ≠ 1 AND D_22BR = 1, SKIP TO D.29. IF D_22AR AND D_22BR ≠1 AND D_22CR = 1, SKIP TO D.34. IF ALL D_22AR - D_22CR ≠ 1 AND D_22DR = 1, SKIP TO D.39.

D_23 Do you think you might talk to a military recruiter to get information about the military in the future?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.46]

D_24 Did the Air Force recruiter represent the..

1 = active Air Force,
2 = the Air Force Reserve, or
3 = the Air National Guard?
4 = Two or more of the components above

SKIP	IF OLDER MALE AND D_22BR = 1, SKIP TO D.29. IF OLDER MALE AND D_22BR ≠ 1, AND D_22CR = 1, SKIP TO D.34. IF OLDER MALE AND D_22BR AND D_22CR ≠ 1 AND D_22DR = 1, SKIP TO D.39. IF OLDER MALE AND ALL D_22BR - D_22DR ≠ 1, SKIP TO D.44

D_25 How did you and the Air Force recruiter get in touch the first time you talked? Did you...

1 = respond to a classified ad,
2 = talk by telephone,
3 = talk at a recruiting station,
4 = talk at a job fair,
5 = talk at school, or
6 = did you get in touch some other way?

D_26 During any of your conversations with the Air Force recruiter, did he tell you to talk to recruiters from other services?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.28.]

D_27 Which other services did he tell you to talk to? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Coast Guard
4 = Marine Corps
5 = Navy
6 = National Guard/Reserves

D_28 When did you last talk with the Air Force recruiter--what month and year was your last contact with an Air Force recruiter?

ENTER MONTH
Range = 1-12

ENTER YEAR
Range = 75-83

SKIP	IF D_22BR ≠ 1 AND D_22CR = 1, SKIP TO D.34. IF D_22BR AND D_22CR ≠1 AND D_22DR = 1, SKIP TO D.39 IF ALL D_22BR - D_22DR ≠ 1, SKIP TO D.45.

D_29 Did the Army recruiter represent the...

1 = active Army,
2 = the Army Reserve, or
3 = the Army National Guard?
4 = Two or more components above

SKIP	IF OLDER MALE AND D_22CR = 1, SKIP TO D.34. IF OLDER MALE AND D_22CR ≠ 1 AND D_22DR = 1, SKIP TO D.39. IF OLDER MALE AND D_22CR AND D_22DR ≠ 1, SKIP TO D.44.

D_30 How did you and the Army recruiter get in touch the first time you talked? Did you...

1 = respond to a classified ad,
2 = talk by telephone,
3 = talk at a recruiting station,
4 = talk at a job fair,
5 = talk at school, or
6 = did you get in touch some other way?

D_31 During any of your conversations with the Army recruiter, did he tell you to talk to recruiters from other services?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.33.]

D_32 Which other services did he tell you to talk to? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Coast Guard
4 = Marine Corps
5 = Navy
6 = National Guard/Reserves

D_33 When did you last talk with the Army recruiter--what month and year was your last contact with an Army recruiter?

ENTER MONTH
Range = 1-12

ENTER YEAR
Range = 75-83

SKIP	IF D_22CR ≠ 1 AND D_22DR = 1, SKIP TO D.39. IF ALL D_22CR - D_22DR ≠ 1, SKIP TO D.45.

D_34 Did the Marine Corps recruiter represent the..

1 = active Marine Corps
2 = the Marine Corps Reserve?
3 = Both of the components above

SKIP	IF OLDER MALE AND D_22DR = 1, SKIP TO D.39. IF OLDER MALE AND D_22DR ≠ 1, SKIP TO D.44.

D_35 How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

1 = respond to a classified ad,
2 = talk by telephone,
3 = talk at a recruiting station,
4 = talk at a job fair,
5 = talk at school, or
6 = did you get in touch some other way?

D_36 During any of your conversations with the Marine Corps recruiter, did he tell you to talk to recruiters from other services?

1 = Yes

2 = No
8 = DK
9 = RE
→ [SKIP TO D.38.]

D_37 Which other services did he tell you to talk to? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Coast Guard
4 = Marine Corps
5 = Navy
6 = National Guard/Reserves

D_38 When did you last talk with the Marine Corps recruiter--what month and year was your last contact with a Marine Corps recruiter?

ENTER MONTH
Range = 1-12

ENTER YEAR
Range = 75-83

SKIP	IF D_22DR ≠ 1, SKIP TO D.45.

D_39 Did the Navy recruiter represent the...

1 = active Navy,
2 = the Naval Reserves?
3 = Both of the components above

SKIP	IF OLDER MALE, SKIP TO D.44.

D_40 How did you and the Navy recruiter get in touch the first time you talked? Did you...

1 = respond to a classified ad,
2 = talk by telephone,
3 = talk at a recruiting station,
4 = talk at a job fair,
5 = talk at school, or
6 = did you get in touch some other way?

D_41 During any of your conversations with the Navy recruiter, did he tell you to talk to recruiters from other services?

1 = Yes

2 = No
8 = DK
9 = RE
→ [SKIP TO D.43.]

D_42 Which other services did he tell you to talk to? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = Air Force
2 = Army
3 = Coast Guard
4 = Marine Corps
5 = Navy
6 = National Guard/Reserves

D_43 When did you last talk with the Navy recruiter--what month and year was your last contact with a Navy recruiter?

ENTER MONTH
Range = 1-12

ENTER YEAR
Range = 75-83

SKIP	SKIP TO D.45

D_44 When did you last talk with a recruiter to get information about the military--what month and year was your last contact with any recruiter?

ENTER MONTH
Range = 1-12

ENTER YEAR
Range = 75-83

D_45 What enlistment options or advantages of joining the service do you remember? [DO NOT READ ITEMS. ENTER CODE FOR EACH MENTION FOR FIRST 8 MENTIONS.]

01 = Cash Bonus
02 = Money for Education After Service
03 = Guaranteed Type of Training
04 = Two-Year Enlistment
05 = Guaranteed Location for Training
06 = Guaranteed Job Assignment at End of Training
07 = Advance Pay Grade
08 = Good Pay
09 = Travel
10 = Adventure
11 = Job Satisfaction
12 = Good People to Work With
13 = Training for Leadership
14 = Equal Opportunity
15 = Skills Training
16 = Other

D_46 Have you ever taken a physical or written test at a military processing station?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.48.]

D_47 About how long ago was that--what month and year did you take a physical or written test at a military processing station?

ENTER MONTH
Range = 01-12

ENTER YEAR
Range = 75-83

SKIP	SKIP TO D.49

D_48 Do you think you might take a physical or written examination at a military processing station in the future?

1 = Yes
2 = No

D_49 Now, I'd like for you to give me your opinions on the following issues.
All 18-year-old males are now required to register for the draft. How do you personally feel about the draft registration requirement? Are you...

1 = strongly in favor of it,
2 = somewhat in favor of it,
3 = neither in favor nor against it,
4 = somewhat against it, or
5 = strongly against it?

D_50 How would you feel about a program that required all young men to give one year of service to the nation--either in the military forces or in non-military work such as in hospitals or with elderly people? Would you...

1 = strongly favor it,
2 = probably favor it,
3 = probably oppose it, or
4 = strongly oppose it?

D_51 And how would you feel about such a program for all young women? (Would you...

1 = strongly favor it,
2 = probably favor it,
3 = probably oppose it, or
4 = strongly oppose it?)

SKIP	IF D_50 >2 AND D_51 > 2, SKIP TO D.53.

D_52 And suppose that the costs of such a national service program made it necessary to increase your taxes by a small amount--say, 5 percent. (Would you...

1 = strongly favor it,
2 = probably, favor it,
3 = probably oppose it, or
4 = strongly oppose it?)

D_53 Do you know anyone who has signed up with one of the military services within the last 6 months?

1 = Yes

2 = No
8 = DK } -[SKIP TO D.58.]
9 = RE

D_54 How many such people do you know?

ENTER NUMBER
Range = 1-15

D_55 Would you describe (any of) them as...

a best friend?

1 = Yes
2 = No

a close relative?

1 = Yes
2 = No

a good friend?

1 = Yes
2 = No

a fellow worker?

1 = Yes
2 = No

a classmate?

1 = Yes
2 = No

an acquaintance?

1 = Yes
2 = No

[FOR D.56-D.57, L48 = FILL-IN DESCRIBING CLOSEST RELATIONSHIP IN D.55.]

D_56 Now, I would like to ask a couple of questions about your [L48] who recently signed up for the military. [PROBE: If there is more than one, think about the [L48] you feel closest to.]
Did your [L48] discuss their decision with you <u>before</u> signing up?

1 = Yes
2 = No

D_57 Did your [L48] discuss their decision with you <u>after</u> they signed up?

1 = Yes
2 = No

D_58 Have any of your close relatives ever served in the military?

1 = Yes
2 = No

D_59 Within the last year or so, have you discussed the possibility of serving in the military with anyone?

1 = Yes
2 = No
8 = DK
9 = RE
→ [SKIP TO D.63.]

D_60 With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Any one else?] [ENTER CODE FOR EACH MENTION.]

1 = Friends
2 = Mother
3 = Father
4 = A Brother or Sister
5 = Some Other Relative
6 = (Boy/Girl)friend or Spouse
7 = A Teacher
8 = A Counselor at School

SKIP	IF D_60AR ≠ 1 AND OLDER MALE, SKIP TO D.62. IF D_60AR ≠ 1 AND NOT OLDER MALE, SKIP TO D.63.

D_61 (Was this a friend.../Were these friends...)

...from school?

1 = Yes
2 = No

...at work?

1 = Yes
2 = No

...in the service?

1 = Yes
2 = No

SKIP	IF NOT OLDER MALE, SKIP TO D.63.

D_62 Have you ever discussed the possibility of serving in the military with...

any co-workers?

1 = Yes
2 = No

any employer?

1 = Yes
2 = No

D_63 If a good friend of yours asked your advice about seeing a military recruiter, would you say it was...

1 = a waste of time,
2 = up to him or her, or
3 = a good idea?

D_64 To help me ask the next few questions correctly, I need to know whether you are currently...

1 = married,
2 = widowed,
3 = separated,
4 = divorced, or
5 = have you never been married? → [SKIP TO D.68.]
8 = DK
9 = RE

D_65 What is your (husband/wife) currently doing? As I read each of several activities, please tell me whether your (husband/wife) is doing that. Is (he/she)...

on active duty in the Armed Forces or attending a service academy?

1 = Yes
2 = No

working for pay at a full-time job?

1 = Yes
2 = No

working for pay at a part-time job?

1 = Yes
2 = No

enrolled in graduate or professional school?

1 = Yes
2 = No

taking academic course(s) at a two-year or four-year college?

1 = Yes
2 = No

taking vocational or technical courses at any kind of school or college?

1 = Yes
2 = No

SKIP	IF D_65A = 1 OR D_65B = 1 OR D_65C = 1, SKIP TO D.67.

D_66 Is your (husband/wife)...

on temporary layoff from work, looking for work, or waiting to report to work?

1 = Yes
2 = No

staying at home without any kind of job?

1 = Yes
2 = No

D_67 What is your (husband/wife)'s annual income before taxes? [PROBE: Just your best guess will do.]

ENTER NUMBER
FORMAT: 12345
Range = 0-99995
DK = 99998
RE = 99999

D_68 Not counting yourself, (but counting your spouse,) how many dependents do you have?

ENTER NUMBER
Range = 0 → [SKIP TO D.70]
1 → [IF D_64 = 1, SKIP TO D.70]
2-10

D_69 Do you have any children below the age of six?

1 = Yes
2 = No

D_70 Have you ever taken a college entrance examination such as the PSAT (Preliminary Scholastic Aptitude Test), the SAT (Scholastic Aptitude Test), or the ACT (American College Testing Program)?

1 = Yes → [SKIP TO D.72.]
2 = No → [IF OLDER MALE, SKIP TO D.72.]

SKIP	IF A_4 <9 AND A_11 = 2, SKIP TO D.75

D_71 In the future do you plan to take a college entrance examination?

1 = Yes
2 = No

SKIP	IF A_4 <9 AND A_11 = 2, SKIP TO D.75

D_72 What grades (do/did) you usually get in high school?

1 = Mostly A's (A numerical average of 90-100)
2 = Mostly A's and B's (85-89)
3 = Mostly B's (80-84)
4 = Mostly B's and C's (75-79)
5 = Mostly C's (70-74)
6 = Mostly C's and D's (65-69)
7 = Mostly D's and F's (64 and below)

D_73 (Is/Was) your high school program...

1 = academic or college preparatory,
2 = commercial or business training,
3 = or vocational or technical?

D_74 Now I have a list of high school mathematics and technical courses. As I read each one, please tell me whether you have taken (or plan to take) that course in regular high school.

Elementary algebra

1 = Yes
2 = No

Plane geometry

1 = Yes
2 = No

Business math

1 = Yes
2 = No

Computer science

1 = Yes
2 = No

Intermediate algebra

1 = Yes
2 = No

Trigonometry

1 = Yes
2 = No

Calculus

1 = Yes
2 = No

Physics

1 = Yes
2 = No

D_75 What is the highest grade or year of school or college that your father completed?

07 = Less than 8th Grade
08 = 8th Grade
09 = 9th Grade
10 = 10th Grade
11 = 11th Grade
12 = 12th Grade
→ [SKIP TO D.77]

13 = 1st Year College/Comm./Voc./Trade School (FR)
14 = 2nd Year College/Comm./Voc./Trade School (SO)
15 = 3rd Year College (JR)
16 = 4th Year College (SR)
17 = 5th Year College/1st Year Grad/Prof School
18 = 2nd Year Graduate/Professional School
19 = 3rd Year Graduate/Professional School
20 = More than 3 Years Graduate/Professional School (Ph.D., M.D., L.L.B., D.D.S.)

D_76 What kind of school or college did he attend for that grade or year? Was it...

1 = vocational, business, or trade school,
2 = junior or community college,
3 = four-year college or university, or
4 = graduate or professional school?

D_77 What is the highest grade or year of school or college that your mother completed?

07 = Less than 8th Grade
08 = 8th Grade
09 = 9th Grade
10 = 10th Grade
11 = 11th Grade
12 = 12th Grade
→ [SKIP TO D.79]

13 = 1st Year College/Comm./Voc./Trade School (FR)
14 = 2nd Year College/Comm./Voc./Trade School (SO)
15 = 3rd Year College (JR)
16 = 4th Year College (SR)
17 = 5th Year College/1st Year Grad/Prof School
18 = 2nd Year Graduate/Professional School
19 = 3rd Year Graduate/Professional School
20 = More than 3 Years Graduate/Professional School (Ph.D., M.D., L.L.B., D.D.S.)

D_78 What kind of school or college did she attend for that grade or year? Was it...

1 = vocational, business, or trade school, or
2 = junior or community college, or
3 = four-year college or university, or
4 = graduate or professional school?

D_79 Do you personally own your own home?

1 = Yes
2 = No

D_80 Just to be sure we are representing all groups in our survey, please tell me whether you consider yourself... [IF "HISPANIC" PROBE: Do you consider your race to be white or black?]

1 = White?
2 = Black?
3 = Asian or Pacific Islander? (INCLUDES CHINESE, JAPANESE, FILIPINO, KOREAN, VIETNAMESE, PACIFIC ISLANDER, ASIAN INDIAN, OR OTHER ASIAN)
4 = American Indian or Alaskan Native?

D_81 Are you of Hispanic background? [INCLUDES SPANISH-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, CHICANO, CUBAN-AMERICAN, ETC.]

1 = Yes, Hispanic background
2 = No, not Hispanic background

SKIP	IF ACTIVE SUBSAMPLE AND RAND_NO2 <5, SKIP TO C.1. IF ACTIVE SUBSAMPLE AND RAND_NO2 =>5 AND YOUNG MALE, SKIP TO D.82 (before 11-4-83). IF ACTIVE SUBSAMPLE AND RAND_NO2 =>5 AND YOUNG MALE, SKIP TO D.81A1 (after 11-3-83). IF ACTIVE SUBSAMPLE AND RAND_NO2 =>5 AND NOT YOUNG MALE, SKIP TO D.82. IF RESERVE SUBSAMPLE AND RAND_NO2 <19, SKIP TO B.1 IF RESERVE SUBSAMPLE AND RAND_NO2 =>19 AND YOUNG MALE, SKIP TO D.82 (before 11-4-83). IF RESERVE SUBSAMPLE AND RAND_NO2 =>19 AND YOUNG MALE, SKIP TO D.81A1 (after 11-3-83). IF RESERVE SUBSAMPLE AND RAND_NO2 =>19 AND NOT YOUNG MALE, SKIP TO D.82.

Now we would like to get your opinions about some recent events involving the military.

D_81A1 What, if any, effect has the bombing of Marines in Lebanon had on the likelihood that you would voluntarily enlist in the Armed Forces? Would you say that you are ...

1 = much more likely to enlist,
2 = somewhat more likely to enlist,
3 = neither more nor less likely to enlist,
4 = somewhat less likely to enlist, or
5 = much less likely to enlist?

D_81A2 What, if any effect has the military action in Grenada had on the likelihood that you would voluntarily enlist in the Armed Forces? Would you say that you are ...

1 = much more likely to enlist,
2 = somewhat more likely to enlist,
3 = neither more nor less likely to enlist,
4 = somewhat less likely to enlist, or
5 = much less likely to enlist?

D_82 Now, I need to record your Social Security Number. By law, you do not have to tell me your Social Security Number, but it would help our study--so, can you tell me what it is? [PROBE: Would you look it up? I'll wait.]

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.
FORMAT: 123456789
C = Can't remember and can't find readily (DK)
DK = Doesn't know
N = No SSN
R = Refusal
RE = Refusal
X = Asked questions

SKIP	IF D_82 ≠ R, RE, or X, SKIP TO Closing Statement

D_83 We need this information for use in another study that matches enlistments in the Armed Forces to some of the ideas we've been discussing in this interview.

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.
FORMAT: 123456789
C = Can't remember and can't find readily (DK)
DK = Doesn't know
N = No SSN
R = Refusal
RE = Refusal


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