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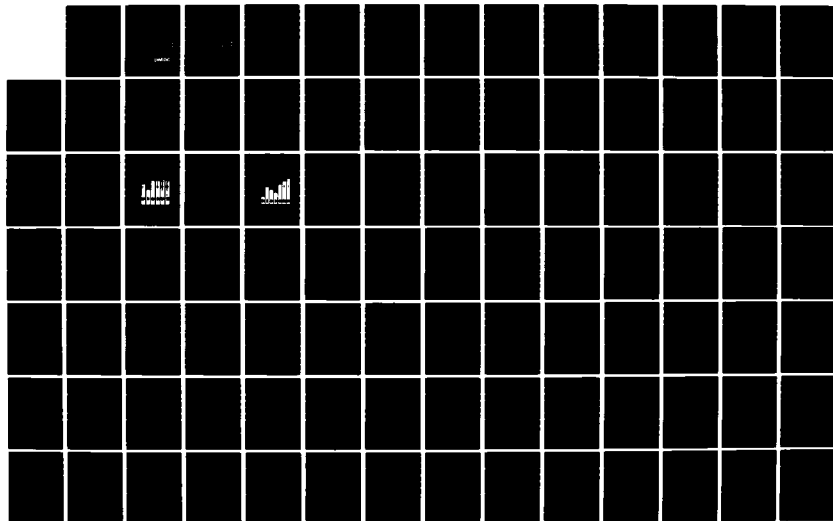
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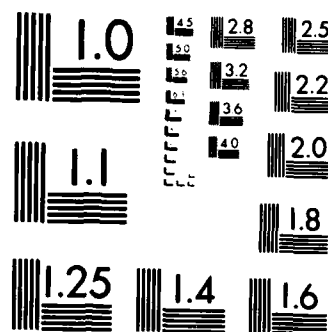
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YOUTH ATTITUDE TRACKING STUDY II
RESEARCH TRIANGLE INSTITUTE
FALL 1983
REPORT

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YOUTH ATTITUDE TRACKING STUDY II

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Research conducted for the Defense Supply Service under Contract MDA-903-83-C-0172 to the Research Triangle Institute.

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.

TABLE OF CONTENTS

	<u>Page</u>
PREFACE.	xi
EXECUTIVE SUMMARY.	xiii
1. MANNING THE FORCE: A RECRUITING PERSPECTIVE.	1
A. Overview	1
B. Recruiting Goals and Successes	2
C. Minority and Female Representation	4
D. Future Recruiting Challenges	7
2. INTRODUCTION TO THE YOUTH ATTITUDE TRACKING STUDY II. . .	11
A. Objectives of YATS II.	11
B. The Reconfigured YATS II Survey.	11
1. Distinctive Features.	12
2. Propensity as an Organizing Theme	12
3. Market Groups	13
4. Active/Reserve Subsamples	15
C. Organization of Report	15
1. Active Services	15
2. Reserve Components.	16
3. METHODOLOGY OF YATS II.	19
A. Sampling Design Overview	19
B. Data Collection Procedures	23
1. The CATI System	23
2. Phased Approach to Data Collection.	23
C. Survey Response Data and Performance Rates	24
D. Survey Questionnaire	27
1. Content of the Interview.	27
2. Configuration of Active and Reserve Items . . .	27
E. Respondents.	28

ACTIVE SERVICES

4. ENLISTMENT PROPENSITY OVERVIEW.	33
A. The Measurement of Propensity.	34
B. Basic Results.	35
1. Service-Specific and Composite Propensity . . .	35
2. Trends in Positive Composite Propensity	37
3. Unaided Mentions of Plans to Join the Military. .	39
4. Demographic Profiles of Composite Propensity Groups.	39
C. Summary.	42

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TABLE OF CONTENTS (continued)

	<u>Page</u>
5. ORIENTATIONS TOWARD MILITARY SERVICE.	45
A. Attitudinal Issues	45
1. Propensity and Attitudes Toward Draft Registration.	45
2. Propensity and Attitudes Toward a National Service Program	47
B. Enlistment Incentives.	47
1. Propensity and Knowledge of Monthly Starting Pay	49
2. Effect of Starting Pay Information on Probability of Serving.	49
3. Propensity and Knowledge of Enlistment Bonuses.	53
C. Reasons for Not Joining the Military	55
D. Military Service and Other Plans	55
E. Composite Propensity and Guard/Reserve Propensity.	59
F. Summary.	61
6. EFFECTS OF LEBANON/GRENADA INCIDENTS.	65
A. Methodology of Assessing Effects of Incidents.	65
1. Data Collection Procedures.	65
2. Respondents	66
3. Analytical Approaches	66
4. Limitations and Strengths of the Research Design.	68
B. Before-After Analyses.	69
1. Overall Before-After Differences.	70
2. The Impact of Time Relative to the Incidents.	73
3. Attribution of Change in Propensity to the Incidents	73
4. Effects of the Incidents on Other Selected Issues.	76
C. Pre-Post Analyses.	76
1. Overall Pre-Post Differences.	79
2. Attribution of Changes in Propensity to the Incidents	80
D. Summary.	80
7. SEGMENTING THE YOUNG MALE RECRUITING MARKET	85
A. Recruiting Priority Groups	85
1. Defining Enlistment Desirability.	85
2. Classification of Recruiting Priority Groups	87

TABLE OF CONTENTS (continued)

	<u>Page</u>
B. Characteristics of Recruiting Priority Groups.	90
C. Enlistment Prospects of Recruiting Priority Groups	95
D. Multivariate Analyses of Propensity for Recruiting Priority Groups.	100
1. Measures.	100
2. Analytical Approach of Regression Analysis.	101
3. Modeling Positive Composite Propensity.	102
E. Summary.	106
 8. INFORMATION SEEKING AND RECRUITER CONTACT OF RECRUITING PRIORITY GROUPS	 109
A. Advertising Awareness.	109
B. Recognition of Service Advertising Slogans	111
C. Media-Specific Awareness of Service Advertising.	113
D. Informal Sources of Information.	116
E. Information Seeking by Mail and Telephone.	116
F. Contact with Recruiters.	116
G. Physical and Written Tests	120
H. Levels of Information Exposure	120
I. Summary.	123
GUARD/RESERVE	
 9. GUARD/RESERVE ENLISTMENT PROPENSITY	 127
A. Definition and Measurement of Enlistment Propensity.	127
B. Basic Results.	128
1. Component Specific and Composite Propensity	128
2. Demographic Profiles of Composite Propensity Groups.	130
C. Relationship between Two Measures of Propensity.	130
D. Summary.	133
 10. ORIENTATION TOWARD RESERVE COMPONENTS	 135
A. Enlistment Incentives and Disincentives.	135
1. Knowledge of Pay and Time Required for Guard/Reserve Participation	135
2. Knowledge of Availability of Benefits in the Guard/Reserve	137
3. Effects of Cash Bonuses and Tuition Assistance.	139
4. Perceived Influence of Guard/Reserve Participa- tion on a Civilian Job.	145

TABLE OF CONTENTS (continued)

	<u>Page</u>
B. Attitudinal Issues	148
1. Draft Registration.	148
2. National Service Program.	150
C. Reasons for Not Joining the Military	150
D. Guard/Reserve Service and Other Plans.	152
E. Likelihood of Joining An Individual Ready Reserve Program.	156
1. Likelihood of Joining the IRR Program	156
2. Effect of Cash Enlistment Bonus on IRR Program	158
F. Summary.	160
 11. DESCRIBING THE RECRUITING MARKET.	 163
A. Modified Recruiting Priority Groups.	163
B. Characterizing Guard/Reserve Recruiting.	164
1. Basic Sociodemographic Characteristics.	164
2. Employment Characteristics.	164
3. Educational Characteristics	167
C. Enlistment Prospects of High School Status Groups.	167
1. Propensity to Serve	167
2. Reasons for Not Joining the Military.	170
D. Multivariate Analyses of Propensity for Recruiting Priority Groups.	170
E. Summary.	172
 12. INFORMATION-SEEKING AND RECRUITER CONTACT AMONG HIGH SCHOOL STATUS GROUPS.	 175
A. Advertising Awareness.	175
B. Types of Advertising, Mail and Telephone Information Seeking	175
C. Informal Sources of Information.	177
D. Recruiter Contact and Test-Taking.	177
E. Levels of Information Exposure	181
F. Summary.	181
 REFERENCES	 185
Appendix A: Sampling Design and Estimation Procedures	187
Appendix B: Estimated Sampling Errors	195
Appendix C: Distribution of Other Enlistment Propensity Among Active and Reserve Section Respondents.	201
Appendix D: Comparing 1982 and 1983 YATS Survey Data for Young Males	209
Appendix E: Alternate Measures of Propensity.	229
Appendix F: Survey Questionnaire.	241

LIST OF TABLES

<u>Table No.</u>		<u>Page</u>
1.1	Minorities as a Percentage of FY 1983 Active Duty Non-Prior Service Accessions	6
1.2	FY 1983 Female Non-Prior Service Accessions and End Strength	7
2.1	Relationship of YATS, RCAS, and YATS II Surveys. . .	14
3.1	Distribution of the Young Male Sample.	21
3.2	Response Data and Performance Rates.	26
3.3	Market Group and Subsample Respondents	28
3.4	Sociodemographic Characteristics of Active Portion Respondents.	29
3.5	Sociodemographic Characteristics of Reserve Portion Respondents.	30
4.1	Distribution of Propensity to Enlist in the Active Military	36
4.2	Unaided Mentions of Interest in Serving in the Military	40
4.3	Composite Propensity and Sociodemographic Characteristics.	41
5.1	Attitudes Toward Draft Registration.	46
5.2	Composite Active Propensity and Attitudes Toward National Service Programs.	48
5.3	Knowledge of Monthly Starting Pay by General Intention.	50
5.4	Effect of Being Informed of Actual Starting Pay on General Intention to Serve in the Military. . . .	52
5.5	Knowledge About Cash Enlistment Bonus.	54
5.6	Comparison of Reasons for Not Joining the Military .	56
5.7	General Intention to Join the Military by Alternative Plans.	57
5.8	Composite Propensity and Guard/Reserve Propensity. .	60

LIST OF TABLES (continued)

	<u>Page</u>
6.1 Distributions of Service-Specific and Composite Enlistment Propensity Responses for Young Males Before and After the Lebanon-Grenada Incidents . . .	71
6.2 Estimates of Positive Composite Propensity for Young Males Before and After Lebanon-Grenada Incidents.	72
6.3 Effects of Time Relative to the Lebanon-Grenada Incidents on Composite Enlistment Propensity for Young Males.	74
6.4 Attribution of Change in Propensity to Lebanon-Grenada Incidents for Young Males Interviewed After the Incidents.	75
6.5 Attitudes Toward Military Issues and Planned Contact with Recruiters for Young Males Before and After Lebanon-Grenada Incidents.	77
6.6 Distributions of Service-Specific and Composite Enlistment Propensity Responses Among Young Males Reinterviewed After the Lebanon-Grenada Incidents. .	78
6.7 Pre-Post Changes in Propensity for Young Males Reinterviewed After the Lebanon-Grenada Incidents. .	81
6.8 Attribution of Change in Propensity for Young Males Reinterviewed After the Lebanon-Grenada Incidents. .	82
7.1 Construction of Recruiting Priority Groups.	89
7.2 Selected Sociodemographic Characteristics of Young Male Recruiting Priority Groups	91
7.3 Educational Characteristics of Young Male Recruiting Priority Groups.	93
7.4 Employment Characteristics of Young Male Recruiting Priority Groups.	94
7.5 Enlistment Propensity of Young Male Recruiting Priority Groups.	96
7.6 Reasons for Not Wanting to Serve in the (Active) Military Among Recruiting Priority Groups	97
7.7 Knowledge of Monthly Starting Pay and Cash Enlistment Bonus Among Recruiting Priority Groups.	98
7.8 Regression Models of Positive Composite Propensity for Recruiting Priority Groups for Young Males. . .	104

LIST OF TABLES (continued)

	<u>Page</u>
8.1 Levels of Awareness of Active Service Advertising. .	110
8.2 Order of Mention for Recall of Service Advertising .	112
8.3 Recognition of Service Advertising Slogans	114
8.4 Receipt of Recruiting Literature and Awareness of Print and Broadcast Media Advertising.	115
8.5 Informal Sources of Information About Military Service.	117
8.6 Information-Seeking by Mail and Telephone.	118
8.7 Contact with Recruiters by Branch of Active Service Represented and Method of First Contact for Recruiting Priority Groups.	119
8.8 Content of Discussions with Recruiters	121
8.9 Physical or Written Test-taking at a Military Entrance Processing Station.	122
8.10 Levels of Information Exposure	125
9.1 Distribution of Propensity to Enlist in the Reserve Components	129
9.2 Propensity and Sociodemographic Characteristics of Guard/Reserve Subsample.	131
9.3 Reserve Components Composite Propensity and the General Likelihood of Serving.	132
10.1 Knowledge of Pay and Time Required to Participate in the Reserve Components.	136
10.2 Knowledge of Availability of Benefits in the National Guard or Reserves.	138
10.3 Likelihood of Enlisting if Cash Bonus Available. . .	140
10.4 Likelihood of Enlisting if Tuition Assistance Available	141
10.5 Incremental Effects of Cash Bonus and Tuition Assistance on Propensity to Enlist	143
10.6 Perceived Influence of Guard/Reserve Participation on a Civilian Job.	146

LIST OF TABLES (continued)

	<u>Page</u>
10.7 Attitudes Toward Draft Registration and Guard/Reserve Propensity	149
10.8 Guard/Reserve Propensity and Attitudes Toward National Service Program	151
10.9 Reasons for Not Joining the Military	153
10.10 Guard/Reserve Propensity by Alternative Plans.	155
10.11 Propensity to Enlist in the Individual Ready Reserve (IRR) Program.	157
10.12 Effects of \$1,000 Bonus on Plans to Join the Individual Ready Reserve	159
11.1 Selected Sociodemographic Characteristics for High School Status Group	165
11.2 Employment Characteristics for High School Status Groups	166
11.3 Educational Characteristics for High School Status Groups.	168
11.4 Guard/Reserve Positive Propensity for High School Status Groups.	169
11.5 Reasons for Not Wanting to Serve by High School Status	171
12.1 Levels of Awareness of Service Advertising for High School Status Groups.	176
12.2 Type of Advertising and Mail/Telephone Information for Young Males by High School Status Groups	178
12.3 Informal (Non-Military) Sources of Information About Serving in the Military for High School Status Groups.	179
12.4 Recruiter Contact and Test-taking for High School Status Groups.	180

LIST OF TABLES (continued)

		<u>Page</u>
12.5	Content of Discussions with Recruiters for High School Status Groups	182
12.6	Levels of Information Exposure for High School Status	183
A.1	Precision Requirements Used to Design the Sample .	190
C.1	Distribution of Other Enlistment Propensity Among Active Section Respondents	206
C.2	Distribution of Active Enlistment Propensity Among Guard/Reserve Section Respondents.	207
D.1	1982 Age-Race Adjustment Factors Used in National Weights for Young Males.	213
D.2	1982 MEPS and Race Adjustment Factors Used in Weights for Young Males.	214
D.3	Young Male Sample Characteristics and Population Estimates (in thousands)	217
D.4	Young Male Sample Characteristics and Raw Counts . .	219
D.5	Young Male Positive Propensity by Service and Age, 1982 and 1983.	221
D.6	YATS 1982 Young Male Propensity Estimates Standardized Using YATS 1983 Weighting Classes.	223
D.7	YATS 1983 Young Male Propensity Estimates Standardized Using YATS 1982 Weighting Classes.	224
D.8	YATS 1982 Positive Propensity for Young Males with and Without Standardization to YATS 1983 Age Distributions.	226
D.9	Comparison of 1982-1983 Propensity for Young Males .	228

LIST OF TABLES (continued)

		<u>Page</u>
E.1	Composite Active Propensity and Related Measures of Propensity for Young Males.	232
E.2	Composite Propensity and Related Measures of Propensity for Older Males	233
E.3	Composite Propensity and Related Measures of Propensity for Females	234
E.4	Correlation Coefficients Among Propensity Measures for Young Males.	239

LIST OF FIGURES

<u>Figure No.</u>		<u>Page</u>
1.1	DoD Active Duty Recruiting Percentage of Objectives Achieved	3
1.2	High School Diploma Graduates Percentage Total Active Duty Non-Prior Service Accessions.	5
4.1	Trends in Positive Propensity to Serve on Active Duty in Specific Services and Any Service for Young Males.	38

PREFACE

This report documents a study performed by Research Triangle Institute under Contract MDA 903-83-C-0172 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Manpower, Installations and Logistics)--OASD(MI&L)--and the Military Services.

The Youth Attitude Tracking Study II (YATS II) is a key component of the Joint Market Research Program, a program of studies which contribute to policy formation and the development of recruiting marketing strategies. Input into the program by the Military Services is provided through the Joint Market Analysis and Research Committee (JMARC). YATS II provides annual data about the propensity of young men and women to enlist in the active military and in the reserve components and measures their awareness of military advertising, contact with recruiters, and knowledge of the financial incentives for enlisting.

The Project Director for the 1983 YATS II was Dr. Robert M. Bray of Research Triangle Institute. L. Lynn Guess had responsibility for instrument development, Dr. Robert E. Mason for the sampling design, and Donald G. Smith for overall data collection with coordination of data collection at Amrigon by Ronald Smith. Dr. Mary Ellen Marsden made substantial contributions to the analyses and writing of the final report. Dr. James R. Chromy and Fredrick W. Immerman performed the special analysis presented in Appendix D for comparing the 1982 and 1983 YATS surveys. Lillian Clark completed the enormous typing and clerical requirements. Many other staff members contributed to the success of this project. Thanks are due to the tireless efforts of the telephone survey staff in completing the interviews, both at RTI and Amrigon in Detroit; to Dr. Richard A. Kulka for CATI file design and implementation; to Stephanie A. Pierson and Janice L. Whelan for CATI programming; to S. Gail Craddock and Scott S. Sweetland for execution of the data analyses; to Elizabeth Cavanaugh for editorial assistance; and to Dr. Daniel G. Horvitz for his interest and support.

Research Triangle Institute would like to acknowledge the efforts of several individuals from the Department of Defense in the successful completion of this study. At the Defense Manpower Data Center, Dr. Zahava D. Doering, Chief, Survey and Market Analysis Division, provided overall

guidance during the effort. J.J. Miller, Chief, Market Research Branch, and Dr. Sue T. Bridges served as principal DoD contacts who provided specific direction during all stages of the effort. Vonda L. Kiplinger provided valuable technical assistance in the areas of sample design and selection. Dr. Michael T. Laurence made a vital contribution in consolidating the 1982 YATS and 1982 Reserve Components Attitude Study (RCAS) versions of the questionnaire and is the author of Chapter 1.

In OASD(MI&L), Dr. G. Thomas Sicilia, former Director for Accession Policy, CAPT Louise C. Wilmot (U.S. Navy), Deputy Director for Accession Policy, and LTC John A. Ford provided critical policy guidance. Finally, we would like to thank members of JMARC, and the executive committee in particular, who provided valuable input into the questionnaire construction and analytic design areas.

EXECUTIVE SUMMARY

Military recruiters and leaders face the continuing challenge of maintaining mandated manpower strengths of the Armed Forces. They seek high quality recruits who will be successful in adapting to military life, learning the skills of an occupational specialty, and performing their jobs. To meet this objective, the Department of Defense has a continuing need for current information about the backgrounds, attitudes, and motivations of young men and women and their intentions to serve in the military.

Information on these issues has been provided by two series of surveys: the Youth Attitude Tracking Study (YATS) which began in 1975, and the Reserve Component Attitude Study (RCAS) which began in 1977. YATS surveys have examined the intentions of youth (16 to 21 years old) to join the active military, whereas RCAS surveys have examined the intentions of youth and young adults (17 to 26 years old) to join the Reserve components. In 1983, YATS and the non-prior service portion of RCAS were reconfigured into a single study design--the Youth Attitude Tracking Study II (YATS II). This report describes the 1983 YATS II survey conducted by Research Triangle Institute (RTI) with the assistance of Amrigon Enterprises, Inc.

A. Research Objectives

YATS II survey data build upon the YATS and RCAS studies of previous years but have several distinctive features. The intent is to provide an integrated understanding of factors that influence enlistment propensity and to present information that is readily usable by recruiting managers, advertising personnel, military commanders and other governmental officials. Propensity is defined as the likelihood of joining military service.

The conduct of YATS II was guided by several broad objectives aimed at meeting the needs of various users of the data. The objectives were to:

- Assess current levels of propensity to enlist in the active military and in the Reserve components.
- Assess trends in propensity to enlist in the active military.
- Measure the attitudes and motivations of potential recruits.
- Assess the effectiveness of DoD recruiting advertising programs.

- Examine the potential effect of enlistment incentives.
- Conduct a market segmentation analysis of groups of youth and young adults as a basis for more effectively targeting recruiting efforts.

YATS II builds on the approaches of prior YATS and RCAS surveys to accomplish these objectives. Data were obtained from three recruiting market groups of interest to the military:

- young males ages 16 to 21
- older males ages 22 to 29
- females, ages 16 to 21

There are several distinguishing features of the current study. For the first time, a Computer Assisted Telephone Interviewing (CATI) system was used for data collection. CATI was implemented based on a sampling design that used a random digit dialing procedure. A market segmentation analysis identified five Recruiting Priority Groups on the basis of educational status and average grades earned in high school. This approach promises to provide useful information with which to target recruiting efforts. Exploratory multivariate analyses were conducted that examined the effects of a set of variables on propensity to join the Services.

B. Organization of the Report

The merging of the YATS and RCAS surveys in the YATS II survey resulted in some respondents being asked questions about their likelihood of serving in the active Services (the active subsample) and others being asked about their likelihood of serving in the Reserve components (the Guard/Reserve subsample). Both subsamples were asked the basic set of questions about enlistment incentives, advertising, recruiter contact, and sociodemographic characteristics.

Results of separate analyses for the active subsample and Guard/Reserve subsample are presented in separate sections of the report. Data are presented for young males, older males, and females in each of these sections.

C. Methodology (Chapter 3)

YATS is a reconfigured study based on prior YATS and RCAS studies. The YATS surveys were begun in the fall of 1975 as a semi-annual survey of young males aged 16 to 21. In 1980, females aged 16 to 21 were also interviewed

and the study became an annual survey. RCAS began as an annual survey in 1977 of males and females aged 17½ to 26. Beginning in 1981, data were based on respondents aged 17 to 26.

Usable interviews were obtained from 7,414 persons (4,948 young males, 1,153 older males, 1,313 females). The interview averaged 30 minutes, and final response rates were 71.9 percent for young males, 70.4 percent for older males and 77.5 percent for females.

ACTIVE SERVICES

Analyses of the active subsample focus on the following broad areas:

- propensity of young males, older males, and females to join the active Services
- attitudes toward military service
- awareness of enlistment incentives
- reasons for not joining the military
- alternate plans for the next few years
- segmentation of young males into Recruiting Priority Groups
- information seeking and recruiting contact by Recruiting Priority Groups

D. Enlistment Propensity Overview (Chapter 4)

Positive composite propensity is a measure of the percentage of respondents who stated they either "definitely" or "probably" will be serving in one or more of the four active duty Services in the next few years. In 1983, positive composite propensity was:

- 35.4 percent for young males
- 13.8 percent for older males
- 11.7 percent for females

For all market groups, respondents with positive propensity are more likely than those with negative propensity to have less education, to be unemployed and looking for work, to be younger, to be nonwhite and to be unmarried. Unaided mentions of young males to join the military were 10 percent for 1983.

Trends in propensity and unaided mentions for young males appear in Table X.1. Documentation of previous YATS surveys indicates that previous data were weighted to the total 16-to-21-year-old population based on three factors: age, race and geography. Certain groups such as those with prior or current military service and those with two or more years of college were excluded from the sample but included in the population counts used for weighting. The weighting scheme used in 1983 produces better estimates of the recruiting market as defined by the survey eligibility criteria and provides a more accurate baseline for future trends.

In order to assess more accurately the relationship between the 1982 and 1983 findings, the 1982 data were reweighted using adjustment factors similar to those used to weight the 1983 data. Comparison of the 1982 reweighted data and the 1983 data showed no significant differences in composite positive propensity toward any active duty Services (35.8 percent vs. 35.4 percent). Similarly, there were no significant differences in propensity toward serving in the Army (16.0 percent vs. 17.5 percent), the Navy (14.4 percent vs. 13.0 percent), the Marine Corps (11.7 percent vs. 12.1 percent), or the Air Force (18.7 percent vs. 18.8 percent). Unaided mentions did show a significant increase between 1982 and 1983 from 8.4 percent to 10.0 percent.

E. Orientations Toward Military Service (Chapter 5)

The decision to join the active Services may be viewed in the context of weighing the attractiveness and availability of certain military and nonmilitary alternatives. Attitudes toward the military and military issues, the propensity to join the Reserve forces, the level of knowledge about enlistment incentives, specific reasons for not joining the military and the existence of alternative plans for employment or schooling are relevant factors in the decision.

Most respondents are not opposed to draft registration but are not overwhelmingly favorable toward it. A requirement that 18-year-old males register for the draft was favored by 52 percent of young males, 63 percent of older males, and 43 percent of females. They are divided over the issue of the desirability of a proposed national service program for males or females. About half of young males, older males, and females favored a one-year national service program for males and slightly fewer favored such a program for females. Those with positive propensity are more likely than

Table X.1. National Trends in Young Male Positive Propensity^a

Service	Year of Survey										Change Fall '83, Fall '82 Reweighted
	Fall '75	Fall '76	Fall '77	Fall '78	Fall '79	Fall '80	Fall '81	Fall '82	Fall '82 ^c Reweighted	Fall '83	
Any Active Duty Service	31.2	26.4	29.9	28.2	27.6	30.0	30.5	32.7	35.8	35.4	-0.4
Army	18.4	14.5	12.7	11.8	11.8	13.0	13.2	14.5	16.0	17.5	+1.5
Navy	19.6	16.5	15.5	14.4	13.4	13.1	14.0	13.0	14.4	13.0	-1.4
Marine Corps	14.9	12.4	11.0	10.0	10.0	10.8	11.0	10.5	11.7	12.1	+0.4
Air Force	20.4	17.9	15.7	15.6	15.3	18.6	18.5	17.4	18.7	18.8	+0.1
Unaided Mentions of Joining ^b	8.9	6.2	5.5	4.7	5.0	5.7	5.9	7.1	8.4	10.0	+1.6

Note: Tabled values are percentages.

^aPositive propensity respondents are those who stated they either "definitely" or "probably" will be serving in one or more of the four active Services in the next few years.

^bRefers to any of the Military Services not just active duty Services.

^cThe estimation and weighting procedures used in 1983 were sufficiently different from those used in 1982 to account for some of the observed differences between the two years; therefore, the 1982 data were reweighted using factors similar to those used to weight the 1983 data.

^dNone of the differences between "Fall '82 Reweighted" and "Fall '83" are statistically significant at the 95 percent confidence level except "unaided mentions of joining."

those with negative propensity to favor draft registration and a proposed national service program.

Enlistment incentives such as monthly pay and bonuses are known to affect the decision to enlist. The level of knowledge about the amount of monthly starting pay and the existence and amount of enlistment bonuses is low considering the effect incentives have on enlistment behavior. One-fourth of males and 40 percent of females were unable to provide an estimate of monthly starting pay, but, among those who did, estimates on the average were only \$75 lower than the actual pay. One-third of males and one-fifth of females correctly believed that the Services pay an enlistment bonus. Median estimates of the maximum amount of the enlistment bonus are lower than actual bonus amounts.

Neither knowledge of monthly starting pay nor enlistment bonuses is strongly related to the propensity to join the military. Being informed of the correct amount of starting pay affected the general intention to join the military of about one-third of respondents, but its effect was generally consistent with expectations. Of the changers, respondents who initially underestimated pay tended to become more positive toward joining the military, whereas those who overestimated pay tended to become more negative. Additional research may be needed to explain the impact of incentives given the low knowledge levels and apparent small effect knowledge of incentives has on propensity.

Primary reasons those with negative propensity do not plan to join the military, cited by 60 percent or more of respondents, were:

- plans for a civilian job
- lack of personal freedom
- separation from friends and family
- expecting to continue in school or college*

Reasons cited less frequently for not joining the military were disagreement with national defense policy and the purposes of the military, the value of military training, or personal concerns such as having something in common with others, or the disapproval of parents.

* Only 44 percent of older males cited this reason.

College, vocational or technical school, and working at a desk in a business office are frequently mentioned plans for the next few years, in most cases more often cited than joining the military. Those who indicate they plan to join the military also frequently cite alternative plans such as additional schooling.

The propensity of active subsample respondents to join the Reserve components is lower than the propensity to join the active Services, but some state they are likely to join either.

F. The Effects of the Lebanon and Grenada Incidents on Propensity
(Chapter 6)

The Lebanon and Grenada incidents occurred during interviewing for YATS II. The effects of the incidents on propensity and related attitudes of young males were investigated using two approaches:

- a comparison of the responses of those interviewed before and those interviewed after the incidents
- a comparison of the responses of a subsample of those who were interviewed before the incidents and reinterviewed after the incidents

The first set of comparisons suggests that the incidents had no effect on the propensity of young males, while the reinterviews suggest a positive effect. Although the two sets of analyses yield somewhat different findings, neither analysis suggests that the effects were large or long-lasting. This would indicate that short term incidents such as Grenada and Lebanon do not markedly change the recruiting environment. However, the data presented are not conclusive and application of the findings to future incidents, where circumstances may be quite different, could be unwarranted.

G. Segmenting the Young Male Recruiting Market (Chapter 7)

A market segmentation approach was employed to define meaningful subgroups of the young male recruiting market to target recruiting efforts more effectively. Measures of educational status and high school grades were used as indicators of the persistence and trainability of young males. Five Recruiting Priority Groups were defined:

- Higher Aptitude Nonstudents
- Lower Aptitude Nonstudents
- College Students

- Young High School Students
- Noncompleters

The groups were differentiated on the basis of educational and employment characteristics which may be related to recruiting desirability.

The groups differ on positive propensity to enlist but differ little on reasons for not joining the military or the level of knowledge about enlistment bonuses. Those with lower recruiting priority have the highest propensity to enlist. Young High School Students have the highest propensity (52.5 percent) followed by Noncompleters (39.4 percent), Lower Aptitude Nonstudents (31.9 percent), Higher Aptitude Nonstudents (30.7 percent), and College Students (22.6 percent). Exploratory multivariate analyses of propensity for each of the Recruiting Priority Groups showed that demographic variables were relatively weak predictors of propensity. For all groups, race/ethnicity (being non-white) and having discussed enlistment with someone were significant predictors. None of the advertising variables show a direct relationship to propensity.

H. Information Seeking and Recruiter Contact of Recruiting Priority Groups (Chapter 8)

Those seeking information about military service can engage in a variety of activities, ranging from relatively passive activities such as exposure to print or broadcast advertising to more active activities such as mailing a postcard, placing a toll-free telephone call, or having contact with a recruiter.

Almost all young males were aware of advertising for the four active Services (more than 80 percent) and had seen advertisements (82 percent) or heard broadcast advertising (91 percent). Almost 60 percent had received recruiting literature. Most of them correctly identified advertising slogans for the Marine Corps (87 percent), Air Force (82 percent), and Army (74 percent); recognition was low for Navy (38 percent) and Joint-Service (23 percent) advertising. Half had discussed serving in the military with someone and more than three-fourths had close relatives who served in the military. Less than 20 percent had mailed a postcard or coupon, while only about 5 percent had made a toll-free phone call. About one in ten had contact with a recruiter or had taken a physical or written test. Few differences among Recruiting Priority Groups were seen in advertising awareness, advertising slogan recognition, talking with someone about serving, or

information seeking by mail and telephone. Contact with recruiters and test-taking were less frequent for Young High School Students than other Recruiting Priority Groups.

RESERVE COMPONENTS

Analyses of the Reserve subsample focus on the following areas:

- propensity of young males, older males, and females to join the Reserve components
- propensity and orientations toward military service
- enlistment incentives and disincentives
- attitudinal issues
- reasons for not joining the military
- alternative plans for the next few years
- segmentation of the young male and older male recruiting markets into Recruiting Priority Groups
- information seeking and recruiter contact of Recruiting Priority Groups

I. Guard/Reserve Enlistment Propensity (Chapter 9)

Guard/Reserve enlistment propensity was measured by questions asking how likely the respondent was to join each of six Reserve components: Army National Guard, Army Reserve, Air National Guard, Air Force Reserve, Naval Reserve, and Marine Corps Reserve. Positive Guard/Reserve propensity is a measure of the percentage of respondents who state they will either be "definitely" or "probably" serving in one or more of the Reserve components during the next few years. In 1983, positive composite propensity for the Reserves was:

- 34.3 percent for young males
- 16.9 percent for older males
- 12.9 percent for females

Comparison of 1983 YATS II results as presented here and previous results as presented in RCAS reports is not possible because RCAS data are based on a sample selected from 17-to-26-year olds with no educational restriction. It is possible to select RCAS data that are comparable to YATS sample criteria

for ages 17 to 21 with no more than two years of college and make rough comparisons with similar YATS data. Even these comparisons are somewhat tenuous, however, since RCAS data were not weighted to reflect population estimates. Caution should be used where question format, question sequence, or analytical technique varies between YATS and RCAS. In addition, it should be noted that 1983 YATS II and RCAS samples were drawn using different techniques and at different times of the year.

Demographic characteristics differentiate persons with positive Guard/Reserve propensity from those with negative propensity. Those with highest positive propensity tend to be young, unmarried, nonwhite, have less education, and be unemployed.

J. Orientations Toward Reserve Components (Chapter 10)

The likelihood of joining the Reserve components should be viewed within the context of knowledge about and desirability of enlistment incentives, attitudes toward the military and programs involving the military, reasons for not joining the military, the existence of alternative plans, and the availability of alternative programs to military service.

Sizable proportions either did not know the pay and time required for drills if one were to join the Reserve components or made estimates that might dissuade them from joining. For instance, almost half of females, 40 percent of young males and more than 25 percent of older males either did not know or substantially overestimated the number of drill days required per month. About half of each of the three groups provided a fairly close estimate of the actual amount of pay per 8-hour drill day.

The level of awareness was high for enlistment bonuses, free travel overseas while on duty, skill training programs, and tuition assistance for civilian education; each benefit was reported by at least 7 out of 10 respondents, and 9 out of 10 were aware of the skills training programs. However, knowledge of the benefits was not related to propensity.

Tuition assistance seems more effective than cash bonuses as a means of increasing positive propensity. Respondents seem to feel their employers are mostly neutral about participation in the Reserve components, and young males and females are more likely than older males to feel that participation will be a help in a civilian job.

Attitudes about national service and the requirement for males to register for the military draft may represent a general orientation for or against the military that is reflected in the propensity to serve. Small percentages oppose the draft requirement, and respondents are divided over a national service program. Draft registration for 18-year-old males was favored by 55 percent of young males, 65 percent of older males, and 36 percent of females.

Major reasons cited by about two-thirds or more of those with negative propensity as reasons they do not plan to serve in the military are:

- plans for a civilian job, college, or school
- lack of personal freedom
- separation from family and friends

Military pay was a reason cited only by older males. Since the reasons were directed primarily toward issues of active duty service, many may actually be irrelevant for participation in the Reserve components (e.g., separation from family). Note that these main reasons cited are very similar to those reported by active subsample respondents in Chapter 5.

Intention to serve in Reserve units exists in a context of other part-time and full-time job alternatives. The likelihood of alternative occupational plans is slightly higher for positive propensity respondents. This suggests that higher propensity respondents may be more likely to consider a wide range of occupations as real possibilities.

More than one-third of young males, one-fourth of females and about one-fifth of older males were favorable toward direct enlistment in the Individual Ready Reserve (IRR) program, even without a hypothetical cash bonus. A \$1,000 enlistment bonus increases positive propensity for the IRR about 10 percent for young males, about 3 percent for older males, and about 8 percent for females.

K. Describing the Recruiting Market (Chapter 11)

A market segmentation approach based on that employed for the active subsample was also employed for the Reserve subsample for young males and older males. The intent was to provide more meaningful information by which military recruiters and advertising personnel can effectively target recruiting efforts. Two groups of interest were defined--High School Graduates and Non-High School Graduates.

In general, the high school graduates and the non-graduates have about the same sociodemographic characteristics for young males and older males, but differ on employment and educational characteristics. Young male high school graduates are more likely than nongraduates to be employed and less likely to have difficulty finding a job. For both young males and older males, high school graduates are more likely than nongraduates to have had a college preparatory curriculum in high school, taken a college entrance examination, and taken more math and technical courses in high school.

Differences among the groups in the level of propensity and reasons for not joining the military can assist in defining the direction and content of advertising messages. Among young males, nongraduates have substantially higher positive Guard/Reserve propensity than graduates; for instance, 42 percent of nongraduates and 27 percent of graduates have positive composite propensity. Among older males propensity of graduates and nongraduates does not differ. Young male graduates are more likely than nongraduates to cite alternative plans as reasons for not joining the military while nongraduates cite personal reasons such as separation from family and friends or ideological reasons such as disagreeing with military policy. Older male nongraduates are more likely than graduates to cite most reasons for not joining the military.

Exploratory multivariate analyses of propensity for the high school graduates and nongraduates for young males and older males showed that most factors were not strong predictors of propensity. Having discussed serving in the military with someone was a significant predictor of propensity for both groups of young males and older male graduates, while taking a physical or written test was significant for older male nongraduates.

L. Information Seeking and Recruiter Contact Among High School Status
Grades 10-12

Almost three-fourths of young males and two-thirds of older males are aware of advertising for the Reserve components, but less than 10 percent of young males state they have seen print advertising or heard broadcast advertising for the Reserve components. Only 3 percent had received literature, and less than 1 percent had mailed a postcard or made a toll-free call. Less than 1 in 10 had contact with a recruiter, while only about 1 in 10 had taken military entrance tests. Young males had contact with more information sources than older males, but graduates and nongraduates did not differ substantially.

1. MANNING THE FORCE: A RECRUITING PERSPECTIVE*

During the past decade, the Department of Defense (DoD) has assessed the backgrounds, attitudes, motivations, and intentions of young men and women to serve in the military. Information on these and other issues has been gathered in a series of surveys known as the Youth Attitude Tracking Study (YATS). In 1983, the study design was reconfigured and became known as the Youth Attitude Tracking Study II (YATS II). This report describes the 1983 YATS II survey conducted by Research Triangle Institute with the assistance of Amrigon Enterprises.

The present chapter provides a perspective regarding the issues and challenges facing recruiters. The discussion offers useful background to aid understanding of the data obtained from YATS II.

A. Overview

One of the principal challenges confronting the Armed Forces today is manning the force. Prior to 1973, when the draft was in effect, finding and inducting quality manpower was a relatively easy task because a virtually unlimited manpower reservoir was available. Today, in an environment without conscription and with the military in direct competition with the civilian sector, the military Services must meet their manpower needs by actively persuading potential recruits to enlist. No longer can recruiters approach their task routinely knowing that any recruiting shortfalls will be made up with draftees. Instead, recruiters must approach their task with professional zeal; there is no institutionalized method to compensate for their failure.

Recruiting sufficiently large numbers of enlistees into the Services is only part of the challenge. These young men and women who are recruited must also be of the highest quality. In 1940, a recruit who had the ability to comprehend simple orders given in the English language and a fourth grade reading ability was considered qualified for induction. Clearly, in the "hi-tech environment" of the 1980's, such minimum standards are inadequate. In many respects, the military is on the cutting edge of the technological era. To keep this edge sharp, the military requires men and women of the highest caliber with the aptitude and persistence to absorb knowledge, learn a skill, and then apply that skill in an operational environment.

* This chapter was written by Michael T. Laurence, Defense Manpower Data Center.

Historically, the military has often found it necessary to trade-off manpower quality and quantity. When quantity was in demand, quality was sacrificed and standards were lowered; when the demand for quantity was low and recruiting goals easily met, quality standards were made more stringent. The most recent years have been banner years for recruiting. Manpower goals have been consistently met, and young men and women recruits have been the brightest ever. In part, these successes have been the result of increases in recruiting resources and in the opportunities and incentives provided to enlistees. Never before has the proportion of high school graduates from the higher aptitude groups been greater.

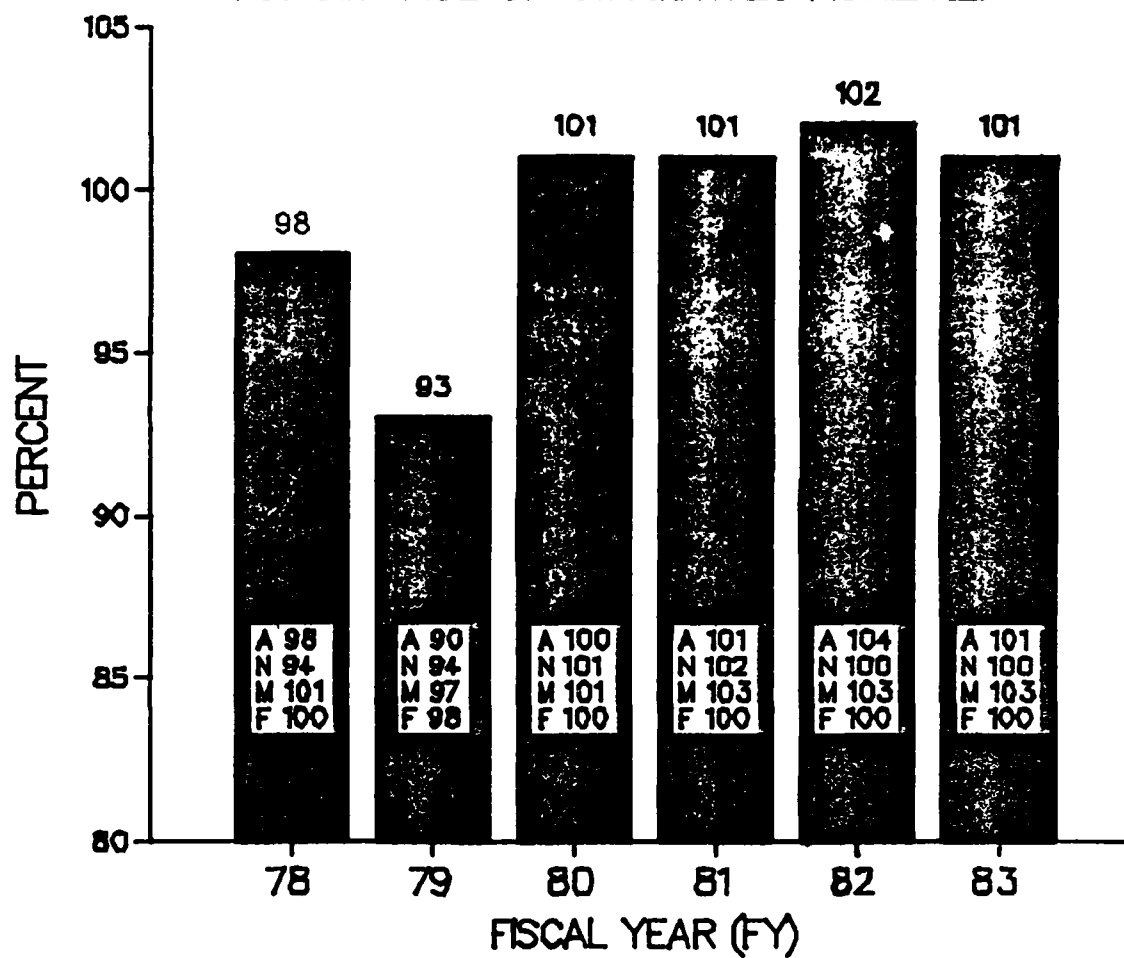
However, there are potential problems and new challenges. The pool of military-age youth will decline in the late 1980's, and economic expansion will result in additional employment opportunities for those who compose the principal recruiting market. Thus, the immediate challenge for the Services is to maintain their record-breaking recruiting performance. To meet this challenge, recruiters need data describing the young people to be recruited. The more recruiters know about their market, the more effectively they can target their efforts and resources and recruit the brightest in sufficient numbers.

B. Recruiting Goals and Successes

The magnitude of the recruiting effort confronting DoD is illustrated by the Fiscal Year (FY) 1983 year-end statistics and the goals established for FY 1984. As of 30 September 1983, the total DoD active-duty military strength was 2,123,300 men and women of whom 1,811,100 were enlisted personnel. During FY 1983, 305,100 men and women entered the active military Services for the first time, representing 16.8 percent of the enlisted military end strength. For FY 1984, the DoD has established a recruiting objective of 326,700 non-prior service accessions to meet a fiscal year-end strength of 1,818,900 enlisted personnel. Thus, at fiscal year-end 1984, 18.0 percent of the active duty military end strength will be composed of new recruits.

In FY 1983, for the fourth successive year, DoD exceeded its active-duty recruiting objective. The 305,100 men and women who entered the Services represented 100.6 percent of the recruiting goal of 303,400. This string of successful recruiting years is illustrated in Figure 1.1 and contrasts with chronic manpower shortfalls experienced by the Services in the late 1970's following the end of conscription.

FIGURE 1.1
DOD ACTIVE DUTY RECRUITING
PERCENTAGE OF OBJECTIVES ACHIEVED



(A = ARMY N = NAVY M = MARINE CORPS F = AIR FORCE)

In addition to the active forces, the Reserve Components, including the National Guard and the individual Service Reserve forces, play a vital role in meeting the U.S. defense requirements. In time of mobilization, these forces will assume major combat and support roles. In FY 1983, 223,100 men and women entered the Selected Reserves. This number was 102.6 percent of the objective of 217,500 accessions and contributed to an end strength of 1,003,400, the highest level since 1961. The end strength at FY 1983 year-end continues an upward trend that began in FY 1979 following the lowest end strength in twenty-five years in FY 1978.

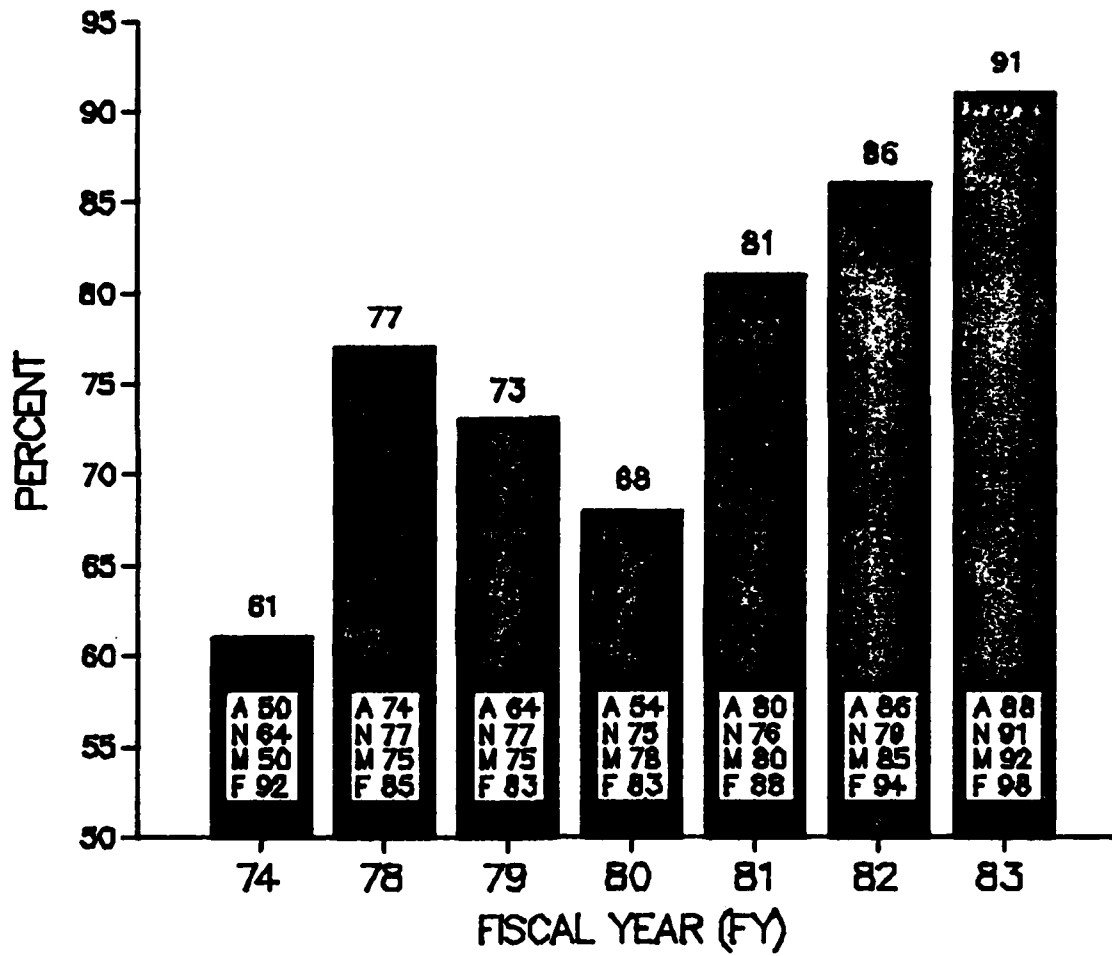
The success of recruiting efforts in recent years is reflected in the high quality of the young men and women entering the active-duty Services. In FY 1983, a record-breaking 91 percent of non-prior accessions were high school graduates. This high proportion continues an upward trend from 1980, a year in which 68 percent of the new accessions held a high school diploma. Only in FY 1974, the first year following the end of conscription, was the percentage of high school graduates lower, indeed the lowest in twenty years. Figure 1.2 illustrates the rising trend.

As measured by Armed Forces Qualification Test (AFQT) scores, the Services have recruited the brightest of the American youth. Compared to the average percentile score of 50 for all American youth, the FY 1983 accessions attained an average score of 59; 91.6 percent of the FY 1983 non-prior service accessions had an average or above average score. Sixty-five percent of the 1983 accessions scored at 50 or above compared to 53 percent of the American youth. In addition, 41 percent of those entering the military in FY 1983 scored in the above average AFQT categories compared to 37 percent of the entire youth population. Without question, FY 1983 was a standout year both in terms of numbers and quality.

C. Minority and Female Representation

Other manpower statistics of interest relate to the composition of the military Services. Accompanying the end of conscription was concern that the military would no longer be representative of all socioeconomic and racial groups in the United States. Some analysts and commentators argued that without conscription the military would attract disproportionately large numbers of racial minorities. The FY 1983 data regarding minority accessions should put these concerns to rest. As shown in Table 1.1 the young men and

FIGURE 1.2
HIGH SCHOOL DIPLOMA GRADUATES
PERCENTAGE TOTAL ACTIVE DUTY
NON-PRIOR SERVICE ACCESSIONS



(A - ARMY N - NAVY M - MARINE CORPS F - AIR FORCE)

women who entered the military in FY 1983 are for the most part, representative of the racial distribution of 18 to 24 year-old Americans. The DoD-wide percentage of Hispanics entering the military in FY 1983 (4 percent) was below the 7 percent in the population. Black accessions into the Army (22 percent) and Marine Corps (17 percent) were both higher than the 13 percent in the total youth population. Although these figures indicate differences in the minority percentages in the general population and the military, the magnitude of the variations does not support the notion that current military accessions are not representative of American society. Overall, 24 percent of FY 1983 accessions came from the minority groups who make up 23 percent of the youth population.

Table 1.1. Minorities as a Percentage of FY 1983 Active Duty
Non-Prior Service Accessions

Service	Black (Non-Hispanic)	Hispanic	Other Minorities	Total Minorities
Army	22	4	3	28
Navy	14	4	3	21
Marine Corps	17	3	3	23
Air Force	14	2	3	19
DoD Total	18	4	3	24
18 to 24 Year-Old Youth Population	13	7	2	23

The role of women is expanding in all aspects of American society and the military is no exception. Female participation is clearly significant and important to the military. As of 30 September 1983, women made up 9.4 percent of the end strength of the military compared to 1.6 percent at the end of FY 1972. Of all FY 1983 non-prior service accessions, 11.8 percent, or 35,900 were women. This number represented 100.6 percent of the FY 1983 recruiting objective of 35,700 women. Table 1.2 shows that the female percentage of total FY 1983 accessions exceeded the female end strength percentage for each of the Services.

Table 1.2. FY 1983 Female Non-Prior Service Accessions and End Strength

Service	Non-Prior Service Accessions (in Thousands)			End Strength (in Thousands)	
	Objective	Number	Percentage of Total	Number	Percentage of Total
Army	16.5	16.4	12.4	66.1	9.9
Navy	8.5	8.5	11.3	40.5	8.4
Marine Corps	2.0	2.0	5.4	8.3	4.8
Air Force	8.9	8.9	14.7	54.8	11.3
DoD Total	35.7	35.9	11.8	169.6	9.4

D. Future Recruiting Challenges

The male youth population, aged 17-21 years old, which is the principal source of accessions for DoD, reached a historic high of 10,826,000 in 1978. Since this peak year, the size of this group has been declining and is predicted to continue to decline into the 1990's. In FY 1982, 271,100 non-prior service young males from an available pool of 10,524,000 entered military Service; in FY 1983, 269,000 male recruits were drawn from a population of 10,229,000. In FY 1984, the Department of Defense anticipates recruiting approximately the same number of non-prior service young males from the available population of 9,918,000. Between now and 1990, the demand for non-prior service recruits is expected to remain relatively constant at the FY 1982-1984 levels. But during the same period, the supply of military-age males will continue its downward trend to approximately 9,000,000 in 1990. Thus, recruiting will become more difficult.

Further adding to the increasingly difficult recruiting environment is an anticipated period of economic expansion and declining unemployment. Many analysts have suggested that military Service is viewed by young people as an option considered along with civilian employment. The notion expressed in econometric research is that when youth unemployment in the civilian sector is high, young people will find military Service relatively more attractive. Conversely, when youth unemployment is low, young people are more likely to join the civilian work force than to enter the military (Perelman, 1983).

In November 1982, the aggregate national civilian unemployment rate reached a post-World War II high of 10.7 percent. For 16-19 year old and 20-24 year old males, the November 1982 civilian unemployment rates were 25.7 percent and 17.3 percent, respectively, also post-World War II highs. In that environment of poor civilian employment prospects, the military was turning away potential recruits. In fact, for a short period the Army would accept only those applicants who were high school graduates. Since 1982, unemployment rates have steadily declined. In October 1983, the aggregate national civilian rate stood at 8.8 percent, and the rates for 16-19 year old and 20-24 year old males stood at 22.5 percent and 14.7 percent, respectively. For the future, the aggregate civilian unemployment rates are predicted to continue their decline to the 6-8 percent range.

If the notion that an inverse relationship exists between unemployment and enlistment rates is indeed true, then the military has already entered a period in which young people have a wider choice of career options. Thus, the balance between the military Services and the civilian sector may be shifting. Civilian employment is becoming a more viable and perhaps a more attractive option. Young people will once again have more choices available to them, and the military Services will be in stronger competition with the civilian sector.

In choosing between service in the military and other options, financial compensation plays a critical role. Simply stated, given similar working conditions, whoever pays the most will likely attract the most young people. Prior to the end of the draft, military compensation levels were substantially lower than civilian compensation levels. With the end of conscription and with the military and civilian sector in direct competition, the role of compensation in attracting manpower was recognized by DoD and the Congress and military pay increased to comparable levels. The levels of military pay are under constant review and periodic revision in order to maintain parity. To the extent that parity is not maintained, the military will face difficulties in attracting quality manpower.

Young people making an employment decision in addition to considering compensation, consider the future. The contemporary cohort of youth are career oriented. They want the education and training that will prepare them for a useful vocation throughout their lives. Accordingly, a choice made while they are in their late teens or early twenties will be one that considers the implications for their future. Their choice to enter either the military

or accept civilian alternatives can be influenced, to some extent, by the training they might receive or financial benefits for formal education. Once again the theme of competition arises. The U.S. military has been called the largest educational system in the world. Nowhere else do young, untrained, and unskilled individuals have similar opportunities for training and education while receiving a competitive wage. Further, no where else are such large tuition and educational assistance programs available. In this area there is no competition between the civilian sector and the military. To persuade young people to enter the military, the Services simply must effectively use these benefits as recruiting tools.

To compete successfully with the civilian sector for manpower, the Department of Defense must know the attitudes, plans, desires, and knowledge of the young people who compose the primary recruiting market for military service. By knowing who is, or is not, interested in military Service, what their perceptions of the military are, what they want to do with their lives, and what they already know about the military, the Services can develop effective recruiting and marketing strategies. Without such knowledge, changes in the recruiting environment and the target market may make some of today's recruiting strategies outdated. The Youth Attitude Tracking Study II (YATS II) provides much of the data and knowledge needed to continue to meet the recruiting challenges, and in turn, provide the quality manpower in adequate numbers required for a strong national defense.

2. INTRODUCTION TO THE YOUTH ATTITUDE TRACKING STUDY II

Understanding the backgrounds, attitudes, and motivations of young men and women and their intentions to serve in the military is important for DoD and the individual Services in order to target recruiting efforts effectively. Previously, two series of surveys provided data on these issues: the Youth Attitude Tracking Study (YATS) and the Reserve Component Attitude Study (RCAS). In 1983, YATS and the non-prior service portion of RCAS were reconfigured into a single study called the Youth Attitude Tracking Study II (YATS II). This chapter provides an overview of the 1983 YATS II survey.

A. Objectives of YATS II

The conduct of YATS II was guided by several broad objectives aimed at meeting the needs of various users of the data. The objectives were to:

- Provide an assessment of current levels of propensity to enlist in the Active military and in the Reserve components.
- Assess trends of propensity to enlist in the Active military.
- Measure the attitudes and motivations of potential recruits.
- Assess the effectiveness of Service advertising programs.
- Examine the potential effect of enlistment incentives.
- Provide a market segmentation analysis.

Analyses of YATS II survey data build upon the YATS and RCAS studies of previous years. The intent is to provide an integrated understanding of factors that influence enlistment propensity and to present information that is readily usable by recruiting managers, advertising personnel, military commanders and other governmental officials.

B. The Reconfigured YATS II Survey

A recognized overlap between the populations sampled and the questionnaires used in the separate YATS and RCAS surveys prompted DoD to combine them into a single study. Merging the studies for YATS II required changes in the populations that were sampled and required that questions be asked about the Active Services and about the Reserve components. In general, the reconfigured YATS II maintains the focus of prior YATS surveys and adds a modified version of the RCAS survey.

1. Distinctive Features

The reconfiguration of YATS into YATS II was accompanied by a variety of changes in the data collection methods and analytical approaches used. The underlying goal was to use state-of-the-art technology and sophisticated analyses to make the data more useful to recruiters. Some of the distinctive features incorporated into YATS II are noted below.

- A highly advanced Computer Assisted Telephone Interviewing (CATI) system for conducting the interviews. This system handled screening and interviewing activities, issuing of phone numbers, control of call back appointments, and the like. It also controlled skip patterns in the questionnaires, permitted resolution of inconsistent responses for various key items, and created a data set of high quality information.
- A sophisticated sampling design based on the Waksberg (1978) random digit dialing procedure. The design allocated the sample across 66 Military Entrance Processing Stations (MEPS) to meet DoD specified precision requirements.
- A market segmentation analysis aimed primarily at 16-21 year old males. The segmentation was an exploratory effort to define five Recruiting Priority Groups on the basis of educational status and average grades earned in high school. The groups were ranked in terms of their expected importance to recruiters as follows:
(1) Higher Aptitude Nonstudents, (2) Lower Aptitude Nonstudents, (3) College Students, (4) Young High School Students, and (5) Noncompleters. Exact definitions of these groups appear in Chapter 7.

2. Propensity as an Organizing Theme

Throughout the series of YATS surveys, assessing respondents' positive propensity (i.e., responses that individuals "definitely" or "probably" will join at least one of the Services) has been the primary interest. That same focus is maintained in the YATS II survey. Propensity serves as the organizing theme for the analyses and presentation of results. Analyses examine the level of propensity among the three market groups defined below and the relationship of propensity to other variables.

3. Market Groups

Respondents to YATS II were drawn from three groups that correspond to distinct markets for recruiters:

- Males aged 16-21
- Males aged 22-29 and
- Females, aged 16-21

Throughout this report these three groups are referred to as "Young Males," "Older Males," and "Females," respectively. Of the three markets, young males are of the greatest interest. Accordingly, they were sampled most heavily and analyzed most thoroughly. Consistent with past YATS surveys, age-eligible individuals with current or prior military service and education beyond the second year of college were not eligible.

YATS began in the fall of 1975 as a semi-annual survey of young males aged 16 to 21. Beginning with the fall 1980 survey, females were also interviewed and the survey became an annual study. The RCAS began as an annual survey in 1977. The non-prior service portion of the study included males and females aged 17½ to 26. Beginning in 1981, data were based on respondents aged 17 to 26. RCAS surveys imposed no educational restrictions on participants. Thus, past RCAS surveys included college graduates as well as students beyond the second year of college.

The relationship of the target populations and eligibility requirements of YATS II to previous YATS and RCAS surveys is summarized in Table 2.1. As shown, RCAS respondents differ from YATS II respondents in two important respects: the age of the respondents and the eligibility criteria.

Comparison of 1983 YATS II results as presented here and previous results in RCAS reports is not possible because RCAS data are based on a sample selected from 17 to 26 year olds with no educational restrictions. It is possible to select RCAS data that are comparable to YATS sample criteria for ages 17 to 21 with no more than two years of college and make rough comparisons with similar YATS data. Even these comparisons are somewhat tenuous since RCAS data were not weighted to population estimates. Caution should be used where question format, question sequence, or analytical technique vary between YATS II and RCAS. In addition, it should be noted that YATS II and RCAS samples were drawn using different techniques and at different times of the year.

Table 2.1. Relationship of YATS, RCAS, and YATS II Surveys

Respondent Sex/Age	Survey		YATS II
	YATS ^a (Active)	RCAS ^b (Reserves)	
<u>Males</u>			
16-21	X		X
17-26 ^c		X	
22-29			X
<u>Females</u>			
16-21	X		X
17-26 ^c		X	

Note: Besides differences in age requirements for the various surveys, there were also differences in educational criteria. YATS and YATS II surveys limited participation to individuals who had completed no more than two years of college; the RCAS survey imposed no educational restrictions.

^aYATS surveys for Fall 1975 - Spring 1980 consisted only of males aged 16-21; females aged 16-21 were added to the study beginning in Fall 1980.

^bApplies to non-prior service portion of the survey only.

^cDuring 1978, 1979 and 1980, the RCAS non-prior service data were based on respondents aged 17½-26. Beginning in 1981 the data have been based on respondents aged 17-26.

In contrast, it is possible in principle to compare YATS II data with prior YATS results for young males and females. However, such comparisons must be made with caution because estimates for 1983 are made for the population of individuals eligible for the survey (i.e., those meeting the age, non-prior service and educational criteria), and estimates for previous YATS surveys appear to have been made for the total population of individuals within the age bracket of interest (e.g., 16-21 year old males without regard to prior service and education). Appendix D covers this issue in more detail. In order to assess more accurately the relationship of the 1982 and 1983 propensity data, the 1982 data were reweighted using factors similar to those used to weight the 1983 data.

The improved weighting scheme for 1983 produces better estimates of the recruiting market as defined by the survey eligibility criteria and provides a more accurate baseline for future trends. The new baseline was established during a relatively good recruiting period and will enhance the ability to detect future shifts as the environment changes.

4. Active/Reserve Subsamples

The merging of the YATS and RCAS surveys into the present YATS II study meant different portions of the questionnaire applied to different subsamples of respondents. The respondents of one group were asked about their likelihood of serving in the Active military (the Active subsample) and the respondents of the other group were asked about their likelihood of serving in the Reserve components of the military (the Guard/Reserve subsample). Separate analyses were conducted for the two subsamples (Active and Guard/Reserve) of respondents.

C. Organization of Report

This report describes the methodology employed and results obtained for the 1983 YATS II survey. The methodology for the study is discussed in Chapter 3. Results of separate analyses for the Active and Guard/Reserve subsamples are presented in the report sections on Active Services (Chapters 4-8) and Reserve components (Chapters 9-12). Data are presented for young males, older males and females in each of these sections.

1. Active Services

The analysis of the propensity of young males, older males, and females to join the Active Services is presented in Chapter 4. Results are reported for the traditional measures of Service-specific propensity and

for composite propensity. Propensity results are also compared with several alternate measures.

Chapter 5 examines attitudinal issues, enlistment incentives, reasons for not joining the military, alternate plans of youth for the next few years, and propensity toward the Reserve components.

A special issue arose during data collection and is discussed in Chapter 6: the effects of incidents in Lebanon and Grenada on young males. The methodology used to assess the effects of these incidents is described. Findings are presented for effects of the incidents on propensity to enlist in the Active Services and on other selected issues.

In Chapter 7 an exploratory attempt is made to segment the young male market. Based on the concepts of persistence and trainability, a classification scheme is developed that specifies Recruiting Priority Groups. Five groups are defined in order of expected recruiter priority: Higher Aptitude Nonstudents, Lower Aptitude Nonstudents, College Students, Young High School Students, and Noncompleters. The groups are compared on socio-demographic characteristics and on propensity to join the military.

Chapter 8 builds on Chapter 7 and examines the information seeking of Recruiting Priority Groups. Results are reported for advertising awareness, slogan recognition, other information seeking, and recruiter contact.

2. Reserve Components

The analyses for the Guard/Reserve subsample in Chapters 9-12 tend to parallel those for the Active subsample in Chapters 4, 5, 7, and 8. Chapter 9 examines propensity toward the Reserve components. Measures are described and Service-specific and composite propensity are presented.

In Chapter 10, propensity to enlist is examined for a hypothetical Individual Ready Reserve (IRR) program. Attitudes toward draft registration, toward a national service program, and reasons for not joining the military are reported along with propensity data. Enlistment incentives and possible disincentives for participation in the Reserve components are also presented.

The recruiting market for Reserve components is considered in Chapter 11. A segmentation approach similar to that of the Recruiting Priority Groups discussed in Chapter 7 is followed. Because of small sample sizes, the segmentation is less refined, however, and the two Recruiting Priority Groups are defined as: High School Graduates and Non-High School Graduates.

Analyses compare the sociodemographic characteristics and propensity of these groups among young males and older males.

Chapter 12 examines information seeking and recruiter contact among the high school status priority groups defined in Chapter 11.

3. METHODOLOGY OF YATS II

YATS II utilized a Computer Assisted Telephone Interviewing (CATI) system to gather information on the propensity of a national sample of youth and young adults to join the military. This chapter describes the procedures used to obtain completed interviews. It includes a discussion of the sample design, data collection procedures, survey performance rates, and the organization and content of the survey questionnaire for YATS II. The chapter concludes with comments on the YATS II survey respondents.

A. Sampling Design Overview

The YATS II survey was designed to obtain information from three market groups of interest to the military:

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

To be eligible for inclusion in the study, individuals had to reside in the continental United States in households or noninstitutional group quarters with telephones. Consistent with past YATS surveys, eligible individuals could have no prior military service and could have completed no more than two years of college.

The samples selected for each of the three markets were determined from DoD specifications of precision requirements for estimates of propensity (see Appendix A). Young males were identified as the market of primary interest for YATS II and, accordingly, the survey design was defined by the number of households needed to produce enough young males to meet the precision requirements. This design feature was expected to produce more eligible older males and females than were needed for the survey, so only a portion of these eligibles were selected to be interviewed.

The sampling design for YATS II was based on the Mitofsky/Waksberg random digit dialing procedure (Waksberg, 1978). Under this procedure, telephone numbers are called in two stages to identify households. The first stage consists of calls made to randomly selected telephone exchanges. Exchanges that result in a household on the first number that is called are designated as clusters. Second stage numbers are then generated within these clusters to find additional households. The usefulness of this approach relies on the fact that local residential telephone numbers are

frequently assigned to the same exchange. Thus, once an exchange containing a household (i.e., a cluster) has been identified, subsequent numbers within the same exchange will be more productive than random numbers to other exchanges.

More specifically, first stage calls used the following procedure.

- . A national listing of active NPA (i.e., area) codes and NXX (i.e., three digit exchange) codes was used to form the first six digits of phone numbers.
- . Basic Exchanges were formed by subtending all possible digits in positions seven and eight to the NPA-NXX codes (e.g., 202-325-01XX, 202-325-02XX).
- . Eight digit exchanges were selected at random for calling.
- . The exchange was designated as a cluster when the first number called identified a household.
- . Another exchange was randomly selected for calling if the first number did not produce a household.

Second stage calls used the following procedure.

- . Clusters identified in stage one calls were used to form the first eight digits of telephone numbers.
- . All possible terminal two digit sequences were appended to the cluster exchanges to form the set of telephone numbers (e.g., 202-325-0100, 202-325-0101 ... 202-325-0199) eligible to be called.
- . A set of randomly selected telephone numbers within a cluster was called in order to identify the designated number of households.

The Mitofsky/Waksberg procedure generates a two stage equal probability sample of households. In the case of YATS II, the procedure was applied within each of 66 Military Entrance Processing Station (MEPS) areas. NPA-NXX codes were allocated to counties, based on the county in which the Rate Center City was located. Counties were then classified into MEPS areas, forming nonoverlapping units that, in the aggregate, completely accounted for the geographic area of the 48 states. The distribution of the designed sample for young males is shown in Table 3.1. As shown, the total sample was comprised of 72,240 households in 6,085 clusters. On average each cluster in the sample consisted of 12 households.

Table 3.1. Distribution of the Young Male Sample

MEPS* Number	MEPS Name	Number of Sample Clusters	Households Per Cluster	Total Sample Households
1	Portland, ME	30	14	420
2	Manchester, NH	8	14	112
3	Boston, MA	178	7	1,246
4	Springfield, MA	59	8	472
5	New Haven, CT	68	8	544
6	Albany, NY	44	12	528
7	Fort Hamilton, NY	199	9	1,791
8	Newark, NJ	226	9	2,034
9	Philadelphia, PA	237	8	1,896
10	Syracuse, NY	52	10	520
11	Buffalo, NY	85	10	850
12	Wilkes-Barre, PA	37	10	370
13	Harrisburg, PA	44	8	352
14	Pittsburg, PA	82	13	1,066
15	Baltimore, MD	195	16	3,120
16	Richmond, VA	88	11	968
17	Beckley, WV	88	10	880
18	Knoxville, TN	90	9	810
19	Nashville, TN	68	10	680
20	Louisville, KY	75	10	750
21	Cincinnati, OH	85	11	935
22	Columbus, OH	89	11	979
23	Cleveland, OH	180	13	2,340
24	Detroit, MI	207	12	2,484
25	Milwaukee, WI	48	10	480
26	Chicago, IL	166	8	1,328
27	Indianapolis, IN	104	13	1,352
28	St. Louis, MO	122	16	1,952
29	Memphis, TN	66	10	660
30	Jackson, MS	62	11	682
31	New Orleans, LA	127	12	1,524
32	Montgomery, AL	119	13	1,547
33	Atlanta, GA	113	10	1,130
34	Fort Jackson, SC	97	13	1,261
35	Jacksonville, FL	80	13	1,040

Table 3.1. Distribution of the Young Male Sample
(continued)

MEPS Number	MEPS Name	Number of Sample Clusters	Households Per Cluster	Total Sample Households
36	Miami, FL	155	10	1,550
37	Charlotte, NC	116	10	1,160
38	Raleigh, NC	93	10	930
39	Shreveport, LA	35	11	385
40	Dallas, TX	291	19	5,529
41	Houston, TX	67	16	1,072
42	San Antonio, TX	98	11	1,078
43	Oklahoma City, OK	77	13	1,001
44	Amarillo, TX	13	15	195
45	Little Rock, AR	35	13	455
46	Kansas City, MO	51	18	918
47	Des Moines, IA	44	18	792
48	Minneapolis, MN	122	17	2,074
49	Fargo, ND	7	20	140
50	Sioux Falls, SD	15	20	300
51	Omaha, NE	25	17	425
52	Denver, CO	61	13	793
53	Albuquerque, NM	24	9	216
54	El Paso, TX	16	11	176
55	Phoenix, AZ	93	16	1,488
56	Salt Lake City, UT	26	11	286
57	Butte, MT	8	18	144
58	Spokane, WA	17	12	204
59	Boise, ID	5	16	80
60	Seattle, WA	138	11	1,518
61	Portland, OR	231	16	3,696
62	Oakland, CA	206	12	2,472
63	Fresno, CA	47	9	423
64	Los Angeles, CA	211	12	2,532
68	San Diego, CA	25	12	300
69	Tampa, FL	115	7	805
	U.S.	6,085	11.87	72,240

Note: There are a total of 66 MEPS. Numbers 65, 66, and 67 are Honolulu, San Juan and Anchorage and were not included in the sample.

* Military Entrance Processing Station.

Females and older males were selected from a subset of the total sample consisting of 49,539 households.* Additional details about the sampling design are provided in Appendix A.

B. Data Collection Procedures

This section provides a summary of the data collection methods and procedures for the YATS II survey. Included are a description of the CATI system and the phased approach to data collection.

1. CATI System

The 1983 YATS II project utilized a CATI system for all phases of the data collection. With this system, the questionnaires for screening, interviewing and verification were programmed, entered and stored within the computer. Questions were displayed for interviewers in program-controlled sequences on cathode ray tube (CRT) computer terminals. Telephone interviewers read each question as it was relayed from the computer to the viewing screen. Routing, branching, or skip patterns were programmed so that questions appeared on the screen in the proper sequence. Interviewers entered respondents' answers, which then appeared on the screen for verification.

With CATI, the computer selectively edited the data according to a programmed set of consistency checks as interviewers entered respondents' answers. These checks tested for valid codes, respondent consistency, and completeness, thereby permitting the resolution of differences as an ongoing part of the interview.

2. Phased Approach to Data Collection

Telephone screening and interviewing used a three-phased approach and took place during a 12-week period from September 12 to December 21, 1983. Approximately half of the data collection was completed by RTI in North Carolina and the other half by Amrign Enterprises in Detroit, Michigan.

* The original sample for the study consisted of 49,539 households. Errors in estimates of the presurvey eligibility and screening rates produced a shortfall in the expected number of completed interviews for all three market groups. To address this problem, 22,701 households were added to the young male sample, and subsampling was conducted among older males and females from households in the basic sample that had eligible persons who were not originally selected to be interviewed.

a. Phase I and Phase II. Phase I and Phase II calling corresponds to stage one and stage two calls of the sampling design noted above. That is, Phase I calls were placed to randomly selected exchanges to identify clusters or primary numbers that contained households. Phase II calls were placed to randomly selected numbers in the clusters. During Phases I and II, it was also determined for each residential number whether any members of the household were within the target age range. In total, 166,943 sample telephone numbers were worked in an attempt to identify the 72,240 households that were specified by the sampling design. Resolution of these numbers produced 70,135 households for the survey. Phase I calling required 28,230 sample numbers to identify the required 6,085 clusters for a household identification rate of 21.55 percent. In Phase II, 138,713 sample numbers were dialed and resolved, producing 64,050 households for a rate of 46.17 percent.

b. Phase III. In Phase III, screening for eligibility was completed and interviews were conducted. Households identified in Phases I and II which had no residents within the target age groups were not passed to Phase III. All other households became part of Phase III and required that full rostering of age-eligibles and prior-service and educational status screening be conducted. A total of 35,447 households were activated for Phase III. In those, 13,188 persons fully eligible for the study were identified and 9,341 were selected to be interviewed. (All fully eligible young males were selected for interviewing; some older males and females were not selected for interviews since more were identified than were needed for the study.) Usable interviews were obtained from 7,414 persons (4,948 young males, 1,153 older males, 1,313 females).

C. Survey Response Data and Performance Rates

Performance rate information is important both as an aid for assessing the quality of survey field operations and for assessing the nonresponse bias potential that may exist in the data. To compute the performance rates for the YATS II survey among the age groups of interest, response data obtained at each of several levels must first be ascertained. These levels are:

- The designed first stage sample size (clusters).
- The total clusters identified.

- The total clusters screened.
- The designed second stage sample size (households).
- The total households identified.
- The total households screened.
- The total eligibles identified.
- The total eligibles selected for inclusion in the sample.
- The total number of questionnaires which are usable for analysis.

With this information it is possible to compute various performance rates. Seven different rates were computed for the YATS II data: (a) cluster identification rate, (b) cluster screening rate, (c) household identification rate, (d) household screening rate, (e) eligibility selection rate, (f) interview completion rate, and (g) total response rate.

Response data and performance rates along with their definitions are presented for the three market groups in Table 3.2. As shown, all 6,085 clusters were identified, and 99.9 percent were successfully screened. A total of 72,240 households were in the second stage frame for the young male sample. Of these, 70,135 (97.1 percent) were identified and screening was completed in 65,349 (90.5 percent). The second stage frame for the older male and female samples specified 49,539 households. The household screening rate for both age groups was 93.3 percent. Virtually all (99.6 percent) sample households were identified, but 3,300 did not provide complete screening information.

Interview completion rates were highest among females (83.1 percent) and lowest among older males (75.5 percent), while the young male rate was midway between (79.4 percent).

Final response rates were 71.9 percent for young males, 70.4 percent for older males, and 77.5 percent for females. The interview completion rate for females was 7.6 percent higher than the completion rate for older males. Thus, despite identical household screening rates, the total response rate obtained for females was seven percent higher than that obtained for older males. Numerous callbacks and refusal conversion attempts were conducted to complete household screening for all sample numbers and to administer a questionnaire to all selected eligibles in a thorough effort to obtain the highest possible response rates.

Table 3.2. Response Data and Performance Rates

ITEM	Young Males	Older Males	Females
<u>Response Data</u>			
1. First stage sample size (clusters)	6,085	6,085	6,085
2. First stage sample size identified	6,085	6,085	6,085
3. First stage sample size screened ^a	6,078	6,077	6,077
4. Second stage sample size (households)	72,240	49,539	49,539
5. Second stage units identified	70,135	49,357	49,357
6. Second stage units screened ^b	65,349	46,233	46,239
7. Total eligibles identified	6,233	2,882	4,073
8. Total eligibles selected for interviewing	6,233	1,528	1,580
9. Questionnaires usable for analysis	4,948	1,153	1,313
<u>Performance Rates</u>			
10. Cluster identification rate ($2 \div 1$)	100%	100%	100%
11. Cluster screening rate ($3 \div 1$)	99.9%	99.9%	99.9%
12. Household identification rate ($5 \div 4$)	97.1%	99.6%	99.6%
13. Household screening rate ($6 \div 4$)	90.5%	93.3%	93.3%
14. Eligibility selection rate ($8 \div 7$)	100%	53.02%	38.79%
15. Interview completion rate ($9 \div 8$)	79.4%	75.5%	83.1%
16. Total response rate (13×15)	71.9%	70.4%	77.5%

^aTo be counted, complete screening information was required from at least one household in the cluster.

^bTo be counted, complete screening information was required for each household.

D. Survey Questionnaire

Data for the YATS II survey consist of responses to a questionnaire administered in a 30-minute computer assisted telephone interview. The 1983 questionnaire is a composite of items taken from past YATS instruments, past RCAS instruments, and new items developed specially for the current study. The development of the questionnaire proceeded through a series of revisions based on pretesting and input from staff at RTI and Department of Defense. Two aspects of the interview instrument are briefly considered: its basic content and the general configuration of the active and reserve items.

1. Content of the Interview

The survey questionnaire for YATS II appears in Appendix F and consists of four sections, A, B, C, and D. Section A consists primarily of education and employment items. Section B contains items about the Active Services. Generally these items examine propensity to join the active military and awareness about the Active Services. Section C contains items about the Reserve components. Many of these items were drawn from prior RCAS interviews and deal with propensity toward and awareness about the Reserve components. Section D contains items about advertising, recruiter contact, and respondent demographics.

2. Configuration of Active and Reserve Items

The merging of the YATS and RCAS surveys in the present study 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). Consequently, the data for YATS II have been analyzed and presented separately in this report. Both subsamples answered Sections A and D of the questionnaire. The Active subsample answered Section B whereas the Guard/Reserve subsample answered Section C. The division of parts of this report is illustrated below:

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

E. Respondents

The number of respondents for the three market groups and for the Active and Guard/Reserve subsamples for YATS II are presented in Table 3.3. The selection rate for the Active and Guard/Reserve subsamples was specified as part of the sample design by the Department of Defense.

Table 3.3. 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

The report is divided into two sections based on this distinction between Active and Guard/Reserve subsamples. Chapters 4 to 8 present findings from the Active subsample regarding the propensity to join the Active Services, while Chapters 9 to 12 present findings from the Guard/Reserve subsample regarding the propensity to join the Reserve components. The first part is similar to the YATS of previous years, while the second part is analogous to the non-prior-service portion of the RCAS survey of previous years.

Sociodemographic characteristics of Active subsample respondents are presented in Table 3.4 and for the Guard/Reserve subsample respondents in Table 3.5. Because respondents were randomly assigned to the Active and Guard/Reserve portions of the questionnaire, market groups in each subsample were expected to have similar sociodemographic characteristics. Inspection of the tables confirms this similarity. Each of the market groups is fairly evenly distributed among the ages in question, although there are somewhat more young males and females ages 16 and 17 and slightly fewer at each of the ages 18 to 21. The majority of respondents interviewed are white (80 percent); a slightly larger proportion of older males are white than in the other groups. Other differences between the groups are

Table 3.4. Sociodemographic Characteristics of Active Portion Respondents

Characteristic	Young Males (n = 4416)	Older Males (n = 798)	Females (n = 876)
<u>Age^a</u>			
16 (22)	21.7 (0.7)	16.0 (1.3)	21.9 (1.4)
17 (23)	22.9 (0.7)	14.6 (1.3)	21.9 (1.4)
18 (24)	17.6 (0.7)	13.5 (1.2)	16.3 (1.3)
19 (25)	16.2 (0.7)	11.8 (1.2)	16.5 (1.3)
20 (26)	12.6 (0.6)	12.9 (1.3)	11.6 (1.1)
21 (27)	9.0 (0.5)	11.8 (1.2)	11.8 (1.1)
(28)	-	11.3 (1.2)	-
(29)	-	8.2 (1.0)	-
<u>Race/Ethnicity</u>			
White	77.4 (0.9)	81.9 (1.4)	79.6 (1.5)
Black	12.4 (0.7)	8.4 (1.0)	11.3 (1.2)
Hispanic	6.2 (0.5)	6.5 (0.9)	6.1 (0.9)
Other	4.0 (0.4)	3.3 (0.6)	3.1 (0.6)
<u>Marital Status</u>			
Single	95.7 (0.3)	41.4 (1.8)	84.8 (1.3)
Married ^b	3.8 (0.3)	52.5 (1.8)	12.1 (1.2)
Other ^b	0.5 (0.1)	6.1 (0.9)	3.1 (0.6)
<u>Educational Status</u>			
In school	56.5 (0.9)	11.0 (1.1)	54.7 (1.8)
Not in school	43.5 (0.9)	89.0 (1.1)	45.3 (1.8)
<u>Years of Education Completed</u>			
Less than 10	11.0 (0.5)	8.0 (1.0)	6.9 (0.9)
10	21.4 (0.7)	4.9 (0.8)	23.0 (1.5)
11	24.3 (0.8)	5.1 (0.8)	23.3 (1.4)
12	31.7 (0.8)	54.1 (1.8)	31.8 (1.6)
Some college/ vocational school	11.7 (0.6)	27.9 (1.6)	15.0 (1.3)
<u>Employment Status</u>			
Employed full-time	25.8 (0.8)	79.2 (1.5)	16.8 (1.3)
Employed part-time	29.5 (0.8)	7.4 (0.9)	32.6 (1.6)
Not employed, looking	25.4 (0.8)	9.4 (1.1)	24.3 (1.6)
Not employed, not looking	19.3 (0.7)	4.1 (0.7)	26.2 (1.6)

Note: Tabled values are column percentages with standard errors in parentheses.

^aAges 22-29 apply to older males.

^b"Other" includes widowed, divorced, and separated.

Source: Questions A_3, A_4, A_5, A_11, D_64, D_80.

Table 3.5. Sociodemographic Characteristics of Reserve Portion Respondents

Characteristic	Young Males (n = 532)		Older Males (n = 355)		Females (n = 437)	
<u>Age^a</u>						
16 (22)	21.3	(2.0)	16.6	(2.0)	20.0	(2.0)
17 (23)	19.8	(2.0)	17.0	(2.1)	21.2	(2.0)
18 (24)	20.8	(2.1)	13.1	(1.9)	19.8	(2.1)
19 (25)	16.6	(1.9)	12.7	(1.8)	18.1	(1.9)
20 (26)	12.8	(1.6)	10.2	(1.5)	9.6	(1.4)
21 (27)	8.5	(1.4)	13.3	(1.9)	11.4	(1.6)
(28)	-	-	10.3	(1.6)	-	-
(29)	-	-	6.7	(1.3)	-	-
<u>Race/Ethnicity</u>						
White	78.7	(2.3)	86.7	(1.8)	78.1	(2.3)
Black	8.3	(1.4)	7.2	(1.4)	13.9	(1.8)
Hispanic	10.1	(1.8)	4.9	(1.2)	4.9	(1.3)
Other	2.9	(0.8)	1.2	(0.6)	3.1	(0.9)
<u>Marital Status</u>						
Single	95.4	(1.0)	44.9	(2.7)	85.4	(1.8)
Married	3.9	(0.9)	48.5	(2.8)	13.2	(1.7)
Other ^b	0.7	(0.4)	6.6	(1.4)	1.4	(0.6)
<u>Educational Status</u>						
In school	55.5	(2.6)	7.3	(1.4)	53.2	(2.6)
Not in school	44.5	(2.6)	92.7	(1.4)	46.8	(2.6)
<u>Years of Education Completed</u>						
Less than 10	10.6	(1.5)	5.7	(1.2)	6.7	(1.2)
10	20.8	(2.0)	7.7	(1.5)	23.8	(2.1)
11	25.8	(2.3)	8.3	(1.5)	23.4	(2.1)
12	30.6	(2.4)	50.7	(2.7)	33.9	(2.3)
Some college/vocational school	12.1	(1.8)	27.5	(2.5)	12.2	(1.6)
<u>Employment Status</u>						
Employed full-time	29.3	(2.3)	81.9	(2.1)	19.8	(2.0)
Employed part-time	27.5	(2.2)	5.4	(1.3)	30.4	(2.3)
Not employed, looking	23.6	(2.1)	8.9	(1.5)	22.8	(2.1)
Not employed, not looking	19.6	(2.0)	3.8	(1.0)	27.0	(2.2)

Note: Tabled values are column percentages with standard errors in parentheses.

^aAges 22-29 apply to older males.

^b"Other" includes widowed, divorced, and separated.

Source: Questions A_3, A_4, A_5, A_11, D_64, D_80.

primarily a function of age differences between young males and females on the one hand and older males on the other. For example, most young males (96 percent) and females (85 percent) have never been married, while about half of older males are currently married (53 percent). About half of young males and females are currently in school compared with only about one in ten older males. About 40 percent of young males and females are high school graduates and about half are employed, compared with about 80 percent of older males who are high school graduates and are employed.

4. ENLISTMENT PROPENSITY OVERVIEW

Throughout the series of YATS surveys, positive propensity of young people to enlist in active military service has been the topic of primary interest. In the present chapter we examine this issue. We begin with a brief discussion of the measurement of propensity. Basic results of the YATS II data using the traditional measure of composite propensity (i.e., propensity to join one or more of the active duty Services) are then presented. An examination of the results obtained from alternate measures of propensity and the relationship of these measures to composite propensity is presented in Appendix E. Analyses in this chapter are based on the Active subsample of respondents noted in Chapter 3.

Tables in this and the following chapters often present two numbers in each cell. The first number is an estimate of the percentage of the population with the characteristics that define the cell. The second number, in parentheses, is the standard error of the estimate. Standard errors represent the degree of variation associated with taking observations on a sample rather than on every member of the population.

Confidence intervals, or ranges that are very likely to include the true population value, can be constructed using the standard errors. The 95 percent confidence interval is computed by adding to and subtracting from the estimated proportion the result of multiplying 1.96 times the standard error for that cell. (Obviously, for very small or very large estimates, the respective smallest or largest value in the confidence interval range will be zero or 100 percent.) The interpretation of the confidence interval range is that, if the study were to be repeated with 100 identically-drawn samples, 95 of the sample estimates would fall within the confidence interval range; thus, we are 95 percent certain that the true population value also lies within that range. Clearly, for a given confidence level (e.g., 95 percent), smaller standard errors indicate that the cell proportions estimate the true population value more precisely, and larger standard errors indicate that the true population value is estimated less precisely. In tables where standard errors do not appear the analyst may estimate standard errors by assuming that the error associated with any point estimate is equal to or slightly larger than the standard error presented with an equal-sized estimated proportion in table cells defined



by similar characteristics. Appendix B contains additional information about standard errors and their use.

Sample n's are presented for each of the tables, indicating the number of interviews on which the estimates are based. These sample n's are unweighted although estimates in the tables are based on weighted data (see Appendix A for ratio estimation procedures).

A. The Measurement of Propensity

The term "propensity" as used in this report refers to the likelihood of an eligible person enlisting in the military. Propensity toward active military service has traditionally been measured by four questions that assess the likelihood of serving in the Army, Navy, Marine Corps, and Air Force and by a composite measure that assesses the likelihood of serving in any of the four active Services.

These questions were asked with the following format:

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.

How likely is it that you will be serving on active duty in the _____ (Army, Navy, Marine Corps, Air Force)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

For each of the Services, positive propensity is defined as having answered "definitely" or "probably;" negative propensity is defined as having any other response and includes "probably not," "definitely not," "don't know," and "refuse."

A measure of Composite Active Propensity was formed from the four Service-specific propensity items. It is the most widely used measure throughout this report and assesses propensity to join one or more of the four active-duty Services. It is constructed as the most positive response given to the four questions. Thus, respondents who answered "definitely" or "probably" on at least one of the individual Service items were classified as "positive" for the composite measure. Composite Active Propensity was dichotomized into positive and negative propensity in the same way as items for the individual Services noted above. Unless otherwise noted,

references in Chapters 4 through 8 to "positive propensity" and to "negative propensity" refer to this composite measure.

In addition to these traditional measures of propensity, several additional measures have been used to assess the likelihood of joining the military. These measures include unaided mentions, a general intention to join the military, and the general likelihood of serving. Two other composite measures are also used: the Rand Index; and the RTI Index, a new measure presented for the first time in this report. The specific definitions and properties of these alternate measures are presented in Appendix E.

B. Basic Results

This section presents basic results for YATS II data. We begin with a discussion of 1983 results and then examine trends in positive propensity since 1975. Data for unaided mentions of interest in serving in the military are next examined and a distinction is made between mentions for any military service and for active military service. Finally, demographic profiles are presented for individuals with positive and negative composite propensity.

1. Service-Specific and Composite Propensity

Propensity refers to responses given to questions about the likelihood of enlistment. Table 4.1 presents the distributions of responses for young males, older males and females regarding Service-specific and composite active propensity. Highlights from that table show that positive composite propensity for 1983 was:

- 35.4 percent for young males
- 13.8 percent for older males
- 11.7 percent for females

That is, individuals responded that they were "definitely" or "probably" likely to enlist in one or more of the Active Services. These data are consistent with a highly successful recruiting year experienced by the Services (see Chapter 1).

Service-specific positive propensity in 1983 ranged between 12.1 percent and 18.8 percent for young males, 4.8 percent and 7.3 percent for older males, and 2.6 percent and 6.8 percent for females. For young males and females, positive propensity to join the Air Force was highest whereas

Table 4.1. Distribution of Propensity to Enlist in the Active Military

Market/Item Response	Service								Composite Active	
	Army		Navy		Marine Corps		Air Force		Propensity ^a	
<u>Young Males</u>										
Definitely	2.5	(0.3)	2.0	(0.3)	1.7	(0.2)	2.7	(0.3)	7.3	(0.5)
Probably	15.0	(0.6)	11.0	(0.6)	10.4	(0.6)	16.1	(0.7)	28.2	(0.8)
Total Positive	17.5	(0.7)	13.0	(0.6)	12.1	(0.6)	18.8	(0.7)	35.4	(0.9)
Probably Not	35.7	(0.8)	37.5	(0.8)	34.6	(0.8)	38.1	(0.8)	33.1	(0.8)
Definitely Not	46.5	(0.9)	49.3	(0.8)	53.1	(0.9)	43.0	(0.9)	31.4	(0.8)
Don't Know/Refuse	0.3	(0.1)	0.2	(0.1)	0.1	(0.1)	0.1	(0.1)	0.1	(0.1)
Total Negative	82.5	(0.7)	87.0	(0.6)	87.9	(0.6)	81.2	(0.7)	64.6	(0.9)
<u>Older Males</u>										
Definitely	1.0	(0.4)	0.8	(0.3)	0.7	(0.3)	1.1	(0.4)	2.5	(0.6)
Probably	6.2	(0.8)	4.7	(0.8)	4.2	(0.7)	6.2	(0.9)	11.2	(1.2)
Total Positive	7.2	(0.9)	5.5	(0.8)	4.8	(0.8)	7.3	(0.9)	13.8	(1.2)
Probably Not	30.6	(1.7)	32.6	(1.7)	31.8	(1.7)	35.0	(1.7)	34.1	(1.7)
Definitely Not	62.1	(1.7)	61.9	(1.8)	63.4	(1.7)	57.5	(1.7)	52.1	(1.8)
Don't Know/Refuse	0.1	(0.1)	0.0	(**)	0.0	(**)	0.2	(0.2)	0.0	(**)
Total Negative	92.8	(0.9)	94.5	(0.8)	95.2	(0.8)	92.7	(0.9)	86.2	(1.2)
<u>Females</u>										
Definitely	0.5	(0.2)	0.1	(0.2)	0.3	(0.2)	0.9	(0.3)	1.5	(0.5)
Probably	3.8	(0.7)	4.6	(0.7)	2.3	(0.5)	6.0	(0.8)	10.2	(1.1)
Total Positive	4.4	(0.7)	4.7	(0.7)	2.6	(0.5)	6.8	(0.9)	11.7	(1.1)
Probably Not	17.4	(1.3)	18.4	(1.3)	17.4	(1.3)	20.8	(1.4)	23.2	(1.5)
Definitely Not	78.0	(1.5)	76.8	(1.5)	79.7	(1.4)	72.2	(1.6)	65.1	(1.6)
Don't Know/Refuse	0.2	(0.2)	0.1	(0.1)	0.2	(0.2)	0.2	(0.2)	0.1	(0.1)
Total Negative	95.6	(0.7)	95.3	(0.7)	97.4	(0.5)	93.2	(0.9)	88.3	(1.1)

Note: Tabled values are percentages with standard errors in parentheses. Total positive and total negative values may differ slightly from the sum of their respective components due to rounding error. Estimates are based on interviews with 4,416 young males, 798 older males, and 876 females.

^aPropensity to serve in at least one active Service.

**Informative standard error not available.

Source: Questions B_10--B_13.

propensity to join the Marine Corps was lowest. For older males the propensity to join the Air Force and Army was highest and, consistent with the other market groups, was lowest for the Marine Corps.

Overall, the positive propensity of young males to join the active Services is substantially higher than the positive propensity of older males or females.

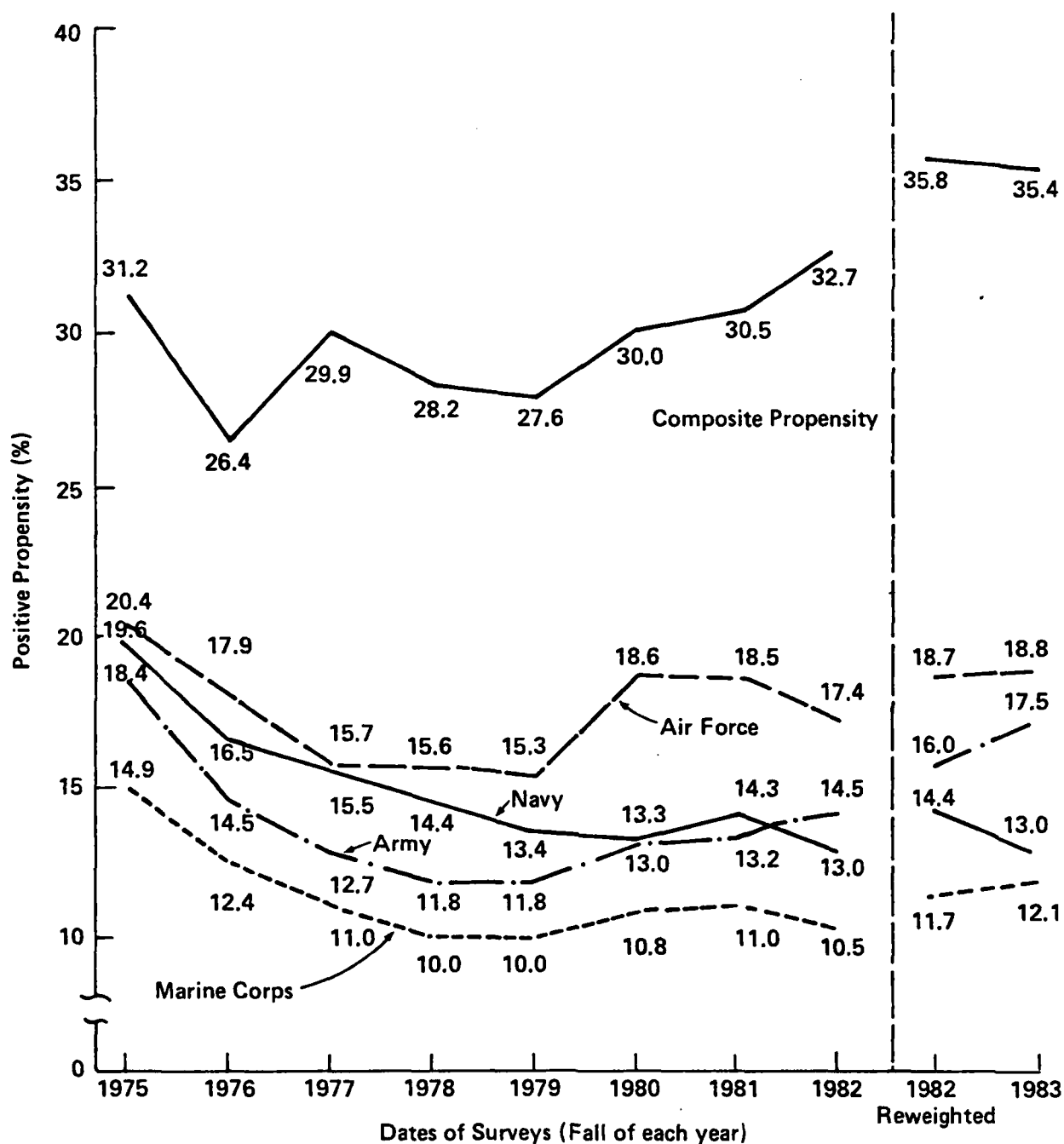
2. Trends in Positive Composite Propensity

The percentage of young males with positive propensity across the series of YATS surveys is presented graphically in Figure 4.1. Both composite propensity and Service-specific propensity show a general downward trend from 1975 to 1979, an upward trend through 1982, and no significant change in 1983. Figure 4.1 presents two sets of data points for 1982, labeled "Fall '82" and "Fall '82 Reweighted." A detailed examination of the estimation and weighting procedures used for the 1982 YATS revealed that the procedures used in 1983 were sufficiently different from those used in 1982 to account for some of the observed differences between the two years. (Appendix D addresses this issue in greater detail.) In 1982, the data were weighted to represent the total population of 16-to-21-year old males rather than the eligible population actually sampled. That is, those with no prior or current military service and those who had no more than two years of college were excluded from the 1982 sample but included in the weighting. In order to assess the relationship between the 1982 and 1983 findings more accurately, the 1982 data were reweighted using factors similar to those used to weight the 1983 data. The reweighted 1982 figures represent the eligible population and are labeled "Fall '82 Reweighted."

The "Fall '82 Reweighted" estimates were added to Figure 4.1 as a "bridge" between 1982 and 1983. None of the differences between "Fall '82 Reweighted" and "Fall '83" are statistically significant at the 95-percent confidence level except "unaided mentions of joining."

Service-specific propensity shows a clear ranking of the services from high to low as Air Force, Navy, Army and Marine Corps between 1975 and 1981. In 1982 the relative positions of the Army and Navy switched.

Equivalent analysis for females is underway and will be issued in a supplementary memorandum.



NOTE: Direct comparisons should not be made between 1983 YATS data and YATS data for prior years because of differences in the weighting of the parameters that were estimated. Data have been made comparable between 1982 and 1983 by reweighting the 1982 data using adjustment factors similar to those used in 1983. (See appendix D for details.) For ease of comparison, a second estimate is provided for 1982, labeled "1982 Reweighted."

Figure 4-1. Trends in Positive Propensity to Serve on Active Duty in Specific Services and Any Service for Young Males.

3. Unaided Mentions of Plans to Join the Military

Another measure of propensity to join the military is that of unaided mentions. The unaided mentions measure refers to answers of "joining the military/service" to a question about respondents' plans for the next few years (Item A_42). Traditionally, the unaided mentions measure has been considered a stronger indicator of a person's enlistment propensity than composite propensity because it is unprompted. It may more effectively gauge the intensity of the intention to join the military.

Table 4.2 displays the percentages of young males, older males, and females with unaided mentions to join the military. As shown, 10.0 percent of young males gave unaided mentions of joining the military; only 1.4 percent of older males and 1.7 percent of females gave similar mentions.

Often the unaided mentions measure has been presented as referring to active military service. However, it should be noted that this is technically incorrect. The unaided mentions measure refers to the likelihood of joining any Military Service, including the Reserve components. Table 4.2 also presents data for unaided mentions to join only Active Services (Items A_42 and A_45). As expected, the figures decrease from those just discussed for any unaided mention to 7.6 percent for young males and 1.0 percent for older males and females. Thus, for young males, approximately three-fourths who gave unaided mentions were referring to active military service. Care should be taken when using this measure to specify it appropriately.

4. Demographic Profiles of Composite Propensity Groups

The propensity to join the military has been found in a number of studies to be related closely to age, employment opportunities, educational attainment, and other measures of responsibilities and obligations. Younger persons, those with fewer employment opportunities, lower levels of education, and fewer family and economic responsibilities and obligations are generally more favorable toward military service. This fact has generated some concerns about recruit quality; those who are more favorable toward military service are of lower quality on some indicators than those who are less favorable toward military service.

The relationship of propensity to selected sociodemographic characteristics for YATS II data is presented in Table 4.3. Results are remarkably

Table 4.2. Unaided Mentions of Interest in Serving in the Military

Market	Unaided Mentions			
	Total		Active Only	
Young Males	10.0	(0.6)	7.6	(0.5)
Older Males	1.4	(0.4)	1.0	(0.4)
Females	1.7	(0.5)	1.0	(0.4)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males, 798 older males and 876 females.

Source: Questions A_42, A_45.

Table 4.3. Composite Propensity and Sociodemographic Characteristics

	Young Males			Older Males			Females		
	Positive Propensity (n = 1,514)	Negative Propensity (n = 2,902)	Total (n = 4,416)	Positive Propensity (n = 110)	Negative Propensity (n = 688)	Total (n = 798)	Positive Propensity (n = 98)	Negative Propensity (n = 778)	Total (n = 876)
Age^a									
16 (22)	30.0 (1.3)	17.1 (0.8)	21.7 (0.7)	19.0 (3.8)	15.5 (1.4)	16.0 (1.3)	28.6 (4.6)	21.0 (1.5)	21.9 (1.4)
17 (23)	26.5 (1.3)	21.0 (0.9)	22.9 (0.7)	26.3 (4.3)	12.7 (1.3)	14.6 (1.3)	27.0 (4.6)	21.3 (1.5)	21.9 (1.4)
18 (24)	16.9 (1.1)	17.9 (0.8)	17.6 (0.7)	19.9 (3.9)	12.5 (1.2)	13.5 (1.2)	16.6 (3.8)	16.2 (1.3)	16.3 (1.3)
19 (25)	11.3 (0.9)	18.9 (0.9)	16.2 (0.7)	10.5 (3.1)	12.0 (1.3)	11.8 (1.2)	11.4 (3.1)	17.2 (1.4)	16.5 (1.3)
20 (26)	9.7 (0.9)	14.2 (0.7)	12.6 (0.6)	9.1 (2.9)	13.5 (1.3)	12.9 (1.3)	10.6 (3.5)	11.7 (1.2)	11.6 (1.1)
21 (27)	5.6 (0.7)	10.9 (0.7)	9.0 (0.5)	8.3 (2.8)	12.4 (1.3)	11.8 (1.2)	5.8 (2.5)	12.5 (1.2)	11.8 (1.1)
22 (28)	-	-	-	5.3 (2.1)	12.2 (1.3)	11.3 (1.2)	-	-	-
23 (29)	-	-	-	1.7 (1.2)	9.2 (1.1)	8.2 (1.0)	-	-	-
Race/Ethnicity									
White	65.6 (1.6)	83.8 (0.9)	77.4 (0.9)	65.0 (4.6)	84.6 (1.5)	81.9 (1.4)	57.3 (5.3)	82.5 (1.5)	79.6 (1.5)
Black	20.6 (1.3)	7.9 (0.7)	12.4 (0.7)	14.7 (3.3)	7.3 (1.0)	8.4 (1.0)	33.6 (5.1)	8.3 (1.1)	11.3 (1.2)
Hispanic	8.7 (1.0)	4.8 (0.5)	6.2 (0.5)	12.8 (3.3)	5.4 (0.9)	6.5 (0.9)	6.4 (2.8)	6.0 (1.0)	6.1 (0.9)
Other	5.1 (0.7)	3.5 (0.5)	4.0 (0.4)	7.4 (2.7)	2.6 (0.6)	3.3 (0.6)	2.7 (1.5)	3.2 (0.7)	3.1 (0.6)
Marital Status									
Single	97.9 (0.4)	94.5 (0.5)	95.7 (0.3)	54.5 (4.9)	39.2 (2.0)	41.4 (1.8)	97.8 (1.5)	83.1 (1.4)	84.8 (1.3)
Married	1.9 (0.4)	4.8 (0.4)	3.8 (0.3)	39.0 (4.9)	54.7 (2.0)	52.5 (1.8)	0.0 (**)	13.7 (1.3)	12.1 (1.2)
Other ^b	0.2 (0.1)	0.7 (0.2)	0.5 (0.1)	6.5 (2.5)	6.0 (0.9)	6.1 (0.9)	2.2 (1.5)	3.2 (0.7)	3.1 (0.6)
Educational Status									
In School	57.6 (1.5)	55.9 (1.1)	56.5 (0.9)	7.3 (2.5)	11.6 (1.3)	11.0 (1.1)	64.7 (4.8)	53.4 (1.9)	54.7 (1.8)
Not In School	42.4 (1.5)	44.1 (1.1)	43.5 (0.9)	92.7 (2.5)	88.4 (1.3)	89.0 (1.1)	35.3 (4.8)	46.6 (1.9)	45.3 (1.8)
Years of Education Completed									
Less than 10	17.3 (1.1)	7.5 (0.6)	11.0 (0.5)	13.5 (3.4)	7.1 (1.0)	8.0 (1.0)	11.7 (3.3)	6.3 (0.9)	6.9 (0.9)
10	28.4 (1.3)	17.5 (0.8)	21.4 (0.7)	11.1 (3.2)	3.9 (0.7)	4.9 (0.8)	27.8 (4.7)	22.4 (1.6)	23.0 (1.5)
11	26.1 (1.3)	23.4 (1.0)	24.3 (0.8)	8.0 (2.8)	4.6 (0.8)	5.1 (0.8)	21.9 (4.3)	23.5 (1.5)	23.3 (1.4)
12	23.4 (1.3)	36.2 (1.1)	31.7 (0.8)	46.8 (4.8)	55.3 (2.0)	54.1 (1.8)	30.2 (4.9)	32.0 (1.7)	31.8 (1.6)
Some college/ vocational school	4.8 (0.6)	15.5 (0.9)	11.7 (0.6)	20.6 (3.8)	29.0 (1.7)	27.9 (1.6)	8.5 (2.8)	15.8 (1.4)	15.0 (1.3)
Employment Status									
Employed full-time	19.8 (1.2)	29.1 (1.0)	25.8 (0.8)	69.3 (4.5)	80.7 (1.5)	79.2 (1.5)	13.9 (3.6)	17.2 (1.4)	16.8 (1.3)
Employed part-time	27.3 (1.3)	30.6 (1.0)	29.5 (0.8)	8.8 (2.7)	7.2 (1.0)	7.4 (0.9)	27.4 (4.7)	33.3 (1.7)	32.6 (1.6)
Not employed, looking	34.3 (1.4)	20.5 (0.9)	25.4 (0.8)	17.2 (3.8)	8.1 (1.1)	9.4 (1.1)	39.7 (5.1)	22.3 (1.6)	24.3 (1.6)
Not employed, not looking	18.6 (1.2)	19.8 (0.9)	19.3 (0.7)	4.7 (2.1)	4.0 (0.7)	4.1 (0.7)	19.0 (3.9)	27.1 (1.7)	26.2 (1.6)

Note: Tabled values are column percentages with standard errors in parentheses.

^a Ages 22-29 apply to older males.^b "Other" includes widowed, divorced, and separated.^{**} Informative standard error not available.

Source: Questions A_3, A_4, A_5, A_11, D_64, D_80.

consistent across all three market groups. Young males, older males, and females with positive propensity are more likely than those with negative propensity to be:

- less well educated,
- unemployed but looking for a job,
- younger, nonwhite, and single.

Findings regarding educational status (in or out of school) do not show a consistent pattern. Findings regarding years of education desired are not presented because of the generally high level of educational aspirations across all groups.

These results support earlier findings regarding the relation of propensity to sociodemographic characteristics. Propensity is strongly related to age, but there is some indication that it is more positive among individuals who may have lower levels of educational attainment.

C. Summary

Analyses presented in this chapter describe propensity to serve in the active military for young males, older males and females. Results are reported primarily for the traditional measure of composite propensity. In addition, results are given for Service-specific propensity. This summary highlights the major findings.

- For 1983, positive composite propensity of young males toward at least one of the Active Services was 35.4 percent.
- The percentage of young males with unaided mentions to join the military was 10.0 percent.
- For young males the relative ranking for positive propensity for specific Services was: Air Force, Army, Navy and Marine Corps, the same as observed in 1982. The Army has retained its second place ranking for two consecutive years, replacing the Navy in order of preference.
- For young males, 1983 estimates of composite propensity and unaided mentions show the highest values observed since YATS surveys began in 1975.

- The overall trend in positive propensity for young males showed a decrease between 1975 and 1979 and an increase since that time.
- In 1983, older males were surveyed for the first time. Positive composite propensity was 13.8 percent.
- Positive composite propensity for females in 1983 was 11.7.
- The overall trend in positive propensity for females shows a declining pattern since 1980.
- For all market groups, respondents with positive propensity are more likely than those with negative propensity to have less education, to be unemployed but looking for work, to be younger, to be nonwhite, and to be unmarried.

5. ORIENTATIONS TOWARD MILITARY SERVICE

The decision to join the active military may be viewed as the result of weighing the attractiveness and availability of certain military and nonmilitary alternatives. Analyses presented in this chapter explore various aspects of decision-making regarding military service. We examine attitudes toward military issues, knowledge about enlistment incentives, and the existence of alternative plans such as working, going to school, or joining the Reserves. In addition, specific reasons for not joining the military among those with negative propensity are investigated. This chapter examines each of these issues and their relationship to propensity for young males, older males, and females.

A. Attitudinal Issues

Positive orientations toward military service would be expected to be reflected in positive orientations toward draft registration and toward a national service program. This section examines these respective issues.

1. Propensity and Attitudes Toward Draft Registration

Table 5.1 presents data regarding attitudes toward draft registration for each of the three market groups. As shown, about half of young males, two-thirds of older males and more than 40 percent of females in 1983 favor the requirement that 18-year old males register for the draft. About one-fourth of each group neither favors nor disapproves of the requirement, and a minority disapprove of the requirement. Although these attitudes are not overwhelmingly favorable, only a minority of respondents were not in favor of draft registration.

Attitudes of young males and older males toward draft registration are positively related to composite propensity, as shown in Table 5.1. Those with positive propensity (young males, 60 percent; older males, 73 percent) are more likely than those with negative propensity (young males, 47 percent; older males, 61 percent) to be strongly favorable or somewhat favorable toward draft registration. In contrast, those females with positive propensity (40 percent) are slightly less likely than those with negative propensity (43 percent) to favor draft registration. This difference between males and females may occur because the issue is not salient for females and is therefore not related to a broader complex of attitudes toward military issues. For males, the relationship between propensity and



Table 5.1. Attitudes Toward Draft Registration

Market/Item Response	Positive Propensity	Negative Propensity	Total
<u>Young Males</u>			
Strongly in favor	28.5	19.8	22.9 (0.7)
Somewhat in favor	31.2	27.3	28.7 (0.8)
Neither in favor nor against	23.3	28.7	26.8 (0.8)
Somewhat against	10.9	13.4	12.5 (0.6)
Strongly against	6.2	10.9	9.2 (0.5)
<u>Older Males</u>			
Strongly in favor	39.2	27.9	29.5 (1.7)
Somewhat in favor	33.7	33.1	33.2 (1.7)
Neither in favor nor against	13.7	20.3	19.4 (1.4)
Somewhat against	6.7	10.1	9.6 (1.1)
Strongly against	6.8	8.6	8.3 (1.0)
<u>Females</u>			
Strongly in favor	13.7	9.3	9.8 (1.1)
Somewhat in favor	25.8	34.0	33.1 (1.6)
Neither in favor nor against	30.2	28.7	28.9 (1.6)
Somewhat against	15.6	17.0	16.8 (1.3)
Strongly against	14.7	11.0	11.4 (1.1)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males (1,514 with positive propensity and 2,902 with negative propensity); 798 older males (110 with positive propensity and 688 with negative propensity); and 876 females (98 with positive propensity and 778 with negative propensity).

Source: Questions B_10--B_13, D_49.

attitudes toward draft registration suggests that both are part of a complex of attitudes toward joining the military.

2. Propensity and Attitudes Toward a National Service Program

Table 5.2 presents data for young males, older males, and females about attitudes toward a proposed national service program. Attitudes were examined for males and females, overall, and additionally if the costs of such a program increased taxes by 5 percent. About half of each group favored a one year national service program for males (young males, 50 percent; older males, 49 percent; females, 54 percent). Slightly fewer favored a one year national service program for females (young males 45 percent; older males, 41 percent; females, 46 percent). The one year national service program was favored by 51 percent of young males, 54 percent of older males, and 51 percent of females. Thus, among those initially favoring the program, about half continued to favor it even with a tax increase. Respondents who said they would strongly favor or probably favor such a program for both males and females were asked how they would feel about such a program if it increased their taxes by about 5 percent. Overall, respondents were divided over the issue of the desirability of a national service program.

Attitudes toward a national service program were compared for those with positive and negative propensity in Table 5.2. Those with positive propensity were more likely to favor a national service program both for males and females than those with negative propensity.

B. Enlistment Incentives

Enlistment incentives such as monthly pay and bonuses are one of the factors strongly affecting the decision to enlist. Accordingly, enlistment incentives are a major focus of recruiting efforts and advertising. Although the effect of enlistment incentives on enlistment must be examined within the context of other factors such as nonmilitary employment opportunities and alternative plans, the relationship between knowledge of enlistment bonuses and propensity to join the military is informative. This section examines the level of knowledge of young males, older males, and females about actual starting pay and the size of the enlistment bonus and the effect on propensity.

Table 5.2. Composite Active Propensity and Attitudes Toward National Service Programs

Service Program	Young Males			Older Males			Females		
	Positive Propensity (n=1514)	Negative Propensity (n=2902)	Total (n=4416)	Positive Propensity (n=110)	Negative Propensity (n=688)	Total (n=798)	Positive Propensity (n=98)	Negative Propensity (n=778)	Total (n=876)
<u>One Year National Service for Males</u>									
Strongly favor	24.2	10.7	15.5 (0.7)	20.6	13.7	14.7 (1.3)	21.2	13.1	14.1 (1.3)
Probably favor	42.0	30.4	34.5 (0.8)	37.7	33.6	34.2 (1.8)	43.5	39.8	40.2 (1.8)
Probably oppose	20.7	35.1	30.0 (0.8)	26.3	31.5	30.8 (1.7)	23.5	31.5	30.5 (1.6)
Strongly oppose	13.1	23.9	20.1 (0.7)	15.4	21.2	20.4 (1.5)	11.8	15.7	15.2 (1.2)
<u>One Year National Service for Females</u>									
Strongly favor	20.3	9.9	13.5 (0.6)	18.6	11.1	12.1 (1.2)	22.9	9.7	11.2 (1.1)
Probably favor	38.6	27.5	31.4 (0.8)	28.6	29.4	29.3 (1.7)	37.0	34.9	35.1 (1.7)
Probably oppose	24.7	35.9	31.9 (0.8)	28.3	31.8	31.3 (1.7)	24.9	30.3	29.6 (1.5)
Strongly oppose	16.5	26.8	23.1 (0.7)	24.6	27.8	27.3 (1.6)	15.2	25.2	24.0 (1.5)
<u>One Year National Service if Taxes Raised^a</u>									
Strongly favor	12.7	8.5	10.5 (0.7)	15.0	11.0	11.7 (1.7)	5.5	5.6	5.6 (1.0)
Probably favor	41.3	40.6	40.9 (1.2)	38.7	43.5	42.7 (2.5)	37.2	46.1	44.6 (2.3)
Probably oppose	33.3	35.9	34.7 (1.2)	28.8	28.4	28.4 (2.4)	34.7	34.0	34.1 (2.1)
Strongly oppose	12.7	15.1	13.9 (0.8)	17.5	17.1	17.1 (1.9)	22.7	14.3	15.6 (1.7)

Note: Tabled values are percentages with standard errors in parentheses. This question was asked for the first time in 1983.

^a Respondents were asked this question only if they favored the one year service program for both males and females.

Source: Questions B_10--B_13, D_50, D_51, D_52.

1. Propensity and Knowledge of Monthly Starting Pay

Responses of the three market groups to a question concerning knowledge of monthly pay and a second question probing a response from those who did not answer the first question are presented in Table 5.3. Responses to the initial question by composite propensity are also presented in that table. Median estimates fall on 100s because of clustering of responses on these numbers.

In response to the initial question in 1983, about one-fourth of young males and older males and more than 40 percent of females were unable to provide an estimate of monthly starting pay. After a probe question, about one-fourth of each group who could not provide answers to the first question was still unable to provide an estimate. The median estimates given, however, were close to the total monthly pay of \$575. Young males and females estimated \$500 for both the initial and probe questions, while older males estimated \$600 for each question. Among those who provided an estimate for either the initial or probe questions, responses were fairly evenly divided among underestimates (more than \$100 under actual starting pay), close estimates (within \$100 above or below the amount), and overestimates (more than \$100 over the amount). However, young males and females were more likely to underestimate the actual amount and older males to overestimate the actual amount.

Knowledge of monthly starting pay is not strongly related to the general intention to serve in the military, as shown in Table 5.3. Judging by the percentage of each group providing a close estimate (that is, within \$100 under or over the actual amount), those with a positive general intention are no more accurate than those with a negative general intention. Young males and older males with a positive general intention are slightly more likely than those with a negative general intention to provide close estimates while there is no difference for females. However, none of these differences is very large.*

2. Effect of Starting Pay Information on Probability of Serving

Respondents were asked how likely they were to join the military after being informed that the actual monthly starting pay was \$575. If

* Another analysis using positive and negative composite propensity in place of positive and negative general intention showed the same general results.

Table 5.3. Knowledge of Monthly Starting Pay by General Intention

Market/Measures of Knowledge of Starting Pay	Initial Question		Probe		Positive ^a General Intention	Negative ^a General Intention
<u>Young Males</u>						
Underestimate ^b	26.3	(0.8)	35.7	(1.5)	26.9	26.1
Close estimate	26.2	(0.8)	21.0	(1.3)	27.9	25.5
Overestimate	17.6	(0.7)	22.1	(1.3)	13.2	19.4
Don't know/refused	29.8	(0.8)	21.2	(1.3)	32.0	29.0
Median	\$500		\$500		\$500	\$500
<u>Older Males</u>						
Underestimate	20.4	(1.5)	24.2	(3.2)	26.9	19.8
Close estimate	25.8	(1.6)	25.9	(3.3)	28.4	25.5
Overestimate	30.7	(1.7)	26.9	(3.4)	25.6	31.2
Don't know/refused	23.1	(1.5)	23.0	(3.2)	19.1	23.5
Median	\$600		\$600		\$575	\$600
<u>Females</u>						
Underestimate	20.7	(1.4)	33.2	(2.6)	25.5	20.2
Close estimate	18.0	(1.3)	16.8	(2.0)	18.1	18.0
Overestimate	19.0	(1.3)	23.3	(2.3)	20.9	18.8
Don't know/refused	42.3	(1.7)	26.7	(2.4)	35.5	43.0
Median	\$500		\$500		\$500	\$500

Note: With the exception of the median dollar entries, all tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males (1,246 with positive general intention and 3,170 with negative general intention); 798 interviews with older males (68 with positive general intention and 730 with negative general intention); and 876 interviews with females (73 with positive general intention and 803 with negative general intention).

^aBased on General Intention (item B_3) by initial question regarding amount of monthly starting pay.

^b"Close estimate" refers to an estimate within \$100 above or below the actual amount of starting pay; "underestimate" refers to an estimate more than \$100 below the actual amount, while "overestimate" refers to an estimate more than \$100 above the actual amount. Monthly starting pay in the 1983 survey was \$575.

Source: Questions B_3, B_35, B_36.

economic incentives are effective in inducing people to join the military, it is expected that higher incentives would result in a greater willingness to join the military. If people are informed that the actual amount is different than their beliefs, the willingness to join should change accordingly when their beliefs are corrected. Thus, it would be expected that those who had originally underestimated the amount would become more likely to join when informed of the correct amount; those who had originally overestimated the amount would become less likely to join.

The effect of being informed of actual starting pay on general intention to serve in the military (item B.38) is presented in Table 5.4. Results of the closeness of the original estimate to the correct value are crosstabulated against changes in baseline data about general intention to serve (item B.3). Regardless of the closeness of the original estimate or whether the general intention was positive or negative before learning of the actual amount of starting pay, about two-thirds of respondents reported no change in general intention.

Among those who did change their general intention after being informed of monthly starting pay, the effect depended on the accuracy of the original estimate. Respondents who initially underestimated pay tended to become more likely to join the military (for positive and negative general intention together). Conversely, respondents who initially overestimated pay tended to become less likely to join the military. Among those who originally made no estimate, respondents who showed a change tended to become more likely to join although nearly 70 percent did not change in their general intention. There are some inconsistencies in Table 5.4, i.e., of the young males who were initially positive and underestimated the starting pay, 7.3 percent (first column, third row) became less likely to join after being informed of the correct monthly starting pay. The data indicate that most changes were not drastic, but primarily to the next level, either up or down. For example, of the "definitelys" who changed, the majority answered "probably" after being informed of the correct amount. Further, the "definitelys" or "definitely nots" who changed, had only one direction available for change, since these categories are the top and bottom of the scale. These inconsistencies could be respondents who initially did not have a firm opinion about joining the military or those who were not sure of the starting pay and guessed rather than admit they did not know.

Table 5.4. Effect of Being Informed of Actual Starting Pay on General Intention to Serve in the Military

Market/Effect of Being Informed of Starting Pay	Knowledge of Starting Pay ^a				Total
	Under- Estimated (~\$100)	Closely Estimated (±\$100)	Over Estimated (+\$100)	Don't Know (No Estimate)	
<u>Young Males</u>					
Initially Positive ^{b,c}					
Became more likely	1.7	2.1	0.8	2.1	1.8
Did not change	20.8	22.6	12.2	22.2	20.2
Became less likely	7.3	6.2	8.8	7.0	7.2
Initially Negative ^b					
Became more likely	16.7	20.5	12.3	16.3	16.8
Did not change	49.3	45.1	58.6	46.3	49.0
Became less likely	4.3	3.5	7.3	6.1	5.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Older Males</u>					
Initially Positive ^b					
Became more likely	0.7	0.0	0.0	0.0	0.1
Did not change	5.5	5.9	0.9	5.5	4.2
Became less likely	5.0	3.5	6.2	1.7	4.2
Initially Negative ^b					
Became more likely	23.7	14.0	13.4	22.4	17.7
Did not change	55.1	68.7	69.8	62.0	64.7
Became less likely	10.1	7.9	9.8	8.4	9.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Females</u>					
Initially Positive ^b					
Became more likely	1.2	0.0	0.0	0.8	0.6
Did not change	7.8	6.8	5.7	5.3	6.2
Became less likely	1.9	2.1	4.1	1.3	2.1
Initially Negative ^b					
Became more likely	28.0	20.4	19.9	24.0	23.4
Did not change	56.3	65.5	65.7	65.2	63.5
Became less likely	4.8	5.2	4.6	3.3	4.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: Tabled values are percentages. Estimates are based on interviews with 4,416 young males, 798 older males, and 876 females.

^a"Close estimate" refers to an estimate within \$100 above or below the actual amount of starting pay; "Underestimate" refers to an estimate more than \$100 below the actual amount, while "Overestimate" refers to an estimate more than \$100 above the actual amount. Monthly starting pay in the 1983 survey was \$575.

^bRefers to responses to item B_3, the general intention to serve in the military.

^cInstructions for reading table: First figure (first row and column), of the young males who were initially positive (answered probably or definitely), 1.7 percent underestimated the starting pay, but became more likely to join after being informed of the correct amount. Continuing down this column, 20.8 percent of this group did not change and 7.3 percent became less likely (answered probably not or definitely not). Reading the "Total" column: Of all young males, 1.8 were initially positive and became more likely to join after being informed of the correct monthly starting pay, 20.2 did not change and 7.2 became less likely.

Source: Questions B_3, B_35, B_38. Note: only the unprobed response to knowledge of starting pay was used (B_35). The probed responses (B_36) were not included.

In summary, being informed of actual starting pay affected the general intention to join the military of about one-third of respondents, but its effect was generally consistent with expectations. For the most part those who underestimated pay were likely to become more positive if they changed at all while those who overestimated pay became more negative if they changed at all. These findings suggest that accurate information about starting pay can affect the likelihood of serving.

3. Propensity and Knowledge of Enlistment Bonus

All services in 1983 paid a bonus for enlisting, ranging from a maximum of \$8,000 for the Army,* \$3,000 for the Navy, \$5,000 for the Marine Corps and \$3,000 for the Air Force. Responses to questions regarding the existence of an enlistment bonus, the relation to propensity, which Services pay bonuses, and the estimated size of the maximum bonus are presented in Table 5.5. As with estimates of monthly starting pay, median estimates fall on 100s because of extreme clustering of responses.

As shown in Table 5.5, the level of knowledge about enlistment bonuses is low. Only about one-third of young males or older males and one-fifth of females believe that one or more Services pays an enlistment bonus. About one-half of young males and older males and two-thirds of females believe the Services do not pay a bonus while about 11 percent of each market stated they did not know. Median estimates of the maximum amount of enlistment bonus paid by any of the Services are \$1000 for young males and \$400 for females. Among those who believe that any of the Services pays an enlistment bonus, the Army is the Service most frequently cited.

Those with positive propensity were no more likely than those with negative propensity to state correctly that there was an enlistment bonus, and there was no difference in the estimates provided by positive and negative propensity respondents. These figures are also presented in Table 5.5. They indicate that knowledge about enlistment bonuses shows almost no relationship to propensity. For example, 34 percent of young males reported beliefs that the Services pay a bonus. While knowledge of enlistment bonuses appears low in the three markets, results of the enlistment bonus test indicate that bonuses do encourage high quality applicants to military service to move into hard-to-fill specialties during the enlistment process.

*The Army was offering this bonus on a test basis during 1983 in 30 percent of the country.

Table 5.5. Knowledge About Cash Enlistment Bonus

Market/Item Response	Positive Propensity	Negative Propensity	Total	
<u>Young Males</u>				
Yes, Service pays bonus	35.8	32.2	33.5	(0.9)
Median Estimate Maximum Bonus	\$1,000	\$1,000	\$1,000	
Services said to pay bonus				
Army	68.6	63.2	65.2	(1.4)
Navy	28.4	33.2	31.3	(1.4)
Marine Corps	34.9	38.5	37.1	(1.4)
Air Force	34.4	36.3	35.5	(1.4)
Don't know	9.2	11.8	10.8	(0.9)
No, Service does not pay bonus	52.3	57.4	55.6	(0.9)
Don't know	11.9	10.3	10.9	(0.6)
<u>Older Males</u>				
Yes, Service pays bonus	30.7	34.4	33.9	(1.7)
Median Estimate Maximum Bonus	\$1,500	\$1,500	\$1,500	
Services said to pay bonus				
Army	60.8	58.6	58.9	(3.1)
Navy	49.3	36.3	37.9	(3.1)
Marine Corps	43.5	34.8	35.9	(3.0)
Air Force	31.7	40.2	39.1	(3.1)
Don't know	8.7	18.0	16.8	(2.3)
No, Service does not pay bonus	62.0	54.2	55.3	(1.7)
Don't know	7.3	11.4	10.8	(1.1)
<u>Females</u>				
Yes, Service pays bonus	22.0	20.7	20.9	(1.4)
Median Estimate Maximum Bonus	\$500	\$400	\$400	
Services said to pay bonus				
Army	66.4	52.8	54.5	(3.8)
Navy	26.0	28.7	28.4	(3.4)
Marine Corps	21.0	29.3	28.3	(3.4)
Air Force	28.0	31.8	31.4	(3.6)
Don't know	9.7	22.1	20.6	(3.0)
No, Service does not pay bonus	68.2	66.9	67.1	(1.6)
Don't know	9.8	12.4	12.1	(1.1)

Note: Tabled values are median estimates of the amount of bonus and percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males (1,514 with positive propensity and 2,902 with negative propensity); 798 older males (110 with positive propensity and 688 with negative propensity); and 876 females (98 with positive propensity and 778 with negative propensity).

Source: Questions B_10--B_13, B_39, B_40, B_42.

C. Reasons for Not Joining the Military

Enlistment incentives are one of the factors that may draw prospective recruits into the military, but the study of propensity is also enhanced by examining specific reasons why individuals do not want to serve in the military. Countering reasons people give for not wanting to serve in the military may serve as the basis for advertising campaigns either to alter perceptions about the military or to change misconceptions. Accordingly, respondents who had negative propensity were asked to rate the importance of a number of reasons for not wanting to serve in the military. Responses are presented in Table 5.6. Four questions concerning the lack of employment opportunities and benefits in the military were asked only of older males.

Three reasons for not joining were given by 60 percent or more of each market group:

- plans for a civilian job
- lack of personal freedom
- separation from friends and family

Expecting to continue in school or college was also important for more than three-fourths of young males and females but less than half (44 percent) of older males; this is expected because older males are more likely than young males and females to have completed their education. Thus, major reasons for not joining the military concern both alternative plans and negative perceptions about military discipline and regimen. Fewer respondents questioned military policy and purposes, the value of military training, or personal concerns such as having something in common with others in the Service or having the disapproval of parents. The lack of employment opportunities and benefits was a less important reason to older males than employment plans and perceptions of the military regimen.

D. Military Service and Other Plans

The decision to join the military, even among those who state that they probably or definitely will do so, must be placed within the context of the existence of certain alternative plans. Alternative plans such as work or schooling influence the propensity to join the military but also provide a commentary on the utility of propensity measures. The relation of the likelihood of alternative plans to the general intention to join the military is presented in Table 5.7. The general intention measure (B_3) is

Table 5.6. Comparison of Reasons for Not Joining the Military

Reason ^a	Young Males (n=2,894)	Older Males (n=686)	Females (n=778)
Current plans for civilian job	77.5 (0.9)	76.4 (1.7)	71.6 (1.7)
Expect to continue school or college	78.5 (0.9)	43.7 (1.9)	82.5 (1.5)
Lack of personal freedom	65.2 (1.1)	60.7 (1.9)	68.6 (1.7)
Separation from friends and family	63.0 (1.1)	74.0 (1.7)	78.6 (1.5)
Military pay	37.4 (1.0)	45.1 (1.9)	30.3 (1.7)
Disagree with military policy	33.5 (1.0)	32.2 (1.8)	39.6 (1.8)
Lack of value in military training	31.2 (1.0)	30.1 (1.8)	34.3 (1.8)
Little in common with people in service	24.2 (0.9)	18.3 (1.5)	26.8 (1.6)
Disapproval of parents	33.4 (1.0)	21.2 (1.6)	43.2 (1.8)
Disagree with mission and purposes of the Armed Forces	35.7 (1.1)	34.2 (1.8)	37.3 (1.8)
Difficulty getting into the military	10.8 (0.7)	16.1 (1.4)	13.5 (1.3)
Lack of promotion opportunities ^b	- -	40.1 (1.9)	- -
Lack of adequate retirement benefits ^b	- -	43.6 (1.9)	- -
Lack of opportunities for training ^b	- -	39.2 (1.9)	- -
Lack of adequate medical and dental benefits ^b	- -	38.6 (1.9)	- -

Note: Tabled values are percentages of respondents considering the reason important. Standard errors are in parentheses. Responses do not sum to 100 percent because the respondent could give more than one reason as important.

^aTo facilitate interviewing and reduce respondent burden this question series was changed in 1983 to provide two response possibilities instead of four that were used in 1982. "Important" replaced "Very Important" and "Somewhat Important". In addition, minor variations in question wording exist between the two years. The most notable difference was that in 1982 the question was worded, "disagree with military's defense policies or philosophy" and in 1983, "disagreement with the United States' national defense policies." It should also be noted that some reasons may be perceived differently by various respondents. For example, "Disagree with Military Policy" may be taken to cover everything from haircuts to the military use of space.

^bQuestion asked only of older males.

Source: Questions B_20--B_34.

Table 5.7. General Intention to Join the Military by Alternative Plans

Likelihood of Alternative Plans ^a	General Intention to Join the Military		Total	
	Positive	Negative		
<u>Young Males</u>				
Working as a laborer in construction	40.0	26.8	30.6	(0.8)
Working at a desk in a business office	25.1	30.4	28.8	(0.8)
Working as a salesman	21.2	27.2	25.5	(0.8)
Going to college	68.4	76.1	73.8	(0.8)
Going to vocational or technical school	61.4	47.8	51.7	(0.9)
<u>Older Males</u>				
Working as a laborer in construction	42.4	23.8	25.4	(1.6)
Working at a desk in a business office	31.2	25.7	26.2	(1.6)
Working as a salesman	28.7	23.7	24.1	(1.6)
Going to college	59.4	46.0	47.1	(1.7)
Going to vocational or technical school	70.6	46.2	48.3	(1.8)
<u>Females</u>				
Working as a waitress in a restaurant	33.4	25.0	25.7	(1.5)
Working at a desk in a business office	57.4	51.1	51.6	(1.7)
Working as a saleswoman	32.8	42.0	41.2	(1.7)
Going to college	87.2	79.7	80.4	(1.4)
Going to vocational or technical school	53.5	43.1	44.0	(1.8)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males (1,514 with positive propensity and 2,902 with negative propensity), 798 older males (110 with positive propensity and 688 with negative propensity), and 876 females (98 with positive propensity and 778 with negative propensity).

^aPercentages of respondents who said "definitely" or "probably" to the item.

Source: Questions B_1, B_2, B_3, B_4, B_14, B_15.

examined rather than the composite propensity measure because it was one of the items included in the set of alternative plans asked of respondents and is similar in format to those items. However, it is expected that composite propensity would yield similar findings.

Recall from Chapter 4 (Tables 4.4 to 4.6) that 29.0 percent of young males, 8.5 percent of older males, and 8.9 percent of females were "definitely" or "probably" likely to join the military according to the general intention measure (B_3). These figures describe the same order among the groups but are lower than those for composite active propensity. Data presented for young males in the total column in Table 5.7 show that their likelihood of working at a desk (29 percent) or as a salesman (26 percent) or laborer (31 percent) is comparable to their likelihood of serving in the military (29 percent). In contrast, the likelihood of young males going to college (74%) or vocational or technical school (52%) is substantially higher than the likelihood of joining the military (29%). For older males and females, the likelihood of any alternative plan is substantially higher than joining the military. For all three groups, going to college is a highly likely alternative plan, seconded by vocational or technical school for young males and joined by vocational or technical school for older males and by working at a desk in a business office for females.

Thus, those who state they are likely to join the military are also likely to have alternative plans. Joining the military is not an exclusive plan. About two-thirds of young males who state they are likely to join the military also state they are likely to go to college or vocational or technical school in the next few years. Similar findings hold for older males.

Among young males and older males with a positive general intention, 59 to 71 percent indicate plans for college or vocational school. For females, more than half of those who have a positive general intention to join the military state they are likely to work in a business office, go to college, or go to vocational or technical school. Although the questions each refer to plans for the next few years, the fact that there is considerable overlap in plans among positive likelihood respondents suggests caution in interpreting propensity measures.

Among respondents with a negative general intention of joining the military, college and vocational or technical school were also likely alternatives. However, it is notable that in general the responses of older males and females to each of the alternative plans tend to be lower for negative likelihood than positive likelihood respondents. This suggests a halo effect in that, those who respond positively to the general intention measure are, compared with those who respond negatively, more likely to respond in a positive manner to other items as well. Thus, the estimates of positive propensity from the general intention measure (item B_3) or other propensity measures may be artificially high because they reflect a tendency toward positive response among some individuals. Or it may be that the propensity measures are reflecting a characteristic "enthusiasm" for alternate plans that typifies positive propensity respondents.

E. Composite Propensity and Guard/Reserve Propensity

In addition to items about serving in the Active Services, Active section respondents (i.e., those who answered section B of the questionnaire) were asked about service in the Reserves (items B_5--B_8). This section examines the relationship of complete propensity for Active service and propensity for Reserve service.

Analyses presented in Chapter 4 showed that 35.4 percent of young males, 13.8 percent of older males, and 11.7 percent of females had positive composite propensity for active military service. Data presented in Table 5.8* show that positive propensity to join the National Guard or Reserves was 23 percent for young males, 13 percent for older males, and 8 percent for females. Thus, 12 percent fewer young males and 3 percent fewer females said they were likely to join the Reserve components than to join the Active Services. The propensity of older males to join either the Active Services or the Reserve components is similar. (Additional detailed data on propensity to join each of the Reserve components are presented in Appendix C, Table C.1.)

*Note that the figures for propensity toward the Reserve components reported here are drawn from the Active portion of the questionnaire and differ from those drawn from the Reserve portion of the questionnaire (see Chapter 9).

Table 5.8. Composite Propensity and Guard/Reserve Propensity

Market/Guard or Reserve Propensity ^a	Positive Propensity ^b	Negative Propensity ^b	Total	
<u>Young Males</u>				
Positive Propensity	54.6	9.4	23.3	(0.8)
Negative Propensity	45.5	90.6	76.7	(0.8)
<u>Older Males</u>				
Positive Propensity	50.7	7.9	12.9	(1.2)
Negative Propensity	49.3	92.1	87.1	(1.2)
<u>Females</u>				
Positive Propensity	46.5	3.0	8.3	(1.0)
Negative Propensity	53.5	97.0	91.7	(1.0)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males (1,514 with positive propensity and 2,902 with negative propensity), 798 older males (110 with positive propensity and 688 with negative propensity), and 876 females (98 with positive propensity and 778 with negative propensity).

^aComputed as the most positive response to items B_5 and B_7.

^bComposite propensity to join the Active Services.

Source: Questions B_5, B_7, B_10 to B_13.

Figures presented in Table 5.8 also illustrate that the propensity to join the military is often not specific to the Active Services or Reserve components. About one-half of those with positive active propensity also have positive propensity toward joining the Reserve components (55 percent for young males, 51 percent for older males, and 47 percent for females), while more than 90 percent of those with negative composite propensity are also negative toward joining the Reserve components.

For some, positive propensity toward either Active Service or Reserve components is likely to be a reflection of positive orientations toward military service in general. Among those with negative active propensity, however, the propensity toward the Reserves is also likely to be negative. There is a small segment of each market with negative active propensity and positive reserve/guard propensity (9 percent young males, 8 percent older males, 3 percent female). Further, as seen in the previous section, the stated propensity to join the Active Services does not preclude having alternative plans. Substantial proportions of those who have positive propensity for active service also report that they are likely to engage in alternative plans for military service such as enlistment in the Guard or Reserve.

F. Summary

The decision to join the Active Services must be viewed within the context of opportunities, economic conditions, and family background. Such issues as attitudes toward the military, the propensity to join the Reserve components, the level of knowledge about enlistment incentives, specific reasons for not joining the military, and the existence of alternative plans are also informative as to the level of propensity toward military service. Highlights of results are noted below.

1. Attitudinal Issues

- A requirement that 18-year old males register for the draft was favored by 52 percent of young males, 63 percent of older males, and 43 percent of females.
- Respondents with positive propensity are generally more likely to favor draft registration than those with negative propensity.
- Respondents are about equally divided on the issue of a national service program for males or females.

- Among those favorable to a national service program, about half remain favorable even if the costs of such a program increase taxes by 5 percent.
- Respondents with positive propensity are generally more likely to favor a national service program than those with negative propensity.

2. Enlistment Incentives

- The level of knowledge about monthly starting pay and the existence and size of enlistment bonuses is low.
- One-fourth of males and 40 percent of females were unable to provide an estimate of monthly starting pay, but among those who did, estimates on the average were only \$75 lower than the actual pay.
- Knowledge of monthly starting pay is not closely related to the general intention to serve in the military.
- Being informed of the correct amount of starting monthly pay affected the general intention to serve in the military of about one-third of respondents. Of those, respondents who initially underestimated pay tended to become more positive toward serving in the military whereas those who overestimated pay tended to become more negative.
- One-third of males and one-fifth of females correctly believe that the Services pay an enlistment bonus.
- Median estimates of the maximum amount of the enlistment bonus are lower than actual bonus amounts.
- Knowledge of enlistment bonuses is not related to composite propensity.

3. Reasons for Not Joining the Military

- Among propensity respondents, 60 percent or more cite plans for a civilian job, lack of personal freedom, and separation from friends and family as reasons for not joining the military. This pattern of reasons was consistent for all market groups.
- For young males and females, expecting to continue in school was cited as important by more than 75 percent of negative propensity responders.

4. Military Service and Other Plans

- College, vocational or technical school, and working at a desk in a business office are frequently mentioned plans of respondents, in most cases more often cited than joining the military.
- Of those who report positive general intentions to join the military, one-half to two-thirds also report positive intentions towards alternative plans such as college or going to vocational or technical school.

5. Composite Propensity and Guard/Reserve Propensity

- Among active section respondents, the propensity to join the Reserves is lower than the propensity to join the Active Services, but some respondents state they are likely to join either the Active Services or Reserve components.
- Propensity to join the Reserve components was 23.3 percent for young males, 12.9 percent for older males, and 8.3 percent for females.
- One half of those with positive active propensity also have positive propensity toward the Reserves; those with negative active propensity are also highly likely to have negative Reserve propensity.

6. EFFECTS OF LEBANON/GRENADA INCIDENTS

In October, 1983, two international incidents occurred that focused attention on the U.S. military: the bombing of the U.S. Marine headquarters in Lebanon on October 23, 1983, and the action in Grenada involving U.S. forces starting on October 25, 1983. A number of questions arose about the effects of the two events on the attitudes and intentions of youth toward joining the military. The answers to these questions may have important implications for the design of recruiting efforts to meet military manpower requirements. Because the events occurred during surveying for the YATS II data, they also have implications for analysis of the survey data.

This chapter examines the likely magnitude and direction of effect of the Lebanon and Grenada incidents on propensity to join the Active Services and related attitudes toward military issues. Because the events occurred only two days apart, no effort was made to estimate a separate Lebanon and Grenada effect. Analyses examine data only for young males (aged 16 to 21), the target group with the highest recruiting potential.

This chapter first describes the methodological approaches used to assess the effects of the incidents. A discussion of the results based on responses of the individuals interviewed before and after the incidents follows. Next, results are presented from analyses based on reinterviews with a subset of respondents. The chapter ends with a summary and conclusions section.

A. Methodology of Assessing Effects of Incidents

The occurrence of the Lebanon/Grenada incidents during YATS II data collection presented a unique opportunity to study the impact of international events involving the military on propensity to enlist. This opportunity was accompanied by the methodological challenge of developing a research design in a short time that would produce useful data. This section describes data collection procedures, survey respondents, analytical approaches and limitations of the research strategy.

1. Data Collection Procedures

Data collection for the 1983 YATS II began in September, 1983, with the first respondents being interviewed the week of September 25. By the time the Lebanon/Grenada incidents occurred almost one month later,



approximately one-fourth of the YATS interviews had been completed. This presented the opportunity for three data collection actions: (a) continue data collection with the same questionnaire, making possible the comparisons of answers on key items of respondents who completed the survey before or after the incidents, (b) augment the existing questionnaire to ask respondents about the effects of the incidents, and (c) reinterview a subset of respondents on selected items. Each of these actions was taken to assess the effects of the incidents. The original questionnaire was retained and two questions were added for young males that asked them to assess the effect of the incidents on their likelihood of enlisting in the active military.

A subset of young males was reinterviewed on selected items approximately two weeks after the incidents. Confirmation calls were made as part of a quality control procedure to verify that respondents had been interviewed. In this reinterview, respondents were asked about propensity to serve in each of the Active Services, were administered the general likelihood of serving scale, and were asked the two new questions concerning attribution of change in propensity as a result of the two incidents.

2. Respondents

The total number of young male interviews for the YATS survey was 4,948. However, it should be recalled from the discussion in Chapter 3 that some respondents were asked questions primarily concerning participation in the Active Services and others were asked questions primarily about participation in the Reserve components. Since the interest surrounding the Lebanon/Grenada incidents concerned participation in the active military, only the 4,416 respondents included in the "active" portion of the survey were included in the analyses described below. Of this number, 1,290 were interviewed before the Lebanon/Grenada incidents and 2,908 were interviewed after the incidents. An additional 218 were interviewed on the three days "during" the incidents. Of the 1,290 who had been interviewed prior to the events, 676 were reinterviewed.

3. Analytical Approaches

The analyses described below are based on the two types of data noted above and are labeled Before-After analyses and Pre-Post analyses. Before-After analyses compare data from respondents interviewed before the incidents with data from different respondents interviewed after the incidents.

Pre-Post analyses involve the comparison of the propensity of the same individuals interviewed before the incidents and reinterviewed after the incidents. Before-After analyses compare the propensity of two subsamples of respondents whereas Pre-Post analyses compare the propensity of the same individuals at two points in time. Both sets of analyses also consider the respondents' attribution of changes in propensity as a result of the incidents.

Before-After analyses compare propensity and attitudes during the total time period before the events (i.e., before October 23) with propensity and attitudes during the total time period after the events (i.e., after October 25). In addition, analyses examine patterns of propensity for individual weeks before and after the incidents. For these analyses, the time period during which the incidents occurred is taken to be October 23 through October 25. It is recognized that effects of the incidents may not have been immediate and that a lag in effect may have occurred. The week-by-week comparison enables the assessment of such a lag as well as whether any effect is short- or longer-term in nature.

Before-After comparisons of the type noted above must be made between similar groups in order that the observed effects may be attributed to the incidents and not to any differences in the composition of the two subsamples. Since it was not possible to assign individuals to the Before and After conditions randomly as would be done in a controlled experiment, efforts were made to adjust statistically for group differences expected to confound the results.

For the present analyses, it is important that those interviewed before and after the incidents do not differ on sociodemographic characteristics that have been shown to be associated with propensity. To control for this possibility, the sample of respondents interviewed after the events was standardized to the age (16, 17 versus 18-21), race (white versus nonwhite), and educational status (6-10 years completed versus 11 or more years) characteristics of those interviewed before the incidents. A second standardization was performed for the period four weeks after the incidents and the period before the incidents to provide a more stringent test. If any effects were transitory, shortening the time period after the incidents in the standardization would provide an appropriate test. Each of these analyses employed a direct standardization procedure in which the population chosen

as the standard population is the sample of respondents interviewed before the incidents (see Shryock and Siegel, 1973; pp. 418-421).

The second type of data to be examined is Pre-Post comparisons among the reinterview respondents. Unlike the Before-After data which are restricted to comparisons of differences among groups, the Pre-Post comparisons allow inferences to be made from the same individuals about the nature and type of changes that took place at two points in time. Comparisons are restricted to discussions of propensity to serve in the active military and the attributions of how and whether the Lebanon/Grenada events affected that propensity.

4. Limitations and Strengths of the Research Design

The two analytical approaches used to assess the effects of the Lebanon/Grenada incidents--the Before-After and the Pre-Post comparisons--were determined to provide the most useful data that could be obtained under the circumstances surrounding the data collection. Although the approaches that were followed provide useful information, it is important to recognize their limitations. The most serious limitation of both approaches is that responses could not be compared to those of respondents who were not subject to the impact of the incidents. Without comparison groups to serve as a bench mark for measuring changes or differences between groups, it is extremely difficult to identify the exact reasons for observed differences. Consequently, inferences must be made with caution.

The limitations of research designs having no control groups are well known. Campbell and Stanley (1963) refer to the designs used to assess Lebanon/Grenada effects as "pre-experimental designs" because of the numerous threats to internal validity. The Before-After analysis approximates the design they refer to as the "one-shot case study" in which measurements are available at only one point in time after individuals have experienced some event or treatment. In this case, measurements are also available for a separate sample interviewed before the incidents but, strictly speaking, the two samples are not comparable since respondents were not randomly assigned to the Before and After conditions. Although the standardization procedure controls for obvious differences, it does not provide assurance of controlling for all important differences. The assertion of effect remains an inference of what the "after" sample would have looked like before the incidents had those measurements been available and the numerous sources of invalidity

been controlled. The Pre-Post analysis approximates the design Campbell and Stanley call the "one-group pretest-posttest design." In this, though a "before" group of the same individuals is introduced, there is no control group that is not exposed to the event.

Both the one-shot case study and the one-group pretest-posttest design are subject to a number of potential sources of invalidity such as history effects, selection effects, testing effects and the like (Campbell & Stanley, 1963; Cook & Campbell, 1979). As a result, it is not strictly possible to determine whether observed differences or changes were solely attributable to the Lebanon/Grenada events or whether they were attributable to other coincident intervening events (e.g., changes in unemployment rates) or procedural artifacts (e.g., reinterviewing effects). The impact of the various sources of invalidity is difficult to assess and may be most reliably controlled only by consideration of stronger empirical designs. The overriding conclusion is that caution should be exercised in making inferences from the comparisons about the impact of the Lebanon/Grenada incidents.

Despite the limitations of the data noted above, they should not overshadow the potential value of information that bears on the issue of the Lebanon/Grenada incidents. It is true that the research designs available for use were not powerful designs by themselves. Nonetheless, the fact that data were collected during a period of several weeks (i.e., the data were replicated), the fact that two designs (Before-After and Pre-Post) were implemented, and the fact that steps such as standardization were employed to rule out obvious differences all tend to strengthen the inferences made from the data.

B. Before-After Analyses

This section reports analyses for the Before-After comparisons of the Lebanon/Grenada incidents. Analyses examine Before-After differences for: (a) Service-specific and composite active propensity, (b) week-by-week comparisons of propensity, (c) the attribution of change in propensity to the incidents, and (d) attitudes toward military issues and planned contact with military recruiters. These analyses are presented in Tables 6.1 to 6.5.

1. Overall Before-After Differences

Table 6.1 presents the unstandardized distribution of propensity responses for the overall Before-After comparisons. As shown, there was virtually no difference in the level of positive composite propensity before and after the incidents for the subsamples of young males interviewed. Positive propensity was 35.9 percent before the incidents and 35.4 percent after the incidents. Somewhat larger differences were observed in positive propensity for the Service-specific comparisons. The largest Before-After difference occurred for the Army, with the After subgroup showing a decline in positive propensity of 2.4 percentage points. The After samples for the Air Force and Navy were 1.3 percentage points and 0.5 percentage points lower, respectively, than the comparable Before estimates. The Marine Corps was the only Service to show a higher propensity after the incidents, with an increase of 1.3 percentage points.

These comparisons suggest some differences, but statistical tests showed none of the differences in positive propensity to be significant. Further, there was no clear pattern in the distributions of responses to items concerning propensity. Responses were no more or less likely to be extreme ("definitely" or "definitely not") or more moderate ("probably" or "probably not"). On the basis of overall Before-After differences, there appears to be no effect of the incidents.

Although no significant differences in Service-specific or composite positive propensity were observed, standardization on the basis of age, race, and years of education completed was performed to determine whether the slight differences were associated with demographic characteristics or might be attributed to the incidents. Standardization of the After subsample to the Before subsample revealed positive composite propensity of 35.8 percent before the incidents and 35.9 percent after the incidents (Table 6.2). The difference was slightly smaller than the unstandardized comparison and was, of course, not statistically significant.

A second standardization of the first four weeks after the incidents to the period before the incidents yielded positive composite propensity of 35.8 percent before the incidents and 35.6 percent after the incidents. As with the unstandardized and overall standardized comparison, this standardized

Table 6.1. Distributions of Service-Specific and Composite Enlistment Propensity Responses for Young Males Before and After the Lebanon-Grenada Incidents

Enlistment Propensity Response	Service/Time of Interview Relative to Incidents									
	Army		Navy		Marine Corps		Air Force		Composite	
	Before	After	Before	After	Before	After	Before	After	Before	After
Definitely	2.9 (0.5)	2.4 (0.3)	2.4 (0.5)	1.8 (0.3)	0.8 (0.3)	2.0 (0.3)	2.8 (0.6)	2.5 (0.3)	7.3 (0.9)	7.3 (0.6)
Probably	16.4 (1.2)	14.5 (0.8)	10.9 (1.0)	11.0 (0.7)	10.6 (1.0)	10.5 (0.7)	17.0 (1.2)	15.9 (0.8)	28.6 (1.5)	28.1 (1.0)
Total Positive	19.3 (1.3)	16.9 (0.8)	13.4 (1.1)	12.9 (0.8)	11.3 (1.1)	12.5 (0.8)	19.8 (1.3)	18.5 (0.8)	35.9 (1.6)	35.4 (1.1)
Probably Not	33.9 (1.5)	36.4 (1.0)	36.4 (1.4)	38.3 (1.0)	34.8 (1.5)	34.4 (1.0)	36.3 (1.5)	39.0 (1.0)	31.6 (1.4)	33.8 (1.0)
Definitely Not	46.6 (1.6)	46.4 (1.1)	50.0 (1.6)	48.6 (1.1)	53.8 (1.6)	52.9 (1.1)	43.8 (1.6)	42.3 (1.1)	32.5 (1.5)	30.7 (1.0)
Don't Know/Refuse	0.3 (0.1)	0.3 (0.1)	0.2 (0.1)	0.2 (0.1)	0.1 (0.1)	0.2 (0.1)	0.0 (**)	0.2 (0.1)	0.0 (**)	0.1 (0.1)
Total Negative	80.7 (1.3)	83.1 (0.8)	86.6 (1.1)	87.1 (0.8)	88.7 (1.1)	87.5 (0.8)	80.2 (1.3)	81.5 (0.8)	64.1 (1.6)	64.6 (1.1)

Note: Tabled values are percentages with standard errors in parentheses. Data are unstandardized estimates. Statistical tests comparing the Before and After subgroups showed no significant difference in positive propensity. "Before" estimates were based on 1,290 interviews and "After" estimates were based on 2,908 interviews.

**Informative standard error not available.

Source: Questions B_10--B_13.

Table 6.2. Estimates of Positive Composite Propensity for Young Males Before and After Lebanon-Grenada Incidents

Type of Estimate	Positive Composite Propensity	
	Before Incidents (n = 1,290)	After Incidents (n = 2,908)
Unstandardized	35.9 (1.6)	35.4 (1.1)
Standardized ^a	35.8	35.9

Note: Tabled values are percentages with standard errors in parentheses. Statistical tests comparing the before and after groups showed no significant difference in positive propensity.

^aGroups were standardized with respect to age, race, and education.

Source: Questions B_10--B_13.

comparison was not significantly different. The results of the two standardizations reinforces the finding from the unstandardized analysis of no overall before and after effects of the incidents.

2. The Impact of Time Relative to the Incidents

In addition to overall Before-After comparisons, week-by-week estimates of composite propensity were computed. Although no differences between the overall After period of eight weeks or the immediate After period of four weeks and the overall Before period were observed, the effect of the incidents could have been transitory in the week or so following the incident. The week-by-week propensity estimates along with their respective standard errors appear in Table 6.3. Inspection of the estimates shows no consistent pattern across weeks. Although propensity is lowest "between" the incidents and two weeks after the incidents, the estimates of propensity fluctuate both before and after the incidents. Indeed, statistical tests of the hypothesis that the series of estimates could have been randomly generated failed to reject the hypothesis. Thus, although the estimates show some week-by-week variation, there is no evidence from these data that the pattern is related to the incidents.

3. Attribution of Change in Propensity to the Incidents

The overall Before-After comparisons of composite propensity support the conclusion that there was no effect of the incidents on propensity. However, as discussed above, the Before-After research design is a particularly weak one with which to assess change. The Before and After subsamples could have changed in different directions in response to the incidents, but that change cannot be detected with this research design. The attribution questions added to the survey after the incidents ask the respondent whether any change in propensity was associated with the incidents. They allow the respondent to reflect on any change in propensity and its cause. The responses to these items, by propensity, are presented in Table 6.4.

Overall, about 40 percent of those interviewed after the incidents stated the incidents did not change their likelihood of enlisting (39.5 percent for the Lebanon incident question and 41.9 percent for the Grenada incident question). Respondents overall were slightly more likely to state that the incidents had a negative effect than a positive effect on their likelihood of enlisting (32.2 percent for Lebanon and 30.7 percent for

Table 6.3. Effects of Time Relative to the Lebanon-Grenada Incidents
on Composite Enlistment Propensity for Young Males

Time of Interview	n	Positive Composite Propensity	
<u>Before Incidents</u> ^a			
3 weeks	372	37.8	(2.9)
2 weeks	491	35.3	(2.5)
1 week	427	34.7	(2.6)
<u>Between Incidents</u> ^b			
	218	32.6	(3.5)
<u>After Incidents</u> ^c			
1 week	552	35.8	(2.4)
2 weeks	321	28.8	(3.2)
3 weeks	281	38.9	(3.3)
4 weeks	188	33.2	(4.3)
5 weeks	499	35.0	(2.5)
6 weeks	441	37.4	(2.9)
7 weeks	448	37.3	(2.7)
8 weeks	178	35.0	(4.2)
<u>Overall</u>	4,416	35.4	(0.9)

Note: Tabled values are percentages with standard errors in parentheses.

^aInterviews conducted prior to 10/23/83.

^bInterviews conducted inclusively from 10/23/83 -- 10/25/83.

^cInterviews conducted after 10/25/83.

Source: Questions B_10--B_13.

Table 6.4. Attribution of Change in Propensity to Lebanon-Grenada Incidents for Young Males Interviewed After the Incidents

Incident/Attribution of Change	Composite Propensity		Total (n = 2,351)
	Positive (n = 815)	Negative (n = 1,536)	
<u>Lebanon</u>			
More likely to enlist	44.4	19.5	28.3 (1.1)
No change in enlistment likelihood	30.7	44.3	39.5 (1.2)
Less likely to enlist	24.9	36.2	32.2 (1.1)
<u>Grenada</u>			
More likely to enlist	43.4	18.7	27.4 (1.1)
No change in enlistment likelihood	32.6	47.0	41.9 (1.2)
Less likely to enlist	24.0	34.3	30.7 (1.1)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions B_10--B_13, D_81A1, D_81A2.

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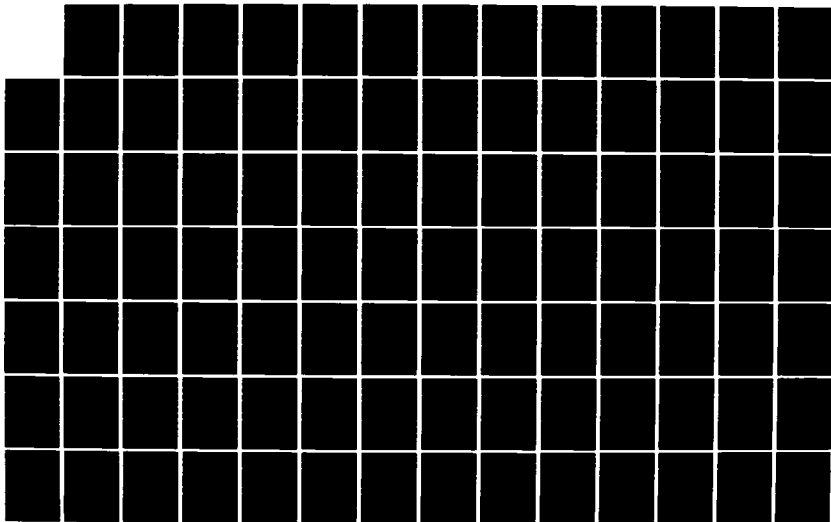
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TRIANGLE INST RESEARCH TRIANGLE PARK NC M E MARSDEN
1983 MDA903-83-C-0172

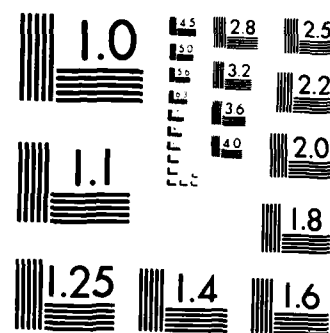
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Grenada "less likely to enlist" compared with 28.3 percent for Lebanon and 27.4 percent Grenada "more likely to enlist"). These responses thus balance out to yield a slight negative effect on propensity, consistent with the overall Before-After results of no difference.

Examination of the responses to these items among those with positive and negative composite propensity shows that those with positive propensity are more likely to state that the incidents increased their likelihood of enlisting. Those with negative propensity were more likely to state that there was no change in their likelihood of enlisting and, secondarily, that they were even less likely to enlist. Little difference was observed in response to the separate Lebanon and Grenada items. Thus, the effect of the incidents appears to reinforce existing attitudes regarding enlistment propensity. Those with positive propensity stated they became more positive, while those with negative propensity stated they remained the same or became more negative. The overall effect would be no change, which is consistent with the Before-After results.

4. Effects of the Incidents on Other Selected Issues

Although the overall Before-After results show no difference in propensity, possibly the incidents may have produced other changes such as in attitudes toward military issues or intention to make recruiting contacts. To explore this possibility, responses to the following items were examined for the Before and After groups: attitudes toward draft registration, attitudes toward a national service program, and items regarding planned recruiter contact.

Responses to these items for the Before and After groups are presented in Table 6.5. A z-test that takes into account the covariance between two values showed no difference between the Before and After groups as to attitudes toward a national service program for males or females. However, those interviewed after the incidents were significantly more likely than those interviewed before the events to favor draft registration and significantly less likely to plan military recruiting contact via a toll-free phone call, postcard, or contact with a recruiter.

C. Pre-Post Analyses

The second type of analysis to examine effects of the incidents is the Pre-Post comparisons from the reinterview sample. Analyses of the effect of the incidents on propensity concern the examination of Service-specific and

Table 6.5. Attitudes Toward Military Issues and Planned Contact with Recruiters for Young Males Before and After Lebanon-Grenada Incidents

Military Issue and Recruiting	Before Incident (n = 1,290)	After Incident (n = 2,908)
Draft registration	47.9 (1.6)	52.4 (1.1)*
National service program for males	49.1 (1.6)	49.8 (1.1)
National service program for females	45.2 (1.6)	43.9 (1.1)
Planned military recruiting contact:		
Make toll-free call	34.8 (1.6)	29.7 (1.0)*
Mail postcard for information	31.1 (1.7)	26.1 (1.1)*
Talk to recruiter	39.4 (2.1)	33.4 (1.4)*

Note: Tabled values are percentages favoring the issue or planning contact with standard errors in parentheses.

*Before-After differences are significant at $p < .05$.

Source: Questions D_17, D_20, D_23, D_49, D_50, D_51.

Table 6.6. Distributions of Service-Specific and Composite Enlistment Propensity Responses Among Young Males Reinterviewed After the Lebanon-Grenada Incidents

Enlistment Propensity Response	Service/Time of Interview Relative to Incidents									
	Army		Navy		Marine Corps		Air Force		Composite	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Definitely	2.7	2.2	2.2	1.8	0.6	1.2	2.2	1.8	6.4	6.5
Probably	16.0	18.0	10.2	11.7	10.1	10.5	17.0	20.0	28.6	34.9
Total Positive	18.7	20.2	12.4	13.5	10.7	11.7	19.2	21.8*	35.0	41.4*
Probably Not	36.7	45.1	38.9	49.1	36.5	47.8	38.0	48.4	34.0	38.6
Definitely Not	44.1	34.6	48.4	37.3	52.7	40.5	42.8	29.6	31.1	20.0
Don't Know/Not Sure	0.6	-	0.3	0.2	0.1	-	-	0.3	-	-
Total Negative	81.4	79.7	87.6	86.5	89.3	88.3	80.8	78.3	65.1	58.6

Note: Tabled values are percentages. Data are unweighted and based on 676 reinterviews.

*Pre-Post differences in total positive propensity are significant at $p < .05$.

Source: Questions B_10--B_13, B_10RI--B_13RI.

composite active propensity for the same individuals and the attribution of change in propensity to the incidents. The reinterview items did not include attitudes toward military issues, so analyses similar to those for the Before-After analyses could not be conducted.

1. Overall Pre-Post Differences

Table 6.6 presents the distribution of propensity responses for each Service and for the composite measure. In contrast to the Before-After analyses that showed virtually no difference in propensity, the Pre-Post comparisons show a substantial increase in positive composite propensity and a corresponding pattern of increasing positive propensity for each of the Services. Statistical tests showed these changes are significant for composite propensity and propensity toward the Air Force.*

With the reinterview data, examining the differences in terms of the changes that occurred among individuals was possible. Table 6.7 provides information about the nature and extent of the changes that the reinterview sample reported. It is notable that the vast majority of respondents (between 85 and 90 percent) did not change in propensity between the time of the interview and reinterview. Among remaining respondents, changes occurred in both directions. For composite propensity the net shift was +6.5 percentage points, while the shifts for individual Services were 1.6 percentage points for the Army, 1.1 percentage points for the Navy and Marine Corps, and 2.5 percentage points for the Air Force. The stability of most respondents suggests that a small percentage (10 to 12 percent for the individual Services and 15 percent for the composite) is accounting for the observed positive shifts. In a small sample such as the reinterview sample of 676 individuals examined here, a few individuals can account for substantial differences in overall scores.

* Inspection of Table 6.6 shows rather substantial pre-post differences among individuals giving "probably not" or "definitely not" responses. Statistical tests showed these differences to be significant for all Services and for composite propensity. Examination of the distribution of responses indicates that these differences are primarily due to responders who reported "definitely not" on the initial (pre) interview changing to "probably not" on the reinterview (post). Although these differences are of some interest they do not alter the global comparisons of total positive (negative) propensity that are of primary interest.

Overall, the Pre-Post comparisons of composite propensity among individuals interviewed before and reinterviewed after the events suggest that the incidents increased composite positive propensity although the propensity of the vast majority of respondents remained stable.

2. Attribution of Changes in Propensity to the Incidents

Table 6.8 presents data on responses to the attribution items. As shown, 43 percent of respondents indicated that the Lebanon incident did not change their propensity while 44 percent indicated the Grenada incident did not do so. About one-third indicated either incident made them more likely to enlist, and one-fourth indicated either incident made them less likely to enlist (Table 6.8). On balance, then, these responses show a net positive shift and are consistent with the finding from the overall Pre-Post comparisons.

Those whose propensity shifted from negative to positive between the interview and reinterview (Table 6.8) were most likely to report that the Lebanon and Grenada incidents made them more likely to enlist. Fifty percent of those who became positive attributed a positive effect to either incident, while slightly more than one-third stated their enlistment likelihood did not change in response to the incidents. Less than 15 percent stated they were less likely to enlist because of either incident. Those who shifted from positive to negative propensity between the interview and reinterview were most likely to attribute a negative shift to the incidents. Almost half of those who showed no change in propensity said their attitudes had not been affected by the incidents. The remainder of those who did not change were somewhat more likely to attribute a positive than a negative effect to the incidents (Table 6.8).

From these comparisons, it may be concluded that individuals' assertions of the direction of effect of the incidents is consistent with actual changes in propensity. Further, the fact that about half of those who became positive, negative, or did not change do not attribute those changes to the incidents suggests there are other factors that may be accounting for the observed changes.

D. Summary

The effects of the Lebanon and Grenada incidents on propensity and related attitudes of young males toward military issues were investigated using two approaches. The first approach compared responses of the subsample

Table 6.7. Pre-Post Changes in Propensity for Young Males Reinterviewed After the Lebanon-Grenada Incidents

Service	Direction of Change in Propensity			Net Shift
	Positive → Negative	Negative → Positive	No Change	
Army	5.6	7.2	87.1	+1.6
Navy	4.4	5.5	90.1	+1.1
Marine Corps	4.4	5.5	90.1	+1.1
Air Force	4.6	7.1	88.3	+2.5
Composite Propensity	4.1	10.6	85.2	+6.5

Note: Tabled values are percentages. Data are unweighted and based on 676 reinterviews.

Source: Questions B_10--B_13, B_10RI--B_13RI.

Table 6.8. Attribution of Change in Propensity for Young Males
Reinterviewed After the Lebanon-Grenada Incidents

Incident/Attribution of Change in Propensity	Change in Composite Propensity			Total
	Negative to Positive	No Change	Positive to Negative	
<u>Lebanon</u>				
More likely to enlist	50.0	32.1	10.8	33.1
No change in enlistment likelihood	36.1	44.6	28.6	43.0
Less likely to enlist	13.9	23.3	60.7	23.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Grenada</u>				
More likely to enlist	50.0	31.4	17.8	32.8
No change in enlistment likelihood	38.9	45.1	35.7	44.1
Less likely to enlist	11.1	23.5	46.4	23.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: Tabled values are column percentages. Data are unweighted and based on 676 reinterviews.

Source: Questions B_10--B_13, B_10RI--B_13RI, D_81A1, D_81A2.

interviewed before and after the incidents (Before-After comparisons); the second approach compared responses of a sample of individuals interviewed before the incidents and reinterviewed after the incidents (Pre-Post comparisons). The two approaches are based on different research designs.

- Before-After analyses and week-by-week comparisons suggest that the Lebanon and Grenada incidents did not alter positive propensity of young males to join the military.
- The Pre-Post analyses showed significant increases in positive composite propensity and propensity to join the Air Force, although the vast majority of respondents did not change.
- The two sets of analyses yield somewhat different findings about the effects of the Lebanon and Grenada incidents, but neither analysis suggests that the effects of the incidents were large or long-lasting. For the purposes of data analysis, the interviews conducted before and after the incidents need not be treated separately.
- Limitations of the Before-After and Pre-Post research designs prevent a definitive conclusion regarding the effects of the incidents. Both research designs are nonexperimental and subject to numerous confounding factors that prevent strong inference about the magnitude and direction of effects. Observed differences may be the result of a variety of factors other than the incidents that could not be controlled. No policy recommendations should be made based on analyses of the effects of the incidents.

7. SEGMENTING THE YOUNG MALE RECRUITING MARKET

Analyses presented in this report and in previous YATS reports have examined the propensity of youth and young adults to join the military. The relation of propensity to sociodemographic characteristics, attitudes, knowledge about the military (e.g., starting pay, bonuses), reasons for not joining, and trends in propensity over time have been of interest. Earlier analyses did not use a market segmentation approach. Such an approach could strengthen these earlier analyses by defining more effectively Recruiting Priority Groups and by shifting attention to recruiting efforts directed toward target market groups.

This chapter begins with a discussion of Recruiting Priority Groups. The concept is defined, and a classification scheme is developed. Recruiting Priority Groups are compared on selected sociodemographic characteristics, including educational and employment characteristics. The propensity of Recruiting Priority Groups to join the military is investigated using a variety of measures. Specific reasons which negative propensity individuals give for not joining the military are considered. In addition, the likely effect of incentives on the enlistment prospects of Recruiting Priority Groups is investigated by examining the level of knowledge about monthly starting pay and enlistment bonuses for military service.

A. Recruiting Priority Groups

The concept of Recruiting Priority Groups was devised in an attempt to make YATS II data more useful to recruiters. This section defines the concept of recruit desirability and develops a classification scheme for Recruiting Priority Groups.

1. Defining Enlistment Desirability

The primary objective of military recruiters is to select and enlist the best qualified people available from the civilian manpower pool. Recruits are desired who will be successful in adapting to military life, in learning the skills of an occupational specialty, and in performing their jobs. To this end it is useful to characterize potential recruits in terms of their enlistment desirability, and then to classify individuals into groups so that market segments can be distinguished and ranked in terms of their recruiting priority. In turn, recruiting efforts can be more effectively targeted toward higher priority groups.



Two widely established indicators of recruit quality and, hence, enlistment desirability are educational attainment and aptitude (Cheatham, 1978; Department of Defense, 1981; Reeg, 1981; Toomepuu, 1981; Vitola, Guinn, & Wilbourn, 1977). The respective dimensions underlying these indicators are referred to here as persistence and trainability.

An important indicator of educational attainment for the military is receipt of a high school diploma. In fact, completion of high school is considered the best single indicator of a person's potential for adapting to military life (Department of Defense, 1978). Of those with a high school diploma, for example, nearly 80 percent complete the first three years of service compared to a 60 percent completion rate for nongraduates (Department of Defense, 1981).

The significance of the high school diploma as an indicator of success in the military is probably less a function of the particular courses taken than a function of the kind of attributes acquired in the process. That is, in the process of completing high school, individuals develop maturity, participate in group learning situations, learn tolerance and adaptability to rules and regulations, show determination, and the like. These characteristics probably more than the educational attainment signified by the diploma underlie success in the military. Broadly speaking, the characteristics signified by educational attainment suggest an underlying dimension of persistence that carries over into the military setting.

The other indicator of enlistment desirability is aptitude. The Services' desire to recruit individuals who score at or above the 50th percentile on the Armed Forces Qualification Test (AFQT). Clearly, recruits must meet minimum standards to insure that military manpower can meet the demands required by increasingly complex technology. The dimension related to or underlying aptitude appears to be that of trainability. The military desires recruits who have the capacity to learn new tasks and perform them competently.

These two dimensions--persistence and trainability--provide the basis for developing a scheme for classifying and segmenting the recruit market. The end result of such a classification scheme is the specification of various groups or segments of the market and the identification of their characteristics so that recruiters can target their efforts and resources

more effectively. We refer to the resulting classification as Recruiting Priority Groups.

2. Classification of Recruiting Priority Groups

The classification scheme for Recruiting Priority Groups was based on the two dimensions of persistence and trainability. For the construction of Recruiting Priority Groups, educational attainment or status was chosen as the measure of persistence. High school grades were selected as the measure of trainability. These measures were chosen because of their availability for YATS respondents and their relationship to the dimensions of enlistment desirability. Alternative measures of persistence such as other courses of study or length of time on the job are not relevant for a number of individuals who have either not taken other courses of study or have not entered the labor market. Measures of trainability other than high school grades are not readily available or, in the case of AFQT scores or college entrance examinations, are available for only a segment of the population under study. High school grades are not intended to be a surrogate for AFQT scores although they are related. The selection of grades was guided by the importance of having an available measure that could be easily understood and applied.

To construct Recruiting Priority Groups, respondents were first classified using the measures of educational status and grades. For educational attainment, respondents were dichotomized into high school graduates and nongraduates. High school graduates were further divided into those in school (primarily college) or those out of school (primarily working). Non-high school graduates were divided into three groups: current high school seniors, current high school sophomores and juniors, and others not currently enrolled in high school (they could be enrolled in other educational programs and may have completed an A.B.E. or G.E.D.). Classification of those with diplomas and certificates other than a high school diploma with nongraduates was based on data showing that high school completion is strongly related to nonattrition and overall performance, more so than completion of alternative courses of study (Laurence, 1984).

For the trainability dimension defined by high school grades, respondents were dichotomized at the median to form a group with higher grades and a group with lower grades. For young males, 47.2 percent stated their

high school grades were mostly As, mostly As and Bs, or mostly Bs; 52.8 percent reported their grades were lower. This same approach of norming at the median is used with the Armed Services Vocational Aptitude Battery (ASVAB) scores.

Cross-classifying the two dimensions of educational status (five levels) and grade status (two levels) resulted in 10 groups. These groups were combined to form five Recruiting Priority Groups, as shown in Table 7.1. The primary criterion for definition of the Recruiting Priority Groups, educational status and grades, was used primarily to distinguish groups of nonstudents of different priority. Current seniors are distributed among three Recruiting Priority Groups based on grades and plans to attend college. Note that using college plans to distribute the current seniors among other groups may artificially increase the group size of the high school graduates in school because about 75 percent of current seniors state they plan to attend college.

The composition of the resulting Recruiting Priority Groups is also described in Table 7.1. The group with highest enlistment priority is considered to be high school graduates with higher grades who are not currently enrolled in school and current seniors with higher grades who do not plan to attend college. This group is called Higher Aptitude Nonstudents (current and future) and constitutes 9.8 percent of the sample of young males. The group with the second highest enlistment priority is considered to be high school graduates with lower high school grades not currently enrolled in school and current seniors with lower grades who do not plan to go to college. This group is referred to as Lower Aptitude Nonstudents (current and future) and constitutes 14.2 percent of the sample of young males. These two groups are ranked highest in priority under the assumption that high school graduation is the best predictor of military performance and that those currently in college are relatively unlikely to enlist in the military. The ranking of the two groups was done on the basis of high school grades.

The group ranked third in enlistment priority consists of high school graduates currently attending school regardless of high school grades and high school seniors who plan to attend college. This group is referred to as College Students and constitutes 27.1 percent of the young male sample.

Table 7.1. Construction of Recruiting Priority Groups

		High School Grades	
		Higher	Lower
Graduates	H.S. graduates in school	(3) College Students	
	H.S. graduates out of school	(1)	(2)
Nongraduates	H.S. seniors ^a	Higher Aptitude Nonstudents	Lower Aptitude Nonstudents
	H.S. sophomores/juniors	(4) Young High School Students	
	Non-H.S. graduates not in H.S.	(5) Noncompleters	

Diagram annotations:
 - An arrow from "H.S. graduates out of school" points to "(3) College Students".
 - An arrow from "H.S. seniors" points to "(1) Higher Aptitude Nonstudents".
 - An arrow from "H.S. seniors" points to "(2) Lower Aptitude Nonstudents".
 - A bracket labeled "who plan college" spans from "H.S. seniors" to "(3) College Students".
 - A bracket labeled "who plan no college" spans from "H.S. seniors" to "(1) Higher Aptitude Nonstudents".

Source: Questions A_7, A_9, A_11, A_12, A_13, D_72.

^aHigher aptitude high school seniors not planning to go to college are placed in Group 1, higher aptitude seniors planning to go to college in Group 3, and lower aptitude seniors in Group 2.

Group	Percent	Recruiting Priority Group Description.
(1)	9.8%	Higher Aptitude Nonstudents High school graduates with higher high school grades not currently enrolled in school; current seniors with higher high school grades who do not plan to go to college.
(2)	14.2%	Lower Aptitude Nonstudents High school graduates with lower high school grades not currently enrolled in school; current seniors with lower high school grades who do not plan to go to college.
(3)	27.1%	College Students Current college students; current seniors who plan to go to college.
(4)	20.4%	Young High School Students High school sophomores and juniors.
(5)	28.5%	Noncompleters. Non-high school graduates not currently enrolled in high school.

Current high school sophomores and juniors are considered to be fourth in terms of enlistment priority; they are young and their attitudes and plans still unstable. They are referred to here as Young High School Students and constitute 20.4 percent of the young male sample. The lowest priority group is non-high school graduates not currently enrolled in high school. They are referred to as Noncompleters and constitute 28.5 percent of the young male sample.

The percentage distribution of Recruiting Priority Groups in this sample of young males is not representative of the population of young males aged 16 to 21. First, those who have completed more than two years of college or have had prior military service are excluded from the young male sample. Second, current seniors have been combined with other groups on the basis of college plans and high school grades. Third, those with alternative diplomas and certificates have been classed as nongraduates even though their training may have been roughly equivalent to high school completion. Finally, a number of inconsistencies in responses made placement of some individuals in groups difficult (e.g., several 16 year olds stated they were in college, some college students provided no information about high school graduation).

B. Characteristics of Recruiting Priority Groups

This section examines the characteristics of Recruiting Priority Groups and their relation to other sociodemographic characteristics, including educational and employment characteristics. These characteristics help distinguish the Recruiting Priority Groups as market segments.

The relation of Recruiting Priority Groups to age, race and ethnic status, marital status, and the average number of financial and family responsibilities and obligations is presented in Table 7.2. Because high school status is closely related to age, some degree of correspondence between age and Recruiting Priority Group status is expected. As shown, 75 percent of Young High School students are age 16, and about 80 percent of Higher and Lower Aptitude Nonstudents are age 18 and over. Of the total sample of young males, 77 percent are white and the remainder primarily black. Higher Aptitude Nonstudents and College Students have higher percentages of whites than other groups, but the differences are small. Almost all young males are single regardless of Recruiting Priority Group, but the percentage married is slightly higher for Higher and Lower Aptitude Nonstudents

Table 7.2. Selected Sociodemographic Characteristics of Young Male Recruiting Priority Groups

	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 432)	(2) Lower Aptitude Nonstudents (n = 628)	(3) College Students (n = 1196)	(4) Young High School Students (n = 900)	(5) Non- completers (n = 1260)
Age					Total (n = 4416)
16	3.1	3.2	2.9	75.3	19.0
17	17.3	15.7	31.1	21.9	21.5
18	21.3	20.9	26.0	0.2	15.5
19	21.3	23.4	24.7	2.5	14.8
20	20.2	19.5	11.0	0.1	16.5
21	16.8	17.2	4.3	0.0	12.7
					9.0 (0.5)
					21.7 (0.7)
					22.9 (0.7)
					17.6 (0.7)
					16.2 (0.7)
					12.6 (0.6)
					9.0 (0.5)
Race/Ethnicity					
White	81.5	77.4	80.1	75.4	74.0
Black	9.0	14.4	10.2	13.0	14.2
Hispanic	5.6	4.7	5.2	6.7	7.7
Other	3.8	3.5	3.8	4.9	4.1
					4.0 (0.4)
					77.4 (0.9)
					12.4 (0.7)
					6.2 (0.5)
					4.0 (0.4)
Marital Status					
Single	92.3	93.5	98.4	99.9	92.5
Married	7.0	5.9	1.4	0.0	6.5
Other ^a	0.7	0.5	0.2	0.1	1.0
					0.5 (0.1)
					95.7 (0.3)
					3.8 (0.3)
					0.5 (0.1)
Mean Number of Financial/Family Responsibilities and Obligations ^b	0.2	0.2	0.1	0.0	0.3
					0.2

Note: Tabled values are percentages with standard errors in parentheses.

^a"Other" includes widowed, divorced, and separated.

^bIndex constructed from items concerning home ownership, marital status, one or more dependents, and dependents under age 6, similar to a measure appearing in RCAS Wave V (1982).

Source: Questions A_3, D_64, D_68, D_69, D_79, D_80, D_81.

and Noncompleters. Finally, young males in each group have relatively few financial and family responsibilities and obligations which might deter them from military service. On the basis of an index of responsibilities and obligations, ranging from 0 to 4,* the average score is 0.2.

Recruiting Priority Groups are differentiated with respect to educational characteristics in Table 7.3. Because construction of the measure relies on high school status, assignment of a respondent to one of the Recruiting Priority Groups is closely related to the number of years of education completed. However, there are some inconsistencies in responses that are misleading, such as the relatively high percentage of Noncompleters who say they have completed 12 years of education; not all of these have a high school diploma. Other segment attributes are related to the fact that current high school seniors were distributed among the highest priority groups. Notably, 45 percent of Noncompleters have 10 or fewer years of education. Overall, two-thirds of young males described their high school curriculum as college preparatory; this was true of 84 percent of College Students but only about half of Lower Aptitude Nonstudents. Most young males desire more education or training, particularly College Students and Young High School students. About one-half of young males have taken a college entrance examination, but this is related to age (lowest among Young High School Students) and aptitude (highest among College Students and higher among Higher Aptitude Nonstudents than Lower Aptitude Nonstudents or Noncompleters). Young males have on the average taken 3.5 math or technical courses in high school. The number of such courses taken is highest among College Students and lowest among Lower Aptitude Nonstudents and Noncompleters.

Recruiting Priority Groups are differentiated with respect to employment characteristics in Table 7.4. Almost half of the Higher and Lower Aptitude Nonstudents are employed full-time and three-fourths employed at least part-time. The percentage employed is lower for other groups. More than one-third of Young High School Students and almost one-fourth of College Students are not employed and looking for work. Almost one-third of Young High School Students and one-fourth of College Students are not employed and not looking for work. Few differences exist among the groups in the perceived difficulty

* Four dichotomous items were summed to form the index: home ownership, marital status, having one or more dependents, and having dependents under the age of 6 years. Thus, range of scores was 0 to 4.

Table 7.3. Educational Characteristics of Young Male Recruiting Priority Groups

Educational Characteristics	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 432)	(2) Lower Aptitude Nonstudents (n = 628)	(3) College Students (n = 1196)	(4) Young High School Students (n = 900)	(5) Non- completers (n = 1260)
Total (n = 4416)					
<u>Years of Education Completed</u>					
Less than 10	0.2	0.0	0.1	26.4	20.2
10	0.8	0.4	0.7	72.1	24.3
11	24.1	24.4	36.0	1.4	28.7
12	60.1	68.9	36.7	0.1	19.6
Some college/vocational school	14.8	6.3	26.5	0.0	7.2
<u>Type of High School Curriculum</u>					
College preparatory	64.6	53.4	84.3	67.9	55.0
Business/commercial	5.3	9.9	5.0	6.1	7.4
Vocational/technical	30.1	36.7	10.8	26.1	37.6
<u>Desire More Education or Training</u>	79.0	75.8	96.1	90.3	79.8
<u>Ever Taken College Entrance Exam</u>	56.4	38.0	78.2	32.9	34.2
<u>Mean Number of Math/Technical Courses Taken in High School^a</u>	3.6	2.5	4.5	3.9	2.9
					3.5

Note: Tabled values are percentages with standard errors in parentheses.

^aIncludes elementary algebra, plane geometry, business math, computer science, intermediate algebra, trigonometry, calculus, physics.

Source: Questions A_4, A_5, A_8, D_70, D_73, D_74.

Table 7.4. Employment Characteristics of Young Male Recruiting Priority Groups

	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 432)	(2) Lower Aptitude Nonstudents (n = 628)	(3) College Students (n = 1196)	(4) Young High School Students (n = 900)	(5) Non- completers (n = 1260)
<u>Employment Status</u>					
Employed full-time	48.5	47.4	11.3	3.8	35.7
Employed part-time	23.2	24.4	42.2	29.5	22.1
Not employed, looking	16.2	20.9	22.2	35.7	26.8
Not employed, not looking	12.2	7.3	24.4	30.9	15.4
<u>Perceived Difficulty Finding a Job</u>					
Full-time job	82.4	84.9	82.8	82.1	84.0
Part-time job	52.7	61.2	53.8	58.5	59.6
<u>Characteristics of Workers</u>					
Mean hours worked per week	37.3	36.2	23.5	19.7	34.9
<u>Frequency of weekend work</u>					
Every week	41.3	39.6	55.8	62.2	40.7
2 or 3 times a week	15.4	17.0	13.7	20.3	16.3
Once a month or less	9.1	14.2	7.8	5.4	13.5
Never	34.2	29.1	22.7	12.1	29.5
					26.2
					(1.0)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions A_17, A_18, A_23, A_24, A_35, A_40, A_41.

of finding a full-time or part-time job. Among workers, Higher and Lower Aptitude Nonstudents work an average of almost 40 hours a week and Non-completers work slightly fewer hours. College Students and Young High School Students average the fewest hours, yet they work almost half-time. Many workers in each group work on the weekends (40 to 60 percent), particularly College Students (62 percent) and Young High School Students (56 percent), an issue particularly important for the Reserve components.

These findings regarding the relation of Recruiting Priority Groups to sociodemographic characteristics suggest that the groups are distinct on a number of important characteristics. These characteristics can be used to profile these groups to clarify their composition. The groups have been shown in these analyses to differ on a number of characteristics that confirm their ordering along a dimension of enlistment priority. College Students appear to be the highest quality on the basis of their level of education and the number of math and technical courses taken, but they are likely to continue in college rather than join the military. Higher Aptitude Nonstudents appear to be of higher quality than Lower Aptitude Nonstudents and those Not in High School, as expected; they have taken more math and technical courses, are more likely to have had a college preparatory curriculum, to have taken the college entrance examination, and to be gainfully employed. The capabilities and plans of Young High School Students are less predictable.

These analyses suggest that the five groups defined a priori in terms of "enlistment priority" may be distinguishable with respect to characteristics related to recruiting desirability. Their relation to propensity and enlistment prospects is examined in the following section.

C. Enlistment Prospects of Recruiting Priority Groups

The enlistment prospects of the five Recruiting Priority Groups among young males are examined. Various measures of propensity, reasons those with negative propensity do not want to serve in the military, and the level of knowledge about monthly starting pay and enlistment bonuses for military service are presented in Tables 7.5, 7.6, and 7.7.

Several measures of enlistment propensity are presented in Table 7.5 for the Recruiting Priority Groups. On all measures Young High School Students have by far the highest propensity to join the military, followed by Noncompleters, Lower Aptitude Nonstudents, Higher Aptitude Nonstudents,

Table 7.5. Enlistment Propensity of Young Male Recruiting Priority Groups

	Recruiting Priority Groups					Total (n = 4416)
	High School Graduates			Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 432)	(2) Lower Aptitude Nonstudents (n = 628)	(3) College Students (n = 1196)	(4) Young High School Students (n = 900)	(5) Non- completers (n = 1260)	
<u>Positive Propensity</u>						
Army	14.7 (2.1)	14.5 (1.6)	7.9 (0.9)	28.4 (1.8)	21.8 (1.4)	17.5 (0.7)
Navy	15.0 (2.0)	13.1 (1.6)	7.1 (0.9)	18.7 (1.6)	14.2 (1.2)	13.0 (0.6)
Marine Corps	10.6 (1.6)	10.0 (1.3)	5.4 (0.8)	18.8 (1.5)	15.5 (1.2)	12.1 (0.7)
Air Force	18.6 (2.2)	15.7 (1.6)	15.5 (1.2)	24.9 (1.7)	19.5 (1.3)	18.8 (0.7)
Composite Propensity	30.7 (2.6)	31.9 (2.2)	22.6 (1.5)	52.5 (1.9)	39.4 (1.6)	35.4 (0.9)
<u>Unaided Mention of Plans to Join the Military</u>						
	9.3 (1.7)	10.7 (1.4)	5.3 (0.8)	17.3 (1.5)	9.5 (1.0)	10.0 (0.6)
<u>Positive General Intention to Serve in the Military</u>						
	23.2 (2.4)	28.0 (2.1)	17.7 (1.3)	45.2 (1.9)	31.1 (1.5)	29.0 (0.8)
<u>RTI Index</u>						
Unaided mention or definite composite propensity or definite general intention	12.1 (1.8)	13.5 (1.7)	7.8 (0.9)	22.5 (1.6)	13.7 (1.1)	13.6 (0.6)
Probable composite propensity or probable general intention	20.4 (2.2)	22.6 (2.0)	16.7 (1.3)	34.0 (1.8)	28.6 (1.5)	24.7 (0.8)
"Probably Not" or Unsure on composite propensity or on general intention	38.8 (2.6)	33.9 (2.1)	38.9 (1.6)	26.5 (1.7)	32.6 (1.5)	33.9 (0.8)
"Definitely Not" on composite propensity and on general intention	28.7 (2.4)	30.1 (2.2)	36.5 (1.6)	17.0 (1.5)	25.1 (1.4)	27.7 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions B10--B13, A_42, B_3.

Table 7.6. Reasons for Not Wanting to Serve in the (Active) Military Among Recruiting Priority Groups

Reasons for Not Wanting to Serve in the (Active) Military	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 311)	(2) Lower Aptitude Nonstudents (n = 435)	(3) College Students (n = 939)	(4) Young High School Students (n = 433)	(5) Non- completers (n = 784)
					Total (n = 2902)
Current plans for a civilian job	80.7	79.0	79.8	74.3	74.2
Expect to continue school or college	72.0	60.7	93.8	91.3	65.8
Lack of personal freedom	67.2	70.4	63.9	63.8	63.9
Separation from family and friends	64.1	67.2	57.2	66.8	64.9
Military pay	37.2	39.6	36.1	34.9	39.2
Disagree with military policy	36.4	32.0	31.4	34.6	35.2
Lack of value in military training	27.7	32.3	29.9	34.5	31.6
Little in common with people in service	22.6	24.6	24.3	24.2	24.3
Disapproval of parents	31.2	31.1	32.4	43.6	31.5
Disagree with mission and purpose of Armed Forces	37.5	40.1	34.9	38.7	31.8
Difficulty getting into the military	9.7	13.2	7.2	10.7	14.4

Note: Tabled values are percentages with standard errors in parentheses. Entries are based on respondents with negative propensity.

Source: Questions B_20--B_29, B_34.

Table 7.7. Knowledge of Monthly Starting Pay and Cash Enlistment Bonus Among Recruiting Priority Groups

	Recruiting Priority Groups					
	High School Graduates		Non-High School Graduates			
	(1) Higher Aptitude Nonstudents (n = 432)	(2) Lower Aptitude Nonstudents (n = 628)	(3) College Students (n =1196)	(4) Young High School Students (n = 900)	(5) Non- completers (n = 1260)	Total (n = 4416)
<u>Knowledge of Monthly Starting Pay^a</u>						
Under estimate	23.4	25.8	26.7	28.7	25.6	26.3 (0.8)
Close estimate	28.3	29.9	25.9	19.1	28.8	26.2 (0.8)
Over estimate	20.4	13.8	22.6	15.6	15.3	17.6 (0.7)
Don't know	27.8	30.4	24.8	36.6	30.3	29.8 (0.8)
Median	\$500	\$500	\$500	\$500	\$500	\$500
<u>Knowledge of Cash Enlistment Bonus</u>						
Yes, service pays bonus	35.0	34.9	38.1	26.4	32.7	33.5 (0.9)
No, service does not pay bonus	55.0	54.9	52.1	60.1	56.6	55.6 (0.9)
Don't know	10.0	10.2	9.8	13.6	10.7	10.9 (0.6)
Median	\$1000	\$1200	\$1000	\$500	\$1000	\$1000

^aBased on initial estimate of pay.

Source: Questions B_35, B_39, B_42.

and College Students. On the composite propensity measure, their respective estimates are 52.5 percent, 39.4 percent, 31.9 percent, 30.7 percent, and 22.6 percent. The fact that propensity is highest among Young High School Students is probably age-related; propensity is substantially higher among younger individuals. Propensity among the other groups probably reflects their varied employment opportunities and alternative plans. Noncompleters are more likely than others to be unemployed and are relatively high in propensity. However, they are less desirable as recruits than the first three groups. Similarly, Lower Aptitude Nonstudents have higher propensity than Higher Aptitude Nonstudents but are slightly less desirable as enlistment prospects.

These findings suggest that some caution must be used by the Services and policy makers in their interpretation of positive propensity. Highest propensity comes from the groups of lowest priority--the very young or the Noncompleters. The market segmentation approach on which the concept of Recruiting Priority Groups is based can help differentiate positive propensity individuals that are more desirable as recruits.

Table 7.6 presents reasons for not wanting to serve in the military. Recall that respondents to these items were those who had negative propensity to join the military. As shown, major reasons for not wanting to join the military include current plans for a civilian job, expecting to continue school or college, lack of personal freedom, and separation from family and friends. These reasons were important for 60 percent or more of all young males and, similarly, for each of the Recruiting Priority Groups with the exception of the slightly lower percentage of college students who cited separation from family and friends as an important reason. Few differences among the groups in the importance of these reasons were apparent, though College Students and Young High School Students were more likely than others to cite continuation in school or college as a reason for not joining. Other reasons such as military pay or policy, disapproval of parents, or difficulty getting into the military were relatively unimportant reasons for not joining.

The Recruiting Priority Groups do not vary substantially in the level of knowledge about monthly starting pay and enlistment bonuses, as shown in Table 7.7. One-fourth to one-third of each group stated they did not know the amount of monthly starting pay, while only about one-third of each group

correctly stated that there was a cash bonus for enlisting. Note that median estimates are on even 100s because of the clustering of responses on 100s. Although differences are small, Young High School Students were slightly more likely than other groups to state they did not know the amount of monthly starting pay or cash enlistment bonus and to underestimate the amount of the bonus.

D. Multivariate Analyses of Propensity for Recruiting Priority Groups

Analyses presented thus far in this report have examined the propensity of youth and young adults to join the military and provided profiles of those with positive and negative propensity. In addition, analysis of Recruiting Priority Groups have examined their relationship to various sociodemographic variables and to propensity to join the military. Each of these analyses provides useful and important information about propensity but they are limited by the fact that they have considered separately the effects of only one or two variables related to propensity. A more meaningful type of analysis would examine the simultaneous effects on propensity of a number of variables. In this section the technique of multiple regression analysis is applied to this task.

The discussion begins with a description of measures used in the analysis. This is followed by a brief discussion of regression analysis as an analytical tool. Regression analysis is used to model positive composite propensity among the five Recruiting Priority Groups for young males. Separate analyses are performed for each group.

1. Measures

The measures that were used in the regression analyses include variables that assess sociodemographic characteristics, attitudinal issues, awareness of Service advertising, and information seeking behavior. Variables were included that had previously been shown to bear a relationship to propensity or that were expected to bear a relationship. The effect of sociodemographic variables on propensity shown from simple bivariate relationships is described succinctly by Market Facts, Inc. (1983). It reports that young males with positive propensity, relative to those with negative propensity, are more likely to be:

- black or Hispanic
- unemployed and looking for a job

- less educated
- younger
- educated in a vocational curriculum in high school
- lower quality
- planning to attend vocational school
- less able to find a full-time job

and less likely to be:

- currently married
- employed full-time.

A number of findings in this report are in agreement with this summary. However, as noted previously, these factors were considered one at a time without adjusting for effects of other confounding variables. The regression approach considers all variables simultaneously and effects of each variable are adjusted for all other variables in the model.

In the current analyses, sociodemographic variables include age, race or ethnic status, marital status, employment status, father's education and mother's education, and high school curriculum. Related variables include the perceived difficulty in finding a job, the number of math and technical courses taken in high school, and favorable attitudes toward draft registration. Several advertising awareness and information seeking variables were also included: seen print advertising, seen or heard broadcast advertising, received unsolicited recruiting literature, made a toll-free phone call, mailed a postcard or coupon for information about the military, know someone who signed up, have close relatives who served in the military, discussed serving with someone, and took a physical or written test to enter military service.

2. Analytical Approach of Regression Analysis

In multiple regression analysis, predictor or independent variables are examined to determine how well they can jointly account for or explain the variation that occurs in the criterion or dependent variable of interest. The size of the estimated regression parameters associated with each variable indicates the importance of that variable in accounting for the criterion variable. In this case, regression analysis is used to examine the question of the degree to which positive propensity can be explained by demographic and other characteristics of young males and which variables are most important. The strength of a multiple regression analysis is that it is

possible to determine the effect of any predictor variable on the criterion variable independent of the effects of other variables. This allows the relationship of any independent variable to the criterion to be estimated without considering the relationship to other variables in the model. Thus, it is possible to determine how well the set of variables tested accounts for the variance of the criterion measure and, further, to identify which variables in the set are important in explaining the criterion.

Five exploratory analyses were performed using multiple regression analysis, one for each of the Recruiting Priority Groups. These analyses were limited to young males because their propensity is highest and they are of greatest interest to military recruiters.

Each regression analysis used all of the sociodemographic variables and related variables noted above. For these analyses, a weighted least squares approach was followed in which all variables that were being examined in a particular model were included simultaneously in the model analyses. These analyses did not use a stepwise approach in which statistical criteria are used to select which variables enter the model and the order in which they enter a regression. However, since the sociodemographic variables were listed in the model before other variables, it is possible to examine the explanatory effects (indicated by R^2) of the sociodemographic variables by themselves as well as that of the total set of variables. Further, by subtracting the R^2 of these two, the additional contribution of the other variables to the total variance explained can be assessed.

3. Modeling Positive Composite Propensity

The regression analyses were exploratory attempts to identify factors that explain positive composite propensity and to examine the joint effects of several variables. The criterion variable for the regression analyses was the binary variable of positive composite propensity (1 = positive propensity, 0 = negative propensity). Analyses were based on the total sample of young males for each Recruiting Priority Group although sample sizes were reduced slightly because of missing data patterns across variables.

For the analyses weighted least squares were used where each observation was weighted by its sampling weight. The use of a 0-1 dependent variable (positive propensity) means that probabilities are being modelled. This means that for a continuous independent variable the regression coefficient shows the change in probability of positive propensity for one unit of

change in that independent variable; for categorical variables, the regression coefficient is the difference in probabilities for contrasts between levels of the variable. Significant regression coefficients indicate the variables that are associated with positive propensity, or that discriminate between those with positive and negative propensity.

There are some problems in using a binary dependent variable in a regression model. First, the dependent variable has non-constant variance so that least square estimates (even when weighted by sample weights) are inefficient though unbiased. Second, predicted probabilities can fall outside of the 0-1 range. Despite these problems neither is so severe as to preclude the use of binary variables in regression analysis. This is particularly true when the purposes of the analyses are exploratory attempts to understand basic relationships among variables as was the case in the current regressions.

The results of the regression analysis are presented in Table 7.8. Nineteen regression parameters (one for each variable in the table) were estimated and resulted in R^2 's of .245 for Higher Aptitude Nonstudents, .222 for Lower Aptitude Nonstudents, .156 for College Students, .222 for Young High School Students, and .197 for Noncompleters.*

The demographic variables by themselves were relatively weak predictors of propensity. For the five respective models they showed R^2 's of .087, .111, .068, .070, and .069.

Examination of the results shows that two variables were consistently significant across all five regressions--race/ethnicity and whether individuals had discussed serving in the military with someone. The results indicate that nonwhites and those who have discussed serving are more likely to have positive propensity. For example, among the Higher Aptitude Nonstudents, nonwhites are 25 percent more likely to have positive propensity than whites, and those who have discussed serving are 29 percent more likely to have positive propensity than those who have not discussed serving. Similar interpretations would hold for the other regressions presented.

* The correlations among independent variables for the models were examined and found to be low (generally less than .30), indicating that findings of the regression were not due to multicollinearity.

Table 7.8. Regression Models of Positive Composite Propensity for Recruiting Priority Groups for Young Males

Independent Variables	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents (n = 381)	(2) Lower Aptitude Nonstudents (n = 526)	(3) College Students (n = 1108)	(4) High School Students (n = 769)	(5) Non- completers (n = 1036)
<u>Sociodemographic Variables</u>					
Age (years)	-0.028	-0.029	-0.030	0.006	-0.018
Race/ethnicity (nonwhite vs. white)	0.254*	0.193*	0.155*	0.164*	0.133*
Marital status (married vs. other)	0.046	-0.041	-0.194	0.000	-0.119
Employment status (employed full-time vs. other)	0.009	-0.094	0.057	0.010	-0.078
Father's education (years)	0.001	0.001	-0.008	-0.003	-0.007
Mother's education (years)	-0.014	-0.021	-0.015	-0.013	-0.030*
High school curriculum (academic vs. other)	-0.040	0.000	-0.061	-0.176*	-0.033
<u>Other Variables</u>					
Difficult to find full-time job	-0.005	-0.135	0.029	0.043	0.019
Number of math/technical courses	-0.013	-0.011	-0.007	0.000	-0.006
Favor draft registration	0.047	0.050	0.067	0.131	0.120*
Seen print advertising	-0.034	0.090	0.035	0.041	-0.062
Seen/heard broadcast advertising	0.034	0.035	0.038	0.034	-0.018
Received recruiting literature	0.000	0.020	-0.028	-0.139	-0.068
Made toll-free phone call	-0.132	0.106	0.061	0.014	0.097
Mailed postcard or coupon	0.059	0.097	0.121*	0.139*	0.070
Know someone who signed up	-0.011	-0.042	0.028	-0.024	0.049
Close relatives served in military	-0.080	0.019	0.009	0.034	0.061
Discussed serving with someone	0.294*	0.225*	0.148*	0.292*	0.260*
Took physical/written test	0.251*	0.049	-0.003	0.004	0.062
R ² for complete model	.245	.222	.156	.222	.197
R ² for sociodemographic variables only	.087	.111	.068	.070	.069

Note: Tabled values are regression parameters (beta values). Analyses used weighted data. The criterion measure for the five regressions was positive composite propensity (yes, no). Values of the regression parameters indicate the change in positive propensity that is produced by each independent variable after that variable has been adjusted for all other variables appearing in the model. For example, for Higher Aptitude Nonstudents, nonwhites are 25.4 percent more likely to have positive propensity than whites.

*p < .01.

In view of earlier univariate results that show a relationship of propensity to a variety of demographics (e.g., Table 4.3), it is of interest that few demographics showed significant effects in regression models. Aside from race/ethnicity across all five groups, and mother's education for Noncompleters, and high school curriculum for Young High School Students, none of the other demographic variables showed a significant relationship to positive propensity. This is of particular interest for the employment variable which has been hypothesized to be highly related to propensity. The finding of no age effects is largely explained by the composition of the priority groups.* Within each group the variation in propensity due to age was minimal once all other variables in the model were considered. As a group the demographic variables are relatively weak in accounting for the variation in propensity.

Aside from demographic variables already noted and "having a discussion about the military," a number of other variables are significant predictors of positive propensity for particular priority groups. These variables include taking a physical or written test for Higher Aptitude Nonstudents; having mailed a postcard for College Students; mailing a postcard or holding a favorable attitude toward the draft registration requirement for Young High School Students; and favoring draft registration for Noncompleters.

It should be noted that the model for Young High School Students has the largest number of significant parameters for the set of regressions that were performed. Two explanations may account for this. First, members of this group are young and perhaps still very idealistic so that they may be more easily influenced by a larger variety of factors than members of the other groups. Second, virtually none of this group has self-selected into military service. This contrasts with the populations from which the other groups are composed. Those who might show high propensity and perhaps more relationships on other variables have been eliminated by virtue of already joining the Service.

It is also of interest that none of the advertising exposure variables shows a direct relationship to propensity. The variables "seeing" or "reading ads favorable to the military" do not influence propensity relative to other

* A preliminary analysis that modeled propensity for all young males regardless of priority group showed a significant age effect.

variables in the model. Of course, such information may well lay the groundwork for the future formation of positive attitudes and intentions about military service.

The regression analyses presented here must be viewed as preliminary and suggestive rather than definitive. Clearly, only a small proportion of the total variation in propensity was explained. Because of time and cost limitations, only basic models were examined. It is important to recognize, however, that a variety of other models could be tested. For example, the models presented examined main effects of variables only; no interactions were considered. A more sophisticated modeling approach could develop a simplified main effects model by dropping out the nonsignificant variables from the current models, re-estimating the reduced model, and then testing for significant interactions among the smaller number of variables. Further, other approaches could be used such as logistic regression which is particularly well suited to the problem considered here of estimating probabilities. Despite further work that is needed to refine our understanding of the factors that relate to propensity, the current analyses show the basic relationships of the variables to propensity. Such analyses permit control for confounding of related variables and permit a more correct interpretation of variables that affect propensity.

E. Summary

Recruiting Priority Groups were developed for the Young Male population as a market segmentation approach to targeting recruiter activities. Priority Groups were based on measures of educational status and high school grades as indicators of persistence and trainability dimensions. Five Recruiting Priority Groups were defined: Higher Aptitude Nonstudents, Lower Aptitude Nonstudents, College Students, Young High School Students, and Noncompleters. The groups were compared on sociodemographic characteristics and propensity to join the military. Regression analyses were conducted that examined sets of variables related to positive propensity for each of the Recruiting Priority Groups.

1. Characteristics of Recruiting Priority Groups

Distributions for Higher Aptitude Nonstudents and Lower Aptitude Nonstudents appear highly similar. However, Higher Aptitude Nonstudents have higher grades, a higher composition of whites, and more education than Lower Aptitude Nonstudents.

- College students have completed more years of education, desire more education, and have taken more math and technical courses compared with other groups.
- Young High School students are notably younger and have less education but are highly desirous of more education.
- Noncompleters are likely to be unemployed and looking for work and have taken few math and technical courses.

2. Enlistment Prospects of Recruiting Priority Groups

- The five Recruiting Priority Groups differ on positive propensity to enlist but differ little in the reasons for not joining the military or the level of knowledge about enlistment bonuses.
- Young High School Students have the highest propensity, followed by Noncompleters, Lower Aptitude Nonstudents, Higher Aptitude Nonstudents, and College Students. Thus, those with the lowest recruiting priority have the highest propensity to enlist.
- Current plans for a civilian job, expectations of continuing school or college, lack of personal freedom, and separation from family and friends are major reasons for not joining the military regardless of Recruiting Priority Group membership.
- Few differences exist among Recruiting Priority Groups as to level of knowledge about monthly starting pay or cash enlistment bonuses for military service.

3. Regression Analyses of Propensity for Recruiting Priority Groups

- Exploratory regression analyses were conducted to explain positive propensity using demographic variables and other variables. Demographic variables as a group were rather weak predictors of positive propensity.
- Overall for the Recruiting Priority Groups, the regression models explained 25 percent of the variation in propensity responses for the Higher Aptitude Nonstudents, 22 percent for Lower Aptitude Nonstudents, 16 percent for College Students, 22 percent for Young High School Students and 20 percent for Noncompleters.

Regression analyses showed that race/ethnicity and discussions of serving in the military with someone were significant predictors of propensity for all Recruiting Priority Groups. Nonwhites and those who discussed serving were significantly more likely to have positive propensity.

8. INFORMATION SEEKING AND RECRUITER CONTACT OF RECRUITING PRIORITY GROUPS

Analyses presented in this chapter examine awareness of Service advertising and the degree of contact with recruiters. The emphasis is on the level of information-seeking among the Recruiting Priority Groups. The progression of influences and information-seeking activities is envisioned as a passive to active continuum. Receiving unsolicited literature, seeing print advertising, seeing or hearing broadcast advertising, and knowing someone who enlisted are instances of relatively passive exposure. More active behaviors include mailing a postcard or coupon for information, making a toll-free call for information, or having actual contact with a recruiter. The exposure to each of these information sources is examined separately in this chapter for each of the Recruiting Priority Groups. In addition, a summary count of the total number of information sources to which an individual was exposed is examined for the Recruiting Priority Groups.

A. Advertising Awareness

The level of awareness about Active Service advertising was assessed in two ways. First, individuals were asked in an open-ended question to name the Services for which they recalled seeing or hearing advertising; responses are referred to as "unaided awareness." A second, closed-ended question asked whether individuals recalled advertising for each Service by name not mentioned in the first answers; responses are referred to as "aided awareness." As seen in Table 8.1, 75.3 percent mentioned the Army in the unaided question, 54.3 percent the Navy, 65.5 percent the Marine Corps, 65.7 percent the Air Force, 22.3 percent the Coast Guard, and 13.4 percent Joint Service advertising.

Aided awareness was generally lower than unaided awareness except for the Coast Guard and Joint Recruiting Advertising Program (JRAP) for which aided awareness advertising was higher. Considering both aided and unaided awareness, fully 93.2 percent of young males were aware of advertising for the active service Army, 88.7 percent for the Marine Corps, 88.1 percent for the Air Force, 80.8 percent for the Navy, 57.8 percent for the Coast Guard, and 70.6 percent for the JRAP program. Almost all young males were aware of advertising for the four major Services.

Table 8.1. Levels of Awareness of Active Service Advertising

	Recruiting Priority Groups					
	High School Graduates			Non-High School Graduates		
Sponsor/Awareness	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers	Total
Army						
Unaided awareness	73.6	72.9	78.3	78.7	71.9	75.3 (0.8)
Aided awareness	19.3	20.4	16.5	15.2	19.3	17.9 (0.8)
Aided or unaided	92.9	93.3	94.8	93.9	91.2	93.2 (0.5)
Navy						
Unaided awareness	53.3	51.5	61.3	57.2	47.7	54.3 (0.9)
Aided awareness	26.2	29.7	24.0	23.5	29.4	26.5 (0.8)
Aided or unaided	79.5	81.2	85.3	80.7	77.1	80.8 (0.7)
Marine Corps						
Unaided awareness	68.1	64.3	71.1	66.6	59.3	65.5 (0.9)
Aided awareness	21.4	25.3	22.0	20.0	26.1	23.2 (0.9)
Aided or unaided	89.5	89.6	93.1	86.6	85.4	88.7 (0.6)
Air Force						
Unaided awareness	65.5	60.8	72.9	67.9	60.1	65.7 (0.9)
Aided awareness	23.6	25.0	18.4	20.6	25.6	22.4 (0.8)
Aided or unaided	89.1	85.5	91.3	88.5	85.7	88.1 (0.6)
Coast Guard						
Unaided awareness	23.4	20.3	26.1	23.5	18.6	22.3 (0.7)
Aided awareness	33.9	38.2	34.2	34.3	36.6	35.5 (0.9)
Aided or unaided	57.3	58.5	60.3	57.8	55.2	57.8 (0.9)
Joint Services ^a						
Unaided awareness	16.3	12.2	13.6	11.9	14.0	13.4 (0.6)
Aided awareness	53.8	58.1	61.5	60.6	51.8	57.2 (0.8)
Aided or unaided	70.1	70.3	75.1	72.5	65.8	70.6 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

^aQuestion refers to "one ad for Joint Services" and may include National Guard/Reserves instead of only active services. Responses to this question involving National Guard or Reserves are presented in Chapter 12.

Source. Questions D_1, D_2. Aided awareness is somewhat inversely related to unaided awareness in that respondents are only asked about aided awareness if they do not report unaided awareness for a given Service. In this table a few respondents who were asked D_2 in error were omitted from the calculation of aided awareness.

The Recruiting Priority Groups do not differ substantially in the level of aided and unaided awareness about advertising for each of the Services, as seen in Table 8.1. However, College Students are slightly more aware of the advertising and Noncompleters slightly less aware of the advertising than other groups. These differences, although minimal, are most likely reflections of the level of contact of the Recruiting Priority Groups with various media.

Table 8.2 shows the order of mention among Services for the unaided question. The first three responses to the unaided question show that 40 percent mentioned the Army first while 27 percent mentioned the Air Force first with other responses lower for the other services. As a second response, the Army was also the most frequently mentioned, by 25 percent of young males. The third set of responses was more diverse, with more responses included in an "other" category (composed of Guard/Reserves, Joint-Services advertising, don't know and refused) than other categories. The Army was the most frequently mentioned Service overall (Table 8.1) and the most frequent in both first and second response to the unaided question (Table 8.2).

B. Recognition of Service Advertising Slogans

The recognition of Service advertising slogans is an important indication of advertising awareness and advertising's effect. Respondents in this survey were asked to match each of five advertising slogans with the four major Services and the Joint Services. Responses to these slogans are presented in Table 8.3 with correct answers underlined. The Marine Corps slogan, "The few, the proud, the _____," received the most correct identifications (87.4 percent). It was followed by 81.5 percent who correctly identified the Air Force slogan, "Aim high. _____" and was followed by 73.5 percent who correctly identified the Army slogan, "Be all you can be." Only 37.7 correctly identified the Navy slogan and 22.8 correctly identified the Joint Services slogan. For the latter two slogans, about one-third of respondents incorrectly identified the Army as the sponsor.

The Recruiting Priority Groups did not differ markedly in their recognition of the sponsor of each of the slogans. The three highest priority groups (Higher Aptitude Nonstudents, Lower Aptitude Nonstudents and College Students) were slightly more likely than the two lower priority groups (Young High School Students, Noncompleters) to correctly identify the sponsor

Table 8.2. Order of Mention for Recall of Service Advertising

Service	Order of Mention		
	First Response	Second Response	Third Response
Army	39.9	25.0	7.8
Navy	5.8	19.8	9.3
Marine Corps	13.8	13.4	15.8
Air Force	27.3	18.0	19.6
Coast Guard	0.8	1.1	8.9
Other ^a	12.5	22.7	38.5

Note: Tabled values are column percentages. Data are for unaided mentions.

^aIncludes "None" (first response only), Guard/Reserves, one ad for all Services (JRAP), don't know, and refused.

Source: Question D_1.

(Table 8.3). This tendency suggests that higher priority groups are more aware than lower priority groups, but the differences are not large.

C. Media-Specific Awareness of Service Advertising

Responses regarding contact with the three types of advertising (broadcast, print, literature) for all young males and each of the Recruiting Priority Groups are presented in Table 8.4. Overall, more than 90 percent of young males have seen or heard broadcast advertising for one or more of the Services, more than 80 percent have seen print advertising, and almost 60 percent have received direct mail recruiting literature. The Recruiting Priority Groups do not differ substantially in the degree to which they have seen print or broadcast advertising, but there are large differences between the groups in the percentages who have received direct mail recruiting literature. The four highest priority groups are slightly more likely than Noncompleters to have seen print advertising, while College Students are slightly more likely than others to have seen or heard broadcast advertising. However, about three-fourths of the three highest priority groups have received recruiting literature compared with about one-half of Noncompleters and one-fifth of Young High School Students. This finding is related to the fact that recruiting literature is sent primarily to high school seniors. Therefore, the majority of young high school students and those who dropped out before their senior year would not have received recruiting literature.

Young males in each Recruiting Priority Group were most likely to have received or seen direct mail recruiting advertising from the Army and, secondarily, from the Marine Corps and Air Force. Receipt of Navy direct mail advertising was reported to be lower, and receipt of Joint Services direct mail advertising was lowest. About one half of young males in each Recruiting Priority Group received literature, saw print advertising or saw or heard broadcast advertising from the Army. Very few in the two lowest priority groups received unsolicited literature. About 40 percent of all Recruiting Priority Groups saw print advertising from the Marine Corps and about 30 percent from the Navy, while about 40 percent saw or heard broadcast advertising from the Navy, Marine Corps, or Air Force. Thus, the coverage of service advertising appears wide, particularly for the Army and secondarily for the Marine Corps and Air Force.

Table 8.3. Recognition of Service Advertising Slogans

	Recruiting Priority Groups					
	High School Graduates			Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers	Total
"Be all you can be."						
Army	73.3	74.4	76.0	71.8	71.8	73.5 (0.8)
Navy	6.4	6.6	5.8	6.5	7.0	6.5 (0.4)
Marine Corps	7.3	6.3	6.8	6.8	6.5	6.7 (0.4)
Air Force	4.7	4.0	4.2	5.6	4.4	4.5 (0.4)
Joint Services	5.6	6.4	4.9	6.5	6.6	6.0 (0.4)
Don't know	2.7	2.3	2.4	2.8	3.8	2.9 (0.3)
"It's not just a job, it's an adventure."						
Army	36.0	33.6	27.5	31.3	32.5	31.4 (0.8)
Navy	38.2	39.3	43.0	32.5	35.1	37.7 (0.9)
Marine Corps	9.1	9.1	11.9	14.1	14.6	12.4 (0.6)
Air Force	7.0	8.7	8.7	9.3	8.0	8.5 (0.5)
Joint Services	5.8	5.8	5.5	7.4	5.6	6.0 (0.4)
Don't know	3.8	3.5	3.3	5.5	4.3	4.1 (0.3)
"The few, the proud, the different."						
Army	1.9	4.3	1.7	5.4	4.3	3.6 (0.3)
Navy	2.4	2.7	2.1	3.8	3.4	2.9 (0.3)
Marine Corps	90.3	86.9	91.7	83.3	85.3	87.4 (0.6)
Air Force	1.2	1.5	1.4	1.9	2.2	1.7 (0.2)
Joint Services	1.6	1.5	0.8	1.6	0.9	1.2 (0.2)
Don't know	2.6	3.0	2.3	4.0	3.9	3.2 (0.3)
"Aim high."						
Army	4.0	3.4	2.0	3.6	4.3	3.4 (0.3)
Navy	3.3	4.5	2.0	2.8	3.5	3.1 (0.3)
Marine Corps	3.1	3.9	3.4	3.8	3.5	3.6 (0.3)
Air Force	80.9	78.6	85.8	82.1	78.7	81.5 (0.7)
Joint Services	1.7	1.3	1.0	0.9	1.5	1.2 (0.2)
Don't know	7.0	8.3	5.8	6.8	8.5	7.3 (0.4)
"It's a great place to start."						
Army	32.9	34.7	36.6	32.6	33.7	34.3 (0.8)
Navy	15.1	15.3	13.6	16.2	12.9	14.3 (0.6)
Marine Corps	7.6	4.9	5.8	8.0	8.4	7.0 (0.4)
Air Force	13.5	13.5	10.4	9.5	11.9	11.4 (0.5)
Joint Services	20.1	20.0	25.5	23.8	22.0	22.8 (0.7)
Don't know	10.9	11.7	8.1	10.0	11.2	10.1 (0.5)

Note: Tabled values are percentages with standard errors in parentheses; correct responses for each slogan are underlined.

Source: Questions D_4 to D_8.

Table 8.4. Receipt of Recruiting Literature and Awareness of Print and Broadcast Media Advertising

Advertising Medium/Sponsor ^a	Recruiting Priority Groups					Total ^d
	High School Graduates			Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers	
Received Literature from:						
Army	50.3	46.0	54.4	12.9	35.2	39.2 (0.9)
Navy	26.5	25.1	29.5	5.3	14.1	19.4 (0.7)
Marine Corps	37.7	33.9	38.7	6.7	22.8	27.1 (0.8)
Air Force	31.8	21.5	33.9	5.2	18.0	21.7 (0.7)
Joint Services ^b	7.0	8.1	7.5	0.3	4.6	5.3 (0.4)
Don't remember sponsor	1.8	1.3	1.4	0.7	1.5	1.3 (0.2)
Any recruiting literature ^c	73.4	71.1	78.8	21.6	52.5	58.4 (0.9)
Saw Print Advertising of:						
Army	51.7	51.3	58.1	56.5	50.7	54.0 (0.9)
Navy	33.0	29.6	35.6	34.6	27.9	32.0 (0.8)
Marine Corps	42.7	40.4	44.9	43.4	37.4	41.5 (0.9)
Air Force	38.0	36.5	42.3	41.0	30.5	37.4 (0.8)
Joint Services ^b	24.1	21.6	21.9	14.9	15.7	18.9 (0.7)
Don't remember sponsor	1.9	0.1	1.2	1.0	1.4	1.1 (0.2)
Any print advertising ^c	83.2	80.9	89.3	82.7	75.3	82.2 (0.7)
Saw/Heard Broadcast Advertising of:						
Army	53.3	55.5	59.2	57.6	57.2	57.2 (0.9)
Navy	39.3	38.5	44.5	41.0	39.0	40.8 (0.9)
Marine Corps	43.8	45.9	49.7	46.6	43.9	46.3 (0.9)
Air Force	44.0	39.9	45.4	44.7	39.6	42.5 (0.9)
Joint Services ^b	34.6	33.0	37.2	29.8	28.7	32.4 (0.9)
Don't remember sponsor	0.5	1.7	0.8	0.5	1.1	0.9 (0.2)
Any broadcast advertising ^c	91.1	90.7	95.0	89.5	87.6	90.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

^a"Received literature" items refer to having ever received, while print advertising and broadcast advertising refer to past 12 months.

^b"Joint Services" represents the Joint Recruiting Advertising Program.

^cIncludes National Guard and Reserves literature and advertising.

Source: Questions D_9, D_10A, D_11, D_12A, D_13, D_14.

D. Informal Sources of Information

The percentages of young males in each Recruiting Priority Group having contact with informal sources of information about military service are presented in Table 8.5. About half received information about serving in the military from informal sources such as friends or acquaintances who enlisted, while more than 80 percent have close relatives who have served in the military.

Contact with nonmilitary sources of information varies little among the Recruiting Priority Groups, but College Students are somewhat more likely and Noncompleters less likely than others to have had an acquaintance who recently enlisted. Thus, informal sources are important sources of information about military service for young males. If having discussed the military service with anyone during the past year is indicative of the individual's own thoughts about military service, more than 40 percent of young males have considered military service during the past year.

E. Information Seeking by Mail and Telephone

Relatively few young males have made a toll free call or mailed a post card or coupon for information about military service. Responses for young males in each of the Recruiting Priority Groups are presented in Table 8.6. Only about 5 percent of any of the Recruiting Priority Groups but 2 percent of Young High School Students have made a toll-free phone call, while less than 20 percent of any Group but slightly more College Students have mailed a postcard or coupon. For most groups, information about the Army is sought most frequently, but the percentages are small. Overall, mailing in a post card or coupon and making a toll free call are less frequent means by which information about military service is received. This may be related to the fact that many have received information from other sources--almost 60 percent have received direct mail literature, more than 80 percent have seen print advertising, and over 90 percent have seen or heard broadcast advertising.

F. Contact with Recruiters

The percentages of young males in each Recruiting Priority Group with recruiter contact and the method of first contact are presented in Table 8.7. Overall, about one in ten young males had contact with a recruiter about active military service. Contact with Army recruiters is most frequent (13.2 percent), followed by Marine Corps recruiters (11.2 percent), Navy recruiters (9.2 percent) and Air Force recruiters (7.8 percent). Contact is

Table 8.5. Informal Sources of Information About Military Service

Sources of Information	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers Total
<u>Discussed service in the military with anyone during past year</u>					
Yes	40.5	44.0	44.4	45.4	40.1 42.9 (0.9)
No	59.5	56.0	55.6	54.6	59.9 57.1 (0.9)
<u>(If Yes) With whom discussed serving in the military</u>					
Friends	64.1	65.8	58.0	52.0	59.8 59.0 (1.3)
Family	33.0	31.7	39.7	45.0	36.9 38.2 (1.3)
Other	2.9	2.5	2.4	3.0	3.3 2.8 (0.4)
<u>Close relatives served in the military</u>					
Yes	83.5	82.2	83.1	86.3	80.7 82.9 (0.7)
No	15.3	17.0	15.9	12.6	18.8 16.2 (0.7)
Don't know	1.2	0.8	1.0	1.2	0.5 0.9 (0.2)
<u>Acquainted with someone who has enlisted within past 6 months</u>					
Yes	54.7	55.4	62.6	52.8	48.6 54.8 (0.9)
No	45.3	44.6	37.4	47.2	51.4 45.2 (0.9)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions D_53, D_55, D_58, D_59.

Table 8.6. Information-Seeking by Mail and Telephone

Information-Seeking Activity/Service	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers
<u>Made a toll-free call for information about:</u>					
Army	1.5	1.9	1.0	1.6	2.3
Navy	2.4	1.6	1.3	0.3	1.4
Marine Corps	1.3	1.2	1.8	0.1	1.4
Air Force	1.6	1.4	2.0	0.6	1.4
Joint Services	0.2	0.2	0.1	0.0	0.0
Don't remember Service	0.0	0.2	0.0	0.0	0.0
Any toll-free call	4.8	5.3	5.0	2.3	5.8
<u>Mailed a postcard or coupon for information about:</u>					
Army	9.0	9.4	12.7	7.4	8.4
Navy	4.0	4.3	4.9	1.9	2.7
Marine Corps	6.6	5.0	5.9	2.5	5.0
Air Force	7.0	5.6	9.8	5.1	5.3
Joint Services	0.0	1.0	0.6	0.5	0.3
Don't remember Service	0.2	0.3	0.2	0.1	0.1
Any mailed request	18.4	19.2	24.1	13.5	15.8
					18.4 (0.7)

Note: Tabled values are percentages with standard errors in parentheses.

** Informative standard error not available.

Source: Questions D_15, D_16, D_18, D_19.

Table 8.7. Contact with Recruiters by Branch of Active Service Represented and Method of First Contact for Recruiting Priority Groups

Active Service/Method of First Recruiter Contact	Recruiting Priority Groups					
	High School Graduates			Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers	Total
Army						
Responded to classified ad	0.0	1.3	0.7	1.8	0.0	0.6 (0.4)
By telephone	26.5	21.6	35.0	12.2	25.1	26.2 (2.1)
At recruiting station	17.0	28.1	9.9	15.6	33.5	21.6 (2.0)
At job fair	0.0	2.9	4.5	0.0	1.6	2.3 (0.8)
At school	48.2	35.6	42.7	51.3	32.6	40.2 (2.4)
Some other way (or don't know)	8.3	10.5	7.2	19.1	7.2	9.2 (1.5)
Any contact with Army recruiter ^a	18.2	14.9	14.1	5.9	13.8	13.2 (0.6)
Navy						
Responded to classified ad	0.0	0.8	0.0	0.0	0.0	0.1 (0.1)
By telephone	44.3	19.6	29.8	0.0	19.9	23.9 (2.4)
At recruiting station	21.8	33.8	16.9	20.4	35.1	25.7 (2.5)
At job fair	0.0	2.0	2.3	7.1	1.3	2.2 (0.9)
At school	24.7	37.6	40.2	52.8	36.3	38.1 (2.7)
Some other way (or don't know)	9.2	6.2	10.8	19.8	7.5	10.0 (1.6)
Any contact with Navy recruiter ^a	13.7	10.1	10.2	5.9	8.7	9.2 (0.5)
Marine Corps						
Responded to classified ad	6.0	0.0	1.7	1.5	1.5	1.9 (0.7)
By telephone	27.5	21.2	33.9	0.6	19.2	23.2 (2.1)
At recruiting station	14.9	10.4	14.8	14.6	28.2	17.9 (2.2)
At job fair	0.0	1.8	2.1	2.9	1.7	1.7 (0.6)
At school	32.9	52.7	40.4	64.3	30.8	41.3 (2.5)
Some other way (or don't know)	18.7	13.9	7.1	16.2	18.7	14.0 (1.8)
Any contact with Marine Corps recruiter ^a	14.1	12.2	13.1	6.2	11.2	11.2 (0.6)
Air Force						
Responded to classified ad	0.0	0.0	2.8	1.9	0.0	1.0 (0.8)
By telephone	25.8	26.2	22.8	12.0	21.1	22.0 (2.6)
At recruiting station	19.5	24.0	16.4	8.8	35.6	22.9 (2.6)
At job fair	1.8	4.4	3.3	2.7	4.1	3.4 (1.0)
At school	40.4	35.3	47.2	51.5	32.6	40.5 (2.8)
Some other way (or don't know)	12.4	10.2	7.6	23.2	6.6	10.2 (1.8)
Any contact with Air Force recruiter ^a	12.1	8.5	8.0	4.7	7.9	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

^aIncludes active or active and reserves, excludes contact with reserves only.

Source: Questions D_21, D_22, D_24, D_29, D_34, D_39, D_46.

more frequent with recruiters from each of the Active Services for Higher Aptitude Nonstudents and least frequent for Young High School students.

Table 8.7 shows contact at school to be the most common. Contact occurred first at school for about 40 percent of young males reporting contact with Army, Marine Corps, or Air Force recruiters and for 38 percent with Navy recruiters. The same pattern was also evident among Recruiting Priority Groups except for Navy contacts among Higher Aptitude Nonstudents. This group showed greatest initial contact by telephone.

Table 8.8 presents responses of young males in each of the Recruiting Priority Groups to an open-ended question regarding the content of discussions with recruiters. The content recalled was very diverse, ranging from enlistment bonuses to the types of training provided or to various characteristics of military service. No single response predominated but "money for education after service" was recalled by almost 13 percent of all young males; cash bonuses, good pay, and skill training were recalled by about 6 percent. Recall among the Recruiting Priority Groups generally followed this same pattern.

G. Physical and Written Tests

Taking physical or written tests at a military processing station generally indicates serious interest in the military. Of young male respondents with no military service, 11 percent had taken such a test, as shown in Table 8.9. The percentage of Lower Aptitude Nonstudents taking the tests was highest (17.9 percent), followed by Higher Aptitude Nonstudents (14.3 percent) and Noncompleters (13.3 percent). Only 9.8 percent of College Students and 2.4 percent of Young High School Students had taken such tests. Of the two highest priority groups, test-taking was slightly more likely among Lower Aptitude Nonstudents.

H. Levels of Information Exposure

Various sources of information about military service have been discussed in this chapter. As a general indicator of information exposure, we have counted the number of information sources with which young males have had contact. Five information sources are considered: (1) advertising, (2) informal contacts (friends, family, school), (3) mailing a postcard or coupon, making a toll-free phone call, (4) recruiter contact, and (5) test-taking. The index ranged from 0 to 5 and represents the number of information sources in contact.

Table 8.8. Content of Discussions with Recruiters

Discussion Content	Recruiting Priority Groups					Total
	High School Graduates			Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers	
Cash bonus	5.5	7.6	7.3	2.8	7.0	6.2 (0.4)
Money for education after service	16.1	13.0	18.0	7.5	10.4	12.8 (0.6)
Guaranteed type of training	5.4	6.2	4.8	2.5	4.6	4.6 (0.4)
Two-year enlistment	0.6	3.3	1.0	0.5	1.2	1.3 (0.2)
Guaranteed location for training	1.5	2.5	1.6	0.9	2.0	1.7 (0.2)
Guaranteed job assignment at end of training	2.8	4.8	2.7	1.0	2.4	2.6 (0.3)
Advance pay grade	1.9	2.4	1.9	0.6	1.5	1.6 (0.2)
Good pay	7.0	7.4	7.3	5.8	5.4	6.5 (0.4)
Travel	5.3	6.5	4.9	2.5	3.6	4.3 (0.3)
Adventure	1.3	1.3	0.9	1.3	1.1	1.1 (0.2)
Job satisfaction	2.4	3.1	2.0	0.8	1.6	1.8 (0.2)
Good people to work with	0.2	1.5	0.5	0.3	0.5	0.6 (0.1)
Training for leadership	1.0	1.1	2.4	1.1	2.0	1.7 (0.2)
Equal opportunity	0.6	0.2	0.5	0.3	0.7	0.5 (0.1)
Skills training	6.7	8.1	5.9	4.2	5.9	6.0 (0.4)
Other	12.8	12.5	12.0	8.6	11.5	11.4 (0.5)

Note: Tabled values are percentages with standard errors in parentheses. Respondents could give multiple responses to the question; therefore, tabled percentages will not sum to 100 percent.

Source: Question D_45.

Table 8.9. Physical or Written Test-Taking at a Military Entrance Processing Station

Test-Taking Status	Recruiting Priority Groups				
	High School Graduates		Non-High School Graduates		
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers Total
Has taken test	14.3	17.9	9.8	2.4	13.3 11.0 (0.6)
Has not taken test	85.7	82.1	90.2	97.6	86.7 89.0 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Question D_46.

Table 8.10 shows results of levels of information exposure. Virtually everyone has had contact with at least one source. Almost half of young males have had contact with three or more sources of information. This proportion is slightly higher among the three highest priority groups (about 53 percent), slightly lower among Noncompleters (48 percent), and only about one-third among Young High School Students. These findings reflect those presented in this chapter for each of the individual information sources.

Considered together, data in this chapter show few differences among the Recruiting Priority Groups as to the percentages with contact with each of the information sources, although higher priority groups are slightly more likely to have had contact with each information source. That Young High School Students generally have less contact is partially a function of high school class and age. Recruiters normally cultivate the senior class, and older groups have had more opportunities to be contacted.

The fact that higher priority groups are more likely than others to have received information is encouraging. However, the small differences among the Recruiting Priority groups, particularly the similarity of the highest and lowest priority groups, on several measures suggests that advertising efforts may be more effectively targeted to achieve maximum benefit.

I. Summary

The progression of influences and information seeking about military service is conceptualized as lying on a passive to active continuum. Passive activities generally involve exposure to information sources with no direct action required from the recipient (e.g., seeing or hearing advertising). Active behaviors are those initiated by individuals to learn more about the military (e.g., mail postcard, visit a recruiter). Findings are reported overall for young males and for Recruiting Priority Groups.

1. Advertising Awareness

- More than 80 percent of young males are aware of advertising for each of the four Active Services; awareness of advertising for the Coast Guard or joint services is low.
- Awareness of Army advertising is highest;
- Differences in awareness among Recruiting Priority Groups are minimal.

2. Recognition of Service Advertising Slogan

- The majority of young males correctly identified advertising slogans for the Marine Corps (87 percent), Air Force (82 percent) and Army (74 percent)
- Recognition is low for Navy (38 percent) and Joint Services (23 percent) advertising. Most incorrect responders attributed these slogans to the Army.
- Recruiting Priority Groups showed few differences.

3. Media-Specific Awareness of Service Advertising

- More than 80 percent of young males have seen print advertising, More than 90 percent have heard broadcast advertising for military service, and almost 60 percent have received unsolicited recruiting literature.
- The Recruiting Priority Groups do not differ substantially in their exposure to print or broadcast advertising, but higher priority groups are more likely to have received recruiting literature.
- Young males are most likely to have received direct mail advertising from the Army and secondarily from the Marine Corps and Air Force.

4. Informal Sources of Information

- About half of young men discussed enlisting with someone, and 80 percent have close relatives who have served in the military; there are few differences among Recruiting Priority Groups.

5. Information Seeking by Mail and Telephone

- Less than 20 percent of young males have mailed a postcard or coupon, while only about 5 percent have made a toll-free phone call for information about military service; differences among Recruiting Priority Groups are small.

6. Contact with Recruiters

- About one in ten young males have had contact with a recruiter about active military service, more frequently at school than other places and less frequently for Young High School Students than other Recruiting Priority Groups.
- The content of discussions with military recruiters varied.

Table 8.10. Levels of Information Exposure

Information Sources ^a	Recruiting Priority Groups				
	High School Graduates			Non-High School Graduates	
	(1) Higher Aptitude Nonstudents	(2) Lower Aptitude Nonstudents	(3) College Students	(4) Young High School Students	(5) Non- completers Total
Cumulative Information Gathering ^a					
No information exposure	0.7	1.2	0.4	0.9	1.6 1.0 (0.2)
One source only	7.5	4.2	5.2	6.1	7.8 6.2 (0.4)
Two sources only	38.4	39.8	41.9	57.7	42.5 44.5 (0.9)
Three sources only	30.1	30.2	30.2	27.9	27.4 28.9 (0.8)
Four sources only	18.0	17.2	17.5	6.7	15.6 14.9 (0.6)
All five sources	5.3	7.3	4.7	0.7	5.1 4.5 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

^aSources include advertising, informal contacts (friends, family, school personnel), mailing card or coupon, making toll-free call, recruiter contact, and test-taking whether it is relevant to the active services or the reserves.

Source: Questions D_9, D_11, D_13, D_15, D_18, D_21, D_46, D_53, D_58, D_59.

- Educational benefits were mentioned most often though still infrequently (13 percent).

7. Physical and Written Tests

- About one in ten young males took physical or written tests for military service.
- Among Recruiting Priority Groups, test-taking was highest for Lower Aptitude Nonstudents (18 percent) followed by Higher Aptitude Nonstudents (14 percent), Noncompleters (13 percent), College Students (10 percent) and Young High School Students (2 percent).

8. Levels of Information Exposure

- Almost half of young males were exposed to three or more sources of information about military service.
- For Recruiting Priority Groups, exposure to three or more sources occurred more often among the three highest groups (about 53 percent) than among Noncompleters (48 percent) or Young High School Students (35 percent).

9. GUARD/RESERVE ENLISTMENT PROPENSITY

Many of the same or similar questions asked of the nonprior Service portion of the RCAS survey before 1983 were asked of a subsample of YATS II respondents. The subsample included 532 young males, 355 older males and 437 females. These respondents, like those in the Active subsample discussed in Chapters 4-8, were asked to provide educational, employment, and socio-demographic information. In addition, the Guard/Reserve subsample was asked questions about joining the Reserve components and about their own and their employers' attitudes toward features of participation in the Reserve components. In this and the remaining chapters of this report, we present the major findings concerning the National Guard and Reserves.

This chapter begins with a discussion of the definition and measurement of enlistment propensity. We next present the basic distributions of enlistment propensity for the separate components of the National Guard and Reserves and for a composite of all Reserve components. Data are provided for tracking enlistment propensity, and the sociodemographic characteristics of persons with positive propensity to enlist in a Reserve component are compared with those of persons with negative propensity. Finally, the relationship between propensity to enlist in a Reserve component and a general measure of likelihood of serving in the military is considered.

A. Definition and Measurement of Enlistment Propensity

Several new terms and measures are used throughout this and the following chapters. The term "Reserve components" refers to any or all of the following: Army National Guard, Army Reserve, Naval Reserve, Marine Corps Reserve, Air National Guard, and Air Force Reserve. The Coast Guard Reserve and the Individual Ready Reserve are excluded from the meaning of the term "Guard/Reserve."

The term "component" refers to any or all of the different Service-specific National Guard and Reserve organizations listed above. The terms "Service" and "Branch" will be used only in connection with a discussion of Guard/Reserve subsample respondents' attitudes about active duty.

Guard/Reserve enlistment propensity was measured by questions asking respondents how likely they are to join each of the six Reserve components listed above. Item responses used the same four-point scale (definitely, probably, probably not, definitely not) discussed earlier for the measure of propensity to enlist in the active Services.

A composite Guard/Reserve propensity measure was constructed to express each respondent's most positive response to the six component-specific questions. The component-specific and composite Reserve propensities follow the computational approach used for YATS measures and treat "don't know" answers and "refusals" as negative propensity responses. In previous RCAS surveys, these responses were omitted from computations. Whenever the terms "propensity" or "enlistment propensity" without further modification are used in Chapters 9 through 12, they refer to the composite Guard/Reserve propensity measure.

B. Basic Results

This section presents basic results for Guard/Reserve propensity. We begin with a discussion of results for 1983 data and then consider the demographic profiles of composite propensity groups.

1. Component Specific and Composite Propensity

The distributions of responses to each of the six component-specific propensity items are presented in Table 9.1 along with the distribution for the composite Guard/Reserve propensity measure. As shown, positive composite propensity for 1983 was

- 34.3 percent for young males
- 16.9 percent for older males and
- 12.9 percent for females

For females and older males, the distributions of responses are heavily skewed toward "definite" negative propensity; but younger males are no more likely to have extremely negative composite propensity than they are to have somewhat positive composite propensity, perhaps indicating more amenability to recruiting efforts.

For all market groups, there was no marked difference in preference for the National Guard or Reserves. Component-specific positive propensity ranges from 9.9 to 15.2 percent for young males, 4.4 to 8.4 percent for older males, and 3.7 to 6.3 percent for females. For young males, component-specific positive propensity was highest for the Air Force Reserve (15.2 percent) and lowest for the Naval Reserve (9.9 percent). For older males it was highest for the Army National Guard (8.4 percent) and lowest for the Marine Corps Reserve (4.4 percent). For females, propensity was highest for the Army Reserve (6.3 percent) and lowest for the Marine Corps Reserve (3.6 percent).

Table 9.1 Distribution of Propensity to Enlist in the Reserve Components

Market/Item Response	National Guard		Reserves				Composite Guard/Reserve
	Army	Air	Army	Navy	Marine Corps	Air Force	
Young Males							
Definitely Probably	0.9 (0.5)	1.0 (0.5)	0.9 (0.4)	0.8 (0.5)	0.6 (0.3)	1.8 (0.6)	5.2 (1.1)
Total Positive	13.2 (1.6)	10.2 (1.4)	12.0 (1.6)	9.0 (1.4)	11.0 (1.5)	13.3 (1.7)	29.1 (2.3)
Probably not	14.2 (1.7)	11.3 (1.5)	13.0 (1.6)	9.9 (1.4)	11.6 (1.6)	15.2 (1.8)	34.3 (2.4)
Definitely not	37.4 (2.3)	41.2 (2.3)	38.8 (2.3)	36.6 (2.3)	34.6 (2.3)	40.9 (2.3)	34.9 (2.4)
Don't know/refuse	48.0 (2.5)	47.2 (2.4)	47.7 (2.4)	53.1 (2.4)	53.7 (2.4)	43.5 (2.4)	30.8 (2.4)
Total Negative	0.4 (0.3)	0.4 (0.3)	0.7 (0.5)	0.6 (0.3)	0.1 (0.1)	0.4 (0.3)	0.0 (**)
	85.8 (1.7)	88.7 (1.5)	87.0 (1.6)	90.1 (1.4)	88.4 (1.6)	84.8 (1.8)	65.7 (2.4)
Older Males							
Definitely Probably	0.5 (0.4)	0.9 (0.5)	0.5 (0.4)	0.3 (0.3)	0.3 (0.3)	0.3 (0.3)	1.2 (0.6)
Total Positive	7.8 (1.4)	5.0 (1.2)	6.9 (1.4)	5.4 (1.2)	4.1 (1.1)	6.2 (1.3)	15.7 (2.0)
Probably not	8.4 (1.5)	5.9 (1.3)	7.5 (1.5)	5.7 (1.3)	4.4 (1.1)	6.6 (1.3)	16.9 (2.1)
Definitely not	33.6 (2.6)	35.2 (2.6)	33.6 (2.6)	31.6 (2.5)	32.1 (2.5)	34.5 (2.6)	36.3 (2.7)
Don't know/refuse	57.4 (2.8)	58.2 (2.7)	58.6 (2.7)	62.1 (2.6)	63.2 (2.6)	58.7 (2.7)	46.6 (2.8)
Total Negative	0.6 (0.5)	0.6 (0.5)	0.3 (0.3)	0.6 (0.5)	0.3 (0.3)	0.3 (0.3)	0.3 (0.3)
	91.6 (1.5)	94.1 (1.3)	92.5 (1.5)	94.3 (1.3)	95.6 (1.1)	93.4 (1.3)	83.1 (2.1)
Females							
Definitely Probably	1.0 (0.5)	0.8 (0.4)	0.8 (0.4)	1.3 (0.6)	0.5 (0.3)	1.2 (0.5)	3.0 (0.8)
Total Positive	4.2 (1.0)	2.9 (0.9)	5.4 (1.1)	4.1 (1.0)	3.1 (0.9)	5.0 (1.1)	9.9 (1.6)
Probably not	5.3 (1.1)	3.7 (0.9)	6.3 (1.3)	5.4 (1.1)	3.6 (0.9)	6.2 (1.2)	12.9 (1.7)
Definitely not	19.9 (1.9)	21.4 (2.1)	20.0 (1.9)	21.2 (2.0)	17.2 (1.8)	21.8 (2.0)	23.9 (2.1)
Don't know/refuse	74.6 (2.1)	74.7 (2.2)	73.8 (2.2)	72.8 (2.2)	79.2 (2.0)	71.9 (2.2)	63.3 (2.4)
Total Negative	0.2 (0.2)	0.2 (0.2)	0.0 (**)	0.5 (0.3)	0.0 (**)	0.0 (**)	0.0 (**)
	94.7 (1.1)	96.3 (0.9)	93.7 (1.3)	94.6 (1.1)	96.4 (0.9)	93.8 (1.2)	87.1 (1.7)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

** Informative standard error not available.

Source: Questions C 4--C 9.

2. Demographic Profiles of Composite Propensity Groups

It is useful to compare characteristics of persons with positive propensity with those having negative propensity in order to target advertising or promotional efforts. Selected sociodemographic characteristics of positive and negative propensity groups are presented in Table 9.2.

Positive propensity respondents tend to be younger, nonwhite, unmarried, unemployed and looking for work, and to have completed fewer years of education. For the young male, older male, and female markets, these characteristics clearly differentiate persons with positive propensity from those with negative propensity. Current school attendance does not appear to differ for negative and positive propensity older males, and the slight differences for young males and females are probably a function of age. Except for older males, being out of the labor force (i.e., unemployed and not looking for a job) is somewhat more likely to be accompanied by negative than by positive propensity; among all persons unemployed but looking for work, propensity is much more likely to be positive.

C. Relationship Between Two Measures of Propensity

The traditional measure of intention to serve in the Reserve components is the composite propensity index. As noted previously, this measure indicates the most positive response to the six questions asking how likely one is to serve in the specific Reserve components. Another measure of propensity, called the general likelihood of serving scale, asks how likely, on a scale of zero to ten, one is to serve in the military. Such a measure may actually reflect general expectations about serving (since it asks only about the military) rather than intentions to serve in a specific component. Nonetheless, it can be useful to examine the scores on this measure of persons with positive and negative propensity for the Reserve components in order to understand better what the traditional measure is reflecting.

The distributions of responses to the general likelihood of serving in the military are presented in Table 9.3 for young males, older males, and females. Results show a generally consistent pattern between measures. Those who indicated positive propensity for the Reserve components tended to answer on the positive or high end of the likelihood measure. Similarly, those who indicated negative propensity for the Reserves components tended to answer on the low or negative end of the likelihood measure. Of course,

Table 9.2. Propensity and Sociodemographic Characteristics of Guard/Reserve Subsample

	Young Males			Older Males			Females		
	Positive Propensity (N=192)	Negative Propensity (N=340)	Total (N=532)	Positive Propensity (N=60)	Negative Propensity (N=295)	Total (N=355)	Positive Propensity (N=54)	Negative Propensity (N=383)	Total (N=437)
Age^a									
16 (22)	28.0 (3.7)	17.9 (2.4)	21.3 (2.0)	24.6 (5.5)	15.0 (2.2)	16.6 (2.0)	24.7 (6.0)	19.2 (2.1)	20.0 (2.0)
17 (23)	28.4 (3.6)	15.4 (2.2)	19.8 (2.0)	20.0 (5.3)	16.4 (2.3)	17.0 (2.1)	21.4 (5.4)	21.2 (2.1)	21.2 (2.0)
18 (24)	16.8 (2.9)	23.0 (2.8)	20.8 (2.1)	12.3 (4.2)	13.3 (2.0)	13.1 (1.9)	20.6 (6.2)	19.7 (2.2)	19.8 (2.0)
19 (25)	9.7 (2.3)	20.2 (2.6)	16.6 (1.9)	13.7 (4.6)	12.5 (1.9)	12.7 (1.8)	18.9 (5.5)	17.9 (2.0)	18.1 (1.9)
20 (26)	11.3 (2.6)	13.6 (2.0)	12.8 (1.6)	3.1 (2.2)	11.6 (1.8)	10.2 (1.5)	7.8 (3.7)	9.9 (1.6)	9.6 (1.4)
21 (27)	5.9 (2.0)	9.9 (1.9)	8.5 (1.4)	13.6 (4.6)	13.3 (2.0)	13.3 (1.9)	6.6 (3.7)	12.1 (1.7)	11.4 (1.6)
22 (28)	-	-	-	7.8 (3.8)	10.8 (1.8)	10.3 (1.6)	-	-	-
23 (29)	-	-	-	4.8 (2.8)	7.1 (1.4)	6.7 (1.3)	-	-	-
Race/Ethnicity									
White	67.0 (4.1)	84.8 (2.4)	78.7 (2.3)	74.7 (5.9)	89.2 (1.8)	86.7 (1.8)	49.1 (7.4)	82.4 (2.2)	78.1 (2.3)
Black	18.3 (3.4)	3.1 (1.0)	8.3 (1.4)	15.9 (4.9)	5.4 (1.3)	7.2 (1.4)	35.5 (7.2)	10.7 (1.7)	13.9 (1.8)
Hispanic	12.4 (3.0)	8.8 (2.0)	10.1 (1.8)	6.0 (3.3)	4.7 (1.3)	4.9 (1.2)	11.7 (4.7)	3.9 (1.3)	4.9 (1.3)
Other	2.3 (1.1)	3.2 (1.0)	2.9 (0.8)	3.4 (2.5)	0.7 (0.5)	1.2 (0.6)	3.7 (2.6)	3.0 (0.9)	3.1 (0.9)
Marital Status									
Single	98.4 (1.0)	93.8 (1.4)	95.4 (1.0)	50.0 (6.5)	43.9 (3.0)	44.9 (2.7)	97.4 (1.9)	83.6 (2.0)	85.4 (1.8)
Married	1.6 (1.0)	5.1 (1.2)	3.9 (0.9)	35.9 (6.3)	51.1 (3.1)	48.5 (2.8)	2.6 (1.9)	14.8 (1.9)	13.2 (1.7)
Other ^b	0.0 (**)	1.1 (0.6)	0.7 (0.4)	14.2 (4.7)	5.1 (1.3)	6.6 (1.4)	0.0 (**)	1.6 (0.7)	1.4 (0.6)
Educational Status									
In School	59.4 (4.0)	53.5 (3.3)	55.5 (2.6)	6.3 (2.8)	7.5 (1.6)	7.3 (1.4)	56.9 (7.2)	52.6 (2.8)	53.2 (2.6)
Not In School	40.6 (4.0)	46.5 (3.3)	44.5 (2.6)	93.7 (2.8)	92.5 (1.6)	92.7 (1.4)	43.1 (7.2)	47.4 (2.8)	46.8 (2.6)
Years of Education Completed									
Less than 10	14.2 (2.9)	8.8 (1.7)	10.6 (1.5)	8.2 (3.6)	5.2 (1.3)	5.7 (1.2)	6.4 (3.1)	6.7 (1.3)	6.7 (1.2)
10	26.8 (3.5)	17.6 (2.3)	20.8 (2.0)	10.2 (4.0)	7.2 (1.6)	7.7 (1.5)	27.5 (6.1)	23.2 (2.3)	23.8 (2.1)
11	30.1 (3.7)	23.6 (2.9)	25.8 (2.3)	10.8 (4.3)	7.6 (1.6)	8.3 (1.5)	22.3 (5.7)	23.6 (2.3)	23.4 (2.1)
12	24.3 (3.5)	34.0 (3.2)	30.6 (2.4)	47.8 (6.6)	51.3 (2.9)	50.7 (2.7)	35.8 (6.4)	33.6 (2.5)	33.9 (2.3)
Some college/vocational school	4.6 (1.8)	16.0 (2.5)	12.1 (1.8)	23.0 (5.6)	28.4 (2.7)	27.5 (2.5)	7.9 (3.9)	12.8 (1.8)	12.2 (1.6)
Employment Status									
Employed full-time	24.0 (3.5)	32.0 (3.1)	29.3 (2.3)	73.4 (5.7)	83.6 (2.2)	81.9 (2.1)	14.8 (4.9)	20.5 (2.2)	19.8 (2.0)
Employed part-time	26.7 (3.6)	28.0 (2.7)	27.5 (2.2)	4.2 (2.4)	5.7 (1.5)	5.4 (1.3)	32.3 (6.3)	30.1 (2.4)	30.4 (2.3)
Not employed, looking	30.5 (3.9)	20.0 (2.6)	23.6 (2.1)	14.2 (4.5)	7.8 (1.6)	8.9 (1.5)	37.0 (6.9)	20.7 (2.1)	22.8 (2.1)
Not employed, not looking	18.8 (3.1)	20.0 (2.6)	19.6 (2.0)	8.1 (3.5)	3.0 (1.0)	3.8 (1.0)	15.8 (5.0)	28.6 (2.4)	27.0 (2.2)

Note: Tabled values are percentages with standard errors in parentheses.

^aAges 22 to 29 apply only to older males.

^b"Other" includes widowed, divorced, and separated.

** Informative standard error not available.

Source. Questions A_3, A_4, A_5, A_11, A_17, A_18, C_4--C_9, D_64, D_80, D_81.

Table 9.3. Reserve Components Composite Propensity and the General Likelihood of Serving

Likelihood of Serving	Young Males			Older Males			Females		
	Positive Propensity (n=192)	Negative Propensity (n=340)	Total (n=532)	Positive Propensity (n=60)	Negative Propensity (n=295)	Total (n=355)	Positive Propensity (n=54)	Negative Propensity (n=383)	Total (n=437)
0	6.3	40.0	28.5 (2.5)	11.4	55.3	48.0 (2.8)	6.7	59.7	52.9 (2.4)
1	0.6	9.4	6.4 (1.2)	5.4	7.2	6.9 (1.3)	2.7	8.7	7.9 (1.3)
2	1.8	8.9	6.5 (1.1)	8.5	11.4	10.9 (1.7)	6.1	9.0	8.6 (1.4)
3	8.8	13.4	11.8 (1.6)	16.6	8.4	9.7 (1.7)	1.6	8.0	7.2 (1.3)
4	11.7	9.1	10.0 (1.4)	11.0	3.8	5.0 (1.1)	8.2	6.4	6.6 (1.2)
5	20.6	11.5	14.6 (1.7)	24.5	9.2	11.7 (1.8)	26.5	5.1	7.8 (1.3)
6	10.8	4.1	6.4 (1.1)	10.8	1.8	3.3 (1.0)	13.2	1.2	2.7 (0.8)
7	10.2	1.8	4.7 (1.0)	1.6	2.1	2.0 (0.7)	11.7	0.9	2.3 (0.7)
8	13.0	0.6	4.8 (1.0)	3.0	0.7	1.1 (0.5)	16.0	0.8	2.8 (0.9)
9	4.9	0.0	1.7 (0.6)	0.0	0.0	0.0 (**)	0.0	0.0	0.0 (**)
10	11.2	1.2	4.6 (1.0)	7.3	0.3	1.4 (0.7)	7.2	0.2	1.1 (0.5)

Note: Tabled values are percentages with standard errors in parentheses. A score of "0" is low likelihood, and a score of 10 is high likelihood.

** Informative standard error not available.

Source: Questions C 4--C 9, C 17.

the correspondence between the two measures is not perfect. Nevertheless, their overall consistency and the properties of the likelihood scale distributions suggest that positive propensity for the Reserve components may reflect as much a general favorableness toward the military as a concrete intention to join the Guard or Reserve specifically. On the other hand, the high correspondence between negative Guard/Reserve propensity and zero likelihood scores suggests that efforts to improve Guard/Reserve enlistment rates may require efforts to overcome general unfavorableness toward the military as much as efforts to portray the Guard/Reserve specifically as attractive.

D. Summary

This chapter has examined enlistment propensity for each of the six Reserve components and for a composite of all components. Because of differences in ages of respondents and survey eligibility criteria, no meaningful comparisons can be made between data from the current study and data from past RCAS surveys. Demographic profiles of composite propensity were provided for those market groups of young males, older males, and females. Relationships between composite propensity and the likelihood of serving measure were examined. Main findings appear below.

- Positive propensity toward joining the Reserve components is 34.3 percent for young males, 16.9 percent for older males, and 12.9 percent for females.
- Demographic characteristics differentiate persons with positive propensity from those with negative propensity. Those with highest positive propensity tend to be young, single, and non-white, and to have less education and be unemployed.
- The composite propensity scores show considerable agreement with likelihood of serving scores.

10. ORIENTATION TOWARD RESERVE COMPONENTS

A number of factors can influence the decision to enlist in the Reserve components. Among these are knowledge about and desirability of certain enlistment incentives and military benefits, attitudes about military issues, perceptions of the time required for service in the Reserve components and the effects of such participation on a civilian job, and the availability of alternative programs for military service. This chapter examines a number of these issues and their relation to propensity for young males, older males, and females.

A. Enlistment Incentives and Disincentives

Pay, time commitments, benefits, cash enlistment bonuses, and educational assistance are factors that might affect decisions to enlist and are, therefore, often stressed in recruiting efforts and advertising. However, the effectiveness of such factors in increasing enlistments depends on at least three other conditions. First, the incentives must be known by potential enlistees; cash bonuses are no incentive for persons unaware of them. Second, they must address a perceived need; individuals with above average paying jobs are unlikely to get excited about starting enlisted pay. In this regard, certain factors can have negative effects for some individuals and positive effects for others. For example, adequate pay for one person may be inadequate for another, or the amount of time required for participation in the Reserve components relative to active duty may be seen as excessive relative to no military service at all. Finally, regardless of the attractiveness of the Reserve components, enlistment decisions may be influenced by evaluations of the consequences for one's civilian job based on knowledge of employer policies and perceptions of employer attitudes.

This section examines these issues and their relationship to propensity to enlist in the Reserve components.

1. Knowledge of Pay and Time Required for Guard/Reserve Participation

Table 10.1 presents a summary of respondents' estimates concerning the number of drill days required per month, the number of days required for summer camp, and beginning pay for an eight-hour drill day. Responses were recorded open-endedly, and initial responses of "don't know" were followed by a probe for "just your best guess."

Table 10.1. Knowledge of Pay and Time Required to Participate in the Reserve Components

Item/Response	Market		
	Young Males	Older Males	Females
<u>Days/Month Required for Drill</u>			
1	3.7	5.2	3.6
2*	29.0	38.4	21.5
3-4	18.9	21.6	18.3
5-7	14.0	12.2	13.1
8 or more	29.5	17.7	36.4
Don't know	4.9	4.9	7.1
<u>Days/Year for Summer Camp Training</u>			
1-6	6.9	8.7	9.0
7-13	8.6	12.7	8.6
14*	25.1	43.6	16.8
15-29	8.8	9.1	15.2
30	14.3	7.5	16.9
31-90	30.9	14.6	28.1
Don't know	5.5	3.8	5.3
<u>Beginning Pay for 8-hour Drill Day</u>			
\$5-29	20.4	13.5	16.3
30-39*	15.8	14.2	12.5
40-49	15.4	19.4	15.2
50-59	15.7	22.2	17.9
60-99	12.4	9.8	8.0
100 or more	12.9	10.4	18.3
Don't know	7.4	10.4	11.7

Note: Tabled values are column percentages. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source: Questions C_33--C_35.

*Correct response. Initial pay for paygrade E-1 in FY 83 was \$38.24 for one day of drill, that is, two 4-hour drills.

For the number of drill days per month, estimates of 1-4 days were made by 51.6 percent of young males, 65.2 percent of older males and 43.4 percent of females. In fact, two drill days per month are required. Because of the probe, the proportions of "don't know" responses were low, 7.1 percent for females and only 4.9 percent for both groups of males. However, 49 percent of all females, 40 percent of all younger males, and more than 25 percent of older males either did not know or estimated that seven or more drill days are required each month. Since seven or more days per month would require virtually all one's weekends or interfere with a full-time civilian job, such misinformation may be operating as a disincentive to Guard/Reserve participation. Overall, older males most accurately estimated the number of drill days per month.

Among those making an estimate of summer camp training time, 1 to 14 days were estimated by 40.6 percent of young males, 65 percent of older males and 34.4 percent of females. The correct response was 14 days. The percentages responding "don't know" (after the probe) were low. Fairly large percentages of each group estimated exactly 14 days (25.1 percent of young males, 43.6 percent of older males, and 16.8 percent of females). About 51 percent of young males, 26 percent of older males, and 50 percent of females either did not know or estimated that summer training required 30 or more days each year. Again, such misinformation may disincline these persons from joining the Reserve components.

The accuracy of knowledge about pay for each eight hours of drill among those making an estimate is fairly good. This is shown by the fact that the persons in each market group responded with estimates about equally likely to be above or below dollar amounts that are very close to the actual amount of \$38.24 per 8-hour drill day. Even when "don't know" responses are counted, 46.9 percent of all young males, 55.8 percent of all older males, and 45.6 percent of all females provided an estimate between \$30 and \$59 for pay per drill day.

2. Knowledge of Availability of Benefits in the Guard/Reserve

Benefits such as enlistment bonuses, skill training, and tuition assistance can be gained from participation in the Reserve components, but their role as incentives depends on knowledge about them. Table 10.2 presents proportions of each market group who are aware of each of four benefits that are available with participation in the Reserve components:

Table 10.2. Knowledge of Availability of Benefits in the National Guard or Reserves

Market/Benefit	Propensity		Total	
	Positive	Negative		
<u>Young Males</u>				
Bonuses for joining	71.4	76.2	74.6	(2.2)
Free travel overseas while on duty	78.3	75.6	76.5	(2.1)
Skill training programs	93.6	94.4	94.1	(1.1)
Tuition assistance for civilian education	85.3	85.8	85.6	(1.7)
<u>Older Males</u>				
Bonuses for joining	71.3	69.4	69.8	(2.5)
Free travel overseas while on duty	68.6	68.6	68.6	(2.6)
Skill training programs	91.4	90.8	90.9	(1.5)
Tuition assistance for civilian education	79.9	83.3	82.7	(2.1)
<u>Females</u>				
Bonuses for joining	71.4	72.8	72.6	(2.2)
Free travel overseas while on duty	73.5	79.6	78.8	(2.1)
Skill training programs	96.6	92.7	93.2	(1.3)
Tuition assistance for civilian education	86.0	89.4	89.0	(1.6)

Note: Tabled values are percentages answering "now available" and standard errors are in parentheses. Estimates are based on interviews with 532 young males (192 with positive propensity and 340 with negative propensity), 355 older males (60 with positive propensity and 295 with negative propensity), and 437 females (54 with positive propensity and 383 with negative propensity.)

Source: Questions C_42a, C_42b, C_42c, C_42d.

- bonuses for joining,
- free travel overseas while on duty,
- skill training programs, and
- tuition assistance for civilian education.

For all the listed benefits, awareness is quite high. Each benefit was reported to be available by at least seven out of ten respondents and nine of ten respondents in all groups seemed aware of the skill training benefit from participation in the Reserve components. Unexpectedly, slightly fewer older males than younger males or females think each of the benefits is available. These results were based on a procedure whereby each benefit was read and respondents indicated its availability. Had respondents been asked to name benefits they know about, results might have been considerably different.

Knowledge about the availability of the benefits seems not to be related to propensity; slightly more negative propensity persons think all the benefits are available, but even this weak pattern is not consistent across all market groups.

3. Effects of Cash Bonuses and Tuition Assistance

Respondents were asked two series of questions to determine how likely they would be to enlist in the Reserve components for six years if increasingly larger cash bonuses or grants for tuition assistance were offered. Unfortunately, an adequate measure of baseline general intention to join the components was not obtained.* Still, the relative effects of increasing bonuses or educational grants can be examined.

Tables 10.3 and 10.4 present results for both series of questions. Note that the base for the distributions of responses after presentation of the first cash bonus/tuition assistance option is the number of persons who did not answer "definitely" likely to enlist in the Reserve components under the preceding option.

* The appropriate baseline measure would be an item like B.3 that asked about joining the Guard or Reserves. Items were asked about propensity to join the Reserve components but not about the general likelihood of joining.

Table 10.3. Likelihood of Enlisting if Cash Bonus Available

Cash Bonus/Item Response	Market					
	Young Males		Older Males		Females	
\$1,000						
Definitely	3.4	(0.8)	1.8	(0.7)	3.8	(1.1)
Probably	17.7	(1.8)	12.7	(1.8)	14.3	(1.7)
Probably not	47.9	(2.6)	39.1	(2.7)	38.7	(2.4)
Definitely not	31.0	(2.4)	46.4	(2.7)	43.2	(2.5)
\$2,000						
Definitely	5.1	(1.0)	2.0	(0.8)	5.7	(1.3)
Probably	22.6	(2.1)	15.6	(2.0)	16.3	(1.8)
Probably not	44.8	(2.5)	40.6	(2.7)	37.9	(2.4)
Definitely not	27.5	(2.3)	41.8	(2.7)	40.1	(2.5)
\$3,000						
Definitely	9.6	(1.4)	4.0	(1.0)	6.4	(1.3)
Probably	26.9	(2.2)	17.3	(2.1)	21.7	(2.1)
Probably not	38.4	(2.5)	38.8	(2.7)	34.8	(2.4)
Definitely not	25.0	(2.2)	39.8	(2.7)	37.2	(2.4)

Note: Data are percentages with standard errors in parentheses. The base number of respondents changes for each bonus item. Respondents to the \$2,000 item are those who did not answer "definitely" to the \$1,000 item; respondents to the \$3,000 item are those who did not answer "definitely" to the \$2,000 item. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source: Questions C_43--C_45.

Table 10.4. Likelihood of Enlisting if Tuition Assistance Available

Tuition Assistance/Response	Market					
	Young Males		Older Males		Females	
\$500 a Year for 4 Years						
Definitely	5.0	(1.1)	3.3	(1.0)	3.5	(1.0)
Probably	25.9	(2.1)	13.2	(1.8)	22.5	(2.1)
Probably not	41.2	(2.4)	38.3	(2.8)	38.7	(2.4)
Definitely not	27.9	(2.4)	45.1	(2.8)	35.4	(2.4)
\$1,000 a Year for 4 Years						
Definitely	9.8	(1.4)	5.9	(1.4)	6.2	(1.2)
Probably	30.6	(2.2)	19.0	(2.1)	27.2	(2.3)
Probably not	36.8	(2.4)	35.1	(2.7)	34.2	(2.3)
Definitely not	22.7	(2.2)	39.9	(2.7)	32.4	(2.3)
\$1,500 a Year for 4 Years						
Definitely	15.8	(1.9)	7.8	(1.5)	9.8	(1.5)
Probably	34.0	(2.3)	22.6	(2.2)	29.2	(2.3)
Probably not	30.8	(2.3)	33.8	(2.6)	30.2	(2.2)
Definitely not	19.4	(2.1)	35.8	(2.6)	30.8	(2.3)

Note: Data are percentages with standard errors in parentheses. The base number of respondent changes for each tuition assistance level. Respondents to the \$1,000 item are those who did not answer "definitely" to the \$500 item; respondents to the \$1,500 item are those who did not answer "definitely" to the \$1,000 item. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source: Questions C_46--C_48.

The data from both tables show a consistent increasing trend in the percentages of "definitely" and "probably" responses across all three target markets as the bonuses or assistance amounts increase. For young males the percentages are 21.1, 27.7 and 36.5 for the cash enlistment bonuses and 30.9, 40.4 and 49.8 for tuition assistance. For older males the percentages are 14.5, 17.6, 21.3 for cash enlistment bonuses and 16.5, 24.9, and 30.4 for tuition assistance. For females the percentages are 18.1, 22.0 and 28.1 for cash enlistment bonuses and 26.0, 33.4, and 39.0 for tuition assistance. Unfortunately, although this pattern of results is informative, because of the changing base number of respondents for each of the items, it is not possible to make correct inferences from this table about the incremental effect of each bonus level on propensity to enlist in the Reserve components.

To permit a more direct comparison among benefit amounts, computations were made that placed all bonus (and tuition) questions on a common base of respondents (i.e., the number responding to the initial item in each series). To do this it was assumed that those responding "definitely" to the first item would respond the same to the second item. Similarly those responding "definitely" to the first and second items were assumed to make that response on the third item. Percentages were then computed for the second and third items for the bonus and tuition items based on these adjusted numbers of respondents.

Table 10.5 provides data about the incremental effect of the benefit amounts. The proportions of those saying they would "definitely" or "probably" enlist in the Reserve components if they received a \$1,000 cash bonus are 21.1 percent of the younger males, 14.5 percent of the older males, and 18.1 percent of the females. A doubling of the hypothetical bonus to \$2,000 results in another 9.1 percent of all younger males, 4.6 percent of all older males, and 6.9 percent of all females being added to the pools of persons positive toward the Reserve components, making them larger by 43, 32, and 38 percent, respectively. When the original \$1,000 cash bonus is tripled, another 11.6 percent of all young males, 5.2 percent of all older males, and 15.7 percent of all females add themselves to the "positive" groups; these person represent marginal increases of 38, 27, and 63 percent to their respective groups. Overall, tripling the bonus amount results in a doubling of the number of positively-inclined young males, about two-thirds

Table 10.5. Incremental Effects of Cash Bonus and Tuition Assistance on Propensity to Enlist

Benefit Type/ Amount	Young Males		Older Males		Females	
	Likelihood of Enlistment	Increment of Gain	Likelihood of Enlistment	Increment of Gain	Likelihood of Enlistment	Increment of Gain
<u>Enlistment Bonus</u>						
\$1,000	21.1	-	14.5	-	18.1	-
\$2,000	30.2	9.1	19.1	4.6	25.0	6.9
\$3,000	41.8	11.6	24.3	5.2	40.7	15.7
<u>Tuition Assistance for 4 Years</u>						
\$500 per year	30.9	-	16.5	-	26.0	-
\$1,000 per year	43.4	12.5	27.4	10.9	35.7	9.7
\$1,500 per year	56.8	13.4	36.6	9.2	44.7	9.0

Note: Tabled values are percentages of respondents who said they were "definitely" or "probably" likely to enlist in the Guard/Reserves given the bonus indicated. The number of respondents to the second and third items in each series have been adjusted to the base number responding to the first item in the series. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source: Questions C_43--C_48.

more positively-inclined older males, and a pool of positively-inclined females a little more than two times larger than when only a \$1,000 bonus is offered.

The proportions of those saying they would "definitely" or "probably" enlist for six years in the Reserve components if they received tuition assistance totaling \$2,000 dollars (i.e., \$500 a year for 4 years) are 30.9 percent of the young males, 16.5 percent of the older males and 26.0 percent of the females. Compared with responses to the initial hypothetical cash bonus question, tuition assistance appears to be the more attractive of the two types of incentives, though only slightly so for older males.* When offered tuition assistance totaling \$4,000, another 12.5 percent of all young males, 10.9 percent of all older males, and 9.7 percent of all females express positive intentions to enlist in the Reserve components; the respective positively-inclined pools increase by 40, 66, and 37 percent. An increase to a total grant of \$6,000 results in new positive interest by 13.4 percent of all young males, 9.2 percent of all older males, and 9.0 percent of the females, adding another 31, 34, and 25 percent to the respective pools of persons positively-inclined to enlist in the Reserve components. Overall, tripling the tuition assistance grant results in an increase in the proportions of positively-inclined young males from 30.9 to 56.8 percent, of positively-inclined older males from 16.5 to 36.6 percent, and of positively-inclined females from 26.0 to 44.7 percent.

Another way to view the effects of incentives like cash bonuses and educational grants is in terms of their impact on persons who at lesser amounts asserted they would "definitely not" enlist in the Guard/Reserves. Computations made from Table 10.3, show that 26 percent of the young males, 17 percent of the older males, and 22 percent of the females who indicated they would definitely not enlist when offered \$1,000 become less than

* An alternative explanation for these results is that learning acquired during the preceding series of cash bonus questions may have induced a positive response set bias, based on anticipation of the increases in grant amounts. The pattern of additions to the positively-inclined pool at a decreasing rate is nevertheless reliable for judging relative effects of increases in tuition assistance.

definitely negative when offered a cash bonus of \$3,000. Even more impressive are the findings based on computations from Table 10.4. Approximately 40 percent of young males, 28 percent of older males, and 22 percent of females originally saying they would "definitely not" enlist when offered tuition assistance of \$500 per year become less negative when offered educational aid of \$1,500 per year.

4. Perceived Influence of Guard/Reserve Participation on a Civilian Job

Since Guard/Reserve participation is only a part-time activity, it is reasonable to expect potential enlistees to consider the possible consequences of such participation for their full-time civilian jobs. All respondents were asked three questions to determine perceptions about:

- whether membership in the Guard/Reserve would help them in a civilian job
- whether an employer would hold a job for them if they were away for active duty training with the Guard/Reserve for 3 to 6 months; and
- whether they would lose job seniority during the training period for the Guard/Reserve

Additionally, respondents employed by others were asked three other questions:

- whether their employer had a specific policy about Guard/Reserve participation
- their perceptions of their employer's attitude about Guard/Reserve participation and
- whether they had had any conversation with a supervisor about their employer's policy about the Guard/Reserves

Table 10.6 presents percentages of respondents answering yes to these six items. About half of all young males and females and slightly more than a third of the older males think membership in the Guard/Reserve will help in a civilian job. The higher rates of positive responses among young males and females may derive from their having less employment experience than older males and from the greater likelihood that they were responding in terms of an abstract job. Older males, on the other hand were more likely to respond in terms of an actual, currently-held job.* Similarly, only 36 percent of the females and 40 percent of the young males but almost

* Proportions responding "don't know" were very small and consistently equal across all groups.

Table 10.6 Perceived Influence of Guard Reserve Participation on a Civilian Job

Group/Item	Young Males			Older Males			Females		
	Positive Propensity	Negative Propensity	Total	Positive Propensity	Negative Propensity	Total	Positive Propensity	Negative Propensity	Total
All Respondents	71.1	43.4	52.9 (2.4)	60.1	30.0	35.1 (2.6)	78.0	46.4	50.4 (2.5)
Guard/Reserve membership will help in civilian job									
Employer would hold job open for 3 to 6 months (basic) training	47.0	36.1	39.9 (2.4)	51.1	47.0	47.7 (2.8)	51.0	33.7	35.9 (2.4)
Would lose job seniority while in (basic) training	33.0	41.5	38.6 (2.5)	36.9	28.8	30.1 (2.5)	30.2	43.4	41.7 (2.4)
Employed Respondents									
Employer has policy about participation in Guard/Reserves	9.0	7.8	8.2 (1.7)	27.6	22.6	23.4 (2.6)	13.0	7.2	7.9 (2.0)
Employer is positive toward Guard/Reserve participation	40.3	25.0	29.8 (3.0)	45.3	33.5	35.4 (3.0)	30.3	23.5	24.3 (3.0)
Talked with supervisor about Guard/Reserve policy	7.5	3.3	4.6 (1.2)	12.4	6.4	7.4 (1.6)	10.8	3.2	4.1 (1.5)

Note. Tabled values are percentages answering yes and standard errors are in parentheses. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source. Questions C_4--C_9, C_36--C_41.

half of the older males think an employer will hold a position open during the 3 to 6 months they would have to be away for initial active duty training. About 40 percent of all young males and females expect to lose job seniority while away for basic training, but only 30 percent of the older males shared this concern. Differences in responses to the three items most likely reflect different levels of specificity of items, from a general level of effect on the ability to return to a job or on seniority. These results, particularly with regard to having an employer hold a job open, probably represent ignorance about civilian employment rights, some misperception about potentially beneficial effects of Guard/Reserve participation (e.g., skill training, discipline) in the civilian workplace, and lack of contact with the military recruiters.

Among those employed by others (Table 10.6), only about 8 percent of all young males and females but nearly a quarter of all older males think their employer has a specific policy about Guard/Reserve participation. Rates of "don't know" responses were 7.2 percent for young males, 9.9 percent for older males, and 9.1 percent for females (not shown). Because interest in the Guard/Reserve is relatively low among most employees (see Table 9.3), the high rates of negative responses reflect lack of salience as much as definite knowledge that employers do not have policies. That is, it is of little interest to most of the persons whether their employers have policies regarding participation in the Reserve components.

Table 10.6 also shows how propensity affects perceptions about Guard/Reserve participation in a civilian job. In every market positive propensity respondents are more likely to believe that their employers are positive toward employee Guard/Reserve participation and to have discussed the Guard/Reserve policy with their supervisor. In the older male and female markets, positive propensity significantly increases the perception that the employer has a policy on Guard/Reserve participation. Only in the young male market is the perceived knowledge of employer policy apparently unaffected by positive propensity.

Supporting the notion that many of the negative responses probably reflect low salience are the perceptions of employees about their employers' attitudes toward Guard/Reserve participation (see Table 10.6). About 25 percent of the females, 30 percent of the young males, and 35 percent of the older males see their employers as having positive attitudes about the issue. Overwhelmingly, the remainder of each group report that their

employers are neutral; only 3.3 of the females, 6.6 percent of the young males, and 7.4 percent of the older males perceive that their employers' attitudes about the Reserve components are negative.

Only small minorities (Table 10.6) have ever spoken with a supervisor about their employer's policy regarding the Reserve components (4.6 percent of the employed young males, 7.4 percent of the employed older males, and 4.1 percent of the employed females). Most other employees may be relatively uninformed about the true effects of Guard/Reserve participation on their jobs. Overall, both lack of knowledge or misperception about the effects of Reserve component service on a civilian job may operate as disincentives to enlistment. This may occur because the potential for harm to their civilian job (in the absence of evidence to the contrary) may be (mis)judged to be too great to risk.

B. Attitudinal Issues

Among the individuals eligible for participation in the Reserve components, attitudes about military issues may show a positive relationship to propensity to enlist. Attitudes about national service and about the requirement for males to register for the military draft may represent a general orientation for or against the military that is reflected in propensity to serve.

1. Draft Registration

Table 10.7 presents attitudes toward draft registration and propensity to join the Reserve components. Results show that slightly more than half the young males (55.0 percent), nearly two-thirds of the older males (64.7 percent), but only slightly more than a third of the females (36.2 percent) favor the requirement that 18-year-old males register for the draft. About one-fourth of the young males and females are neither in favor nor against the requirement; only 17.2 percent of the older males take this neutral position. Only 21.0 percent of the young males and 18.0 percent of the older males disapprove; slightly more females are against the requirement (37.4 percent) than are in favor of it.

Composite Guard/Reserve propensity shows a positive but rather weak relationship (especially among older males and females) to attitudes toward the draft registration requirement. The weak relationships between these attitudes, even for young males, may derive from the fact that propensity

Table 10.7. Attitudes Toward Draft Registration and Guard/Reserve Propensity

Market/Item Response	Composite Propensity		Total
	Positive	Negative	
<u>Young Males</u>			
Strongly in favor of it	30.4	23.0	25.6 (2.1)
Somewhat in favor of it	28.2	30.1	29.4 (2.2)
Neither in favor nor against it	26.5	22.8	24.0 (2.1)
Somewhat against it	7.9	11.9	10.6 (1.5)
Strongly against it	7.1	12.2	10.4 (1.5)
<u>Older Males</u>			
Strongly in favor of it	37.1	36.4	36.5 (2.6)
Somewhat in favor of it	32.9	27.3	28.2 (2.4)
Neither in favor nor against it	11.7	18.4	17.2 (2.0)
Somewhat against it	11.4	8.9	9.3 (1.6)
Strongly against it	7.0	9.1	8.7 (1.5)
<u>Females</u>			
Strongly in favor of it	16.0	10.3	11.0 (1.6)
Somewhat in favor of it	30.8	24.3	25.2 (2.2)
Neither in favor nor against it	19.8	27.3	26.3 (2.2)
Somewhat against it	22.1	23.1	22.9 (2.2)
Strongly against it	11.2	15.0	14.5 (1.9)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 532 young males (192 with positive propensity and 340 with negative propensity), 355 older males (60 with positive propensity and 295 with negative propensity), and 437 females (54 with positive propensity and 383 with negative propensity).

Source: Question C_49.

toward the Reserve components is formed under fairly nonthreatening conscription conditions. For young males, an actual draft implies active duty (and might even cause an increase in positive propensity toward the Reserve components); for older males, a draft is only moderately threatening since it is least likely to affect them, and for females, the issue of a draft is not relevant.

2. National Service Program

Table 10.8 reports attitudes toward a national service program and their relationship to propensity. Young males, older males, and females are about equally divided in terms of favoring or opposing a one-year national service program for men. About 45 percent of all males but only 41.0 percent of the females favored such a program for young women. Inexplicably, the proportions of both groups of males favoring the program are considerably higher when the necessity for a 5 percent tax increase is suggested (55.1 percent of young males and 61.1 percent of older males) than when no tax increase is mentioned; however, the percentages "strongly" favoring the program accompanied by a tax increase decline considerably for all groups, including females.

Guard/Reserve propensity is directly related to attitudes about a national service program and the relationship is moderately strong among all groups, whether such service is required only of young men or includes young women. If a tax increase is required, propensity and attitudes about the program are directly related for females. For young males and older males, the relationship becomes considerably weaker because disproportionately large percentages of positive propensity males "probably" oppose the program if it might result in higher taxes.

C. Reasons for Not Joining the Military

Among persons with negative propensity for the Reserve components, the relative importance of different reasons for not joining the military can provide insights into the nature of disincentives to enlistment. Proportions of negative Guard/Reserve propensity respondents citing different reasons as important for not serving are presented in Table 10.9. Note that four reasons concerning the lack of promotion and training opportunities and retirement and medical benefits were presented only to older males.

Table 10.8. Guard/Reserve Propensity and Attitudes Toward National Service Program

Service Program/Response	Young Males			Older Males			Females		
	Positive Propensity	Negative Propensity	Total	Positive Propensity	Negative Propensity	Total	Positive Propensity	Negative Propensity	Total
<u>One Year National Service</u>									
<u>For Males</u>									
Strongly favor	23.7	10.2	14.9 (1.8)	31.9	17.3	19.8 (2.2)	42.2	10.5	14.5 (1.8)
Probably favor	42.2	30.1	34.3 (2.4)	44.3	31.7	33.8 (2.6)	23.7	35.2	33.8 (2.4)
Probably oppose	20.3	33.1	28.7 (2.3)	13.9	27.0	24.8 (2.4)	18.8	33.8	31.9 (2.4)
Strongly oppose	13.7	26.6	22.2 (2.1)	9.9	24.0	21.6 (2.3)	15.2	20.5	19.8 (2.0)
<u>One Year National Service</u>									
<u>For Females</u>									
Strongly favor	19.5	9.8	13.1 (1.8)	27.8	16.4	18.3 (2.1)	38.6	6.9	11.0 (1.5)
Probably favor	41.3	26.6	31.7 (2.3)	41.2	26.2	28.8 (2.5)	29.9	30.0	30.0 (2.3)
Probably oppose	24.6	33.5	30.4 (2.3)	21.1	28.6	27.3 (2.5)	13.0	34.4	31.6 (2.3)
Strongly oppose	14.6	30.1	24.7 (2.2)	9.9	28.8	25.6 (2.4)	18.4	28.7	27.3 (2.2)
<u>One Year National Service</u>									
<u>if Taxes Raised</u>									
Strongly favor	6.3	9.7	8.1 (1.8)	17.2	12.9	13.9 (2.4)	19.5	2.8	5.8 (1.6)
Probably favor	46.3	47.6	47.0 (3.4)	36.4	50.6	47.2 (3.6)	45.1	38.0	39.3 (3.2)
Probably oppose	36.6	22.3	29.0 (3.1)	37.3	19.1	23.5 (3.2)	23.7	43.9	40.2 (3.3)
Strongly oppose	10.9	20.4	15.9 (2.7)	9.0	17.4	15.3 (2.6)	11.7	15.3	14.7 (2.4)

Note: Tabled values are percentages with standard errors for the 1983 survey in parentheses. This question was asked for the first time in 1983. Estimates are based on interviews with 532 young males (192 with positive propensity and 340 with negative propensity), 355 older males (60 with positive propensity and 295 with negative propensity), and 437 females (54 with positive propensity and 383 with negative propensity).

Source: Question D_50--D_52.

Among young males and females, four reasons for not serving were considered important by about two-thirds or more of each group. These reasons were plans for a civilian job, expecting to continue in school or college, lack of personal freedom, and separation from friends or family. Equally large proportions of older males cited the same reasons with one exception. Expecting to continue in school or college was considered important by only about 44 percent of these older males whereas 52 percent indicated that what the military pays is an important reason for not serving.

Relatively small percentages of each market group (roughly between one-fifth and two-fifths) attached importance to disagreement with defense policies or purposes, the lack of value in military training, or personal concerns like having little in common with military personnel or parents' disapproval. Among older males, the lack of opportunities and benefits reasons were all cited by about 43 percent as important. These reasons were probably judged relative to similar options available from civilian jobs and may be another instance where options operate as either incentives or disincentives depending on the standards against which they are compared.

Since the distributions of importance citations for these reasons do not differ much from those for the "Active" subsample (see Table 5.6) and since the questions were asked in terms of reasons for not serving in the "military" rather than as reasons for not serving in the Reserve components, caution should be used in interpreting these results. It may be that the reasons cited most often merely reflect a generalized view of military service. The nature of Guard/Reserve participation, after initial training, makes the four major reasons somewhat irrelevant. In fact, some of the advantages of Guard/Reserve duty are that one can hold a civilian job, go to school, remain and even serve with family and friends, and undergo only minor restriction of personal freedom, when compared to active duty. To the extent that Guard/Reserve participation overcomes some of these perceived objections of military service, it may be possible to take advantage of them in promoting enlistments. These features that operate as disincentives for active duty can potentially be presented so that they become incentives for joining the Guard/Reserve.

D. Guard/Reserve Service and Other Plans

Intention to serve in the Reserve components, even when strong, exists in a context of other occupational alternatives. However, Guard/Reserve

Table 10.9. Reasons for Not Joining the Military

Reason	Percent Important		
	Young Males	Older Males	Females
Plans for a civilian job	77.9 (2.7)	73.3 (2.7)	73.0 (2.4)
Lack of personal freedom	63.6 (3.2)	65.2 (2.9)	69.2 (2.5)
Expect to continue in school or college	72.7 (3.1)	43.8 (2.9)	78.1 (2.3)
Separation from friends and family	68.4 (3.1)	73.9 (2.8)	79.0 (2.3)
Military pay	35.2 (3.1)	51.9 (3.1)	34.0 (2.6)
Disagree with military's defense policies or philosophy	31.7 (2.9)	40.5 (3.1)	42.8 (2.6)
Little in common with people in the service	27.6 (3.0)	22.9 (2.6)	30.3 (2.6)
Lack of value in military training	28.5 (2.8)	29.5 (2.7)	31.7 (2.5)
Disapproval of parents	32.4 (3.1)	22.9 (2.5)	39.3 (2.7)
Disagree with the mission and purpose of the Armed Forces	35.2 (3.0)	42.3 (3.1)	41.0 (2.6)
Difficulty getting into the military ^a	12.0 (2.2)	19.1 (2.3)	14.7 (1.9)
Lack of promotion opportunities ^b	- -	43.3 (3.0)	- -
Lack of adequate retirement benefits ^b	- -	42.3 (3.0)	- -
Lack of opportunities for training ^b	- -	43.7 (3.0)	- -
Lack of adequate medical and dental benefits ^b	- -	42.3 (3.0)	- -

Note: Questions referred to reasons for not "Serving in the Military" and did not specify Reserve service. Tabled values are percentages indicating reason was "important" and standard errors are in parentheses. Estimates are based on interviews with 532 young males, 355 older males, and 437 females. Percentages do not add to 100 percent because respondents could answer more than one reason for not joining the military.

^aQuestion asked for the first time in 1983.

^bQuestion asked only of older males.

Source: Questions C_18--C_32.

participation, unlike active duty, does not preclude most other educational or occupational plans. The likelihood of working in other jobs may influence propensity for the Guard/Reserve, but it also provides a context for examining the relative status of both alternatives. The relation between the likelihood of alternative plans and Guard/Reserve propensity is presented in Table 10.10.*

Recall from Chapter 9 (Table 9.1) that 34.3 percent of young males, 16.9 percent of older males, and 12.9 percent of females are "definitely" or "probably" likely to join one or more Reserve components. Relative to these numbers, Table 10.10 shows that only about two-thirds as many young males are as likely to work in a factory (20.4 percent). Nearly as many are as likely to work as a salesman (32.4 percent) or at a desk in a business office (30.7 percent) as state they are likely to serve in the Reserve components. Among older males, substantially more plan to work as a salesman, or in a factory, or at a desk in a business office compared to serve in the Reserve components. Among females, about the same number expect to work in a factory as expect to join the Reserve components. More than three times as many plan to work as saleswomen and more than four times as many plan to work at a desk in a business office.

Those with positive propensity to join the Reserve components are also more likely than the average to consider all the other occupational alternatives as real possibilities. The exception is that positive propensity older males are less likely than all older males to expect to work at a desk in a business office. Thus, positive propensity toward joining the Reserve components is not an exclusive possibility, as indeed it ought not be since other occupational activities are not thereby precluded. Rather, it may be that persons with positive Guard/Reserve propensity generally view a variety of occupational options as possible. In contrast, persons negative about enlisting in the Guard/Reserve tend to be more negative about all the listed occupational choices, perhaps because of lack of awareness about their options.

* Figures for the propensity of respondents in the reserve subsample to join the active services is presented in Appendix C, Table C.2.

Table 10.10. Guard/Reserve Propensity by Alternative Plans

Market/Alternate Plans	<u>Composite Propensity</u>		Total	
	Positive	Negative		
<u>Young Males</u>				
Working in a factory	25.0	18.0	20.4	(2.0)
Working at a desk in a business office	34.1	29.0	30.7	(2.3)
Working as a salesperson	36.1	30.5	32.4	(2.3)
<u>Older Males</u>				
Working in a factory	41.0	22.2	25.4	(2.3)
Working at a desk in a business office	22.1	31.5	29.9	(2.5)
Working as a salesperson	29.4	24.9	25.6	(2.4)
<u>Females</u>				
Working in a factory	18.5	9.9	11.0	(1.5)
Working at a desk in a business office	73.1	51.0	53.9	(2.4)
Working as a salesperson	47.0	41.9	42.6	(2.4)

Note: Tabled values are percentages answering "definitely" or "probably" and standard errors are in parentheses. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

Source: Questions C_1--C_3.

E. Likelihood of Joining An Individual Ready Reserve Program

A cost-effective method for assuring a pool of trained individuals who would be available in the event of national emergency is the Individual Ready Reserve (IRR) program. The IRR as it was conceptualized for the 1983 Questionnaire would require a 6-year commitment and an active-duty obligation of 12 weeks for basic combat training with pay at \$575 per month plus full benefits. Thereafter during the 6-year commitment there would be no obligation to attend regular meetings or drills but individuals would be subject to active duty in case of national emergencies.

After having the IRR described, Guard/Reserve subsample respondents were asked how likely they would be to join such a program. Additionally, respondents who were not "very likely to join" the IRR were asked how likely they would be to join the program if they were to receive a \$1,000 bonus for enlisting.

1. Likelihood of Joining the IRR Program

Table 10.11 presents the results of the questioning about the IRR program. As shown, 37.2 percent of young males, 21.7 percent of older males, and 24.4 percent of females responded "very" or "somewhat" likely to join the IRR without a cash bonus. Estimates for these respective markets on positive propensity toward the Reserve components (see Table 9.1) are 34.3 percent, 16.9 percent, and 12.9 percent. Thus, relative to positive propensity for the Reserve components, approximately the same percentage of young males are positive toward the IRR, about 5 percent more older males are positive toward the IRR and nearly 12 percent more females are positive toward the IRR.

That there is not a perfect correspondence between propensity for the Reserve components and likelihood of joining the IRR can be seen in Table 10.11. Among those with positive propensity toward the Reserve components, 6.4 percent of the young males, 24.0 percent of the older males, and 14.6 percent of the females are not at all likely to join the IRR. On the other hand, among those with negative propensity for the Reserve components, 23.9 percent of the young males, 16.0 percent of the older males, and 17.8 percent of the females are "very" or "somewhat" likely to join the IRR. This disparity in propensity for the Reserve components and the likelihood of joining the IRR suggests that there is a separate market segment attracted to the IRR but not to drilling selected Reserve units.

Table 10.11. Propensity to Enlist in the Individual Ready Reserve (IRR) Program

Market/Item Response	Composite Propensity		Total
	Positive	Negative	
<u>Young Males</u>			
Join IRR			
Very likely to join	28.3	4.2	12.5 (1.6)
Somewhat likely to join	34.5	19.7	24.7 (2.1)
Only slightly likely to join	30.8	42.8	38.7 (2.4)
Not at all likely to join	6.4	33.3	24.1 (2.2)
Join IRR With \$1,000 Bonus ^a			
Very likely to join	10.0	2.2	4.4 (1.2)
Somewhat likely to join	54.0	27.7	35.1 (2.6)
Only slightly likely to join	30.1	37.9	35.7 (2.5)
Not at all likely to join	6.0	32.2	24.8 (2.4)
<u>Older Males</u>			
Join IRR			
Very likely to join	20.8	4.4	7.0 (1.3)
Somewhat likely to join	31.0	11.6	14.7 (2.0)
Only slightly likely to join	24.3	28.7	28.0 (2.5)
Not at all likely to join	24.0	55.4	50.3 (2.7)
Join IRR With \$1,000 Bonus ^a			
Very likely to join	8.9	1.4	2.4 (0.9)
Somewhat likely to join	37.6	12.5	16.2 (2.1)
Only slightly likely to join	32.0	29.5	29.9 (2.6)
Not at all likely to join	21.8	56.6	51.5 (2.8)
<u>Females</u>			
Join IRR			
Very likely to join	25.9	3.5	6.4 (1.2)
Somewhat likely to join	42.5	14.3	18.0 (2.0)
Only slightly likely to join	17.1	30.0	28.3 (2.2)
Not at all likely to join	14.6	52.2	47.4 (2.4)
Join IRR With \$1,000 Bonus ^a			
Very likely to join	9.0	3.4	4.0 (1.0)
Somewhat likely to join	53.1	20.1	23.5 (2.1)
Only slightly likely to join	20.5	26.8	26.1 (2.3)
Not at all likely to join	17.5	49.7	46.4 (2.5)

Note: Tabled values are percentages with standard errors in parentheses. Estimates are based on interviews with 532 young males (192 with positive propensity and 340 with negative propensity), 355 older males (60 with positive propensity and 295 with negative propensity), and 437 females (54 with positive propensity and 383 with negative propensity).

^aRespondents were asked this item only if they did not answer "Very likely to join" to the preceding item. Thus, percentages to this item are based on a smaller number of respondents than percentages for the initial nonbonus item.

Source: Questions C_52, C_53.

2. Effect of Cash Enlistment Bonus on IRR Program

Persons less than "very" likely to join the IRR without a cash bonus were asked their likelihood of joining the IRR if they were to receive a \$1,000 bonus for enlisting. Table 10.11 shows the distribution of responses among this reduced sample. As shown, among young males, older males, and females, 39.5 percent, 18.6 percent and 27.5 percent respectively said they were very likely or somewhat likely to join with a \$1,000 bonus.

Data from Table 10.11, though useful, do not permit easy assessment of the incremental gain in likelihood of joining that is attributable to the bonus because of the changing base number of respondents. Data are presented in Table 10.12 that adjust the figures in Table 10.11 to a common base and permit the evaluation of the effect of the bonus. As shown, the proportion of those "very" or "somewhat" likely to join increased from 37.2 to 47.1 percent among young males, from 21.7 to 24.3 percent among older males, and from 24.4 to 32.1 percent among females. Stated another way, the increments resulting from the bonus represent a marginal increase of 26.6 percent for young males, 12.0 percent for older males, and 31.6 percent for females (computed as the value of the increment divided by the base value without the bonus). The importance of this gain must be weighted against the fact that the bonus as posed in the question would be paid to all enlistees in the IRR, including the already large group of individuals who are equally as likely to join without it. On the other hand, the bonus has differentially selective effects that may be desirable. Among young males and females with negative Guard/Reserve propensity, the proportions "very" or "somewhat" likely to join the IRR showed substantial increases after presentation of the bonus option. Young males changed from 23.9 to 32.8 percent, a marginal increase of 37.2 percent, and females changed from 17.8 to 26.2 percent a marginal increase of 47.2 percent. This selective effect was not observed for older males; for them the bonus had relatively inconsequential effects on likelihood of joining the IRR regardless of propensity.

Overall, these results suggest that a cash enlistment bonus might substantially increase IRR participation among young males and females. Even if only slight increases occur in the percentage of IRR enlistees with negative Reserve component propensity, since they represent a relatively large population of persons (nearly 66 percent of all young males and 87 percent of all females), they would translate into large numbers. These

Table 10.12 Effects of \$1,000 Bonus on Plans to Join the Individual Ready Reserve

Market/Likelihood of Joining IRR	Composite Propensity		Total
	Positive	Negative	
<u>Young Males</u>			
Without bonus	62.8	23.9	37.2
With bonus ^a	74.2	32.8	47.1
Increment due to bonus	11.4	8.9	9.9
<u>Older Males</u>			
Without bonus	51.8	16.0	21.7
With bonus ^a	57.6	17.7	24.3
Increment due to bonus	5.8	1.7	2.6
<u>Females</u>			
Without bonus	68.4	17.8	24.4
With bonus ^a	71.9	26.2	32.1
Increment due to bonus	3.5	8.4	7.7

Note: Data are percentages of respondents who indicated they were "very likely" or "somewhat likely" to join the IRR. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

^aComputations assume that those who were "very likely to join" without a bonus would respond the same to joining with a bonus.

Source: Questions C_52, C_53.

figures suggest that the use of the bonus could positively influence individuals who are apparently not otherwise in the market for traditional Guard/Reserve participation.

F. Summary

The likelihood of joining the Reserve components should be viewed within the context of information about enlistment incentives, attitudes toward the military and programs involving the military, the importance of different reasons for not serving in the military, and alternative plans. Analyses presented in this chapter have examined these issues and considered some of their effects on propensity to enlist in the Reserve components.

1. Enlistment Incentives and Disincentives

- Sizable proportions either did not know or made estimates that might disincline them to join the Reserve components when asked about pay and time required.
- When presented with a list of benefits, virtually all respondents said that they are available in the Guard/ Reserve.
- Increasingly larger cash enlistment bonuses and tuition assistance grants increase the proportions of persons with positive Guard/Reserve propensity, but at decreasing rates.
- Tuition assistance seems more effective than cash bonuses as a means of increasing positive propensity.
- Young males and females believe Guard/Reserve Participation will influence a civilian job, both positively and negatively, more than do older males.
- Respondents seem to think their employers are mostly neutral about Guard/Reserve participation.

2. Attitudinal Issues

- Draft registration for 18-year old males was favored by 55 percent of young males, 64.7 percent of older males and 36.2 percent of females only small percentages actually disfavor the draft requirement.
- Respondents are about evenly divided for and against a national service program. Those with positive Guard/Reserve propensity are more likely to favor such a program.
- Respondents are less favorable toward including females in a national service program than they are toward such a program

for males even if the costs of the program required a 5 percent tax increase.

3. Reasons for Not Joining the Military

- Major reasons for not serving in the military (as opposed to the Guard/Reserve) are plans for a civilian job, college, or school; lack of personal freedom; or separation from friends and family.
- Only among older males is military pay cited as an important reason for not serving.
- The four reasons cited by large majorities for not serving in the military may be irrelevant or actual incentives for Guard/Reserve participation.

4. Guard/Reserve Service and Other Plans

- The likelihood of plans for a number of other types of work is slightly lower for young males, only slightly higher for older males, but much higher for females than the likelihood of enlisting in the Guard/Reserve.
- Persons with positive propensity for the Guard/Reserve also have higher than average expectations about other occupational alternatives.

5. Likelihood of Joining the Individual Ready Reserve

- Positive responses toward joining the IRR were given by 37.2 percent of young males, 21.7 percent of older males and 24.4 percent of females.
- Relative to negative propensity for the Guard/Reserves, the percentages favorable toward the IRR are 23.9 percent for young males, 16.0 percent for older males and 17.8 percent for females, indicating there is a segment of the markets interested only in the IRR.
- An enlistment bonus of \$1,000 increases positive propensity for the IRR about 10 percent for young males, about 3 percent for older males and about 8 percent for females.

11. DESCRIBING THE RECRUITING MARKET

Analyses presented in this chapter examine characteristics of young males and older males in the Guard/Reserve recruiting market. The five Recruiting Priority Groups developed in Chapter 7 are combined into two groups because of the smaller sizes of the Reserve subsample. The relation of the groups to various sociodemographic characteristics, the propensity to join the Reserve components, and reasons individuals do not wish to join the military are examined.

A. Modified Recruiting Priority Groups

Recruiting Priority Groups were developed to describe variation among population segments in the military recruiting market to provide more meaningful information for military recruiters and advertising personnel in targeting recruiting efforts. Recruiting Priority Groups are based on two broad dimensions of enlistment desirability--persistence and trainability. Educational attainment is used as a proxy measure for persistence: the ability to carry a task through to its completion. Trainability, the capability to learn new tasks, is measured by high school grades. Because current high school seniors will soon graduate to enter college or the labor force, they are distributed among high school graduate groups on the basis of grades and college plans. Five Recruiting Priority Groups were defined for the YATS II Active subsample: (1) Higher Aptitude Nonstudents, (2) Lower Aptitude Nonstudents, (3) College Students, (4) Young High School Students, and (5) Noncompleters. The definition of these groups was described in Chapter 7.

Analyses presented in the active Services portion of the report considered all five Recruiting Priority Groups separately. For the Guard/Reserve discussion, Groups 1, 2, and 3 are combined and Groups 4 and 5 are combined because of small sample sizes. This combination yields two groups of interest--High School Graduates and Non-High School Graduates, as shown below.

1) Higher Aptitude Nonstudents	}	High School Graduates
2) Lower Aptitude Nonstudents		
3) College Students		
4) Young High School Students	}	Non-High School Graduates
5) Noncompleters		

Note that current seniors are classified as High School Graduates on the assumption that most will graduate, and grades are not used to differentiate the groups. The combined groups are referred to as High School Status Groups. Among young males, 53.1 percent are High School Graduates and 46.9 percent are Non-High School Graduates. Among older males, the comparable percentages are 52.3 percent and 47.7 percent.

B. Characterizing Guard/Reserve Recruiting

The purpose of specifying Recruiting Priority Groups, or High School Status Groups, is to be able to target recruiting efforts more effectively toward those individuals who have higher enlistment priority--in this case, High School Graduates. Analyses presented in this section examine differences between high school graduates and nongraduates on a number of sociodemographic characteristics, including employment and educational characteristics.

1. Basic Sociodemographic Characteristics

Table 11.1 examines sociodemographic characteristics for the High School Status Groups of young males and older males. Among young males, nongraduates are more likely than graduates to be young (16 years old) and nonwhite, but there is little difference between groups in marital status or responsibilities and obligations. The association with age is partially related to the fact that for young males, the nongraduate group is composed of current sophomores and juniors as well as those who have dropped out of school.

Among older males, there is little relation between high school status and age, race/ethnicity, or responsibilities and obligations. Nongraduates, however, are slightly more likely than graduates to be married or once married. Overall, basic sociodemographic characteristics do not discriminate strongly between high school graduates and nongraduates.

2. Employment Characteristics

Young males and older males differ in the extent to which employment characteristics differentiate between High School Status Groups, as seen in Table 11.2. Among young males, high school graduates are more likely than nongraduates to be employed full- or part-time and are less likely to state that they have difficulty finding either a full- or part-time job. Among young male workers, graduates are more likely than nongraduates to work more hours and to work weekends. Differences among

Table 11.1. Selected Sociodemographic Characteristics for High School Status Groups^a

Characteristic	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
^b Age						
16 (22)	4.8	40.2	21.4 (2.0)	18.6	14.5	16.6 (2.0)
17 (23)	20.7	18.9	19.8 (2.0)	14.7	19.6	17.0 (2.1)
18 (24)	27.5	13.3	20.8 (2.1)	12.8	13.5	13.1 (1.9)
19 (25)	22.4	10.0	16.6 (1.9)	12.7	12.8	12.7 (1.8)
20 (26-27)	15.9	9.3	12.8 (1.6)	19.9	27.4	23.5 (2.3)
21 (28-29)	8.8	8.3	8.6 (1.4)	21.3	12.3	17.0 (2.0)
<u>Race/Ethnicity</u>						
White	81.7	75.4	78.7 (2.3)	86.4	87.0	86.7 (1.8)
Black	6.4	10.5	8.3 (1.4)	8.8	5.4	7.2 (1.4)
Hispanic	8.2	12.2	10.1 (1.8)	3.7	6.3	4.9 (1.2)
Other	3.7	2.0	2.9 (0.8)	1.1	1.3	1.2 (0.6)
<u>Marital Status</u>						
Single	95.5	95.2	95.4 (1.0)	49.2	40.1	44.9 (2.7)
Married	4.5	3.3	3.9 (0.9)	45.7	51.7	48.5 (2.8)
Other ^c	0.0	1.5	0.7 (0.4)	5.1	8.2	6.6 (1.4)
<u>Mean Number of Financial/Family Responsibilities^d</u>						
and Obligations ^e	0.2	0.2	0.2	1.3	1.4	1.4

Note: Tabled values are percentages with standard errors in parentheses.

^aHigh School Status Groups were constructed from the Recruiting Priority Groups developed in Chapter 7. "High School Graduates" combines Recruiting Priority Groups 1, 2, and 3; "Non-High School Graduates" combines groups 4 and 5.

^bAges 22 to 29 apply only to older males.

^c"Other" includes widowed, divorced, and separated.

^dIndex constructed from items concerning home ownership, marital status, one or more dependents, dependents under age 6.

Source: Questions A_3, D_64, D_68, D_69, D_71, D_30, D_81.

Table 11.2. Employment Characteristics for High School Status Groups

Characteristics	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
<u>Employment Status</u>						
Employed full-time	33.9	24.0	29.3 (2.3)	81.8	81.9	81.9 (2.1)
Employed part-time	30.1	24.6	27.5 (2.2)	5.7	5.1	5.4 (1.3)
Not employed, looking	18.0	29.9	23.6 (2.1)	6.7	11.2	8.9 (1.5)
Not employed, not looking	17.9	21.5	19.6 (2.0)	5.7	1.8	3.8 (1.0)
<u>Perceived Difficulty Finding a Job</u>						
Full-time job	82.4	88.9	85.4 (1.7)	77.4	75.6	76.5 (2.3)
Part-time job	47.7	57.3	52.2 (2.5)	54.1	60.0	57.0 (2.7)
<u>Characteristics of Workers</u>						
Mean hours worked per week	32.5	29.8	31.4	44.9	44.0	44.5
Frequency of weekend work						
Every week	56.1	41.0	50.1 (3.2)	21.6	20.1	20.8 (2.3)
2-3 times a month	11.4	18.1	14.1 (2.3)	16.7	19.8	18.2 (2.3)
Once a month or less	8.4	13.0	10.2 (1.9)	16.9	14.8	15.9 (2.1)
Never	24.1	27.9	25.6 (2.8)	44.8	45.4	45.1 (3.0)
Satisfied with present job ^a	-	-	-	75.6	80.8	78.1 (2.4)

Note: Tabled values are percentages with standard errors in parentheses.

^aQuestion asked only of older males.

Source: Questions A_17, A_18, A_23, A_24, A_35, A_40, A_41.

high school graduates and nongraduates among older males are minimal, but nongraduates are slightly more likely to be unemployed and looking for work or to state they have difficulty finding a part-time job. Among older male workers, nongraduates are slightly more likely to be satisfied with their present job. However, more than 80 percent of older males work full-time, and graduates and nongraduates do not differ in the number of hours worked per week.

3. Educational Characteristics

Table 11.3 presents educational characteristics of high school graduates and nongraduates for young males and older males. As shown, for both young males and older males, high school graduates are more likely than nongraduates to have had a college preparatory curriculum in high school, to have taken a college entrance examination, and to have taken more math and technical courses in high school. Older male nongraduates are more likely than graduates to desire more education or training, but there is no difference among young male graduates and nongraduates as to desired education.

C. Enlistment Prospects of High School Status Groups

Differences among High School Status Groups on sociodemographic characteristics suggest how groups of young males and older males might be effectively targeted. Sociodemographic characteristics assist in defining the nature of such groups and deciding which media might be effectively used to reach those segments. Differences among the groups in the level of propensity and reasons for not joining the military can assist in defining the direction and content of advertising messages.

1. Propensity to Serve

Table 11.4 presents data on positive propensity among the High School Status Groups. Among young males, nongraduates are substantially more likely than graduates to have positive propensity toward joining any of the Reserve components, and composite Guard/Reserve propensity among nongraduates is particularly high. Among older males, the propensity of graduates and nongraduates to join any of the Reserve components does not differ. In interpreting these results, it must be remembered that propensity to join the military is strongly age-related, with young responders showing highest propensity.

Table 11.3. Educational Characteristics for High School Status Groups

Characteristic	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
<u>Years of Education Completed</u>						
Less than 10	1.2	21.6	10.7 (1.5)	0.0	12.0	5.7 (1.2)
10	0.4	43.8	20.7 (2.0)	0.0	16.2	7.7 (1.5)
11	31.1	19.8	25.8 (2.3)	0.0	17.4	8.3 (1.5)
12	46.8	12.2	30.6 (2.4)	70.6	28.9	50.7 (2.7)
Some college/vocational school	20.4	2.6	12.1 (1.8)	29.4	25.5	27.5 (2.5)
<u>Type of High School Curriculum</u>						
College preparatory	70.4	53.7	62.7 (2.5)	61.5	56.2	59.0 (2.7)
Business/commercial	8.0	5.4	6.8 (1.2)	9.5	11.3	10.3 (1.7)
Vocational/technical	21.5	41.0	30.4 (2.5)	29.0	32.6	30.6 (2.4)
<u>Desire More Education or Training</u>	86.9	83.5	85.3 (1.8)	63.6	76.8	69.9 (2.5)
<u>Ever Taken College Entrance Examination</u>	69.5	30.5	53.0 (2.7)	57.3	38.1	48.1 (2.7)
<u>Mean Number of Math/Technical Courses Taken in High School^a</u>	4.0	3.5	3.7	3.5	2.9	3.2

Note: Tabled values are percentages with standard errors in parentheses.

^aIncludes elementary algebra, plane geometry, business math, computer science, intermediate algebra, trigonometry, calculus, physics.

Source: Questions A_4, A_5, A_8, D_70, D_73, D_74.

Table 11.4. Guard/Reserve Positive Propensity for High School Status Groups

Guard/Reserve Component	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
Army National Guard	10.1 (1.9)	18.8 (2.8)	14.1 (1.7)	8.6 (2.1)	8.1 (2.1)	8.4 (1.5)
Army Reserve	8.1 (1.7)	18.3 (2.7)	12.9 (1.6)	7.3 (2.0)	7.6 (2.1)	7.5 (1.5)
Naval Reserve	9.3 (1.9)	10.4 (2.1)	9.8 (1.4)	5.8 (1.8)	5.6 (1.8)	5.7 (1.3)
Marine Corps Reserve	7.9 (1.9)	15.8 (2.5)	11.6 (1.6)	4.6 (1.6)	4.1 (1.6)	4.4 (1.1)
Air National Guard	8.7 (1.8)	14.1 (2.4)	11.2 (1.5)	5.7 (1.8)	6.1 (1.8)	5.9 (1.3)
Air Force Reserve	13.2 (2.4)	17.4 (2.6)	15.2 (1.8)	7.7 (2.0)	5.3 (1.7)	6.5 (1.3)
Composite Propensity	27.1 (3.1)	42.4 (3.5)	34.3 (2.4)	17.3 (2.8)	16.3 (2.9)	16.8 (2.1)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions C_4--C_9.

2. Reasons for Not Joining the Military

Reasons for not wanting to serve in the military are presented in Table 11.5. Overall, two-thirds or more of young males who do not plan to join the military cite plans for a job or school, lack of personal freedom in the military, or separation from family and friends as reasons. Older males, as expected, are less likely than young males to mention continuation in school or college as a reason for not serving. Older males also mention military pay, military policy and mission and lack of training and promotion opportunities as important reasons.

High school graduates and nongraduates also differ as to reasons for not joining the military. Among young males, graduates are more likely than nongraduates to cite alternative plans for a job or school, the lack of personal freedom, disagreement with military mission and purposes, or difficulty getting into the military. Nongraduate young males are likely to cite more ideological and personal reasons--separation from family and friends, disapproval of parents, disagreement with military policy, and having little in common with people in the Services. Among older males, nongraduates were generally more likely than graduates to cite all reasons although graduates were more likely to cite disapproval of parents.

Overall, young male graduates and nongraduates have distinctly different reasons for not joining the military. In addition, older male nongraduates appear more negative than either young or older graduates on most points. To be effective, recruiting strategies may have to account for these objections toward military service.

D. Multivariate Analyses of Propensity for Recruiting Priority Groups

Analyses in this section employed multivariate regression analysis to examine the simultaneous effects on Guard/Reserve propensity of a set of 19 variables. Analyses were conducted separately for High School Status Groups among young males and older males. Thus, four separate regressions were conducted. The set of variables and the analytic approach used followed that described in Chapter 7.

The goal of this analysis was to identify factors that explain positive composite propensity and to examine the joint effects of several variables in a regression model. The criterion variable for the regression analyses was positive propensity toward the National Guard or Reserves. Nineteen regression parameters were estimated. The resulting R^2 s were .276 for

Table 11.5. Reasons for Not Wanting to Serve by High School Status

	Young Males			Older Males		
	High School Graduates (n = 200)	Non-High School Graduates (n = 140)	Total (n = 340)	High School Graduates (n = 155)	Non-High School Graduates (n = 140)	Total (n = 295)
Current plans for a civilian job	82.9	70.0	77.9 (2.7)	74.8	71.7	73.3 (2.7)
Expect to continue school or college	79.2	62.2	72.7 (3.1)	42.2	45.5	43.8 (2.5)
Lack of personal freedom	64.9	61.6	63.6 (3.2)	63.4	67.1	65.2 (2.9)
Separation from family and friends	67.0	70.5	68.4 (3.1)	72.3	75.7	73.9 (2.8)
Military pay	35.7	34.5	35.2 (3.1)	48.3	55.7	51.9 (3.1)
Disagree with military policy	30.8	33.2	31.7 (2.9)	33.3	48.4	40.5 (3.1)
Lack of value in military training	29.0	27.7	28.5 (2.8)	29.3	29.7	29.5 (2.7)
Little in common with people in service	25.1	31.6	27.6 (3.0)	20.1	25.9	22.9 (2.6)
Disapproval of parents	30.5	35.3	32.4 (3.1)	25.2	20.4	22.9 (2.5)
Disagree with mission and purposes of Armed Forces ^a	37.1	32.2	35.2 (3.0)	42.2	42.4	42.3 (3.1)
Difficulty getting into the military ^a	14.0	8.9	12.0 (2.2)	16.6	21.9	19.1 (2.3)
Lack of promotion opportunities ^b	-	-	-	43.4	43.2	43.3 (3.0)
Lack of adequate retirement benefits ^b	-	-	-	37.7	47.2	42.3 (3.0)
Lack of opportunities for training ^b	-	-	-	39.2	48.6	43.7 (3.0)
Lack of adequate medical and dental benefits ^b	-	-	-	38.8	46.1	42.3 (3.0)

Note: Tabled values are percentages responding "important" and standard errors are in parentheses. Minor variations in question wording exist from the 1982 RCAS Study.

^aQuestion asked for the first time in 1983.

^bQuestion asked only of older males.

Source: Questions C_18--C_32.

young male graduates, .243 for young male nongraduates, .176 for older male graduates, and .164 for older male nongraduates. For this last model, the R^2 was not statistically significant and therefore the set of independent variables does not explain any of the variation.

Only one parameter (discussed serving in the military with anyone) was significant for two of the models (young male High School Graduates; older male High School Graduates). The remaining group (young male Non-High School Graduates) had two significant parameters. One of these was, again, "discussed serving with someone," and the other was "taking a physical or written test." These parameters showed that having a discussion with someone or taking a test increased the probability of having positive propensity. The limitations of this modeling approach were discussed previously in Chapter 7.

These findings suggest that a number of the factors previously found to predict propensity to join the Active Services may not be important predictors of propensity to join the National Guard or Reserves. This conclusion must be considered tentative, however, because of the low power of the regressions for the Reserves.

E. Summary

Analyses examined characteristics of the Guard/Reserve recruiting market among young males and older males. Recruiting Priority Groups were examined as an aid to recruiting activities. Because of the small size of the Guard/Reserve subsample, Recruiting Priority Groups were combined to form two groups: High School Graduates and Non-High School Graduates. Analyses examined sociodemographic characteristics, propensity, and reasons for not joining the military among these groups.

1. Characterizing Guard/Reserve Recruitment

- Basic sociodemographic characteristics do not discriminate strongly between high school graduates and nongraduates for young males and older males. Nongraduates are slightly more likely than graduates to be young and nonwhite among young males. Older male nongraduates are more likely to be married or once married.
- Young male graduates are more likely to be employed and have less difficulty finding a job, while graduate workers work more hours and are more likely to work on weekends compared

with nongraduates; differences in employment characteristics among older males are less evident.

- High school graduates are more likely than nongraduates among both young males and older males to have had a college preparatory curriculum in high school, taken a college entrance examination, and taken more math and technical courses in high school.

2. Enlistment Prospects of High School Status Groups

- Among young males, nongraduates have substantially higher positive propensity than graduates; among older males, propensity of graduates and nongraduates does not differ.
- Young male graduates are more likely than nongraduates to cite alternative plans as reasons for not joining the military, while nongraduates cite personal or ideological reasons. Older male nongraduates are more likely than graduates to cite the full range of reasons for not joining the military.
- The overall relationship between propensity and the set of independent variables was relatively high for three of the four regressions, but the pattern of interdependencies among predictors made it difficult to assess the adjusted effects for the individual variables.

12. INFORMATION-SEEKING AND RECRUITER CONTACT AMONG HIGH SCHOOL STATUS GROUPS

This chapter examines the level of information-seeking among young males and older males regarding service in the National Guard or Reserves. As in the previous chapter, we differentiate high school graduates and nongraduates. Topics discussed include advertising awareness, type of advertising and information-seeking, informal information contacts, recruiter contact and test-taking and levels of information-seeking. In some analyses, the level of information-seeking regarding the Reserve components is combined.

A. Advertising Awareness

Table 12.1 presents information on awareness of Service advertising. Almost three-fourths of young males and two-thirds of older males are aware of some type of advertising encouraging people to enlist in the Reserve components. About one-fourth of young males and older males stated they were aware of National Guard/Reserve advertising in response to an open-ended question (unaided); about two-thirds stated they were aware of National Guard/Reserve advertising in a closed-ended question (aided). Although the levels of awareness of young males and older males differ, there are no overall differences between high school graduates and nongraduates within those groups.

Data for Joint Service advertising are also presented in Table 12.1. About two-thirds of young males and older males report an aided or unaided awareness. Graduates in both age groups show greater awareness than nongraduates, though in both groups there is generally high awareness. A portion of Joint Service ads are specific to National Guard and Reserves. The question asked permits a respondent who say joint advertising for the Reserve component to respond in either "National Guard/Reserves" or "one ad for all Services," or both categories.

B. Type of Advertising and Mail and Telephone Information-Seeking

Although a majority of respondents stated they were aware of some type of advertising for the National Guard or Reserves, the percentage who stated they received specific types of advertising (direct mail) or took certain information-seeking steps is low. The percentages who received unsolicited literature, saw print advertising, saw or heard broadcast advertising, made a toll-free call, or mailed a postcard or coupon for



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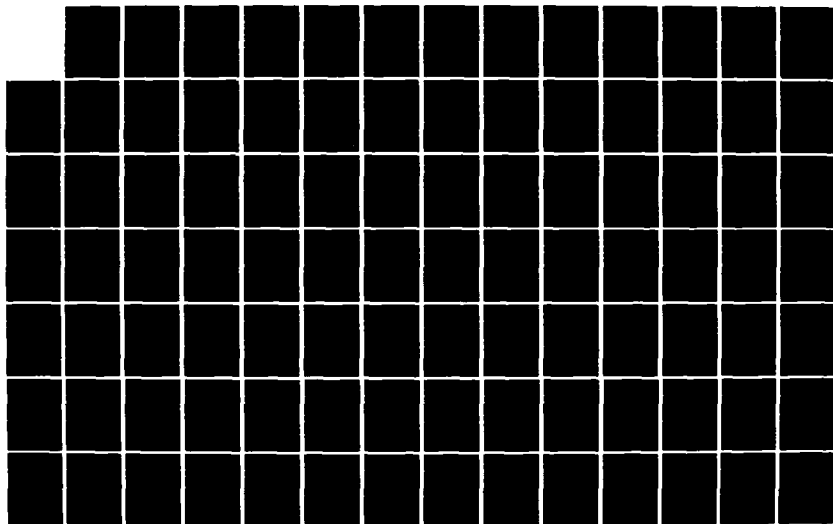
YOUTH ATTITUDE TRACKING STUDY II FALL 1983(U) RESEARCH
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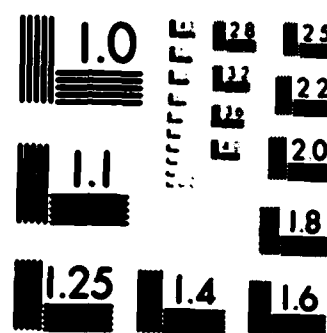
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MICROCOPY RESOLUTION TEST CHART
NBS 1963-A

Table 12.1. Levels of Awareness of Service Advertising for High School Status Groups^a

Advertising Sponsor/ Awareness	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
<u>National Guard/Reserves</u>						
Unaided awareness	33.5	24.6	29.4 (2.1)	23.7	25.0	24.3 (2.3)
Aided awareness	40.6	48.4	44.3 (2.7)	44.4	43.1	43.8 (2.9)
Aided or unaided	74.1	73.0	73.7 (2.1)	68.1	68.1	68.1 (2.6)
<u>Joint Services^b</u>						
Unaided awareness	13.5	10.6	12.1 (1.5)	18.1	15.4	16.8 (2.0)
Aided awareness	59.3	54.4	57.0 (2.4)	51.1	49.8	50.5 (2.8)
Aided or unaided	72.8	65.0	69.1 (2.3)	69.2	65.2	67.3 (2.5)

Note: Tabled values are percentages with standard errors in parentheses.

^aHigh School Status Groups were constructed from Recruiting Priority Groups developed in Chapter 7. "High School Graduates" combines Recruiting Priority Groups 1, 2, and 3; "Non-High School Graduates" category combines groups 4 and 5.

^bQuestion refers to "one for all Services" and may include both active and reserve advertising. Responses to this question for the Active Service sample are presented in Chapter 8.

Source: Questions D 1, D 2. Aided awareness is somewhat inversely related to unaided awareness in that respondents are only asked about aided awareness if they do not report unaided awareness for a given service. In this table a few respondents who were asked D_2 in error were omitted from the calculation of unaided awareness.

information about service in the Reserve components are presented for young males in Table 12.2. Comparable questions were not asked of older males.

Young males were more likely to have seen or heard broadcast advertising (8.7 percent for the National Guard and 4.5 percent for the Reserves) and to have seen print advertising (5.5 percent and 3.3 percent) than to have received unsolicited literature. Almost no one had made a toll-free call or mailed a postcard or coupon. In most cases, high school graduates were more likely than nongraduates to have received advertising or taken the information-seeking steps, but the percentages for each type of advertising contact are small.

C. Informal Sources of Information

Informal sources of information refer to friends and family members (Table 12.3). These sources are more important for young males than older males. Approximately 44 percent of young males compared with about 17 percent of older males had discussed serving in the military with someone. More than 80 percent of both age groups have close relatives who have served in the military. Young males are equally likely to have discussed enlisting with friends and family, while older males generally discussed enlisting with friends. About half of young males and one-fourth of older males are acquainted with someone who has recently enlisted. High school graduates among both young males and older males tend to have more contact than nongraduates with informal sources of information, but the differences are small. It is important to note that the questions considered here refer to the military in general and are not specific to the Reserve components.

D. Recruiter Contact and Test-Taking

Contact with National Guard or Reserve recruiters is uncommon, and only about one in ten young males or older males has taken military entry tests, as seen in Table 12.4. Young males are somewhat more likely to have had contact with Reserve recruiters, while older males are slightly more likely to have taken military entry tests. Note that the measure of test-taking is not specific to National Guard/Reserve service.

Differences among high school graduates and nongraduates in recruiter contact are negligible, although young male graduates are slightly more likely and older male graduates slightly less likely than nongraduates to have taken military entry tests.

Table 12.2. Type of Advertising and Mail/Telephone Information for Young Males by High School Status Groups

Advertising Medium ^b / Sponsor	Young Males ^a		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)
<u>Received Literature from:</u>			
National Guard	3.8	1.5	2.7 (0.7)
Reserves	5.2	0.8	3.1 (0.8)
<u>Saw Print Advertising of:</u>			
National Guard	5.2	5.7	5.5 (1.0)
Reserves	3.7	2.8	3.3 (0.9)
<u>Saw/Heard Broadcast Advertising of:</u>			
National Guard	7.8	9.8	8.7 (1.4)
Reserves	5.5	3.3	4.5 (1.0)
<u>Made a Toll-Free Call for Information about:</u>			
National Guard	0.0	0.3	0.1 (0.1)
Reserves	0.0	0.0	0.0 (**)
<u>Mailed a Postcard or Coupon for Information About:</u>			
National Guard	0.8	0.4	0.6 (0.3)
Reserves	1.0	0.0	0.5 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

^aQuestions were not asked of older males.

^bReceived literature items refer to having ever received, while print advertising and broadcast advertising refer to past 12 months.

** Informative standard error not available.

Source: Questions D_9, D_10A, D_11, D_12A, D_13, D_14, D_15, D_16, D_18, D_19.

Table 12.3. Informal (Non-Military) Sources of Information About Serving in the Military for High School Status Groups

Sources of Information	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
<u>Discussed serving in the military with anyone during past year</u>						
Yes	44.8	42.8	43.9 (2.5)	17.7	15.8	16.8 (2.0)
No	55.2	57.2	56.1 (2.5)	82.3	84.2	83.2 (2.0)
<u>(If yes) With whom discussed serving in the military</u>						
Friends	54.0	45.9	50.2 (3.6)	87.0	56.7	73.6 (6.0)
Family	45.1	51.1	47.9 (3.6)	13.0	39.3	24.6 (6.0)
Other	1.0	3.1	2.0 (0.8)	0.0	4.0	1.8 (1.8)
<u>Any close relatives ever served in the military</u>						
Yes	82.8	80.7	81.8 (2.1)	86.7	85.7	86.2 (1.9)
No	15.9	19.3	17.5 (2.0)	13.3	13.6	13.4 (1.8)
Don't know	1.3	0.0	0.7 (0.5)	0.0	0.7	0.3 (0.3)
<u>Acquainted with someone who has enlisted within past 6 months</u>						
Yes	58.7	46.0	52.8 (2.5)	27.0	23.3	25.2 (2.3)
No	41.3	54.0	47.2 (2.5)	73.0	76.7	74.8 (2.3)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions D_53, D_55, D_58, D_59.

Table 12.4. Recruiter Contact and Test-Taking for High School Status Groups

Recruiter Contact/Test-Taking	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
<u>Recruiter Contact</u>						
National Guard	1.2	1.4	1.3 (0.6)	2.1	2.6	2.4 (0.8)
Reserves	9.6	7.2	8.5 (1.4)	3.6	3.5	3.6 (1.0)
<u>Physical or Written Test</u>	11.8	7.8	9.9 (1.5)	12.2	15.3	13.6 (1.8)

Note: Tabled values are percentages with standard errors in parentheses.

Source: Questions 0_21, 0_22, 0_24, 0_29, 0_34, 0_39, 0_46.

Responses of young males and older males to the content of discussions with recruiters are presented in Table 12.5. Young males are most likely to recall recruiter discussions about money for education after service or good pay, while older males recall having discussed money for education after service, a guaranteed type of training, or a cash bonus. The content of discussions also differs by high school status. Compared to nongraduates, young male high school graduates were especially likely to have discussed money for education after service, good pay, skills training and a cash bonus; nongraduates were particularly likely to have discussed training for leadership, although good pay was most frequently remembered.

Among older males, cash bonuses, skills training, and adventure were more important to high school graduates than nongraduates. Nongraduates were more likely than graduates to discuss money for education after service, a guaranteed type of training, good pay, and travel. Thus, economic incentives and training were important to both graduates and nongraduates, but different aspects of each were important to each group.

Some caution is advised in interpretation of results from Table 12.5. The rather large standard errors which appear indicate that the reported estimates are not very reliable and are subject to considerable variation.

E. Levels of Information Exposure

Young males have had contact with more information sources about military service than older males (Table 12.6). Almost all young males had received information from at least three types of sources compared with only one fourth of older males. High school graduates and nongraduates do not differ substantially in the number of information sources to which they were exposed.

F. Summary

The level of information-seeking among young males and older males regarding service in the Reserve components was examined. Recruiting Priority Groups have been combined into High School Graduates and Non-High School Graduates. Highlights of findings are noted below for various topics.

1. Advertising Awareness

- About three-fourths of young males and two-thirds of older males are aware of National Guard/Reserve advertising, but within each group the level of awareness of graduates and nongraduates does not differ.

Table 12.5. Content of Discussions with Recruiters for High School Status Groups

Content of Discussions	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
Money for education after service	43.3	12.4	30.8 (7.7)	18.4	31.3	25.0 (9.3)
Good pay	30.4	22.3	27.1 (7.1)	0.0	25.1	12.8 (7.0)
Skills training	26.5	10.6	20.0 (6.3)	11.9	0.0	5.8 (5.6)
Guaranteed type of training	13.5	12.4	13.2 (5.2)	9.9	32.3	21.3 (9.7)
Cash bonus	18.4	3.4	12.3 (5.5)	23.8	15.3	19.5 (8.9)
Travel	9.0	9.4	9.2 (4.0)	6.0	28.2	17.4 (8.1)
Guaranteed job assignment at end of training	6.8	10.9	8.5 (4.9)	0.0	0.0	0.0 (**)
Training for leadership	0.0	14.7	6.0 (3.4)	6.0	0.0	2.9 (2.9)
Adventure	6.4	0.0	3.8 (2.7)	6.0	0.0	2.9 (2.9)
Guaranteed location for training	2.8	1.6	2.3 (1.8)	0.0	0.0	0.0 (**)
Job satisfaction	2.8	1.4	2.2 (1.8)	0.0	0.0	0.0 (**)
Equal opportunity	3.4	0.0	2.0 (1.7)	0.0	0.0	0.0 (**)
Advance pay grades	0.0	3.9	1.6 (1.6)	0.0	8.0	4.1 (4.0)
Two-year enlistment	0.0	0.0	0.0 (**)	0.0	0.0	0.0 (**)
Good people to work with	0.0	0.0	0.0 (**)	0.0	0.0	0.0 (**)
Other	17.4	14.9	16.4 (5.0)	8.7	9.6	9.2 (6.2)

Note: Tabled values are percentages with standard errors in parentheses.

** Informative standard error not available.

Source: Question D.45.

Table 12.6. Levels of Information Exposure for High School Status Groups

Levels of Information Exposure	Young Males			Older Males		
	High School Graduates (n = 278)	Non-High School Graduates (n = 254)	Total (n = 532)	High School Graduates (n = 187)	Non-High School Graduates (n = 168)	Total (n = 355)
No information gathering	0.0	0.0	0.0 (**)	0.0	0.0	0.0 (**)
One source only	0.0	0.0	0.0 (**)	11.9	6.2	9.0 (6.3)
Two sources only	0.0	5.5	2.2 (2.2)	60.3	69.2	64.8 (10.5)
Three sources only	57.4	44.6	52.2 (8.0)	27.8	24.6	26.2 (9.5)
Four sources only	34.5	49.9	40.8 (8.0)	0.0	0.0	0.0 (**)
All five sources	8.1	0.0	4.8 (2.8)	0.0	0.0	0.0 (**)

Note: Tabled values are percentages with standard errors in parentheses.

^aSources include advertising, non-military sources (friends, family, school personnel), mailed card or coupon/made toll-free call, recruiter contact, test-taking.

^{**} Informative standard error not available.

Source: Questions 0_9, 0_11, 0_13, 0_15, 0_18, 0_21, 0_46, 0_53, 0_58, 0_59.

2. Type of Advertising and Mail and Telephone Information-Seeking
 - Less than 10 percent of young males have seen or heard broadcast advertising or seen print advertising for the National Guard or Reserves. Few have received unsolicited literature, made a toll-free call, or mailed a postcard or coupon.
 - Graduates are more likely than nongraduates to have contact with these information sources, but differences are small.
3. Informal Sources of Information
 - Informal sources of information about serving in the military are more important for young males than older males.
 - Graduates are more likely than nongraduates to have contact with informal sources of information, but differences are small.
4. Recruiter Contact and Test-Taking
 - The extent of contact with National Guard or Reserve recruiters is low, and about one in ten has taken military entrance tests.
5. Levels of Information-Seeking
 - Young males have had contact with more information sources than older males, but within groups graduates and nongraduates do not differ substantially.

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Appendix A
Sampling Design and Estimation Procedures

Appendix A

Sampling Design and Estimation Procedures

This appendix summarizes the main elements of the sampling design and the estimation procedures for YATS II. Additional details about the procedures appear in technical reports by Mason and Sweetland (1983) and by Mason (1983).

A. Populations of Inferential Interest

The 1983 YATS survey was designed to provide estimates of parameters describing three populations, defined as follows.

- (a) males aged 16 to 21 years,
- (b) females aged 16 to 21 years, and
- (c) males aged 22 to 29 years
- (d) who reside in the coterminous United States in households or noninstitutional group quarters with telephones,
- (e) who have never served in the military, other than possibly high school level Reserve Officer Training activities, and,
- (f) who have completed not more than two years of college.

The population parameters upon which the sampling design is based are the proportions of each population having a propensity toward active duty service. The 1982 YATS survey provided the propensity proportions used to design the 1983 sample.

B. Design Requirements

The YATS survey data provide national level estimates of parameters describing each of the three populations. Additionally, parameter estimates describing subpopulations or domains of the younger male population, defined by Management Unit Designator (MUD) areas, are required by each of the Services.

Design requirements are specified in terms of the maximum values of the standard errors to be associated with the estimates for each of the reporting domains. The values set for the 1983 survey are summarized in Table A.1. Control over the geographic distribution of the sample is actually provided in terms of the geographic areas associated with Military

Table A.1. Precision Requirements Used to Design the Sample

Market/Reporting Domain	Required Precision ¹
<u>Young Males</u>	
National level estimates	0.01000
Estimate for any MUD ² with a total population	
<100,000	0.10000
100,000 - 149,999	0.10000
150,000 - 199,999	0.10000
200,000 - 249,999	0.07500
250,000 - 299,999	0.05000
300,000 - 499,999	0.05000
≥ 500,000	0.05000
Estimates for advertising test sites	
Test site A	0.02875
Test site B	0.02875
Test site C	0.02875
Test site D	0.02875
<u>Older Males</u>	
National level estimates	0.01805
<u>Females</u>	
National level estimates	0.01805

¹Precision stated in terms of the maximum value of the standard error to be associated with the estimated proportion of persons in each reporting domain with a propensity for active service.

²Management Unit Designator

Entrance Processing Stations (MEPS) rather than MUDS. For design purposes, MUD areas were classified into MEPS. Approximate geographic classifications were used in cases where MUD boundaries were not coincident with MEPS boundaries.

The reporting domains identified as test sites in Table A.1 are associated with a program to evaluate the effectiveness of military advertising. The evaluation is performed using the YATS II sample data, requiring the imposition of precision constraints on the test sites constructed for the evaluation in addition to the MUD and national level constraints.

C. Sampling Design

The sampling design can be described as a stratified, two-stage design. Stratification variables are defined in terms of the geographic areas of the MEPS, involving a total of 66 strata. First stage sampling units are clusters of households formed by the first eight digits of ten digit telephone numbers. That is, households having telephone numbers with the same first eight digits are members of a cluster. For stratification purposes, clusters were classified into MEPS based on the county in which the Rate Center City for the NPA (i.e., area) and NXX (i.e., telephone exchange) codes is located. Second stage sampling units are households.

The Mitofsky/Waksberg random digit dialing procedure (Waksberg, 1978) was used to construct the clusters and select the sample. The procedure produces an equal probability sample of households within each MEPS.

The number and sizes of sample clusters allocated to each MEPS area were determined in an optimal manner. Equations describing data collection costs and sampling variances in terms of the number of sample clusters and sample housing units were developed for each MEPS. The equations were solved simultaneously for the first and second stage sample sizes that would satisfy the precision requirements in Table A.1 for the least cost. The sample size solutions were obtained numerically using procedures based on Kuhn/Tucker theory (Simmons, 1975, pp. 169-209).

The different sample sizes afforded each of the three populations were obtained by randomly assigning the clusters in the total sample to one of three waves. The size of the smallest wave was determined by the smallest sample required. The size of the second wave was determined by the increment needed for the next larger sample. The third wave is the further

increment needed for the largest sample. As planned, interviews were collected from clusters in the first wave for all three populations, females and younger male interviews only from the second wave and younger male interviews only from the third wave.

However, presurvey estimates of the screening rate associated with points (e) and (f) in the population definition, above, proved to be seriously in error. Larger sample sizes than those planned were required in every case. In the case of young males, cluster sizes were increased in increments proportional to the deficit between the expected interview yield and the actual experience in each MEPS. This action had the effect of bringing the actual experience in line with the optimally determined sample sizes. The distribution of the sample for young males appears in Table 3.1.

In the case of the female and the older male samples, more individuals were identified in the original sample of 49,539 households than were scheduled for interviews. Additional interviews were obtained by subsampling those households with eligible persons that were not originally scheduled for interview. Since the subsampling was done without regard to the probability structure already in place, unbiased variance estimators cannot be constructed for the female and older male samples. Unbiased linear statistics, such as estimated population totals and per household means, can be computed.

D. Estimation Procedures

Estimates of parameters describing the three populations are computed using ratio estimation procedures. First, per sampling unit (i.e., household level) averages are computed for each MEPS. The averages are then multiplied by the current (known) number of households in the MEPS and the products summed across MEPS to obtain the estimated total of interest. Population means and proportions are estimated by first computing the numerator and the denominator totals and then dividing these to obtain the mean or the proportion (Cochran, 1963, pp. 169-170). Regression relations are estimated using a multivariate extension of the estimator for means (Shah, Holt, & Folsom, 1977).

For the young male sample, variance estimates for linear statistics were computed based on equal probability with replacement sampling of clusters from within MEPS (Kendall & Stuart, 1966, pp. 200-201). For the female and the older male samples, variances are approximated using the

estimator appropriate for stratified random sampling with replacement (Cochran, 1963, pp.90-91). The approximation is likely to underestimate the actual sampling variance since the clustering effect is ignored. The variances of nonlinear statistics are computed using first order Taylor series linearizations (Shah, Holt & Folsom, 1977).

Missing data compensation was undertaken at the levels of missing households and missing persons. In the case of young males, weighting class adjustments for both missing households and missing persons were made at MEPS levels. For the female and the older male surveys, MEPS level adjustments were undertaken for missing households. Missing person adjustments were computed at the level of the total survey.

Appendix B

Estimated Sampling Errors

Appendix B

Estimated Sampling Errors

The procedures and methodology described here are presented to help the reader use the estimates of sampling errors that have been calculated and printed for various proportions in this report and to enable the reader to estimate sampling errors for those proportions for which standard errors do not appear in parentheses in the tables. The estimates produced from the YATS II survey are based on a probability sample of the population rather than the entire population and hence are subject to sampling variability. Sampling variability occurs because observations are made only on a sample, not on the entire population. The particular sample used in this survey is one of a large number of possible samples that could have been selected using the same sample design. Estimates derived from the different possible samples would differ from each other. The standard error of a survey estimate is a measure of the variation among the estimates from all possible surveys. Thus, the standard error is a measure of the precision with which an estimate from a particular sample approximates the average result of all possible samples.

A. Confidence Intervals and Significant Differences

For any particular percentage resulting from a sampling survey, it is not possible to know the exact amount of error that has resulted from sampling. It is possible, however, to establish estimated "confidence intervals"--ranges which are very likely to include the true population value. For example, Table 4.1 shows that 35.4 percent of the young males in the 1983 sample reported positive propensity for at least one active Service with a standard error of 0.9 percent. It is possible to set up a 95 percent confidence interval, which means that in a large number of repeated surveys 95 percent of the intervals computed will include the true (population) proportion. As a general rule the 95 percent confidence interval is formed by doubling the standard error and then adding this result to the estimate to form the upper bound and subtracting this result from the estimate to form the lower bound. In this case the lower and upper limits of the 95 percent interval are 33.6 percent and 37.2 percent.

B. Factors Influencing the Size of Confidence Intervals in this Report

From a statistical standpoint, the most straightforward types of samples are simple random samples. In such samples the confidence limits for a percentage are simple functions of the percentage value and the size of the sample or subgroup on which it is based. For example, the 95 percent confidence interval for a proportion (p) can be approximated by: $p \pm \sqrt{p(1-p)/(N-1)}$. In a more complicated sample, such as the one used in this survey, there are other factors also involved in the determination of confidence limits.

1. Number of Cases (N)

When other things are equal, the larger a sample, the more precise will be an estimate based thereon and, therefore, the narrower the confidence levels. One of the factors is $1/\sqrt{N}$, the square root of the reciprocal of the size of the sample. Thus a sample of 400 will, ceteris paribus, have a confidence interval just half as wide as that for a sample of 100, since $1/\sqrt{400}$ is just half of $1/\sqrt{100}$.

2. Population Variance

Other things again being equal, percentage values around 50 percent have the largest confidence intervals because $\sqrt{p(1-p)}$ (where p is a proportion between 0.0 and 100.0) is also a factor affecting the size of a confidence interval. This factor will be only three-fifths as large for 10 percent or 90 percent as for 50 percent since $\sqrt{.1 \times .9}$ is $3/5$ of $\sqrt{.5 \times .5}$.

3. Design Effects in Complex Samples

Under simple random sampling, a confidence interval can be determined from the two factors just described plus the appropriate constant for the confidence level desired, e.g., 1.96 for 95 percent (assuming degrees of freedom are very large). Where stratification, clustering and differential selection probabilities are involved, as in this survey, all of these also influence sampling error. Stratification tends to increase precision, but clustering and oversampling of subpopulations may either increase or reduce it. Designed to provide advantages too expensive to achieve with simple random samples, complex samples often yield less precision for total population estimates than would be obtained by the use of a simple random sample of the same size. Accordingly, use of the simple formula would generally underestimate the sampling error involved.

There are methods for correcting for this underestimation, however. Kish (1965, p. 258) has defined a correction term known as the design effect (DEFF) where

$$DEFF = \frac{\text{actual sampling variance}}{p(1-p)/N}$$

If, therefore, the actual sampling variance for a proportion p is four times the value computed for a simple random sample of the same size N , the DEFF is 4.0. Because a confidence interval is based on the square root of the variance, any confidence interval set up would have to be twice as wide as the corresponding interval based on a simple random sample. In order to have the same confidence interval, it would be necessary to have a sample four times as large.

A simple way of using a DEFF value is to divide the actual sample size by it and obtain the "effective N ," the size of a simple random sample that would have resulted in the same degree of precision. For example, with a DEFF of 4.0 and an actual sample size of 4,000, the "effective N " is 1,000. The value of the "effective N " can be used in the simple formula $\sqrt{p(1-p)/N}$ to compute standard errors of estimate and confidence interval limits. It is therefore possible to use formulas and tables appropriate for simple random samples, regardless of the actual type of sample, by converting the sample size to the "effective N ."

Actually, every statistic derived from a complex sample has its own design effect, different from all of the others. In practice, however, DEFF values are generally computed only for a cross-section of the statistics, and averages are computed and applied to those of the same types. Often a single average DEFF is used for all percentages.

In this study, standard errors have been computed for many estimated proportions. These calculations incorporated the appropriate sample sizes, proportions, and correction for design effects. In tables where standard errors do not appear, a reasonable rule-of-thumb is that the sampling error associated with any point estimate is equal to or slightly larger than the standard error presented with an equal-sized estimated proportion in table cells defined by similar characteristics (e.g., market group, composite propensity).

Appendix C

Distribution of Other Enlistment Propensity Among
Active and Reserve Section Respondents

Appendix C

Distribution of Other Enlistment Propensity Among Active and Reserve Section Respondents

This appendix provides supplementary information on propensity that is not presented in the body of the report for Active section respondents and for Guard/Reserve section respondents. The presentations of propensity in the report have emphasized propensity toward the Active Services among the Active section respondents (Chapter 4) and propensity toward the Reserve Components for the Guard/Reserve section respondents (Chapter 9). Respondents in the Active section also answered propensity questions about the Coast Guard, the National Guard, and the Reserves (as a group without distinguishing individual Reserve components). Similarly, respondents in the Guard/Reserve Section answered propensity questions about serving in the Active Services. This Appendix shows data on these responses.

A. Active Section Respondents

Table C.1 presents the distribution of propensity toward the Coast Guard, National Guard and Reserves for young males, older males and females who responded to the Active section of the YATS II interview. As shown, positive propensity toward service in the Active Coast Guard is 8.5 percent for young males, 5.7 percent for older males, and 2.8 percent for females. Positive propensity toward service in the Coast Guard among Guard/Reserve section respondents appears in Table C.2 and was 7.4 percent for young males, 3.7 percent for older males, and 4.9 percent for females. Apparent differences in the estimates between the Active and Guard/Reserve respondents were not statistically significant for any of the market groups.

Among Active Section respondents, propensity was positive toward service in the National Guard for 15.4 percent of young males, 9.8 percent of older males and 4.0 percent of females (Table C.1). Of these, approximately two thirds (63.9 percent young males, 61.3 percent older males, 66.6 percent females) indicated a preference for the Army National Guard, and about one third (33.7 percent young males, 38.7 percent older males, 33.4 percent females) for the Air National Guard.* Data on Guard Service among

* Data not shown in table.

Guard/Reserve section respondents appears in Table 9.1. Positive propensity for Army National Guard and Air National Guard respectively are 14.2 percent, and 11.3 percent for young males; 8.4 percent and 5.9 percent for older males; and 5.3 percent and 3.7 percent for females. Caution should be used in comparing the data in Table C.1 and Table 9.1 due to the item sequencing and item referent. Responses in Table C.1 required respondents to indicate a preference between Army and Air National Guard. Data in Table 9.1 are responses to two separate questions in which respondents could have indicated a positive preference for both the Army and Air National Guard Reserve components.

Positive propensity toward service in the Reserves (by the Active subsample) without respect to any particular component was 19.4 percent for young males, 10.4 percent for older males and 7.1 percent for females (Table C.1). Among those showing positive propensity for the Reserves, the Army Reserve and Air Force Reserve, respectively, are the most often preferred components (37.2 percent and 30.4 percent for young males; 43.7 percent and 32.9 percent for older males; 40.3 percent and 33.1 percent females).^{*} Preferences for service in the individual Reserve components by the Guard/Reserve subsample appear in Table 9.1. Respective positive propensity estimates for Army, Navy, Marine Corps and Air Force Reserves are 13.0 percent, 9.9 percent, 11.6 percent, 15.2 percent for young males; 7.5 percent, 5.7 percent, 4.4 percent, 6.6 percent for older males; and 6.3 percent, 5.4 percent, 3.6 percent, and 6.2 percent for females. As noted above caution must be used in comparing data from Table C.1 and Table 9.1.

B. Reserve Section Respondents

Table C.2 provides information about propensity toward Active Duty Service among the Guard/Reserve section respondents. Data are presented for individual Services and for composite propensity. Data about the Coast Guard which also appear were discussed above. Composite positive propensity for Active Service among Reserve respondents was 30.8 percent for young males, 10.7 percent for older males, and 10.7 percent for females. Comparable data from Table 4.1 for Active Service respondents was 35.4 percent for young males, 13.8 percent for older males, and 11.7 percent for females.

^{*} Data not shown in table.

Notably, all of the estimates among Guard/Reserve section respondents in Table C.2 are lower than those in Table 4.1. The same pattern holds for positive propensity toward each of the Services. The exact reason for this difference is not known but may be attributable to the context in which the questions are asked. Active section respondents are asked propensity about the Active Services after being asked general questions about service in the Reserves (items B5--B9); Guard/Reserve section respondents are asked about Active Duty Service after detailed questioning about each of the Reserve components (items C4-C11). Since the large majority of participants indicate negative responses to each of the items about service in the Reserve components, it may be that a negative response set is established which continues in the responses to participation in the Active Services. Additional research on the effect of question ordering is needed to understand the exact reason for the difference in the responses.

Table C.1. Distribution of Other Enlistment Propensity Among Active Section Respondents

Market/Item Response	Service					
	Active Coast Guard		National Guard		Reserves	
<u>Young Males</u>						
Definitely	0.6	(0.1)	0.8	(0.2)	1.5	(0.2)
Probably	7.9	(0.5)	14.6	(0.6)	17.9	(0.7)
Total Positive	8.5	(0.5)	15.4	(0.7)	19.4	(0.7)
Probably Not	40.3	(0.9)	40.0	(0.8)	41.6	(0.9)
Definitely Not	51.0	(0.9)	44.2	(0.9)	38.7	(0.9)
Don't Know/Refused	0.2	(0.1)	0.4	(0.1)	0.3	(0.1)
Total Negative	91.5	(0.5)	84.6	(0.7)	80.6	(0.7)
<u>Older Males</u>						
Definitely	0.5	(0.3)	0.6	(0.3)	0.8	(0.3)
Probably	5.2	(0.8)	9.2	(1.0)	9.6	(1.1)
Total Positive	5.7	(0.8)	9.8	(1.1)	10.4	(1.1)
Probably Not	33.6	(1.7)	34.6	(1.7)	36.9	(1.7)
Definitely Not	60.8	(1.8)	55.6	(1.8)	52.8	(1.8)
Don't Know/Refused	0.0	(**)	0.0	(**)	0.0	(**)
Total Negative	94.3	(0.8)	90.2	(1.1)	89.5	(1.1)
<u>Females</u>						
Definitely	0.2	(0.1)	0.0	(**)	0.2	(0.2)
Probably	2.6	(0.5)	4.0	(0.7)	6.9	(0.9)
Total Positive	2.8	(0.6)	4.0	(0.7)	7.1	(0.9)
Probably Not	21.1	(1.4)	19.7	(1.4)	22.4	(1.5)
Definitely Not	75.8	(1.5)	76.0	(1.5)	70.3	(1.6)
Don't Know/Refused	0.2	(0.2)	0.2	(0.2)	0.2	(0.2)
Total Negative	97.2	(0.6)	96.0	(0.7)	92.9	(0.9)

Note: Tabled values are percentages with standard errors in parentheses. Total positive and total negative values may differ slightly from the sum of their respective components due to rounding error. Estimates are based on interviews with 4,416 young males, 798 older males, and 876 females.

** Informative standard error not available.

Source: Questions B_5, B_7, B_9.

Table C 2 Distribution of Active Enlistment Propensity Among Guard Reserve Section Respondents

Market/Item Response	Active Service					
	Army	Navy	Marine Corps	Air Force	Composite Propensity	Coast Guard
<u>Young Males</u>						
Definitely	1.3 (0.5)	0.9 (0.5)	2.2 (0.7)	2.3 (0.7)	6.6 (1.2)	0.5 (0.3)
Probably	12.5 (1.6)	7.0 (1.2)	7.9 (1.3)	13.5 (1.6)	24.1 (2.1)	7.0 (1.2)
Total Positive	13.8 (1.7)	7.9 (1.3)	10.1 (1.5)	15.8 (1.7)	30.8 (2.4)	7.4 (1.2)
Probably Not	36.0 (2.4)	37.3 (2.3)	35.3 (2.4)	38.2 (2.3)	36.5 (2.4)	41.2 (2.4)
Definitely Not	49.9 (2.5)	54.6 (2.4)	54.3 (2.4)	45.8 (2.4)	32.6 (2.3)	50.9 (2.5)
Don't Know/Refuse	0.2 (0.2)	0.2 (0.2)	0.2 (0.2)	0.2 (0.2)	0.2 (0.2)	0.5 (0.3)
Total Negative	86.2 (1.7)	92.1 (1.3)	89.9 (1.5)	84.2 (1.7)	69.2 (2.4)	92.6 (1.2)
<u>Older Males</u>						
Definitely	1.0 (0.5)	0.5 (0.3)	0.5 (0.4)	0.0 (**)	1.5 (0.6)	0.2 (0.2)
Probably	4.9 (1.2)	3.8 (1.1)	3.9 (1.1)	4.9 (1.2)	9.2 (1.5)	3.5 (1.0)
Total Positive	5.9 (1.3)	4.3 (1.1)	4.5 (1.1)	4.9 (1.2)	10.7 (1.6)	3.7 (1.0)
Probably Not	31.9 (2.6)	32.4 (2.5)	30.2 (2.4)	32.4 (2.5)	34.3 (2.6)	33.6 (2.5)
Definitely Not	61.9 (2.7)	63.0 (2.6)	65.0 (2.5)	62.0 (2.6)	54.7 (2.7)	62.4 (2.6)
Don't Know/Refuse	0.3 (0.3)	0.3 (0.3)	0.3 (0.3)	0.8 (0.4)	0.3 (0.3)	0.3 (0.3)
Total Negative	94.1 (1.3)	95.7 (1.1)	95.5 (1.1)	95.1 (1.2)	89.3 (1.6)	96.3 (1.0)
<u>Females</u>						
Definitely	0.3 (0.2)	1.0 (0.5)	0.8 (0.4)	1.6 (0.6)	2.3 (0.7)	0.5 (0.3)
Probably	3.4 (0.9)	4.7 (1.1)	2.4 (0.8)	4.1 (1.0)	8.4 (1.4)	4.4 (1.0)
Total Positive	3.7 (0.9)	5.8 (1.2)	3.2 (0.9)	5.7 (1.2)	10.7 (1.5)	4.9 (1.1)
Probably Not	20.8 (2.1)	18.2 (1.9)	17.2 (1.9)	19.1 (2.0)	20.8 (2.1)	20.0 (2.0)
Definitely Not	75.5 (2.2)	76.1 (2.1)	79.5 (2.0)	75.2 (2.1)	68.5 (2.4)	75.0 (2.2)
Don't Know/Refuse	0.0 (**)	0.0 (**)	0.0 (**)	0.0 (**)	0.0 (**)	0.0 (**)
Total Negative	96.3 (0.9)	94.2 (1.2)	96.8 (0.9)	94.3 (1.2)	89.3 (1.5)	95.1 (1.1)

Note. Tabled entries are percentages with standard errors in parentheses. Estimates are based on interviews with 532 young males, 355 older males, and 437 females.

**Informative standard error not available

Source: Questions C_11--C_15.

APPENDIX D

Comparing 1982 and 1983 YATS Survey Data for Young Males

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Comparing 1982 and 1983 YATS Survey Data for Young Males

A primary purpose of the Youth Attitude Tracking Study (YATS) has been to permit comparisons of data across years. In 1983, YATS was redesigned and designated as the Youth Attitude Tracking Study II (YATS II) (see Chapter 2 for a discussion of the configuration of the 1983 study relative to prior YATS surveys). As part of the redesign, changes and improvements were made in the methodology used for the survey. Differences in methods used for the 1983 survey and prior surveys raise questions about the interpretation and meaning of cross-year comparisons of data. That is, when differences are observed between 1983 data and prior year's data it is important to understand whether they are due to different methods that were used or to real changes that have occurred. This appendix addresses this issue by examining the estimation procedures used for the 1982 YATS and the 1983 YATS II surveys for young males (16-21). Propensity data are examined in depth and unaided mentions are also presented.

We begin with a discussion that gives general background on weighting. This is followed by a description of the sampling and estimation procedures for the 1982 and 1983 surveys. Next the age distributions for young males are examined for the two years and the effects of the weighting across the age distributions are presented. The discussion then turns to an examination of Service specific and composite propensity by age. Next, standardized comparisons of propensity data are presented for the 1982 and 1983 surveys. The appendix concludes with a recommendation for comparisons between the 1982 and 1983 data and implications for the examination of prior years' data.

A. Background on Weighting

If the probability of selection for each sample element is known and certain other conditions are met, weights which produce unbiased linear estimates of population totals can be developed without the aid of any outside information. The theory for determining these unbiased estimation weights is given by Hansen and Hurwitz (1943) for with replacement designs, by Horvitz and Thompson (1952) for nonreplacement designs, and by Chromy (1980) for minimum replacement designs. In general, the weight is the inverse of the expected number of times a unit is selected over repeated application of the

sampling design. In nonreplacement designs (those designs where each unit can be selected at most once), the weight is the inverse of the probability of selection.

Auxiliary information is often used to improve the precision of estimates. The basic method of poststratification or stratification after selection of the sample is described by Cochran (1963). Cochran notes that the general method may be applied to unstratified samples or to samples that have previously been stratified by some other variable.

A method of utilizing auxiliary data from more than one marginal distribution was proposed by Deming and Stephan (1940) and is discussed more recently by Oh and Scheuren (1983). The method, called "raking" or raking ratio estimation, is applied iteratively until the sample marginal distributions agree with the auxiliary data distributions within some error of approximation.

In random digit dialing surveys, direct estimates (using no auxiliary information) can be developed if careful records are kept of the number of telephone numbers called and adequate data can be obtained for every number called to determine its association with one or more households. Such direct estimates, however, are generally subject to high variability and unknown biases due to nonresponse. Waksberg (1978) recommends basing weights on independent estimates of the number of households; ratio adjustments of weights can then be implemented using prestratification or post-stratification methods. Based on the general discussion above, post-stratification based on other known data may also be applied.

B. YATS 1982 Sampling and Estimation Procedures

As an initial step in comparing the 1982 and 1983 YATS surveys, an analysis was undertaken of the 1982 sampling and estimation procedures. The analysis involved study of the 1982 YATS final report (Market Facts, 1983) and the corresponding data tape and documentation (Market Facts, 1982).

As with the 1983 survey, sampling of young males in YATS 1982 was done within MEPS. Sufficient numbers were randomly generated within each MEPS-defined stratum to yield approximately 90 interviews with males 16-21 years of age (Market Facts, Inc., 1983 pp. 4-5). Across all MEPS, a total of 5,992 interviews were completed. It was not clear from the documents reviewed whether random digit dialing (RDD) procedures or some other method of generating samples of telephone numbers (e.g., Sudman, 1973) was actually used.

Also there is no mention of a clustering technique (eg., Mitofsky-Waksberg) being used to increase the yield of the RDD approach.

The estimation procedures recognized initially that weights within MEPS should be equal. Poststratification adjustments were then applied to make the sample distributions more nearly resemble known distributions. For young males, these adjustments were done by two different techniques producing a national weight for national tabulations and a subnational weight for other geographic area tabulations.

1. National Weights For Young Males

A marginal weighting procedure is documented by Market Facts, Inc. (1983, pp. 300-305). All weights are initially set at 1. Two multiplicative factors are then applied to each initial weight based on the respondent's age-race classification (6 ages by white-nonwhite) and MEPS of residence. Age-race adjustment factors are shown in Table D.1. The factors vary substantially over age, generally increasing as age increases. Variation over race is less pronounced, and increases with age. The national MEPS factor is included in Table D.2, and ranges from about .4 in MEPS 2 to more than 5 in MEPS 64.

Table D.1 1982 Age-Race Adjustment Factors Used in National Weights for Young Males.

Age	Race	
	White	Nonwhite
16	.56	.55
17	.52	.49
18	.67	.61
19	.89	1.08
20	1.22	0.93
21	1.58	1.19

Source: 1982 YATS data file constructed by Market Facts. Numbers are rounded to 2 places for presentation; actual factors used may have had more significant digits.

The marginal adjustment procedure employed could be described as the first iteration of the iterative raking procedure discussed in the background sections above.

Table D.2. 1982 MEPS and Race Adjustment Factors Used in Weights
for Young Males

MEPS	Sample Size		MEPS Factor		Race Factor ¹	
	White	Nonwhite	National	Subnational	White	Nonwhite
1	84	3	0.55	0.42	1.02	0.53
2	88	3	0.38	0.31	1.02	0.48
3	81	8	2.18	1.68	1.01	0.86
4	77	15	0.75	0.54	1.07	0.62
5	77	12	0.65	0.52	1.00	0.98
6	87	2	0.59	0.48	0.93	3.78
7	53	36	3.50	2.78	1.13	0.82
8	68	23	2.25	1.59	1.08	0.76
9	70	20	2.04	1.61	0.97	1.10
10	89	6	0.65	0.53	1.00	1.04
11	84	8	0.97	0.76	0.97	1.28
12	84	6	0.61	0.53	1.05	0.34
13	86	6	0.70	0.60	1.01	0.88
14	85	5	1.57	1.23	0.99	1.10
15	61	32	2.24	1.78	1.03	0.95
16	75	16	1.36	1.06	0.83	1.79
17	88	3	0.57	0.47	0.99	1.20
18	71	19	0.91	0.69	1.19	0.30
19	76	13	0.92	0.74	0.98	1.09
20	77	13	1.11	0.93	1.06	0.63
21	86	5	0.99	0.83	0.93	2.22
22	84	6	1.14	0.86	0.97	1.35
23	77	12	2.05	1.51	0.99	1.06
24	81	9	3.43	2.73	0.91	1.78
25	91	6	1.49	1.18	0.99	1.19
26	68	25	3.84	2.95	1.04	0.89
27	82	9	1.33	1.07	1.01	0.91
28	81	11	1.74	1.34	0.99	1.08
29	52	39	0.97	0.72	1.20	0.73
30	57	34	0.62	0.47	0.84	1.27
31	65	26	1.33	1.00	0.95	1.11
32	64	25	1.45	1.18	0.99	1.03
33	56	36	1.53	1.36	1.10	0.84
34	65	28	1.38	1.02	0.84	1.36
35	76	13	1.06	0.80	0.88	1.73
36	56	32	1.46	1.05	1.24	0.59
37	82	14	1.12	0.88	0.92	1.50
38	63	31	0.96	0.81	0.88	1.23
39	62	23	0.67	0.52	0.92	1.20
40	69	24	1.98	1.47	1.06	0.82
41	62	29	1.72	1.43	1.05	0.88
42	53	37	1.34	1.11	1.38	0.45
43	68	22	1.07	0.85	1.12	0.64
44	84	7	0.36	0.30	0.92	1.95

Table D.2 (continued)

MEPS	Sample Size		MEPS Factor		Race Factor ¹	
	White	Nonwhite	National	Subnational	White	Nonwhite
45	69	20	0.73	0.55	1.06	0.78
46	75	15	1.58	1.24	1.07	0.63
47	87	3	1.02	0.78	0.98	1.73
48	87	6	1.60	1.29	1.03	0.58
49	85	5	0.39	0.32	1.02	0.73
50	89	2	0.37	0.32	0.96	2.73
51	84	7	0.56	0.49	1.02	0.73
52	84	7	1.40	1.14	0.95	1.56
53	36	55	0.34	0.28	1.79	0.48
54	46	44	0.49	0.37	1.40	0.59
55	73	17	1.33	1.04	1.01	0.97
56	85	6	0.74	0.55	1.00	0.93
57	86	4	0.28	0.24	0.98	1.42
58	79	12	0.43	0.36	1.06	0.58
59	88	5	0.31	0.25	1.00	1.01
60	80	9	1.00	0.92	0.98	1.14
61	85	6	1.06	0.84	1.01	0.92
62	71	23	3.11	2.38	1.01	0.97
63	72	18	0.70	0.54	0.95	1.19
64	60	31	5.20	3.74	1.10	0.81
68	67	22	0.84	0.65	1.00	1.01
70	77	13	1.01	0.82	0.99	1.05

Source: 1982 YATS data file constructed by Market Facts.

¹Used for subnational weight adjustment.

2. Subnational Weights for Young Males

The subnational weights were also initially set at 1. Adjustments were based on a nested adjustment scheme rather than on a marginal adjustment scheme. Subnational MEPS adjustment factors differed from the national factors. The reason for this difference was not clear from a review of the 1982 weight documentation. The documentation also did not indicate whether total population, age eligible population, or study eligible population estimates were used for the subnational weights. Within each MEPS, an external measure of the race distribution (white-nonwhite) was used to further adjust the weights. Table D.2 shows a range of values for adjustment factors for subnational weights.

C. YATS 1983 Sampling and Estimation Procedures

The 1983 YATS sample consisted of a stratified sample of clusters of residential telephone numbers. MEPS strata were defined based on geographic matching to telephone exchange data provided by American Telephone and Telegraph (AT&T). Clusters of residential numbers were selected using random digit dialing (RDD) and the Mitofsky-Waksberg procedure. Sample design parameters, number of clusters per MEPS stratum and number of residential numbers per cluster, were determined based on the precision requirements for major estimates and a cost minimization strategy (Mason & Sweetland, 1983).

The 1983 estimation procedures also recognized that within MEPS, estimates could be based on equal weights. Exceptions to equal weighting were related to multiplicity (a single household with more than one telephone number), subsampling (more than one household reachable through the same number), and household nonresponse within clusters. RDD stopping rules were based on the number of households identified. Ratio estimation procedures based on household counts by MEPS were then applied to obtain final estimation weights (Mason, 1983).

D. Age Distributions

In order to better understand the potential impact of age adjustment of YATS weights, age distributions for national population estimates were computed from 1980 U.S. Census and YATS 1983 databases. The results are presented in Table D.3.

Both Census and YATS 1983 data show rather flat distributions of age-eligible young males. Interpretation of the differences among the two data sources is complicated by the fact that different cohorts are represented.

Table D.3. Young Male Sample Characteristics and Population Estimates
(in thousands)

Estimate/Characteristic	Age						Total
	16	17	18	19	20	21	
<u>1980 Census Estimates</u>							
Age Eligible	2099 (16.3)	2173 (16.9)	2070 (16.1)	2226 (17.3)	2238 (17.4)	2084 (16.2)	12,890
"Study Eligible" ¹	2096 (18.5)	2137 (18.9)	1980 (17.5)	2027 (17.9)	1738 (15.4)	1328 (11.8)	11,306
<u>YATS 1983 Estimates</u>							
Age Eligibles	1798 (15.9)	1889 (16.7)	1982 (17.5)	1861 (16.4)	1900 (16.8)	1888 (16.7)	11,318
Study Eligibles	1723 (20.8)	1742 (21.0)	1536 (18.5)	1366 (16.5)	1083 (13.1)	832 (10.0)	8,282
Completed Interviews							
Household-level weights	1406 (21.7)	1469 (22.6)	1165 (18.0)	1064 (16.4)	813 (12.5)	572 (8.8)	6,480
Person-level weights (adjusted for non-response)	1675 (21.6)	1749 (22.6)	1386 (17.9)	1257 (16.2)	979 (12.7)	692 (8.9)	7,738
<u>YATS 1982 Relative Estimates</u>							
National weights	(15.9)	(15.3)	(15.3)	(17.6)	(18.0)	(17.9)	
Subnational weights	(22.3)	(23.1)	(18.0)	(15.1)	(12.2)	(9.4)	

Note: Numbers with no parentheses are estimates of population totals; numbers in parentheses are percentages of the marginal totals. YATS 1983 age and study-eligible estimates are based on household-level weights.

¹Only the following criteria could be applied to Census data to determine study eligibility.

1. level of educational attainment
2. current or previous military service, not including ROTC.

However, it is clear that the Census figures are larger than the YATS 1983 estimates. The exclusion of institutions and households without telephones from YATS presumably accounts for this difference.

Table D.3 also shows the effects on the age distribution of applying the study-eligibility criteria. The criteria can be only partially applied to the Census data using education variables (GRADE and FINGRADE, see Bureau of Census, 1983) and military service status¹ variables (VETERAN1 and LABOR, Bureau of Census, 1983). Nonetheless, even this partial application produces a considerable change in the distribution. When all of the criteria are applied, as in the YATS 1983 study eligible distribution, the effect is even more pronounced. As expected, study eligibility decreases with age, beginning at age 18.

Older study-eligibles were in turn somewhat less likely than younger study-eligibles to complete interviews. This is reflected in the increased skewness of the age distribution among people who completed a 1983 YATS II interview.

The relative age distributions for YATS 1982 national and subnational weights are also presented in Table D.3. It should be noted that the national weight age distribution is similar in form to the Census and YATS 1983 age-eligible distributions, while the subnational weight distribution is similar to the study-eligible distributions.

The reasons for the differences among age distributions for age-eligible, study-eligibles, and completed interviews are examined in detail in Table D.4, using unedited raw counts rather than weighted estimates. All of the reasons for study ineligibility act differentially among ages. The difference in distributions of study-eligibles and completed interviews is not large, and is due to the combined, small actions of a variety of causes. There was a slight tendency for older study-eligibles to be more likely to refuse to be interviewed.

The YATS 1982 completed interview age distribution is presented for purposes of comparison. The completed interview distributions for YATS from the two years are rather similar, despite differences in the survey instruments and sampling designs.

¹Census definitions do not include ROTC in military service indicators.

Table D.4. Young Male Sample Characteristics and Raw Counts

YATS Survey/Characteristic	Age						Total
	16	17	18	19	20	21	
<u>YATS 1983</u>							
Age-Eligibles	1383 (16.1)	1442 (16.8)	1484 (17.3)	1416 (16.5)	1438 (16.7)	1435 (16.7)	8,598
Reason for loss of eligibility ¹ :							
College junior/senior/grad.	10	18	56	136	418	610	1,248
Previous military service	9	24	88	100	93	132	446
Accepted for service	8	33	50	26	19	17	153
Lack of telephone	8	10	76	73	33	22	222
Resides in group quarters	18	28	68	51	43	19	227
Total Ineligibles	53 (2.3)	113 (4.9)	338 (14.7)	386 (16.8)	606 (26.4)	800 (34.8)	2,296
Study-Eligibles	1,330 (21.1)	1,329 (21.1)	1,146 (18.2)	1,030 (16.3)	832 (13.2)	635 (10.1)	6,302
Non-interview final resolutions:							
No attempt to interview	43	35	32	27	22	19	178
Not really study-eligible	54	13	12	18	14	16	127
Callback scheduled	17	20	37	26	19	24	143
Regular busy signal	2	3	1	4	2	2	14
No answer/unable to contact	18	24	26	31	21	21	141
Refusal	86	75	73	76	70	48	428
Language barrier	4	1	6	2	3	2	18
Not available during survey	6	9	17	13	6	5	56
Nonworking number	6	6	10	6	5	6	39
Physically/mentally incapable	9	5	5	9	5	6	39
Breakoff/partial data	2	1	2	1	1	3	10
Other	32	25	24	25	24	23	153
Total Non-interviews	279 (20.7)	217 (16.1)	245 (18.2)	238 (17.6)	192 (14.3)	175 (13.0)	1,346
Completed Interviews	1051 (21.2)	1112 (22.4)	901 (18.2)	792 (16.0)	640 (12.9)	460 (9.3)	4,956
<u>YATS 1982</u>							
Completed Interviews	1296 (21.6)	1390 (23.2)	1056 (17.6)	919 (15.3)	736 (12.3)	595 (9.9)	5,992

Note: Numbers in parentheses are percentages of the marginal totals. Some figures in this table differ slightly from those presented elsewhere in the report. Differences are due to editing of the raw data that were used for the counts in this table.

¹Counts represent the number of respondents declared ineligible for the reason listed, given that they were not ineligible for any prior reason. Reasons were applied in the order listed above.

E. Variations in Positive Propensity by Age

Table D.5 shows how selected Service-specific and composite positive propensity and unaided mentions measures relate to age. Male estimates for 1982 are based on four different weights available on the data file (Market Facts, 1982). With a few exceptions, age-specific estimates appear fairly insensitive to choice of weight. Estimates for 1983 are based on the person-level weight (Research Triangle Institute, 1984).

All measures vary greatly by age and in general show a decline with increasing age. No statistical tests have been applied to test the variation among ages, since the main purpose of this discussion is to determine if different age adjustment or ratio estimation procedures can affect the overall measures. This issue is pursued further in the next section on standardized measures.

F. Standardized Comparisons

Konijn (1973, pp. 416-420) describes standardization procedures and models for comparing populations for certain measures while eliminating the effects of other measures (e.g., age, race, or geographic distribution of the populations) being compared. The target populations for the YATS 1982 and YATS 1983 surveys can be viewed as two different populations even though they have a majority of members in common. Dynamic populations are always changing and with time the population distribution of demographic characteristics also changes. In addition to real changes in the population, it was noted earlier that the poststratification adjustment procedures used in developing weights for the 1982 and 1983 YATS surveys changed. The procedures employed in 1982 used external measures of age, race, and MEPS distributions of the target population. The 1983 procedures used external measures of the MEPS household counts but did not utilize any external measures of age and/or race distributions.

Both the 1982 and 1983 samples can be partitioned into nonoverlapping domains, d . Estimates of overall means for each year can be represented as

$$\bar{Y}_{82} = \sum_d w_{82}(d) \bar{Y}_{82}(d)$$

and

$$\bar{Y}_{83} = \sum_d w_{83}(d) \bar{Y}_{83}(d),$$

Table D.5. Young Male Positive Propensity by Service and Age, 1982 and 1983

Service Propensity/ Age	YATS 1982		YATS 1983		
	National Weights	Subnational Weights	MEPS National Weights	MEPS Subnational Weights	
Army					
16	18.1	18.1	18.1	18.1	25.0
17	19.9	20.2	20.1	20.2	19.9
18	17.0	17.1	17.3	17.2	15.7
19	14.1	13.3	13.4	13.4	12.0
20	10.0	10.6	10.5	10.6	15.6
21	9.4	9.7	10.0	10.1	9.8
Navy					
16	18.6	18.7	18.6	18.6	16.3
17	17.1	18.0	17.3	17.4	16.2
18	14.4	14.4	14.6	14.6	12.5
19	10.9	10.6	10.6	10.7	10.3
20	10.0	10.3	10.4	10.5	8.9
21	8.3	8.4	8.6	8.6	9.0
Marine Corps					
16	14.0	13.7	14.0	14.0	18.8
17	14.9	14.9	15.0	15.0	13.4
18	11.9	11.7	12.1	12.1	10.2
19	9.8	9.0	9.2	9.1	7.6
20	6.6	6.8	6.9	7.0	10.1
21	6.9	7.0		7.2	6.7
Air Force					
16	23.0	23.1		23.1	23.7
17	20.8	20.8		21.0	21.1
18	18.6	18.8		18.8	18.7
19	16.4	15.6		15.9	13.4
20	14.3	14.5		14.6	17.0
21	12.3	12.5		11.7	13.5
Composite					
16	44.3	44.5	44.4	44.4	44.0
17	41.9	42.4	42.2	42.2	40.9
18	35.5	35.3	36.0	35.9	34.2
19	30.0	28.7	29.0	29.1	24.6
20	24.7	24.9	25.3	25.3	27.3
21	22.8	23.1	23.6	23.5	22.0
Unaided Mentions					
16	10.8	10.8	10.8	10.8	16.8
17	13.3	13.7	13.4	13.4	12.5
18	6.5	6.6	6.7	6.6	8.9
19	6.6	6.5	6.4	6.4	7.4
20	2.8	3.0	3.0	3.0	3.4
21	3.4	3.6	3.4	3.6	3.8

Note: Data are percentages.

respectively, where d labels a target population domain, $\bar{Y}_t(d)$ is the mean for the year t and domain d , and $W_t(d)$ is the sum of weights for the domain d in year t . To remove the effects of change in the population distribution over domains (or simply changes in the weighting procedure), standardized estimates based on a common domain weight, $W(d)$, can be constructed as

$$\text{and} \quad \sum_d W(d) \bar{Y}_{82}(d)$$

$$\sum_d W(d) \bar{Y}_{83}(d).$$

The choice of $W(d)$ should make sense for the analytical purposes behind the comparison. One approach is to arbitrarily use $W_{82}(d)$ or $W_{83}(d)$. This approach has been taken in Tables D.6 and D.7. Each survey's estimates were recomputed based on domain weighting factors, $W(d)$, from the other survey. In Table D.6, YATS 1982 estimates are standardized by YATS 1983 domain weights, and in Table D.7, YATS 1983 estimates are standardized by YATS 1982 domain weights.

Inspection of the tables suggests that age plays a key role in understanding the results. As shown in Table D.6, when national weights are used, standardization by age alone or age in combination with other variables (i.e., Age x Race, MEPS x Age, MEPS x Age x Race), appears to adjust the data to approximate the 1983 results. Standardization using the subnational weights indicates that the adjustment factors have very little effect. That is, estimates obtained after standardization by the weighting classes (e.g., Race, Age) are highly similar to the unadjusted estimates using the subnational weights. However, it should be noted that estimates using the unadjusted subnational weights are very similar to the YATS 1983 results and also highly similar to the national weights adjusted for age. The explanation is that the national weights are being highly affected by the age adjustment applied to them using the census population data.

Table D.7 shows the standardization of the 1983 data to the 1982 estimates for young male propensity. The data again are consistent and show age as the explanatory factor. For the national weights, when the 1983 estimates are standardized by age (either alone or in combination with race, and MEPS factors), propensity estimates become adjusted downward and appear similar to the 1982 data.

Table D.6. YATS 1982 Young Male Propensity Estimates Standardized Using
YATS 1983 Weighting Classes

YATS 1983 Weighting Classes										YATS 1983
Propensity	Not Adjusted	Race ¹	Age x		MEPS	MEPS x		MEPS x		
			Age	Race ¹		Race ¹	Age	Age x Race ¹		
National Weights ²										
Army	14.5	14.2	15.9	15.4	14.7	14.4	15.8	15.5	17.5	
Navy	13.0	12.8	14.3	14.0	13.0	13.0	14.6	14.5	13.0	
Marine Corps	10.4	10.2	11.6	11.2	10.5	10.3	11.3	11.0	12.1	
Air Force	17.4	17.1	18.6	18.3	17.3	17.2	18.6	18.7	18.8	
Composite	32.7	32.2	35.5	34.8	32.7	32.5	35.2	35.0	35.4	
Subnational Weights ³										
Army	16.0	15.6	15.9	15.6	16.1	15.8	15.8	15.5	17.5	
Navy	14.6	14.4	14.5	14.2	14.6	14.4	14.6	14.5	13.0	
Marine Corps	11.5	11.2	11.4	11.1	11.5	11.3	11.1	11.0	12.1	
Air Force	18.6	18.4	18.6	18.3	18.6	18.5	18.5	18.7	18.8	
Composite	35.6	35.1	35.4	34.9	35.6	35.2	35.1	35.0	35.4	

Note: Data entries are percentages indicating positive propensity. All data except the last column are estimates of 1982 data.

¹Standardizations involving race exclude data from interviews in which race was not reported in 1983. Since this analysis was exploratory, no effort was made to match all domains across years or to collapse domains in one year to compensate for missing domains in the other year; such procedures would have to be built into any final standardized estimation process.

²YATS 1982 propensity data initially weighted by national weights.

³YATS 1982 propensity data initially weighted by subnational weights.

Table D.7. YATS 1983 Young Male Propensity Estimates Standardized
Using YATS 1982 Weighting Classes

YATS 1982 Weighting Classes										YATS 1982
Propensity	Not Adjusted	Race ¹	Age	Age x Race ¹	MEPS	MEPS x Race ¹	MEPS x Age	MEPS x Age x Race ¹		
				MEPS						
1982 National Weights ²										
Army	17.5	17.8	16.1	16.6	17.5	17.8	16.1	15.7	14.5	
Navy	13.0	13.3	12.0	12.4	13.3	13.4	12.1	12.4	13.0	
Marine Corps	12.1	12.3	11.0	11.3	12.0	12.1	10.9	10.9	10.4	
Air Force	18.8	19.0	17.7	18.0	18.7	18.9	17.5	17.4	17.4	
Composite	35.4	35.8	32.5	33.0	35.7	35.9	32.5	31.9	32.7	
1982 Subnational Weights ³										
Army	17.5	17.8	17.6	18.0	17.5	17.9	17.6	17.4	16.0	
Navy	13.0	13.3	13.1	13.3	13.3	13.3	13.1	13.4	14.6	
Marine Corps	12.1	12.3	12.2	12.4	11.9	12.1	12.0	12.1	11.5	
Air Force	18.8	19.0	18.9	19.1	18.7	18.7	18.6	18.5	18.6	
Composite	35.4	35.8	35.6	36.0	35.7	35.8	35.6	35.1	35.6	

Note: Data are percentages indicating positive propensity. All data except the last column are estimates of 1983 data.

¹Standardizations involving race exclude data from interviews in which race was not reported in 1983. Since this analysis was exploratory, no effort was made to match all domains across years or to collapse domains in one year to compensate for missing domains in the other year; such procedures would have to be built into any final standardized estimation process.

²YATS 1983 propensity data were standardized using weighting class standardization factors based on YATS 1982 national weights.

³YATS 1983 propensity data were standardized using weighting class standardization factors based on YATS 1982 subnational weights.

For the subnational weights, the adjustments have very little effect; there is a high correspondence between all of the distributions and the 1982 estimates.

Assuming age as the key factor in establishing more nearly comparable estimates for the two years, Table D.8 was prepared to adjust 1982 estimates to 1983 age distributions. In addition to 1982 estimates based on national and subnational weights discussed above, initial estimates were also computed based on MEPS national and MEPS subnational weights. These latter two weights which also appeared on the 1982 data file involve no adjustment for age or race distributions and serve as the basis for obtaining the national and subnational weights. Specifically, the national weights were obtained by multiplying the MEPS national weights by an age/race adjustment factor and the subnational weights were obtained by multiplying the MEPS subnational weights by a race adjustment factor.

As shown in Table D.8 only very small differences in estimated values are noted among the subnational weights, the MEPS national weights, and the MEPS subnational weights. Standardization by 1983 age domains has only small effects on the estimates produced by these weights without such an adjustment. In reviewing the weight documentation, it was not clear why different MEPS factors were used for national and subnational weights, but, as Table D.2 shows, they are indeed numerically different. Nonetheless, the differences in weights have little effect on the estimates computed.

G. Summary and Recommendations for Comparing 1982 and 1983 Data

Documentation of the 1982 YATS survey (Market Facts, 1983) indicates that estimates for young males used national level weights. These weights were based on the marginal distribution of the U.S. population by age and race and the marginal distribution of the U.S. total population by MEPS. Individuals with prior or current military service and those with two or more years of college were excluded from the sample, but included in the population counts used for the weighting. Marginal adjustments to age distributions were not used in the 1983 weighting procedures.

The age-race adjustments used in 1982 gave greater weight to older age groups than is merited by their distribution in the target population of military-eligible persons. As was shown previously (Table D.3), by comparing Census data, raw count distributions, and 1983 eligibility data, the size of the military-eligible population declines with increasing age, whereas the

Table D.8. YATS 1982 Positive Propensity for Young Males With and Without Standardization to YATS 1983 Age Distributions

Propensity Measures	YATS 1982 Data Initially Weighted by								YATS 1983 Weights Unadjusted
	National Weights		Subnational Weights		MEPS National Weights		MEPS Subnational Weights		
	Unadj.	Adj.	Unadj.	Adj.	Unadj.	Adj.	Unadj.	Adj.	
Composite	32.7	35.4	35.7	35.6	35.8	35.6	35.7	35.6	35.4
Army	14.5	15.9	16.0	16.0	16.0	16.0	16.0	16.0	17.5
Navy	13.0	14.3	14.4	14.4	14.4	14.4	14.5	14.4	13.0
Marine Corps	10.4	11.6	11.7	11.6	11.7	11.6	11.7	11.6	12.1
Air Force	17.4	18.6	18.7	18.7	18.7	18.7	18.8	18.7	18.8
Unaided Mentions	7.0	8.3	8.4	8.3	8.4	8.3	8.3	8.3	10.0

Note: Data are percentages. Columns labeled "Adj." have been standardized (i.e., adjusted) to YATS 1983 age distributions.

national population stays relatively constant across the age range of 16-21 year olds. Thus the effect of the 1982 weighting (compared to 1983 weighting) is to suppress total population estimates which are inversely related to age and to inflate total population estimates which are directly related to age. In the case of positive propensity which decreases with increasing age, the effect of the 1982 weighting was to decrease the total population estimate from the value obtained using 1983 procedures.

Inspection of the YATS 1982 data for young males showed that in addition to the weights used to produce the national estimates, there are subnational weights, MEPS national weights and MEPS subnational weights. These latter three weights appear to avoid the problems inherent in the national weights since they do not include an age adjustment. Comparison of the effects of these three weights for males show few differences in the results that are obtained (Table D.8). Thus, any of these weights could reasonably be used for analysis of the 1982 data. Nonetheless, of the three types of weights, the MEPS national weights are preferred since they are the basis for the national weights (i.e., national weights equal MEPS national weights times age/race adjustments).

Thus, a straightforward approach (and the RTI recommendation) for making the 1982 and 1983 estimates comparable is to base the 1982 estimates on the MEPS national weights for young males. The sample itself should adequately represent the age distribution in the target population. It may also be possible to compare 1983 estimates to those of earlier YATS surveys by using weights that do not incorporate an age-adjustment factor, provided such weights were developed in the same manner as for 1982. For examining change across time, it may make sense to use standardization procedures to adjust for sampling variation in sample age distributions. Other factors such as race could also be used in the standardized comparisons.

Statistical comparisons were computed in Table D.9 between the 1982-1983 estimates for propensity and unaided mentions of joining the military using MEPS national weights for the 1982 data. For young males comparisons showed no 1982-1983 significant differences in composite positive propensity (35.8 percent vs. 35.4 percent). Similarly, there were no 1982-1983 differences in propensity toward serving in the Army (16.0 percent vs. 17.5 percent), the Navy (14.4 percent vs. 13.0 percent), the Marine Corps (11.7 percent vs. 12.1 percent), or the Air Force (18.7 percent vs. 18.8 percent). Unaided mentions did show a significant increase between 1982 and 1983 from 8.4 percent to 10.0 percent.

Table D.9. Comparison of 1982-1983 Propensity for Young Males

Propensity Measure	Year	
	1982	1983
Composite	35.8	35.4
Army	16.0	17.5
Navy	14.4	13.0
Marine Corps	11.7	12.1
Air Force	18.7	18.8
Unaided Mentions	8.4	10.0*

Note: Data are percentages. 1982 estimates are based on MEPS national weights available on the YATS data file.

* The difference between the 1982-83 estimates is statistically significant at the 95 percent confidence level.

Appendix E

Alternate Measures of Propensity

Appendix E
Alternate Measures of Propensity

The measurement of propensity has been approached in a variety of ways, all interrelated but assessing different aspects of plans to enter military service. The traditional measure of the likelihood of joining the military is composite propensity, the most positive response to items about enlisting in the four Active Services (Items B_10--B_13). Several other items also provide a measure of the propensity to enlist. Specifically, these are:

- unaided mentions (Item A_42)
- the general intention to join the military (Item B_3) and
- an 11-point "general likelihood of serving" measure (Item B_19)

The unaided mentions measure, as discussed earlier, is an unprompted response about plans for the next few years. The general intention measure consists of a single question about the likelihood of joining the military in the next few years; it is not specific to the Active Services. The likelihood of serving measure attempts to provide a finer differentiation between positive and negative propensity respondents by using an 11-point response scale.

Two additional composite indices of propensity have also been developed by combining two or more of the above measures. These measures are:

- the Rand General Intention Index and
- the RTI General Index

The Rand General Intention Index combines the unaided mention and general intention measures into a four-point scale (Orvis, 1982). This index has three positive categories and one negative category. The RTI General Index, introduced here to broaden the definition of positive propensity, is constructed from the measures of unaided mention, composite propensity, and general intention and has two positive and two negative categories.

The distributions of each of these alternative measures of propensity, crosstabulated with composite active propensity, are presented in Tables E.1, E.2, and E.3 for young males, older males, and females, respectively. The categories of the Rand Index and the RTI Index are also defined more completely in those tables.

Table E.1. Composite Active Propensity and Related Measures of Propensity for Young Males

Measure/Response	Composite Active Propensity					Total
	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Refuse	
<u>Unaided Mention</u>						
Any military Service	57.7	17.8	2.2	0.2	11.0	10.0 (0.6)
Active Service only	48.1	13.2	0.9	0.2	0.0	7.6 (0.5)
<u>General Intention</u>						
Definitely	53.4	4.0	0.3	0.4	0.0	5.2 (0.4)
Probably	38.0	66.3	5.7	1.3	39.3	23.8 (0.8)
Probably Not	6.3	20.5	73.0	9.9	0.0	33.5 (0.8)
Definitely Not	2.3	8.7	20.6	88.3	0.0	37.1 (0.9)
Don't know/refuse	0.0	0.6	0.4	0.1	60.7	0.4 (0.1)
<u>General Likelihood of Serving</u>						
0	3.3	3.4	12.9	54.4	0.0	22.6 (0.7)
1	1.2	2.3	9.0	14.3	0.0	8.2 (0.5)
2	1.4	3.5	13.0	11.4	0.0	9.0 (0.5)
3	1.6	4.9	19.0	8.7	0.0	10.5 (0.5)
4	3.4	9.4	14.9	3.6	0.0	9.0 (0.5)
5	10.9	27.1	17.8	5.0	58.7	15.9 (0.6)
6	6.1	12.0	5.8	0.9	30.3	6.1 (0.4)
7	11.2	16.4	4.3	0.8	0.0	7.1 (0.4)
8	13.4	11.3	2.1	0.5	0.0	5.0 (0.4)
9	17.4	4.4	0.6	0.3	0.0	2.8 (0.3)
10	29.8	5.3	0.5	0.2	11.0	3.9 (0.3)
<u>Rand General Intention Index</u>						
Unaided mention and definite general intention	39.8	2.5	0.1	0.2	0.0	3.6 (0.3)
Unaided mention and probable general intention	17.6	14.4	0.9	0.0	11.0	5.6 (0.4)
Positive general intention, no unaided mention	34.8	53.4	4.9	1.5	28.4	19.7 (0.7)
Negative general intention	8.6	29.7	94.0	98.3	60.7	71.0 (0.8)
<u>RTI General Index</u>						
Unaided mention or definite composite propensity or definite general intention	100.0	19.3	2.4	0.4	11.0	13.6 (0.6)
Probable composite propensity or probable general intention	0.0	80.7	4.7	1.3	28.4	24.7 (0.8)
Probably not or don't know composite propensity or general intention	0.0	0.0	92.8	10.0	60.7	33.9 (0.8)
Definitely not (definitely not composite propensity and definitely not general intention)	0.0	0.0	0.0	88.3	0.0	27.7 (0.8)

Note: Tabled entries are percentages with standard errors in parentheses. Estimates are based on interviews with 4,416 young males.

Source: Questions A_42, A_45, B_3, B_10--B_13, B_19.

Table E.2. Composite Propensity and Related Measures of Propensity for Older Males

Measure/Response	Composite Active Propensity					Total
	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Refuse	
<u>Unaided Mention</u>						
Any military Service	28.6	4.9	0.4	0.0	0.0	1.4 (0.4)
Active Service only	24.0	3.9	0.0	0.0	0.0	1.0 (0.4)
<u>General Intention</u>						
Definitely	35.8	2.4	0.0	0.0	0.0	1.2 (0.4)
Probably	35.7	40.2	3.7	1.2	0.0	7.3 (1.0)
Probably Not	12.5	29.3	71.6	10.8	0.0	33.6 (1.7)
Definitely Not	9.4	28.0	23.6	88.1	0.0	57.4 (1.8)
Don't know/refuse	6.5	0.0	1.1	0.0	0.0	0.5 (0.3)
<u>General Likelihood of Serving</u>						
0	4.7	8.1	31.6	69.2	0.0	47.9 (1.8)
1	0.0	7.6	12.3	10.5	0.0	10.5 (1.1)
2	4.6	3.2	13.4	5.7	0.0	8.0 (1.0)
3	5.1	7.0	10.8	4.4	0.0	6.9 (0.9)
4	4.9	9.5	8.7	3.0	0.0	5.7 (0.8)
5	10.7	24.2	14.3	3.5	0.0	9.7 (1.1)
6	6.1	11.2	3.9	1.5	0.0	3.5 (0.7)
7	9.9	10.0	2.2	1.0	0.0	2.6 (0.6)
8	11.8	9.5	2.0	0.4	0.0	2.3 (0.5)
9	0.0	2.6	0.0	0.2	0.0	0.4 (0.2)
10	42.3	7.1	0.7	0.6	0.0	2.4 (0.6)
<u>Rand General Intention Index</u>						
Unaided mention and definite general intention	18.1	0.0	0.0	0.0	0.0	0.5 (0.2)
Unaided mention and probable general intention	10.5	3.6	0.0	0.0	0.0	0.7 (0.3)
Positive general intention, no unaided mention	43.0	39.0	3.7	1.2	0.0	7.3 (1.0)
Negative general intention	28.4	57.4	96.3	98.2	0.0	91.5 (1.0)
<u>RTI General Index</u>						
Unaided mention or definite composite propensity or definite general intention	100.0	7.4	0.4	0.0	0.0	3.5 (0.7)
Probable composite propensity or probable general intention	0.0	92.6	3.7	1.2	0.0	12.3 (1.2)
Probably not or don't know composite propensity or general intention	0.0	0.0	96.0	10.8	0.0	38.3 (1.7)
Definitely not (definitely not composite propensity and definitely not general intention)	0.0	0.0	0.0	88.1	0.0	45.9 (1.8)

Note: Tabled entries are percentages with standard errors in parentheses. Estimates are based on interviews with 798 older males.

Source: Questions A_42, A_45, B_3, B_10--B_13, B_19.

Table E.3. Composite Propensity and Related Measures of Propensity for Females

Measure/Response	Composite Active Propensity					Total
	Definitely	Probably	Probably Not	Definitely Not	Don't Know/Refuse	
<u>Unaided Mention</u>						
Any military Service	29.9	10.8	0.4	0.2	0.0	1.7 (0.5)
Active Service only	22.9	5.9	0.4	0.0	0.0	1.0 (0.4)
<u>General Intention</u>						
Definitely	30.0	2.2	0.0	0.2	0.0	0.8 (0.3)
Probably	39.6	57.2	6.4	0.3	0.0	8.1 (1.0)
Probably Not	7.2	20.6	52.6	6.2	100.0	18.5 (1.3)
Definitely Not	23.2	20.0	41.0	93.4	0.0	72.6 (1.5)
Don't know/refuse	0.0	0.0	0.0	0.0	0.0	0.0 (**)
<u>General Likelihood of Serving</u>						
0	9.4	5.9	27.0	61.1	0.0	46.8 (1.8)
1	0.0	2.9	9.3	12.1	0.0	10.3 (1.1)
2	6.4	5.4	11.9	11.3	0.0	10.8 (1.1)
3	0.0	5.2	17.3	6.9	0.0	9.0 (1.0)
4	0.0	8.4	9.1	3.9	0.0	5.5 (0.8)
5	7.2	27.4	13.0	3.9	0.0	8.4 (1.0)
6	10.7	9.9	6.9	0.3	0.0	3.0 (0.6)
7	0.0	17.0	1.0	0.4	100.0	2.3 (0.6)
8	21.8	8.1	2.9	0.0	0.0	1.8 (0.5)
9	14.7	5.2	1.0	0.0	0.0	1.0 (0.3)
10	29.8	4.6	0.6	0.1	0.0	1.1 (0.4)
<u>Rand General Intention Index</u>						
Unaided mention and definite general intention	15.4	1.1	0.0	0.0	0.0	0.3 (0.2)
Unaided mention and probable general intention	14.5	7.6	0.4	0.0	0.0	1.1 (0.4)
Positive general intention, no unaided mention	39.7	50.7	6.0	0.4	0.0	7.4 (0.9)
Negative general intention	30.4	40.6	93.6	99.6	100.0	91.1 (1.0)
<u>RTI General Index</u>						
Unaided mention or definite composite propensity or definite general intention	100.0	12.0	0.4	0.3	0.0	3.1 (0.6)
Probable composite propensity or probable general intention	0.0	88.0	6.0	0.3	0.0	10.5 (1.1)
Probably not or don't know composite propensity or general intention	0.0	0.0	93.6	6.2	100.0	25.8 (1.5)
Definitely not (definitely not composite propensity and definitely not general intention)	0.0	0.0	0.0	93.2	0.0	60.6 (1.7)

Note: Tabled entries are percentages with standard errors in parentheses. Estimates are based on interviews with 876 females.

** Informative standard error not available.

Source: Questions A_42, A_45, B_3, B_10--B_13, B_19.

Looking first at the overall distributions of each of the propensity measures in Tables E.1, E.2, and E.3, it is clear that the measures vary substantially in their ability to discriminate enlistment propensity and in their desirability as measures of propensity. The percentage of young males with unaided mentions is 10.0 percent overall and 7.6 percent for Active Services only. Unfortunately because of the low percentages of older males (1.4) and females (1.7) with unaided mentions, the measure is of limited utility for analytical purposes.

The general intention measure provides a good distribution of responses and has been found useful in some research. However, it is concerned with military service in general, not Active Service only. The 11-point general likelihood of serving measure also yields a good distribution of responses but is similarly concerned with any military service rather than Active Service. Its most likely use is in quantitative data analysis in which a finer distinction between enlistment probabilities is desired, since it more closely approximates an interval scale than any of the other measures. Note, however, that there is some tendency for responses to cluster on the odd integers of the scale.

The Rand Index yields a finer discrimination among respondents with positive propensity than does the general intention measure. Nonetheless, the distribution shows the large majority of young males (71 percent) and older males (92 percent) and females (91 percent) to be in the negative category. Thus, while a finer distinction is made among positive propensity individuals, less information is known about the majority of respondents who fall in the negative category.

In contrast to the Rand Index, the RTI index contains two positive and two negative categories. This measure attempts to spread the distribution by being less restrictive than either the Rand Index or the traditional composite propensity measure for counting responses in one of the positive categories. Persons who indicate a positive propensity toward the military on any of the three measures comprising the index--composite propensity, unaided mentions or general intention--are counted as positive toward the military. Broadening the definition of positive propensity with the RTI Index directs attention to a larger pool of potential recruits who appear receptive to the military.

Neither the Rand Index nor the RTI Index is a general measure of active duty propensity. The Rand Index is a general measure of intention to join the military and the RTI Index is a mixture of intentions to join the active military and intentions to join any military service (i.e., active or reserve).

It is apparent from Tables E.1 - E.3 that the various propensity measures are related to the traditional composite propensity measure. However, it is also clear that these measures gauge different aspects of propensity to join the military. A number of differences exist in the degree of correspondence between each of these alternate measures and composite propensity.

Unaided mentions is a more restrictive measure of intentions to join the Service than is composite propensity. Among young males who score "definitely" on the composite propensity measure, only about half have an unaided mention of joining the military. For older males and females, only about one-fourth do so. Thus, the composite propensity measure classifies more respondents as having a positive intention to join the military than does the unaided mention measure.

The general intention measure provides the closest response structure to the composite propensity measure. Both are based on items asked using the same response categories. As shown, however, responses to composite propensity generally overlap two categories on the general intention measure (e.g., Table E.1). For example, among young males who said "definitely" on composite propensity, 53 percent reported "definitely" on general intention whereas another 38 percent answered "probably" on general intention (Table E.1). Other response categories show a strikingly similar pattern. Overall the general intention measure shows somewhat lower positive propensity (i.e., responses to the definitely and probably categories) than does the composite propensity measure (compare Tables E.1--E.3 with Table 4.1).

The general likelihood of serving measure is not as closely related to the composite propensity measure as it was expected to be. Among those who score "definitely" on the composite propensity measure, only 47 percent of young males, 42 percent of older males, and 45 percent of females, have a score of 9 or 10 on the general likelihood measure. The correspondence is closer for those who score "definitely not" on the composite propensity

measure; two-thirds to three-fourths of each group have a score of 0 or 1 on the general likelihood measure. There is less correspondence between the two measures and more spread in the distribution of the general likelihood measure for intermediate scores compared to extreme scores on the composite propensity measure.

The Rand Index presents a mixed picture of correspondence with composite propensity. The correspondence is highest among negative responders. More than 90 percent of those in the "probably not" and "definitely not" composite categories fit the Rand negative category. There is greater variability in the positive categories. Overall, the distributions and interpretations of the scale categories appear to be only moderately correlated.

Finally, the RTI Index measure shows a very close correspondence with composite propensity. This is as expected since composite propensity is one of the components of the RTI index.

These relationships between composite propensity and the alternative measures of propensity are summarized for young males in Table E.4 which presents zero-order correlations among each of the measures. The composite propensity measure is most closely related to the RTI index ($r = .92$) and to the general intention measure which is similar in format ($r = .78$). Composite propensity is less closely related to the likelihood of serving measure ($r = -.69$), to the Rand index ($r = .66$), and to the unaided mention measure ($r = -.43$). Note that the likelihood of serving and unaided mention measures are coded in opposite directions from the composite propensity measure and thus yield negative correlations. These correlations lead one to speculate that the measures are tapping different aspects of the propensity to join the military.

Each of the measures of propensity may describe a different facet of the intention to enlist in the Military Services. That is, each measure may differ in predictive power regarding enlistment rates. The traditional composite propensity measure and its four Service-specific components describe the likelihood of enlisting in the active Services, whereas the remaining measures (except for the active Service component of the unaided mentions measure) describe the likelihood of enlisting in military service more generally. This distinction is frequently not made in discussions of propensity. For instance, unaided mentions and the general intention measure assess the likelihood of enlisting in the military in general, but

are frequently interpreted as if they were measuring Active Service propensity.

The importance of maintaining this distinction between active military and the military in general is not well understood and is an area requiring additional research. Closer examination of the degree to which individuals do make that distinction, and the distinction between Active Services and Reserve Components, needs to be made.

Various measures for assessing propensity have been presented and contrasted with composite propensity. Each measure appears to have merit and to tap somewhat different areas of intentions toward military service. Nonetheless, little work has been conducted that firmly establishes the psychometric properties of these various measures or indicates the utility of one over the others. Clearly, further examination of these measures is needed both to increase understanding of their properties (including reliability and validity). It may be, for example, that greater attention should be focused on the large proportion of YATS respondents who report negative propensity. Such analyses would likely require finer distinctions among respondents with negative propensity. This would be important to identify the intensity of the negative sentiment and to gain a better understanding of how it can be changed to positive sentiment about the military. The general likelihood measure may provide the type of distinctions that would be useful in this regard. Alternatively, use of two measures that provide conflicting results may be informative. Individuals who are classified as having negative propensity using one measure (e.g., composite propensity) but having positive propensity using a different measure (e.g., RTI Index which uses a broader definition of positives) may be pivotal individuals who should be the target of recruitment efforts.

Table E.4. Correlation Coefficients Among Propensity Measures for Young Males

Measure	Composite Propensity	Unaided Mention	General Intention	Likelihood of Serving	Rand Index	RTI Index
Composite propensity	1.00					
Unaided mention	-.43	1.00				
General intention	.78	-.48	1.00			
Likelihood of serving	-.69	.44	-.70	1.00		
RAND index	.66	-.79	.81	-.62	1.00	
RTI index	.92	-.58	.85	-.71	.75	1.00

Note 1: Correlation coefficients are a measure of linear relationship that can range from -1.00 to 1.00 with higher numbers (either positive or negative) indicating stronger relationships. A correlation of 0 between two variables means that each variable has no linear predictive ability for the other.

Note 2: The likelihood of serving and the unaided mention measures are coded in opposite directions from the composite propensity measure and thus yield negative correlations.

Note 3: Coefficients are based on interviews with 4,416 young males.

Source: Questions A_42, B_3, B_10--B_13, B_19.

Appendix F
The Survey Questionnaire

Questionnaire Section SC--Screening Households for Eligibles

SC_1 Hello, my name is _____. I'm calling from the Research Triangle Institute in North Carolina. I am trying to reach (TELEPHONE NUMBER). Did I dial the correct number?

- 1 = Yes
- 2 = No → [SKIP TO NUMBER VERIFICATION SCREEN]
- 3 = LANGUAGE BARRIER → [SKIP TO COMMENT SCREEN]
- 8 = DON'T KNOW OR UNABLE TO COMPLETE → [SKIP TO CALLBACK SCREEN]
- 9 = REFUSAL → [SKIP TO TERMINATION]

Recently, we contacted your household and asked a few questions as part of a study we are conducting to learn more about the career and educational plans of youth and young adults. We are now beginning the main part of the study and we need to ask a few more questions.

SC_2 First, I need to verify the general location of this number. Is this residence located in (COUNTY) County, (STATE)?

- 1 = Yes
- 2 = No → [SKIP TO COUNTY/STATE CORRECTION SCREEN]

SC_4 I need to verify the general location of this number. What is the ZIP Code for this residence?

ENTER ZIP CODE

SC_5 Is this telephone number just for (your/one) household or does it also serve as the home phone number for other households as well?

- 1 = Serves one household
- 2 = Serves more than one household → [SKIP TO MULTIPLE HOUSEHOLD SCREEN]

SC_6 Do ten or more persons currently live in this household?

- 1 = Yes
- 2 = No → [SKIP TO SC_7]

SC_6A Are any of these persons related to each other?

- 1 = Yes
- 2 = No → [SKIP TO TERMINATION]

SC_7 Is there a telephone with a different number at this residence on which you could also be reached?

- 1 = Yes
- 2 = No → [SKIP TO SC_8]

SC_7A How many different residential numbers, including this number, are there for (your home/this structure)?

ENTER NUMBER OF TELEPHONE NUMBERS

SC_8 How many persons 15 years old or older live in this household? Please include anyone living or staying there now, such as friends, relatives, or boarders, and anyone who usually lives there but is now away from home such as persons away at school or traveling or in a hospital.

ENTER NUMBER

SC_8A And how many are between the ages of 15 and 30?

ENTER NUMBER

[IF "NONE" SKIP TO TERMINATION]

SC_8B And how many are 31 years old or older?

ENTER NUMBER

Now, I would like to ask you a couple of questions about each person in your household between 15 and 30, (starting with the youngest).

SC_9 First, is the youngest person (between 15 and 30) male or female?

1 = Male
2 = Female

SC_10 How old was (he/she) on (his/her) last birthday?

ENTER AGE

SKIP (IF SC_9 = 1 AND (SC_10 <16 OR SC_10 >29)) OR (IF SC_9 = 2 AND (SC_10 <16 OR SC_10 >21)), SKIP TO NEXT PERSON BETWEEN 15 AND 30

SC_11 Is (he/she) currently a Junior or Senior in college, a college graduate, or attending graduate school?

1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 30]
2 = No

SC_12 Has (he/she) ever been in the military service, college ROTC, the National Guard, or the Reserves?

1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 30]
2 = No

SC_13 Has (he/she) been accepted for service in a branch of the Armed Forces and is now waiting to go on active duty?

1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 30]
2 = No

SC_14 Is (he/she) currently living here (at this telephone number)?

- 1 = Yes → [SKIP TO SC_16]
- 2 = No

SC_15 Does (he/she) have a telephone?

- 1 = Yes
- 2 = No → [SKIP TO NEXT PERSON BETWEEN 15 and 30]]

SC_15A Does (he/she) share the telephone with ten or more people to whom (he/she) is not related?

- 1 = Yes
- 2 = No → [SKIP TO NEXT PERSON BETWEEN 15 and 30]

SC_15B What is (his/her) telephone number?

ENTER TELEPHONE NUMBER

SC_16 What is (his/her) last name?

ENTER NAME

REPEAT SC_9 THROUGH SC_16 FOR EACH PERSON IN HOUSEHOLD BETWEEN 15 AND 30.

SC_17 Are there any other people between the ages of 15 and 30 other than those we have already discussed?

- 1 = Yes
- 2 = No → [SKIP TO SC_17B]

SC_17A How many others?

ENTER NUMBER [ASK SC_9 THROUGH SC-16 FOR EACH ADDITIONAL PERSON]

IF NO ELIGIBLE PERSONS ARE IDENTIFIED, SKIP TO TERMINATION.

SC_17B The person(s) we need to interview for this study (is/are):
(LIST OF NAMES). I'd like to speak with (him/her/one of them).

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AT HOME → [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]

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/Amrignon), 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
 - 08 = Vocational, Business, or Trade School
 - 09 = Junior or Community College
 - 10 = Four-Year College or University
- } → [SKIP TO A.14.]

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

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 $\neq$ 5 AND ACTIVE SUBSAMPLE, SKIP TO B.1. IF A.42 $\neq$ 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 } IF ACTIVE SUBSAMPLE, SKIP TO B.1.
- 8 = DK } IF RESERVE SUBSAMPLE, SKIP TO C.1.
- 9 = RE }

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 -- Reserve/Guard 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 opportunities 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

AD-A150 428

YOUTH ATTITUDE TRACKING STUDY II FALL 1983(U) RESEARCH
TRIANGLE INST RESEARCH TRIANGLE PARK NC M E MARSDEN
1983 MDA903-83-C-0172

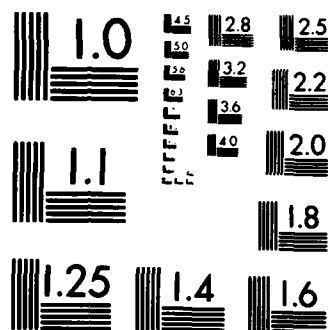
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UNCLASSIFIED

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NL





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

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
 - 9 = RE
- [SKIP TO D.58.]

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 before signing up?

1 = Yes
2 = No

D_57 Did your [L48] discuss their decision with you after 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?
 - 8 = DK
 - 9 = RE
- } → [SKIP TO D.68.]

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

END

FILMED

3-85

DTIC