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**Youth Attitude Tracking Study II
Supplementary Tabulations of Data
Collected in the Fall, 1989**

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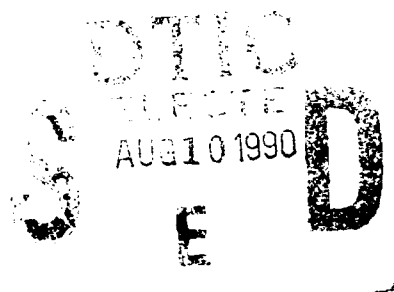


1600 WILSON BOULEVARD ARLINGTON, VIRGINIA 22209

YOUTH ATTITUDE TRACKING STUDY II

**Supplementary Tabulations of Data Collected
in the Fall, 1989**

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CHAPTER 1. INTRODUCTION

The Department of Defense and the individual Services must understand the backgrounds, attitudes, and motivations of young men and women, and their intentions to serve in the military to target recruiting efforts effectively. The Youth Attitude Tracking Study (YATS) provides data on these issues for the active Services from 1975 through 1982. The Youth Attitude Tracking Study II (YATS II) provides data on these issues for the active military and the Reserve Components since 1983.

This document presents tabulations for the 1989 Youth Attitude Tracking Study II (YATS II). These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study.

Organization of the Tabulation Volume

This first chapter introduces the 1989 YATS II tabulations and provides an overview of the YATS survey series. It gives background on the project and includes a discussion of the 1989 project objectives, questionnaire content, sampling procedures, data collection activities and survey performance rates.

The second chapter of the report is a guide to reading and interpreting the crosstabulations presented in this volume. It presents the format used for each of the tables, describes how to read the tables, and notes items omitted from the tabulations.

The third and fourth chapters are the main sections of the volume and contain the tabulations. The third chapter contains the active Service propensity tables and the fourth chapter contains the Reserve Component propensity tables. In these chapters each questionnaire item is tabulated by active or reserve propensity for each of the four market groups of interest to the military:

- Young males aged 16-21,
- Older males aged 22-24,
- Young females aged 16-21, and
- Older females aged 22-24.

Questionnaire items are presented in the same order that they appear in the survey instrument.

The report also contains two technical appendices. Appendix A presents an item cross reference for YATS questionnaires from 1983-1989. Appendix B presents the 1989 YATS II screener and questionnaire.

Overview of YATS Survey Series

The YATS survey series began in the fall of 1975 as a semi-annual, paper-and-pencil telephone survey of young males aged 16 to 21. In the fall of 1980, YATS became an annual survey, and females aged 16 to 21 were added. In 1983, several methodological changes, improvements, and refinements were made, and the series was designated as YATS II. These changes included new market coverage, more sophisticated sampling and data collection methodologies, and new analytical approaches.

Expanded market coverage encompassed two approaches. The first approach was to broaden the target age groups. In 1983, older males aged 22 to 29 years were included in the sample. In 1986, this older male market group was redefined to include only 22- to 24-year-olds, and older females in the same age range were added to the study. The second approach to expanding market coverage was to include Reserve Components in addition to the Active Military. Before 1983 the Reserve Component Attitude Study (RCAS) provided data on the Reserves. In 1983, YATS II was reconfigured to merge the former YATS and the non-prior service portion of RCAS into a single study.

A sophisticated sampling design based on the Waksberg random digit dialing procedure was introduced in YATS II. The design allocates the sample across 66 Military Entrance Processing Station (MEPS) areas to meet DoD-specified precision requirements. Using this design, data for the study are obtained with a Computer Assisted Telephone Interviewing (CATI) system. The CATI system manages screening and interviewing activities, issues telephone numbers, and controls call-back appointments. It also controls skip patterns in the questionnaire, permits resolution of inconsistent responses for key questionnaire items, and creates a high quality data set.

Market Facts Incorporated conducted the YATS surveys from 1975 through 1982. The Research Triangle Institute has conducted the YATS II surveys since 1983.

Project Objectives

The primary focus of YATS II surveys is to assess the propensity--self-reported likelihood--that individuals will enlist in the military. The 1989 wave of YATS II provides current information on the background and attitudes of young adults and their intentions to join the military. This survey was guided by a number of broad objectives:

- Assess current levels of propensity to enlist in the active military service and in the Reserve Components;
- Assess trends in propensity since 1976 to enlist in the military;
- Measure attitudes and motivations of potential recruits, especially as these relate to enlistment propensity; and
- Provide an AFQT-based market segmentation analysis for young males and young females.

The 1989 YATS II survey builds upon the 1983-1988 YATS II surveys to provide an integrated understanding of the factors affecting enlistment propensity of men and women. Interpretative analyses of the data will appear in a series of topical reports.

Survey Questionnaire

Data for the YATS II survey consist of responses to a questionnaire administered in a 30-minute computer assisted telephone interview. The 1989 questionnaire is similar to the 1988 instrument. Selected items dealing with attitudes toward National Service in 1988 were replaced with items exploring new enlistment incentives that may be offered by the military such as varying levels of benefits to be used for educational expenses or a down payment on a house. New items also examined recruiter contact for the Coast Guard as well as including the Coast Guard as a response option in

questions asking about active duty services. Appendix A provides a cross-reference of items on the 1983-1989 questionnaires which further details the changes from year to year.

The 1989 survey screener and questionnaire for YATS II appears in Appendix B and consists of four sections. Section A consists primarily of education and employment items. Sections B and C contain items about propensity toward the active Services and the Reserve Components, and general awareness about military pay, bonuses, educational benefits, requirements of the Reserve Component, and other selected issues. Section D contains items on advertising, recruiter contact, and respondent demographics.

In the 1989 YATS II questionnaire, responses to some questions routed the interviewers to other questions or led them to skip over one or more questions that did not pertain to a particular respondent. These skip patterns helped minimize respondent burden while obtaining the necessary information. For example, respondents who said they did not plan to attend school or a training program in the fall (Question 407) were not asked about the kind of school in which they would be enrolled (Questions 408A-409A). The latter questions (called "filtered" questions) were asked only of the subset of individuals who were planning to attend school. Accordingly, fewer individuals responded to filtered questionnaire items than to the questionnaire as a whole. Routing (skip) pattern instructions appear in the questionnaire (Appendix B).

Questions 520, 521, and 554-563 apply only to active duty service and appear only in Part 1 tables. Questions 571-582 apply only to service in the Reserve Components and appear only in Part 2 tables. The numbers of analysis interviews for these subsets of items and for the total study appear in Table 1.1. Note that except for young males on questions 571-582, all other items were asked of all respondents.

Table 1.1. Question Sets and Number of Respondents

Tabulation Part	Question Sets	Young Males	Older Males	Young Females	Older Females
All respondents	402-443 501-518 601-717	5,801	1,178	3,479	1,117
Active only (Part 1)	520-521 554-563	5,801	1,178	3,479	1,117
Reserve only (Part 2)	571-582	2,870	1,178	3,479	1,117

Note: Item numbers 444-500, 519, 526-553, 564-570, and 583-600 were not used in the questionnaire. Table entries indicate the total number of analysis interviews for the question sets. Missing data and questionnaire routing (skip) patterns cause variation in the numbers responding to specific items.

Sampling Design Overview

The 1989 YATS II survey was designed to obtain information from four market groups of interest to the military: young males, older males, young females, and older females. To be eligible for inclusion in this study, individuals had to reside in the continental United States in households or noninstitutional group quarters with telephones. This includes households of traditional nuclear families, or households of up to 10 unrelated individuals living together who share the same phone (e.g., roommates in an apartment). Students in college dormitories were included if they had private phones in their rooms but were excluded if they were served only by a central hall phone. Individuals who had completed more than two years of college were not eligible. Military personnel, including those in the Delayed Entry Program and those with prior Military Service (other than high school ROTC), were excluded.

The sample size and allocation for each of the four markets were determined from DoD specifications of precision requirements for estimates of propensity. Young males were the market of primary interest for YATS II and, accordingly, the sample size was determined by the number of households needed to meet the precision requirements specified for this group. Since the number of households required to meet the sample size for young males produced more eligible individuals for the other three market groups than were needed to satisfy the precision requirements, subsamples of these groups were selected for interview.

The YATS II sampling design is based on the Waksberg random digit dialing procedure. Under this procedure, telephone numbers are called in two stages to identify households. First-stage calls are made to randomly selected telephone exchanges. Exchanges yielding a household on the first number called are designated as clusters. In the second stage, numbers within these clusters are generated to find additional households. This approach is efficient because many exchanges have disproportionately high percentages of residential telephone numbers. When the first call to an exchange reaches a household, subsequent calls to the same exchange are more likely to reach households than when the first call to an exchange does not reach a household.

Data Collection Overview

The 1989 YATS II used a Computer Assisted Telephone Interviewing (CATI) system for all phases of the data collection. With this system, questionnaires for screening (eligibility determination), interviewing and verification are programmed, entered, and stored within the computer. Instructions and questionnaire items appear on the screen in the proper sequence, greatly simplifying the interviewer's task and allowing for the resolution of inconsistent, invalid, and incomplete responses as an ongoing part of the interview.

Data were collected in a two-phased approach from July 23 to November 10, 1989. Phase 1 consisted of dialing to identify households, and Phase 2 consisted of screening households to identify members eligible for the study and then interviewing these individuals. Overall, 268,736 telephone numbers were called to identify 107,952 households. From these households, 13,953 eligibles for the study were identified and selected for interviews. Analyses for the study were based on 11,575 interviews.

Survey Performance Rates

Performance rate information is important to assess the quality of survey field operations and the potential for nonresponse bias in the data. Table 1.2 presents two performance rates of interest: interview completion rates and overall response rates for each of the four market groups.

Table 1.2. Survey Performance Rates

Performance Rate	Market Group			
	Young Males	Older Males	Young Females	Older Females
Interview Completion Rate	77.3	67.9	76.9	74.9
Overall Response Rate	74.2	65.3	73.0	71.4

Note: Tabled values are percentages.

As shown in Table 1.2 interview completion rates, computed as the percentage of completed interviews out of the total number of eligibles selected, were highest among young males and young females followed by older females and older males. Final response rates, which were computed by multiplying the interview completion rates by the household screening rates, followed the same ranking noted for completion rates.

Numerous calls and attempts to overcome initial refusals were conducted to complete household screening for all sample telephone numbers and to administer a questionnaire to all selected eligibles. A thorough effort was made to obtain high response rates within the given schedule constraints.

CHAPTER 2. HOW TO USE THIS VOLUME

This chapter provides assistance in reading the YATS II tabulations. The first section describes the measurement of active and reserve propensity which are used in the tabulations. This is followed by a discussion of the composition of the tabulation tables and an example of the tabulation format.

Measurement of Propensity

Propensity refers to the self-reported likelihood that an individual will enlist in the military in the next few years. The 1989 YATS II survey assessed propensity to serve in the Active Services and propensity to serve in the Reserve Components. Tabular results are presented in two parts:

- Part 1 tables showing Composite Active propensity, and
- Part 2 tables showing Composite Reserve Propensity.

Composite Active Propensity was based on four questions assessing the likelihood of serving in the Army (Q510), the Navy (Q513), the Marine Corps (Q512) or the Air Force (Q511).

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?

Composite Active Propensity was constructed as the most positive response given to the four questions. Individuals who indicated that they would

"probably enlist" in the Army but "probably not enlist" in the Navy, the Air Force, or the Marine Corps, for example, were assigned a value of "probably enlist" on the Composite Active Propensity measure. Respondents with values of "definitely enlist" or "probably enlist" on the composite measure were defined as having "positive propensity". Respondents whose values on the composite measure were "probably not," "definitely not," "don't know," or "refuse" were defined as having "negative propensity."

Composite Reserve Propensity was based on two questions, one about joining the National Guard (Q505) and the other about joining the Reserves (Q507). The questions were as follows:

How likely is it that you will be serving in the (National Guard or Reserves)? Would you say...

Definitely;

Probably;

Probably not; or

Definitely not?

A Composite Reserve Propensity measure was formed from these two items and was constructed in the same manner as the Composite Active Propensity measure.

Composite Reserve Propensity computed for the 1984-1989 YATS II tables differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The computations in the latter years are based on the two items used in the RCAS. Thus, results using Reserve propensity for 1983 are not directly comparable to those for 1984-1989. In contrast, Composite Active Propensity is based on the same items for the seven years and results are comparable.

Tabulation Composition

The purpose of the tabulation volume is to provide an overview of the 1989 YATS II survey results. Data tables present two types of information:

- Marginal response distributions for each market group; and
- Cross tabulations of questions with the key analysis variables of Composite Active Propensity and Composite Reserve Propensity.

Figure 1 presents an example of a tabulation page. The numeric indicators on Figure 1 are identified and their referents described on the following explanation page. Tables present percentages based on the sample data weighted to yield population counts.¹ Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based.

Because of considerable variation in the design effects associated with individual questions, generalized standard errors are not provided for the tables. Data from the tables should be used for determining how respondents reacted to individual questions or sets of questions and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

¹It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1989 study's stratified two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition, the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

Figure 1. Example of a Tabulation Page

② ③ ①
 Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED
 ACTIVE PROPENSITY

MARKET

④

—YOUNG MALES— —OLDER MALES— —YOUNG FEMALES— —OLDER FEMALES—

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
—RESPONSES—	⑥	⑦	⑧									
7TH GRADE OR LESS	0.7	0.4	0.5	4.0	0.8	1.3	0.7	0.0	0.1	4.8	0.6	0.8
8TH GRADE	2.9	1.8	2.2	0	0.9	0.8	0.6	1.2	1.2	4.1	1.3	1.4
9TH GRADE	11.1	5.9	7.6	1.7	3.5	3.2	8.7	3.8	4.4	0	4.0	3.8
10TH GRADE	30.2	19.7	23.1	8.7	5.1	5.6	30.0	21.0	22.1	10.8	4.0	4.3
11TH GRADE	31.5	26.4	28.1	12.2	6.2	7.0	27.7	26.2	26.3	16.2	6.1	6.6
12TH GRADE	18.9	33.0	28.5	55.8	59.0	58.5	25.9	34.5	33.4	55.2	56.5	56.5
COLLEGE FRESHMAN	4.4	10.7	8.7	10.9	14.1	13.7	5.6	10.8	10.2	5.8	16.6	16.0
COLLEGE SOPHOMORE	0.2	0.8	0.6	3.4	6.7	6.2	0	1.1	1.0	1.6	5.5	5.4
JUNIOR/COMM COLLEGE	0.1	0.4	0.3	2.3	1.2	1.4	0.8	0.5	0.5	0	1.2	1.1
VOC/BUS/TRADE SCHOOL	0	0.7	0.5	1.2	2.5	2.3	0.3	0.8	0.8	1.8	4.2	4.1
—TOTAL— ⑨	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
—COUNT— ⑩	1697	3789	5486	151	979	1130	388	2883	3271	51	1047	1098

⑤

EXPLANATION OF FIGURE 1: EXAMPLE OF A TABULATION PAGE

- ① Composite Propensity Measure used in the table. ACTIVE PROPENSITY refers to propensity to join at least one of the Department of Defense Active Services (Army, Navy, Marine Corps, Air Force). RESERVE PROPENSITY refers to propensity to join the National Guard or Reserve Components. See the text for definitions of how propensity is measured.
- ② Survey Question item.
- ③ Abbreviated label for the questionnaire item.
- ④ Label defining the Market group.
- ⑤ Response alternatives for the questionnaire item.
- ⑥ Percentage of respondents expressing positive propensity. Care must be taken to interpret this as a column percentage. Percentages are within market group and level of propensity. (For example, of the young males with positive propensity, 18.9 percent reported the 12th grade as their highest grade completed).
- ⑦ Percentage of respondents expressing negative propensity. Care must be taken to interpret this as a column percentage. Percentages are within market group and level of propensity. (For example, of the young males with negative propensity, 33.0 percent reported the 12th grade as their highest grade completed).
- ⑧ Total percent for each market group excluding propensity. (For example, 28.5 percent of the young males reported the 12th grade as their highest grade completed).
- ⑨ Column Percentage total. In most tables, the total will be 100 (percent). In some tables multiple responses are permitted for as many as 4-11 alternatives.
- ⑩ Count. Unweighted number of respondents on which the weighted estimates of the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on a small number of respondents are less reliable than those based on larger numbers.

CHAPTER 3. PART I: COMPOSITE ACTIVE PROPENSITY TABLES

The propensity measure used for the tables in this section is Composite Active Propensity. Composite Active Propensity is based on responses to questions regarding the likelihood of serving on active duty in the Army (Q510), Navy (Q513), Marine Corps (Q512), or Air Force (Q511). The response options for each of the items were "definitely enlist," "probably enlist", "probably not enlist", and "definitely not enlist."

Composite Active Propensity is defined as the most positive response given to any of the four questions assessing propensity to enlist in the individual active duty services. A respondent who indicated that he or she would "probably enlist" in the Army but "probably not enlist" in the Navy, the Air Force, or the Marine Corps, for example, was assigned a value of "probably enlist" on the Composite Active Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know", or "refuse" comprise the negative propensity category shown in the tables.

ACTIVE PROPENSITY
Q403 - AGE ON LAST BIRTHDAY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
16	31.3	20.2	24.0	0	0	0	0	35.8	20.7	22.9	0
17	29.4	20.0	23.2	0	0	0	0	27.9	23.4	24.0	0
18	17.7	20.6	19.6	0	0	0	0	16.0	17.9	17.6	0
19	10.8	16.8	14.8	0	0	0	0	12.0	16.4	15.8	0
20	6.2	11.9	10.0	0	0	0	0	4.7	11.2	10.3	0
21	4.6	10.5	8.5	0	0	0	0	3.7	10.4	9.5	0
22	0	0	0	36.9	39.3	38.8	0	0	0	49.2	33.8
23	0	0	0	32.1	32.4	32.4	0	0	0	17.4	31.6
24	0	0	0	31.0	28.3	28.8	0	0	0	33.4	34.6
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	64	1053
											1117

Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
7TH GRADE OR LESS	0.4	0.3	0.3	0	0.5	0.4	0.2	0.2	0.2	0	0.8	0.7
8TH GRADE	2.9	0.9	1.6	1.4	1.5	1.5	2.3	0.8	1.0	2.4	1.2	1.2
9TH GRADE	13.1	5.7	8.2	6.6	2.2	3.0	8.3	4.4	5.0	3.1	2.1	2.2
10TH GRADE	30.4	19.3	23.1	8.6	3.6	4.5	29.9	19.1	20.6	14.7	3.7	4.4
11TH GRADE	31.8	24.9	27.2	15.7	8.7	10.0	32.0	26.0	26.8	1.5	6.2	5.9
12TH GRADE	17.9	35.6	29.6	49.2	57.2	55.8	22.1	34.9	33.1	47.1	59.5	58.8
COLLEGE FRESHMAN	3.2	11.2	8.5	8.4	16.5	15.0	4.4	12.1	11.1	27.3	16.9	17.5
COLLEGE SOPHOMORE	0.0	0.7	0.5	5.6	5.7	5.7	0	1.2	1.1	1.3	5.5	5.2
JUNIOR/COMM COLLEGE	0	0.7	0.4	0	1.1	0.9	0	0.4	0.4	0	1.5	1.4
VOC/BUS/TRADE SCHOOL	0.2	0.7	0.5	4.6	2.9	3.2	0.7	0.9	0.9	2.7	2.7	2.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY
Q405 - RESPONDENTS' DEGREES, DIPLOMAS, OR CERTIFICATES

-----MARKET-----											
---YOUNG MALES---				---OLDER MALES---				---YOUNG FEMALES---			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---											
ADULT BASIC ED (ABE)	0.2	0.2	0.2	0	0.2	0.1	0.3	0.2	1.9	0.1	0.2
GED	1.3	2.0	1.8	5.1	4.0	4.2	1.4	2.4	9.4	5.2	5.5
HIGH SCHOOL DIPLOMA	19.9	46.1	37.3	62.2	76.3	73.8	26.6	47.5	71.3	79.2	78.7
VOC/BUS/TRADE	1.8	3.5	2.9	10.5	12.0	11.7	2.9	3.3	17.8	12.3	12.7
OTHER	2.8	2.2	2.4	2.4	4.2	3.9	3.5	3.4	9.5	6.3	6.5
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----										
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	64	1053
											1117

Q406 - DO YOU HAVE A HIGH SCHOOL DIPLOMA OR CERTIFICATE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
HS DIPLOMA	95.2	96.8	96.6		94.4	95.0	95.0		97.5	96.3	96.4		89.5	95.8	95.4	
ABE CERTIFICATE	0	0.2	0.2		0	0.1	0.1		0	0.2	0.2		2.4	0.2	0.3	
GED CERTIFICATE	4.2	2.5	2.8		5.6	3.7	4.0		2.5	3.1	3.1		4.8	3.6	3.7	
OTHER HS CERTIFICATE	0	0.2	0.2		0	0.4	0.3		0	0.2	0.2		0	0.3	0.3	
NO,NONE	0.6	0.2	0.2		0	0.7	0.6		0	0.2	0.2		3.3	0.1	0.3	
REFUSED	0	0.1	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	393	1769	2162		130	783	913		123	1406	1529		50	864	914	

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT)
 ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT)

ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
75.9	67.0	70.0		14.8	16.1	15.9		80.0	65.8	67.8	
23.0	32.1	29.1		82.8	83.1	83.0		18.7	33.4	31.3	
1.1	0.9	0.9		2.5	0.8	1.1		1.2	0.8	0.9	
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
1978	3823	5801		210	968	1178		487	2992	3479	
-----OLDER FEMALES-----				-----POS PROP (PCT)-----				-----NEG PROP (PCT)-----			
				33.5	16.4	17.4		60.9	82.9	81.6	
				5.7	0.7	1.0		100.0	100.0	100.0	
				64	1053	1117					

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q408A - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

---RESPONSES---	-----MARKET-----				-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
NONE	1.1	0.8	0.9		12.5	3.7	5.1		1.3	1.3	1.3		0	0.5	0.4		0	0.5	0.4	
ABE	1.7	1.1	1.3		0	2.6	2.2		1.5	0.6	0.8		2.8	4.3	4.1		2.8	4.3	4.1	
HIGH SCHOOL	78.6	58.5	64.6		14.5	0	2.4		73.7	58.3	60.8		0	0	0		0	0	0	
GED	4.4	2.7	3.3		9.9	3.2	4.3		3.0	2.5	2.6		4.4	3.1	3.2		4.4	3.1	3.2	
JOBS/WIN/CETA	0.6	0.5	0.6		0	5.2	4.3		0.5	0.4	0.4		2.8	5.4	5.1		2.8	5.4	5.1	
OJT PROGRAM	0.6	1.1	0.9		8.3	6.9	7.1		0.5	0.9	0.8		0	9.5	8.4		0	9.5	8.4	
APPRENTICE	0.6	1.0	0.8		8.0	5.6	6.0		0	0.2	0.2		3.0	0.6	0.9		3.0	0.6	0.9	
VOC/BUS/TRADE	2.9	5.0	4.2		22.6	17.6	18.4		6.0	4.3	4.6		16.1	23.7	22.8		16.1	23.7	22.8	
JR COLLEGE	5.3	15.5	11.8		16.9	37.4	34.0		5.6	16.6	14.8		37.2	43.8	43.0		37.2	43.8	43.0	
COLLEGE	4.1	15.9	11.6		7.2	18.0	16.2		8.0	14.9	13.7		33.8	9.1	12.1		33.8	9.1	12.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1488	2577	4065		29	143	172		388	1987	2375		23	172	195		23	172	195	

Q408B AND C - WHAT GRADE WILL YOU BE ENROLLED IN OCT 1989?
ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--											
7TH GRADE OR LESS	0	0.0	0.0	0	0	0	0	0	0	1.1	0.9
8TH GRADE	0.2	0.1	0.1	0	0	0	0.1	0.1	0	0	0
9TH GRADE	2.9	0.6	1.4	0	0	2.1	0.6	0.8	0	0	0
10TH GRADE	14.6	6.6	9.6	0	0	9.3	5.2	5.8	0	0	0
11TH GRADE	37.5	25.8	30.1	15.6	0	38.8	25.7	27.8	0	0	0
12TH GRADE	34.4	31.4	32.5	20.2	0	34.2	34.0	34.0	0	0	0
COLLEGE FRESHMAN	2.8	10.4	7.6	0	6.3	6.3	8.4	8.0	17.3	10.0	11.2
COLLEGE SOPHOMORE	1.9	8.1	5.8	17.9	32.4	2.7	8.6	7.7	25.4	17.6	18.9
JUNIOR/COMM COLLEGE	5.7	16.7	12.7	46.3	58.7	6.6	17.2	15.4	57.3	68.4	66.5
VOC/BUS/TRADE SCHOOL	0.1	0.2	0.2	0	2.5	0	0.4	0.3	0	1.0	0.8
DON'T KNOW	0	0.0	0.0	0	0	0	0	0	0	1.9	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1324	2278	3602	11	75	86	341	1791	17	88	105

ACTIVE PROPENSITY
Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FULL-TIME	89.7	86.1	87.4	29.5	48.2	45.3	87.9	86.7	86.9	50.8	36.8	38.5
PART-TIME	9.6	13.7	12.2	70.5	51.4	54.4	12.1	13.2	13.1	49.2	62.5	61.0
DON'T KNOW	0.7	0.1	0.3	0	0.3	0.3	0	0.0	0.0	0	0.6	0.6
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1477	2553	4030	27	140	167	384	1960	2344	23	171	194

ACTIVE PROPENSITY
Q4098TIME - NO. OF MONTHS SINCE LAST ATTENDED SCHOOL

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
UP TO 1 MONTH	15.9	7.3	9.6	1.2	0.5	0.6	15.1	8.1	8.7	5.0	0.8	1.0
ONE MONTH	2.5	1.7	2.0	0.7	0.4	0.5	0	0.9	0.8	0	0.1	0.1
2 MONTHS	5.0	5.6	5.5	0	1.1	0.9	13.3	7.4	7.9	0	0.4	0.4
3 MONTHS	10.6	11.4	11.2	0.4	0.9	0.8	5.7	11.1	10.6	0	0.9	0.8
4 TO 6 MONTHS	10.0	9.3	9.5	1.7	2.6	2.5	11.2	10.0	10.1	5.6	1.3	1.6
7 TO 12 MONTHS	8.5	7.3	7.6	1.1	3.1	2.8	10.8	7.2	7.5	4.3	3.1	3.2
13 TO 18 MONTHS	17.8	18.9	18.6	5.9	3.0	3.5	21.5	17.1	17.5	4.9	2.7	2.8
19 TO 24 MONTHS	4.4	3.0	3.4	2.3	1.5	1.6	3.3	4.4	4.3	3.6	2.5	2.5
25 MONTHS OR MORE	25.3	35.6	32.8	86.6	86.9	86.8	19.2	33.9	32.6	76.6	88.2	87.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	442	1132	1574	148	688	836	97	952	1049	36	783	819

ACTIVE PROPENSITY
Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1990-91?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES	81.0	77.8	78.9	65.6	51.7	54.2	87.5	80.8	81.8	80.0	55.7	57.2
NO	13.8	18.3	16.8	27.0	43.3	40.4	9.7	16.2	15.3	17.6	39.9	38.6
DON'T KNOW	5.2	3.8	4.3	7.4	5.0	5.4	2.7	3.0	3.0	2.4	4.3	4.2
REFUSED	0	0.0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	988	1178	487	2991	3478	64	1053	1117

ACTIVE PROPENSITY
Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
HIGH SCHOOL	30.2	17.3	21.8	9.0	4.7	5.6	27.3	16.0	17.7	9.6	4.3	4.6
VOC/BUS/TRADE	21.7	19.9	20.5	45.8	37.2	39.0	10.5	14.3	13.8	23.0	31.4	30.8
JR COLLEGE	14.1	18.9	17.3	18.9	29.1	26.9	20.6	23.4	23.0	27.3	34.7	34.2
COLLEGE	29.2	38.2	35.1	17.8	23.1	22.0	36.7	40.3	39.8	30.2	21.8	22.4
GRADUATE/PROFESSIONAL	1.0	1.7	1.4	0	1.2	0.9	1.6	1.3	1.3	6.2	1.5	1.8
DON'T KNOW	3.8	4.0	3.9	8.5	4.7	5.5	3.3	4.7	4.5	3.6	6.3	6.1
REFUSED	0.1	0.0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1844	3377	5221	176	667	843	466	2761	3227	60	827	887

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

ACTIVE PROPENSITY

MARKET

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FULL-TIME	63.5	65.0	64.5	34.0	25.2	27.0	66.1	63.4	63.8	45.0	22.6	24.2
PART-TIME	31.9	31.8	31.8	65.5	72.5	71.1	31.7	33.0	32.9	52.7	74.6	73.1
DON'T KNOW	4.5	3.2	3.6	0.6	2.3	1.9	2.2	3.5	3.4	2.3	2.8	2.7
REFUSED	0.1	0	0.0	0	0	0	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1283	2788	4071	161	637	798	338	2308	2848	56	789	845

Q413 - HOW MUCH WOULD ONE YEAR OF EDUCATION COST YOU?
ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
LESS THAN \$1000	10.2	10.9	10.7	7.2	11.5	10.6	8.2	10.9	10.6	14.0	10.6	15.4	14.0	14.1		
\$1000-\$1999	8.3	9.6	9.2	11.6	13.6	13.2	10.4	11.4	11.2	16.6	11.2	23.9	16.6	17.1		
\$2000-\$2999	6.9	8.9	8.3	8.3	9.2	9.0	8.3	8.8	8.8	11.6	8.8	5.1	11.6	11.2		
\$3000-\$3999	5.7	5.0	5.2	8.3	7.9	8.0	2.8	5.2	4.9	6.1	4.9	5.0	6.1	6.0		
\$4000-\$4999	4.2	4.0	4.0	2.3	5.8	5.1	3.0	4.4	4.2	3.7	4.2	4.6	3.7	3.7		
MORE THAN \$5000	45.5	40.6	48.3	32.3	30.5	30.9	44.3	38.7	39.4	25.4	39.4	18.4	25.4	25.0		
DON'T KNOW	18.5	14.8	15.9	29.9	21.2	22.9	23.0	20.6	20.9	22.4	20.9	27.4	22.4	22.8		
REFUSED	0.0	0.2	0.3	0	0.2	0.2	0	0.0	0.0	0.1	0.0	0	0.1	0.1		
---TOTAL---	100.0	00.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
---COUNT---	1283	2788	4071	161	637	798	338	2308	2648	56	789	845				

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ALL EXPENSES	18.9	32.2	28.0	30.1	38.1	36.4	16.6	27.5	26.1	21.4	26.6	26.2
MORE THAN 3/4	3.7	5.1	4.7	2.0	4.4	3.9	5.3	3.9	4.1	5.9	3.1	3.3
ABOUT 3/4	14.2	12.8	13.2	10.8	9.1	9.5	11.0	9.7	9.9	4.9	8.6	8.4
ABOUT 1/2	33.8	24.2	27.2	25.9	24.3	24.7	34.3	27.2	28.2	31.5	26.1	26.4
ABOUT 1/4	15.9	13.9	14.5	13.8	12.1	12.4	18.8	14.8	15.3	14.7	13.2	13.3
LESS THAN 1/4	4.4	5.3	5.1	9.2	3.0	4.7	7.5	5.9	6.1	9.6	7.9	8.0
NONE	5.4	3.8	4.3	6.2	5.9	5.9	3.8	7.9	7.4	12.1	10.7	10.8
DON'T KNOW	3.0	2.3	2.5	2.0	2.4	2.3	2.5	2.7	2.7	0	3.5	3.3
REFUSED	0.6	0.4	0.5	0	0.2	0.2	0.3	0.4	0.4	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1283	2788	4071	161	637	798	338	2308	2646	50	789	845

Q415 - HIGHEST GRADE OR YEAR OF SCHOOL OR COLLEGE YOU WOULD EVENTUALLY LIKE TO COMPLETE?

ACTIVE PROPENSITY

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
8TH GRADE	0.1	0.2	0.1	0.4	0.2	0.3	0.2	0.1	0.1	0	0.3	0.3
9TH GRADE	0.2	0.1	0.1	0.5	0.2	0.3	0	0.1	0.1	0	0	0
10TH GRADE	0.3	0.2	0.3	0	0.1	0.1	0.3	0.1	0.1	0	0.2	0.2
11TH GRADE	0.5	0.4	0.4	0	1.0	0.8	0.1	0.3	0.3	0	0.2	0.2
12TH/HS GRADUATE	14.8	10.9	12.2	14.5	18.0	17.4	8.3	8.3	8.3	9.6	10.4	10.3
13TH	2.4	2.2	2.2	6.1	4.9	5.2	1.3	3.0	2.8	0	5.6	5.3
14TH	18.1	16.6	17.1	27.5	27.3	27.3	10.7	18.5	17.4	22.6	27.4	27.1
15TH	1.8	0.8	1.2	2.0	1.9	2.0	1.7	0.9	1.0	3.4	2.3	2.4
16TH/COLLEGE GRAD	42.2	41.7	41.9	33.7	25.3	26.8	52.6	41.2	42.8	50.1	33.2	34.3
17TH, GRAD SCHOOL	2.4	3.2	2.9	0.4	1.6	1.4	3.3	2.8	2.9	2.0	0.9	1.0
18TH, GRAD SCHOOL	5.0	7.6	6.7	1.6	3.8	3.4	6.9	6.8	6.8	0.9	4.1	3.9
19TH, GRAD SCHOOL	1.7	2.3	2.1	0.9	1.7	1.6	1.8	2.9	2.8	1.5	1.5	1.5
20TH	5.4	8.0	7.1	5.0	2.5	2.9	9.4	8.5	8.7	4.4	2.4	2.5
DON'T KNOW	5.1	5.9	5.6	7.4	11.2	10.5	3.5	6.4	5.9	5.5	11.6	11.2
REFUSED	0	0.1	0.0	0	0.1	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

-----MARKET-----

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ACTIVE PROPENSITY
Q417 - ARE YOU LOOKING FOR WORK NOW?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	65.8	47.8	55.2	84.4	77.0	78.1	63.6	44.5	47.8	68.6	28.8	31.4
NO	34.2	52.2	44.8	15.6	21.5	20.6	36.4	55.5	52.2	31.4	71.2	68.6
DON'T KNOW	0	0	0	0	1.5	1.3	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	927	1335	2262	24	113	137	270	1328	1598	21	345	366

ACTIVE PROPENSITY
Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----													
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---													
YES	78.8	79.3	79.1	88.9	88.4	88.5	63.8	72.7	71.1	85.4	88.2	88.0	
NO	21.2	20.7	20.9	11.1	11.6	11.5	36.2	27.3	28.9	14.6	11.8	12.0	
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---	927	1335	2262	24	113	137	270	1328	1598	21	345	366	

ACTIVE PROPENSITY
Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----											
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
A NEW JOB	29.8	21.5	23.9	37.6	21.4	24.4	37.3	22.5	24.2	30.4	19.6	20.3
A SECOND JOB	8.0	4.8	5.8	8.4	6.3	6.7	7.5	6.2	6.3	4.6	7.8	7.6
ANOTHER WAY	6.0	6.7	6.5	8.6	7.4	7.6	8.2	4.4	4.9	10.3	6.6	6.8
NOT LOOKING	56.1	67.0	63.8	45.3	64.9	61.3	47.0	66.9	64.6	54.8	65.9	65.3
REFUSED	0.1	0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1051	2489	3540	186	855	1041	217	1665	1882	43	708	751

Q422B - DURING THE LAST YEAR, HOW MANY WEEKS WERE YOU EMPLOYED 10+ HOURS?
ACTIVE PROPENSITY

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		-----OLDER FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
0-10 WEEKS	31.2	21.4	24.6	4.7	7.6	7.1	34.7	26.9	27.9	25.0	23.1	23.2
11-20 WEEKS	20.6	17.6	18.6	5.3	2.2	2.7	18.3	19.2	19.1	9.4	8.2	8.3
21-30 WEEKS	9.3	9.1	9.2	2.2	3.4	3.2	11.5	9.2	9.5	9.8	6.1	6.3
31-40 WEEKS	7.7	8.5	8.2	10.0	6.7	7.3	7.8	8.0	8.0	1.3	7.4	7.1
41-52 WEEKS	28.0	41.0	37.3	76.5	79.2	78.7	26.3	34.8	33.7	52.9	54.4	54.3
DON'T KNOW	2.7	1.6	2.0	1.3	0.9	1.0	1.4	1.8	1.8	1.5	0.9	0.9
REFUSED	0.1	0.2	0.1	0	0.1	0.1	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1791	3538	5329	207	951	1158	390	2638	3028	62	1012	1074

Q424 - HOW MANY HOURS DO/DID YOU USUALLY WORK PER WEEK AT MAIN/LAST JOB?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
1-34 HOURS	56.1	50.1	52.1	8.1	10.9	10.4	69.9	63.0	63.9	42.1	23.5	24.7
35-44 HOURS	29.2	34.3	32.6	55.6	51.3	52.1	24.4	30.4	29.7	46.2	61.2	60.3
OVER 44 HOURS	13.5	15.0	14.5	36.0	37.2	37.0	4.5	5.9	5.7	11.6	14.7	14.5
DON'T KNOW	1.1	0.6	0.7	0.3	0.4	0.4	1.2	0.7	0.8	0	0.6	0.6
REFUSED	0.2	0	0.1	0	0.2	0.2	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1791	3538	5329	207	951	1158	390	2638	3028	62	1012	1074

Q424B TIME - NUMBER OF MONTHS SINCE YOU LAST WORKED FOR PAY

ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
-----OLDER FEMALES-----											
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
27.5	27.8	27.7	38.6	27.7	29.6	24.1	20.5	21.1	7.7	7.4	3.5
23.5	30.3	27.6	20.2	23.9	23.3	24.2	20.9	21.4	5.2	4.8	0
15.1	14.0	14.5	11.0	13.7	13.3	16.2	12.1	12.8	7.3	9.1	33.9
7.3	6.1	6.6	4.2	12.4	11.0	6.2	8.5	8.1	2.9	2.7	0
5.5	5.0	5.2	18.4	5.5	7.7	9.8	9.2	9.3	10.8	10.7	9.7
9.4	6.3	7.6	0	2.9	2.4	8.5	13.0	12.3	13.0	13.9	26.3
6.4	6.3	6.3	0	5.5	4.6	8.6	7.9	8.0	14.8	13.8	0
2.9	1.0	1.7	0	3.2	2.7	1.4	3.1	2.8	10.3	10.6	13.4
2.5	3.2	2.9	7.6	5.1	5.5	0.9	4.8	4.2	28.0	26.9	13.2
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
676	972	1648	20	78	98	168	917	1085	279	298	19

--RESPONSES--

UP TO 1 MONTH

ONE MONTH

2 MONTHS

3 MONTHS

4 TO 6 MONTHS

7 TO 12 MONTHS

13 TO 18 MONTHS

19 TO 24 MONTHS

25 MONTHS OR MORE

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q430 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
PRIVATE COMPANY	83.6	85.5	84.9	84.8	82.1	82.6	79.3	85.7	84.8	90.7	86.7	87.0
GOVERNMENT	8.7	6.8	7.4	8.5	8.6	8.6	15.0	8.9	9.7	9.3	9.1	9.2
SELF EMPLOYED	4.2	4.8	4.6	6.3	8.1	7.8	3.6	3.9	3.9	0	3.3	3.1
NO PAY/FAMILY	3.6	2.8	3.0	0.4	1.2	1.0	2.1	1.5	1.6	0	0.9	0.8
REFUSED	0	0.2	0.1	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1790	3538	5328	207	951	1158	390	2638	3028	62	1012	1074

ACTIVE PROPENSITY
Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

	-----MARKET-----														
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---															
EXTREMELY SATISFIED	24.4	30.3	28.3		22.6	34.5	32.4		26.7	31.7	31.0		25.7	30.1	29.8
SOMEWHAT SATISFIED	51.4	49.0	50.2		51.4	46.7	47.6		48.6	46.0	46.3		37.5	46.8	46.2
NEITHER	9.3	8.1	8.5		3.5	6.4	5.9		6.7	7.5	7.4		14.9	8.2	8.6
SOMEWHAT DISSATISFIED	10.2	8.4	9.0		15.5	8.4	9.6		11.9	9.5	9.8		10.3	9.4	9.5
EXTREMELY DISSATISFIED	4.2	3.6	3.8		7.1	3.8	4.4		5.5	5.2	5.2		11.6	5.4	5.8
DON'T KNOW	0.5	0.1	0.3		0	0.2	0.1		0.6	0.1	0.2		0	0.1	0.1
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	1791	3538	5329		207	951	1158		390	2638	3028		62	1012	1074

ACTIVE PROPENSITY
Q434WAGE - EXPECTED MONTHLY RATE OF PAY FOR DIFFERENT FULL-TIME JOBS

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
UP TO \$500	1.2	1.5	1.4	3.2	1.7	2.0	2.5	1.7	1.8	0	1.8	1.9
\$501-\$600	9.2	6.0	7.1	2.7	1.5	1.7	12.9	11.4	11.6	1.9	3.8	3.6
\$601-\$700	15.8	9.8	11.8	1.5	1.7	1.6	20.2	17.0	17.5	0	5.9	5.5
\$701-\$800	9.3	8.3	8.7	0.8	1.0	1.0	10.1	11.3	11.2	3.0	6.8	6.4
\$801-\$900	18.6	17.6	18.0	4.5	5.2	5.0	19.8	18.6	18.7	15.7	12.4	12.6
\$901-\$1100	16.0	16.3	16.2	6.7	7.6	7.4	15.9	17.4	17.2	12.0	16.1	15.8
\$1101-\$1300	9.3	10.3	10.0	7.8	11.2	10.6	7.2	9.2	8.9	17.2	13.7	13.9
\$1301-\$1500	6.6	8.2	7.7	14.2	10.5	11.2	4.4	5.2	5.1	8.4	12.1	11.9
\$1501-\$1700	7.5	10.7	9.6	26.9	20.7	21.8	3.7	4.6	4.5	21.1	11.8	12.4
\$1701-\$1900	0.9	1.8	1.5	4.5	3.8	3.9	0.4	0.7	0.6	6.0	3.8	4.0
MORE THAN \$1900	5.6	9.4	8.1	27.3	35.3	33.8	3.0	2.8	2.8	14.7	11.9	12.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1910	3656	5566	200	928	1128	467	2825	3292	64	998	1062

Q438 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A FULL-TIME JOB IN YOUR COMMUNITY?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ALMOST IMPOSSIBLE	10.2	6.9	8.0	6.6	7.4	7.3	11.9	9.7	10.0	19.4	7.9	8.8
VERY DIFFICULT	21.8	15.5	17.7	19.5	13.9	14.9	24.5	17.7	18.7	33.4	15.3	18.4
DIFFICULT	40.1	40.4	40.3	36.2	37.7	37.4	39.5	40.1	40.0	22.0	37.7	36.7
NOT DIFFICULT	26.5	35.6	32.5	37.7	39.9	39.5	23.4	30.9	29.9	24.1	37.6	36.8
DON'T KNOW	1.4	1.6	1.5	0	1.1	0.9	0.6	1.6	1.4	1.0	1.4	1.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q437 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A PART-TIME JOB IN YOUR COMMUNITY?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ALMOST IMPOSSIBLE	3.6	2.3	2.8		1.7	3.8	3.4		4.4	2.2	2.5		6.2	2.8	3.0	
VERY DIFFICULT	8.4	4.3	5.7		11.5	4.2	5.5		10.0	5.1	5.8		18.4	5.0	5.9	
DIFFICULT	25.2	19.8	21.7		19.5	19.9	19.8		23.3	22.6	22.7		16.6	20.8	20.5	
NOT DIFFICULT	61.6	72.4	68.7		66.6	70.4	69.7		61.5	69.1	68.0		58.8	70.0	69.3	
DON'T KNOW	1.2	1.1	1.1		0.7	1.7	1.5		0.7	1.0	0.9		0	1.4	1.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		84	1053	1117	

ACTIVE PROPENSITY
Q438 - WHAT DO YOU THINK YOU MIGHT BE DOING IN THE NEXT FEW YEARS?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
-----OLDER FEMALES-----											
-----RESPONSES-----											
GOING TO SCHOOL	71.4	74.4	73.4	49.6	37.7	39.8	82.9	78.0	67.7	40.3	41.9
WORKING	58.2	72.5	67.7	82.6	91.6	90.0	62.2	67.8	75.2	76.6	76.5
JOINING THE MILITARY	24.1	0.5	8.5	7.9	0.2	1.6	12.9	0.2	9.6	0	0.6
DOING NOTHING	0.4	0.7	0.6	0.3	0.6	0.5	0.2	0.7	0	2.0	2.5
OTHER	5.5	7.7	6.9	11.9	10.8	11.0	8.8	12.3	14.8	27.3	26.6
-----TOTAL-----											
-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----											
1978	3823	5801	210	988	1178	487	2992	3479	84	1053	1117
-----COUNT-----											

Q440 - (IF Q438=JOIN) ACTIVE PROPENSITY
WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	27.1	33.6	27.4	22.4	100.0	30.0	47.2	27.5	45.0	85.8	0	85.8
ARMY	33.2	26.9	32.9	46.0	0	41.5	33.0	72.5	36.2	0	0	0
COAST GUARD	3.4	7.4	3.6	4.9	0	4.4	0	0	0	0	0	0
MARINE CORPS	18.3	5.8	17.7	4.4	0	4.0	7.4	0	6.8	0	0	0
NAVY	15.8	17.1	15.8	22.3	0	20.1	10.9	0	10.0	14.2	0	14.2
DON'T KNOW	2.3	9.1	2.6	0	0	0	1.5	0	1.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	499	22	521	18	1	19	65	5	70	6	0	6

ACTIVE PROPENSITY
Q441 - WHAT TYPE OF SERVICE WOULD THAT BE?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
67.8	64.7	67.7			69.8	0	62.9			43.8	20.4	41.9			14.2	0	14.2		
16.1	20.4	16.3			21.8	100.0	29.4			27.7	13.0	26.5			57.3	0	57.3		
13.2	12.7	13.1			8.5	0	7.7			18.3	52.0	21.1			28.4	0	28.4		
3.0	2.1	2.9			0	0	0			10.2	14.6	10.5			0	0	0		
100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0		
487	20	507			18	1	19			64	5	69			6	0	6		

--RESPONSES--

ACTIVE DUTY

RESERVES

NATIONAL GUARD

DON'T KNOW

--TOTAL--

--COUNT--

Q442 - WHICH BRANCH WOULD BE YOUR SECOND CHOICE?

	-----MARKET-----									
	-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	20.4	6.4	19.8	6.5	0	5.9	21.2	22.6	0	0
ARMY	23.1	8.1	22.5	30.8	0	27.8	20.0	18.3	14.2	0
COAST GUARD	3.5	0	3.3	4.1	0	3.7	4.9	4.5	16.2	0
MARINE CORPS	15.9	6.4	15.5	17.3	100.0	25.4	12.6	12.6	0	0
NAVY	21.5	14.2	21.2	34.8	0	31.4	17.0	15.6	69.6	0
NONE	14.9	56.6	16.6	6.5	0	5.9	23.0	21.1	0	0
DON'T KNOW	0.8	8.3	1.1	0	0	0	1.3	5.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	487	20	507	18	1	19	64	69	6	6

ACTIVE PROPENSITY
Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

	-----YOUNG MALES-----					-----OLDER MALES-----					-----MARKET-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)					
--RESPONSES--																									
ACTIVE DUTY	71.7	63.6	71.6	62.4	0	55.9	39.6	57.3	14.2	0	14.2	0	0	14.2	0	0	14.2	0	0	14.2					
RESERVES	14.7	30.5	15.0	26.0	100.0	33.7	35.1	21.2	57.3	0	57.3	0	0	57.3	0	0	57.3	0	0	57.3					
NATIONAL GUARD	11.1	0	10.9	11.6	0	10.4	25.2	15.7	28.4	0	28.4	0	0	28.4	0	0	28.4	0	0	28.4					
DON'T KNOW	2.4	5.9	2.5	0	0	0	6.1	5.8	0	0	0	0	0	0	0	0	0	0	0	0					
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--	415	10	425	17	1	18	47	50	6	0	6	0	0	6	0	0	6	0	0	6					

ACTIVE PROPENSITY
Q501 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
DEFINITELY	6.4	6.9	6.7	10.7	10.5	10.6	3.8	3.7	2.9	3.4	3.3	3.4
PROBABLY	31.8	18.3	22.9	33.4	17.8	20.6	22.7	15.4	13.1	8.2	8.5	8.2
PROBABLY NOT	33.7	34.8	34.4	25.3	27.9	27.4	24.7	25.0	18.8	19.0	19.0	19.0
DEFINITELY NOT	27.9	39.7	35.8	29.9	43.1	40.7	48.9	55.8	65.2	69.3	69.1	69.1
DON'T KNOW	0.2	0.3	0.3	0.7	0.7	0.7	0	0.1	0	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	64	1053	1117	1053

Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN A BUSINESS OFFICE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	5.4	5.5	5.5	6.4	5.2	5.4	13.4	12.5	12.8	17.8	18.4	18.3
PROBABLY	31.2	30.3	30.6	31.6	23.0	24.6	57.2	47.5	48.9	44.7	41.2	41.4
PROBABLY NOT	36.0	36.5	36.3	27.6	31.8	31.1	19.9	24.6	23.9	21.8	21.9	21.9
DEFINITELY NOT	27.1	27.3	27.3	34.0	39.6	38.6	9.1	15.3	14.4	15.6	18.2	18.0
DON'T KNOW	0.3	0.4	0.3	0.4	0.3	0.4	0.4	0.2	0.2	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
14.0	0.2	4.9	8.2	0.5	1.5	11.9	0.1	1.8	11.0	0	0.7
58.0	3.7	22.0	49.5	1.1	9.8	48.1	1.5	7.8	42.6	1.0	3.6
19.0	35.0	30.0	28.9	29.5	29.0	27.1	21.5	22.3	23.7	13.8	14.4
8.0	59.8	42.3	16.7	68.5	59.2	14.3	76.7	67.8	22.7	84.8	81.0
1.0	0.7	0.8	0.7	0.5	0.5	0.8	0.2	0.3	0	0.4	0.4
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY

Q504 -- HOW LIKELY ARE YOU TO WORK AS A SALESPERSON?

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

---TOTAL---

--COUNT--

Q505 - HOW LIKELY ARE YOU TO SERVE IN THE NATIONAL GUARD?

	-----MARKET-----									
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	2.5	0.2	1.0		6.9	0.1	1.3		3.1	0.1
PROBABLY	34.4	3.8	14.1		41.0	3.4	10.2		31.1	0.6
PROBABLY NOT	33.4	33.1	33.2		24.5	28.8	28.0		28.7	13.2
DEFINITELY NOT	29.4	62.5	51.3		27.2	67.2	60.0		37.2	85.9
DON'T KNOW	0.3	0.4	0.4		0.4	0.4	0.4		0	0.2
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0
--COUNT--	1978	3823	5801		210	968	1178		64	1053
									3479	1117

Q506 - (IF Q505 = DEFINITELY OR PROBABLY) SPECIFY BRANCH OF THE NATIONAL GUARD

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
AIR NATIONAL GUARD	37.0	40.5	37.6	43.5	22.1	38.1	45.5	32.5	41.0	51.8	61.8	54.3				
ARMY NATIONAL GUARD	61.2	55.6	60.2	52.4	76.7	58.5	50.7	61.3	53.8	46.9	38.2	44.7				
DON'T KNOW	1.8	3.9	2.2	4.1	1.3	3.4	3.9	6.2	4.5	1.3	0	1.0				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	748	164	912	96	39	135	153	61	214	23	8	31				

ACTIVE PROPENSITY
Q507 - HOW LIKELY ARE YOU TO SERVE IN THE RESERVES?

	MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	4.0	0.2	1.5	5.0	0.4	1.2	3.0	0.4	7.8	0.1
PROBABLY	41.9	5.0	17.0	50.3	4.2	12.5	40.7	7.8	37.7	1.8
PROBABLY NOT	31.7	34.9	33.8	20.5	29.3	28.8	28.7	21.5	19.7	14.1
DEFINITELY NOT	21.4	58.9	46.2	18.2	65.8	57.2	27.4	70.1	33.4	83.8
DON'T KNOW	0.9	0.5	0.6	0	0.3	0.3	0.3	0.2	1.4	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	3479	64	1053
										1117

Q508 - (IF Q507 = DEFINITELY OR PROBABLY)--SPECIFY BRANCH OF RESERVES

ACTIVE PROPENSITY

	-----YOUNG MALES-----				-----OLDER MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																				
AIRFORCE RESERVE	31.3	25.7	30.2		26.1	20.9	24.6		33.0	28.3	31.8		26.8	25.7						
ARMY RESERVE	34.7	34.7	34.7		36.2	41.9	37.8		36.2	43.9	38.2		25.5	34.2						
COAST GRD RESERVE	5.1	22.1	8.5		14.8	10.0	13.4		2.5	11.1	4.7		6.8	4.1						
MARINE RESERVE	13.3	5.	11.8		12.7	8.7	11.6		12.2	2.9	9.9		12.0	7.0						
NAVAL RESERVE	14.3	10.2	13.5		10.0	6.7	9.1		15.6	11.4	14.5		24.6	28.9						
DON'T KNOW	1.3	1.6	1.4		0.2	11.8	3.4		0.4	2.5	0.9		4.3	0						
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0						
---COUNT---	886	223	1109		107	49	156		215	75	290		29	19						

Q509 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE COAST GUARD?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
2.7	0.2	1.0	2.9	0.1	0.6	1.1	0	0.2	2.5	0	0.2
21.2	2.2	8.6	24.9	2.6	6.6	22.5	0.8	3.8	14.9	0.3	1.2
41.0	32.9	35.7	37.0	28.8	30.3	38.3	19.3	22.0	34.2	13.5	14.8
34.5	04.1	54.1	34.8	68.4	62.4	38.1	79.9	73.9	45.9	86.1	83.6
0.0	0.5	0.5	0.5	0.1	0.2	0	0.1	0.1	2.5	0.1	0.3
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1978	3823	5801	210	988	1178	487	2992	3479	64	1053	1117
---COUNT---											

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
6.3	0	2.1		5.0	0	0.9		7.5	0	1.1	
44.3	0	14.9		47.0	0	8.4		36.2	0	5.1	
26.8	33.2	31.0		26.5	28.9	28.5		27.1	19.1	20.2	
22.2	66.3	51.4		21.5	71.0	62.1		28.5	80.8	73.4	
0.3	0.5	0.4		0	0.1	0.1		0.6	0.1	0.2	
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
1978	3823	5801		210	968	1178		487	2992	3479	
-----OLDER FEMALES-----				-----YOUNG MALES-----				-----OLDER MALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
0	0	0.3		5.6	0	1.1		31.8	0	2.0	
13.1	86.7	83.4		29.5	33.1	73.4		0.2	0.2	0.2	
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
1053	64	1117		1053	64	1117		1053	64	1117	

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

Q511 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?
ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	8.4	0	2.8	9.5	0	1.7	11.2	0	1.6	4.3	0	0.3																		
PROBABLY	44.4	0	15.0	45.3	0	8.1	50.2	0	7.1	52.7	0	3.2																		
PROBABLY NOT	25.7	35.0	31.8	24.2	29.1	28.2	18.4	21.1	20.7	29.2	13.7	14.7																		
DEFINITELY NOT	21.4	64.4	49.9	21.0	70.8	61.9	20.2	78.8	70.5	13.8	86.1	81.6																		
DON'T KNOW	0.1	0.6	0.4	0	0.1	0.1	0	0.2	0.1	0	0.2	0.2																		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																		
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117																		

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?
ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	5.9	0	2.0	3.2	0	0.6	3.4	0	0.5	5.5	0	0.3
PROBABLY	31.4	0	10.6	33.1	0	5.9	22.2	0	3.2	17.4	0	1.1
PROBABLY NOT	31.0	31.9	31.6	28.1	27.0	27.2	29.9	18.3	19.9	23.0	12.6	13.3
DEFINITELY NOT	31.6	67.6	55.5	35.6	73.0	66.3	44.4	81.6	76.3	54.1	87.2	85.1
DON'T KNOW	0.0	0.4	0.3	0	0.1	0.1	0	0.1	0.1	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?
ACTIVE PROPENSITY

-----MARKET-----																																																																																				
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																																																					
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																																																					
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																																																					
4.7					0					1.6					4.7					0					0.8					3.4					0					0.5					1.0					0					0.1																													
34.2					0					11.5					39.0					0					7.0					32.1					0					4.6					39.9					0					2.5																													
29.3					33.6					32.2					22.8					27.5					26.6					26.0					18.4					19.5					22.4					12.7					13.3																													
31.5					66.0					54.4					33.2					72.4					65.4					38.4					81.5					75.4					36.8					87.1					84.0																													
0.2					0.4					0.3					0.3					0.1					0.1					0					0.1					0.1					0					0.2					0.2																													
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0																								
1978					3823					5801					210					968					1178					487					2992					3479					64					1053					1117																													
--RESPONSES--																																																																																				
DEFINITELY																																																																																				
PROBABLY																																																																																				
PROBABLY NOT																																																																																				
DEFINITELY NOT																																																																																				
DON'T KNOW																																																																																				
--TOTAL--																																																																																				
--COUNT--																																																																																				

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	42.6	52.4	49.1	17.2	18.0	17.8	63.7	59.8	60.3	40.4	19.3	20.6
PROBABLY	36.6	26.4	29.9	44.2	36.3	37.7	28.7	24.5	25.1	44.0	43.4	43.5
PROBABLY NOT	12.8	11.7	12.1	21.8	25.0	24.4	4.7	8.5	7.9	8.5	23.2	22.1
DEFINITELY NOT	7.4	9.1	8.6	16.5	20.1	19.5	2.7	6.9	6.3	9.1	13.5	13.2
DON'T KNOW	0.6	0.4	0.5	0.4	0.6	0.6	0.2	0.4	0.4	0	0.6	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q515 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?
ACTIVE PROPENSITY

	-----MARKET-----											
	----YOUNG MALES----			----OLDER MALES----			----YOUNG FEMALES----			----OLDER FEMALES----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	15.7	13.7	14.3	17.1	10.8	12.0	13.6	11.4	11.7	10.8	8.2	8.4
PROBABLY	42.4	30.6	34.6	54.6	35.7	39.1	31.1	26.3	27.0	51.5	30.8	32.1
PROBABLY NOT	25.8	31.9	29.9	15.6	30.0	27.4	25.9	33.0	32.0	23.0	36.7	35.9
DEFINITELY NOT	15.3	23.1	20.5	12.7	22.8	21.0	28.9	28.4	28.5	14.7	23.4	22.9
DON'T KNOW	0.8	0.6	0.7	0	0.6	0.5	0.4	0.9	0.9	0	0.8	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q516 - HOW LIKELY ARE YOU TO BE A FULL-TIME HOME MAKER?

ACTIVE PROPENSITY

	-----MARKET-----					
	----YOUNG FEMALES----			----OLDER FEMALES----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)
--RESPONSES--						
DEFINITELY	2.1	6.0	5.5	11.2	18.5	18.0
PROBABLY	20.9	17.4	17.9	18.2	24.4	24.0
PROBABLY NOT	27.5	31.1	30.6	25.2	25.5	25.5
DEFINITELY NOT	49.4	44.6	45.2	42.8	31.4	32.1
DON'T KNOW	0	0.9	0.8	2.5	0.2	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	487	2992	3479	64	1053	1117

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCT. 90/AFTER HIGH SCHOOL?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
SCHOOL - FULL-TIME	41.4	52.0	48.4	11.8	15.0	14.4	54.3	54.1	54.1	28.1	13.2	14.0
SCHOOL - PART-TIME	9.1	10.4	10.0	12.0	8.6	9.2	15.5	12.4	12.9	16.1	11.5	11.8
WORK - FULL-TIME	23.7	31.5	28.9	67.1	72.6	71.6	13.4	21.7	20.5	43.0	47.4	47.1
WORK - PART-TIME	3.8	2.8	3.2	1.8	1.3	1.4	1.9	4.2	3.8	7.8	7.4	7.4
MILITARY SERVICE	19.6	0.0	7.0	2.3	0.1	0.5	11.8	0.1	1.7	2.9	0	0.2
HOMEMAKER	0	0.1	0.0	0.3	0.1	0.1	1.0	4.7	4.2	3.1	16.5	15.6
OTHER	1.0	1.5	1.3	0.7	1.2	1.1	0.9	1.3	1.2	0	2.1	2.0
DON'T KNOW	1.3	1.2	1.2	4.0	0.9	1.5	1.2	1.5	1.5	1.0	1.9	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q518 - IN ADDITION TO SCHOOL/WORKING PART-TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
SCHOOL - FULL-TIME	7.1	7.6	7.4	0	3.3	2.5	11.9	9.5	9.8	6.2	5.8	5.8
SCHOOL - PART-TIME	18.9	13.6	15.4	15.3	15.1	15.1	12.0	11.8	11.8	6.1	7.7	7.6
WORK - FULL-TIME	26.9	35.4	32.5	55.3	53.5	54.0	20.5	19.4	19.6	9.9	27.0	25.7
WORK - PART-TIME	34.0	39.8	37.9	25.7	24.2	24.5	52.5	42.3	43.8	63.5	23.6	26.7
MILITARY SERVICE	6.5	0.1	2.2	0	0	0	1.3	0.2	0.3	0	0.4	0.3
HOMEMAKER	0	0	0	0	0	0	0	9.6	8.2	3.7	24.6	23.0
OTHER	6.3	3.5	4.4	3.7	3.9	3.8	1.8	7.0	6.2	10.6	10.9	10.9
DON'T KNOW	0.4	0	0.1	0	0	0	0	0.3	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	247	486	733	30	94	124	88	482	568	15	195	210

Q520 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

	-----MARKET-----			
	---YOUNG MALES--- (PERCENT)	---OLDER MALES--- (PERCENT)	---YOUNG FEMALES--- (PERCENT)	---OLDER FEMALES--- (PERCENT)
--RESPONSES--				
AIRFORCE	30.3	30.0	31.6	47.3
ARMY	25.3	27.1	28.5	18.6
MARINES	16.4	18.4	17.1	18.5
NAVY	18.5	12.7	12.6	9.6
COAST GUARD	6.3	11.0	10.9	3.7
DON'T KNOW	3.2	0.7	1.3	2.2
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	1202	129	253	28

Q521 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
 IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
WITHIN 6 MOS	8.0	7.9	8.0	11.9	21.9	12.9	4.1	0	3.9	6.5	0	6.3
6 MOS TO YEAR	15.8	20.4	16.0	20.2	16.0	19.8	15.7	10.5	15.5	18.6	0	17.9
1-2 YEARS	27.6	15.6	27.1	26.1	23.7	25.9	31.5	17.0	31.0	24.2	50.0	25.2
> 2 YEARS	48.2	54.9	48.5	41.2	38.5	40.9	48.8	72.5	49.6	50.7	50.0	50.7
REFUSED	0.4	1.3	0.4	0.7	0	0.6	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	78	2056	210	21	231	487	15	502	64	2	66

ACTIVE PROPENSITY
Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
LOWEST(0)	2.9	41.1	28.3		6.5	60.1	50.4		3.4	63.3	54.8		15.1	78.8	74.9	
1	2.0	12.0	8.6		3.5	9.0	8.0		1.7	9.1	8.0		0	6.0	5.8	
2	2.5	12.3	9.0		3.0	8.6	7.6		3.1	8.6	7.8		1.0	4.7	4.5	
3	5.0	11.6	9.4		9.9	7.5	8.0		6.0	6.3	6.3		3.9	3.5	3.5	
4	9.4	8.4	8.7		7.3	5.4	5.8		10.2	5.1	5.8		8.9	2.3	2.7	
5	21.5	9.0	13.2		27.0	6.6	10.2		27.3	5.0	8.2		38.8	3.1	5.3	
6	11.4	2.6	5.6		9.8	0.9	2.5		11.5	1.3	2.7		9.6	0.9	1.5	
7	13.8	1.4	5.6		15.4	1.0	3.6		11.8	0.5	2.1		12.9	0.6	1.4	
8	15.3	0.9	5.7		7.6	0.5	1.8		12.4	0.5	2.2		5.1	0	0.3	
9	6.5	0.2	2.3		3.0	0	0.5		4.7	0.1	0.8		0	0	0	
HIGHEST(10)	9.6	0.3	3.5		7.0	0.3	1.5		7.7	0.0	1.1		4.7	0.1	0.4	
REFUSED	0.1	0.1	0.1		0	0	0		0.2	0	0.0		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

Q525 - BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
NEVER CONSIDERED	4.7	30.3	21.7	4.6	29.3	24.8	9.1	52.4	16.3	51.2	49.1
SOME THOUGHT	44.6	53.1	50.2	50.4	46.7	47.3	46.5	39.6	45.9	36.8	37.3
SERIOUS THOUGHT	50.6	16.5	28.0	45.0	24.1	27.8	44.4	7.9	37.7	11.9	13.5
DON'T KNOW	0.1	0.1	0.1	0	0	0	0	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2991	64	1053	1117

ACTIVE PROPENSITY
Q554 - WHAT IS THE LIKELIHOOD YOU WILL JOIN MILITARY IN NEXT FEW YEARS
GIVEN STARTING PAY IS \$600 PER MONTH?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	--YOUNG MALES--		--OLDER MALES--		POS		NEG		POS		NEG	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	15.5	0.3	5.5	8.5	0.3	1.8	14.1	0.2	2.2	10.5	0.5	1.1
PROBABLY	57.4	7.2	24.1	51.2	3.5	12.0	62.1	5.2	13.2	53.1	3.2	6.3
PROBABLY NOT	21.7	43.2	36.0	31.7	30.0	30.3	18.2	31.7	29.8	26.5	19.8	20.2
DEFINITELY NOT	5.2	49.1	34.3	8.6	66.2	55.8	5.2	62.8	54.6	9.9	76.5	72.4
REFUSED	0.2	0.2	0.2	0	0.1	0.1	0.4	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q559 - DOES ANY SERVICE PAY FOR COLLEGE/VOCATIONAL TRAINING?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	62.4	61.7	61.9	65.1	56.1	57.7	57.1	51.9	52.6	51.1	49.0	49.2
NO	27.7	30.4	29.5	28.3	36.2	34.8	32.9	34.0	33.8	43.8	39.3	39.6
DON'T KNOW	9.8	7.9	8.5	6.6	7.6	7.5	10.0	14.1	13.5	5.1	11.7	11.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

ACTIVE PROPENSITY
Q560 - WHICH SERVICES PAY FOR COLLEGE/TRAINING ?

-----MARKET-----															
-----YOUNG MALES-----						-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
--RESPONSES-- MENTIONED	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
	43.7	42.3	42.8	49.9	50.5	50.4	47.0	37.8	39.3	43.7	47.0	46.8			
	79.0	80.0	79.7	71.6	79.1	77.6	74.8	70.2	70.9	75.1	73.3	73.4			
	36.0	40.2	38.8	44.0	41.7	42.2	30.3	30.8	30.7	30.9	33.9	33.7			
	39.8	42.1	41.3	47.7	44.2	44.9	31.1	36.4	35.6	57.2	40.8	41.8			
COAST GUARD	19.2	25.0	23.0	21.7	26.7	25.7	15.6	19.2	18.7	26.3	22.5	22.7			
-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----															
--TOTAL--	1251	2373	3624	138	554	692	277	1557	1834	33	527	560			

Q561 - WHICH SERVICE OFFERS THE LARGEST EDUCATIONAL BENEFITS?
ACTIVE PROPENSITY

		-----MARKET-----																			
		-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			
--RESPONSES--																					
AIR FORCE	14.7	12.7	13.4	14.3	14.6	14.5	20.9	9.4	11.3	28.3	11.7	13.0									
ARMY	19.6	20.8	20.4	9.7	21.7	19.2	18.5	20.1	19.9	11.5	15.8	15.5									
MARINES	3.6	3.2	3.4	4.4	2.3	2.7	6.6	2.5	3.2	8.5	2.7	3.1									
NAVY	9.1	6.4	7.3	5.1	3.1	3.5	6.3	3.0	3.6	9.7	3.5	3.9									
COAST GUARD	0.4	0.3	0.4	0	0.3	0.2	0.7	0.2	0.3	0	0.4	0.4									
SAME BENEFITS	42.4	43.9	43.3	56.0	43.8	46.3	34.9	46.8	44.7	38.2	41.1	40.9									
DON'T KNOW	10.2	12.8	11.8	10.5	14.2	13.4	12.1	18.1	17.0	3.7	24.7	23.2									
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
--COUNT--	651	1185	1836	74	295	369	134	666	800	20	254	274									

ACTIVE PROPENSITY

--RESPONSES--

ACTIVE PROPENSITY
Q601 - FOR WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING THAT ENCOURAGES PEOPLE TO ENLIST?

	-----MARKET-----															
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	48.4	49.9	49.4		54.7	48.5	49.6		48.2	44.3	44.9		38.2	44.3	43.9	
ARMY	70.3	70.3	70.3		64.9	68.5	67.9		68.9	66.9	67.2		63.6	65.1	65.1	
COAST GUARD	19.5	22.8	21.6		15.9	22.5	21.3		15.2	16.1	15.9		14.2	17.1	16.9	
MARINES	50.8	52.6	52.0		46.3	48.9	48.5		43.0	45.8	45.4		45.6	44.9	45.0	
NAVY	43.8	46.5	45.6		40.5	44.3	43.6		39.2	43.3	42.7		44.6	36.0	36.5	
NATIONAL GUARD/RESERVES	20.8	23.9	22.9		31.1	26.2	27.1		20.7	21.5	21.4		25.3	23.4	23.5	
ALL SERVICES	13.7	17.5	16.2		19.1	17.1	17.5		12.6	14.9	14.6		8.0	14.8	14.4	
---TOTAL---																
---COUNT---	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	
	-----QUESTION PERMITTED AS MANY AS 7 RESPONSES-----															

Q002 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE AIR FORCE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	27.5	24.7	25.7		23.0	22.4	22.5		24.6	26.4	26.2		18.4	22.9	22.6	
NO	23.6	25.0	24.6		22.3	28.5	27.4		27.1	28.6	28.4		43.4	31.8	32.5	
MENTIONED IN Q001	48.4	49.9	49.4		54.7	48.5	49.6		48.2	44.3	44.9		38.2	44.3	43.9	
REFUSED	0	0	0		0	0	0		0	0.1	0.1		0	0	0	
MISSING	0.0	0	0.0		0	0.0	0.0		0	0.1	0.1		0	0	0	
DON'T KNOW	0.4	0.4	0.4		0	0.6	0.5		0.2	0.5	0.5		0	1.0	1.0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

ACTIVE PROPENSITY
Q003 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE ARMY?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	19.9	18.3	18.8	21.8	18.4	19.0	18.3	19.2	19.1	15.1	17.2	17.1
NO	9.5	11.1	10.5	13.3	12.8	12.9	12.6	13.5	13.4	18.5	17.0	17.1
MENTIONED IN Q001	70.3	70.3	70.3	64.9	68.5	67.9	68.9	66.9	67.2	63.6	65.1	65.1
MISSING	0.2	0.0	0.1	0	0.0	0.0	0	0	0	0	0.2	0.2
DON'T KNOW	0.2	0.3	0.3	0	0.3	0.3	0.3	0.3	0.3	2.7	0.5	0.6
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	84	1053	1117

Q604 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE COAST GUARD?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----POS PROP (PCT)-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	24.2	20.6	21.8	33.9	21.6	23.8	22.8	19.9	20.3	22.4	18.5	18.7
NO	55.4	56.1	55.9	49.4	55.0	54.0	61.4	62.9	62.7	63.5	63.4	63.4
MENTIONED IN Q601	19.5	22.8	21.6	15.9	22.5	21.3	15.2	16.1	15.9	14.2	17.1	16.9
MISSING	0.2	0.0	0.1	0	0.0	0.0	0	0.0	0.0	0	0.1	0.1
DON'T KNOW	0.8	0.5	0.6	0.9	0.8	0.8	0.6	1.0	1.0	0	1.0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY
Q605 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE MARINE CORPS?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	27.1	24.5	25.4	27.7	23.7	24.4	27.5	23.4	24.0	17.2	22.0	21.7
NO	21.5	22.5	22.1	20.0	27.0	26.8	28.4	30.2	30.0	37.3	32.0	32.3
MENTIONED IN Q601	50.8	52.0	52.0	46.3	48.9	48.5	43.0	45.8	45.4	45.6	44.9	45.0
MISSING	0	0	0	0	0.0	0.0	0	0.1	0.1	0	0.1	0.1
DON'T KNOW	0.6	0.4	0.5	0	0.3	0.3	1.1	0.4	0.5	0	1.0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	988	1178	487	2992	3479	64	1053	1117

Q808 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE NAVY?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	25.2	21.6	22.8	22.7	20.0	20.5	24.4	21.3	21.8	18.3	18.5	18.5
NO	30.4	31.4	31.0	36.4	35.5	35.8	35.9	34.7	34.9	37.1	44.8	44.4
MENTIONED IN Q801	43.8	46.5	45.6	40.5	44.3	43.8	39.2	43.3	42.7	44.6	36.0	36.5
MISSING	0.0	0	0.0	0	0.0	0.0	0.2	0	0.0	0	0	0
DON'T KNOW	0.6	0.5	0.5	0.3	0.2	0.2	0.4	0.6	0.6	0	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q607 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE NATIONAL GUARD/RESERVES?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
37.5	32.4	34.1	35.5	31.4	32.2	26.6	28.3	28.3	27.0	26.9	24.4
40.8	42.8	42.1	33.4	41.3	39.9	52.5	49.4	49.9	48.2	48.3	50.3
20.8	23.9	22.9	31.1	26.2	27.1	20.7	21.5	21.4	23.4	23.5	25.3
0.0	0.1	0.1	0	0	0	0	0.0	0.0	0.1	0.1	0
0.9	0.7	0.8	0	1.0	0.9	0.2	0.8	0.7	1.3	1.2	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1978	3823	5801	210	968	1178	487	2992	3479	1053	1117	84

--RESPONSES--

YES

NO

MENTIONED IN Q601

MISSING

DON'T KNOW

--TOTAL--

--COUNT--

Q608 - DO YOU RECALL RECENTLY SEEING OR HEARING ANY ADVERTISING FOR....
THE U.S. ARMED FORCES IN WHICH ALL THE SERVICES WERE REPRESENTED?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	48.0	43.3	44.9	46.4	42.9	43.5	36.6	37.1	37.0	46.8	32.8	33.7
NO	37.2	38.6	38.1	33.5	39.5	38.4	50.1	47.0	47.4	45.2	50.7	50.3
MENTIONED IN Q601	13.7	17.5	16.2	19.1	17.1	17.5	12.6	14.9	14.6	8.0	14.8	14.4
MISSING	0.0	0.0	0.0	0	0	0	0	0.0	0.0	0	0	0
DON'T KNOW	1.2	0.5	0.7	1.0	0.6	0.7	0.6	1.0	0.9	6	1.7	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	84	1053	1117

Q610 - WHO USES THE SLOGAN, "IT'S NOT JUST A JOB. IT'S AN ADVENTURE"?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	7.2	7.4	7.3	8.9	7.5	7.7	10.9	10.0	10.1	18.7	11.8	12.2
ARMY	39.4	40.3	40.0	34.6	43.8	42.1	33.0	34.9	34.6	35.0	38.2	38.0
MARINES	12.4	12.8	12.7	10.9	9.8	10.0	12.8	12.4	12.4	11.4	11.1	11.1
NAVY	23.7	21.5	22.2	31.7	22.9	24.5	16.9	13.3	13.8	21.7	16.7	17.0
COAST GUARD	3.5	2.8	3.1	3.1	2.5	2.6	4.7	4.1	4.2	3.1	4.0	3.9
ALL FOUR SAME AD	4.7	6.5	5.9	3.2	5.5	5.1	7.4	6.9	7.0	1.7	5.8	5.5
DON'T KNOW	9.1	8.7	8.8	7.5	8.1	8.0	14.3	18.4	17.8	8.4	12.4	12.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE _____"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
AIR FORCE	3.2	2.1	2.4		2.6	1.6	1.8		3.0	3.7	3.6		6.8	2.0	2.3	
ARMY	5.8	3.9	4.5		4.7	5.7	5.5		9.1	6.7	7.0		18.2	6.2	6.9	
MARINES	72.5	78.2	76.3		81.7	82.6	82.4		55.5	58.9	58.4		58.1	72.1	71.1	
NAVY	5.8	4.1	4.7		5.1	2.0	2.5		9.2	7.4	7.6		4.2	6.0	5.9	
COAST GUARD	1.2	1.0	1.0		0.7	0.4	0.5		2.9	2.5	2.5		1.5	0.9	0.9	
ALL FOUR SAME AD	2.7	1.6	1.9		0.2	1.2	1.1		4.1	3.7	3.7		2.8	1.9	1.9	
DON'T KNOW	8.8	9.2	9.0		4.9	6.5	6.2		16.2	17.2	17.0		10.4	10.9	10.9	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		84	1053	1117	

--RESPONSES--

ACTIVE PROPENSITY
Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	3.9	3.0	3.3	6.1	4.0	4.4	3.6	3.5	3.5	4.8	5.5	5.5
ARMY	84.6	86.3	85.7	79.6	76.9	77.4	83.2	83.6	83.5	83.7	78.0	78.3
MARINES	2.7	2.5	2.5	3.9	5.0	4.8	3.2	2.2	2.3	4.0	4.2	4.1
NAVY	4.1	2.8	3.2	4.8	6.0	5.8	3.6	3.7	3.7	1.4	4.8	4.6
COAST GUARD	0.2	0.2	0.2	0.4	0.2	0.2	0.8	0.5	0.5	1.0	0.3	0.3
ALL FOUR SAME AD	2.0	2.3	2.2	0.7	3.1	2.7	2.3	2.3	2.3	3.1	3.7	3.7
DON'T KNOW	2.5	3.0	2.8	4.6	4.7	4.7	3.3	4.2	4.1	2.0	3.5	3.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY

--RESPONSES--

Q614 - WHO USES THE SLOGAN, "IT'S A GREAT PLACE TO START"?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
AIR FORCE	9.2	8.7	8.9	15.0	8.5	9.7	10.7	8.5	8.8	8.9	8.7	5.7	8.9	8.7		
ARMY	42.5	42.7	42.6	40.2	42.5	42.1	35.9	32.4	32.9	31.9	32.2	36.5	31.9	32.2		
MARINES	7.9	5.8	6.5	1.9	4.5	4.0	8.2	7.6	7.7	7.8	7.5	3.1	7.8	7.5		
NAVY	12.7	12.5	12.6	24.0	14.9	16.5	12.0	11.3	11.4	11.3	11.1	7.4	11.3	11.1		
COAST GUARD	2.9	3.1	3.1	4.0	3.6	3.6	6.9	4.4	4.7	5.2	5.5	10.7	5.2	5.5		
ALL FOUR SAME AD	12.0	13.3	12.9	6.8	10.5	9.8	7.8	10.3	9.9	11.2	11.5	16.9	11.2	11.5		
DON'T KNOW	12.8	13.8	13.4	8.1	15.6	14.3	18.5	25.6	24.6	23.7	23.5	19.7	23.7	23.5		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117	1053	1117		

ACTIVE PROPENSITY
Q615 - WHO USES THE SLOGAN, "AIM HIGH. ____"?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	89.7	89.4	89.5	85.6	84.1	84.4	80.6	75.3	76.0	84.6	75.3	75.9
ARMY	3.4	3.5	3.5	5.0	4.6	4.7	7.1	6.7	6.8	2.0	5.9	5.7
MARINES	0.9	1.2	1.1	1.6	1.3	1.3	2.4	3.4	3.3	4.5	3.1	3.2
NAVY	1.6	1.5	1.5	2.9	2.1	2.3	2.6	4.4	4.1	4.1	4.4	4.4
COAST GUARD	0.2	0.4	0.4	0.9	0.1	0.3	0.5	0.8	0.8	0	1.0	0.9
ALL FOUR SAME AD	0.6	0.7	0.7	0	0.9	0.7	1.0	1.6	1.5	2.4	1.9	1.9
DON'T KNOW	3.6	3.2	3.4	3.9	7.0	6.4	5.7	7.8	7.5	2.4	8.4	8.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q615B - WHO USES THE SLOGAN, "OPPORTUNITY IS WAITING FOR YOU?"

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
	-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---										
AIR FORCE	13.1	10.2	11.1	14.5	16.6	16.2	8.9	7.7	15.7	7.6
ARMY	21.9	20.1	20.7	28.8	22.6	23.7	23.1	20.6	16.0	21.8
MARINES	7.6	6.0	6.5	5.5	5.0	5.1	7.6	7.6	5.5	7.0
NAVY	17.0	16.3	16.6	15.9	10.8	11.7	14.8	12.0	18.2	10.3
COAST GUARD	7.5	7.8	7.7	4.7	6.1	5.8	7.8	7.5	0	7.2
ALL FOUR SAME AD	12.4	13.2	12.9	11.3	14.1	13.6	14.6	14.7	15.3	16.7
DON'T KNOW	20.6	26.4	24.4	19.3	25.0	23.9	23.3	29.8	29.3	29.3
REFUSED	0	0.0	0.0	0	0	0	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	64	1053
								3479		1117

Q615C - WHO USES THE SLOGAN, "BE PART OF THE ACTION"?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	9.9	7.6	8.4		11.7	8.2	8.8		8.4	8.2	8.2		9.0	8.0	8.1	
ARMY	22.0	19.4	20.2		21.1	20.9	21.0		20.4	20.7	20.6		22.2	22.9	22.8	
MARINES	12.5	10.5	11.2		17.9	10.5	11.8		13.5	11.5	11.8		18.3	9.4	9.9	
NAVY	12.4	11.8	12.0		16.4	13.5	14.0		10.3	10.5	10.5		10.4	9.0	9.1	
COAST GUARD	10.6	10.1	10.3		6.1	7.9	7.6		8.1	6.9	7.0		7.5	8.3	8.3	
ALL FOUR SAME AD	8.9	10.2	9.7		7.0	9.8	9.3		12.1	9.2	9.6		9.8	9.7	9.7	
DON'T KNOW	23.6	30.4	28.1		19.7	29.2	27.5		27.2	33.1	32.2		22.7	32.6	32.0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

Q618 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY
IN MAGAZINES, NEWSPAPERS OR BILLBOARDS?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
81.3	77.8	78.9	74.1	72.5	72.7	77.8	72.8	77.6	68.1	68.8	64
18.3	22.0	20.8	25.9	27.4	27.1	22.2	26.8	22.4	33.5	32.9	64
0.4	0.2	0.3	0	0.2	0.2	0	0.5	0	0.3	0.3	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1978	3823	5801	210	968	1178	487	2992	3479	1053	1117	64

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

Q617 - (IF Q616=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINES, NEWSPAPERS OR BILLBOARD ADS?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	70.9	70.4	70.8		62.1	65.6	65.0		69.6	71.5	71.2		75.4	65.7	68.4	
NAVY	41.8	38.3	39.5		38.9	32.1	33.3		36.7	31.7	32.4		32.5	27.4	27.8	
AIR FORCE	49.6	47.1	48.0		50.9	42.5	44.1		43.1	36.5	37.5		34.4	32.4	32.5	
MARINE CORPS	53.1	51.1	51.8		46.7	48.2	47.9		45.3	42.2	42.7		47.7	41.4	41.9	
COAST GUARD	12.6	12.8	12.8		12.0	10.8	11.1		10.9	8.6	8.9		10.5	9.0	9.1	
ALL ACTIVE	12.8	15.4	14.5		8.8	14.5	13.5		12.8	10.5	10.8		6.3	13.1	12.6	
ARMY NATIONAL GUARD	5.5	4.8	5.0		7.1	4.9	5.3		3.9	3.5	3.6		4.8	3.5	3.6	
ARMY RESERVE	3.7	3.4	3.5		2.0	4.3	3.8		2.3	2.4	2.4		0	2.7	2.5	
NAVY RESERVE	1.3	1.4	1.4		0.2	0.9	0.7		1.4	0.9	1.0		0	0.4	0.4	
AIR NATIONAL GUARD	2.0	2.1	2.0		0.6	2.0	1.7		1.3	1.1	1.1		1.2	0.5	0.6	
AIR FORCE RESERVE	1.6	1.7	1.7		0.2	0.9	0.8		1.4	0.9	1.0		0	0.2	0.2	
MARINE CORPS RESERVE	1.6	1.7	1.7		0.2	1.0	0.8		1.5	0.7	0.8		2.6	0.6	0.7	
ALL RESERVES/NAT'L GUARD	6.3	4.4	5.1		4.2	7.1	6.6		3.4	4.2	4.0		1.3	4.3	4.1	
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 13 RESPONSES-----															
---COUNT---	1608	2989	4597		158	695	853		376	2200	2576		50	704	754	

Q6178 - IN THE LAST 12 MONTHS, HAVE YOU RECEIVED A MAGAZINE CALLED "FUTURES" AT HOME?

ACTIVE PROPENSITY

MARKET

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	7.7	9.0	8.5	4.2	1.9	2.3	8.5	6.9	7.1	4.0	0.9	1.1
NO	91.3	89.4	90.0	95.4	97.6	97.2	91.1	92.0	91.9	96.0	98.9	98.7
DON'T KNOW	1.0	1.6	1.4	0.4	0.5	0.5	0.4	1.1	1.0	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q618 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY ON TV OR RADIO FOR THE MILITARY?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	83.8	83.5	83.6	80.3	78.8	79.1	76.3	78.5	78.2	76.8	74.8	74.9
NO	16.1	16.3	16.2	19.7	20.6	20.4	23.7	21.0	21.4	23.2	24.4	24.3
DON'T KNOW	0.1	0.2	0.2	0	0.6	0.5	0	0.5	0.4	0	0.8	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

Q619 - (IF Q618=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADVERTISING?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	75.0	76.1	75.8	73.7	72.1	72.4	77.0	76.0	76.2	82.9	73.1	73.7
NAVY	48.2	48.2	48.2	40.8	43.3	42.9	41.1	42.5	42.3	39.6	40.7	40.6
AIR FORCE	54.3	53.0	53.5	53.7	51.4	51.8	51.5	47.0	47.6	49.6	46.1	46.3
MARINE CORPS	59.2	61.5	60.8	57.8	56.9	57.0	53.9	50.9	51.4	60.6	54.9	55.2
COAST GUARD	19.6	20.2	20.0	18.6	19.5	19.3	18.0	15.8	16.1	20.5	14.7	15.1
ALL ACTIVE	18.5	23.2	21.6	19.0	24.5	23.5	16.5	19.2	18.8	14.9	19.8	19.5
ARMY NATIONAL GUARD	5.6	6.5	6.2	4.8	6.6	6.2	2.9	5.1	4.8	2.0	4.3	4.1
ARMY RESERVE	4.0	5.9	5.2	3.9	4.9	4.7	4.4	3.7	3.8	4.0	4.1	4.1
NAVY RESERVE	1.4	2.0	1.8	0.6	2.1	1.8	0.9	1.5	1.4	2.0	1.2	1.3
AIR NATIONAL GUARD	2.0	2.4	2.2	2.2	2.5	2.5	1.6	1.8	1.8	2.0	1.6	1.7
AIR FORCE RESERVE	1.5	2.2	2.0	0.6	1.7	1.5	1.2	1.7	1.7	2.0	0.8	0.9
MARINE CORPS RESERVE	1.5	1.9	1.8	0.8	1.6	1.4	1.4	1.6	1.6	2.0	1.0	1.1
ALL RESERVES/NAT'L GUARD	6.0	6.3	6.2	7.7	7.0	7.1	6.5	5.2	5.4	6.2	4.8	4.8
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 13 RESPONSES-----											
---COUNT---	1683	3188	4871	172	773	945	371	2372	2743	50	795	845

-----MARKET-----

100

Q619C1_2 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT WHICH FEATURED A FIRE POWER DEMONSTRATION?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
YES	5.3	1.9	3.1	3.7	1.6	2.0	3.8	1.6	1.9	10.5	1.5	2.1
NO	94.6	98.1	96.9	96.3	98.3	97.9	96.0	98.4	98.1	89.5	98.5	97.9
DON'T KNOW	0.0	0.0	0.0	0	0.1	0.1	0.2	0.0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q619C1 3 - ACTIVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A WATER SAFETY OR NAVIGATION DEMONSTRATION?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)

Q619C1_4 - ACTIVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A DRILL OR PARADE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	23.0	13.6	16.8	14.8	11.2	11.9	25.0	15.0	16.4	22.0	12.9	13.4
NO	77.0	86.4	83.2	85.2	88.7	88.0	75.0	84.9	83.5	78.0	87.1	86.6
DON'T KNOW	0	0	0	0	0.1	0.1	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2392	3479	64	1053	1117

Q619C1_5 - ACTIVE PROPENSITY
 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A BAND OR CHOIR CONCERT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	16.8	10.7	12.7	7.0	5.5	5.8	18.2	12.7	13.5	5.8	4.6	4.6
NO	83.1	89.3	87.2	93.0	94.4	94.1	81.8	87.3	86.5	94.2	95.4	95.4
DON'T KNOW	0.1	0.0	0.1	0	0.2	0.1	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

Q619C1_6 - ACTIVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A TOUR OF A MILITARY BASE?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
17.2	9.8	12.3			8.4	5.0	5.6			14.7	9.5	10.2			27.4	9.2	10.3		
82.7	90.2	87.6			91.6	94.8	94.2			85.3	90.5	89.8			72.6	90.8	89.7		
0.1	0.1	0.1			0	0.2	0.1			0	0	0			0	0	0		
100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0		
1978	3823	5801			210	968	1178			487	2992	3479			64	1053	1117		
---RESPONSES---																			
YES																			
NO																			
DON'T KNOW																			
--TOTAL--																			
--COUNT--																			

ACTIVE PROPENSITY

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES	25.0	15.4	18.7	16.0	11.6	12.4	18.1	12.5	13.3	28.3	12.1	13.1
NO	75.0	84.5	81.3	84.0	88.3	87.5	81.9	87.5	86.7	71.7	87.9	86.9
DON'T KNOW	0	0.0	0.0	0	0.2	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	84	1053	1117

Q819C1_8 - ACTIVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A SHIP VISIT?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)	NEG PROP (PCT)	TCTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
11.6	8.1	9.3			9.2	5.2	5.9			8.9	7.9	8.0			11.1	5.4	5.8		
88.4	91.8	90.7			90.8	94.6	93.9			91.1	92.1	92.0			88.9	94.6	94.2		
0	0.1	0.0			0	0.2	0.1			0	0	0			0	0	0		
100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0		
1978	3823	5801			210	968	1178			487	2992	3479			64	1053	1117		
--RESPONSES--																			
YES																			
NO																			
DON'T KNOW																			
--TOTAL--																			
--COUNT--																			

Q619C1_9 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
WHICH FEATURED ANY OTHER EVENT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES	3.6	3.0	3.2	3.0	2.9	2.9	3.4	2.8	2.9	10.6	2.5	3.0
NO	96.4	97.0	96.8	97.0	97.0	97.0	96.6	97.2	97.1	89.4	97.5	97.0
DON'T KNOW	0.0	0	0.0	0	0.2	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q819_C2A - WHAT SERVICE WAS REPRESENTED DURING THE AIR SHOW OR DEMONSTRATION?

ACTIVE PROPENSITY

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----	
	PDS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	PDS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	PDS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	PDS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	10.2	7.5	8.7	0	11.0	8.6	3.7	11.2	9.7	22.9	8.9	10.3
NAVY	14.9	19.4	17.4	12.3	21.9	19.8	10.4	13.2	12.7	6.6	18.4	17.2
MARINE CORPS	1.4	1.4	1.4	8.7	0	1.9	3.0	2.5	2.6	0	4.7	4.3
AIR FORCE	60.6	58.0	59.1	66.8	54.8	57.3	63.6	57.9	59.0	63.3	55.7	56.5
COAST GUARD	1.7	0.9	1.2	0	1.4	1.1	2.5	0.4	0.8	0	1.0	0.9
ALL SERVICES TOGETHER	9.9	7.9	8.8	8.7	6.2	6.8	10.4	4.7	5.8	7.1	7.4	7.4
DON'T KNOW	1.4	4.9	3.3	3.5	4.7	4.5	6.3	10.2	9.4	0	3.9	3.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	447	541	988	30	137	167	98	381	479	12	127	139

Q619_C2B - WHAT SERVICE WAS REPRESENTED DURING THE FIRE POWER DEMONSTRATION?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	49.5	43.2	46.9	17.9	28.2	24.7	50.4	39.4	42.5	29.4	36.3	34.1
NAVY	15.6	8.9	12.8	26.2	4.0	11.4	14.8	12.5	13.2	10.2	8.6	9.1
MARINE CORPS	11.8	13.9	12.6	0	13.9	9.2	4.8	11.9	9.9	0	33.5	23.0
AIR FORCE	17.5	15.2	16.6	0	50.3	33.4	14.9	10.2	11.6	0	16.2	11.1
COAST GUARD	1.2	0	0.7	0	0	0	0	0	0	14.0	5.5	8.1
ALL SERVICES TOGETHER	0.6	10.2	4.5	0	0	0	4.9	15.3	12.3	27.8	0	8.7
DON'T KNOW	3.9	8.8	5.9	56.0	3.6	21.1	10.2	10.7	10.6	18.7	0	5.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	106	74	180	4	17	21	19	49	68	6	15	21

Q619_C2C - WHAT SERVICE WAS REPRESENTED DURING THE WATER SAFETY/NAVIGATION DEMONSTRATION?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	10.4	9.1	9.7	0	7.4	5.7	13.3	4.3	6.8	21.1	23.3	22.5
NAVY	41.9	26.9	34.5	30.9	40.2	38.1	23.6	46.8	40.3	0	31.6	21.3
MARINE CORPS	10.2	11.9	11.0	47.8	4.4	14.2	24.5	8.8	13.2	0	8.4	5.7
AIR FORCE	3.6	2.2	2.9	0	0	0	0	3.5	2.6	51.9	0	16.9
COAST GUARD	27.3	37.8	32.5	21.3	34.3	31.4	18.1	21.1	20.3	27.1	21.5	23.3
ALL SERVICES TOGETHER	0.8	1.8	1.3	0	0	0	5.2	6.4	8.1	0	6.9	4.6
DON'T KNOW	4.9	10.5	7.6	0	13.7	10.6	15.3	9.0	10.7	0	8.4	5.7
REFUSED	1.0	0	0.5	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	85	74	159	4	15	19	17	46	63	4	14	18

--RESPONSES--

Q019_C2D - WHAT SERVICE WAS REPRESENTED DURING THE DRILL AND PARADE?
ACTIVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	48.7	44.8	46.6	31.4	51.4	46.9	35.9	46.0	43.8	36.6	35.4	35.5
NAVY	10.1	10.5	10.3	11.4	4.6	6.2	8.0	10.9	10.2	25.6	4.7	6.8
MARINE CORPS	15.7	13.9	14.7	17.1	6.3	8.7	13.0	10.5	11.1	11.3	20.1	19.2
AIR FORCE	8.2	7.9	8.0	18.0	9.0	11.0	15.5	5.5	7.7	4.2	14.5	13.5
COAST GUARD	2.3	2.0	2.1	2.2	2.0	2.0	2.5	1.7	1.9	12.9	3.0	4.0
ALL SERVICES TOGETHER	10.5	10.9	10.7	18.1	17.3	17.5	15.6	15.7	15.7	9.3	13.1	12.7
DON'T KNOW	4.5	10.0	7.4	1.8	9.4	7.7	9.5	9.7	9.6	0	9.3	8.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	468	552	1020	27	118	145	122	440	562	14	139	153

Q619_C2E - WHAT SERVICE WAS REPRESENTED DURING THE BAND OR CHOIR CONCERT?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	38.5	40.3	39.5	49.8	32.9	36.6	27.0	34.0	32.7	18.2	16.4	16.6
NAVY	12.7	16.4	14.7	4.2	12.4	10.6	22.2	13.5	15.2	18.6	9.1	9.8
MARINE CORPS	14.7	13.8	14.2	22.2	17.9	18.8	16.8	10.9	12.0	63.2	30.5	33.0
AIR FORCE	18.3	13.5	15.7	14.9	6.5	8.4	16.3	14.1	14.5	0	18.7	17.3
COAST GUARD	2.0	0.8	1.4	0	5.9	4.6	3.4	1.9	2.2	0	2.0	1.9
ALL SERVICES TOGETHER	5.1	5.6	5.4	0	5.2	4.1	4.4	6.6	6.2	0	6.0	5.6
DON'T KNOW	8.5	9.5	9.1	8.9	19.3	17.0	10.0	18.7	17.0	0	17.2	15.9
REFUSED	0.2	0	0.1	0	0	0	0	0.3	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	331	418	749	15	53	68	88	377	465	5	49	54

Q019_C2F - WHAT SERVICE WAS REPRESENTED DURING THE TOUR OF THE MILITARY BASE?
ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----						-----OLDER FEMALES-----					
	--YOUNG MALES--			--OLDER MALES--			--YOUNG FEMALES--			--POS PROP (PCT)--			--POS PROP (PCT)--			--NEG PROP (PCT)--		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																		
ARMY	33.3	30.4	31.8	13.2	25.9	22.5	30.1	27.8	28.3	52.0	33.3	36.3	52.0	33.3	36.3			
NAVY	14.0	19.1	16.7	54.7	32.4	38.4	21.3	29.5	27.8	9.4	16.3	15.2	9.4	16.3	15.2			
MARINE CORPS	8.1	6.5	7.2	2.6	6.7	5.6	9.8	8.2	8.5	10.6	10.6	10.6	10.6	10.6	10.6			
AIR FORCE	36.6	34.9	35.7	24.8	30.2	28.8	34.8	29.4	30.5	24.1	36.5	34.5	24.1	36.5	34.5			
COAST GUARD	3.4	2.6	3.0	0	0.7	0.5	1.5	0.5	0.7	0	0	0	0	0	0			
ALL SERVICES TOGETHER	1.4	3.0	2.2	4.7	4.2	4.3	1.1	1.2	1.2	3.8	0	0.6	3.8	0	0.6			
DON'T KNOW	3.2	3.3	3.3	0	0	0	1.4	3.4	3.0	0	3.3	2.8	0	3.3	2.8			
REFUSED	0	0.2	0.1	0	0	0	0	0	0	0	0	0	0	0	0			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	347	379	726	18	57	75	72	279	351	16	94	110	16	94	110			

Q819_C2G - WHAT SERVICE WAS REPRESENTED DURING THE AIRCRAFT DISPLAY?

ACTIVE PROPENSITY

		-----MARKET-----											
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--													
ARMY		8.9	8.0	8.4	3.8	7.6	8.7	9.0	14.4	13.4	34.3	11.5	14.5
NAVY		13.9	15.9	15.0	27.0	18.1	18.7	8.3	12.8	11.9	5.0	11.7	10.8
MARINE CORPS		2.3	1.1	1.6	0	8.1	6.2	4.5	2.0	2.5	5.1	4.8	4.8
AIR FORCE		62.2	64.2	63.3	50.7	54.1	53.3	63.0	56.1	57.4	50.1	54.1	53.6
COAST GUARD		1.6	0.5	1.0	0	0	0	2.4	0.7	1.0	0	1.4	1.2
ALL SERVICES TOGETHER		6.4	5.7	6.0	16.8	10.1	11.6	7.5	4.1	4.7	5.5	9.9	9.3
DON'T KNOW		4.8	4.7	4.7	1.6	4.1	3.5	5.3	10.0	9.1	0	6.6	5.8
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		510	598	1108	29	119	148	.90	362	452	16	128	144

Q619_C2H - WHAT SERVICE WAS REPRESENTED DURING THE SHIP VISIT?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	0	0.9	0.5	4.4	2.3	2.9	2.1	3.2	3.0	0	5.8	5.1
NAVY	79.6	82.2	81.1	88.2	85.9	86.8	67.7	73.8	72.9	100.0	78.8	79.5
MARINE CORPS	7.8	2.7	4.9	0	0	0	13.8	5.6	6.9	0	6.1	5.4
AIR FORCE	2.1	3.1	2.7	0	0	0	0	1.5	1.2	0	0	0
COAST GUARD	3.1	6.4	5.0	0	5.9	4.2	2.1	4.6	4.2	0	9.0	7.9
ALL SERVICES TOGETHER	3.0	2.1	2.5	7.4	0	2.1	6.8	1.9	2.6	0	2.4	2.1
DON'T KNOW	4.4	2.7	3.4	0	5.9	4.3	7.5	9.5	9.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	225	293	518	18	47	65	43	229	272	8	59	67

Q819_C2I - WHAT SERVICE WAS REPRESENTED DURING THE OTHER EVENT?

ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ARMY	38.9	39.3	39.1	0	35.4	28.8	22.4	35.7	15.6	53.8	45.4
NAVY	25.5	15.0	19.0	59.9	32.9	37.9	43.7	21.4	13.8	14.6	14.4
MARINE CORPS	9.7	10.1	9.9	12.8	10.9	11.2	14.4	14.6	0	9.4	7.3
AIR FORCE	8.9	15.3	12.9	27.3	8.0	11.6	10.8	11.6	0	6.9	5.4
COAST GUARD	0	5.4	3.3	0	7.1	5.8	0	1.1	13.9	0	3.1
ALL SERVICES TOGETHER	14.2	13.9	14.0	0	5.8	4.7	8.7	15.6	37.4	12.8	18.2
DON'T KNOW	1.8	1.0	1.3	0	0	0	0	0	19.3	0	4.3
REFUSED	1.0	0	0.4	0	0	0	0	0	0	2.6	2.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	73	118	191	6	29	35	17	80	7	28	33

Q619C3 - DID THE EVENT/ANY OF THE EVENTS YOU ATTENDED INCREASE THE LIKELIHOOD THAT
 YOU MIGHT JOIN THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	58.4	21.4	36.8	56.8	13.6	23.0	58.7	14.4	22.2	48.9	7.4	10.8
NO	40.2	77.9	62.3	43.2	85.9	76.6	39.4	85.4	77.3	53.1	91.8	88.4
DON'T KNOW	1.4	0.7	1.0	0	0.5	0.4	1.9	0.1	0.4	0	0.8	0.8
REFUSED	0	0	0	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1071	1478	2549	76	312	388	244	1122	1366	28	335	363

--RESPONSES--

Q619C4 - FOR WHICH SERVICE WAS THE LIKELIHOOD OF YOUR JOINING INCREASED?
ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ARMY	29.2	18.0	25.4		30.1	28.3	29.3		25.9	25.4	25.7		38.5	17.8	25.5	
NAVY	23.8	27.8	25.2		25.1	18.8	22.2		19.7	21.8	20.8		5.4	26.1	18.4	
MARINE CORPS	16.9	12.6	15.5		14.5	5.0	10.1		13.8	13.9	13.8		24.5	8.7	14.6	
AIR FORCE	41.8	53.5	45.7		45.2	52.9	48.8		47.9	37.8	42.5		31.6	57.3	47.7	
COAST GUARD	2.1	8.0	4.1		9.9	5.9	8.1		2.8	1.3	2.0		12.1	0	4.5	
NONE IN PARTICULAR	2.7	3.6	3.0		0	1.5	0.7		3.6	7.2	5.5		0	0	0	
--TOTAL--																
--COUNT--	623	315	938		39	49	88		144	162	308		14	26	40	

-----QUESTION PERMITTED AS MANY AS 6 RESPONSES-----

Q620 - IN THE LAST YEAR, HAVE YOU RECEIVED ANY UNSOLICITED RECRUITING
MILITARY LITERATURE IN THE MAIL?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	41.6	51.2	48.0	24.9	30.4	29.6
NO	58.2	48.4	51.7	75.1	69.1	70.0
DON'T KNOW	0.2	0.4	0.4	0	0.5	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	487	2992	3479

--RESPONSES--

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED LITERATURE?

		ACTIVE PROPENSITY							
		MARKET		YOUNG MALES		YOUNG FEMALES			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
--RESPONSES--									
AIR FORCE		26.6	32.7	30.9	34.3	26.9	27.8		
ARMY		62.2	68.5	65.6	62.7	64.2	64.0		
MARINE CORPS		46.2	46.7	46.5	16.1	13.5	13.8		
NAVY		39.7	41.1	40.7	18.8	16.1	16.4		
COAST GUARD		4.0	7.7	6.7	6.4	4.3	4.6		
ALL SERVICES		3.7	8.4	7.1	2.5	3.9	3.7		
NATIONAL GUARD		7.0	7.3	7.2	4.1	6.9	6.5		
RESERVES		3.1	3.6	3.5	4.7	3.9	4.0		
---QUESTION PERMITTED AS MANY AS 8 RESPONSES---									
---TOTAL---		834	1974	2808	125	928	1053		
--COUNT--									

Q622 - IN THE LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFORMATION ON THE MILITARY?

-----MARKET-----							
		-----YOUNG MALES-----			-----YOUNG FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---							
YES		6.4	1.8	3.4	5.9	1.0	1.7
NO		93.6	98.1	96.6	94.1	99.0	98.3
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---		1978	3823	5801	487	2992	3479

Q623 - (IF Q622=YES) WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL FOR INFORMATION?
 ACTIVE PROPENSITY

	-----MARKET-----			
	-----YOUNG MALES-----		-----YOUNG FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---				
AIR FORCE	16.2	28.7	20.7	30.4
ARMY	33.5	36.2	34.5	35.6
MARINE CORPS	30.4	16.4	25.4	7.3
NAVY	29.2	24.1	27.4	8.1
COAST GUARD	2.2	4.5	3.0	2.7
ALL SERVICES TOGETHER	0	1.0	0.4	0
NATIONAL GUARD	9.5	4.0	7.5	12.9
RESERVES	2.3	3.2	2.6	3.3
---TOTAL---				
---COUNT---	137	69	206	29

---QUESTION PERMITTED AS MANY AS 8 RESPONSES---

Q825 - HAVE YOU SENT A POST CARD/COUPON FOR INFORMATION ON THE MILITARY?

-----MARKET-----							
-----YOUNG MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--							
YES	17.9	5.3	9.5	17.0	2.9	4.9	
NO	81.9	94.7	90.4	83.0	97.0	95.0	
DON'T KNOW	0.2	0.0	0.1	0	0.0	0.0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1978	3823	5801	487	2992	3479	

Q626 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

ACTIVE PROPENSITY

	-----MARKET-----			-----YOUNG FEMALES-----		
	-----YOUNG MALES-----			-----YOUNG MALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--						
AIR FORCE	27.5	25.8	26.8	42.0	30.1	35.9
ARMY	37.5	36.3	37.1	39.0	57.0	48.2
MARINE CORPS	33.9	24.4	30.4	7.3	7.6	7.5
NAVY	34.8	28.8	32.6	11.2	17.2	14.3
COAST GUARD	3.6	4.5	3.9	3.6	1.1	2.3
ALL SERVICES TOGETHER	1.4	0.7	1.1	0.9	1.1	1.0
NATIONAL GUARD	5.1	2.9	4.3	5.1	8.9	7.0
RESERVES	1.3	6.2	3.1	3.3	8.9	6.2
--TOTAL--	--QUESTION PERMITTED AS MANY AS 8 RESPONSES--					
--COUNT--	352	201	553	80	84	164

Q627 - WITHIN THE LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
 ACTIVE PROPENSITY
 INFORMATION ABOUT THE MILITARY?

-----MARKET-----							
-----YOUNG MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---							
YES	20.6	8.5	12.6	13.7	3.1	4.6	
NO	79.4	91.4	87.4	86.3	96.9	95.4	
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---	1978	3823	5801	487	2992	3479	

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET
 ACTIVE PROPENSITY
 INFORMATION ABOUT THE MILITARY?

---RESPONSES---	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	57.6	42.7	47.7	66.4	55.6	57.5	48.8	24.2	27.7	50.6	29.3	30.6
NO	42.4	57.2	52.2	33.6	44.3	42.4	51.2	75.8	72.3	49.4	70.5	69.2
DON'T KNOW	0	0	0	0	0.1	0.1	0	0	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q829 - (IF Q828=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	24.6	21.1	22.5	22.4	25.0	24.5	33.7	22.3	25.2	32.2	28.1	28.5
ARMY	51.9	55.1	53.8	63.0	57.6	58.7	51.3	59.3	57.3	52.4	54.4	54.2
MARINE CORPS	29.8	29.1	29.4	25.7	26.3	26.1	19.7	18.8	19.0	11.1	10.0	10.1
NAVY	26.9	25.7	26.2	24.4	23.2	23.5	18.9	19.3	19.2	18.7	18.1	18.2
COAST GUARD	2.2	2.7	2.5	2.9	2.7	2.8	2.6	2.8	2.7	0	2.4	2.1
--TOTAL--												
-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----												
--COUNT--	1148	1641	2789	142	544	686	235	708	943	34	320	354

ACTIVE PROPENSITY
Q630 - MIGHT YOU TALK TO A RECRUITER IN THE FUTURE?

		-----MARKET-----															
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																	
YES		81.2	20.8	37.4		72.1	11.8	20.4		78.2	14.2	20.6		82.5	6.7	10.0	
NO		16.4	74.4	58.5		23.8	84.8	76.1		18.8	82.9	76.4		15.3	91.1	87.8	
DON'T KNOW		2.4	4.7	4.1		4.1	3.3	3.4		3.0	2.9	2.9		2.2	2.2	2.2	
REFUSED		0	0.1	0.0		0	0	0		0	0	0		0	0	0	
---TOTAL---		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---		830	2182	3012		68	424	492		252	2284	2536		30	733	763	

Q631 - DID THE AIR FORCE RECRUITER YOU TALKED TO REPRESENT THE...

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
ACTIVE AIR FORCE	68.4	74.2	71.6		78.2	83.5	82.5		52.5	57.2	55.6		43.5	80.7	76.4	
AIR RESERVE	15.7	10.6	12.9		14.4	6.6	8.1		20.5	13.2	15.7		9.0	5.8	6.2	
AIR NATIONAL GUARD	7.3	7.3	7.3		7.4	6.4	6.6		17.5	10.1	12.6		37.3	8.7	12.0	
DON'T KNOW	8.6	7.7	8.1		0	3.4	2.8		9.5	19.5	16.1		10.2	4.7	5.4	
REFUSED	0	0.2	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	284	340	624		32	143	175		80	154	234		11	91	102	

Q632A - HOW DID YOU AND THE AIR FORCE RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
RECRUITER CALLED	12.9	24.5	19.4	16.7	20.5	19.8	6.1	14.5	11.7	0	5.9	5.2
CALLED RECRUITER	9.5	6.3	7.7	12.1	14.1	13.7	10.4	7.7	8.6	6.4	16.1	15.0
RECRUITING STATION	14.2	12.1	13.0	18.9	26.4	24.9	9.1	12.1	11.1	7.1	21.9	20.2
JOB FAIR	3.0	1.7	2.3	0	0.6	0.5	2.4	2.5	2.5	12.6	2.3	3.5
AT SCHOOL	50.8	46.5	48.4	37.3	31.1	32.2	63.5	56.9	59.1	49.1	49.7	49.7
OTHER WAY	9.5	8.9	9.2	15.1	6.9	8.4	8.5	6.2	7.0	19.0	4.1	5.8
DON'T KNOW	0	0	0	0	0.4	0.3	0	0	0	5.7	0	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	284	340	624	32	143	175	80	154	234	11	91	102

Q633TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH AN AIR FORCE RECRUITER

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
UP TO 1 MONTH	16.5	5.2	10.5	0	1.1	0.9	5.7	7.1	6.6	0	1.6	1.4
ONE MONTH	6.7	7.3	7.0	5.4	1.7	2.4	10.2	5.8	7.3	0	2.4	2.1
2 MONTHS	7.9	4.2	5.9	0	0	0	6.6	1.7	3.4	0	1.3	1.1
3 MONTHS	10.0	8.3	9.1	0	0	0	4.6	7.3	6.4	0	2.0	1.7
4 TO 6 MONTHS	18.2	15.8	16.9	5.6	4.2	4.5	24.1	16.5	19.1	0	1.3	1.2
7 TO 12 MONTHS	20.9	21.0	20.9	0	9.8	7.9	17.4	15.1	15.9	0	2.0	1.8
13 TO 18 MONTHS	11.9	15.5	13.8	3.5	6.1	5.6	14.2	15.2	14.9	7.3	1.4	2.1
19 TO 24 MONTHS	2.4	4.0	3.3	17.8	1.2	4.4	10.0	8.2	8.8	0	1.8	1.6
25 MONTHS OR MORE	5.4	18.8	12.5	67.7	75.9	74.3	7.3	23.0	17.6	92.7	86.2	87.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	252	274	526	22	103	125	70	134	204	9	75	84

ACTIVE PROPENSITY
Q634 - DID THE ARMY RECRUITER YOU TALKED TO REPRESENT THE...

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ACTIVE ARMY	64.7	64.6	64.6	75.3	75.2	75.2	50.3	43.9	45.3	49.6	71.3	69.1
ARMY RESERVE	17.5	19.2	18.5	10.2	12.5	12.0	32.3	29.7	30.3	50.4	17.7	21.0
ARMY NATIONAL GUARD	12.1	8.3	9.8	13.6	7.1	8.7	9.9	12.0	11.6	0	5.5	5.0
DON'T KNOW	5.6	7.9	7.0	0.9	5.0	4.1	7.5	14.4	12.9	0	5.4	4.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	621	924	1545	93	303	396	120	421	541	16	176	192

Q635A - HOW DID YOU AND THE ARMY RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
RECRUITER CALLED	22.2	39.6	32.8	12.6	32.6	28.2	19.4	25.3	24.0	0	14.7	13.2				
CALLED RECRUITER	5.3	4.1	4.6	10.5	10.3	10.3	2.2	4.5	4.0	15.6	12.0	12.4				
RECRUITING STATION	16.0	7.7	10.9	32.1	19.7	22.4	7.9	7.3	7.4	12.5	18.7	18.1				
JOB FAIR	1.2	1.5	1.3	0	0.6	0.5	0	1.9	1.5	0	2.1	1.9				
AT SCHOOL	42.0	38.1	39.6	28.7	29.8	29.5	59.0	52.4	53.9	43.9	44.4	44.4				
OTHER WAY	13.2	8.4	10.3	14.2	6.5	8.2	11.5	8.5	9.2	28.1	7.5	9.5				
DON'T KNOW	0.1	0.7	0.4	1.8	0.5	0.8	0	0	0	0	0.5	0.5				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	621	924	1545	93	303	398	120	421	541	16	176	192				

Q636TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH AN ARMY RECRUITER

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
UP TO 1 MONTH	17.9	12.7	14.8	9.9	1.4	3.5	15.2	9.8	11.1	6.5	1.6	2.2
ONE MONTH	8.1	6.3	7.0	7.1	0	1.8	10.1	7.1	7.8	0	0.7	0.6
2 MONTHS	8.4	5.0	6.4	1.9	2.5	2.4	4.6	6.5	6.0	0	1.9	1.7
3 MONTHS	10.3	8.3	9.1	2.8	1.5	1.8	6.9	6.6	6.6	0	2.4	2.1
4 TO 6 MONTHS	19.4	18.2	18.6	3.8	1.6	2.1	22.4	20.1	20.7	8.5	0.5	1.4
7 TO 12 MONTHS	17.4	17.1	17.2	10.2	2.6	4.5	14.7	13.1	13.5	14.0	3.9	5.0
13 TO 18 MONTHS	9.2	13.3	11.6	3.9	2.4	2.8	15.5	13.6	14.1	12.7	3.7	4.7
19 TO 24 MONTHS	3.1	5.3	4.4	3.2	4.0	3.8	1.1	4.7	3.9	13.3	0.9	2.3
25 MONTHS OR MORE	6.2	13.8	10.7	57.3	84.0	77.4	9.5	18.6	16.4	45.0	84.2	79.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	538	740	1278	74	208	282	108	350	458	13	129	142

ACTIVE PROPENSITY
Q637 - DID THE MARINE CORPS RECRUITER YOU TALKED TO REPRESENT...

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ACTIVE MARINES	54.3	50.8	52.2	49.6	61.4	59.0	34.0	32.5	22.6	58.2	54.2
MARINE RESERVES	11.4	10.4	10.8	10.1	9.1	9.3	10.1	16.1	51.7	14.4	18.6
BOTH	29.8	30.4	30.1	40.3	22.4	26.0	35.9	33.6	25.7	21.7	22.1
DON'T KNOW	4.5	8.3	6.7	0	7.1	5.7	20.0	17.8	0	5.7	5.0
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	349	464	813	36	143	179	41	129	4	30	34

Q638A - HOW DID YOU AND THE MARINE CORPS RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
RECRUITER CALLED	22.3	37.1	31.0		12.4	23.5	21.2		13.8	12.8	13.1		0	6.8	6.8	
CALLED RECRUITER	2.4	3.1	2.8		11.2	7.0	7.9		4.5	2.9	3.3		25.7	11.2	12.8	
RECRUITING STATION	17.7	9.5	12.9		29.6	33.2	32.4		5.0	6.8	6.3		0	19.2	17.0	
JOB FAIR	1.2	1.2	1.2		5.0	1.5	2.2		0	4.5	3.3		0	0	0	
AT SCHOOL	42.4	37.8	39.7		15.3	27.8	25.2		54.1	52.9	53.3		22.6	52.6	49.3	
OTHER WAY	13.7	11.1	12.2		18.3	6.6	9.0		20.7	19.2	19.6		51.7	10.2	14.8	
DON'T KNOW	0.3	0	0.1		8.1	0.4	2.0		1.9	0.8	1.1		0	0	0	
REFUSED	0	0.1	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	349	484	813		36	143	179		41	129	170		4	30	34	

Q639TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A MARINE RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
UP TO 1 MONTH	15.9	10.1	12.6		2.1	0	0.4		10.2	9.8	9.9		0	2.4	2.1	
ONE MONTH	12.5	5.2	8.3		4.0	0	0.8		8.3	6.9	7.3		0	0	0	
2 MONTHS	7.2	5.2	6.1		0	0	0		6.8	3.9	4.7		0	0	0	
3 MONTHS	12.9	4.3	8.0		4.5	0	0.9		13.3	8.0	9.5		0	6.7	5.9	
4 TO 6 MONTHS	20.6	16.0	18.0		0	0	0		31.6	11.5	17.2		0	8.4	7.3	
7 TO 12 MONTHS	15.3	22.1	19.2		13.6	3.5	5.5		14.0	14.4	14.3		0	0	0	
13 TO 18 MONTHS	7.4	13.6	11.0		1.9	7.8	6.6		4.1	12.6	10.2		35.0	0	4.2	
19 TO 24 MONTHS	2.3	5.5	4.1		4.4	0.4	1.2		0	6.9	5.0		30.4	6.5	9.4	
25 MONTHS OR MORE	6.0	18.0	12.9		69.4	88.3	84.5		11.7	25.9	21.9		34.6	76.1	71.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	305	373	678		23	89	112		38	107	145		3	22	25	

ACTIVE PROPENSITY
Q640 - DID THE NAVY RECRUITER YOU TALKED TO REPRESENT THE..

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
					52.5	58.8	58.2	64.8	62.7	63.1	25.5	41.8	37.8	63.5	52.9	54.0					
					12.2	10.0	10.9	10.2	5.8	6.7	18.8	14.7	15.7	9.8	10.4	10.3					
					32.1	24.1	27.4	21.2	25.4	24.5	48.5	22.2	28.2	26.7	30.6	30.2					
					3.1	7.1	5.4	3.8	6.2	5.7	9.2	21.3	18.4	0	6.1	5.5					
					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
					306	437	743	38	139	177	45	133	178	8	58	64					
--RESPONSES--																					
ACTIVE NAVY																					
NAVAL RESERVES																					
BOTH																					
DON'T KNOW																					
--TOTAL--																					
--COUNT--																					

ACTIVE PROPENSITY
Q841A - HOW DID YOU AND THE NAVY RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
RECRUITER CALLED	21.8	37.9	31.2	27.5	35.2	33.5	10.5	12.2	11.8	0	7.6
CALLED RECRUITER	9.4	5.5	7.2	14.6	10.1	11.0	2.0	5.1	4.3	27.9	19.2
RECRUITING STATION	14.9	13.5	14.1	19.7	22.8	22.1	3.3	8.5	7.3	9.3	22.1
JOB FAIR	3.2	1.9	2.5	0	0	0	0	1.8	1.4	0	0
AT SCHOOL	38.1	28.0	32.2	18.3	23.8	22.6	69.6	54.3	58.1	62.8	42.2
OTHER WAY	11.8	11.2	11.5	20.0	7.2	10.0	14.6	16.8	16.3	0	8.8
DON'T KNOW	0.8	1.7	1.3	0	0.9	0.7	0	1.2	0.9	0	0
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	306	437	743	38	139	177	45	133	178	8	56

Q642TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A NAVY RECRUITER

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
UP TO 1 MONTH	20.3	8.6	12.4	4.1	0.5	1.3	5.7	5.1	5.2	37.9	0	4.0
ONE MONTH	9.6	6.1	7.6	10.5	3.8	5.3	13.0	6.7	8.3	0	5.7	5.1
2 MONTHS	7.0	5.2	6.0	0	8.2	6.4	2.1	7.1	5.9	0	0	0
3 MONTHS	8.9	9.4	9.2	0	2.9	2.2	9.4	7.2	7.8	0	0	0
4 TO 6 MONTHS	16.8	15.5	16.1	11.4	3.0	4.9	29.4	14.9	18.5	0	0	0
7 TO 12 MONTHS	15.7	20.4	18.4	16.4	4.6	7.3	15.4	20.6	19.3	14.3	8.3	8.9
13 TO 18 MONTHS	11.5	15.3	13.7	12.5	0.5	3.2	9.1	12.0	11.3	0	7.1	6.3
19 TO 24 MONTHS	3.9	6.4	5.3	8.8	1.4	3.0	12.3	6.9	8.3	0	3.0	2.7
25 MONTHS OR MORE	6.2	15.0	11.3	36.3	75.0	66.4	3.5	19.4	15.4	47.8	76.0	73.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	260	354	614	27	88	115	38	111	149	6	46	52

ACTIVE PROPENSITY
Q643 - DID THE COAST GUARD RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ACTIVE COAST GUARD	46.6	44.4	45.2	46.9	31.1	34.5	7.3	36.8	29.8	0	49.3
COAST GUARD RESERVES	5.5	14.1	11.1	0	19.7	15.5	66.7	15.6	27.8	0	12.4
BOTH	43.2	22.5	29.9	53.1	32.5	37.0	0	17.2	13.1	0	0
DON'T KNOW	4.6	18.9	13.8	0	16.6	13.0	25.9	30.5	29.4	0	38.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	24	45	69	4	17	21	7	20	27	0	6

Q643A - HOW DID YOU AND THE COAST GUARD RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
RECRUITER CALLED	0	28.1	18.1	0	40.6	31.8	0	19.3	14.7	0	17.1	17.1
CALLED RECRUITER	5.8	9.4	8.1	53.1	6.8	16.9	0	5.0	3.8	0	0	0
RECRUITING STATION	31.6	11.1	18.4	0	22.5	17.6	0	13.3	10.2	0	0	0
JOB FAIR	4.3	4.6	4.5	0	0	0	0	0	0	0	0	0
AT SCHOOL	37.5	16.4	24.0	26.8	14.5	17.2	100.0	41.0	55.1	0	82.9	82.9
OTHER WAY	18.7	13.7	15.5	20.1	6.4	9.4	0	15.8	12.0	0	0	0
DON'T KNOW	2.1	16.5	11.4	0	9.1	7.2	0	5.6	4.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	24	45	69	4	17	21	7	20	27	0	6	6

Q643TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A COAST GUARD RECRUITER

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)
UP TO 1 MONTH	26.4	9.9	17.3	0	0	0	19.1	10.5	13.2	0	0	0
ONE MONTH	11.5	7.2	9.1	0	13.6	9.0	0	13.5	9.3	0	0	0
2 MONTHS	15.2	1.4	7.6	0	4.0	2.7	0	0	0	0	0	0
3 MONTHS	13.1	2.6	7.3	20.1	0	6.8	16.1	0	5.0	0	0	0
4 TO 6 MONTHS	5.6	6.6	6.1	0	7.9	5.2	0	18.1	12.5	0	0	0
7 TO 12 MONTHS	13.5	40.4	28.3	53.1	18.4	30.2	47.7	22.9	30.7	0	0	0
13 TO 18 MONTHS	5.1	8.4	6.9	0	0	0	7.3	0	2.3	0	0	0
19 TO 24 MONTHS	6.0	2.7	4.2	0	0	0	0	0	0	0	0	0
25 MONTHS OR MORE	3.6	20.8	13.1	26.8	56.1	46.2	9.6	34.9	27.0	100.0	100.0	100.0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	21	28	49	4	9	13	7	15	22	5	5	5

ACTIVE PROPENSITY
Q645 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	21.4	23.3	22.7	32.6	28.2	29.0	18.3	16.8	17.0	28.9	15.2	16.0
NO	78.4	76.3	77.0	67.4	70.8	70.2	81.4	82.9	82.7	73.1	84.3	83.6
DON'T KNOW	0.2	0.4	0.3	0	1.0	0.8	0.3	0.3	0.3	0	0.5	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY
Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
YES	82.6	21.8	42.6	68.4	11.9	21.6	74.6	14.7	23.1	69.0	5.2	8.8
NO	12.7	71.6	51.4	27.5	84.7	75.0	19.8	81.3	72.7	23.9	91.5	87.9
DON'T KNOW	4.7	6.6	5.9	4.0	3.4	3.5	5.5	3.9	4.1	7.1	3.3	3.5
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1534	2872	4406	134	685	819	402	2495	2897	45	897	942

ACTIVE PROPENSITY
Q647 - (IF YES TO Q646) WHERE DID YOU TAKE THE ASVAB?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AT HIGH SCHOOL	66.4	76.6	73.3	37.2	45.3	43.7	73.4	89.0	86.6	65.3	59.8	60.3
AT MEPS	24.9	17.6	20.0	51.1	42.5	44.2	23.4	8.2	10.5	29.4	32.1	31.8
ELSEWHERE	8.6	5.8	6.7	10.5	12.2	11.8	3.2	2.5	2.8	5.3	8.1	7.8
DON'T KNOW	0	0	0	1.2	0	0.2	0	0.3	0.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	444	952	1396	76	283	359	85	497	582	19	156	175

Q650 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
 PROVIDES MONEY FOR EDUCATION?

		-----MARKET-----											
		-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--													
AIR FORCE		14.0	10.8	11.9	18.3	15.6	16.1	17.1	12.7	13.3	15.3	18.4	18.2
ARMY		59.3	65.6	63.5	53.8	55.3	55.1	54.2	58.4	57.8	51.9	55.3	55.0
MARINES		7.9	6.6	7.0	6.3	6.5	6.5	11.1	7.0	7.6	10.7	7.9	8.1
NAVY		12.7	8.6	9.9	13.6	11.3	11.7	10.1	10.1	10.1	11.9	8.8	9.0
COAST GUARD		1.3	1.6	1.5	2.4	2.6	2.6	2.3	2.5	2.5	0	2.1	2.0
NONE		2.7	4.3	3.7	2.0	3.9	3.5	2.8	4.5	4.3	4.5	3.8	3.9
DON'T KNOW		2.2	2.5	2.4	3.6	4.8	4.6	2.4	4.7	4.4	5.8	3.7	3.8
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY
Q651 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
LACK OF PERSONAL FREEDOM?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	5.4	4.4	4.7		5.5	5.0	5.1		7.5	5.6	5.8		6.7	5.2	5.3	
ARMY	17.3	20.4	19.4		17.6	17.0	17.1		20.3	25.8	25.0		38.9	24.5	25.4	
MARINES	38.9	38.6	38.7		28.3	35.8	34.4		28.6	25.1	25.6		24.5	28.2	28.0	
NAVY	20.1	17.2	18.2		25.8	21.4	22.2		18.5	15.5	15.9		13.3	18.3	18.0	
COAST GUARD	3.1	2.7	2.8		2.7	3.1	3.1		5.8	3.8	4.0		0	4.1	3.9	
NONE	9.8	10.7	10.4		12.9	9.5	10.1		12.2	15.2	14.8		14.5	13.3	13.4	
DON'T KNOW	5.3	5.9	5.7		7.3	8.3	8.1		7.2	9.0	8.8		2.0	6.3	6.1	
REFUSED	0	0.1	0.0		0	0	0		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

Q652 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
TEACHES VALUABLE SKILLS AND TRADES?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	26.3	27.4	27.0	34.5	29.7	30.6	27.6	22.2	23.0	37.2	30.0	30.5
ARMY	33.5	36.2	35.3	29.8	32.9	32.4	34.4	37.2	36.8	35.5	31.8	32.1
MARINES	14.7	12.6	13.3	15.3	10.9	11.7	13.2	12.2	12.3	8.2	12.4	12.1
NAVY	17.7	14.0	15.3	14.7	16.6	16.3	13.8	14.0	13.9	13.7	14.3	14.3
COAST GUARD	2.7	2.2	2.4	1.9	3.3	3.0	3.0	3.3	3.3	0	2.0	1.8
NONE	2.3	4.5	3.8	1.8	2.7	2.5	3.9	5.1	5.0	0.9	5.0	4.8
DON'T KNOW	3.0	3.0	3.0	2.0	3.9	3.5	4.0	6.0	5.7	4.5	4.4	4.4
REFUSED	0	0.0	0.0	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

ACTIVE PROPENSITY
Q653 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

	-----YOUNG MALES-----				-----OLDER MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																				
AIR FORCE	7.8	6.9	7.2		6.7	8.7	8.4		12.7	9.8	10.2		15.7	9.3					9.7	
ARMY	23.2	21.6	22.1		19.0	18.2	18.3		30.8	27.0	27.6		19.4	25.9					25.5	
MARINES	18.6	17.5	17.9		18.6	17.0	17.3		15.5	16.2	16.1		19.0	15.4					15.6	
NAVY	41.0	41.5	41.3		45.5	43.6	44.0		28.0	32.8	32.1		35.1	36.1					36.1	
COAST GUARD	2.6	3.8	3.4		3.7	3.9	3.9		5.6	5.4	5.4		4.6	4.2					4.2	
NONE	3.2	4.9	4.3		3.4	3.4	3.4		4.0	4.2	4.2		4.3	5.6					5.5	
DON'T KNOW	3.5	3.8	3.7		3.0	5.1	4.8		3.4	4.5	4.4		2.0	3.5					3.4	
REFUSED	0	0.1	0.0		0	0	0		0	0.1	0.1		0	0					0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0					100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		64	1053					1117	

ACTIVE PROPENSITY
Q854 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
OPPORTUNITIES FOR PROMOTION AND ADVANCEMENT?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	25.5	23.7	24.3		31.7	28.4	29.0		24.5	21.1	21.6		37.2	29.6	30.0	
ARMY	35.7	39.3	38.1		28.3	32.1	31.4		34.5	36.5	36.2		24.5	31.0	30.6	
MARINES	13.9	12.6	13.0		14.7	11.1	11.8		14.2	11.8	12.1		15.1	12.0	12.2	
NAVY	14.2	12.6	13.1		16.7	15.1	15.4		16.0	14.3	14.5		11.1	13.0	12.9	
COAST GUARD	2.5	2.5	2.5		1.8	3.4	3.1		2.9	3.3	3.2		0	3.3	3.1	
NONE	4.2	5.7	5.2		4.2	4.9	4.8		3.6	6.2	5.8		7.3	6.6	6.7	
DON'T KNOW	3.9	3.6	3.7		2.6	5.0	4.6		4.2	6.8	6.4		4.8	4.5	4.5	
REFUSED	0	0.1	0.1		0	0	0		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

Q855 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---												
AIR FORCE	17.6	17.5	17.5	19.1	19.5	19.4	18.7	15.9	21.9	21.8	21.8	21.8
ARMY	48.0	48.4	48.3	45.4	45.7	45.7	43.5	45.8	32.5	41.5	41.5	41.0
MARINES	9.9	6.5	7.6	7.5	7.9	7.8	12.0	7.8	17.4	7.4	8.0	8.0
NAVY	12.6	13.3	13.1	12.6	13.4	13.3	12.6	11.5	13.6	12.5	12.6	12.6
COAST GUARD	2.4	2.7	2.6	6.3	2.3	3.0	5.0	3.1	1.4	3.1	3.0	3.0
NONE	4.8	6.6	6.0	5.5	5.6	5.5	5.5	8.0	12.2	7.5	7.8	7.8
DON'T KNOW	4.6	5.1	4.9	3.6	5.6	5.3	4.6	8.0	1.0	6.1	5.8	5.8
REFUSED	0	0.1	0.0	0	0	0	0	0.0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	988	1178	487	2992	64	1053	1117	1117

ACTIVE PROPENSITY
Q658 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

	-----MARKET-----						-----OLD FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	9.0	9.6	9.4	13.1	9.3	10.0	9.7	10.7	10.5	5.5	9.8	9.5
ARMY	19.4	19.9	19.7	19.4	19.8	19.7	22.0	20.7	20.9	24.2	23.3	23.4
MARINES	26.9	26.4	26.6	22.5	28.1	27.1	19.5	16.4	16.8	16.9	18.5	18.4
NAVY	17.2	15.9	16.4	14.6	15.8	15.6	19.6	16.2	16.7	25.5	16.8	17.3
COAST GUARD	7.8	7.6	7.7	12.6	6.3	7.4	10.7	8.5	8.8	4.1	9.4	9.0
NONE	13.1	14.2	13.8	14.1	11.1	11.6	12.3	16.5	15.9	14.2	14.8	14.8
DON'T KNOW	6.5	6.4	6.5	3.8	9.6	8.6	6.1	10.9	10.3	9.6	7.4	7.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q657 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
DEFENDING YOUR COUNTRY?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)						
---RESPONSES---																														
AIR FORCE	10.6	7.6	8.6	9.6	7.6	8.0	10.4	7.2	7.6	8.9	8.6	8.6	8.9	8.6	8.6	8.9	8.6	8.6	8.9	8.6	8.6	8.9	8.6	8.6						
ARMY	40.9	45.4	43.9	37.4	37.9	37.8	56.7	60.7	60.2	47.0	52.2	51.9	47.0	52.2	51.9	47.0	52.2	51.9	47.0	52.2	51.9	47.0	52.2	51.9						
MARINES	35.1	33.8	4.2	39.7	38.5	38.7	17.6	16.4	16.6	28.1	25.7	25.9	28.1	25.7	25.9	28.1	25.7	25.9	28.1	25.7	25.9	28.1	25.7	25.9						
NAVY	7.4	5.6	6.2	10.1	7.5	8.0	9.3	6.9	7.3	5.5	6.2	6.2	5.5	6.2	6.2	5.5	6.2	6.2	5.5	6.2	6.2	5.5	6.2	6.2						
COAST GUARD	1.5	2.0	1.8	0.4	2.4	2.0	2.4	2.3	2.3	2.4	1.6	1.7	2.4	1.6	1.7	2.4	1.6	1.7	2.4	1.6	1.7	2.4	1.6	1.7						
NONE	2.2	3.5	3.1	1.9	1.5	1.6	1.8	3.3	3.1	1.5	3.1	3.0	1.5	3.1	3.0	1.5	3.1	3.0	1.5	3.1	3.0	1.5	3.1	3.0						
DON'T KNOW	2.3	2.0	2.1	1.0	4.5	3.9	1.7	3.1	2.9	6.6	2.6	2.8	6.6	2.6	2.8	6.6	2.6	2.8	6.6	2.6	2.8	6.6	2.6	2.8						
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117	64	1053	1117	64	1053	1117	64	1053	1117	64	1053	1117						

--RESPONSES--

Q858 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	52.2	58.0	56.0	59.7	60.1	60.0	51.3	47.2	47.8	63.3	52.7	53.3
ARMY	14.9	12.6	13.4	13.5	8.6	9.5	14.6	12.5	12.8	12.8	15.0	14.9
MARINES	7.8	6.1	6.6	4.0	5.7	5.4	7.9	10.0	9.7	6.6	8.3	8.2
NAVY	19.4	17.7	18.3	19.6	18.0	18.3	18.3	18.0	18.0	8.3	16.0	15.5
COAST GUARD	2.0	1.5	1.6	0.3	2.5	2.1	2.6	3.4	3.3	5.1	2.1	2.2
NONE	1.6	2.4	2.1	1.9	1.8	1.8	1.7	3.7	3.4	0	2.8	2.7
DON'T KNOW	2.2	1.8	1.9	1.0	3.2	2.8	3.5	5.2	5.0	3.9	3.2	3.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

Q659 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORK IN OR NEAR A COMBAT ZONE?

ACTIVE PROPENSITY											
-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
5.5	4.4	4.8	4.4	5.5	5.3	6.6	6.9	6.8	1.9	6.0	5.7
48.4	48.4	48.4	48.0	44.3	45.0	56.1	57.8	57.5	44.9	57.3	58.5
35.8	36.4	36.2	39.1	38.1	38.3	20.2	18.0	18.3	32.7	22.3	23.0
6.2	5.9	6.0	5.4	5.2	5.2	7.7	7.6	7.6	14.4	6.6	7.0
1.1	0.9	1.0	1.2	0.8	0.9	3.1	2.1	2.2	1.4	1.8	1.8
0.8	2.1	1.7	1.3	1.8	1.7	2.4	3.6	3.4	0	3.1	2.9
2.3	1.9	2.0	0.5	4.2	3.6	3.8	4.1	4.1	4.7	2.9	3.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117
--COUNT--											

--RESPONSES--

AIR FORCE

ARMY

MARINES

NAVY

COAST GUARD

NONE

DON'T KNOW

--TOTAL--

--COUNT--

Q660A1 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 4 YEARS, WOULD YOU ENLIST?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	14.5	4.8	7.6		0	6.2	5.7		16.2	0.7	2.3		0	0	0	
PROBABLY	63.4	23.6	35.1		100.0	38.6	43.5		54.4	18.4	22.1		100.0	24.0	25.7	
PROBABLY NOT	20.7	45.3	38.1		0	29.1	26.8		20.8	38.5	36.7		0	32.0	31.3	
DEFINITELY NOT	1.4	25.2	18.4		0	26.1	24.1		8.7	42.4	38.9		0	41.7	40.8	
DON'T KNOW	0	0.7	0.5		0	0	0		0	0	0		0	2.3	2.2	
REFUSED	0	0.4	0.3		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	88	216	304		5	54	59		19	167	186		1	48	49	

Q660B1 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A1), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

-----MARKET-----																			
---YOUNG MALES---					---OLDER MALES---					---YOUNG FEMALES---					---OLDER FEMALES---				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
ARMY	27.9	31.9	29.8		11.6	28.2	25.5		23.8	31.3	29.1		0	14.0	12.9				
NAVY	14.7	21.4	17.9		0	19.2	16.1		0	13.0	9.2		0	0	0				
MARINES	17.9	11.8	14.9		0	13.3	11.2		7.2	10.2	9.3		0	19.2	17.7				
AIR FORCE	30.6	22.6	26.7		58.7	36.4	40.0		59.3	40.1	45.7		100.0	55.3	58.8				
COAST GUARD	6.8	11.2	8.9		0	2.9	2.5		9.7	0	2.9		0	11.5	10.6				
DON'T KNOW	2.1	0	1.1		29.7	0	4.8		0	5.4	3.8		0	0	0				
REFUSED	0	1.2	0.6		0	0	0		0	0	0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	68	64	132		5	22	27		13	32	45		1	12	13				

--RESPONSES--

Q660A2 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 4 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----														
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---															
DEFINITELY	9.0	2.7	4.3		25.3	2.5	5.7		12.9	2.1	3.6		0	5.1	4.9
PROBABLY	69.7	22.7	35.2		44.6	19.7	23.3		50.5	20.4	24.6		68.0	19.6	22.0
PROBABLY NOT	14.6	53.9	43.5		30.1	53.8	50.5		22.8	36.4	34.5		32.0	36.8	36.6
DEFINITELY NOT	4.3	20.4	18.1		0	23.2	19.9		9.9	40.0	35.9		0	38.4	36.6
DON'T KNOW	0	0.3	0.2		0	0.8	0.7		3.9	1.0	1.4		0	0	0
REFUSED	2.5	0	0.7		0	0	0		0	0	0		0	0	0
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	87	215	302		11	51	62		21	153	174		3	60	63

Q660B2 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A2), WOULD THAT BE IN THE....

ACTIVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----				-----YOUNG FEMALES-----			-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ARMY	36.0	20.0	28.5	14.9	14.4	14.6	33.0	27.9	29.5	0	46.6	40.9
NAVY	19.8	20.2	20.0	15.1	14.6	14.8	14.1	14.1	14.1	0	0	0
MARINES	5.0	16.6	10.4	0	42.5	28.3	0	7.1	4.8	0	8.8	7.7
AIR FORCE	20.8	26.4	23.4	57.5	25.2	36.0	40.8	32.5	35.1	50.7	29.5	32.1
COAST GUARD	14.1	14.6	14.4	12.4	0	4.1	12.1	8.7	9.8	49.3	15.2	19.4
DON'T KNOW	1.3	2.2	1.7	0	3.3	2.2	0	9.7	6.7	0	0	0
REFUSED	3.1	0	1.6	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	66	59	125	8	16	24	14	35	49	2	15	17

Q660A3 - IF THE GOVERNMENT WOULD PAY \$48,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 4 YEARS, WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	28.4	1.8	8.1	14.5	2.3	4.4	30.8	5.7	8.3	0	10.0	9.8
PROBABLY	61.5	24.5	34.0	69.5	40.6	45.6	58.2	40.0	41.9	100.0	20.7	23.5
PROBABLY NOT	8.1	51.0	39.9	16.1	34.8	31.6	11.0	26.2	24.6	0	33.4	32.2
DEFINITELY NOT	4.0	22.7	17.9	0	22.2	18.4	0	27.6	24.7	0	36.0	34.7
DON'T KNOW	0	0	0	0	0	0	0	0.5	0.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	81	202	283	12	62	74	18	168	184	2	67	69

Q660B3 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A3), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----POS PROP (PCT)-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ARMY	32.1	21.2	27.0	43.6	19.2	26.3	31.4	20.0	22.1	0	53.8	48.0
NAVY	14.2	7.7	11.2	0	10.6	7.5	13.9	27.7	25.1	0	8.6	7.7
MARINES	12.5	12.8	12.6	14.2	7.7	9.6	0	7.7	6.3	71.4	15.3	21.4
AIR FORCE	34.9	39.9	37.2	7.4	56.3	42.2	54.8	26.6	31.8	28.6	20.2	21.1
COAST GUARD	6.5	18.0	11.8	34.9	4.0	12.9	0	13.7	11.2	0	2.0	1.8
DON'T KNOW	0	0.4	0.2	0	2.2	1.5	0	4.4	3.6	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	71	52	123	10	26	36	16	73	89	2	19	21

Q660A4 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION AFTER 4 YEARS,
 ACTIVE PROPENSITY WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	20.3	0.9	7.2	0	1.5	1.2	4.5	2.5	2.7	0	0	0
PROBABLY	66.5	24.0	37.7	45.1	17.2	21.8	66.9	21.4	26.5	100.0	9.4	13.7
PROBABLY NOT	13.2	48.4	37.1	54.9	33.1	36.8	28.6	38.6	37.5	0	36.0	34.3
DEFINITELY NOT	0	26.6	18.1	0	43.2	36.0	0	37.5	33.3	0	54.5	51.9
DON'T KNOW	0	0	0	0	5.0	4.2	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	101	203	304	13	55	68	22	174	196	3	54	57

Q660B4 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A4), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
ARMY	20.5	17.0	19.2		39.8	23.2	27.7		38.8	34.4	35.6		32.8	38.8	36.7				
NAVY	9.9	15.4	12.0		13.0	34.8	28.8		7.3	14.1	12.3		0	25.2	16.6				
MARINES	14.7	13.7	14.3		0	20.7	15.0		5.8	7.8	7.3		0	23.3	15.3				
AIR FORCE	47.2	38.9	44.1		31.5	0	8.6		45.3	38.9	40.6		67.2	12.7	31.5				
COAST GUARD	4.2	15.1	8.3		15.8	0	4.3		2.8	4.8	4.3		0	0	0				
DON'T KNOW	3.5	0	2.2		0	21.3	15.5		0	0	0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	87	47	134		7	13	20		16	44	60		3	5	8				

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

--TOTAL--

--COUNT--

Q660A5 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION AFTER 4 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	19.5	3.6	8.3	7.0	6.9	6.9	5.4	2.4	2.7	0	3.0	2.7
PROBABLY	69.1	25.9	38.6	77.6	15.2	29.9	53.8	22.6	25.4	72.8	23.6	29.5
PROBABLY NOT	10.4	44.7	34.6	15.3	32.2	28.2	40.8	30.6	31.5	27.2	22.3	22.9
DEFINITELY NOT	1.0	25.1	18.0	0	45.8	35.0	0	43.6	39.6	0	47.3	41.6
DON'T KNOW	0	0.2	0.2	0	0	0	0	0.8	0.7	0	3.8	3.4
REFUSED	0	0.6	0.4	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	87	223	310	15	42	57	16	167	183	7	57	64

Q660B5 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A5), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	42.1	33.3	38.1		24.9	52.3	37.5		18.5	21.8	21.2
NAVY	10.8	16.9	13.5		0	4.5	2.1		12.9	27.1	24.4
MARINES	20.9	11.7	16.8		30.8	19.4	25.5		0	3.7	3.0
AIR FORCE	19.2	28.2	23.2		25.9	23.8	25.0		48.4	41.4	42.7
COAST GUARD	7.0	7.0	7.0		18.4	0	10.0		12.1	2.8	4.5
DON'T KNOW	0	0.8	0.3		0	0	0		8.1	3.1	4.1
REFUSED	0	2.0	0.9		0	0	0		0	0	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
--COUNT--	75	71	146		13	12	25		10	43	53

Q660A6 - IF THE GOVERNMENT WOULD PAY \$48,000 FOR EDUCATION AFTER 4 YEARS,
 WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	21.7	3.7	9.1	14.9	7.0	9.3	32.8	6.6	9.2	0	5.3	5.1
PROBABLY	53.7	24.5	33.3	55.2	24.1	33.2	52.7	18.7	22.1	0	26.8	28.1
PROBABLY NOT	18.6	49.2	40.0	23.6	49.6	42.0	0	45.4	40.8	100.0	27.5	29.4
DEFINITELY NOT	6.0	22.0	17.2	6.2	19.3	15.5	14.7	28.7	27.3	0	40.4	39.4
DON'T KNOW	0	0.6	0.4	0	0	0	0	0.6	0.5	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	74	190	264	15	39	54	16	163	179	2	52	54

--RESPONSES--

Q660B6 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A6), WOULD THAT BE IN THE....

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	21.9	22.1	22.0		38.4	53.6	46.3		38.3	29.1	31.0		0	36.5	36.5	
NAVY	23.8	13.1	18.8		10.3	0	5.0		24.7	11.8	15.2		0	6.6	6.6	
MARINES	6.2	23.1	14.1		0	28.9	15.0		17.7	13.8	14.8		0	4.3	4.3	
AIR FORCE	34.1	38.8	36.3		51.3	17.5	33.8		21.4	39.9	34.9		0	52.7	52.7	
COAST GUARD	9.1	1.9	5.7		0	0	0		0	3.3	2.4		0	0	0	
DON'T KNOW	5.0	1.1	3.2		0	0	0		0	2.2	1.6		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	54	55	109		10	11	21		13	42	55		0	18	18	

Q660A7 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS, WOULD YOU ENLIST? ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	9.8	2.6	4.7	16.0	7.1	8.2	9.2	0.5	1.5	0	3.4	3.3
PROBABLY	65.3	27.5	38.5	34.2	9.6	12.7	75.4	28.8	34.0	100.0	25.4	27.9
PROBABLY NOT	19.4	45.2	37.7	0	52.1	45.5	15.4	36.8	34.4	0	22.2	21.4
DEFINITELY NOT	5.0	24.3	18.7	0	28.8	25.2	0	33.3	29.6	0	49.0	47.3
DON'T KNOW	0	0.4	0.3	0	0	0	0	0.6	0.5	0	0	0
REFUSED	0.4	0	0.1	49.8	2.4	8.4	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	84	210	294	6	48	54	20	164	184	3	76	79

--RESPONSES--

Q660B7 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A7), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

	-----MARKET-----									
	---YOUNG MALES---					---YOUNG FEMALES---				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	28.3	22.3	25.4	8.9	12.8	11.1	26.4	37.7	34.8	39.1
NAVY	12.9	19.5	16.2	0	11.8	6.7	23.1	3.3	8.5	25.5
MARINES	22.3	13.5	18.0	16.0	21.2	19.0	0	11.2	8.3	6.5
AIR FORCE	35.5	25.4	30.5	25.3	27.5	26.6	50.5	33.0	37.6	25.5
COAST GUARD	0.9	13.3	7.1	0	0	0	0	10.8	8.0	0
DON'T KNOW	0	5.9	2.9	0	14.1	8.0	0	3.9	2.9	3.4
REFUSED	0	0	0	49.8	12.6	28.7	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	62	58	120	6	10	16	17	45	62	24

Q660A8 - IF THE GOVERNMENT WOULD PAY \$27,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS,
WOULD YOU ENLIST?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	11.3	2.1	4.7	13.0	3.4	4.7	24.4	4.0	6.0	0	1.3	1.2
PROBABLY	63.7	29.5	39.3	59.8	24.2	28.9	61.8	24.0	27.8	70.7	32.3	34.1
PROBABLY NOT	19.6	43.2	36.4	0	54.1	46.8	13.8	42.9	40.0	0	29.1	27.8
DEFINITELY NOT	5.4	25.1	19.4	16.9	18.4	18.2	0	29.0	26.1	29.3	37.2	36.9
DON'T KNOW	0	0.1	0.1	10.4	0	1.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	88	233	321	8	41	49	20	161	181	3	68	71

--RESPONSES--

Q66088 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A8), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
	-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
ARMY	42.1	33.0	37.4	38.6	2.4	13.9	24.9	22.3	0	54.9
NAVY	19.8	22.3	21.1	15.8	0	5.0	26.6	12.2	0	0
MARINES	9.0	13.9	11.5	0	30.0	20.5	4.8	7.0	0	6.4
AIR FORCE	21.8	18.5	20.1	45.6	52.9	50.0	24.1	43.4	100.0	34.7
COAST GUARD	7.3	11.3	9.3	0	14.8	10.1	19.5	12.1	0	4.0
DON'T KNOW	0	1.0	0.5	0	0	0	0	2.3	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	67	77	144	7	14	21	17	45	2	22
										24

Q660A9 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----							
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
---RESPONSES---	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	16.3	6.9	9.4	34.5	7.4	13.0	19.4	2.2	4.1	0	7.0	6.5				
PROBABLY	61.0	29.3	37.9	44.3	23.9	28.2	52.4	25.5	28.4	100.0	20.9	26.4				
PROBABLY NOT	16.0	35.3	30.1	15.8	25.5	23.5	18.3	34.8	32.9	0	35.5	33.0				
DEFINITELY NOT	3.1	26.4	20.1	0	38.8	30.8	6.1	36.4	33.0	0	36.7	34.1				
DON'T KNOW	3.6	2.1	2.5	5.4	4.4	4.6	3.7	1.2	1.5	0	0	0				
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
---COUNT---	76	198	274	17	58	75	19	169	188	3	50	53				

Q680A10 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION AFTER 3 YEARS,
 ACTIVE PROPENSITY WOULD YOU ENLIST?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	8.5	3.0	4.7	0	2.9	2.7	16.8	0.6	2.4	0	0	0
PROBABLY	72.4	25.8	39.7	92.8	9.7	16.9	51.8	21.7	25.1	0	18.7	18.7
PROBABLY NOT	18.2	48.9	39.7	7.2	43.7	40.5	28.9	33.7	33.1	0	44.1	44.1
DEFINITELY NOT	1.0	21.8	15.6	0	43.7	39.9	2.5	44.1	39.4	0	37.2	37.2
DON'T KNOW	0	0.5	0.4	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	90	209	299	9	72	81	22	178	200	0	52	52

Q660B10 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A10), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	34.7	19.1	27.5	12.1	38.7	27.8	41.7	31.6	34.5	0	26.1	26.1
NAVY	11.7	23.7	17.2	25.5	12.6	17.9	19.4	12.8	14.7	0	11.2	11.2
MARINES	15.0	22.1	18.2	62.4	23.4	39.4	9.1	7.4	7.9	0	21.3	21.3
AIR FORCE	32.6	30.3	31.5	0	8.1	4.8	27.2	40.8	36.9	0	20.0	20.0
COAST GUARD	6.0	3.1	4.7	0	17.2	10.1	2.6	5.5	4.7	0	9.1	9.1
DON'T KNOW	0	1.7	0.8	0	0	0	0	1.9	1.4	0	12.3	12.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	71	62	133	8	12	20	16	38	54	0	9	9

--RESPONSES--

Q660A11 - IF THE GOVERNMENT WOULD PAY \$27,000 FOR EDUCATION AFTER 3 YEARS,
ACTIVE PROPENSITY WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	25.1	3.6	8.3	11.2	2.4	4.6	20.4	4.3	6.0	0	4.8	4.7
PROBABLY	52.8	23.5	29.8	71.4	31.1	41.2	43.1	27.6	29.3	100.0	21.9	23.6
PROBABLY NOT	11.5	43.6	36.6	17.4	37.6	32.5	32.5	34.5	34.3	0	45.4	44.4
DEFINITELY NOT	10.7	29.3	25.3	0	28.8	21.6	4.0	32.9	29.8	0	27.9	27.3
DON'T KNOW	0	0	0	0	0	0	0	0.7	0.7	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	64	227	291	15	60	75	21	185	206	2	61	63

Q660B11 - IF YOU WERE TO ENLIST (UNDER THE CONDITION: NOTED IN Q660A11), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----						
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																															
ARMY	35.2	31.7	33.3	37.0	36.2	36.6	31.3	13.3	16.7	78.5	32.0	35.7	31.3	8.9	9.7	0	25.9	23.8	0	0	0	0	0	0	0	0	0	0	0	0	0
NAVY	15.3	19.4	17.6	32.7	29.8	31.1	8.9	9.9	9.7	0	25.9	23.8	8.9	9.9	9.7	0	25.9	23.8	0	0	0	0	0	0	0	0	0	0	0	0	0
MARINES	22.4	9.7	15.3	26.1	1.4	12.6	47.6	8.0	15.5	21.5	0	1.7	47.6	8.0	15.5	21.5	0	1.7	21.5	0	0	0	0	0	0	0	0	0	0	0	0
AIR FORCE	20.6	27.4	24.4	4.2	26.1	16.2	12.1	52.1	44.6	0	26.1	24.0	12.1	52.1	44.6	0	26.1	24.0	0	0	0	0	0	0	0	0	0	0	0	0	0
COAST GUARD	3.1	11.7	7.9	0	6.5	3.6	0	12.9	10.4	0	8.4	7.7	0	12.9	10.4	0	8.4	7.7	0	0	0	0	0	0	0	0	0	0	0	0	0
DON'T KNOW	3.5	0	1.5	0	0	0	0	3.8	3.1	0	7.7	7.1	0	3.8	3.1	0	7.7	7.1	0	0	0	0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	48	61	109	12	19	31	13	59	72	2	16	18	13	59	72	2	16	18	2	16	18	2	16	18	13	59	72	2	16	18	18

Q660A12 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION AFTER 3 YEARS,
WOULD YOU ENLIST?

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----						
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																															
DEFINITELY	13.0	2.1	5.3	9.1	2.2	2.9	4.1	3.6	3.7	0	6.2	5.5	0	6.2	6.2	0	6.2	6.2	0	6.2	6.2	0	6.2	6.2	0	6.2	6.2	0	6.2	6.2	
PROBABLY	63.8	27.8	38.5	40.0	19.6	21.6	80.4	19.8	25.4	100.0	18.9	28.8	100.0	18.9	18.9	100.0	18.9	18.9	100.0	18.9	18.9	100.0	18.9	18.9	100.0	18.9	18.9	100.0	18.9	18.9	
PROBABLY NOT	22.3	40.2	34.8	36.7	48.7	47.6	15.5	38.1	36.0	0	27.6	24.2	0	27.6	27.6	0	27.6	27.6	0	27.6	27.6	0	27.6	27.6	0	27.6	27.6	0	27.6	27.6	
DEFINITELY NOT	0.9	29.7	21.1	14.1	29.5	28.0	0	37.8	34.3	0	47.2	41.5	0	47.2	47.2	0	47.2	47.2	0	47.2	47.2	0	47.2	47.2	0	47.2	47.2	0	47.2	47.2	
DON'T KNOW	0	0.3	0.2	0	0	0	0	0.6	0.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	105	224	329	5	52	57	18	174	192	9	79	88	9	79	79	9	79	79	9	79	79	9	79	79	9	79	79	9	79	79	

Q660B12 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A12), WOULD THAT BE IN THE...
 ACTIVE PROPENSITY

	-----MARKET-----						-----OLD FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	23.0	37.8	30.1	81.5	29.9	39.7	25.2	28.3	28.0	35.9	7.1	17.3
NAVY	13.1	15.8	14.4	18.5	13.0	14.0	18.8	21.6	20.8	0	25.3	16.3
MARINES	12.5	13.1	12.8	0	41.1	33.3	17.9	10.1	12.2	27.0	3.9	12.1
AIR FORCE	47.5	28.8	38.6	0	11.6	9.4	38.1	26.3	29.4	37.1	52.2	46.9
COAST GUARD	3.9	4.4	4.2	0	4.5	3.6	0	11.2	8.2	0	11.4	7.4
DON'T KNOW	0	0	0	0	0	0	0	4.6	3.4	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	84	78	162	3	13	16	15	44	59	9	20	29

Q660A13 - IF THE GOVERNMENT WOULD PAY \$12,000 FOR EDUCATION OR HOWE DOWNPAYMENT AFTER 2 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	12.2	2.8	5.4	8.4	0	1.3	12.5	4.3	5.0	34.6	1.6	3.6
PROBABLY	63.6	25.7	36.2	91.6	19.5	31.1	42.2	27.3	28.5	47.7	19.6	21.3
PROBABLY NOT	13.3	37.2	30.6	0	36.8	30.9	45.3	38.2	38.8	17.8	34.9	33.9
DEFINITELY NOT	9.0	33.3	26.6	0	42.2	35.4	0	29.8	27.4	0	43.8	41.2
DON'T KNOW	1.9	1.1	1.3	0	1.5	1.3	0	0.4	0.4	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	91	215	306	8	49	57	17	178	195	4	62	66

Q660B13 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A13), WOULD THAT BE IN THE....

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	26.0	27.1	28.5	54.4	30.6	42.0	27.1	36.0	34.8	0	7.7	6.2
NAVY	14.6	15.6	15.1	0	16.3	8.5	37.0	17.8	20.4	0	0	0
MARINES	25.5	17.1	21.4	20.9	0	10.0	0	16.0	13.9	58.0	0	11.4
AIR FORCE	30.5	31.8	31.2	24.7	38.4	31.8	35.8	23.1	24.8	42.0	54.8	52.3
COAST GUARD	3.4	5.6	4.5	0	7.4	3.9	0	5.8	5.0	0	29.2	23.4
DON'T KNOW	0	2.7	1.3	0	7.3	3.8	0	1.3	1.1	0	8.3	6.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	72	64	136	8	13	21	10	55	65	3	11	14

Q660A14 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 2 YEARS, WOULD YOU ENLIST?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PRCP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	8.4	2.7	4.5	35.2	0.6	5.8	30.0	6.4	10.8	0	6.5	6.4
PROBABLY	64.4	27.4	39.1	55.4	19.8	25.2	59.1	31.9	37.1	100.0	10.6	12.7
PROBABLY NOT	19.6	48.8	39.6	9.3	38.3	33.9	10.9	36.1	31.3	0	32.5	31.7
DEFINITELY NOT	5.9	19.9	15.5	0	41.3	35.0	0	25.0	20.2	0	50.3	49.2
DON'T KNOW	0	0.7	0.5	0	0	0	0	0.7	0.5	0	0	0
REFUSED	1.7	0.5	0.9	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	106	213	319	9	47	56	31	133	164	1	67	68

--RESPONSES--

Q660B14 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A14), WOULD THAT BE IN THE...

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	32.1	28.9	30.5	63.5	14.7	36.4	12.2	41.5	31.3	0	20.0	17.6
NAVY	18.2	20.5	19.3	0	23.4	13.0	20.6	17.6	18.7	0	15.0	13.2
MARINES	13.6	12.8	13.2	12.7	15.0	13.9	4.9	3.5	4.0	0	16.6	14.6
AIR FORCE	28.1	27.2	27.7	5.6	35.9	22.5	51.6	30.8	38.1	100.0	34.9	42.7
COAST GUARD	5.1	2.5	3.9	18.2	11.0	14.2	10.7	2.0	5.0	0	13.4	11.8
DON'T KNOW	0.7	6.4	3.4	0	0	0	0	4.6	3.0	0	0	0
REFUSED	2.3	1.6	2.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	81	72	153	8	11	19	27	51	78	1	13	14

--RESPONSES--

Q660A15 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 2 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
DEFINITELY	14.3	1.2	4.8		0	2.1	1.8		15.8	3.6	5.1		0	7.9	7.0				
PROBABLY	57.2	31.5	38.5		73.5	31.2	37.1		71.5	24.6	30.6		85.5	24.0	31.4				
PROBABLY NOT	28.5	47.3	42.2		18.6	42.8	39.4		12.7	28.9	26.8		14.5	32.1	30.0				
DEFINITELY NOT	0	17.8	13.0		7.9	23.9	21.7		0	42.3	36.9		0	36.0	31.7				
DON'T KNOW	0	1.3	1.0		0	0	0		0	0.6	0.5		0	0	0				
REFUSED	0	0.9	0.6		0	0	0		0	0	0		0	0	0				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	80	213	293		10	63	73		26	165	191		5	40	45				

Q660B15 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A15), WOULD THAT BE IN THE....
ACTIVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	42.6	25.5	32.8	60.1	44.2	48.4	31.0	35.6	34.2	32.3	10.2	16.2
NAVY	26.5	15.8	20.4	20.9	15.3	16.8	8.3	8.8	8.6	0	9.0	6.6
MARINES	11.2	14.6	13.1	11.9	1.3	4.1	13.0	0	4.0	0	0	0
AIR FORCE	15.3	29.5	23.4	7.1	3.1	4.1	43.5	38.3	39.9	67.7	46.9	52.5
COAST GUARD	0.6	12.1	7.2	0	13.7	10.1	4.2	17.3	13.3	0	9.0	6.6
DON'T KNOW	3.9	0	1.7	0	22.5	16.5	0	0	0	0	24.8	18.1
REFUSED	0	2.5	1.4	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	59	75	134	7	20	27	23	43	68	4	12	16

Q660A10 - IF THE GOVERNMENT WOULD PAY \$12,000 FOR EDUCATION AFTER 2 YEARS,
ACTIVE PROPENSITY WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	11.0	0.6	4.2	0	0	0	3.2	2.7	2.8	0	0	0
PROBABLY	63.8	20.7	35.6	54.8	23.1	29.8	67.0	19.1	26.2	59.5	13.6	18.6
PROBABLY NOT	20.1	48.9	38.9	45.2	40.8	41.7	29.8	33.3	32.8	40.5	49.8	49.2
DEFINITELY NOT	1.6	29.4	19.8	0	36.1	28.5	0	44.0	37.5	0	36.6	34.2
DON'T KNOW	3.6	0.4	1.5	0	0	0	0	0.9	0.7	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	98	198	296	10	55	65	25	153	178	3	49	52

Q660B16 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A16), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
31.4	38.8	33.9			26.3	16.6	20.4			41.9	27.7	32.6		100.0	11.3			31.7	
13.8	18.7	15.5			24.1	0	9.4			12.3	7.8	9.3		0	73.4			58.6	
19.9	18.8	19.5			0	25.2	15.4			23.3	7.2	12.8		0	0			0	
27.3	17.8	24.1			21.1	58.2	43.8			17.3	39.5	31.8		0	15.3			11.8	
4.6	4.2	4.5			28.5	0	11.1			0	11.4	7.4		0	0			0	
2.9	1.7	2.5			0	0	0			5.3	6.5	6.1		0	0			0	
100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0			100.0	
77	38	115			6	12	18			17	34	51		2	6			8	
---RESPONSES---																			
ARMY																			
NAVY																			
MARINES																			
AIR FORCE																			
COAST GUARD																			
DON'T KNOW																			
---TOTAL---																			
---COUNT---																			

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

--TOTAL--

--COUNT--

Q660A17 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION AFTER 2 YEARS,
 ACTIVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	18.7	3.1	7.0	0	4.4	3.7	4.7	2.1	2.5	0	6.2	6.1
PROBABLY	62.2	23.5	33.1	100.0	16.7	29.4	76.3	24.3	31.8	100.0	16.7	18.7
PROBABLY NOT	13.4	45.2	37.3	0	30.7	26.0	19.1	39.8	36.8	0	45.9	44.8
DEFINITELY NOT	4.5	28.1	22.2	0	48.2	40.8	0	33.3	28.4	0	31.2	30.4
DON'T KNOW	1.1	0.2	0.4	0	0	0	0	0.5	0.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	83	212	295	8	56	64	30	170	200	1	46	47

Q660B17 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A17), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	36.1	25.2	30.7	12.2	34.8	24.4	42.2	42.5	42.4	100.0	31.0	37.9
NAVY	19.2	11.5	15.4	0	12.1	6.5	1.7	10.3	7.4	0	9.4	8.5
MARINES	11.5	20.6	16.0	28.3	0	13.0	14.0	14.0	14.0	0	10.3	9.3
AIR FORCE	25.1	27.4	26.2	47.2	53.1	50.4	27.8	26.5	27.0	0	41.1	37.0
COAST GUARD	5.3	15.3	10.2	12.3	0	5.7	14.3	4.5	7.8	0	8.1	7.3
DON'T KNOW	2.8	0	1.4	0	0	0	0	2.3	1.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	68	57	125	8	11	19	24	42	67	1	12	13

Q660A18 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION AFTER 2 YEARS,
 ACTIVE PROPENSITY WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	20.5	3.9	8.9	15.6	2.1	2.9	31.7	0	4.1	15.9	5.6	6.5
PROBABLY	62.2	29.1	39.1	76.5	35.7	38.0	50.2	18.4	22.5	84.1	15.0	20.9
PROBABLY NOT	14.0	37.3	30.3	7.9	31.8	30.5	14.8	51.3	46.6	0	25.3	23.2
DEFINITELY NOT	2.2	29.1	21.0	0	30.3	28.6	3.3	30.3	26.8	0	54.1	49.5
DON'T KNOW	1.1	0.7	0.8	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	94	222	316	5	64	69	26	172	198	5	65	70

Q860B18 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q860A18), WOULD THAT BE IN THE...
ACTIVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	29.4	37.0	33.1	0	20.9	18.3	18.2	22.7	37.5	27.7	30.8	
NAVY	15.6	7.1	11.5	16.9	9.7	10.6	25.6	9.9	0	13.6	9.4	
MARINES	18.0	11.7	14.9	34.2	24.5	25.7	17.2	14.3	0	0	0	
AIR FORCE	29.5	32.7	31.1	48.9	36.7	38.2	39.0	39.8	62.5	22.7	35.1	
COAST GUARD	3.3	10.9	6.9	0	8.2	7.2	0	10.4	0	36.0	24.8	
DON'T KNOW	4.2	0.7	2.5	0	0	0	0	2.9	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	79	79	158	4	25	29	20	31	5	13	18	

Question Q660C was omitted from the analyses due to a programming error in the assignment of response options.

Question Q660D was omitted from the analyses due to a programming error in the assignment of response options.

Q660E1 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$50 FOR YOUR TROUBLE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	38.7	17.8	24.8	24.5	18.9	19.8	34.7	17.3	20.0	41.7	12.9	14.8
PROBABLY	45.0	34.9	38.3	62.3	30.0	35.4	48.8	35.8	37.5	48.2	33.7	34.7
PROBABLY NOT	11.8	25.7	21.1	9.6	19.8	18.1	15.5	25.2	23.7	7.2	23.2	22.2
DEFINITELY NOT	3.9	21.0	15.3	2.5	30.4	25.8	3.0	21.4	18.5	2.9	29.8	27.8
DON'T KNOW	0.1	0.3	0.2	1.1	0.9	0.9	0	0.2	0.2	0	0.6	0.6
REFUSED	0.4	0.3	0.3	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	689	1325	1994	69	332	401	178	973	1151	21	338	359

ACTIVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q660E1)
Q660F1 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

-----MARKET-----																
-----YOUNG MALES-----					-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
DEFINITELY	1.5	1.0	1.0		0	0.5	0.4		0	0.7	0.6		0	2.3	2.3	
PROBABLY	29.4	15.7	17.7		34.1	6.7	8.1		22.5	14.6	15.1		71.5	11.0	11.8	
PROBABLY NOT	49.0	44.8	45.4		40.4	40.9	40.8		52.5	45.6	46.1		0	37.5	37.0	
DEFINITELY NOT	17.5	37.2	34.3		25.6	50.7	49.5		21.5	38.3	37.1		28.5	48.6	48.3	
DON'T KNOW	0	0.7	0.6		0	1.2	1.2		3.5	0.7	0.9		0	0.6	0.6	
REFUSED	2.7	0.6	0.9		0	0	0		0	0.2	0.2		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	109	623	732		11	172	183		31	460	491		2	178	180	

Q660E2 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$100 FOR YOUR TROUBLE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	41.9	22.6	29.1	36.1	16.4	20.4	46.6	16.9	21.2	13.8	17.0	16.8
PROBABLY	44.3	38.1	40.2	49.9	31.9	35.5	44.5	38.6	39.5	67.4	37.2	38.9
PROBABLY NOT	10.1	21.7	17.8	9.7	22.1	19.6	7.4	22.6	20.4	6.3	22.7	21.7
DEFINITELY NOT	3.3	16.7	12.2	4.2	29.6	24.5	1.6	21.3	18.4	5.8	22.9	21.9
DON'T KNOW	0.3	0.7	0.5	0	0	0	0	0.5	0.5	6.7	0.3	0.6
REFUSED	0.1	0.1	0.1	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	652	1248	1900	83	347	430	158	996	1154	18	359	377

--RESPONSES--

ACTIVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q860E2)
Q860F2 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

	-----MARKET-----									
	-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
DEFINITELY	3.2	0.4	0.8	6.8	0.3	0.7	0	1.3	1.3	0
PROBABLY	23.0	15.2	16.4	19.9	7.2	8.0	34.4	13.0	13.7	0
PROBABLY NOT	47.4	45.4	45.7	43.6	38.1	38.5	48.2	44.4	44.5	47.5
DEFINITELY NOT	23.8	37.5	35.4	29.7	53.3	51.8	17.4	39.8	39.1	0
DON'T KNOW	1.8	1.2	1.3	0	1.1	1.0	0	1.3	1.2	52.5
REFUSED	0.9	0.3	0.4	0	0	0	0	0.2	0.2	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	87	484	571	13	170	183	16	453	469	4
										164
										168

Q860E3 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$200 FOR YOUR TROUBLE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	50.5	28.5	36.0		49.7	20.6	25.4		37.9	19.7	22.0		14.8	18.2	18.0	
PROBABLY	37.1	38.0	37.7		27.4	32.4	31.6		48.6	41.1	41.8		79.5	28.8	32.0	
PROBABLY NOT	8.5	19.3	15.6		13.5	23.5	21.8		11.3	19.1	18.1		2.8	21.6	20.5	
DEFINITELY NOT	3.1	13.5	10.0		4.1	22.3	19.3		4.2	19.9	17.9		2.8	29.9	28.2	
DON'T KNOW	0.6	0.6	0.6		0	0.9	0.7		0	0.2	0.2		0	0.9	0.9	
REFUSED	0.3	0.1	0.2		5.2	0.3	1.1		0	0	0		0	0.5	0.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	657	1250	1907		58	289	347		151	1023	1174		25	356	381	

ACTIVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q880E3)
Q880F3 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	1.7	0.8	1.0	0	2.0	1.8	3.0	1.1	1.2	0	0.5	0.5
PROBABLY	34.5	13.5	16.9	20.2	12.4	13.1	46.0	13.6	15.4	49.9	11.9	12.1
PROBABLY NOT	33.9	48.1	45.8	48.0	40.7	41.3	39.8	34.5	34.8	50.1	38.9	38.9
DEFINITELY NOT	21.6	36.7	34.3	9.2	42.8	39.9	11.3	49.8	47.7	0	47.0	46.7
DON'T KNOW	6.1	0.5	1.4	0	1.4	1.3	0	1.0	0.9	0	1.7	1.7
REFUSED	2.2	0.3	0.6	22.6	0.7	2.7	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	80	424	504	13	133	146	25	411	436	2	183	185

Q664 - WHAT IS YOUR OPINION ABOUT CHANGING THE LAW SO THAT
WOMEN WOULD BE ALLOWED TO VOLUNTEER FOR COMBAT ASSIGNMENTS?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---										
FAVOR SUCH A CHANGE	49.2	51.2	50.5	51.1	50.2	50.4	55.8	49.1	50.0	46.6
NEITHER FAVOR/OPOSE	23.6	24.6	24.3	14.2	19.7	18.7	21.1	27.1	26.2	28.9
OPPOSE SUCH AN ITEM	26.2	23.4	24.4	32.6	28.5	29.2	21.3	22.7	22.5	24.5
DON'T KNOW	0.8	0.5	0.6	0.8	1.5	1.4	1.8	1.0	1.1	0
REFUSED	0.2	0.3	0.2	1.4	0.1	0.3	0	0.2	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	1053
										1117

ACTIVE PROPENSITY
Q665 - WHAT IS YOUR OPINION ABOUT CHANGING THE LAW SO THAT
BOTH MEN & WOMEN WOULD BE REQUIRED TO REGISTER FOR THE DRAFT?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--											
FAVOR SUCH A CHANGE	42.4	42.5	42.5	44.8	41.7	42.3	37.8	23.6	21.1	25.6	22.2
NEITHER FAVOR/OPPPOSE	24.3	25.0	24.8	16.0	19.9	19.2	25.3	27.5	25.6	27.2	25.5
OPPOSE SUCH AN ITEM	32.3	31.7	31.9	37.8	37.4	37.5	35.9	47.9	52.6	46.2	51.5
DON'T KNOW	0.8	0.4	0.6	0	0.8	0.7	1.1	0.8	0	0.9	0.6
REFUSED	0.2	0.3	0.3	1.4	0.1	0.3	0	0.2	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	64	3479	1117

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN THE LAST 6 MONTHS?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	49.8	40.9	43.9	31.6	21.8	23.6	52.4	44.2	45.4	38.2	23.8	24.7
NO	49.3	58.4	55.3	67.0	77.0	75.2	46.5	55.2	54.0	61.8	75.9	75.0
DON'T KNOW	0.7	0.3	0.4	0	1.2	0.9	1.1	0.4	0.5	0	0.2	0.2
REFUSED	0.2	0.4	0.3	1.4	0.1	0.3	0	0.2	0.2	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

Q682A - IN WHICH BRANCH OF THE MILITARY DID YOUR FRIEND OR RELATIVE ENLIST?

ACTIVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	35.2	31.4	32.8	34.8	36.5	36.1	39.0	34.4	35.2	43.7	37.5	38.1
NAVY	23.4	23.7	23.6	25.2	20.1	21.3	20.2	20.5	20.4	18.1	21.8	21.4
AIR FORCE	10.6	13.0	12.1	15.6	15.4	15.4	12.5	15.2	14.8	15.5	18.0	17.8
MARINES	23.3	21.9	22.5	17.3	18.2	18.0	16.6	18.4	18.1	12.0	11.4	11.4
COAST GUARD	0.7	0.9	0.8	0	0.6	0.4	2.1	1.3	1.5	0	0.3	0.3
NATIONAL GUARD	3.4	4.4	4.0	2.0	4.7	4.0	3.8	4.4	4.3	10.7	2.2	3.0
RESERVES	2.3	3.1	2.8	5.2	2.0	3.4	2.7	2.4	2.5	0	4.4	3.9
DON'T KNOW	1.1	1.5	1.3	0	1.8	1.4	3.0	3.3	3.3	0	4.5	4.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1004	1587	2591	66	211	277	257	1335	1592	28	254	280

--RESPONSES--

-----MARKET-----

208

Q684 - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

ACTIVE PROPENSITY

MARKET

	YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
FRIEND	46.4	46.7	46.6		62.4	52.1	56.6		46.0	41.3	43.0		46.6	42.1	43.5	
MOTHER	38.9	29.4	34.2		24.4	10.1	16.3		45.9	35.0	38.9		17.2	26.2	23.5	
FATHER	42.2	34.4	38.4		16.7	11.8	14.0		38.8	32.4	33.9		29.0	15.8	19.9	
BROTHER/SISTER	12.8	9.3	11.1		9.4	10.3	9.9		14.5	11.0	12.3		13.2	13.6	13.5	
OTHER RELATIVE	13.7	10.7	12.2		11.1	13.5	12.5		14.6	9.4	11.3		16.9	14.1	15.0	
BOY/GIRL FRIEND/SPOUSE	4.2	4.2	4.2		17.4	10.1	13.3		6.4	11.2	9.5		35.8	20.3	25.0	
TEACHER	3.9	1.0	2.5		0	0	0		6.8	2.1	3.8		0	0	0	
SCHOOL COUNSELOR	4.1	2.8	3.5		0	0	0		5.8	3.4	4.3		0	0	0	
RECRUITER	26.3	28.2	27.2		22.6	18.3	20.2		20.3	20.2	20.2		9.6	9.2	9.3	
CO-WORKER	0.9	0.5	0.7		2.8	2.5	2.6		1.1	1.0	1.0		0	1.9	1.3	
EMPLOYER	0.4	0.8	0.6		1.7	1.2	1.4		1.2	0.8	1.0		0	0	0	
---TOTAL---	1308	1243	2551		93	131	224		289	512	801		29	74	103	
---COUNT---																

QUESTION PERMITTED AS MANY AS 11 RESPONSES

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A)....
Q684B1 - IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	52.4	53.8	53.1	53.7	46.7	50.1	48.8	44.3	46.1	66.2	41.0	49.3
NO	47.6	45.9	46.8	42.8	53.3	48.2	51.2	55.3	53.7	33.8	59.0	50.7
DON'T KNOW	0	0.3	0.1	3.5	0	1.7	0	0.4	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	604	580	1184	55	67	122	133	209	342	14	33	47

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B2 - IS YOUR MOTHER CURRENTLY SERVING ON ACTIVE DUTY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----		-----YOUNG FEMALES-----			-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	0.8	0	0.5	0	0	0	0.7	0	0.3	0	0	0
NO	97.4	99.3	98.2	94.2	94.1	94.1	99.3	99.4	99.4	100.0	92.6	94.2
DON'T KNOW	1.7	0.7	1.3	5.8	5.9	5.9	0	0.6	0.4	0	7.4	5.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	517	385	902	24	12	36	132	178	310	6	21	27

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A)...

Q684B3 -IS YOUR FATHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	8.9	3.9	5.6	0	0	0	7.4	6.6	6.9	17.6	0	7.9
NO	91.6	95.2	93.2	91.5	100.0	95.6	91.5	93.4	92.7	75.4	100.0	89.0
DON'T KNOW	1.6	0.9	1.3	8.5	0	4.4	1.1	0	0.4	7.0	0	3.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	565	450	1015	14	16	30	105	161	266	9	11	20

--RESPONSES--

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B4 - IS YOUR BROTHER/SISTER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
YES					36.9	35.9	36.5	3.1	25.3	16.1	36.3	33.3	34.6	17.7	33.5	28.7					
NO					62.6	62.4	62.5	96.9	68.9	80.5	63.7	66.7	65.4	82.3	66.5	71.3					
DON'T KNOW					0	1.7	0.7	0	5.8	3.4	0	0	0	0	0	0					
REFUSED					0.5	0	0.3	0	0	0	0	0	0	0	0	0					
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--					168	113	281	8	12	20	45	56	101	4	11	15					

ACTIVE PROPENSITY
(IF MENTIONED IN Q84A) ...
Q84B5 - ARE ANY OTHER RELATIVES CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
YES					36.8	41.9	38.9	29.9	78.7	59.8	31.0	50.6	41.4	60.2	52.4	55.1					
NO					60.8	58.1	59.7	70.1	21.3	40.2	65.8	46.9	55.8	39.8	47.6	44.9					
DON'T KNOW					2.4	0	1.4	0	0	0	3.2	2.5	2.8	0	0	0					
---TOTAL---					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--					187	120	307	12	12	24	42	50	92	4	10	14					
--RESPONSES--																					

Q68486 - IS YOUR SPOUSE/FRIEND CURRENTLY SERVING ON ACTIVE DUTY?
 ACTIVE PROPENSITY
 (IF MENTIONED IN Q684A)

		-----MARKET-----																			
		-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
---RESPONSES---																					
YES		0	5.2	2.6	0	9.9	4.3	8.9	26.7	22.4	28.2	50.2	40.5								
NO		99.0	94.8	96.9	100.0	90.1	95.7	91.1	72.0	76.7	71.8	45.7	57.1								
DON'T KNOW		1.0	0	0.5	0	0	0	0	1.3	1.0	0	4.2	2.3								
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
---COUNT---		61	56	117	18	17	35	19	56	75	9	15	24								

ACTIVE PROPENSITY
Q690 - IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS...

-----MARKET-----												
-----YOUNG MALES-----				-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
WASTE OF TIME	2.2	10.0	7.3	4.9	9.0	8.3	0.7	6.7	5.8	1.0	4.0	3.9
UP TO HIM/HER	36.2	62.4	53.6	37.8	61.2	57.0	31.8	64.4	59.7	35.9	63.0	61.4
GOOD IDEA	60.6	28.0	37.7	56.0	28.8	33.7	67.3	27.8	33.4	63.1	32.0	33.9
DON'T KNOW	0.7	1.2	1.0	0	0.9	0.7	0.2	0.9	0.8	0	0.9	0.9
REFUSED	0.3	0.4	0.4	1.4	0.1	0.3	0	0.3	0.3	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117

--RESPONSES--

WASTE OF TIME

UP TO HIM/HER

GOOD IDEA

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE....?

	-----MARKET-----															
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
VERY FAVORABLE	25.2	6.7	12.9		23.7	6.3	9.4		22.1	5.5	7.9		15.7	5.6	6.2	
SOMEWHAT FAVORABLE	37.5	24.2	28.7		37.1	26.4	28.3		39.6	19.7	22.5		43.4	15.3	17.0	
NEITHER	19.1	31.5	27.3		13.9	28.8	26.1		17.2	31.4	29.4		18.4	29.7	29.0	
SOMEWHAT UNFAVORABLE	10.5	17.0	14.8		16.0	15.7	15.8		12.3	16.7	16.1		17.1	15.0	15.1	
VERY UNFAVORABLE	6.0	18.5	14.3		6.0	19.7	17.2		7.4	24.6	22.1		4.6	32.9	31.1	
DON'T KNOW	1.7	1.9	1.8		1.9	3.2	2.9		1.5	1.9	1.8		0.9	1.4	1.4	
REFUSED	0.2	0.2	0.2		1.4	0	0.2		0	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1978	3823	5801		210	968	1178		487	2992	3479		64	1053	1117	

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
ARE YOU...?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
VERY FAVORABLE	37.6	3.8	15.2	33.0	4.6	9.7	34.1	2.3	6.9	23.6	4.7
SOMEWHAT FAVORABLE	40.7	18.6	26.0	40.0	19.3	23.1	41.1	15.2	18.9	47.2	15.2
NEITHER	12.3	20.8	18.0	13.4	17.9	17.1	14.5	17.7	17.3	14.5	15.5
SOMEWHAT UNFAVORABLE	5.7	23.0	17.2	9.6	19.3	17.5	4.6	20.3	18.1	11.8	17.8
VERY UNFAVORABLE	2.7	32.8	22.7	1.6	37.6	31.1	5.1	43.5	38.0	2.0	46.4
DON'T KNOW	0.6	0.8	0.7	0.9	1.2	1.1	0.6	0.8	0.8	0.9	0.3
REFUSED	0.3	0.2	0.2	1.4	0.1	0.3	0	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053
											1117

-----MARKET-----

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Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?
 ACTIVE PROPENSITY

		-----MARKET-----														
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																
YES		78.3	65.1	70.5		61.5	39.1	43.9		90.0	68.5	72.2		62.6	43.6	44.9
NO		18.2	31.6	26.1		33.6	56.4	51.5		7.7	27.1	23.7		32.7	50.8	49.6
DON'T KNOW		3.3	2.9	3.0		3.0	4.5	4.2		2.4	4.3	4.0		4.8	4.9	4.9
REFUSED		0.3	0.4	0.4		2.0	0	0.4		0	0.1	0.1		0	0.6	0.6
---TOTAL---		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---		1234	1758	2992		141	535	676		265	1244	1509		31	509	540

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---																
MOSTLY A'S	3.1	8.1	6.4	3.1	2.1	2.3	5.7	10.2	9.5	2.0	5.9	5.7	5.9	5.7		
A'S & B'S	18.1	20.2	19.5	15.9	13.2	13.7	27.6	29.2	29.0	35.5	23.7	24.4	23.7	24.4		
MOSTLY B'S	17.5	20.7	19.7	11.7	22.4	20.5	24.1	22.6	22.8	14.6	23.8	23.2	23.8	23.2		
B'S & C'S	33.5	30.1	31.3	41.2	35.5	38.5	29.9	23.4	24.3	22.4	30.6	30.1	30.6	30.1		
MOSTLY C'S	18.4	14.6	15.9	18.5	18.9	18.9	9.5	11.1	10.9	19.6	13.2	13.6	13.2	13.6		
C'S & D'S	7.0	4.4	5.3	6.4	5.7	5.8	3.1	2.6	2.6	5.1	1.3	1.6	5.1	1.3		
D'S & F'S	0.9	1.1	1.1	0.4	1.1	0.9	0	0.4	0.4	0	0.4	0.3	0.4	0.3		
DON'T KNOW	0.6	0.4	0.5	1.4	1.0	1.1	0.2	0.3	0.3	0	0.6	0.5	0.6	0.5		
REFUSED	0.7	0.3	0.5	1.4	0.1	0.4	0	0.2	0.2	0.9	0.5	0.5	0.9	0.5		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099	1035	1099		

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
COLLEGE PREP	66.3	73.0	70.8	54.3	57.7	57.1	57.1	71.8	76.9	76.2	46.5	62.5
BUSINESS	6.1	6.0	6.0	9.0	8.2	8.4	8.4	10.5	9.5	9.6	18.2	16.7
VOC/TECH	23.0	18.5	20.0	31.5	30.8	30.9	30.9	14.9	11.1	11.7	31.1	17.7
DON'T KNOW	4.3	2.2	2.9	3.8	3.3	3.4	3.4	2.7	2.3	2.4	4.2	2.7
REFUSED	0.3	0.3	0.3	1.4	0	0.3	0.3	0	0.1	0.1	0	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	1162	488	2977	3463	64	1035

-----MARKET-----

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Q703 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
PLANE GEOMETRY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	54.2	66.8	62.6	45.3	54.0	52.4	53.5	64.3	62.7	50.0	49.5	49.5
YES, PLAN TO	15.4	6.8	9.7	6.2	4.0	4.4	20.4	6.8	8.7	7.0	4.6	4.8
NO	29.9	25.9	27.2	45.8	41.7	42.4	26.2	28.7	28.3	42.1	45.2	45.0
DON'T KNOW	0.3	0.2	0.3	1.3	0.3	0.5	0	0.1	0.1	0	0	0
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099

ACTIVE PROPENSITY
Q704 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
BUSINESS MATH?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	33.0	35.1	34.4	47.6	46.5	46.7	33.2	35.3	35.0	58.8	54.0	54.3
YES, PLAN TO	14.7	8.1	10.3	6.8	4.6	5.0	16.2	9.1	10.1	2.5	3.7	3.6
NO	51.8	56.5	54.9	44.2	48.5	47.7	50.4	55.3	54.6	37.7	41.5	41.3
DON'T KNOW	0.3	0.1	0.2	0	0.3	0.2	0.2	0.2	0.2	0	0.2	0.2
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099

Q705 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
COMPUTER SCIENCE?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	31.6	35.9	34.4	16.8	25.1	23.6	31.9	31.6	31.6	26.7	21.8	22.1
YES, PLAN TO	17.3	9.7	12.2	9.3	6.5	7.0	16.4	10.0	10.9	12.3	6.7	7.0
NO	50.6	54.1	52.9	72.0	68.0	68.7	51.6	58.2	57.2	60.0	70.9	70.2
DON'T KNOW	0.3	0.1	0.2	0.4	0.4	0.4	0	0.2	0.1	0	0	0
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099

--RESPONSES--

Q706 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
INTERMEDIATE ALGEBRA?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	43.9	55.9	51.8	39.7	44.7	43.8	48.6	56.8	55.6	52.2	44.5	45.0
YES, PLAN TO	15.9	8.2	10.8	9.4	4.1	5.0	19.5	8.2	9.8	4.4	3.8	3.9
NO	39.7	35.6	36.9	49.1	50.9	50.6	31.7	34.7	34.3	42.5	50.9	50.3
DON'T KNOW	0.3	0.1	0.2	0.4	0.2	0.3	0.2	0.1	0.1	0	0.2	0.2
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1980	3800	5760	208	954	1162	486	2977	3463	84	1035	1099

ACTIVE PROPENSITY
Q707 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
TRIGONOMETRY?

	-----MARKET-----						-----YOUNG FEMALES-----						-----OLDER FEMALES-----										
	-----YOUNG MALES-----			-----OLDER MALES-----			POS PROP (PCT)			NEG PROP (PCT)			TOTAL (PCT)			POS PROP (PCT)			NEG PROP (PCT)			TOTAL (PCT)	
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
18.7	30.8	26.7	13.8	21.3	19.9	19.6	24.5	23.8	16.6	14.6	14.7	16.6	14.6	14.7	16.6	14.6	14.7	16.6	14.6	14.7	16.6	14.6	14.7
19.0	12.3	14.6	6.5	5.2	5.4	21.1	10.6	12.1	12.4	4.7	5.2	12.4	4.7	5.2	12.4	4.7	5.2	12.4	4.7	5.2	12.4	4.7	5.2
61.7	58.5	58.2	77.9	73.3	74.2	58.8	64.6	63.8	70.1	80.0	79.4	70.1	80.0	79.4	70.1	80.0	79.4	70.1	80.0	79.4	70.1	80.0	79.4
0.4	0.2	0.3	0.3	0.2	0.2	0.4	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1
0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6	0.9	0.6	0.6	0.9	0.6	0.6	0.9	0.6	0.6	0.9	0.6	0.6
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099	64	1035	1099	64	1035	1099	64	1035	1099	64	1035	1099

Q708 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
CALCULUS?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	9.0	13.6	12.1	7.0	9.5	9.0	8.7	9.2	9.1	15.2	6.0	6.6
YES, PLAN TO	19.0	13.8	15.6	10.1	5.6	6.4	22.8	12.9	14.3	9.1	4.5	4.7
NO	71.2	72.2	71.9	81.6	84.7	84.2	68.3	77.6	76.3	74.7	88.8	87.9
DON'T KNOW	0.5	0.1	0.2	0	0.2	0.1	0.2	0.1	0.2	0	0.1	0.1
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099

Q709 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
PHYSICS?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES, TAKEN	19.4	23.9	22.4	21.1	18.6	19.1	16.1	17.0	16.9	26.9	11.5	12.5
YES, PLAN TO	19.4	12.5	14.8	10.2	4.5	5.5	23.3	11.3	13.0	7.5	4.5	4.7
NO	60.5	63.2	62.3	67.4	76.7	75.0	60.5	71.3	69.8	64.6	83.3	82.2
DON'T KNOW	0.4	0.1	0.2	0	0.2	0.1	0	0.2	0.2	0	0	0
REFUSED	0.2	0.2	0.2	1.4	0.1	0.3	0	0.2	0.1	0.9	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	208	954	1162	486	2977	3463	64	1035	1099

Q710 - DOES/DID YOUR HIGH SCHOOL HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

ACTIVE PROPENSITY

	-----MARKET-----					
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---						
YES	57.1	58.8	58.2	57.4	57.6	57.6
NO	32.9	33.4	33.2	32.8	34.3	34.1
DON'T KNOW	9.8	7.6	8.3	9.8	7.9	8.2
REFUSED	0.2	0.2	0.2	0	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1960	3800	5760	486	2977	3463

Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

ACTIVE PROPENSITY

-----MARKET-----						
		-----YOUNG MALES-----			-----YOUNG FEMALES-----	
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---						
YES		29.9	24.3	26.1	30.7	22.0
						23.2
NO		46.5	54.4	51.8	47.3	55.4
						54.2
DID NOT USE		22.6	20.6	21.3	20.1	21.3
						21.2
DON'T KNOW		1.0	0.7	0.8	1.8	1.3
						1.4
---TOTAL---		100.0	100.0	100.0	100.0	100.0
						100.0
---COUNT---		1114	2211	3325	283	1710
						1993

Q712 - DID INFORMATION FROM COMPUTERIZED SYSTEM INCREASE YOUR INTEREST IN THE MILITARY?

		-----MARKET-----				
		-----YOUNG MALES-----		-----YOUNG FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
						TOTAL (PCT)
--RESPONSES--	YES	72.4	32.8	47.7	78.9	29.4
	NO	27.1	67.0	52.0	20.1	70.6
DON'T KNOW		0.5	0.2	0.3	1.0	0
		100.0	100.0	100.0	100.0	100.0
--TOTAL--						
--COUNT--		350	558	908	88	368
						456

ACTIVE PROPENSITY

--RESPONSES--

ACTIVE PROPENSITY
Q713B - WHAT IS THE HIGHEST GRADE YOUR MOTHER COMPLETED?

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																														
7TH GRADE OR LESS	2.7	1.9	2.1	8.0	4.3	5.0	3.8	2.6	2.7	5.4	3.1	3.2																		
8TH GRADE	1.3	1.7	1.6	3.3	2.4	2.6	2.4	2.0	2.0	2.0	3.9	3.8																		
9TH GRADE	2.1	1.4	1.7	2.3	3.3	3.1	2.3	2.0	2.0	0	4.1	3.8																		
10TH GRADE	4.9	2.4	3.2	3.7	4.6	4.4	6.7	3.5	4.0	5.9	6.7	6.7																		
11TH GRADE	4.7	3.2	3.7	4.5	4.6	4.6	9.1	4.8	5.4	11.5	6.0	6.4																		
12TH GRADE	43.6	46.5	45.5	46.0	50.4	49.6	40.8	45.1	44.5	42.1	49.8	49.3																		
13TH	2.5	3.6	3.2	2.9	2.3	2.4	3.8	5.5	5.3	5.2	3.2	3.3																		
14TH	8.4	9.3	9.0	4.0	3.7	3.8	9.8	10.8	10.7	10.3	6.7	6.9																		
15TH	1.5	2.1	1.9	0.6	2.0	1.7	1.4	2.1	2.0	0	0.6	0.5																		
16TH COLLEGE SR	11.9	13.7	13.1	11.1	7.5	8.1	8.4	10.1	9.8	6.3	5.1	5.2																		
17TH, GRAD SCHOOL	0.4	0.8	0.7	0	0.2	0.2	0.2	0.9	0.8	0	0.4	0.4																		
18TH, GRAD SCHOOL	0.9	2.1	1.7	0.5	0.9	0.8	0.2	1.3	1.1	0	0.4	0.4																		
19TH, GRAD SCHOOL	0.3	0.7	0.6	0	0.1	0.1	0.2	0.5	0.4	0	0.1	0.1																		
20 OR MORE	1.0	1.5	1.3	0	0.5	0.4	1.1	1.7	1.6	0	0.5	0.5																		
DON'T KNOW	13.5	8.8	10.4	11.8	13.1	12.9	9.6	7.1	7.5	11.4	8.6	8.8																		
REFUSED	0.4	0.3	0.4	1.4	0.1	0.4	0	0.2	0.2	0	0.8	0.7																		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																		
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	64	1053	1117																		

ACTIVE PROPENSITY
Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--												
MARRIED	1.6	3.2	2.7	28.5	22.6	29.8	28.5	1.5	10.5	24.7	52.0	50.3
WIDOWED	0.0	0.0	0.0	0.0	0	0.0	0.0	0	0.2	0	0.3	0.3
SEPARATED	0.1	0.1	0.1	1.9	1.6	2.0	1.9	0	0.5	6.2	3.4	3.6
DIVORCED	0.1	0.1	0.1	2.8	3.6	2.7	2.8	0.5	0.4	2.5	5.4	5.2
NEVER MARRIED	98.0	98.2	96.8	66.4	70.7	65.5	66.4	98.0	88.2	65.6	38.7	40.4
DON'T KNOW	0	0.0	0.0	0	0	0	0	0	0.1	0	0	0
REFUSED	0.2	0.2	0.2	0.3	1.4	0.1	0.3	0	0.1	0.9	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	1178	210	968	1178	487	2992	64	1053	1117

ACTIVE PROPENSITY
Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

	-----MARKET-----									
	-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
WHITE	72.2	86.9	81.9	69.6	87.2	84.1	57.3	82.6	79.0	80.4
BLACK	19.1	7.7	11.5	17.2	8.6	10.1	33.6	11.5	14.6	14.0
PACIFIC ISL/ASIAN	4.2	3.2	3.0	3.1	1.3	1.6	4.4	3.5	3.7	2.3
AMER INDIAN/ALASKAN	3.5	1.4	2.1	3.5	2.3	2.5	4.2	1.5	1.9	2.5
DON'T KNOW	0.7	0.3	0.4	2.3	0.2	0.6	0.2	0.6	0.5	0.4
REFUSED	0.3	0.5	0.5	4.4	0.4	1.1	0.2	0.4	0.3	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	1178	487	2992	3479	1117

ACTIVE PROPENSITY
Q715 - ARE YOU OF HISPANIC BACKGROUND?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
-----RESPONSES-----												
HISPANIC	16.5	9.8	12.1	21.0	9.5	9.5	11.5	17.6	8.9	8.9	10.1	22.6
NOT HISPANIC	83.1	89.7	87.5	77.4	90.3	90.3	88.0	82.2	90.8	90.8	89.5	77.4
DON'T KNOW	0.2	0.1	0.1	0	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0
REFUSED	0.2	0.4	0.3	1.7	0.1	0.1	0.4	0	0.2	0.2	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1978	3823	5801	210	968	968	1178	487	2992	2992	3479	64
												1053
												1117

CHAPTER 4. PART II: COMPOSITE RESERVE PROPENSITY TABLES

The propensity measure used for the tables in this section is Composite Reserve Propensity. Composite Reserve Propensity is based on responses to two questions regarding the likelihood of serving in the National Guard (Q505) or in the Reserves (Q507). The response options for each of the items were "definitely enlist," "probably enlist", "probably not enlist", and "definitely not enlist."

Composite Reserve Propensity is defined as the respondent's most positive response to the two questions assessing propensity for the National Guard or Reserves. Individuals who indicated that they would "probably enlist" in the National Guard, but "probably not enlist" in the Reserves, for example, were assigned a value of "probably enlist" on the Composite Reserve Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know", or "refuse" comprise the negative propensity category shown in the tables.

Composite Reserve Propensity presented in these tables is the same as that in the YATS II supplementary tables for 1984 through 1988 but differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The 1983 measure was based on six items taken from the Reserve Component Attitude Study rather than the two items used here. Thus, 1989 results of Composite Reserve Propensity are directly comparable to the results from 1984 through 1988 but not the results for 1983.

RESERVE PROPENSITY
Q403 - AGE ON LAST BIRTHDAY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
16	27.2	22.9	24.0		0	0	0		34.0	21.5	22.9		0	0	0	
17	29.5	21.0	23.2		0	0	0		27.1	23.6	24.0		0	0	0	
18	19.2	19.8	19.6		0	0	0		16.6	17.7	17.6		0	0	0	
19	10.4	16.2	14.8		0	0	0		12.0	16.2	15.8		0	0	0	
20	7.0	11.0	10.0		0	0	0		4.7	11.0	10.3		0	0	0	
21	6.7	9.1	8.5		0	0	0		5.7	9.9	9.5		0	0	0	
22	0	0	0		38.7	38.9	38.8		0	0	0		43.8	33.2	33.8	
23	0	0	0		28.9	33.1	32.4		0	0	0		24.6	32.0	31.6	
24	0	0	0		32.4	28.1	28.8		0	0	0		31.8	34.8	34.6	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117	

RESERVE PROPENSITY
Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
7TH GRADE OR LESS	0.4	0.3	0.3		2.4	0	0.4		0.3	0.1	0.2		0	0.8	0.7	
8TH GRADE	2.6	1.3	1.6		0.9	1.6	1.5		1.4	1.0	1.0		1.6	1.2	1.2	
9TH GRADE	12.1	6.9	8.2		6.3	2.4	3.0		9.3	4.5	5.0		0	2.3	2.2	
10TH GRADE	27.3	21.7	23.1		7.6	3.9	4.5		26.6	19.9	20.6		11.8	3.9	4.4	
11TH GRADE	32.1	25.6	27.2		12.9	9.4	10.0		33.2	26.1	26.8		6.1	5.9	5.9	
12TH GRADE	20.9	32.5	29.6		49.4	57.0	55.8		22.3	34.3	33.1		48.8	59.3	58.8	
COLLEGE FRESHMAN	3.9	10.0	8.5		10.7	15.9	15.0		5.0	11.8	11.1		22.8	17.2	17.5	
COLLEGE SOPHOMORE	0.2	0.6	0.5		4.0	6.0	5.7		0.2	1.2	1.1		4.3	5.3	5.2	
JUNIOR/COMM COLLEGE	0.2	0.5	0.4		1.1	0.9	0.9		0.2	0.4	0.4		0	1.5	1.4	
VOC/BUS/TRADE SCHOOL	0.4	0.6	0.5		4.8	2.9	3.2		1.3	0.8	0.9		4.6	2.6	2.7	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117	

RESERVE PROPENSITY
Q405 - RESPONDENT DEGREES, DIPLOMAS, OR CERTIFICATES

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--											
ADULT BASIC ED (ABE)	0.2	0.2	0.2	0	0.2	0.1	0.5	0.2	2.1	0.1	0.2
GED	1.6	1.8	1.8	4.9	4.1	4.2	1.3	2.4	6.4	5.4	5.5
HIGH SCHOOL DIPLOMA	23.5	41.8	37.3	64.7	75.6	73.8	26.4	46.7	72.6	79.0	78.7
VOC/BUS/TRADE CERTIFICATE	2.7	3.0	2.9	8.8	12.3	11.7	3.4	3.2	23.0	12.1	12.7
OTHER DEGREE	2.1	2.5	2.4	5.6	3.5	3.9	3.6	3.4	7.2	6.5	6.5
-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----											
--TOTAL--	1458	4343	5801	196	982	1178	372	3107	3479	1060	1117
--COUNT--											

Q406 - DO YOU HAVE A HIGH SCHOOL DIPLOMA OR CERTIFICATE?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)

RESERVE PROPENSITY
Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT)
ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT)

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
YES	74.7	68.5	70.0	20.7	14.9	15.9	76.7	66.8	67.8	30.0	16.7	17.4
NO	24.1	30.7	29.1	77.1	84.2	83.0	23.0	32.3	31.3	67.1	82.4	81.6
DON'T KNOW	1.2	0.9	0.9	2.2	0.9	1.1	0.3	0.9	0.9	2.9	0.9	1.0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q408A - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

--RESPONSES--	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
NONE	0.9	0.9	0.9	15.3	2.3	5.1	0.4	1.4	1.3	0	0.5	0.4
ABE	2.2	1.0	1.3	0	2.8	2.2	1.0	0.8	0.8	3.4	4.2	4.1
HIGH SCHOOL	75.1	60.8	64.6	11.1	0	2.4	72.7	59.2	60.8	0	0	0
GED	3.9	3.1	3.3	18.5	0.4	4.3	4.5	2.3	2.6	5.5	3.0	3.2
JOBS/WIN/CETA	0.4	0.6	0.6	0	5.5	4.3	0.7	0.3	0.4	7.9	4.8	5.1
OJT PROGRAM	0.5	1.0	0.9	4.3	7.9	7.1	0.7	0.9	0.8	4.7	8.7	8.4
APPRENTICE	0.9	0.8	0.8	9.7	4.9	6.0	0.2	0.2	0.2	3.8	0.6	0.9
VOC/BUS/TRADE	3.8	4.4	4.2	15.4	19.3	18.4	6.5	4.3	4.6	16.9	23.4	22.8
JR COLLEGE	8.0	13.1	11.8	20.2	37.8	34.0	7.1	15.8	14.8	35.3	43.9	43.0
COLLEGE	4.3	14.2	11.6	5.6	19.1	16.2	6.3	14.8	13.7	22.5	11.0	12.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1081	2984	4065	35	137	172	284	2091	2375	17	178	195

RESERVE PROPENSITY

--RESPONSES--

RESERVE PROPENSITY
Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
FULL-TIME	86.8	87.6	87.4	28.5	49.4	45.3	91.2	86.3	86.9	57.9	36.4	38.5
PART-TIME	12.2	12.2	12.2	70.0	50.6	54.4	8.8	13.6	13.1	42.1	63.0	61.0
DON'T KNOW	1.0	0.1	0.3	1.5	0	0.3	0	0.0	0.0	0	0.6	0.6
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1072	2958	4030	32	135	167	283	2061	2344	17	177	194

RESERVE PROPENSITY
Q409BTIME - NO. OF MONTHS SINCE LAST ATTENDED SCHOOL

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
UP TO 1 MONTH	18.1	7.9	9.6	0	0.7	0.6	13.8	8.3	8.7	6.0	0.8	1.0
ONE MONTH	1.2	2.2	2.0	0	0.5	0.5	0	0.9	0.8	0	0.1	0.1
2 MONTHS	6.2	5.3	5.5	0	1.0	0.9	3.3	8.3	7.9	0	0.4	0.4
3 MONTHS	10.2	11.4	11.2	0.5	0.9	0.8	6.9	10.9	10.6	0	0.9	0.8
4 TO 6 MONTHS	9.5	9.5	9.5	0.6	2.8	2.5	12.1	10.0	10.1	4.0	1.4	1.6
7 TO 12 MONTHS	8.4	7.4	7.6	2.4	2.8	2.8	16.0	6.8	7.5	0	3.3	3.2
13 TO 18 MONTHS	17.3	18.9	18.6	3.4	3.5	3.5	18.4	17.5	17.5	14.8	2.3	2.8
19 TO 24 MONTHS	3.3	3.4	3.4	2.7	1.4	1.6	6.7	4.1	4.3	8.3	2.3	2.5
25 MONTHS OR MORE	27.9	34.1	32.8	90.5	88.2	86.8	22.8	33.4	32.6	68.9	88.5	87.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	340	1234	1574	130	706	836	83	968	1049	31	788	819

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1990-91?
RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	81.4	78.1	78.9	64.6	52.1	54.2	87.7	81.0	81.8	85.2	55.6	57.2
NO	13.2	18.0	16.8	25.0	43.5	40.4	10.2	15.9	15.3	12.1	40.1	38.6
DON'T KNOW	5.3	3.9	4.3	10.4	4.4	5.4	2.1	3.1	3.0	2.7	4.3	4.2
REFUSED	0.1	0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3106	3478	57	1060	1117

--RESPONSES--

RESERVE PROPENSITY

--RESPONSES--

-----MARKET-----

252

RESERVE PROPENSITY

--RESPONSES--

RESERVE PROPENSITY
Q413 - HOW MUCH WOULD ONE YEAR OF EDUCATION COST YOU?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
LESS THAN \$1000	10.3	10.8	10.7	7.8	11.3	10.6	10.6	10.5	10.6	10.6	10.6	13.9
\$1000-\$1999	9.6	9.1	9.2	17.5	12.2	13.2	13.2	10.6	11.3	11.2	11.2	17.0
\$2000-\$2999	6.6	8.8	8.3	8.3	9.2	9.0	9.0	7.9	8.9	8.8	8.8	11.4
\$3000-\$3999	6.9	4.7	5.2	8.0	8.0	8.0	8.0	4.8	4.9	4.9	4.9	5.8
\$4000-\$4999	4.6	3.9	4.0	3.0	5.6	5.1	5.1	4.8	4.1	4.2	4.2	3.7
MORE THAN \$5000	43.7	47.1	46.3	28.7	31.4	30.9	30.9	41.0	39.2	39.4	20.0	25.3
DON'T KNOW	17.3	15.5	15.9	26.7	22.1	22.9	22.9	19.9	21.0	20.9	23.0	22.7
REFUSED	0.9	0.2	0.3	0	0.2	0.2	0.2	0.4	0	0.0	0	0.1
--TOTAL--	100.0	00.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	979	3092	4071	157	641	798	798	269	2377	2646	52	793
												845

RESERVE PROPENSITY
Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

	-----MARKET-----						-----OLDER FEMALES-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---POS PROP (PCT)---			---POS PROP (PCT)---			---NEG PROP (PCT)---		
	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																		
ALL EXPENSES	21.5	30.1	28.0	29.3	38.2	36.4	14.5	27.4	26.1	12.9	27.2	26.2	12.9	27.2	26.2			
MORE THAN 3/4	4.3	4.8	4.7	2.1	4.3	3.9	5.3	4.0	4.1	8.4	2.9	3.3	8.4	2.9	3.3			
ABOUT 3/4	12.8	13.3	13.2	12.9	8.7	9.5	9.1	10.0	9.9	4.8	8.6	8.4	4.8	8.6	8.4			
ABOUT 1/2	35.1	24.7	27.2	25.6	24.4	24.7	32.9	27.6	28.2	33.4	25.9	26.4	33.4	25.9	26.4			
ABOUT 1/4	13.2	14.9	14.5	13.2	12.3	12.4	17.7	15.0	15.3	15.1	13.2	13.3	15.1	13.2	13.3			
LESS THAN 1/4	4.3	5.3	5.1	9.3	3.6	4.7	10.8	5.5	6.1	6.7	8.1	8.0	6.7	8.1	8.0			
NONE	5.0	4.0	4.3	6.8	5.7	5.9	5.9	7.5	7.4	18.8	10.2	10.8	18.8	10.2	10.8			
DON'T KNOW	2.8	2.5	2.5	0.8	2.6	2.3	2.3	2.7	2.7	0	3.5	3.3	0	3.5	3.3			
REFUSED	0.9	0.3	0.5	0	0.2	0.2	1.3	0.3	0.4	0	0.3	0.3	0	0.3	0.3			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	979	3092	4071	157	641	798	269	2377	2646	52	793	845	52	793	845			

Q415 - HIGHEST GRADE OR YEAR OF SCHOOL OR COLLEGE YOU WOULD EVENTUALLY LIKE TO COMPLETE?
RESERVE PROPENSITY

-----MARKET-----											
---YOUNG MALES---				---OLDER MALES---				---YOUNG FEMALES---			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--											
8TH GRADE	0.2	0.1	0.1	0.4	0.2	0.3	0.1	0.1	0	0.3	0.3
9TH GRADE	0.2	0.1	0.1	0.5	0.2	0.3	0	0.1	0	0	0
10TH GRADE	0.2	0.3	0.3	0	0.1	0.1	0.1	0.1	0	0.2	0.2
11TH GRADE	0.3	0.5	0.4	0	1.0	0.8	0.3	0.3	0	0.2	0.2
12TH/HS GRADUATE	14.6	11.4	12.2	14.0	18.1	17.4	10.5	8.0	3.9	10.7	10.3
13TH	2.2	2.3	2.2	3.7	5.5	5.2	1.8	2.9	0	5.6	5.3
14TH	19.6	16.3	17.1	32.0	26.4	27.3	14.5	17.7	28.1	27.0	27.1
15TH	1.2	1.1	1.2	3.3	1.7	2.0	1.9	0.9	3.8	2.3	2.4
16TH/COLLEGE GRAD	40.8	42.2	41.9	30.9	26.0	26.8	48.7	42.1	45.5	33.6	34.3
17TH, GRAD SCHOOL	2.6	3.0	2.9	0.6	1.6	1.4	3.4	2.8	1.0	1.0	1.0
18TH, GRAD SCHOOL	5.5	7.1	6.7	1.2	3.8	3.4	6.8	6.8	5.1	3.8	3.9
19TH, GRAD SCHOOL	1.9	2.1	2.1	0	1.9	1.6	2.9	2.7	0	1.6	1.5
20TH	5.1	7.8	7.1	4.9	2.5	2.9	6.8	8.9	9.8	2.1	2.5
DON'T KNOW	5.5	5.6	5.6	8.4	10.9	10.5	2.2	6.4	2.8	11.7	11.2
REFUSED	0	0.1	0.0	0	0.1	0.1	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	57	1060	1117

RESERVE PROPENSITY
Q417 - ARE YOU LOOKING FOR WORK NOW?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	69.0	49.6	55.2	89.1	78.1	78.1	67.7	44.8	47.8	70.2	29.1	31.4
NO	31.0	50.4	44.8	10.9	22.4	20.6	32.3	55.2	52.2	29.8	70.9	68.6
DON'T KNOW	0	0	0	0	1.5	1.3	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	663	1599	2262	24	113	137	200	1398	1598	17	349	366

RESERVE PROPENSITY
Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)
80.5		78.5		79.1	69.8		91.9		88.5	70.1		71.3		71.1	93.4		87.7		88.0
19.5		21.5		20.9	30.2		8.1		11.5	29.9		28.7		28.9	6.6		12.3		12.0
100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0
663		1599		2262	24		113		137	200		1398		1598	17		349		368
--RESPONSES--																			
YES																			
NO																			
--TOTAL--																			
--COUNT--																			

RESERVE PROPENSITY
Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
---RESPONSES---										
A NEW JOB	29.1	22.4	23.9	37.5	21.8	24.4	31.0	23.5	24.2	32.7
A SECOND JOB	7.6	5.3	5.8	7.5	6.5	6.7	8.8	6.1	6.3	14.0
ANOTHER WAY	6.0	6.6	6.5	7.8	7.6	7.6	8.6	4.5	4.9	9.3
NOT LOOKING	57.2	65.8	63.8	47.1	64.2	61.3	51.6	65.9	64.6	44.0
REFUSED	0.1	0	0.0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	796	2744	3540	172	869	1041	172	1710	1882	40
										711
										751

Q422B - DURING THE LAST YEAR, HOW MANY WEEKS WERE YOU EMPLOYED 10+ HOURS?
RESERVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PR.? (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
0-10 WEEKS	29.7	23.0	24.6	5.9	7.3	7.1	36.0	27.0	27.9	23.9	23.1	23.2
11-20 WEEKS	19.6	18.2	18.6	4.0	2.5	2.7	17.6	19.3	19.1	8.0	8.3	8.3
21-30 WEEKS	9.2	9.2	9.2	2.9	3.2	3.2	9.8	9.5	9.5	7.3	6.2	6.3
31-40 WEEKS	7.6	8.4	8.2	10.7	6.6	7.3	8.7	7.9	8.0	6.6	7.1	7.1
41-52 WEEKS	31.7	39.2	37.3	76.5	79.1	78.7	26.8	34.5	33.7	54.2	54.3	54.3
DON'T KNOW	2.2	1.9	2.0	0	1.2	1.0	1.2	1.9	1.8	0	1.0	0.9
REFUSED	0.0	0.2	0.1	0	0.1	0.1	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1333	3996	5329	191	967	1158	313	2715	3028	56	1018	1074

RESERVE PROPENSITY
Q424 - HOW MANY HOURS DO/DID YOU USUALLY WORK PER WEEK AT MAIN/LAST JOB?

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
1-34 HOURS	53.8	51.5	52.1		8.5	10.8	10.4		69.0	63.3	63.9	
35-44 HOURS	31.2	33.1	32.6		58.7	50.8	52.1		25.2	30.2	29.7	
OVER 44 HOURS	13.7	14.8	14.5		32.8	37.8	37.0		5.3	5.8	5.7	
DON'T KNOW	1.1	0.6	0.7		0	0.5	0.4		0.6	0.8	0.8	
REFUSED	0.2	0	0.1		0	0.2	0.2		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1333	3998	5329		191	967	1158		313	2715	3028	
									56	1018	1074	

Q4248TIME - NUMBER OF MONTHS SINCE YOU LAST WORKED FOR PAY

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
UP TO 1 MONTH	29.0	27.1	27.7	39.6	27.9	29.6	31.9	19.5	21.1	0	7.9	0	7.9	7.4		
ONE MONTH	24.1	29.0	27.6	18.8	24.0	23.3	19.1	21.8	21.4	0	5.1	0	5.1	4.8		
2 MONTHS	15.5	14.0	14.5	15.2	13.0	13.3	12.7	12.8	12.8	19.9	8.4	19.9	8.4	9.1		
3 MONTHS	8.2	5.9	6.6	5.0	12.0	11.0	5.4	8.5	8.1	0	2.9	0	2.9	2.7		
4 TO 6 MONTHS	4.1	5.7	5.2	6.7	7.9	7.7	9.3	9.3	9.3	16.0	10.3	16.0	10.3	10.7		
7 TO 12 MONTHS	7.7	7.5	7.6	5.5	1.9	2.4	11.5	12.4	12.3	32.0	12.7	32.0	12.7	13.9		
13 TO 18 MONTHS	7.6	5.8	6.3	0	5.3	4.6	6.7	8.2	8.0	0	14.8	0	14.8	13.8		
19 TO 24 MONTHS	2.2	1.6	1.7	0	3.1	2.7	2.8	2.8	2.8	21.4	9.8	21.4	9.8	10.6		
25 MONTHS OR MORE	1.6	3.4	2.9	9.1	5.0	5.5	0.7	4.7	4.2	10.7	28.1	10.7	28.1	26.9		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	497	1151	1648	18	80	98	134	951	1085	18	282	18	282	298		

RESERVE PROPENSITY
Q430 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG MALES-----			-----OLDER MALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																								
PRIVATE COMPANY	83.9	85.2	84.9	81.7	82.7	82.6	78.2	85.6	84.8	96.3	86.4	87.0	96.3	86.4	87.0	96.3	86.4	87.0	96.3	86.4	87.0	96.3	86.4	87.0
GOVERNMENT	9.0	6.9	7.4	10.0	8.3	8.6	15.6	9.0	9.7	2.3	9.6	9.2	2.3	9.6	9.2	2.3	9.6	9.2	2.3	9.6	9.2	2.3	9.6	9.2
SELF EMPLOYED	3.9	4.8	4.6	7.4	7.9	7.8	3.5	3.9	3.9	0	3.3	3.1	0	3.3	3.1	0	3.3	3.1	0	3.3	3.1	0	3.3	3.1
NO PAY/FAMILY	3.2	3.0	3.0	1.0	1.1	1.0	2.7	1.5	1.6	1.4	0.8	0.8	1.4	0.8	0.8	1.4	0.8	0.8	1.4	0.8	0.8	1.4	0.8	0.8
REFUSED	0	0.1	0.1	0	0	0	0	0.0	0.0	0	0	0	0	0.0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1333	3995	5328	191	967	1158	313	2715	3028	56	1018	1074	56	1018	1074	56	1018	1074	56	1018	1074	56	1018	1074

RESERVE PROPENSITY
Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
EXTREMELY SATISFIED	25.2	29.4	28.3	19.4	34.9	32.4	28.1	31.4	31.0	12.6	30.8	29.8
SOMEWHAT SATISFIED	51.5	49.7	50.2	56.9	45.8	47.6	46.4	46.3	46.3	46.8	46.2	46.2
NEITHER	9.0	8.4	8.5	7.0	5.7	5.9	6.9	7.4	7.4	16.6	8.2	8.6
SOMEWHAT DISSATISFIED	9.7	8.7	9.0	12.9	9.0	9.6	10.8	9.7	9.8	18.7	8.9	9.5
EXTREMELY DISSATISFIED	4.0	3.7	3.8	3.9	4.5	4.4	7.3	5.0	5.2	5.3	5.8	5.8
DON'T KNOW	0.6	0.2	0.3	0	0.2	0.1	0.5	0.2	0.2	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1333	3998	5329	191	967	1158	313	2715	3028	56	1018	1074

RESERVE PROPENSITY
Q436 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A FULL-TIME JOB IN YOUR COMMUNITY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ALMOST IMPOSSIBLE	10.5	7.2	8.0	7.8	7.2	7.3	11.8	9.8	10.0	9.7	8.6	8.6
VERY DIFFICULT	21.4	16.4	17.7	15.1	14.8	14.9	24.6	18.0	18.7	34.5	15.4	16.4
DIFFICULT	38.9	40.7	40.3	36.9	37.5	37.4	38.2	40.3	40.0	32.0	37.0	36.7
NOT DIFFICULT	27.8	34.1	32.5	38.1	39.8	39.5	24.5	30.5	29.9	22.7	37.6	36.8
DON'T KNOW	1.5	1.5	1.5	2.2	0.7	0.9	0.9	1.5	1.4	1.1	1.4	1.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q437 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A PART-TIME JOB IN YOUR COMMUNITY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ALMOST IMPOSSIBLE	3.9	2.4	2.8	1.8	3.8	3.4	4.4	2.3	2.5	2.1	3.1
VERY DIFFICULT	8.4	4.8	5.7	9.4	4.7	5.5	9.4	5.4	5.8	16.8	5.2
DIFFICULT	24.8	20.6	21.7	22.6	19.3	19.8	26.2	22.3	22.7	19.8	20.6
NOT DIFFICULT	61.9	71.0	68.7	63.7	71.0	69.7	59.0	69.1	68.0	61.3	69.7
DON'T KNOW	1.0	1.2	1.1	2.5	1.3	1.5	1.0	0.9	0.9	0	1.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060
											1117

Q438 - WHAT DO YOU THINK YOU MIGHT BE DOING IN THE NEXT FEW YEARS?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
GOING TO SCHOOL	71.3	74.1	73.4	53.1	37.2	39.8	82.9	78.2	78.7	69.9	40.3	41.9
WORKING	63.0	69.2	67.7	85.4	90.9	90.0	63.4	67.4	67.0	83.3	76.1	78.5
JOINING THE MILITARY	22.0	4.0	8.5	7.1	0.5	1.6	11.3	0.9	2.0	10.7	0	0.6
DOING NOTHING	0.4	0.6	0.6	0	0.0	0.5	0	0.7	0.6	0	2.6	2.5
OTHER	6.0	7.2	6.9	11.1	10.9	11.0	10.4	12.0	11.8	12.5	27.4	26.6
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----											
---COUNT---	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q440 - (IF Q438=JOIN) RESERVE PROPENSITY
WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	24.8	32.1	27.4	35.0	14.8	30.0	37.6	58.0	45.8	85.8	0	85.8
ARMY	36.0	27.4	32.9	34.9	61.3	41.5	40.4	29.7	36.2	0	0	0
COAST GUARD	3.9	3.0	3.6	5.8	0	4.4	0	0	0	0	0	0
MARINE CORPS	17.7	17.7	17.7	5.3	0	4.0	9.4	2.7	6.8	0	0	0
NAVY	14.7	17.8	15.8	18.9	23.8	20.1	10.3	9.6	10.0	14.2	0	14.2
DON'T KNOW	2.9	2.0	2.6	0	0	0	2.2	0	1.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	335	186	521	15	4	19	43	27	70	6	0	6

RESERVE PROPENSITY
Q441 - WHAT TYPE OF SERVICE WOULD THAT BE?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ACTIVE DUTY	54.7	90.6	67.7	50.8	100.0	62.9	25.8	66.2	41.9	14.2	0	14.2
RESERVES	23.3	3.8	16.3	39.1	0	29.4	44.0	0	26.5	57.3	0	57.3
NATIONAL GUARD	19.5	1.9	13.1	10.2	0	7.7	25.6	14.2	21.1	28.4	0	28.4
DON'T KNOW	2.5	3.7	2.9	0	0	0	4.6	19.6	10.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	326	181	507	15	4	19	42	27	69	6	0	6

RESERVE PROPENSITY
Q442 - WHICH BRANCH WOULD BE YOUR SECOND CHOICE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	21.5	18.7	19.8		0	23.8	5.9		27.4	15.3	22.6		0	0	0	
ARMY	23.4	20.8	22.5		32.0	14.8	27.8		15.2	23.0	18.3		14.2	0	14.2	
COAST GUARD	3.6	2.9	3.3		4.9	0	3.7		7.5	0	4.5		16.2	0	16.2	
MARINE CORPS	13.7	18.7	15.5		27.7	18.5	25.4		11.5	14.4	12.6		0	0	0	
NAVY	20.0	23.2	21.2		27.6	42.9	31.4		13.8	18.4	15.6		69.6	0	69.6	
NONE	16.6	16.7	16.6		7.8	0	5.9		22.6	18.9	21.1		0	0	0	
DON'T KNOW	1.1	1.1	1.1		0	0	0		2.0	10.0	5.2		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	326	181	507		15	4	19		42	27	69		6	0	6	

RESERVE PROPENSITY
Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
ACTIVE DUTY	62.6	87.5	71.6		40.3	100.0	55.9		44.2	78.2	57.3		14.2	0	14.2				
RESERVES	19.4	7.2	15.0		45.7	0	33.7		31.2	5.2	21.2		57.3	0	57.3				
NATIONAL GUARD	16.2	1.6	10.9		14.1	0	10.4		21.3	6.7	15.7		28.4	0	28.4				
DON'T KNOW	1.8	3.7	2.5		0	0	0		3.3	9.8	5.8		0	0	0				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	274	161	425		14	4	18		31	19	50		6	0	6				

Q501 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?
RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	7.1	6.6	6.7	11.7	10.3	10.6	5.2	3.5	3.7	0	3.5	3.3
PROBABLY	33.0	19.5	22.9	28.0	19.1	20.6	19.4	16.1	16.4	15.2	8.2	8.5
PROBABLY NOT	33.5	34.7	34.4	25.1	27.9	27.4	26.5	24.8	25.0	33.3	18.1	19.0
DEFINITELY NOT	26.3	38.9	35.8	34.8	41.9	40.7	49.0	55.5	54.8	51.6	70.1	69.1
DON'T KNOW	0.2	0.3	0.3	0.3	0.8	0.7	0	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN A BUSINESS OFFICE?

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																														
DEFINITELY	6.2	5.2	5.5	6.3	5.2	5.4	14.5	12.4	12.6	15.9	18.5	18.3	14.5	12.4	12.6	15.9	18.5	18.3	14.5	12.4	12.6	15.9	18.5	18.3	14.5	12.4	12.6	15.9	18.5	18.3
PROBABLY	31.9	30.2	30.6	35.4	22.4	24.6	55.9	48.1	48.9	55.4	40.6	41.4	55.9	48.1	48.9	55.4	40.6	41.4	55.9	48.1	48.9	55.4	40.6	41.4	55.9	48.1	48.9	55.4	40.6	41.4
PROBABLY NOT	36.6	36.2	36.3	22.8	32.7	31.1	19.6	24.4	23.9	15.5	22.3	21.9	19.6	24.4	23.9	15.5	22.3	21.9	19.6	24.4	23.9	15.5	22.3	21.9	19.6	24.4	23.9	15.5	22.3	21.9
DEFINITELY NOT	24.8	28.1	27.3	35.0	39.3	38.6	9.3	15.0	14.4	13.2	18.3	18.0	9.3	15.0	14.4	13.2	18.3	18.0	9.3	15.0	14.4	13.2	18.3	18.0	9.3	15.0	14.4	13.2	18.3	18.0
DON'T KNOW	0.5	0.3	0.3	0.5	0.3	0.4	0.7	0.1	0.2	0	0.3	0.3	0.7	0.1	0.2	0	0.3	0.3	0.7	0.1	0.2	0	0.3	0.3	0.7	0.1	0.2	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117	372	3107	3479	57	1060	1117	372	3107	3479	57	1060	1117	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	11.8	2.6	4.9	7.6	0.3	1.5	10.3	0.8	1.8	11.1	0.1	0.7
PROBABLY	54.3	11.3	22.0	36.2	4.5	9.8	41.7	3.8	7.8	44.5	1.2	3.6
PROBABLY NOT	22.2	32.6	30.0	29.8	28.9	29.0	26.5	21.8	22.3	26.9	13.7	14.4
DEFINITELY NOT	10.8	52.7	42.3	25.7	65.9	59.2	20.2	73.5	67.8	18.3	84.8	81.0
DON'T KNOW	1.0	0.7	0.8	0.8	0.5	0.5	1.2	0.1	0.3	1.2	0.3	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY

--RESPONSES--

RESERVE PROPENSITY
Q505 - HOW LIKELY ARE YOU TO SERVE IN THE NATIONAL GUARD?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	4.0	0	1.0	7.9	0	1.3	5.0	0	0.5	5.6	0	0.3
PROBABLY	56.7	0	14.1	61.1	0	10.2	53.3	0	5.7	45.0	0	2.5
PROBABLY NOT	22.1	36.9	33.2	13.3	31.0	28.0	22.8	21.4	21.5	28.0	13.3	14.1
DEFINITELY NOT	17.0	62.7	51.3	17.3	68.6	60.0	18.9	78.5	72.1	20.2	86.5	82.9
DON'T KNOW	0.3	0.4	0.4	0.5	0.4	0.4	0	0.1	0.1	1.2	0.1	0.2
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q506 - (IF Q505 = DEFINITELY OR PROBABLY) SPECIFY BRANCH OF THE NATIONAL GUARD

--RESPONSES--	-----MARKET-----			
	---YOUNG MALES--- (PERCENT)	---OLDER MALES--- (PERCENT)	---YOUNG FEMALES--- (PERCENT)	---OLDER FEMALES--- (PERCENT)
AIR NATIONAL GUARD	37.6	38.1	41.6	54.3
ARMY NATIONAL GUARD	60.2	58.5	53.8	44.7
DON'T KNOW	2.2	3.4	4.5	1.0
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	912	135	214	31

RESERVE PROPENSITY
Q507 - HOW LIKELY ARE YOU TO SERVE IN THE RESERVES?

--RESPONSES--	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	6.0	0	1.5	7.2	0	1.2	3.9	0	0.4	10.4	0	0.8
PROBABLY	71.7	0	17.8	74.8	0	12.5	73.2	0	7.8	73.0	0	4.0
PROBABLY NOT	15.8	39.8	33.8	16.2	31.3	28.8	14.1	22.4	21.5	12.8	14.5	14.4
DEFINITELY NOT	5.8	59.6	46.2	1.8	68.3	57.2	8.6	77.4	70.1	3.8	85.2	80.7
DON'T KNOW	0.7	0.6	0.6	0	0.3	0.3	0.2	0.2	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

--RESPONSES--	RESERVE PROPENSITY Q508 - (IF Q507 = DEFINITELY OR PROBABLY)--SPECIFY BRANCH OF RESERVES			
	---YOUNG MALES--- (PERCENT)	---MARKET--- OLD MALES--- (PERCENT)	---YOUNG FEMALES--- (PERCENT)	---OLDER FEMALES--- (PERCENT)
AIRFORCE RESERVE	30.2	24.6	31.8	26.4
ARMY RESERVE	34.7	37.8	38.2	28.9
COAST GRD RESERVE	8.5	13.4	4.7	5.8
MARINE RESERVE	11.8	11.6	9.9	10.0
NAVAL RESERVE	13.5	9.1	14.5	26.3
DON'T KNOW	1.4	3.4	0.9	2.6
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	1109	156	290	48

Q509 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE COAST GUARD?
RESERVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	3.0	0.4	1.0	3.1	0.1	0.6	1.5	0	0.2	2.8	0	0.2
PROBABLY	24.2	3.5	8.6	24.0	3.1	6.6	25.8	1.2	3.8	19.6	0.1	1.2
PROBABLY NOT	40.7	34.0	35.7	39.0	28.5	30.3	38.7	19.9	22.0	37.8	13.4	14.8
DEFINITELY NOT	31.4	61.7	54.1	33.4	68.2	62.4	34.0	78.7	73.9	39.9	88.2	83.6
DON'T KNOW	0.8	0.4	0.5	0.5	0.1	0.2	0	0.1	0.1	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PRCP (PCT)	TOTAL (PCT)
DEFINITELY	5.2	1.1	2.1	3.9	0.3	0.9	8.0	0.2	1.1	4.7	0.1	0.3
PROBABLY	41.8	6.1	14.9	36.7	2.8	8.4	29.9	2.2	5.1	24.4	0.6	2.0
PROBABLY NOT	28.4	31.9	31.0	34.8	27.2	28.5	31.3	18.9	20.2	40.0	12.6	14.1
DEFINITELY NOT	24.3	60.4	51.4	24.5	69.7	62.1	29.9	78.6	73.4	29.8	86.6	83.4
DON'T KNOW	0.4	0.5	0.4	0	0.1	0.1	0.8	0.1	0.2	1.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q511 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?
RESERVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----						
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																															
DEFINITELY	6.2	1.7	2.8	5.9	0.9	1.7	8.3	0.8	1.6	2.1	0.2	0.3																			
PROBABLY	36.9	7.7	15.0	33.1	3.1	8.1	32.5	4.1	7.1	29.6	1.7	3.2																			
PROBABLY NOT	29.9	32.5	31.8	35.0	28.9	28.2	31.3	19.4	20.7	43.9	13.0	14.7																			
DEFINITELY NOT	26.3	57.7	49.9	26.0	69.1	61.9	27.9	75.6	70.5	23.2	85.1	81.6																			
DON'T KNOW	0.6	0.4	0.4	0	0.1	0.1	0	0.2	0.1	1.2	0.1	0.2																			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																			
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117																			

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?
RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	4.8	1.1	2.0	3.1	0.1	0.6	3.5	0.1	0.5	4.6	0.1	0.3
PROBABLY	28.1	4.8	10.6	25.6	2.0	5.9	21.3	1.0	3.2	14.1	0.3	1.1
PROBABLY NOT	33.8	30.9	31.6	36.4	25.3	27.2	30.4	18.7	19.9	36.1	11.9	13.3
DEFINITELY NOT	33.2	62.8	55.5	34.9	72.6	66.3	44.7	80.1	76.3	44.0	87.5	85.1
DON'T KNOW	0.0	0.4	0.3	0	0.1	0.1	0	0.1	0.1	1.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

--RESPONSES--

RESERVE PROPENSITY
Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----							
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
---RESPONSES---	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
DEFINITELY	4.3	0.7	1.6	3.8	0.2	0.8	3.2	0.2	0.5	1.1	0	0.1	0	0.1	0.1	0.1
PROBABLY	28.5	5.9	11.5	31.7	2.1	7.0	27.3	1.8	4.6	31.1	0.8	2.5	0.8	0.8	2.5	2.5
PROBABLY NOT	33.3	31.8	32.2	28.8	26.2	26.6	27.4	18.6	19.5	37.0	11.9	13.3	11.9	11.9	13.3	13.3
DEFINITELY NOT	33.5	61.2	54.4	35.6	71.4	65.4	42.1	79.4	75.4	29.6	87.2	84.0	87.2	87.2	84.0	84.0
DON'T KNOW	0.3	0.3	0.3	0	0.1	0.1	0	0.1	0.1	1.2	0.1	0.2	0.1	0.1	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117	57	1060	1117	1117

RESERVE PROPENSITY
Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----POS PROP (PCT)-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	42.4	51.2	49.1	21.0	17.2	17.8	60.7	60.3	60.3	43.7	19.2	20.8
PROBABLY	37.2	27.4	29.9	45.6	36.2	37.7	31.3	24.4	25.1	48.2	43.2	43.5
PROBABLY NOT	13.0	11.8	12.1	21.0	25.1	24.4	5.6	8.2	7.9	6.5	23.1	22.1
DEFINITELY NOT	6.9	9.1	8.8	12.0	20.9	19.5	2.1	6.8	6.3	1.8	13.9	13.2
DON'T KNOW	0.5	0.5	0.5	0.4	0.6	0.6	0.3	0.4	0.4	0	0.6	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1080	1117

Q515 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?
RESERVE PROPENSITY

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	15.7	13.9	14.3	19.1	10.5	12.0	13.4	11.5	11.7	17.7	7.8	8.4
PROBABLY	42.7	31.9	34.6	54.3	36.0	39.1	37.3	25.7	27.0	56.4	30.6	32.1
PROBABLY NOT	26.5	31.0	29.9	17.8	29.4	27.4	25.2	32.8	32.0	16.1	37.0	35.9
DEFINITELY NOT	14.4	22.5	20.5	8.9	23.5	21.0	23.5	29.1	28.5	9.8	23.7	22.9
DON'T KNOW	0.7	0.7	0.7	0	0.6	0.5	0.6	0.9	0.9	0	0.8	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1459	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q516 - HOW LIKELY ARE YOU TO BE A FULL-TIME HOMEMAKER?
RESERVE PROPENSITY

	-----MARKET-----					
	-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	2.5	5.8	5.5	10.3	18.5	18.0
PROBABLY	17.5	18.0	17.9	19.2	24.3	24.0
PROBABLY NOT	27.8	30.9	30.6	18.2	25.9	25.5
DEFINITELY NOT	52.0	44.4	45.2	49.4	31.1	32.1
DON'T KNOW	0.2	0.9	0.8	2.8	0.2	0.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCT. 90/AFTER HIGH SCHOOL?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
SCHOOL - FULL-TIME	40.3	51.1	48.4	12.9	14.8	14.4	49.6	54.7	54.1	25.7	13.3	14.0
SCHOOL - PART-TIME	10.5	9.8	10.0	11.2	8.8	9.2	16.1	12.5	12.9	19.2	11.4	11.8
WORK - FULL-TIME	25.8	29.9	28.9	68.8	72.2	71.6	17.8	20.8	20.5	39.5	47.6	47.1
WORK - PART-TIME	3.9	2.9	3.2	2.1	1.3	1.4	1.7	4.1	3.8	6.8	7.4	7.4
MILITARY SERVICE	17.1	3.7	7.0	2.2	0.2	0.5	11.3	0.6	1.7	3.2	0	0.2
HOMEMAKER	0	0.1	0.0	0	0.2	0.1	1.2	4.5	4.2	3.4	16.4	15.6
OTHER	0.9	1.5	1.3	0	1.3	1.1	1.1	1.3	1.2	0	2.1	2.0
DON'T KNOW	1.4	1.1	1.2	2.9	1.2	1.5	1.2	1.5	1.5	2.2	1.8	1.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q518 - IN ADDITION TO SCHOOL/WORKING PART-TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
SCHOOL - FULL-TIME	5.4	8.2	7.4		0	3.2	2.5		5.1	10.4	9.8		6.3	5.8	5.8	
SCHOOL - PART-TIME	19.2	13.9	15.4		10.9	10.2	15.1		10.8	11.9	11.8		6.3	7.7	7.6	
WORK - FULL-TIME	31.3	33.0	32.5		62.4	51.7	54.0		34.5	17.6	19.6		21.7	26.0	25.7	
WORK - PART-TIME	33.3	39.6	37.9		21.5	25.4	24.5		44.3	43.7	43.8		41.2	25.5	26.7	
MILITARY SERVICE	6.2	0.7	2.2		0	0	0		1.6	0.2	0.3		4.6	0	0.3	
HOMEMAKER	0	0	0		0	0	0		2.2	9.0	8.2		9.0	24.2	23.0	
OTHER	4.1	4.6	4.4		5.3	3.5	3.8		1.5	6.9	6.2		10.9	10.9	10.9	
DON'T KNOW	0.4	0	0.1		0	0	0		0	0.3	0.2		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	201	532	733		25	99	124		67	501	568		15	195	210	

RESERVE PROPENSITY
Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

-----MARKET-----												
-----YOUNG MALES-----				-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
LOWEST(0)	4.1	36.2	28.3	9.8	58.6	50.4	5.7	60.8	54.8	14.7	78.4	74.9
1	1.9	10.9	8.6	2.4	9.2	8.0	2.5	8.7	8.0	5.5	5.6	5.6
2	4.8	10.4	9.0	5.5	8.0	7.6	5.9	8.1	7.8	1.6	4.7	4.5
3	5.9	10.5	9.4	11.2	7.3	8.0	6.0	6.3	6.3	5.6	3.4	3.5
4	9.5	8.5	8.7	9.3	5.1	5.8	10.2	5.3	5.8	8.4	2.4	2.7
5	22.7	10.1	13.2	26.5	7.0	10.2	28.8	5.7	8.2	32.7	3.7	5.3
6	10.2	4.1	5.6	7.0	1.6	2.5	9.3	1.9	2.7	9.0	1.0	1.5
7	12.3	3.3	5.6	12.8	1.8	3.6	9.4	1.2	2.1	16.3	0.5	1.4
8	14.7	2.7	5.7	6.4	0.9	1.8	11.4	1.1	2.2	4.1	0.1	0.3
9	5.8	1.2	2.3	2.3	0.2	0.5	4.3	0.3	0.8	0	0	0
HIGHEST(10)	7.9	2.0	3.5	6.9	0.5	1.5	6.2	0.5	1.1	2.1	0.3	0.4
REFUSED	0.2	0.1	0.1	0	0	0	0.3	0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q525 - BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
NEVER CONSIDERED	6.9	26.6	21.7	8.7	28.1	24.8	11.4	50.4	46.3	14.9	51.1	49.1
SOME THOUGHT	47.2	51.2	50.2	48.9	47.0	47.3	47.2	39.8	40.6	54.3	36.4	37.3
SERIOUS THOUGHT	45.8	22.1	28.0	42.4	24.9	27.8	41.3	9.7	13.1	30.9	12.4	13.5
DON'T KNOW	0.1	0.1	0.1	0	0	0	0	0.1	0.1	0	0.1	0.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	198	982	1178	372	3106	3478	57	1060	1117

Q571 - HOW MANY DAYS DO YOU THINK GUARD/RESERVE MEMBERS TRAIN EACH MONTH?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
1 DAY	1.8	2.5	2.3		1.2	2.8	2.6		1.7	1.8	1.8	2.1
2 DAYS	30.4	30.4	30.4		40.4	45.8	44.9		17.9	22.4	21.9	38.2
3 DAYS	10.8	9.4	9.8		8.1	8.5	8.4		13.2	7.8	8.4	9.7
4 DAYS	9.2	9.7	9.6		16.5	10.3	11.3		8.5	8.1	8.1	9.6
5 DAYS	3.2	5.7	5.1		2.8	4.1	3.9		7.0	6.0	6.1	5.5
6 DAYS	2.5	1.7	1.9		0	1.2	1.0		3.1	2.6	2.7	1.6
7 DAYS	6.1	4.9	5.2		1.9	2.3	2.2		7.9	5.7	5.9	4.3
8 + DAYS	29.0	28.1	28.4		23.8	18.0	19.0		32.9	34.6	34.4	23.7
DON'T KNOW	6.8	7.2	7.1		5.2	6.9	6.6		7.8	10.9	10.6	7.3
REFUSED	0.1	0.2	0.2		0	0.1	0.1		0.1	0.1	0.1	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0
--COUNT--	734	2136	2870		196	982	1178		372	3107	3479	1117

Q672 - HOW MANY DAYS DO YOU THINK GUARD/RESERVES SPEND IN ANNUAL TRAINING EACH YEAR?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
1-6 DAYS	4.1	5.8	5.4	3.3	6.0	5.6	4.7	6.3	6.1	5.5	5.3	5.3
7 DAYS	6.0	5.8	5.8	10.1	7.3	7.7	5.8	6.5	6.4	14.4	7.1	7.5
8-13 DAYS	6.8	4.1	4.8	3.2	4.9	4.6	4.8	5.6	5.5	6.6	5.3	5.3
14 DAYS	23.0	26.4	25.5	33.8	36.8	36.3	21.7	19.5	19.8	18.6	31.0	30.3
15-20 DAYS	4.0	4.5	4.3	2.6	3.0	2.9	5.3	4.5	4.5	2.3	2.8	2.8
21 DAYS	3.4	2.4	2.7	1.6	1.5	1.5	2.4	1.6	1.7	0	1.9	1.8
22-29 DAYS	3.5	3.6	3.6	2.5	4.8	4.5	2.3	3.3	3.1	10.2	3.7	4.0
30 DAYS	9.5	11.8	11.3	13.8	7.6	8.6	11.0	10.9	10.9	10.8	10.5	10.5
31-90 DAYS	32.2	26.8	28.2	19.6	21.1	20.9	33.4	29.5	29.9	31.7	21.9	22.5
DON'T KNOW	7.2	8.5	8.2	9.4	6.9	7.3	8.2	12.2	11.8	0	10.1	9.5
REFUSED	0.3	0.2	0.2	0	0.1	0.1	0.4	0.1	0.2	0	0.4	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	734	2136	2870	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY

--RESPONSES--

RESERVE PROPENSITY
Q674 - WOULD AN EMPLOYER HOLD JOB FOR YOU IF YOU WERE AWAY
3 TO 6 MONTHS FOR INITIAL TRAINING FOR GUARD/RESERVES?

	-----MARKET-----			-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--															
YES	58.8	44.8	47.4	59.6	44.4	47.0	43.7	40.1	40.4	49.7	33.0	34.0			
NO	39.0	51.5	48.6	38.3	51.3	49.1	50.3	57.4	58.8	37.3	61.1	59.8			
DON'T KNOW	4.5	3.8	3.9	2.1	4.3	3.9	6.0	2.5	2.8	13.1	5.7	6.1			
REFUSED	0	0.1	0.0	0	0	0	0	0	0	0	0.1	0.1			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	388	1272	1660	157	783	940	160	1639	1799	39	679	718			

RESERVE PROPENSITY
Q575 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY
DURING INITIAL TRAINING FOR GUARD/RESERVES?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	31.1	39.4	37.5	41.4	39.6	39.9	42.7	41.4	41.5	34.0	40.9	40.5
NO	61.2	58.1	57.3	55.9	57.6	57.3	51.4	55.3	54.9	59.1	55.0	55.2
DON'T KNOW	7.6	4.4	5.2	2.7	2.8	2.8	5.9	3.3	3.5	6.8	3.9	4.1
REFUSED	0	0.1	0.0	0	0	0	0	0.1	0.1	0	0.1	0.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	388	1272	1660	157	783	940	160	1639	1799	39	679	718

Q576 - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTICIPATION?

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	11.1	9.8	10.1	16.3	15.5	15.7	9.0	6.4	6.7	14.9	13.9	14.0
NO	75.0	77.1	76.8	65.6	70.1	69.4	74.7	78.4	78.0	72.6	69.8	70.0
DON'T KNOW	13.9	13.0	13.2	18.2	14.3	15.0	16.3	15.2	15.3	12.5	16.2	15.9
REFUSED	0	0.1	0.1	0	0	0	0	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	388	1272	1660	157	783	940	160	1639	1799	39	679	718

--RESPONSES--

Q577 - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
POSITIVE	43.9	25.5	29.8		47.9	33.1	35.6		32.4	25.9	28.5	28.2
NEUTRAL	48.1	60.8	57.8		40.3	51.5	49.6		52.1	60.6	59.8	53.0
NEGATIVE	4.1	7.7	6.9		8.7	9.0	9.0		4.4	6.0	5.9	8.9
DON'T KNOW	3.6	5.8	5.3		3.1	6.4	5.8		11.1	7.3	7.6	9.9
REFUSED	0.3	0.2	0.2		0	0	0		0	0.2	0.2	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0
--COUNT--	388	1272	1660		157	783	940		160	1638	1798	718

RESERVE PROPENSITY

--RESPONSES--

RESERVE PROPENSITY
Q578B - ARE THERE ANY LAWS PROTECTING GUARD/RESERVE MEMBERS FROM
LOSING THEIR JOBS OR SENIORITY BECAUSE OF TRAINING?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
YES	43.3	38.0	39.2	54.7	48.1	49.2	43.3	33.1	34.0	63.6	46.1	47.1
NO	32.5	35.9	35.1	30.5	30.7	30.7	34.8	37.2	37.0	23.0	30.0	29.6
DON'T KNOW	24.2	26.1	25.7	14.9	21.2	20.1	21.9	29.6	28.9	13.4	23.8	23.3
REFUSED	0	0	0	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	388	1272	1660	157	783	940	160	1639	1799	39	679	718

RESERVE PROPENSITY
Q579 - HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 8 YEARS
IF YOU RECEIVED A \$2,000 BONUS FOR JOINING?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
DEFINITELY ENLIST	8.4	2.0	3.7		10.3	1.8	3.2		11.9	0.8	2.0		4.5	1.1	1.3				
PROBABLY ENLIST	48.2	13.6	22.4		52.5	8.9	16.1		47.3	11.2	15.1		52.9	8.0	10.5				
PROBABLY NOT ENLIST	31.4	47.2	43.2		29.1	41.8	39.7		30.6	36.8	36.1		35.0	27.5	28.0				
DEFINITELY NOT ENLIST	10.9	36.0	29.6		6.2	46.8	40.0		9.7	50.7	46.3		7.5	62.8	59.7				
DON'T KNOW	1.1	1.1	1.1		2.0	0.8	1.0		0.4	0.4	0.4		0	0.5	0.5				
REFUSED	0	0.1	0.0		0	0	0		0	0.1	0.1		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	734	2136	2870		198	982	1178		372	3107	3479		57	1060	1117				

RESERVE PROPENSITY
Q580 - HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 8 YEARS
IF YOU RECEIVED A \$4,000 BONUS FOR JOINING?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY ENLIST	11.5	1.8	4.2	7.3	0.9	1.9	10.0	1.7	2.5	15.5	1.1	1.9
PROBABLY ENLIST	54.4	22.1	29.9	58.9	14.8	21.6	58.6	16.6	20.7	45.2	12.4	14.2
PROBABLY NOT ENLIST	25.1	43.6	39.1	25.2	39.2	37.1	23.6	34.8	33.7	31.2	26.5	26.8
DEFINITELY NOT ENLIST	7.9	31.5	25.8	5.3	44.4	38.3	7.4	46.3	42.5	2.7	59.2	56.2
DON'T KNOW	1.1	0.9	0.9	3.3	0.6	1.0	0.5	0.5	0.5	5.4	0.7	0.9
REFUSED	0	0.1	0.0	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	663	2097	2760	177	962	1139	331	3084	3415	54	1045	1099

RESERVE PROPENSITY
Q581 - HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 8 YEARS
IF YOU RECEIVED A \$6,000 BONUS FOR JOINING?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY ENLIST	14.1	5.1	7.1	9.1	2.7	3.7	17.9	3.5	4.7	9.8	3.6	3.8
PROBABLY ENLIST	57.8	28.7	35.2	64.9	21.9	28.2	57.4	21.9	25.1	57.2	15.8	17.7
PROBABLY NOT ENLIST	20.5	36.5	32.9	19.1	33.7	31.5	18.0	30.3	29.2	26.2	23.8	23.9
DEFINITELY NOT ENLIST	6.7	29.2	24.1	2.4	40.7	35.1	6.4	43.6	40.3	3.2	56.4	53.9
DON'T KNOW	0.9	0.5	0.6	4.6	1.0	1.5	0.3	0.7	0.7	3.5	0.4	0.6
REFUSED	0	0.1	0.0	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	584	2058	2842	184	950	1114	295	3031	3326	47	1034	1081

RESERVE PROPENSITY
Q582 - IS THERE A GUARD/RESERVE UNIT CLOSE ENOUGH FOR YOU TO JOIN?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
75.0	68.7	70.3	87.7	77.0	78.8	65.1	56.8	63.6	67.5	67.3	67.3
12.3	14.8	14.1	4.5	10.7	9.7	14.0	19.1	14.3	14.5	14.5	14.5
12.7	16.5	15.5	7.7	12.2	11.5	20.9	24.0	22.1	18.0	18.2	18.2
0	0.1	0.0	0	0	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
734	2136	2870	196	982	1178	372	3107	57	1060	1117	1117
--RESPONSES--											
YES											
NO											
DON'T KNOW											
REFUSED											
--TOTAL--											
--COUNT--											

RESERVE PROPENSITY
Q601 - FOR WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING THAT ENCOURAGES PEOPLE TO ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	49.8	49.2	49.4	56.9	48.1	49.6	46.3	44.7	44.9	40.5	44.1	43.9
ARMY	70.7	70.2	70.3	68.6	67.7	67.9	68.7	67.0	67.2	63.0	65.2	65.1
COAST GUARD	21.1	21.8	21.6	22.3	21.1	21.3	13.8	16.2	15.9	20.2	16.7	16.9
MARINES	50.9	52.4	52.0	51.2	47.9	48.5	43.7	45.6	45.4	37.3	45.4	45.0
NAVY	43.8	46.2	45.6	45.0	43.4	43.6	38.0	43.3	42.7	33.6	36.7	36.5
NATIONAL GUARD/RESERVES	23.6	22.6	22.9	32.4	26.0	27.1	22.1	21.3	21.4	24.9	23.5	23.5
ALL	14.2	16.9	16.2	15.3	17.9	17.5	11.8	14.9	14.6	11.0	14.6	14.4
--TOTAL--												
-----QUESTION PERMITTED AS MANY AS 7 RESPONSES-----												
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q602 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE AIR FORCE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES	26.0	25.5	25.7	18.9	23.2	22.5	23.8	26.5	26.2	30.8	22.1	22.6
NO	23.8	24.8	24.6	24.2	28.1	27.4	29.7	28.2	28.4	28.7	32.7	32.5
MENTIONED IN Q601	49.8	49.2	49.4	56.9	48.1	49.6	46.3	44.7	44.9	40.5	44.1	43.9
REFUSED	0	0	0	0	0	0	0	0.1	0.1	0	0	0
MISSING	0.1	0	0.0	0	0.0	0.0	0	0.1	0.1	0	0	0
DON'T KNOW	0.3	0.4	0.4	0	0.6	0.5	0.2	0.5	0.5	0	1.0	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q003 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE ARMY?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	19.5	18.6	18.8		17.2	19.3	19.0		19.1	19.1	19.1	
NO	9.2	10.9	10.5		14.2	12.6	12.9		12.2	13.5	13.4	
MENTIONED IN Q001	70.7	70.2	70.3		68.6	67.7	67.9		68.7	67.0	67.2	
MISSING	0.3	0	0.1		0	0.0	0.0		0	0	0	
DON'T KNOW	0.2	0.3	0.3		0	0.3	0.3		0	0.3	0.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1458	4343	5801		190	982	1178		372	3107	3479	
									57	1060	1117	

Q804 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE COAST GUARD?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	22.9	21.4	21.8	28.5	22.9	23.8	23.5	20.0	20.3	12.9	19.1	18.7
NO	54.8	58.2	55.9	48.3	55.1	54.0	61.9	62.8	62.7	66.9	63.2	63.4
MENTIONED IN Q801	21.1	21.8	21.6	22.3	21.1	21.3	13.8	16.2	15.9	20.2	16.7	16.9
MISSING	0.2	0.1	0.1	0	0.0	0.0	0	0.0	0.0	0	0.1	0.1
DON'T KNOW	1.0	0.5	0.6	0.9	0.8	0.8	0.8	1.0	1.0	0	1.0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q605 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE MARINE CORPS?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	25.9	25.2	25.4	22.8	24.8	24.4	25.6	23.8	24.0	20.7	21.7	21.7
NO	22.5	22.0	22.1	26.0	27.0	26.8	29.0	30.1	30.0	42.0	31.8	32.3
MENTIONED IN Q601	50.9	52.4	52.0	51.2	47.9	48.5	43.7	45.6	45.4	37.3	45.4	45.0
MISSING	0	0	0	0	0.0	0.0	0	0.1	0.1	0	0.1	0.1
DON'T KNOW	0.8	0.4	0.5	0	0.3	0.3	1.8	0.3	0.5	0	1.0	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q606 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE NAVY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	24.8	22.2	22.8		19.3	20.7	20.5		24.3	21.5	21.8		26.9	18.0	18.5	
NO	30.8	31.1	31.0		35.7	36.6	35.6		37.1	34.6	34.9		39.5	44.6	44.4	
MENTIONED IN Q601	43.8	46.2	45.6		45.0	43.4	43.6		38.0	43.3	42.7		33.6	36.7	36.5	
MISSING	0.1	0	0.0		0	0.0	0.0		0.3	0	0.0		0	0	0	
DON'T KNOW	0.6	0.5	0.5		0	0.3	0.2		0.2	0.6	0.6		0	0.7	0.7	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117	

--RESPONSES--

Q607 - DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
THE NATIONAL GUARD/RESERVES?

RESERVE PROPENSITY											
-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
38.5	32.7	34.1	35.6	31.5	32.2	27.0	28.2	22.3	27.1	28.9	22.3
36.9	43.9	42.1	32.0	41.5	39.9	50.7	49.7	52.8	48.1	48.3	52.8
23.6	22.6	22.9	32.4	26.0	27.1	22.1	21.3	24.9	23.5	23.5	24.9
0.1	0.1	0.1	0	0	0	0	0.0	0	0.1	0.1	0
0.9	0.7	0.8	0	1.0	0.9	0.2	0.7	0	1.3	1.2	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1458	4343	5801	196	982	1178	372	3107	57	1060	1117	57
---RESPONSES---											
YES											
NO											
MENTIONED IN Q601											
MISSING											
DON'T KNOW											
---TOTAL---											
---COUNT---											

Q808 - DO YOU RECALL RECENTLY SEEING OR HEARING ANY ADVERTISING FOR...
THE U.S. ARMED FORCES IN WHICH ALL THE SERVICES WERE REPRESENTED?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	47.3	44.1	44.9	48.0	42.6	43.5	38.5	36.8	37.0	40.5	33.3	33.7
NO	37.4	38.4	38.1	35.6	38.9	38.4	49.0	47.2	47.4	47.1	50.5	50.3
MENTIONED IN Q801	14.2	16.9	16.2	15.3	17.9	17.5	11.8	14.9	14.6	11.0	14.6	14.4
MISSING	0.1	0.0	0.0	0	0	0	0	0.0	0.0	0	0	0
DON'T KNOW	1.2	0.6	0.7	1.1	0.6	0.7	0.7	1.0	0.9	1.4	1.6	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

--RESPONSES--

Q010 - WHO USES THE SLOGAN, "IT'S NOT JUST A JOB. IT'S AN ADVENTURE?"

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	7.0	7.4	7.3	10.4	7.2	7.7	12.0	9.9	10.1	19.8	11.8	12.2
ARMY	40.6	39.7	40.0	39.7	42.6	42.1	36.4	34.4	34.6	34.2	38.3	38.0
MARINES	13.3	12.5	12.7	8.1	10.3	10.0	12.9	12.4	12.4	11.0	11.1	11.1
NAVY	22.8	22.0	22.2	23.9	24.6	24.5	14.9	13.6	13.8	19.8	16.9	17.0
COAST GUARD	2.9	3.1	3.1	2.1	2.7	2.6	3.0	4.4	4.2	3.4	3.9	3.9
ALL FOUR SAME AD	4.8	6.3	5.9	3.6	5.4	5.1	8.5	6.8	7.0	1.8	5.7	5.5
DON'T KNOW	8.5	8.9	8.8	12.1	7.2	8.0	12.3	18.4	17.8	10.1	12.3	12.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE _____"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	3.2	2.2	2.4		0.9	2.0	1.8		2.7	3.7	3.6		6.6	2.1	2.3	
ARMY	6.1	4.0	4.5		4.3	5.7	5.5		6.2	7.2	7.0		9.9	6.8	6.9	
MARINES	72.2	77.6	76.3		77.5	83.4	82.4		58.1	58.4	58.4		60.9	71.7	71.1	
NAVY	6.1	4.2	4.7		6.4	1.8	2.5		9.5	7.4	7.6		4.6	5.9	5.9	
COAST GUARD	1.5	0.9	1.0		0.6	0.4	0.5		3.1	2.5	2.5		1.7	0.9	0.9	
ALL FOUR SAME AD	2.1	1.9	1.9		1.5	1.0	1.1		4.4	3.6	3.7		1.6	2.0	1.9	
DON'T KNOW	8.9	9.1	9.0		8.9	5.7	6.2		16.1	17.1	17.0		14.7	10.7	10.9	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117	

RESERVE PROPENSITY
Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS		NEG		POS		NEG	
	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	4.5	3.3	6.0	4.4	4.1	4.4	4.5	3.5	11.7	5.1	5.5	
ARMY	83.2	85.7	74.9	77.4	77.9	83.8	81.2	83.5	74.2	78.6	78.3	
MARINES	2.2	2.5	4.5	4.8	4.8	2.2	3.1	2.3	4.9	4.1	4.1	
NAVY	3.9	3.2	8.0	5.8	5.4	3.7	3.9	3.7	2.2	4.7	4.6	
COAST GUARD	0.2	0.2	0.4	0.2	0.2	0.5	0.7	0.5	1.1	0.3	0.3	
ALL FOUR SAME AD	3.2	2.2	0	2.7	3.2	2.3	2.2	2.3	2.3	3.8	3.7	
DON'T KNOW	2.8	2.8	6.1	4.7	4.4	4.1	4.3	4.1	3.6	3.4	3.4	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1458	4343	196	1178	982	3107	372	3479	57	1060	1117	

RESERVE PROPENSITY
Q613A - WHO USES THE SLOGAN, "WE'RE LOOKING FOR A FEW GOOD MEN"?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---POS PROP (PCT)---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	1.5	2.3	2.1	4.2	1.3	1.8	2.7	3.8	3.6	7.2	3.4	3.6
ARMY	18.5	15.1	15.9	10.3	15.1	14.3	22.5	24.2	24.0	33.8	22.6	23.2
MARINES	67.1	70.6	69.7	67.1	73.5	72.4	44.2	41.9	42.2	28.3	48.3	47.2
NAVY	5.5	4.7	4.9	6.7	2.6	3.3	14.9	9.9	10.4	13.4	7.2	7.5
COAST GUARD	1.3	0.6	0.8	0	0.6	0.5	2.9	2.5	2.5	0	1.9	1.8
ALL FOUR SAME AD	1.8	2.0	1.9	0.3	2.0	1.7	3.0	4.6	4.4	5.5	5.5	5.5
DON'T KNOW	4.3	4.8	4.6	11.4	4.9	6.0	9.9	13.1	12.8	11.8	11.1	11.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q614 - WHO USES THE SLOGAN, "IT'S A GREAT PLACE TO START"?

	-----MARKET-----				-----OLDER FEMALES-----				
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--									
AIR FORCE	10.0	8.5	8.9	14.5	8.7	9.7	10.7	8.6	8.7
ARMY	42.6	42.6	42.6	37.0	43.1	42.1	35.0	32.6	32.2
MARINES	7.8	6.1	6.5	3.2	4.2	4.0	6.8	7.8	7.5
NAVY	12.2	12.7	12.6	22.8	15.2	16.5	11.9	11.3	11.1
COAST GUARD	2.8	3.1	3.1	3.0	3.8	3.6	7.0	4.4	5.5
ALL FOUR SAME AD	12.0	13.2	12.9	7.8	10.2	9.8	8.6	10.1	11.5
DON'T KNOW	12.6	13.7	13.4	11.8	14.6	14.3	19.9	25.2	23.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	1117

Q615 - WHO USES THE SLOGAN, "AIM HIGH. _____"?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	89.7	89.4	89.5	83.9	84.4	84.4	79.3	75.6	76.0	81.1	75.5	75.9
ARMY	3.1	3.6	3.5	4.0	4.8	4.7	7.6	6.7	6.8	5.2	5.7	5.7
MARINES	0.8	1.2	1.1	2.5	1.1	1.3	2.5	3.3	3.3	5.0	3.1	3.2
NAVY	1.9	1.4	1.5	3.1	2.1	2.3	3.1	4.2	4.1	2.3	4.5	4.4
COAST GUARD	0.3	0.4	0.4	0	0.3	0.3	0.7	0.8	0.8	0	0.9	0.9
ALL FOUR SAME AD	0.8	0.6	0.7	0.1	0.8	0.7	1.3	1.6	1.5	1.6	2.0	1.9
DON'T KNOW	3.4	3.3	3.4	6.3	6.4	6.4	5.5	7.7	7.5	4.9	8.2	8.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q815B - WHO USES THE SLOGAN, "OPPORTUNITY IS WAITING FOR YOU"?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	13.6	10.3	11.1		18.5	15.7	16.2		9.2	7.7	7.9		17.9	7.6	8.1	
ARMY	22.4	20.1	20.7		25.1	23.4	23.7		22.0	20.8	20.9		24.6	21.3	21.5	
MARINES	7.4	6.3	6.5		6.0	4.9	5.1		6.8	7.7	7.6		3.2	7.2	6.9	
NAVY	17.3	16.3	16.6		14.6	11.1	11.7		15.4	12.0	12.4		14.4	10.5	10.7	
COAST GUARD	7.4	7.8	7.7		4.9	6.0	5.8		9.6	7.3	7.5		1.6	7.1	6.8	
ALL FOUR SAME AD	11.0	13.6	12.9		10.1	14.2	13.6		15.2	14.6	14.7		8.5	17.1	16.6	
DON'T KNOW	20.9	25.6	24.4		20.8	24.6	23.9		21.8	29.7	28.9		29.8	29.3	29.3	
REFUSED	0	0.0	0.0		0	0	0		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117	

Q615C - WHO USES THE SLOGAN, "BE PART OF THE ACTION"?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	10.1	7.8	8.4	11.4	8.3	8.8	8.4	8.2	8.2	11.7	7.9	8.1
ARMY	20.0	20.3	20.2	19.5	21.3	21.0	21.8	20.5	20.6	25.2	22.7	22.8
MARINES	12.3	10.9	11.2	15.5	11.1	11.8	12.3	11.7	11.8	10.6	9.9	9.9
NAVY	13.8	11.4	12.0	20.2	12.8	14.0	11.1	10.4	10.5	12.1	8.9	9.1
COAST GUARD	10.0	10.4	10.3	7.0	7.7	7.6	7.5	7.0	7.0	10.7	8.2	8.3
ALL FOUR SAME AD	8.3	10.2	9.7	5.3	10.1	9.3	13.2	9.2	9.6	3.4	10.1	9.7
DON'T KNOW	25.4	29.0	28.1	21.2	28.8	27.5	25.7	33.0	32.2	26.3	32.4	32.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q616 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY
IN MAGAZINES, NEWSPAPERS OR BILLBOARDS?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
79.8	78.7	78.9	76.3	72.0	72.7	77.7	73.0	73.5	71.9	66.5	68.8
19.8	21.1	20.8	23.7	27.8	27.1	22.3	26.6	26.1	28.1	33.1	32.9
0.4	0.3	0.3	0	0.2	0.2	0	0.4	0.4	0	0.3	0.3
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117
--RESPONSES--											
YES											
NO											
DON'T KNOW											
--TOTAL--											
--COUNT--											

Q617 - (IF Q616=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINES, NEWSPAPERS OR BILLBOARD ADS?
RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	70.3	70.7	70.6	61.3	65.8	65.0	73.4	71.0	71.2	77.7	65.7	66.4
NAVY	41.3	38.9	39.5	38.9	32.1	33.3	35.9	32.0	32.4	39.3	27.1	27.8
AIR FORCE	49.5	47.4	48.0	49.5	42.9	44.1	40.8	37.1	37.5	44.8	31.8	32.5
MARINE CORPS	51.9	51.8	51.8	46.3	48.2	47.9	45.9	42.2	42.7	53.8	41.1	41.9
COAST GUARD	13.7	12.5	12.8	7.4	11.8	11.1	9.1	8.9	8.9	10.2	9.0	9.1
ALL ACTIVE	13.0	15.0	14.6	8.3	14.6	13.5	11.0	10.8	10.8	3.4	13.2	12.6
ARMY NATIONAL GUARD	6.2	4.6	5.0	5.7	5.2	5.3	5.0	3.4	3.6	1.8	3.7	3.6
ARMY RESERVE	3.5	3.5	3.5	1.9	4.3	3.8	2.3	2.4	2.4	1.8	2.6	2.5
NAVY RESERVE	1.3	1.4	1.4	0	0.9	0.7	1.9	0.9	1.0	1.8	0.3	0.4
AIR NATIONAL GUARD	1.9	2.1	2.0	1.5	1.8	1.7	1.4	1.1	1.1	3.2	0.4	0.6
AIR FORCE RESERVE	1.4	1.8	1.7	0	0.9	0.8	1.3	1.0	1.0	1.8	0.1	0.2
MARINE CORPS RESERVE	1.3	1.8	1.7	0	1.0	0.8	1.6	0.7	0.8	4.9	0.4	0.7
ALL RESERVES/NAT'L GUARD	6.2	4.7	5.1	3.9	7.2	6.6	5.8	3.8	4.0	2.0	4.3	4.1
--TOTAL--												
--COUNT--	1175	3422	4597	149	704	853	288	2288	2576	40	714	754

-----QUESTION PERMITTED AS MANY AS 13 RESPONSES-----

Q617B - IN THE LAST 12 MONTHS, HAVE YOU RECEIVED A MAGAZINE CALLED "FUTURES" AT HOME?

RESERVE PROPENSITY

-----MARKET-----

---RESPONSES---	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	8.2	8.6	8.5	3.6	2.0	2.3	6.2	7.2	7.1	3.3	1.0	1.1
NO	91.2	89.7	90.0	95.9	97.4	97.2	92.5	91.8	91.9	94.5	98.9	98.7
DON'T KNOW	0.6	1.7	1.4	0.5	0.5	0.5	1.3	1.0	1.0	2.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

Q618 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY ON TV OR RADIO FOR THE MILITARY?

RESERVE PROPENSITY

MARKET

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	83.5	83.6	83.6	81.1	78.7	79.1	76.4	78.4	78.2	77.3	74.8	74.9
NO	16.3	16.2	16.2	18.6	20.8	20.4	23.6	21.1	21.4	22.7	24.4	24.3
DON'T KNOW	0.2	0.2	0.2	0.3	0.6	0.5	0	0.5	0.4	0	0.8	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q619 - (IF Q618=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADVERTISING?
RESERVE PROPENSITY

-----MARKET-----													
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--													
ARMY	78.6	74.8	75.8	70.7	72.8	72.4	82.1	75.5	76.2	88.7	72.8	73.7	
NAVY	47.3	48.4	48.2	44.5	42.8	42.9	44.1	42.1	42.3	30.1	41.3	40.6	
AIR FORCE	58.7	52.4	53.5	57.4	50.6	51.8	51.7	47.2	47.6	56.5	45.7	46.3	
MARINE CORPS	61.1	60.7	60.8	60.2	58.4	57.0	55.6	50.9	51.4	57.8	55.1	55.2	
COAST GUARD	22.0	19.3	20.0	23.6	18.5	19.3	18.2	15.9	16.1	22.4	14.6	15.1	
ALL ACTIVE	19.7	22.2	21.6	16.9	24.8	23.5	13.6	19.4	18.8	14.8	19.7	19.5	
ARMY NATIONAL GUARD	6.6	6.0	6.2	5.3	6.4	6.2	4.6	4.8	4.8	3.9	4.1	4.1	
ARMY RESERVE	4.8	5.4	5.2	4.1	4.9	4.7	4.7	3.7	3.8	3.9	4.1	4.1	
NAVY RESERVE	1.6	1.9	1.8	1.0	1.9	1.8	1.1	1.5	1.4	6.7	0.9	1.3	
AIR NATIONAL GUARD	2.4	2.2	2.2	2.8	2.4	2.5	1.6	1.8	1.8	5.3	1.4	1.7	
AIR FORCE RESERVE	1.7	2.0	2.0	1.0	1.5	1.5	1.3	1.7	1.7	3.9	0.7	0.9	
MARINE CORPS RESERVE	1.7	1.8	1.8	1.3	1.5	1.4	1.3	1.6	1.6	3.9	0.9	1.1	
ALL RESERVES/NAT'L GUARD	6.2	6.2	6.2	6.9	7.1	7.1	5.6	5.4	5.4	5.6	4.8	4.8	
-----QUESTION PERMITTED AS MANY AS 13 RESPONSES-----													
--TOTAL--													
--COUNT--	1238	3633	4871	162	783	945	288	2455	2743	44	801	845	

Q619C1_1 - RESERVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED AN AIR SHOW OR DEMONSTRATION?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	20.6	15.2	16.5	16.1	14.7	14.9	20.1	13.4	14.1	14.7	13.2	13.3
NO	79.3	84.7	83.4	83.9	85.2	85.0	79.9	86.6	85.9	82.0	86.8	86.5
DON'T KNOW	0.1	0.1	0.1	0	0.1	0.1	0	0	0	3.3	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q619C1_2 - RESERVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A FIRE POWER DEMONSTRATION?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	5.5	2.3	3.1	3.7	1.6	2.0	4.0	1.6	1.9	5.5	1.9	2.1
NO	94.5	97.7	96.9	93.3	98.2	97.9	96.0	98.3	98.1	94.5	98.1	97.9
DON'T KNOW	0.1	0.0	0.0	0	0.1	0.1	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q019C1.3 - RESERVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A WATER SAFETY OR NAVIGATION DEMONSTRATION?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	4.8	2.0	2.7	1.8	1.7	1.7	2.1	1.8	1.9	8.3	1.0	1.4
NO	95.2	98.0	97.3	98.2	98.2	98.2	97.9	98.1	98.1	91.7	99.0	98.6
DON'T KNOW	0	0	0	0	0.1	0.1	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q619C1_4 - RESERVE PROPENSITY
 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A DRILL OR PARADE?

-----MARKET-----													
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	23.6	14.5	16.8	16.2	11.0	11.9	24.8	15.4	16.4	18.9	13.1	13.4	
NO	76.4	85.5	83.2	83.8	88.9	88.0	75.2	84.5	83.5	81.1	86.9	86.6	
DON'T KNOW	0	0	0	0	0.1	0.1	0	0.1	0.1	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117	

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q619C1_5 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
WHICH FEATURED A BAND OR CHOIR CONCERT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	17.6	11.1	12.7	6.6	5.6	5.8	21.4	12.6	13.5	4.3	4.7	4.6
NO	82.2	88.8	87.2	93.4	94.3	94.1	78.6	87.4	86.5	95.7	95.3	95.4
DON'T KNOW	0.2	0.0	0.1	0	0.2	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117

Q619C1_6 - RESERVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED A TOUR OF A MILITARY BASE?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)
17.5		10.6		12.3	9.0		4.9		5.6	13.6		9.8		10.2	22.8		9.6		10.3
82.5		89.4		87.6	91.0		94.9		94.2	86.4		90.2		89.8	77.2		90.4		89.7
0.1		0.1		0.1	0		0.2		0.1	0		0		0	0		0		0
100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0
1458		4343		5801	196		982		1178	372		3107		3479	57		1080		1117
--RESPONSES--																			
YES																			
NO																			
DON'T KNOW																			
--TOTAL--																			
--COUNT--																			

Q819C1_7 - RESERVE PROPENSITY
 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED AN AIRCRAFT DISPLAY?

-----MARKET-----																	
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----					
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
YES				24.1	16.9	18.7	14.5	11.9	12.4	18.0	12.8	13.3	22.5	12.6	13.1		
NO				75.9	83.1	81.3	85.5	87.9	87.5	82.0	87.2	86.7	77.5	87.4	86.9		
DON'T KNOW				0.1	0	0.0	0	0.2	0.1	0	0	0	0	0	0		
--TOTAL--				100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--				1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117		

---RESPONSES---

YES

NO

DON'T KNOW

---TOTAL---

---COUNT---

Q619C1_8 - WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
WHICH FEATURED A SHIP VISIT?

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
YES					11.4	8.6	9.3	7.0	5.7	5.9	9.4	7.9	8.0	6.4	5.8	5.8					
NO					88.6	91.3	90.7	93.0	94.1	93.9	90.6	92.1	92.0	93.6	94.2	94.2					
DON'T KNOW					0	0.0	0.0	0	0.2	0.1	0	0	0	0	0	0					
---TOTAL---					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--					1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117					

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

Q619C1_9 - RESERVE PROPENSITY
 WITHIN THE LAST 12 MONTHS, HAVE YOU ATTENDED AN EVENT
 WHICH FEATURED ANY OTHER EVENT?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)				
3.6 3.1 3.2					3.1 2.9 2.9					4.2 2.8 2.9					10.3 2.5 3.0				
96.3 96.9 96.8					96.9 97.0 97.0					95.8 97.2 97.1					89.7 97.5 97.0				
0.1 0 0.0					0 0.2 0.1					0 0 0					0 0 0				
100.0 100.0 100.0					100.0 100.0 100.0					100.0 100.0 100.0					100.0 100.0 100.0				
1458 4343 5801					196 982 1178					372 3107 3479					57 1060 1117				
--RESPONSES--																			
YES																			
NO																			
DON'T KNOW																			
--TOTAL--																			
--COUNT--																			

Q819_C2A - WHAT SERVICE WAS REPRESENTED DURING THE AIR SHOW OR DEMONSTRATION?
RESERVE PROPENSITY

	-----MARKET-----												-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)						
--RESPONSES--																																				
ARMY	12.4	7.1	8.7	5.4	9.3	8.6	5.0	10.5	9.7	0	11.0	10.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
NAVY	13.9	19.0	17.4	15.7	20.8	19.8	13.2	12.6	12.7	0	18.3	17.2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
MARINE CORPS	1.8	1.2	1.4	6.8	0.8	1.9	4.1	2.3	2.6	0	4.5	4.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
AIR FORCE	59.3	59.1	59.1	60.2	56.7	57.3	61.1	58.7	59.0	100.0	53.7	56.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
COAST GUARD	2.4	0.7	1.2	0	1.4	1.1	2.8	0.4	0.8	0	0.9	0.9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
ALL SERVICES TOGETHER	7.4	9.4	8.8	10.2	6.0	6.8	9.5	5.2	5.8	0	7.8	7.4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
DON'T KNOW	2.9	3.5	3.3	1.8	5.0	4.5	4.5	10.3	9.4	0	3.8	3.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
--COUNT--	311	677	988	29	138	167	77	402	479	7	132	139	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						

Q019_C2B - WHAT SERVICE WAS REPRESENTED DURING THE FIRE POWER DEMONSTRATION?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
ARMY	55.6	39.9	46.9		19.2	27.3	24.7		43.4	42.3	42.5		0	39.9	34.1	
NAVY	11.9	13.6	12.8		11.6	11.4	11.4		31.6	7.7	13.2		0	10.6	9.1	
MARINE CORPS	11.1	13.8	12.6		0	13.4	9.2		6.0	11.0	9.9		0	26.9	23.0	
AIR FORCE	16.2	16.8	16.6		9.2	44.4	33.4		6.3	13.1	11.6		0	13.0	11.1	
COAST GUARD	0	1.3	0.7		0	0	0		0	0	0		0	9.5	8.1	
ALL SERVICES TOGETHER	2.5	6.1	4.5		0	0	0		0	16.0	12.3		59.8	0	8.7	
DON'T KNOW	2.6	8.5	5.9		60.0	3.5	21.1		12.7	9.9	10.6		40.2	0	5.9	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	81	99	180		4	17	21		15	53	68		3	18	21	

Q019_C2C - WHAT SERVICE WAS REPRESENTED DURING THE WATER SAFETY/NAVIGATION DEMONSTRATION?

RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	7.3	11.7	9.7	0	6.9	5.7	0	7.8	6.8	0	33.2	22.5
NAVY	42.7	27.9	34.5	39.3	37.8	38.1	50.4	38.9	40.3	0	31.4	21.3
MARINE CORPS	9.3	12.5	11.0	60.7	4.2	14.2	26.6	11.3	13.2	0	8.3	5.7
AIR FORCE	4.1	1.9	2.9	0	0	0	0	2.9	2.6	52.8	0	16.9
COAST GUARD	31.8	33.0	32.5	0	38.2	31.4	0	23.1	20.3	47.2	12.0	23.3
ALL SERVICES TOGETHER	0.9	1.6	1.3	0	0	0	0	6.9	6.1	0	6.8	4.6
DON'T KNOW	2.8	11.5	7.6	0	12.9	10.6	23.0	9.0	10.7	0	8.3	5.7
REFUSED	1.2	0	0.5	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	73	86	159	2	17	19	8	55	63	4	14	18

--RESPONSES--

RESERVE PROPENSITY
Q819_C2D - WHAT SERVICE WAS REPRESENTED DURING THE DRILL AND PARADE?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
---RESPONSES---	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	49.3	45.2	46.6	37.0	49.8	46.9	40.6	44.5	43.8	27.0	36.2	35.5
NAVY	9.3	10.9	10.3	11.3	4.7	6.2	6.6	10.9	10.2	26.8	5.1	6.8
MARINE CORPS	14.9	14.6	14.7	7.7	9.1	8.7	9.1	11.4	11.1	17.1	19.4	19.2
AIR FORCE	6.5	8.8	8.0	20.0	8.4	11.0	11.0	7.0	7.7	5.5	14.1	13.5
COAST GUARD	3.3	1.5	2.1	0	2.0	2.0	2.0	1.8	1.9	0	4.4	4.0
ALL SERVICES TOGETHER	12.2	9.9	10.7	22.2	16.1	17.5	28.6	13.2	15.7	23.6	11.6	12.7
DON'T KNOW	4.5	9.0	7.4	1.8	9.4	7.7	2.1	11.1	9.6	0	9.0	8.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	352	668	1020	28	117	145	89	473	562	10	143	153

Q819_C2E - WHAT SERVICE WAS REPRESENTED DURING THE BAND OR CHOIR CONCERT?

RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ARMY	37.9	40.3	39.5	41.9	35.3	38.6	33.3	32.6	32.7	0	17.4	18.0
NAVY	16.2	14.0	14.7	4.8	11.9	10.6	17.2	14.7	15.2	0	10.4	9.8
MARINE CORPS	12.8	14.9	14.2	19.8	18.6	18.8	15.6	11.3	12.0	100.0	29.4	33.0
AIR FORCE	17.1	14.9	15.7	11.9	7.5	8.4	12.6	14.9	14.5	0	18.2	17.3
COAST GUARD	2.0	1.0	1.4	12.5	2.7	4.6	1.5	2.3	2.2	0	2.0	1.9
ALL SERVICES TOGETHER	5.5	5.3	5.4	5.1	3.8	4.1	5.0	6.4	6.2	0	5.9	5.6
DON'T KNOW	8.2	9.5	9.1	4.0	20.1	17.0	14.7	17.5	17.0	0	16.7	15.9
REFUSED	0.2	0	0.1	0	0	0	0	0.3	0.2	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	255	494	749	13	55	68	78	387	465	3	51	54

Q619_C2F - WHAT SERVICE WAS REPRESENTED DURING THE TOUR OF THE MILITARY BASE?
RESERVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	31.9	31.7	31.8	13.2	25.9	22.5	31.5	27.7	28.3	44.7	35.2	36.3
NAVY	15.2	17.5	16.7	55.5	32.1	38.4	21.7	28.8	27.8	9.6	16.0	15.2
MARINE CORPS	7.0	7.4	7.2	0	7.6	5.6	6.0	8.9	8.5	7.1	11.1	10.6
AIR FORCE	33.7	36.9	35.7	26.6	29.6	28.8	31.1	30.4	30.5	38.6	33.9	34.5
COAST GUARD	5.0	1.9	3.0	0	0.7	0.5	0	0.9	0.7	0	0	0
ALL SERVICES TOGETHER	2.5	2.1	2.2	4.7	4.2	4.3	3.4	0.8	1.2	0	0.7	0.6
DON'T KNOW	4.7	2.5	3.3	0	0	0	6.3	2.5	3.0	0	3.1	2.8
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	273	453	726	18	57	75	51	300	351	12	98	110

RESERVE PROPENSITY

--RESPONSES--

Q619_C2H - WHAT SERVICE WAS REPRESENTED DURING THE SHIP VISIT?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	0.4	0.5	0.5	6.2	2.1	2.9	0	3.5	3.0	0	5.5	5.1
NAVY	82.0	80.7	81.1	93.8	84.8	86.6	73.6	72.8	72.9	53.3	81.2	79.5
MARINE CORPS	6.0	4.3	4.9	0	0	0	4.9	7.1	6.9	0	5.7	5.4
AIR FORCE	0.3	3.8	2.7	0	0	0	0	1.4	1.2	0	0	0
COAST GUARD	3.2	5.8	5.0	0	5.3	4.2	6.6	3.8	4.2	46.7	5.4	7.9
ALL SERVICES TOGETHER	2.1	2.6	2.5	0	2.6	2.1	4.6	2.4	2.6	0	2.2	2.1
DON'T KNOW	6.0	2.3	3.4	0	5.3	4.3	10.2	9.0	9.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	156	362	518	14	51	65	35	237	272	4	63	67

--RESPONSES--

Q019_C2I - WHAT SERVICE WAS REPRESENTED DURING THE OTHER EVENT?
RESERVE PROPENSITY

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ARMY	42.5	37.8	39.1	39.5	26.5	28.8	12.9	37.2	33.5	17.9	51.9	45.4
NAVY	27.0	15.9	19.0	18.2	42.2	37.9	55.6	19.6	25.1	28.1	11.1	14.4
MARINE CORPS	12.0	9.1	9.9	13.5	10.7	11.2	14.0	14.7	14.6	0	9.0	7.3
AIR FORCE	3.4	16.6	12.9	28.9	7.9	11.6	7.7	12.1	11.5	0	6.6	5.4
COAST GUARD	0	4.6	3.3	0	7.0	5.8	0	1.1	0.9	0	3.8	3.1
ALL SERVICES TOGETHER	11.2	15.1	14.0	0	5.7	4.7	9.8	15.3	14.5	31.7	15.0	18.2
DON'T KNOW	2.4	0.9	1.3	0	0	0	0	0	0	22.2	0	4.3
REFUSED	1.4	0	0.4	0	0	0	0	0	0	0	2.5	2.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	58	135	191	7	28	35	13	84	97	6	27	33

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES	57.7	27.6	36.8	57.1	14.3	23.0	48.2	18.0	22.2	46.5	8.1	10.8
NO	41.0	71.5	62.3	41.8	85.4	76.6	51.4	81.5	77.3	48.3	91.5	88.4
DON'T KNOW	1.3	0.8	1.0	1.0	0.2	0.4	0.4	0.4	0.4	5.2	0.4	0.8
REFUSED	0	0	0	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	792	1757	2549	73	315	388	193	1173	1368	23	340	363

Q819C4 - FOR WHICH SERVICE WAS THE LIKELIHOOD OF YOUR JOINING INCREASED?
RESERVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
-----RESPONSES-----											
YES											
ARMY	28.9	22.1	25.4	35.5	23.0	29.3	34.0	22.0	18.4	25.5	
NAVY	26.5	24.0	25.2	25.3	19.1	22.2	20.0	21.2	0	20.8	18.4
MARINE CORPS	17.0	14.1	15.5	13.7	6.5	10.1	15.0	13.4	11.0	14.6	
AIR FORCE	39.5	51.5	45.7	39.3	58.3	48.8	35.4	45.6	31.4	55.0	47.7
COAST GUARD	5.4	2.9	4.1	4.8	11.4	8.1	3.9	1.2	8.8	2.7	4.5
NONE IN PARTICULAR	2.9	3.2	3.0	0	1.4	0.7	5.7	5.5	0	0	0
-----QUESTION PERMITTED AS MANY AS 6 RESPONSES-----											
---TOTAL---	444	494	938	39	49	88	95	211	11	29	40
---COUNT---											

Q620 - IN THE LAST YEAR, HAVE YOU RECEIVED ANY UNSOLICITED RECRUITING
RESERVE PROPENSITY
MILITARY LITERATURE IN THE MAIL?

-----MARKET-----							
-----YOUNG MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--							
YES	42.6	49.7	48.0	27.9	29.8	29.6	
NO	57.3	49.8	51.7	72.1	69.7	70.0	
DON'T KNOW	0.1	0.4	0.4	0	0.4	0.4	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1458	4343	5801	372	3107	3479	

RESERVE PROPENSITY

-----MARKET-----

-----YOUNG MALES-----

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
1	100	0	100	100	0	100
2	100	0	100	100	0	100
3	100	0	100	100	0	100
4	100	0	100	100	0	100
5	100	0	100	100	0	100
6	100	0	100	100	0	100
7	100	0	100	100	0	100
8	100	0	100	100	0	100
9	100	0	100	100	0	100
10	100	0	100	100	0	100
11	100	0	100	100	0	100
12	100	0	100	100	0	100
13	100	0	100	100	0	100
14	100	0	100	100	0	100
15	100	0	100	100	0	100
16	100	0	100	100	0	100
17	100	0	100	100	0	100
18	100	0	100	100	0	100
19	100	0	100	100	0	100
20	100	0	100	100	0	100
21	100	0	100	100	0	100
22	100	0	100	100	0	100
23	100	0	100	100	0	100
24	100	0	100	100	0	100
25	100	0	100	100	0	100
26	100	0	100	100	0	100
27	100	0	100	100	0	100
28	100	0	100	100	0	100
29	100	0	100	100	0	100
30	100	0	100	100	0	100
31	100	0	100	100	0	100
32	100	0	100	100	0	100
33	100	0	100	100	0	100
34	100	0	100	100	0	100
35	100	0	100	100	0	100
36	100	0	100	100	0	100
37	100	0	100	100	0	100
38	100	0	100	100	0	100
39	100	0	100	100	0	100
40	100	0	100	100	0	100
41	100	0	100	100	0	100
42	100	0	100	100	0	100
43	100	0	100	100	0	100
44	100	0	100	100	0	100
45	100	0	100	100	0	100
46	100	0	100	100	0	100
47	100	0	100	100	0	100
48	100	0	100	100	0	100
49	100	0	100	100	0	100
50	100	0	100	100	0	100
51	100	0	100	100	0	100
52	100	0	100	100	0	100
53	100	0	100	100	0	100
54	100	0	100	100	0	100
55	100	0	100	100	0	100
56	100	0	100	100	0	100
57	100	0	100	100	0	100
58	100	0	100	100	0	100
59	100	0	100	100	0	100
60	100	0	100	100	0	100
61	100	0	100	100	0	100
62	100	0				

--RESPONSES--

Global Defense Capabilities Report - Q3 2023									
Category	North America			Europe			Asia-Pacific		
	USA	Canada	Mexico	Germany	France	UK	China	India	Japan
AIR FORCE	26.8	32.1	30.9	25.0	28.1	27.8	35.2	31.5	33.0
ARMY	64.8	67.1	66.6	57.5	64.8	64.0	72.1	69.3	70.5
MARINE CORPS	43.5	47.4	46.5	12.5	14.0	13.8	18.9	16.2	17.1
NAVY	40.4	40.7	40.7	23.6	15.6	16.4	25.3	22.1	23.0
COAST GUARD	4.2	7.3	6.7	7.1	4.3	4.6	9.8	8.5	8.2
AIR DEFENSE	2.9	8.3	7.1	2.7	3.8	3.7	5.4	4.9	4.8
NATIONAL GUARD	8.3	6.9	7.2	7.4	6.4	6.5	10.2	9.1	9.0
RESERVES	4.4	3.2	3.5	3.5	4.0	4.0	6.7	5.8	5.5

-----QUESTION PERMITTED AS MANY AS 8 RESPONSES-----

--COUNT--	620	2188	2808	108	947	1053

Q622 - IN THE LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFORMATION ON THE MILITARY?

RESERVE PROPENSITY

-----MARKET-----							
-----YOUNG MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--	5.5	2.7	3.4	5.4	1.2	1.7	
	94.5	97.3	96.6	94.6	98.8	98.3	
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---	1458	4343	5801	372	3107	3479	

Q623 - (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL FOR INFORMATION?
RESERVE PROPENSITY

	-----MARKET-----			-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--									
AIR FORCE	11.3	27.0	20.7	28.3	35.5	33.0			
ARMY	42.6	29.0	34.5	42.4	39.0	40.2			
MARINE CORPS	29.9	22.3	25.4	13.1	5.6	8.2			
NAVY	16.6	34.7	27.4	26.7	6.2	13.3			
COAST GUARD	1.3	4.2	3.0	0	2.1	1.4			
ALL SERVICES TOGETHER	0	0.0	0.4	0	0	0			
NATIONAL GUARD	13.4	3.5	7.5	15.3	11.8	13.0			
RESERVES	5.6	0.0	2.0	3.0	2.5	2.7			
--TOTAL--									
--COUNT--	81	125	206	21	38	59			

-----QUESTION PERMITTED AS MANY AS 8 RESPONSES-----

Q825 - HAVE YOU SENT A POST CARD/COUPON FOR INFORMATION ON THE MILITARY?
RESERVE PROPENSITY

	-----MARKET-----					
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--						
YES	18.2	7.3	9.5	17.6	3.4	4.9
NO	83.8	92.5	90.4	82.4	96.6	95.0
DON'T KNOW	0	0.1	0.1	0	0.0	0.0
REFUSED	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	372	3107	3479

Q626 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

RESERVE PROPENSITY

-----MARKET-----						
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--						
AIR FORCE	27.1	26.6	26.8	25.6	42.4	35.9
ARMY	41.8	33.7	37.1	54.2	44.5	48.2
MARINE CORPS	27.3	32.8	30.4	7.9	7.2	7.5
NAVY	31.6	33.4	32.6	17.8	12.1	14.3
COAST GUARD	4.6	3.4	3.9	3.4	1.6	2.3
ALL SERVICES	2.2	0.3	1.1	0	1.6	1.0
NATIONAL GUARD	8.2	1.4	4.3	7.7	6.6	7.0
RESERVES	3.6	2.7	3.1	5.8	6.4	6.2
---TOTAL---	----QUESTION PERMITTED AS MANY AS 8 RESPONSES----					
--COUNT--	236	317	553	60	104	164

Q627 - WITHIN THE LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
RESERVE PROPENSITY
INFORMATION ABOUT THE MILITARY?

		-----MARKET-----			
		-----YOUNG MALES-----		-----YOUNG FEMALES-----	
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	TOTAL PROP (PCT)
		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--	YES	18.5	10.7	12.6	3.6
	NO	81.5	89.3	87.4	96.4
--TOTAL--		100.0	100.0	100.0	100.0
--COUNT--		1458	4343	5801	3107
				372	3479

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET
RESERVE PROPENSITY
INFORMATION ABOUT THE MILITARY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	58.9	44.7	47.7	65.0	56.0	57.5	50.3	25.0	27.7	44.4	29.8	30.6
NO	43.1	55.3	52.2	35.0	43.9	42.4	49.7	75.0	72.3	55.6	70.0	69.2
DON'T KNOW	0	0	0	0	0.1	0.1	0	0	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q629 - (IF Q628=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
-----RESPONSES-----											
AIR FORCE	24.0	21.9	22.5	19.7	25.6	24.5	23.1	25.7	19.9	29.2	28.5
ARMY	55.9	53.0	53.8	59.6	58.5	58.7	59.1	58.9	41.1	55.3	54.2
MARINE CORPS	29.9	29.2	29.4	23.5	26.8	26.1	20.4	18.7	19.0	9.6	10.1
NAVY	25.5	26.5	26.2	23.3	23.5	23.5	18.9	19.3	30.7	17.1	18.2
COAST GUARD	2.3	2.6	2.5	3.4	2.6	2.8	3.0	2.6	0	2.3	2.1
-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----											
---TOTAL---	843	1946	2789	126	560	686	183	760	943	27	354
---COUNT---											

RESERVE PROPENSITY
Q630 - MIGHT YOU TALK TO A RECRUITER IN THE FUTURE?

		-----MARKET-----														
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																
YES		78.1	26.9	37.4	66.9	13.0	20.4	72.2	16.5	20.6	73.2	7.1	10.0			
NO		19.1	68.7	58.5	28.3	83.8	76.1	23.3	80.7	76.4	18.9	91.0	87.8			
DON'T KNOW		2.7	4.4	4.1	4.8	3.2	3.4	4.5	2.8	2.9	7.8	1.9	2.2			
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--		615	2397	3012	70	422	492	189	2347	2536	30	733	763			

RESERVE PROPENSITY
Q631 - DID THE AIR FORCE RECRUITER YOU TALKED TO REPRESENT THE...

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ACTIVE AIR FORCE	66.6	73.9	71.6	78.7	83.2	82.5	49.0	57.1	55.6	27.9	79.3	76.4
AIR RESERVE	14.9	12.0	12.9	12.0	7.4	8.1	20.6	14.6	15.7	0	6.6	6.2
AIR NATIONAL GUARD	10.6	5.8	7.3	9.3	6.1	6.6	16.3	11.8	12.6	51.2	9.7	12.0
DON'T KNOW	8.0	8.2	8.1	0	3.2	2.8	14.1	16.6	16.1	20.9	4.4	5.4
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	209	415	624	25	150	175	42	192	234	6	96	102

RESERVE PROPENSITY
Q632A - HOW DID YOU AND THE AIR FORCE RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
RECRUITER CALLED	15.6	21.1	19.4	19.5	19.9	19.8	19.8	6.2	12.9	11.7	0	5.5
CALLED RECRUITER	8.7	7.3	7.7	17.8	13.0	13.7	13.7	11.5	8.0	8.6	18.2	14.9
RECRUITING STATION	11.9	13.5	13.0	17.9	26.2	24.9	24.9	10.7	11.2	11.1	0	21.4
JOB FAIR	2.8	2.0	2.3	0	0.6	0.5	0.5	0	3.1	2.5	25.9	2.1
AT SCHOOL	50.4	47.5	48.4	30.5	32.6	32.2	32.2	69.2	56.9	59.1	48.2	49.9
OTHER WAY	10.6	8.5	9.2	14.2	7.4	8.4	8.4	2.3	8.0	7.0	0	6.2
DON'T KNOW	0	0	0	0	0.4	0.3	0.3	0	0	0	11.7	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	209	415	624	25	150	175	175	42	192	234	6	98
												102

RESERVE PROPENSITY
Q633TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH AN AIR FORCE RECRUITER

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
UP TO 1 MONTH	14.9	8.4	10.5	0	1.0	0.9	0	8.0	6.6	0	1.4	1.4
ONE MONTH	6.6	7.2	7.0	6.2	1.6	2.4	14.6	5.8	7.3	0	2.2	2.1
2 MONTHS	9.5	4.2	5.9	0	0	0	11.2	1.8	3.4	25.6	0	1.1
3 MONTHS	6.2	10.5	9.1	0	0	0	2.5	7.2	6.4	0	1.8	1.7
4 TO 6 MONTHS	19.8	15.5	16.9	6.3	4.1	4.5	29.9	16.9	19.1	0	1.2	1.2
7 TO 12 MONTHS	17.7	22.5	20.9	16.2	6.3	7.9	18.7	15.3	15.9	0	1.8	1.8
13 TO 18 MONTHS	14.4	13.6	13.8	4.0	6.0	5.6	10.4	15.8	14.9	0	2.2	2.1
19 TO 24 MONTHS	3.9	3.0	3.3	0	5.3	4.4	12.8	8.0	8.8	0	1.7	1.6
25 MONTHS OR MORE	7.0	15.2	12.5	67.3	75.7	74.3	0	21.2	17.6	74.4	87.6	87.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	183	343	526	19	106	125	36	168	204	3	81	84

Q635A - HOW DID YOU AND THE ARMY RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
RECRUITER CALLED	23.5	38.9	32.8	12.8	31.8	28.2	18.1	25.5	16.2	13.0	13.2	
CALLED RECRUITER	4.9	4.4	4.6	21.1	7.8	10.3	3.1	4.3	25.3	11.5	12.4	
RECRUITING STATION	16.4	8.5	10.9	29.6	20.7	22.4	11.0	6.5	0	19.3	18.1	
JOB FAIR	1.4	1.3	1.3	0	0.6	0.5	0	1.9	0	2.0	1.9	
AT SCHOOL	41.9	38.6	39.6	25.3	30.5	29.5	57.5	53.0	40.6	44.6	44.4	
OTHER WAY	11.4	9.8	10.3	11.2	7.6	8.2	10.4	8.8	17.9	9.0	9.5	
DON'T KNOW	0.4	0.4	0.4	0	1.0	0.8	0	0	0	0.5	0.5	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	483	1062	1545	74	322	396	108	433	11	181	192	

RESERVE PROPENSITY
Q636TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH AN ARMY RECRUITER

-----MARKET-----												
---YOUNG MALES---				---OLDER MALES---				---YOUNG FEMALES---				---OLDER FEMALES---
PQS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		PQS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		PQS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		PQS PROP (PCT)
18.0	13.3	14.8		7.1	2.4	3.5		18.5	9.5	11.1		0
8.2	6.5	7.0		8.0	0	1.8		10.7	7.0	7.8		0
7.7	5.8	6.4		3.2	2.2	2.4		4.0	6.6	6.0		0
8.3	9.5	9.1		4.2	1.1	1.8		6.4	6.7	6.6		0
17.9	19.0	18.6		1.8	2.2	2.1		26.4	19.0	20.7		0
18.2	16.8	17.2		8.5	3.4	4.5		15.7	12.9	13.5		9.1
11.0	11.9	11.6		2.7	2.8	2.8		10.9	15.0	14.1		11.2
3.3	4.9	4.4		0	4.8	3.8		0.4	4.8	3.9		24.4
7.5	12.2	10.7		64.5	81.0	77.4		9.0	18.5	16.4		55.3
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0
418	860	1278		60	222	282		100	358	458		8
---COUNT---												
---TOTAL---												
25 MONTHS OR MORE												
19 TO 24 MONTHS												
13 TO 18 MONTHS												
7 TO 12 MONTHS												
4 TO 6 MONTHS												
3 MONTHS												
2 MONTHS												
ONE MONTH												
UP TO 1 MONTH												
---RESPONSES---												

RESERVE PROPENSITY

-----MARKET-----

Q638A - HOW DID YOU AND THE MARINE CORPS RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
RECRUITER CALLED	23.2	34.3	31.0	13.1	22.9	21.2	16.6	12.2	13.1	0	6.9	6.0
CALLED RECRUITER	2.5	3.0	2.8	14.4	6.5	7.9	5.6	2.7	3.3	0	14.7	12.8
RECRUITING STATION	16.5	11.3	12.9	35.3	31.9	32.4	4.4	6.8	6.3	54.7	11.5	17.0
JOB FAIR	1.7	1.0	1.2	6.1	1.4	2.2	0	4.2	3.3	0	0	0
AT SCHOOL	42.6	38.5	39.7	19.8	26.4	25.2	53.4	53.2	53.3	0	56.5	49.3
OTHER WAY	13.2	11.8	12.2	11.4	8.5	9.0	17.6	20.1	19.6	45.3	10.4	14.8
DON'T KNOW	0.4	0	0.1	0	2.4	2.0	2.4	0.8	1.1	0	0	0
REFUSED	0	0.1	0.1	0	0	0	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	249	564	813	30	149	179	35	135	170	4	30	34

RESERVE PROPENSITY
Q639TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A MARINE RECRUITER

	-----MARKET-----											
	-----YOUNG MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
UP TO 1 MONTH	15.3	11.4	12.6	0	0.5	0.4	6.4	10.9	9.9	0	2.4	2.1
ONE MONTH	7.6	8.7	8.3	0	1.0	0.8	6.4	7.5	7.3	0	0	0
2 MONTHS	6.0	6.1	6.1	0	0	0	9.0	3.6	4.7	0	0	0
3 MONTHS	7.1	8.4	8.0	4.7	0	0.9	17.2	7.4	9.5	0	6.9	5.9
4 TO 6 MONTHS	23.3	15.5	18.0	0	0	0	31.3	13.3	17.2	0	8.6	7.3
7 TO 12 MONTHS	17.8	19.8	19.2	14.2	3.5	5.5	15.4	14.0	14.3	0	0	0
13 TO 18 MONTHS	10.6	11.1	11.0	2.0	7.7	6.6	5.4	11.6	10.2	29.4	0	4.2
19 TO 24 MONTHS	3.2	4.5	4.1	4.6	0.4	1.2	0	6.3	5.0	39.5	4.3	9.4
25 MONTHS OR MORE	9.0	14.6	12.9	74.5	86.9	84.5	8.9	25.5	21.9	31.1	77.8	71.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	217	461	678	22	90	112	31	114	145	3	22	25

RESERVE PROPENSITY
Q640 - DID THE NAVY RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ACTIVE NAVY	51.0	58.3	56.2	60.9	63.6	63.1	40.6	37.1	37.8	49.7	54.0
NAVAL RESERVES	11.7	10.6	10.9	13.5	5.2	6.7	19.8	14.7	15.7	39.1	10.3
BOTH	33.7	24.9	27.4	23.8	24.6	24.5	32.5	27.2	28.2	11.1	30.2
DON'T KNOW	3.6	6.2	5.4	1.8	6.6	5.7	7.1	21.0	18.4	0	5.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	206	537	743	30	147	177	33	145	178	9	64

Q841A - HOW DID YOU AND THE NAVY RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
RECRUITER CALLED	21.4	35.1	31.2		16.3	37.5	33.5		13.5	11.4	11.8		0	7.9	6.8	
CALLED RECRUITER	12.2	5.1	7.2		12.2	10.8	11.0		2.5	4.7	4.3		53.1	14.9	20.1	
RECRUITING STATION	16.3	13.2	14.1		32.0	19.9	22.1		0	9.0	7.3		19.8	20.9	20.8	
JOB FAIR	3.3	2.1	2.5		0	0	0		0	1.7	1.4		0	0	0	
AT SCHOOL	34.9	31.2	32.2		19.3	23.4	22.6		73.6	54.4	58.1		27.0	47.1	44.4	
OTHER WAY	10.8	11.7	11.5		20.2	7.6	10.0		10.4	17.7	16.3		0	9.2	7.9	
DON'T KNOW	1.1	1.4	1.3		0	0.9	0.7		0	1.2	0.9		0	0	0	
REFUSED	0	0.1	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	208	537	743		30	147	177		33	145	178		9	55	64	

--RESPONSES--

RESERVE PROPENSITY
Q842TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A NAVY RECRUITER

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
UP TO 1 MONTH	19.8	9.2	12.4	5.2	0.5	1.3	5.8	5.1	44.2	0	4.0	
ONE MONTH	10.4	6.4	7.6	10.3	4.2	5.3	16.2	6.3	0	5.6	5.1	
2 MONTHS	5.4	6.2	6.0	0	7.8	6.4	16.5	3.2	0	0	0	
3 MONTHS	8.0	9.7	9.2	0	2.7	2.2	5.9	8.2	0	0	0	
4 TO 6 MONTHS	15.6	16.2	16.1	9.8	3.8	4.9	27.4	16.3	0	0	0	
7 TO 12 MONTHS	15.6	19.6	18.4	13.5	5.9	7.3	2.8	23.5	16.7	8.1	8.9	
13 TO 18 MONTHS	13.5	13.6	13.7	15.5	0.5	3.2	2.4	13.5	0	7.0	6.3	
19 TO 24 MONTHS	6.3	4.9	5.3	11.0	1.3	3.0	15.2	6.5	0	2.9	2.7	
25 MONTHS OR MORE	5.1	13.9	11.3	34.8	73.3	66.4	7.9	17.3	39.0	76.4	73.1	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	181	433	614	17	98	115	28	121	5	47	52	

Q643 - DID THE COAST GUARD RECRUITER YOU TALKED TO REPRESENT THE...
RESERVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
-----OLDER FEMALES-----											
				POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
								POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	

Q843A - HOW DID YOU AND THE COAST GUARD RECRUITER GET IN TOUCH THE FIRST TIME YOU TALKED?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
RECRUITER CALLED	0	25.0	18.1	0	41.3	31.8	0	18.8	14.7	0	17.1	17.1
CALLED RECRUITER	7.5	8.4	8.1	50.1	0.9	16.9	0	4.8	3.8	0	0	0
RECRUITING STATION	39.3	10.5	18.4	0	22.9	17.6	0	13.0	10.2	0	0	0
JOB FAIR	0	6.2	4.5	0	0	0	0	0	0	0	0	0
AT SCHOOL	33.7	20.2	24.0	31.0	13.0	17.2	100.0	42.6	55.1	0	82.9	82.9
OTHER WAY	19.4	14.1	15.5	18.9	6.5	9.4	0	15.4	12.0	0	0	0
DON'T KNOW	0	15.7	11.4	0	9.3	7.2	0	5.5	4.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	19	50	69	4	17	21	7	20	27	0	6	6

Q643TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A COAST GUARD RECRUITER

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----POS PROP (PCT)-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
UP TO 1 MONTH	35.3	9.3	17.3	0	0	0	11.3	13.9	13.2	0	0	0
ONE MONTH	7.6	9.8	9.1	0	13.2	9.0	0	13.0	9.3	0	0	0
2 MONTHS	24.5	0	7.6	0	3.9	2.7	0	0	0	0	0	0
3 MONTHS	0	10.6	7.3	21.5	0	6.8	17.7	0	5.0	0	0	0
4 TO 6 MONTHS	8.1	5.2	6.1	0	7.6	5.2	0	17.4	12.5	0	0	0
7 TO 12 MONTHS	8.2	37.3	28.3	57.0	17.8	30.2	52.4	22.1	30.7	0	0	0
13 TO 18 MONTHS	7.4	6.7	6.9	0	0	0	8.1	0	2.3	0	0	0
19 TO 24 MONTHS	8.7	2.1	4.2	0	0	0	0	0	0	0	0	0
25 MONTHS OR MORE	0	18.9	13.1	21.5	57.6	46.2	10.6	33.6	27.0	0	100.0	100.0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	15	34	49	3	10	13	7	15	22	0	5	5

RESERVE PROPENSITY
Q645 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	21.3	23.1	22.7	31.1	28.6	29.0	19.1	16.7	17.0	20.8	15.7	16.0
NO	78.4	76.5	77.0	68.4	70.6	70.2	80.5	82.9	82.7	79.2	83.9	83.6
DON'T KNOW	0.3	0.3	0.3	0.5	0.8	0.8	0.4	0.3	0.3	0	0.5	0.4
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	198	982	1178	372	3107	3479	57	1060	1117

Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?
RESERVE PROPENSITY

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	78.9	30.4	42.6	65.4	13.1	21.6	69.2	17.7	23.1	62.1	5.7	8.6
NO	15.8	63.4	51.4	27.6	84.1	75.0	24.9	78.3	72.7	35.1	90.7	87.9
DON'T KNOW	5.3	6.1	5.9	7.1	2.8	3.5	5.9	3.9	4.1	2.8	3.6	3.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1132	3274	4406	132	687	819	301	2596	2897	44	898	942

RESERVE PROPENSITY
Q647 - (IF YES TO Q646) WHERE DID YOU TAKE THE ASVAB?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AT HIGH SCHOOL	66.7	75.4	73.3	42.2	44.0	43.7	78.4	88.0	86.6	58.8	60.6	60.3
AT MEPS	24.6	18.6	20.0	42.3	44.7	44.2	18.9	9.4	10.5	29.2	32.0	31.8
ELSEWHERE	8.7	6.1	6.7	14.1	11.4	11.8	2.4	2.6	2.6	14.0	7.4	7.8
DON'T KNOW	0	0	0	1.3	0	0.2	2.3	0	0.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	326	1070	1396	64	295	359	71	511	582	13	162	175

Q650 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
RESERVE PROPENSITY
PROVIDES MONEY FOR EDUCATION?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	12.3	11.7	11.9	16.2	16.1	16.1	15.3	13.0	13.3	16.7	18.3	18.2
ARMY	61.5	64.1	63.5	54.8	55.1	55.1	59.6	57.6	57.8	60.2	54.7	55.0
MARINES	7.8	6.8	7.0	7.7	6.2	6.5	10.0	7.3	7.6	8.4	8.1	8.1
NAVY	11.6	9.4	9.9	10.5	12.0	11.7	8.0	10.4	10.1	9.2	9.0	9.0
COAST GUARD	1.9	1.4	1.5	1.5	2.8	2.6	2.2	2.5	2.5	0	2.1	2.0
NONE	2.4	4.2	3.7	3.3	3.6	3.5	1.7	4.6	4.3	1.7	4.0	3.9
DON'T KNOW	2.5	2.4	2.4	6.0	4.3	4.6	3.3	4.5	4.4	3.8	3.8	3.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q851 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
LACK OF PERSONAL FREEDOM?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
AIR FORCE	4.9	4.7	4.7	3.1	5.4	5.1	8.3	5.5	6.9	5.2	5.3	6.9	5.2	5.3		
ARMY	16.2	20.4	19.4	15.7	17.3	17.1	16.1	26.1	26.1	25.4	25.4	26.1	25.4	25.4		
MARINES	40.1	38.3	38.7	29.5	35.4	34.4	32.1	24.8	22.3	28.3	28.0	22.3	28.3	28.0		
NAVY	20.9	17.3	18.2	30.9	20.5	22.2	21.0	15.3	18.6	18.0	18.0	18.6	18.0	18.0		
COAST GUARD	3.0	2.8	2.8	1.7	3.3	3.1	4.7	4.0	0	4.1	3.9	0	4.1	3.9		
NONE	9.0	10.9	10.4	12.3	9.6	10.1	11.4	15.2	20.8	12.9	13.4	20.8	12.9	13.4		
DON'T KNOW	5.9	5.6	5.7	6.8	8.4	8.1	6.3	9.1	5.4	6.1	6.1	5.4	6.1	6.1		
REFUSED	0	0.1	0.0	0	0	0	0	0.1	0	0	0	0	0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1458	4343	5801	196	982	1178	372	3107	57	1060	1117	57	1060	1117		

-----MARKET-----

378

RESERVE PROPENSITY
Q853 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

	-----YOUNG MALES-----				-----OLDER MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																				
AIR FORCE	7.9	7.0	7.2		7.4	8.5	8.4		9.9	10.2	10.2		18.1	9.2					9.7	
ARMY	22.3	22.0	22.1		20.7	17.9	18.3		30.7	27.2	27.6		17.6	25.9					25.5	
MARINES	19.1	17.5	17.9		13.2	18.1	17.3		12.8	16.5	16.1		13.1	15.8					15.6	
NAVY	41.1	41.4	41.3		46.8	43.4	44.0		34.3	31.8	32.1		33.7	36.2					36.1	
COAST GUARD	3.2	3.5	3.4		1.9	4.2	3.9		7.2	5.2	5.4		7.3	4.0					4.2	
NONE	2.9	4.8	4.3		4.4	3.2	3.4		2.5	4.4	4.2		4.8	5.5					5.5	
DON'T KNOW	3.5	3.8	3.7		5.5	4.6	4.8		2.6	4.6	4.4		5.4	3.3					3.4	
REFUSED	0	0.1	0.0		0	0	0		0	0.1	0.1		0	0					0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0					100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060					1117	

RESERVE PROPENSITY
Q854 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
OPPORTUNITIES FOR PROMOTION AND ADVANCEMENT?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---	26.9	23.4	24.3		28.6	29.1	29.0		22.4	21.5	21.6		36.2	29.7	30.0				
	35.0	39.1	38.1		32.2	31.2	31.4		38.0	36.0	36.2		25.9	30.8	30.6				
	14.3	12.6	13.0		10.9	11.9	11.8		13.5	11.9	12.1		19.7	11.8	12.2				
	12.4	13.3	13.1		15.5	15.3	15.4		15.4	14.4	14.5		8.8	13.1	12.9				
COAST GUARD	2.7	2.4	2.5		2.2	3.3	3.1		2.7	3.3	3.2		0	3.3	3.1				
NONE	4.4	5.5	5.2		6.0	4.6	4.8		3.6	6.1	5.8		6.5	6.7	6.7				
DON'T KNOW	4.2	3.5	3.7		4.6	4.6	4.4		4.4	6.7	6.4		2.8	4.6	4.5				
REFUSED	0	0.1	0.1		0	0	0		0	0.1	0.1		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117				

--RESPONSES--

AIR FORCE

ARMY

MARINES

NAVY

COAST GUARD

NONE

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q855 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

	-----MARKET-----											
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			
---RESPONSES---												
AIR FORCE	16.9	17.7	17.5	23.9	18.5	19.4	15.6	16.0	16.0	17.2	22.1	21.8
ARMY	49.4	47.9	48.3	41.4	46.5	45.7	49.1	45.0	45.5	37.9	41.2	41.0
MARINES	8.6	7.3	7.6	6.3	8.1	7.8	9.8	8.2	8.4	18.3	7.4	8.0
NAVY	12.1	13.4	13.1	12.8	13.4	13.3	10.3	11.8	11.6	17.9	12.3	12.6
COAST GUARD	2.9	2.5	2.6	4.0	2.9	3.0	5.9	3.0	3.3	0	3.2	3.0
NONE	4.9	6.3	6.0	6.0	5.5	5.5	4.8	7.9	7.6	8.7	7.8	7.8
DON'T KNOW	5.3	4.8	4.9	5.7	5.2	5.3	4.5	7.9	7.6	0	6.1	5.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q658 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

	-----YOUNG MALES-----				-----OLDER MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																				
AIR FORCE	8.4	9.7	9.4		12.1	9.5	10.0		11.6	10.4	10.5		10.3	9.5	9.5				9.5	
ARMY	20.6	19.4	19.7		18.6	19.9	19.7		20.1	21.0	20.9		25.6	23.3	23.4				23.4	
MARINES	26.6	26.6	26.6		22.8	28.0	27.1		19.4	16.5	16.8		12.5	18.7	18.4				18.4	
NAVY	17.2	16.1	16.4		12.9	16.1	15.6		19.8	16.3	16.7		18.3	17.3	17.3				17.3	
COAST GUARD	7.4	7.7	7.7		11.7	6.6	7.4		9.5	8.8	8.8		0	9.6	9.0				9.0	
NONE	13.0	14.1	13.8		16.0	10.7	11.6		13.1	16.3	15.9		23.3	14.3	14.8				14.8	
DON'T KNOW	6.9	6.3	6.5		5.9	9.1	8.6		6.6	10.7	10.3		10.0	7.4	7.5				7.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				100.0	
--COUNT--	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117				1117	

Q857 - RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
DEFENDING YOUR COUNTRY?

	-----MARKET-----						-----YOUNG FEMALES-----						-----OLDER FEMALES-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			POS PROP (PCT)			NEG PROP (PCT)			TOTAL (PCT)			POS PROP (PCT)			NEG PROP (PCT)			TOTAL (PCT)		
---RESPONSES---	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	9.4	8.4	8.6	8.3	7.9	8.0	9.1	7.5	7.6	8.0	8.8	8.6	8.8	8.8	8.6	8.8	8.8	8.6	8.8	8.8	8.6	8.8	8.8	8.6
ARMY	41.7	44.6	43.9	37.8	37.8	37.8	59.1	60.3	60.2	54.9	51.7	51.9	51.7	51.7	51.9	51.7	51.7	51.9	51.7	51.7	51.9	51.7	51.7	51.9
MARINES	36.3	33.5	34.2	37.8	38.9	38.7	19.4	16.2	16.6	19.6	26.3	25.9	26.3	26.3	25.9	26.3	26.3	25.9	26.3	26.3	25.9	26.3	26.3	25.9
NAVY	6.5	6.1	6.2	9.4	7.7	8.0	6.0	7.4	7.3	8.4	6.0	6.2	6.0	6.0	6.2	6.0	6.0	6.2	6.0	6.0	6.2	6.0	6.0	6.2
COAST GUARD	1.4	1.9	1.8	0.4	2.4	2.0	3.3	2.2	2.3	2.7	1.6	1.7	1.6	1.6	1.7	1.6	1.6	1.7	1.6	1.6	1.7	1.6	1.6	1.7
NONE	2.2	3.4	3.1	2.6	1.4	1.6	1.6	3.3	3.1	1.7	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
DON'T KNOW	2.5	2.0	2.1	3.6	3.9	3.9	1.5	3.1	2.9	6.9	2.6	2.8	2.6	2.6	2.8	2.6	2.6	2.8	2.6	2.6	2.8	2.6	2.6	2.8
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	196	982	1178	372	3107	5479	57	1060	1117	1060	1060	1117	1060	1060	1117	1060	1060	1117	1060	1060	1117

RESERVE PROPENSITY
Q658 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		-----OLDER FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	52.1	57.3	58.0	63.5	59.3	60.0	51.3	47.3	47.8	59.3	53.0	53.3
ARMY	14.4	13.0	13.4	11.7	9.1	9.5	12.3	12.9	12.8	11.6	15.0	14.9
MARINES	8.0	6.2	6.6	4.4	5.6	5.4	10.2	9.7	9.7	8.1	8.2	8.2
NAVY	18.7	18.1	18.3	14.7	19.1	18.3	19.1	17.9	18.0	12.1	15.7	15.5
COAST GUARD	2.8	1.3	1.6	0.3	2.5	2.1	3.2	3.3	3.3	4.5	2.1	2.2
NONE	1.7	2.3	2.1	1.4	1.9	1.8	0.6	3.8	3.4	0	2.8	2.7
DON'T KNOW	2.4	1.7	1.9	3.9	2.6	2.8	3.3	5.2	5.0	4.4	3.2	3.3
REFUSED	0	0.0	0.0	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q659 - WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
WORK IN OR NEAR A COMBAT ZONE?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	5.3	4.6	4.8	3.1	5.8	5.3	7.3	6.8	6.8	2.8	5.9	5.7
ARMY	49.0	48.2	48.4	47.2	44.5	45.0	58.0	57.5	57.5	45.3	57.2	56.5
MARINES	34.6	36.7	36.2	36.3	38.7	38.3	19.4	18.2	18.3	35.6	22.2	23.0
NAVY	6.5	5.8	6.0	7.1	4.9	5.2	7.8	7.6	7.6	9.8	6.9	7.0
COAST GUARD	1.6	0.8	1.0	0.9	0.9	0.9	3.4	2.0	2.2	2.9	1.8	1.8
NONE	0.8	1.9	1.7	2.1	1.7	1.7	1.1	3.7	3.4	0	3.0	2.9
DON'T KNOW	2.3	2.0	2.0	3.4	3.6	3.6	2.9	4.2	4.1	3.7	3.0	3.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q660A1 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 4 YEARS,
 WOULD YOU ENLIST?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	15.4	5.1	7.6	0	6.5	5.7	19.1	1.2	2.3	0	0	0
PROBABLY	61.6	26.8	35.1	100.0	35.7	43.5	53.5	20.0	22.1	72.7	22.3	25.7
PROBABLY NOT	20.0	43.9	38.1	0	30.5	26.8	13.4	38.2	36.7	27.3	31.5	31.3
DEFINITELY NOT	3.0	23.2	18.4	0	27.4	24.1	14.0	40.6	38.9	0	43.8	40.8
DON'T KNOW	0	0.7	0.5	0	0	0	0	0	0	0	2.4	2.2
REFUSED	0	0.3	0.3	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	71	233	304	5	54	59	12	174	186	3	46	49

Q660B1 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A1), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
29.3	30.2	29.8	23.5	26.2	25.5	37.1	27.2	0	15.8	12.9	0
12.7	21.8	17.9	0	21.4	18.1	0	11.3	0	0	0	0
17.2	13.3	14.9	31.1	4.6	11.2	11.4	8.8	0	21.4	17.7	0
24.7	28.2	26.7	28.1	44.5	40.0	51.5	44.4	39.4	62.9	58.8	0
16.1	3.6	8.9	0	3.3	2.5	0	3.5	60.6	0	10.6	0
0	1.9	1.1	19.3	0	4.8	0	4.7	0	0	0	0
0	1.0	0.6	0	0	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
55	77	132	5	22	27	8	37	2	11	13	0
--COUNT--											

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

Q860A2 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 4 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	---YOUNG MALES---		---OLDER MALES---		POS		NEG		POS		NEG	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	10.3	2.8	4.3	23.2	3.0	5.7	11.6	2.7	3.6	0	5.2	4.9
PROBABLY	63.7	27.8	35.2	27.1	22.7	23.3	42.3	22.5	24.6	100.0	17.5	22.0
PROBABLY NOT	17.8	50.1	43.5	32.2	53.3	50.5	35.8	34.4	34.5	0	38.7	26.6
DEFINITELY NOT	3.8	19.3	16.1	17.5	20.3	19.9	5.2	39.5	35.9	0	38.6	36.6
DON'T KNOW	1.2	0	0.2	0	0.8	0.7	5.1	1.0	1.4	0	0	0
REFUSED	3.2	0	0.7	0	0	0	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	67	235	302	9	53	62	17	157	174	3	60	63

Q660B2 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A2), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----															
-----YOUNG MALES-----					-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	39.1	21.5	28.5		0	19.0	14.6		41.3	26.3	29.5		0	51.1	40.9
NAVY	13.2	24.5	20.0		0	19.2	14.8		9.8	15.3	14.1		0	0	0
MARINES	6.9	12.7	10.4		0	38.8	28.3		0	6.1	4.8		38.5	0	7.7
AIR FORCE	13.7	29.8	23.4		82.1	22.1	36.0		38.5	34.2	35.1		31.2	32.3	32.1
COAST GUARD	21.3	9.7	14.4		17.9	0	4.1		10.4	9.6	9.8		30.3	16.6	19.4
DON'T KNOW	1.7	1.7	1.7		0	2.9	2.2		0	8.5	6.7		0	0	0
REFUSED	4.1	0	1.6		0	0	0		0	0	0		0	0	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
--COUNT--	49	76	125		5	19	24		10	39	49		3	14	17

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

RESERVE PROPENSITY

--RESPONSES--

Q660A4 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION AFTER 4 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	13.6	4.9	7.2	0	1.3	1.2	12.4	1.9	2.7	0	0	0
PROBABLY	63.5	28.5	37.7	58.6	18.8	21.8	57.4	23.9	26.5	100.0	9.4	13.7
PROBABLY NOT	23.0	42.1	37.1	41.4	36.4	36.8	26.7	38.4	37.5	0	36.0	34.3
DEFINITELY NOT	0	24.5	18.1	0	38.9	36.0	3.5	35.8	33.3	0	54.5	51.9
DON'T KNOW	0	0	0	0	4.5	4.2	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	88	218	304	5	63	68	17	179	198	3	54	57

Q660B4 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A4), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
20.1					18.4					19.2					60.1					21.6					27.7					60.7					29.9					35.6					32.8					38.8					36.7				
5.3					17.4					12.0					22.4					30.0					28.8					0					15.0					12.3					0					25.2					16.6				
9.7					18.0					14.3					17.5					14.6					15.0					0					8.9					7.3					0					23.3					15.3				
55.3					34.8					44.1					0					10.3					8.6					35.2					41.9					40.6					67.2					12.7					31.5				
9.6					7.3					8.3					0					5.1					4.3					4.1					4.3					4.3					0					0									
0					3.9					2.2					0					18.4					15.5					0					0					0					0					0									
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
65					69					134					4					16					20					12					48					60					3					5					8				

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

--TOTAL--

--COUNT--

Q660A5 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION AFTER 4 YEARS,
 WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	20.3	3.9	8.3	5.4	7.5	6.9	9.1	2.3	2.7	0	2.9	2.7
PROBABLY	60.1	30.8	38.6	75.1	10.1	29.9	80.8	22.3	25.4	85.6	24.4	29.5
PROBABLY NOT	16.2	41.2	34.6	19.5	32.0	28.2	10.1	32.7	31.5	14.4	23.7	22.9
DEFINITELY NOT	3.3	23.3	18.0	0	50.3	35.0	0	41.9	39.6	0	45.4	41.6
DON'T KNOW	0	0.2	0.2	0	0	0	0	0.8	0.7	0	3.7	3.4
REFUSED	0	0.6	0.4	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	76	234	310	19	38	57	11	172	183	6	58	64

Q66086 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A5), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
40.4					36.3					38.1					29.3					53.9					37.5					30.6					19.3					21.2					27.6					28.3					28.1				
10.4					16.2					13.5					0					6.2					2.1					10.9					27.2					24.4					43.1					11.1					17.5				
19.5					14.5					16.8					25.0					26.7					25.5					12.8					1.1					3.0					15.5					0					3.1				
16.9					28.5					23.2					30.8					13.3					25.0					32.4					44.8					42.7					13.8					49.6					42.4				
12.8					2.3					7.0					14.9					0					10.0					13.3					2.8					4.5					0					11.1					8.9				
0					0.6					0.3					0					0					0					0					4.9					4.1					0					0					0				
0					1.7					0.9					0					0					0					0					0					0					0					0					0				
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
61					85					146					16					9					25					10					43					53					5					18					23				

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

Q660A6 - IF THE GOVERNMENT WOULD PAY \$48.000 FOR EDUCATION AFTER 4 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	19.9	5.8	9.1	16.5	6.8	9.3	6.0	9.5	9.2	0	5.2	5.1
PROBABLY	52.1	27.5	33.3	51.3	26.7	33.2	83.4	16.4	22.1	0	26.4	26.1
PROBABLY NOT	23.5	45.1	40.0	20.5	49.8	42.0	0	44.7	40.8	100.0	28.4	29.4
DEFINITELY NOT	2.7	21.6	17.2	11.8	16.8	15.5	10.6	28.9	27.3	0	39.9	39.4
DON'T KNOW	1.8	0	0.4	0	0	0	0	0.6	0.5	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	58	206	284	14	40	54	16	163	179	1	53	54

Q660A7 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS,
RESERVE PROPENSITY
WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	12.2	2.6	4.7	20.0	6.9	8.2	15.7	0.5	1.5	0	3.6	3.3
PROBABLY	60.8	32.4	38.5	51.0	8.4	12.7	65.9	31.8	34.0	100.0	22.7	27.9
PROBABLY NOT	21.3	42.2	37.7	29.0	47.4	45.5	18.4	35.5	34.4	0	23.0	21.4
DEFINITELY NOT	5.8	22.2	18.7	0	28.0	25.2	0	31.6	29.6	0	50.7	47.3
DON'T KNOW	0	0.4	0.3	0	0	0	0	0.5	0.5	0	0	0
REFUSED	0	0.2	0.1	0	9.4	8.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	61	233	294	6	48	54	12	172	184	5	74	79

Q860B7 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q860A7), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----															
-----YOUNG MALES-----					-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	37.7	18.5	25.4		0	14.7	11.1		57.7	30.7	34.8		0	49.9	39.1
NAVY	10.3	19.5	16.2		3	8.9	6.7		9.3	8.4	8.5		69.0	13.4	25.5
MARINES	17.3	18.4	18.0		77.3	0	19.0		0	9.7	8.3		19.0	3.0	6.5
AIR FORCE	26.3	32.8	30.5		22.7	27.8	26.6		26.8	39.5	37.6		12.0	29.2	25.5
COAST GUARD	8.5	6.3	7.1		0	0	0		6.3	8.3	8.0		0	0	0
DON'T KNOW	0	4.6	2.9		0	10.6	8.0		0	3.4	2.9		0	4.4	3.4
REFUSED	0	0	0		0	38.0	28.7		0	0	0		0	0	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
--COUNT--	45	75	120		4	12	16		10	52	62		5	19	24

--RESPONSES--

ARMY

NAVY

MARINES

AIR FORCE

COAST GUARD

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

Q869A8 - IF THE GOVERNMENT WOULD PAY \$27.0000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
10.1					3.5					4.7					0					5.2					4.7					7.5					5.9					6.0					0					1.3					1.2				
68.0					32.8					39.3					71.3					23.9					28.9					83.3					21.7					27.8					41.7					33.8					34.1				
15.6					41.1					36.4					15.8					50.5					46.8					9.2					43.4					40.0					58.3					26.7					27.8				
6.3					22.4					19.4					0					20.4					18.2					0					29.0					26.1					0					38.2					36.9				
0					0.1					0.1					13.0					0					1.4					0					0					0					0					0					0				
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
64					257					321					7					42					49					18					163					181					2					69					71				

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

Q86088 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q860A8), WOULD THAT BE IN THE....

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	54.2	29.2	37.4		28.4	8.9	13.9		23.3	22.9	23.0		0	51.9	49.8	
NAVY	14.0	24.6	21.1		19.4	0	5.0		33.1	9.6	15.9		0	0	0	
MARINES	6.7	13.9	11.5		0	27.5	20.5		0	9.4	6.9		0	6.0	5.8	
AIR FORCE	20.9	19.7	20.1		45.9	52.2	50.6		27.4	42.6	38.5		100.0	38.3	40.8	
COAST GUARD	4.3	11.8	9.3		6.3	11.4	10.1		16.3	13.2	14.0		0	3.8	3.7	
DON'T KNOW	0	0.8	0.5		0	0	0		0	2.4	1.8		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	49	95	144		6	15	21		16	46	62		1	23	24	

--RESPONSES--

Q660A9 - IF THE GOVERNMENT WOULD PAY \$36.000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 3 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	15.0	8.0	9.4	51.0	7.6	13.0	17.6	3.3	4.1	0	7.1	6.5
PROBABLY	61.3	31.9	37.9	43.8	25.9	28.2	48.9	27.2	28.4	100.0	19.8	26.4
PROBABLY NOT	15.1	33.9	30.1	5.1	26.1	23.5	21.5	33.6	32.9	0	36.0	33.0
DEFINITELY NOT	6.6	23.5	20.1	0	35.1	30.8	12.0	34.3	33.0	0	37.2	34.1
DON'T KNOW	2.0	2.6	2.5	0	5.2	4.6	0	1.6	1.5	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	60	214	274	10	65	75	10	178	188	3	50	53

Q660B9 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A9), WOULD THAT BE IN THE....

RESERVE PROPENSITY

	-----MARKET-----						-----OLD FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	22.1	24.8	23.9	42.9	26.0	30.3	14.1	26.7	25.3	0	52.8	39.3
NAVY	11.9	17.2	15.5	17.5	11.4	13.0	16.2	9.6	10.4	0	5.5	4.1
MARINES	15.4	19.6	18.3	0	3.5	2.6	26.5	12.5	14.1	0	7.4	5.5
AIR FORCE	42.3	23.5	29.5	39.6	33.1	34.7	28.5	31.8	31.5	100.0	34.5	51.0
COAST GUARD	6.1	11.7	9.9	0	12.5	9.3	14.7	14.3	14.3	0	0	0
DON'T KNOW	2.2	3.1	2.9	0	13.4	10.0	0	5.0	4.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	47	90	137	9	26	35	7	55	62	3	13	16

--RESPONSES--

Q060A10 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION AFTER 3 YEARS,
 RESERVE PROPENSITY WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	8.4	3.5	4.7	0	3.0	2.7	10.5	1.0	2.4	0	0	0
PROBABLY	63.7	32.6	39.7	79.7	10.2	16.9	64.7	22.2	25.1	0	18.7	18.7
PROBABLY NOT	24.6	44.2	39.7	20.3	42.7	40.6	24.8	33.7	33.1	0	44.1	44.1
DEFINITELY NOT	3.3	19.2	15.6	0	44.2	39.9	0	42.2	39.4	0	37.2	37.2
DON'T KNOW	0	0.5	0.4	0	0	0	0	0	0	0	0	0
- TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	73	226	299	10	71	81	15	185	200	0	52	52

Q660B10 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A10), WOULD THAT BE IN THE...

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	37.6	21.6	27.5		17.2	34.7	27.8		76.2	25.1	34.5		0	26.1	26.1	
NAVY	14.2	19.0	17.2		26.5	12.3	17.9		0	18.0	14.7		0	11.2	11.2	
MARINES	19.6	17.5	18.2		39.8	39.1	39.4		0	9.7	7.9		0	21.3	21.3	
AIR FORCE	24.6	35.6	31.5		0	7.9	4.8		19.8	40.8	36.9		0	20.0	20.0	
COAST GUARD	4.1	5.0	4.7		16.4	6.1	10.1		4.0	4.8	4.7		0	9.1	9.1	
DON'T KNOW	0	1.2	0.8		0	0	0		0	1.7	1.4		0	12.3	12.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	51	82	133		8	12	20		11	43	54		0	9	9	

--RESPONSES--

Q660A11 - IF THE GOVERNMENT WOULD PAY \$27.000 FOR EDUCATION AFTER 3 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	22.4	5.0	8.3	16.5	2.2	4.6	25.0	4.2	6.0	0	4.9	4.7
PROBABLY	51.5	24.9	29.8	83.5	32.6	41.2	48.8	27.4	29.3	64.9	22.2	23.6
PROBABLY NOT	18.9	40.7	36.6	0	39.2	32.5	21.2	35.5	34.3	35.1	44.7	44.4
DEFINITELY NOT	7.3	29.4	25.3	0	26.0	21.6	4.9	32.2	29.8	0	28.2	27.3
DON'T KNOW	0	0	0	0	0	0	0	0.7	0.7	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	51	240	291	10	65	75	16	190	206	3	60	63

Q860B11 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q860A11), WOULD THAT BE IN THE...
RESERVE PROPENSITY

RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ARMY	38.4	30.4	33.3	58.0	24.0	36.6	17.8	16.5	16.7	0	38.7	35.7
NAVY	16.0	18.5	17.6	36.9	27.7	31.1	9.4	9.8	9.7	78.0	19.2	23.8
MARINES	16.1	14.8	15.3	0	19.9	12.6	26.3	13.1	15.5	22.0	0	1.7
AIR FORCE	22.7	25.4	24.4	5.1	22.7	16.2	38.3	46.0	44.6	0	26.0	24.0
COAST GUARD	6.8	8.6	7.9	0	5.7	3.6	8.2	10.9	10.4	0	8.4	7.7
DON'T KNOW	0	2.4	1.5	0	0	0	0	3.7	3.1	0	7.7	7.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	38	71	109	10	21	31	11	61	72	2	16	18

Q860A12 - IF THE GOVERNMENT WOULD PAY \$36,000 FOR EDUCATION AFTER 3 YEARS,
 RESERVE PROPENSITY WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	10.4	3.9	5.3	0	3.2	2.9	0	4.0	3.7	19.4	4.2	5.5
PROBABLY	64.4	31.0	38.5	43.0	19.0	21.6	70.3	21.5	25.4	80.6	24.2	28.8
PROBABLY NOT	22.0	38.0	34.8	44.6	47.9	47.6	24.0	37.1	38.0	0	26.4	24.2
DEFINITELY NOT	3.2	26.3	21.1	12.4	29.9	28.0	5.8	36.9	34.3	0	45.2	41.5
DON'T KNOW	0	0.2	0.2	0	0	0	0	0.6	0.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	77	252	329	6	51	57	15	177	192	6	82	88

Q000B12 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q000A12), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ARMY	33.0	28.3	30.1	81.5	29.9	39.7	17.1	28.2	26.0	73.2	0	17.3
NAVY	7.8	18.5	14.4	18.5	13.0	14.0	10.9	23.2	20.8	0	21.4	16.3
MARINES	13.4	12.4	12.8	0	41.1	33.3	17.7	10.8	12.2	0	15.8	12.1
AIR FORCE	38.8	38.4	38.6	0	11.6	9.4	54.3	23.4	29.4	26.8	53.1	46.9
COAST GUARD	7.1	2.4	4.2	0	4.5	3.6	0	10.2	8.2	0	9.7	7.4
DON'T KNOW	0	0	0	0	0	0	0	4.2	3.4	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	59	103	162	3	13	16	10	49	59	6	23	29

Q660A13 - IF THE GOVERNMENT WOULD PAY \$12,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 2 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

	MARKET				YOUNG FEMALES				OLDER FEMALES			
	YOUNG MALES		OLDER MALES		POS		NEG		POS		NEG	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	11.8	3.5	5.4	0	1.6	1.3	20.7	3.0	21.5	1.7	3.6	21.3
PROBABLY	63.4	28.1	36.2	70.5	22.6	31.1	42.4	26.7	56.4	17.6	33.9	33.9
PROBABLY NOT	14.7	35.3	30.6	29.5	31.2	30.9	31.7	39.7	22.1	35.2	41.2	41.2
DEFINITELY NOT	9.0	31.8	26.6	0	43.0	35.4	5.2	30.2	0	0	0	0
DON'T KNOW	1.1	1.4	1.3	0	1.6	1.3	0	0.4	100.0	100.0	100.0	100.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	68
--COUNT--	74	232	306	10	47	57	24	171	5	61	195	

Q660B13 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A13), WOULD THAT BE IN THE...

RESERVE PROPENSITY

MARKET

	YOUNG MALES			OLD MALES			YOUNG FEMALES			OLD FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	23.5	28.6	26.5	75.4	22.3	42.0	49.7	30.7	34.8	0	8.9	6.2
NAVY	22.2	10.2	15.1	0	13.6	8.5	29.3	18.0	20.4	0	0	0
MARINES	25.3	18.7	21.4	0	15.8	10.0	0	17.6	13.9	20.2	7.7	11.4
AIR FORCE	26.9	34.1	31.2	24.6	36.1	31.8	20.9	25.9	24.8	79.8	40.4	52.3
COAST GUARD	2.1	6.1	4.5	0	6.1	3.9	0	6.3	5.0	0	33.5	23.4
DON'T KNOW	0	2.3	1.3	0	6.1	3.8	0	1.4	1.1	0	9.5	6.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	57	79	136	6	15	21	16	49	65	3	11	14

--RESPONSES--

Q660A14 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 2 YEARS, WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	9.7	2.9	4.5	32.4	0.8	5.8	21.4	9.2	10.8	0	6.5	6.4
PROBABLY	63.3	31.7	39.1	62.5	17.8	25.2	74.4	31.3	37.1	57.5	11.8	12.7
PROBABLY NOT	19.8	45.6	39.6	5.1	39.6	33.9	4.1	35.5	31.3	42.5	31.5	31.7
DEFINITELY NOT	5.0	18.7	15.5	0	42.0	35.0	0	23.4	20.2	0	50.1	49.2
DON'T KNOW	0	0.6	0.5	0	0	0	0	0.6	0.5	0	0	0
REFUSED	2.3	0.5	0.9	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	79	240	319	10	46	56	22	142	164	2	66	68

Q660B14 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A4), WOULD THAT BE IN THE....

RESERVE PROPENSITY

		-----MARKET-----											
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--													
ARMY		32.2	29.4	30.5	55.8	16.6	36.4	24.7	33.6	31.3	100.0	12.7	17.0
NAVY		16.4	21.2	19.3	0	26.3	13.0	26.9	15.7	18.7	0	14.0	13.2
MARINES		13.5	13.1	13.2	11.1	16.8	13.9	6.4	3.1	4.0	0	15.6	14.6
AIR FORCE		27.4	27.8	27.7	5.0	40.4	22.5	28.0	41.7	38.1	0	45.3	42.7
COAST GUARD		7.4	1.6	3.9	28.1	0	14.2	14.0	1.7	5.0	0	12.6	11.8
DON'T KNOW		0	5.7	3.4	0	0	0	0	4.1	3.0	0	0	0
REFUSED		3.0	1.3	2.0	0	0	0	0	0	0	0	0	0
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		61	92	153	9	10	19	21	57	78	1	13	14

Q660A15 - IF THE GOVERNMENT WOULD PAY \$24,000 FOR EDUCATION OR HOME DOWNPAYMENT AFTER 2 YEARS,
 RESERVE PROPENSITY
 WOULD YOU ENLIST?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
DEFINITELY	11.7	3.3	4.8	0	2.3	1.8	16.1	3.6	5.1	0	7.2	7.0
PROBABLY	52.6	35.4	38.5	91.3	20.2	37.1	71.7	24.7	30.6	100.0	29.0	31.4
PROBABLY NOT	35.7	43.6	42.2	4.1	50.5	39.4	12.3	28.9	26.8	0	31.0	30.0
DEFINITELY NOT	0	15.8	13.0	4.6	27.0	21.7	0	42.2	36.9	0	32.8	31.7
DON'T KNOW	0	1.2	1.0	0	0	0	0	0.6	0.5	0	0	0
REFUSED	0	0.8	0.6	0	0	0	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	54	239	293	15	58	73	28	165	191	1	44	45

Q660B15 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A15), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
ARMY	40.5	30.2	32.8		55.7	39.2	48.4		39.9	31.8	34.2		100.0	8.2	16.2				
NAVY	16.0	21.9	20.4		9.9	25.5	16.8		13.2	6.7	8.6		0	7.2	6.6				
MARINES	12.1	13.5	13.1		5.6	2.1	4.1		13.1	0	4.0		0	0	0				
AIR FORCE	20.3	24.5	23.4		3.4	5.1	4.1		29.6	44.3	39.9		0	57.6	52.5				
COAST GUARD	11.2	5.8	7.2		0	22.8	10.1		4.2	17.2	13.3		0	7.2	6.6				
DON'T KNOW	0	2.2	1.7		25.4	5.3	16.5		0	0	0		0	19.9	18.1				
REFUSED	0	1.9	1.4		0	0	0		0	0	0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	38	96	134		13	14	27		23	43	66		1	15	16				

--RESPONSES--

Q660A16 - IF THE GOVERNMENT WOULD PAY \$12,000 FOR EDUCATION AFTER 2 YEARS,
 RESERVE PROPENSITY WOULD YOU ENLIST?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	11.7	1.7	4.2	0	0	0	6.2	2.4	2.8	0	0	0
PROBABLY	71.4	23.7	35.6	59.6	22.4	29.8	70.0	21.1	26.2	0	17.7	16.6
PROBABLY NOT	16.0	46.5	38.9	36.0	43.2	41.7	23.8	33.8	32.8	100.0	45.7	49.2
DEFINITELY NOT	0.9	26.1	19.8	4.4	34.4	28.5	0	41.8	37.5	0	36.6	34.2
DON'T KNOW	0	2.0	1.5	0	0	0	0	0.8	0.7	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	70	226	296	11	54	65	18	160	178	3	49	52

--RESPONSES--

Q660B18 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A16), WOULD THAT BE IN THE...
RESERVE PROPENSITY

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	NEG PROP (PCT)	TOTAL (PCT)	NEG PROP (PCT)
38.1	29.7	33.9	35.4	10.5	20.4	50.2	26.3	32.6	31.7	31.7	31.7
18.1	14.8	15.5	12.0	7.6	9.4	9.6	9.3	9.3	56.6	56.6	56.6
14.6	24.5	19.5	0	25.6	15.4	17.7	11.0	12.8	0	0	0
24.7	23.5	24.1	24.6	56.3	43.8	7.1	40.6	31.8	11.8	11.8	11.8
2.6	6.4	4.5	28.0	0	11.1	8.5	7.1	7.4	0	0	0
3.8	1.2	2.5	0	0	0	6.9	5.8	6.1	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
59	56	115	7	11	18	14	37	51	8	8	8
---RESPONSES---											
ARMY											
NAVY											
MARINES											
AIR FORCE											
COAST GUARD											
DON'T KNOW											
---TOTAL---											
---COUNT---											

Q660A17 - IF THE GOVERNMENT WOULD PAY \$18,000 FOR EDUCATION AFTER 2 YEARS,
 RESERVE PROPENSITY WOULD YOU ENLIST?

	MARKET											
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	11.2	5.6	7.0	0	4.6	3.7	2.0	2.5	2.5	0	6.2	6.1
PROBABLY	61.6	23.6	33.1	95.1	14.3	29.4	93.7	23.4	31.8	100.0	16.7	18.7
PROBABLY NOT	20.4	42.9	37.3	4.9	30.9	26.0	4.3	41.2	36.8	0	45.9	44.8
DEFINITELY NOT	6.1	27.6	22.2	0	50.2	40.8	0	32.3	28.4	0	31.2	30.4
DON'T KNOW	0.6	0.4	0.4	0	0	0	0	0.5	0.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	75	220	295	11	53	64	24	176	200	1	46	47

Q660B17 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q660A17), WOULD THAT BE IN THE....

RESERVE PROPENSITY

	-----MARKET-----														
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---															
ARMY	26.0	34.6	36.7		10.5	40.6	24.4		48.1	39.6	42.4		100.0	31.0	37.9
NAVY	17.8	13.4	15.4		0	14.1	6.5		1.7	10.2	7.4		0	9.4	8.5
MARINES	8.3	22.4	16.0		24.2	0	13.0		14.2	13.8	14.0		0	10.3	9.3
AIR FORCE	29.8	23.3	26.2		54.8	45.2	50.4		17.2	31.8	27.0		0	41.1	37.0
COAST GUARD	14.9	6.4	10.2		10.5	0	5.7		18.7	2.4	7.8		0	8.1	7.3
DON'T KNOW	3.2	0	1.4		0	0	0		0	2.3	1.5		0	0	0
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
--COUNT--	61	64	125		10	9	19		23	44	67		1	12	13

Q660A18 - IF THE GOVERNMENT WOULD PAY \$24.000 FOR EDUCATION AFTER 2 YEARS,
RESERVE PROPENSITY WOULD YOU ENLIST?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	24.6	4.3	8.9	5.9	2.4	2.9	15.1	3.3	4.1	0	6.7	6.5
PROBABLY	60.7	32.7	39.1	80.5	30.7	38.0	61.4	19.7	22.5	100.0	17.8	20.9
PROBABLY NOT	13.8	35.0	30.3	13.7	33.4	30.5	23.5	48.2	46.6	0	24.1	23.2
DEFINITELY NOT	0.9	26.8	21.0	0	33.6	28.6	0	28.8	26.8	0	51.4	49.5
DON'T KNOW	0	1.0	0.8	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	73	243	316	12	57	69	15	183	198	2	68	70

Q888B18 - IF YOU WERE TO ENLIST (UNDER THE CONDITIONS NOTED IN Q888A18), WOULD THAT BE IN THE... RESERVE PROPENSITY

RESERVE PROPENSITY

	-----MARKET-----						-----OLDERS-----						-----YOUNG-----						-----FEMALES-----					
	YOUNG MALES			OLDERS			YOUNG FEMALES			OLDERS			YOUNG FEMALES			OLDERS			YOUNG FEMALES					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			
ARMY	33.5	32.8	33.1	36.9	9.9	18.3	17.7	21.7	20.9	50.0	27.8	30.8												
NAVY	15.4	9.0	11.5	6.8	12.3	10.6	9.5	17.7	16.1	0	10.8	9.4												
MARINES	15.5	14.5	14.9	13.8	31.1	25.7	20.9	14.2	15.5	0	0	0												
AIR FORCE	25.3	34.8	31.1	34.7	39.8	38.2	51.8	36.5	39.5	50.0	32.8	35.1												
COAST GUARD	6.9	7.0	6.9	7.9	6.9	7.2	0	7.8	6.3	0	28.7	24.8												
DON'T KNOW	3.5	1.9	2.5	0	0	0	0	2.2	1.8	0	0	0												
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												
---COUNT---	61	97	158	10	19	29	11	40	51	2	16	18												

Question Q680C was omitted from the analyses due to a programming error in the assignment of response options.

Question Q660D was omitted from the analyses due to a programming error in the assignment of response options.

Q860E1 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$50 FOR YOUR TROUBLE?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	37.5	20.7	24.8	29.0	17.7	19.8	38.3	17.7	20.0	52.3	12.7	14.8
PROBABLY	44.3	36.4	38.3	57.4	30.2	35.4	42.7	36.9	37.5	38.7	34.5	34.7
PROBABLY NOT	13.7	23.5	21.1	7.2	20.7	18.1	17.9	24.4	23.7	9.0	22.9	22.2
DEFINITELY NOT	4.1	18.9	15.3	6.4	30.3	25.8	1.1	20.8	18.5	0	29.4	27.8
DON'T KNOW	0	0.3	0.2	0	1.1	0.9	0	0.2	0.2	0	0.6	0.6
REFUSED	0.4	0.3	0.3	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	486	1508	1994	76	325	401	130	1021	1151	17	342	359

RESERVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q660E1)
Q660F1 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

-----MARKET-----															
-----YOUNG MALES-----						-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
4.7	0.5	1.0		0	0.5	0.4		0	0.7	0.6		0	2.3	2.3	
30.0	16.0	17.7		28.5	6.8	8.1		30.9	14.2	15.1		100.0	10.9	11.8	
46.3	45.3	45.4		24.6	41.8	40.8		66.9	45.0	46.1		0	37.4	37.0	
16.6	36.7	34.3		46.9	49.7	49.5		2.2	39.0	37.1		0	48.8	48.3	
0	0.6	0.6		0	1.2	1.2		0	0.9	0.9		0	0.6	0.6	
2.3	0.7	0.9		0	0	0		0	0.2	0.2		0	0	0	
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
90	642	732		9	174	183		23	468	491		1	179	180	
--RESPONSES--															
DEFINITELY															
PROBABLY															
PROBABLY NOT															
DEFINITELY NOT															
DON'T KNOW															
REFUSED															
--TOTAL--															
--COUNT--															

Q660E2 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$100 FOR YOUR TROUBLE?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	41.7	24.5	29.1	30.1	18.5	20.4	48.1	18.2	21.2	5.7	17.3	16.8
PROBABLY	44.6	38.6	40.2	52.8	32.2	35.5	38.8	39.8	39.5	69.1	37.5	38.9
PROBABLY NOT	10.1	20.6	17.8	14.1	20.7	19.6	12.0	21.3	20.4	10.0	22.3	21.7
DEFINITELY NOT	3.2	15.5	12.2	3.0	28.6	24.5	3.2	20.1	18.4	7.1	22.6	21.9
DON'T KNOW	0.2	0.7	0.5	0	0	0	0	0.5	0.5	8.2	0.3	0.6
REFUSED	0.2	0.1	0.1	0	0	0	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	514	1386	1900	67	363	430	113	1041	1154	15	362	377

--RESPONSES--

RESERVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q860E2)
Q860F2 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	4.0	0.4	0.8	7.0	0.3	0.7	0	1.3	1.3	0	0.3	0.3
PROBABLY	29.4	14.6	16.4	14.5	7.6	8.0	36.3	12.8	13.7	0	13.6	13.3
PROBABLY NOT	45.8	45.7	45.7	68.1	38.5	38.5	42.6	44.6	44.5	67.5	41.2	41.9
DEFINITELY NOT	17.3	37.9	35.4	10.5	54.5	51.8	21.0	39.8	39.1	0	43.9	42.7
DON'T KNOW	2.3	1.2	1.3	0	1.1	1.0	0	1.3	1.2	32.5	1.0	1.8
REFUSED	1.2	0.3	0.4	0	0	0	0	0.2	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	66	505	571	14	169	183	19	450	469	4	164	168

Q660E3 - WOULD YOU BE WILLING TO PARTICIPATE IN A FITNESS STUDY AT A MILITARY EXAMINING STATION
IF THE GOVERNMENT PAID ALL EXPENSES AND \$200 FOR YOUR TROUBLE?

RESERVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	44.4	33.5	36.0	42.0	22.5	25.4	42.4	19.6	22.0	22.3	17.7	18.0
PROBABLY	42.1	36.3	37.7	34.3	31.1	31.6	40.3	42.0	41.8	75.0	29.0	32.0
PROBABLY NOT	9.4	17.5	15.6	17.4	22.6	21.8	12.2	18.8	18.1	0	21.9	20.5
DEFINITELY NOT	2.9	12.1	10.0	3.5	22.1	19.3	5.1	19.5	17.9	2.7	30.0	28.2
DON'T KNOW	0.8	0.5	0.6	2.8	0.4	0.7	0	0.2	0.2	0	0.9	0.9
REFUSED	0.4	0.1	0.2	0	1.3	1.1	0	0	0	0	0.5	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	458	1449	1907	53	294	347	129	1045	1174	25	356	381

--RESPONSES--

RESERVE PROPENSITY
(UNDER THE CONDITIONS NOTED IN Q660E3)
Q660F3 - WOULD YOU BE WILLING TO PARTICIPATE IF THE EXAMINATION WERE GIVEN IN A
CIVILIAN FACILITY INSTEAD OF A MILITARY TESTING STATION?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----POS PROP (PCT)-----		
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
5.0	0.4	1.0	12.0	0.9	1.8	0	1.3	1.2	0	0.5	0.5	0.5
28.0	15.4	16.9	42.0	10.5	13.1	40.3	14.0	15.4	100.0	11.8	12.1	11.8
41.1	46.4	45.8	46.1	40.9	41.3	47.4	34.1	34.8	0	39.1	38.9	39.1
16.2	36.8	34.3	0	43.4	39.9	12.4	49.6	47.7	0	46.9	46.7	46.9
6.9	0.7	1.4	0	1.4	1.3	0	1.0	0.9	0	1.7	1.7	1.7
3.0	0.3	0.6	0	2.9	2.7	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
58	446	504	11	135	146	23	413	436	1	184	185	184

RESERVE PROPENSITY
Q664 - WHAT IS YOUR OPINION ABOUT CHANGING THE LAW SO THAT
WOMEN WOULD BE ALLOWED TO VOLUNTEER FOR COMBAT ASSIGNMENTS?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
FAVOR SUCH A CHANGE	50.7	50.5	50.5	55.4	49.4	50.4	55.0	49.5	50.0	32.6	47.7	46.9
NEITHER FAVOR/OPPPOSE	22.2	25.0	24.3	18.6	18.7	18.7	22.9	26.6	26.2	29.6	26.8	27.0
OPPOSE SUCH AN ITEM	26.1	23.8	24.4	25.3	30.0	29.2	20.7	22.7	22.5	37.7	25.1	25.8
DON'T KNOW	0.8	0.5	0.6	0.7	1.5	1.4	1.2	1.1	1.1	0	0.3	0.3
REFUSED	0.2	0.2	0.2	0	0.4	0.3	0.3	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q665 - WHAT IS YOUR OPINION ABOUT CHANGING THE LAW SO THAT
BOTH MEN & WOMEN WOULD BE REQUIRED TO REGISTER FOR THE DRAFT?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FAVOR SUCH A CHANGE	44.2	41.9	42.5	45.6	41.6	42.3	35.2	24.5	25.6	26.9	21.9	22.2
NEITHER FAVOR/OPPPOSE	24.0	25.0	24.8	18.2	19.4	19.2	26.2	27.3	27.2	25.1	25.6	25.5
OPPOSE SUCH AN ITEM	31.0	32.2	31.9	35.8	37.8	37.5	37.7	47.3	46.2	45.8	51.9	51.5
DON'T KNOW	0.6	0.5	0.6	0.4	0.8	0.7	0.6	0.9	0.9	2.2	0.6	0.6
REFUSED	0.2	0.3	0.3	0	0.4	0.3	0.3	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN THE LAST 6 MONTHS?
RESERVE PROPENSITY

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	49.7	42.0	43.9	32.1	21.9	23.6	54.2	44.3	45.4	30.4	24.3	24.7
NO	49.5	57.3	55.3	67.9	76.6	75.2	45.5	55.0	54.0	69.6	75.3	75.0
DON'T KNOW	0.7	0.4	0.4	0	1.1	0.9	0.3	0.5	0.5	0	0.2	0.2
REFUSED	0.2	0.4	0.3	0	0.4	0.3	0	0.2	0.2	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Q682A - IN WHICH BRANCH OF THE MILITARY DID YOUR FRIEND OR RELATIVE ENLIST?
RESERVE PROPENSITY

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
ARMY	35.4	31.8	32.8	28.2	38.4	36.1	40.4	34.4	43.8	37.6	38.1	43.8
NAVY	23.6	23.6	23.6	25.9	20.0	21.3	18.1	20.8	25.0	21.1	21.4	25.0
AIR FORCE	10.4	12.8	12.1	14.5	15.7	15.4	11.7	15.2	16.6	17.9	17.8	16.6
MARINES	22.8	22.3	22.5	21.8	16.9	18.0	17.3	18.2	11.4	11.4	11.4	11.4
COAST GUARD	0.5	1.0	0.8	0	0.6	0.4	0.5	1.6	0	0.3	0.3	0
NATIONAL GUARD	3.9	4.1	4.0	3.1	4.3	4.0	4.8	4.2	3.2	3.0	3.0	3.2
RESERVES	2.2	3.0	2.8	6.7	2.4	3.4	5.6	2.0	0	4.2	3.9	0
DON'T KNOW	1.2	1.4	1.3	0	1.8	1.4	1.7	3.5	0	4.4	4.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	729	1862	2591	65	212	277	206	1386	20	260	280	20

Q683 - WITHIN THE LAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

MARKET

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	62.1	37.5	43.6	44.4	14.1	19.2	54.9	19.7	23.5	41.2	7.4	9.2
NO	37.7	62.1	56.1	55.6	85.5	80.5	45.1	80.1	76.4	58.8	92.6	90.7
DON'T KNOW	0	0.1	0.1	0	0.1	0.1	0	0.0	0.0	0	0.1	0.1
REFUSED	0.2	0.3	0.3	0	0.3	0.2	0	0.2	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

--RESPONSES--

Q684 - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

MARKET

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FRIENDS	45.2	47.3	46.8	58.5	55.3	58.6	42.2	43.3	43.0	40.3	44.6	43.5
MOTHER	37.8	32.3	34.2	18.8	14.8	16.3	43.5	37.4	38.9	18.8	25.0	23.5
FATHER	41.4	36.7	38.4	12.0	15.2	14.0	33.6	34.0	33.9	23.4	18.7	19.9
BROTHER/SISTER	13.9	9.5	11.1	14.0	7.3	9.9	15.4	11.2	12.3	13.6	13.4	13.5
OTHER RELATIVE	14.8	10.8	12.2	8.8	14.8	12.5	11.6	11.2	11.3	23.8	12.1	15.0
BOY/GIRL FRIEND/SPOUSE	4.6	4.1	4.2	12.4	13.9	13.3	7.0	10.3	9.5	37.6	20.9	25.0
TEACHER	3.1	2.1	2.5	0	0	0	7.7	2.5	3.8	0	0	0
SCHOOL COUNSELOR	3.9	3.2	3.5	0	0	0	7.3	3.3	4.3	0	0	0
RECRUITER	25.4	28.2	27.2	24.5	17.4	20.2	20.3	20.2	20.2	11.9	8.5	9.3
CO-WORKER	0.8	0.7	0.7	1.7	3.2	2.6	0.5	1.2	1.0	0	1.7	1.3
EMPLOYER	0.5	0.7	0.6	1.9	1.1	1.4	1.0	0.9	1.0	0	0	0
---TOTAL---												
---COUNT---	927	1624	2551	81	143	224	202	599	801	24	79	103

QUESTION PERMITTED AS MANY AS 11 RESPONSES

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B1 - IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----							
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
YES	57.2	51.0	53.1	49.7	49.7	50.3	50.1	46.8	45.9	46.1	36.9	52.9	49.3			
NO	42.8	48.8	46.8	46.1	49.7	49.7	48.2	53.2	53.8	53.7	63.1	47.1	50.7			
DON'T KNOW	0	0.2	0.1	4.2	0	0	1.7	0	0.3	0.2	0	0	0			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
---COUNT---	414	770	1184	45	77	122	85	257	342	10	37	47				

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B2 - IS YOUR MOTHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
0.3	0.6	0.5	0	0	0	1.0	0	0.3	0	0	0
98.3	98.2	98.2	100.0	89.4	94.1	97.7	100.0	99.4	92.8	94.2	92.8
1.4	1.2	1.3	0	10.6	5.9	1.3	0	0.4	7.2	5.8	7.2
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
350	546	902	15	21	36	86	224	310	6	21	27
-----RESPONSES-----											
YES											
NO											
DON'T KNOW											
--TOTAL--											
--COUNT--											

RESERVE PROPENSITY
(IF MENTIONED IN Q884A) ...
Q884B3 - IS YOUR FATHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	7.4	4.4	5.6	0	0	0	8.9	6.2	6.9	10.7	6.7	7.9
NO	90.4	94.9	93.2	100.0	93.3	95.6	89.4	93.8	92.7	78.5	93.3	89.0
DON'T KNOW	2.2	0.7	1.3	0	6.7	4.4	1.8	0	0.4	10.7	0	3.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	391	624	1015	9	21	30	66	200	266	6	14	20

---RESPONSES---

RESERVE PROPENSITY
(IF MENTIONED IN Q684A).....
Q684B4 - IS YOUR BROTHER/SISTER CURRENTLY SERVING ON ACTIVE DUTY?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	39.5	34.1	38.5	6.7	27.6	16.1	39.0	32.6	34.6	0	38.3	28.7
NO	59.8	64.7	62.5	93.3	64.9	80.5	61.0	67.4	65.4	100.0	61.7	71.3
DON'T KNOW	0	1.3	0.7	0	7.5	3.4	0	0	0	0	0	0
REFUSED	0.7	0	0.3	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	121	160	281	10	10	20	35	66	101	4	11	15

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B5 - ARE ANY OTHER RELATIVES CURRENTLY SERVING ON ACTIVE DUTY?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)	
POS PROP (PCT)												
NEG PROP (PCT)												
TOTAL (PCT)												
YES	34.0	42.6	38.9	48.6	48.6	59.8	42.7	41.0	41.4	53.3	56.3	55.1
NO	62.8	57.4	59.7	51.4	51.4	40.2	51.5	57.2	55.8	46.7	43.7	44.9
DON'T KNOW	3.2	0	1.4	0	0	0	5.8	1.8	2.8	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	133	174	307	7	17	24	24	68	92	5	9	14

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B6 - IS YOUR SPOUSE/FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----															
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	0	4.2	2.6		0	6.7	4.3		13.3	24.4	22.4		17.8	53.9	40.5
NO	100.0	95.0	96.9		100.0	93.3	95.7		86.7	74.4	76.7		82.2	42.4	57.1
DON'T KNOW	0	0.8	0.5		0	0	0		0	1.2	1.0		0	3.7	2.3
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	44	73	117		11	24	35		15	60	75		9	15	24

Q690 - IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS...

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
WASTE OF TIME	2.1	9.1	7.3	5.3	8.9	8.3	0.9	6.4	5.8	4.1	3.8	3.9
UP TO HIM/HER	38.5	58.5	53.6	38.6	60.7	57.0	31.8	63.1	59.7	37.6	62.8	61.4
GOOD IDEA	58.3	30.9	37.7	56.2	29.2	33.7	67.4	29.3	33.4	58.3	32.5	33.9
DON'T KNOW	0.7	1.2	1.0	0	0.8	0.7	0	0.9	0.8	0	0.9	0.9
REFUSED	0.4	0.3	0.4	0	0.4	0.3	0	0.3	0.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	67	1060	1117

RESERVE PROPENSITY
Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE...?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---										
VERY FAVORABLE	23.5	9.4	12.9	16.4	8.0	9.4	6.6	7.9	12.6	5.9
SOMEWHAT FAVORABLE	36.3	26.2	28.7	41.8	25.6	28.3	20.6	22.5	48.0	15.2
NEITHER	19.1	30.0	27.3	16.2	28.1	26.1	30.4	29.4	13.1	29.9
SOMEWHAT UNFAVORABLE	12.4	15.6	14.8	15.3	15.9	15.8	16.8	16.1	16.7	15.0
VERY UNFAVORABLE	7.1	16.6	14.3	6.4	19.4	17.2	23.6	22.1	9.7	32.4
DON'T KNOW	1.3	2.0	1.8	3.9	2.7	2.9	1.9	1.8	0	1.5
REFUSED	0.2	0.2	0.2	0	0.3	0.2	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	3107	3479	57	1060
										1117

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
ARE YOU...?

	MARKET									
	YOUNG MALES					YOUNG FEMALES				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
VERY FAVORABLE	32.2	9.6	15.2	24.2	6.8	28.1	4.3	6.9	26.4	3.5
SOMEWHAT FAVORABLE	42.1	20.7	26.0	42.9	19.1	40.4	16.3	18.9	39.0	13.8
NEITHER	14.5	19.1	18.0	18.2	16.9	18.2	17.2	17.3	11.8	15.7
SOMEWHAT UNFAVORABLE	6.9	20.6	17.2	10.0	19.0	7.1	19.4	18.1	13.8	18.0
VERY UNFAVORABLE	3.5	29.0	22.7	2.6	36.8	5.8	41.9	38.0	9.0	48.6
DON'T KNOW	0.4	0.8	0.7	2.2	0.9	1.1	0.5	0.8	0	0.3
REFUSED	0.4	0.2	0.2	0	0.4	0	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	372	3107	3479	57	1060
										1117

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM (PSAT,SAT,ACT)?
RESERVE PROPENSITY

	-----MARKET-----					
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
	-----OLDER MALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	38.6	51.9	48.6	31.6	44.8	42.5
NO	60.1	47.5	50.7	68.4	54.4	58.8
DON'T KNOW	1.1	0.4	0.6	0	0.5	0.4
REFUSED	2	0.2	0.2	0	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178
				372	3107	3479
				57	1060	1117

RESERVE PROPENSITY

--RESPONSES--

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?
RESERVE PROPENSITY

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	---YOUNG MALES---		---OLDER MALES---		---YOUNG FEMALES---		---OLDER FEMALES---		---YOUNG FEMALES---		---OLDER FEMALES---	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
MOSTLY A'S	2.9	7.6	6.4	3.4	2.0	2.3	6.1	9.9	9.5	2.2	5.9	5.7
A'S & B'S	17.2	20.2	19.5	13.0	13.8	13.7	25.9	29.3	29.0	34.7	23.8	24.4
MOSTLY B'S	17.6	20.3	19.7	13.0	22.0	20.5	23.1	22.8	22.8	9.9	24.0	23.2
B'S & C'S	35.0	30.0	31.3	40.8	35.6	36.5	29.1	23.7	24.3	37.9	29.7	30.1
MOSTLY C'S	18.1	15.2	15.9	19.7	18.7	18.9	11.0	10.7	10.9	11.9	13.7	13.6
C'S & D'S	6.3	5.0	5.3	7.8	5.4	5.8	3.7	2.5	2.6	3.4	1.5	1.6
D'S & F'S	1.3	1.0	1.1	0	1.1	0.9	0	0.4	0.4	0	0.4	0.3
DON'T KNOW	0.7	0.4	0.5	2.3	0.8	1.1	0.3	0.3	0.3	0	0.6	0.5
REFUSED	0.9	0.3	0.5	0	0.4	0.4	0	0.2	0.2	0	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

RESERVE PROPENSITY
Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
COLLEGE PREP	64.6	72.8	70.8	48.8	58.8	57.1	70.9	78.9	76.2	52.0	63.1	62.5
BUSINESS	5.8	6.1	6.0	10.0	8.0	8.4	9.7	9.6	9.6	18.7	16.6	16.7
VOC/TECH	24.5	18.5	20.0	35.6	29.9	30.9	17.2	11.0	11.7	28.4	17.1	17.7
DON'T KNOW	4.8	2.3	2.9	5.6	2.9	3.4	2.2	2.4	2.4	1.0	2.8	2.7
REFUSED	0.4	0.2	0.3	0	0.3	0.3	0	0.1	0.1	0	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

RESERVE PROPENSITY
Q702 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
ELEMENTARY ALGEBRA?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	74.2	83.2	80.9	71.2	75.6	74.8	81.9	85.0	84.7	82.9	77.4	77.7
YES, PLAN TO	7.6	3.6	4.6	1.9	1.9	1.9	6.0	2.7	3.1	4.5	1.5	1.7
NO	17.5	12.8	14.0	25.9	22.2	22.8	12.0	12.0	12.0	12.6	20.4	20.0
DON'T KNOW	0.4	0.1	0.2	0.7	0	0.1	0	0.1	0.1	0	0	0
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

Q703 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
PLANE GEOMETRY

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----		-----YOUNG MALES-----		-----OLDER MALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	53.2	65.7	62.6	43.4	54.2	52.4	54.2	63.8	62.7	55.1	49.2	49.5
YES, PLAN TO	15.0	8.0	9.7	6.0	4.0	4.4	16.9	7.8	8.7	1.5	5.0	4.8
NO	31.2	25.9	27.2	48.4	41.2	42.4	28.9	28.2	28.3	43.4	45.1	45.0
DON'T KNOW	0.3	0.2	0.3	1.7	0.3	0.5	0	0.1	0.1	0	0	0
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

RESERVE PROPENSITY
Q704 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
BUSINESS MATH?

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----						
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																															
YES, TAKEN	32.9	34.9	34.4	45.6	46.9	46.7	33.0	35.2	35.0	59.8	54.0	54.3	33.0	35.2	35.0	59.8	54.0	54.3	33.0	35.2	35.0	59.8	54.0	54.3	33.0	35.2	35.0	59.8	54.0	54.3	
YES, PLAN TO	15.7	8.5	10.3	3.8	5.3	5.0	13.4	9.7	10.1	1.6	3.7	3.6	13.4	9.7	10.1	1.6	3.7	3.6	13.4	9.7	10.1	1.6	3.7	3.6	13.4	9.7	10.1	1.6	3.7	3.6	
NO	51.0	56.2	54.9	49.5	47.4	47.7	53.3	54.7	54.6	38.6	41.4	41.3	53.3	54.7	54.6	38.6	41.4	41.3	53.3	54.7	54.6	38.6	41.4	41.3	53.3	54.7	54.6	38.6	41.4	41.3	
DON'T KNOW	0.1	0.2	0.2	0.7	0.1	0.2	0.2	0.2	0.2	0	0.2	0.2	0.1	0.2	0.2	0	0.2	0.2	0.2	0.2	0.2	0	0.2	0.2	0.1	0.2	0.2	0	0.2	0.2	
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6	0	0.2	0.1	0	0.7	0.6	0	0.2	0.1	0	0.7	0.6	0	0.2	0.1	0	0.7	0.6	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099	371	3092	3463	57	1042	1099	371	3092	3463	57	1042	1099	371	3092	3463	57	1042	1099	

RESERVE PROPENSITY
Q706 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
COMPUTER SCIENCE?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES, TAKEN	32.0	35.2	34.4	15.5	25.2	23.6	34.7	31.3	31.6	27.1	21.8	22.1
YES, PLAN TO	16.8	10.7	12.2	8.9	6.6	7.0	13.8	10.5	10.9	5.6	7.1	7.0
NO	50.7	53.6	52.9	74.1	67.6	68.7	51.5	57.9	57.2	67.4	70.4	70.2
DON'T KNOW	0.2	0.2	0.2	1.2	0.3	0.4	0	0.2	0.1	0	0	0
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	908	1162	371	3092	3463	57	1042	1099

RESERVE PROPENSITY
Q706 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
INTERMEDIATE ALGEBRA?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES, TAKEN	42.3	55.0	51.8	33.9	45.8	43.8	50.1	56.3	55.8	44.5	45.0	45.0
YES, PLAN TO	15.5	9.2	10.8	10.9	3.8	5.0	17.4	8.9	9.8	3.7	3.9	3.9
NO	41.8	35.4	36.9	53.7	50.0	50.6	32.3	34.5	34.3	51.8	50.2	50.3
DON'T KNOW	0.2	0.2	0.2	1.2	0.1	0.3	0.3	0.1	0.1	0	0.2	0.2
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

Q707 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
TRIGONOMETRY?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	18.3	29.5	26.7	10.5	21.8	19.9	18.9	24.4	23.8	7.8	15.1	14.7
YES, PLAN TO	17.8	13.5	14.6	4.2	5.7	5.4	16.8	11.6	12.1	8.1	5.0	5.2
NO	63.3	56.6	58.2	84.3	72.1	74.2	64.0	63.8	63.8	84.1	79.1	79.4
DON'T KNOW	0.2	0.3	0.3	0.7	0.1	0.2	0.3	0.1	0.1	0	0.1	0.1
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1446	4312	5760	194	968	1162	371	3092	3463	57	1042	1099

Q708 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
CALCULUS?

	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	9.9	12.8	12.1		8.0	9.8	9.0		9.1	9.1	9.1	
YES, PLAN TO	18.0	14.8	15.6		9.7	5.7	6.4		18.5	13.8	14.3	
NO	71.3	72.0	71.9		83.2	84.4	84.2		72.2	76.8	76.3	
DON'T KNOW	0.4	0.2	0.2		0.7	0	0.1		0.2	0.1	0.2	
REFUSED	0.3	0.2	0.2		0.3	0.3	0.3		0	0.2	0.1	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1448	4312	5760		194	968	1162		371	3092	3463	
									57	1042	1099	

RESERVE PROPENSITY
Q709 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
PHYSICS?

	-----MARKET-----						-----OLDER FEMALES-----					
	---YOUNG MALES---			---OLDER MALES---			---YOUNG FEMALES---			---OLDER FEMALES---		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES, TAKEN	20.9	22.9	22.4	15.7	19.8	19.1	15.2	17.1	16.9	27.0	11.6	12.5
YES, PLAN TO	17.8	13.8	14.8	8.2	5.0	5.5	19.6	12.2	13.0	2.6	4.8	4.7
NO	60.6	62.8	62.3	75.0	75.0	75.0	65.0	70.4	65.8	70.4	82.9	82.2
DON'T KNOW	0.3	0.2	0.2	0.7	0	0.1	0.2	0.2	0.2	0	0	0
REFUSED	0.3	0.2	0.2	0.3	0.3	0.3	0	0.2	0.1	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1448	4312	5760	194	988	1162	371	3092	3463	57	1042	1099

RESERVE PROPENSITY
Q710 - DOES/DID YOUR HIGH SCHOOL HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

	-----MARKET-----					
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--						
YES	55.2	59.2	58.2	58.8	57.7	57.8
NO	34.4	32.9	33.2	35.9	33.9	34.1
DON'T KNOW	10.2	7.7	8.3	7.5	8.3	8.2
REFUSED	0.3	0.2	0.2	0	0.1	0.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1448	4312	5760	371	3092	3463

Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

	MARKET							
	YOUNG MALES		YOUNG FEMALES					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	29.3	25.2	26.1	26.0	22.9	23.2		
NO	48.1	53.0	51.8	52.9	54.4	54.2		
DID NOT USE	21.6	21.2	21.3	21.2	21.2	21.2		
DON'T KNOW	1.1	0.7	0.8	0	1.5	1.4		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	801	2524	3325	212	1781	1993		

Q712 - DID INFORMATION FROM COMPUTERIZED SYSTEM INCREASE YOUR INTEREST IN THE MILITARY?

RESERVE PROPENSITY

-----MARKET-----							
-----YOUNG MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---							
YES	70.8	39.5	47.7	80.8	33.0	38.7	
NO	28.5	60.4	52.0	19.2	66.8	61.2	
DON'T KNOW	0.7	0.2	0.3	0	0.2	0.2	
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---	246	662	908	55	401	456	

RESERVE PROPENSITY
Q713A - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES--																
7TH GRADE OR LESS	4.0	3.0	3.2	8.1	7.2	7.3	5.3	3.4	3.6	13.7	5.3	5.8				
8TH GRADE	2.4	2.6	2.5	4.7	5.3	5.2	2.6	2.2	2.3	2.5	5.8	5.6				
9TH GRADE	3.3	1.8	2.2	1.5	4.4	3.9	2.5	1.9	2.0	2.8	2.7	2.7				
10TH GRADE	3.0	2.8	2.8	4.9	3.7	3.9	2.5	2.7	2.7	3.2	4.6	4.6				
11TH GRADE	5.3	3.2	3.7	7.2	4.1	4.7	6.9	3.5	3.9	9.9	3.2	3.6				
12TH GRADE	35.2	35.9	35.7	36.3	38.5	38.1	36.6	38.0	37.9	41.6	40.6					
13TH	2.2	2.4	2.4	1.3	1.3	1.3	3.1	2.7	2.7	3.4	2.3	2.4				
14TH	7.9	8.0	8.0	1.2	4.5	4.0	5.7	8.4	8.1	0	4.7	4.5				
15TH	1.6	1.6	1.6	1.2	0.9	1.0	2.0	1.7	1.7	0	0.6	0.6				
16TH COLLEGE SR	11.2	15.0	14.0	5.1	7.5	7.1	7.5	12.7	12.2	7.3	7.5	7.5				
17TH, GRAD SCHOOL	0.2	1.1	0.8	2.4	0.9	1.1	0.5	0.8	0.8	0	0.7	0.6				
18TH, GRAD SCHOOL	1.4	3.0	2.6	1.4	0.6	0.8	2.1	1.8	1.9	0	0.8	0.8				
19TH, GRAD SCHOOL	0.4	0.9	0.8	0	0.8	0.6	0	0.9	0.8	0	0.2	0.2				
20 OR MORE	1.8	3.9	3.3	0	1.8	1.5	1.5	3.3	3.1	3.9	1.0	1.2				
DON'T KNOW	19.9	14.6	16.0	24.3	18.2	19.2	21.1	15.7	16.3	29.7	18.0	18.6				
REFUSED	0.5	0.3	0.4	0.3	0.4	0.4	0	0.2	0.1	0	0.8	0.7				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117				

RESERVE PROPENSITY
Q713B - WHAT IS THE HIGHEST GRADE YOUR MOTHER COMPLETED?

	-----MARKET-----				-----OLDER FEMALES-----				-----OLDER FEMALES-----			
	---YOUNG MALES---		---OLDER MALES---		---YOUNG FEMALES---		---OLDER FEMALES---		---YOUNG FEMALES---		---OLDER FEMALES---	
---RESPONSES---	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
7TH GRADE OR LESS	1.8	2.3	2.1	7.5	4.5	5.0	5.2	2.4	2.7	7.5	3.0	3.2
8TH GRADE	1.6	1.6	1.6	1.9	2.7	2.6	3.1	1.9	2.0	3.3	3.8	3.8
9TH GRADE	2.6	1.4	1.7	2.9	3.2	3.1	2.8	1.9	2.0	2.2	3.9	3.8
10TH GRADE	5.7	2.4	3.2	3.4	4.7	4.4	7.1	3.6	4.0	6.3	6.7	6.7
11TH GRADE	5.0	3.2	3.7	4.2	4.6	4.6	9.5	4.9	5.4	1.6	6.6	6.4
12TH GRADE	42.0	46.7	45.5	47.5	50.1	49.6	42.3	44.7	44.5	40.8	49.8	49.3
13TH	2.4	3.5	3.2	1.6	2.5	2.4	2.8	5.5	5.3	5.7	3.2	3.3
14TH	8.5	9.1	9.0	5.5	3.4	3.8	8.4	10.9	10.7	10.6	6.7	6.9
15TH	2.0	1.8	1.9	0.2	2.1	1.7	1.2	2.1	2.0	0	0.6	0.5
16TH COLLEGE SR	12.1	13.4	13.1	7.6	8.2	8.1	7.9	10.1	9.8	8.5	5.0	5.2
17TH, GRAD SCHOOL	0.3	0.8	0.7	0	0.2	0.2	0.3	0.8	0.8	0	0.4	0.4
18TH, GRAD SCHOOL	0.8	2.0	1.7	0.7	0.8	0.8	0.9	1.2	1.1	0	0.4	0.4
19TH, GRAD SCHOOL	0.4	0.6	0.6	0	0.1	0.1	0	0.5	0.4	0	0.1	0.1
20 OR MORE	0.9	1.5	1.3	0	0.5	0.4	0.9	1.7	1.6	0	0.5	0.5
DON'T KNOW	13.3	9.4	10.4	16.7	12.1	12.9	7.5	7.4	7.5	13.4	8.5	8.8
REFUSED	0.5	0.3	0.4	0.3	0.4	0.4	0	0.2	0.2	0	0.6	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

RESERVE PROPENSITY
Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

	-----MARKET-----														
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---															
MARRIED	2.3	2.8	2.7		27.6	28.7	28.5		3.1	10.0	9.3		25.2	51.8	50.3
WIDOWED	0.1	0.0	0.0		0	0.0	0.0		0	0.2	0.2		0	0.3	0.3
SEPARATED	0.1	0.1	0.1		1.9	1.9	1.9		0.3	0.4	0.4		5.3	3.5	3.6
DIVORCED	0.1	0.1	0.1		2.4	2.9	2.8		0.4	0.4	0.4		0	5.5	5.2
NEVER MARRIED	97.2	96.7	96.8		67.9	66.1	66.4		96.2	88.7	89.5		69.5	38.7	40.4
DON'T KNOW	0	0.0	0.0		0	0	0		0	0.1	0.1		0	0	0
REFUSED	0.2	0.2	0.2		0.3	0.3	0.3		0	0.1	0.1		0	0.2	0.2
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	1458	4343	5801		196	982	1178		372	3107	3479		57	1060	1117

RESERVE PROPENSITY
Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

---RESPONSES---	-----MARKET-----									
	-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
WHITE	71.4	85.4	81.9	69.9	89.9	84.1	58.1	81.5	79.0	49.1
BLACK	19.4	8.9	11.5	18.8	8.4	10.1	35.2	12.1	14.6	44.1
PACIFIC ISL/ASIAN	4.4	3.3	3.6	3.3	1.3	1.6	3.2	3.7	3.7	6.8
AMER INDIAN/ALASKAN	3.6	1.6	2.1	3.2	2.4	2.5	2.7	1.8	1.9	0
DON'T KNOW	0.8	0.3	0.4	1.6	0.4	0.6	0.8	0.5	0.5	0
REFUSED	0.3	0.5	0.5	3.2	0.6	1.1	0	0.4	0.3	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1458	4343	5801	190	982	1178	372	3107	3479	57
										1060
										1117

RESERVE PROPENSITY
Q715 - ARE YOU OF HISPANIC BACKGROUND?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
HISPANIC	16.7	10.5	12.1	24.8	8.9	11.5	16.6	9.4	10.1	17.9	8.2	8.7
NOT HISPANIC	82.9	89.0	87.5	74.6	90.7	88.0	83.1	90.3	89.5	82.1	91.6	91.1
DON'T KNOW	0.2	0.1	0.1	0.3	0.1	0.1	0.3	0.1	0.1	0	0	0
REFUSED	0.3	0.3	0.3	0.3	0.4	0.4	0	0.2	0.2	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1458	4343	5801	196	982	1178	372	3107	3479	57	1060	1117

Appendix A

Cross Reference - 1983-1989 YATS Questionnaire

Cross Reference
1983-1989 YATS II Questionnaires

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
401	401	401	401	401	A1	Same
402	402	402	402	402	A2	Same
403	403	403	403	403	A3	Same
404	404	404	404	404	A4	Reworded in 1984. Response categories added in 1986
--	--	--	--	--	A5/A6	Dropped in 1984
405	405	405	405	405	A7	Same
406	406	406	406	406	--	Added in 1984
407	407	407	407	407	A11	Same
408A	408A	408A	408	408	A12	Same
408B	408B	408B	--	--	--	Added in 1986
408C	408C	408C	--	--	A13	Dropped in 1984. Reworded and added in 1986
409A	409A	409A	409	409	A14	Same
409B	409B	409B	--	--	--	Added in 1986
410A	410A	410A	410A	410A	--	Added in 1984
410B	410B	410B	410B	410B	A8	Reworded in 1984
411	411	411	411	411	A9	Same
412	412	412	412	412	--	Added in 1984
413	413	413	413	413	--	Added in 1984
414	414	414	414	414	--	Added in 1984. Response categories changed to open ended in 1989
415	415	415	415	415	A10	Reworded in 1984
--	--	--	--	--	A15-A16	Dropped in 1984
416	416	416	416	416	A17	Same
417	417	417	417	417	A18	Reworded in 1984
--	--	--	--	418	--	Added in 1984. Dropped in 1985
419	419	419	419	419	A19	Same
--	--	--	--	420	A20	Same. Dropped in 1985
--	--	--	--	421	A21	Same. Dropped in 1985

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference
1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
422A	422A	422A	422	422	422	Reworded in 1984
422B	422B	422B	--	--	--	Added in 1986
--	--	--	--	423	--	Added in 1984. Dropped in 1985
424B	424B	424B	424	424	A23	Same
--	--	--	425	425	A24	Same. Dropped in 1986
--	--	--	--	426/427	A26	Reworded in 1984. Dropped in 1985
--	--	--	--	428	A25	Same. Dropped in 1985
--	--	--	--	429	A27	Same. Dropped in 1985
--	--	--	--	--	A28	Dropped in 1984
--	--	--	--	--	A29	Dropped in 1984
430	430	430	430	430	A30	Same
--	--	--	--	--	A31-A34	Dropped in 1984
431	431	431	431	431	A35	Reworded in 1984
--	--	--	432	432	A36	Same. Dropped in 1986
--	--	--	--	433	A37	Same. Dropped in 1985
434	434	434	434	434	A38	Reworded in 1984
435	435	435	435	435	A39	Probe added in 1984
436	436	436	436	436	A40	Same
437	437	437	437	437	A41	Same
438	438	438	438	438	A42	Same
--	--	--	439	439	A43	Same. Dropped in 1986
440	440	440	440	440	A44	Same
441	441	441	441	441	A45	Same
442	442	442	442	442	A46	Same
443	443	443	43	443	A47	Same
444-500	444-500	444-500	444-500	444-500	--	Not used
501	501	501	501	501	B1	Same

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
502	502	502	502	502	B2	Same
503	503	503	503	503	B3	Same
504	504	504	504	504	B4	Same
505	505	505	505	505	B5	Same
506	506	506	506	506	B6	Same
507	507	507	507	507	B7	Same
508	508	508	508	508	B8	Same
509	509	509	509	509	B9	Same
510	510	510	510	510	B10	Same
511	511	511	511	511	B11	Same
512	512	512	512	512	B12	Same
513	513	513	513	513	B13	Same
514	514	514	514	514	B14	Same
515	515	515	515	515	B15	Same
516	516	516	516	516	--	Added in 1984
517	517	517	517	517	--	Added in 1984
518	518	518	518	518	--	Not used in 1984 or 1985. Added in 1986
--	--	519	519	519	--	Not used
520	520	520	520	520	B16	Same
521	521	521	521	521	B17	Same
--	--	--	--	--	B18	Dropped in 1984
522	522	522	522	522	B19	Same
--	--	--	523	523	--	Added in 1984. Dropped in 1986
--	--	--	524	524	--	Added in 1984. Dropped in 1986
525	525	525	525	525	--	Not used in 1984 or 1985. Added in 1986
526-550	526-550	526-550	526-550	526-550	--	Not used
--	--	--	--	--	B20-B34	Dropped in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
--	--	--	551-553	551-553	B37	Same. Dropped in 1986.
554	554	554	554	554	B38	Same. Amount updated in 1988
--	--	--	555-558	555-558	B39-B42	Split sample with 559-562 in 1983-1985. Dropped in 1986
559-562	559-562	559-562	559-562	559-562	--	Added in 1984. Split sample with 555-558 in 1984-1985.
559	559	559	559	559	--	Reworded & not split sampled in 1986
560	560	560	560	560	--	Same. Not split sampled in 1986
561	561	561	561	561	--	Same. Not split sampled in 1986
--	--	--	562	562	--	Same. Dropped in 1986
563	563	563	--	--	--	Not used in 1984 or 1985. Added in 1986
564-570	564-570	564-570	564-570	564-570	--	Not used.
--	--	--	--	--	C1-C32	Dropped in 1984
571	571	571	571	571	C33	Same. Reworded in 1986
572	572	572	572	572	C34	Same. Reworded in 1986
573	573	573	573	573	C35	Same. Reworded in 1986
--	--	--	--	--	C36	Dropped in 1984
574	574	574	574	574	C37	Same. Reworded in 1986
575	575	575	575	575	C38	Same. Reworded in 1986
576	576	576	576	576	C39	Same
577	577	577	577	577	C40	Same
578A	578A	578A	578	578	C41	Same
578B	578B	578B	--	--	--	Added in 1986
--	--	--	--	--	C42	Dropped in 1984
579	579	579	579	579	C43	Amount updated in 1984. Service time updated in 1986
580	580	580	580	580	C44	Amount updated in 1984. Service time updated in 1986

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Cross Reference

1983-1989 YATS II Questionnaires (continued)

Question Number					Comments*
1989	1988	1986-87	1985	1984	
581	581	581	581	581	Amount updated in 1984. Service time updated in 1938
582	582	582	582	582	Same
--	--	--	583	583	Same. Dropped in 1988
--	--	--	--	584	Same. Dropped in 1985
--	--	--	--	585	Amount updated in 1984. Dropped in 1985
--	--	--	--	586	Amount updated in 1984. Dropped in 1985
--	--	--	--	587	Amount updated in 1984. Dropped in 1985
--	--	--	--	588	Split sample test in 1984. Dropped in 1985
--	--	--	--	589	Same. Dropped in 1985
590-600	590-600	590-600	590-600	590-600	Not used
601	601	601	601	601	Same. Reworded in 1988
602-607	602-607	602-607	602-607	602-607	Same
608	608	608	608	608	Same. Reworded in 1989
--	--	609A	609A	609A	Same. Dropped in 1988
--	--	609B	609B	609B	Added in 1984
610	610	610	610	610	Same. Response category added in 1989
611	611	611	611	611	Same. Response category added in 1989
612	612	612	612	612	Same. Response category added in 1989
--	--	--	613	613	Added in 1984. Dropped in 1988
613A	613A	613A	613A	--	Added in 1985
614	614	614	614	614	Same
615A	615A	615	615	615	Same
615B	615B	615B	--	--	Added in 1988. Reworded in 1989
615C	--	--	--	--	Added in 1989

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference
1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
616	616	616	616	616	D9	Same
617	617	617	617	617	D10	Same
617B	--	--	--	--	--	Added in 1989
618	618	618	618	618	D11	Same. Reworded in 1985
619	619	619	619	619	D12	Same. Reworded in 1985
619-C1-	619-C1-	--	--	--	--	Added in 1988
619-C9	619-C9	--	--	--	--	
619-C2A-	619-C2A-					Added in 1988
619-C2F	619-C2F					
619-C3	619-C3					Added in 1988
619-C4	619-C4					Added in 1988
620	620	620	620	620	D13	Same. Reworded in 1985
621	621	621	621	621	D14	Same. Reworded in 1985.
622	622	622	622	622	D15	category added in 1989 Same. Reworded in 1985. Response
623	623	623	623	623	D16	category added in 1985. Response
--	--	--	--	624	D17	category added in 1989
625	625	625	625	625	D18	Same. Reworded in 1985
626	626	626	626	626	D19	Same. Reworded in 1985. Response
--	--	--	--	627	D20	category added in 1989
627	627	627	--	--	--	Same. Reworded in 1985
628	628	628	628	628	D21	New item added in 1986
629	629	629	629	629	D22	Same
630	630	630	630	630	D23	Same. Reworded in 1986. Response
631	631	631	631	631	D24	category added in 1989
632A	632A	632A	632	632	D25	Same. Reworded in 1985
--	--	632B	--	--	--	Same
						Reworded in 1984
						Added in 1986. Dropped in 1988.

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Cross Reference
1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
--	--	--	--	--	D26	Dropped in 1984
--	--	--	--	--	D27	Dropped in 1984
633	633	633	633	633	D28	Same
634	634	634	634	634	D29	Same
635A	635A	635A	635	635	D30	Reworded in 1984
--	--	635B	--	--	--	Added in 1986. Dropped in 1988
--	--	--	--	--	D31	Dropped in 1984
--	--	--	--	--	D32	Dropped in 1984
636	636	636	636	636	D33	Same
637	637	637	637	637	D34	Same
638A	638A	638A	638	638	D35	Reworded in 1984
--	--	638B	--	--	--	Added in 1986. Dropped in 1988
--	--	--	--	--	D36	Dropped in 1984
--	--	--	--	--	D37	Dropped in 1984
639	639	639	639	639	D38	Reworded in 1984
640	640	640	640	640	D39	Same
641A	641A	641A	641	641	D40	Reworded in 1984
--	--	641B	--	--	--	Added in 1986. Dropped in 1988
--	--	--	--	--	D41	Dropped in 1984
--	--	--	--	--	D42	Dropped in 1984
642	642	642	642	642	D43	Same
643	--	--	--	--	--	Added in 1989
--	--	--	--	643	D44	Dropped in 1985
--	--	--	644	644	D45	Same. Dropped in 1988
645	645	645	645	645	D46	Reworded in 1984
--	--	--	--	--	D47	Dropped in 1984
646	646	646	646	646	D48	Reworded in 1984
647	647	647	647	647	--	Added in 1984. Dropped in 1988
--	--	--	--	648	--	Added in 1984. Dropped in 1985
--	--	--	649-678	649-678	--	Added in 1984

Same without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference
1983-1989 YATS II Questionnaires (continued)

Question Number						Comments*
1989	1988	1986-87	1985	1984	1983	
650-659	650-659	650-659	650-659	650-659	--	Added in 1984. Different series substituted in 1986. Response category added in 1989.
--	--	--	660-678	660-678	--	Added in 1984. Dropped in 1986
--	660	--	--	--	--	New question added in 1988. Revised item numbers 660-666. Dropped in 1989.
--	661	--	--	--	--	New question added in 1988. Revised item numbers 660-666. Dropped in 1989.
--	662	--	--	--	--	New question added in 1988. Revised item numbers 660-666. Dropped in 1989.
--	663	--	--	--	--	New question added in 1988. Revised item numbers 660-666. Dropped in 1989.
664	664	--	--	--	--	New question added in 1988. Revised item numbers 660-666.
665	665	--	--	--	--	New question added in 1988. Revised item numbers 660-666.
--	666	--	--	--	--	New question added in 1988. Revised item numbers 660-666. Dropped in 1989.
660A	--	--	--	--	--	Added in 1989
660B	--	--	--	--	--	Added in 1989
660C	--	--	--	--	--	Invalid data, not used
660D	--	--	--	--	--	Invalid data, not used
660E	--	--	--	--	--	Added 1989
660F	--	--	--	--	--	Added 1989
--	--	--	--	679	D49	Same. Dropped in 1985
--	--	--	--	680	D50	Reworded & split sampled in 1984. Dropped in 1985
--	--	--	--	681	D51	Reworded & split sampled in 1984. Dropped in 1985

Same without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1989 YATS II Questionnaires (continued)

		Question Number					Comments*
		1988	1986-87	1985	1984	1983	
--	--	--	--	--	--	D52-D58	Dropped in 1984
664	664	--	--	--	--	--	Added in 1988
665	665	--	--	--	--	--	Added in 1988
682	682	682	682	682	682	--	Added in 1984
682A	--	--	--	--	--	--	Added in 1989
683	683	683	683	683	683	D59	Reworded in 1984
684A	684A	684A	684A	684-688	684-688	D60-D62	Collapsed into item in 1986
--	--	--	--	689	689	D63	
--	684B1-	--	684B1-	--	--	--	Added in 1986. Dropped in 1989
--	684B6	684B6	684B6	--	--	--	
--	--	--	--	685-687	685-687	D61	Same. Dropped in 1988
--	--	--	--	688-689	688-689	D62	Same. Combined into 684A in 1986
690	690	690	690	690	690	D63	Same
691	691	691	691	691	691	--	Added in 1984
692	692	692	692	692	692	--	Added in 1984
--	--	--	--	--	--	D65-D67	Dropped in 1984
--	--	--	--	--	695	D69	Same. Dropped in 1985
--	--	--	--	--	696	--	Added in 1984. Dropped in 1985
--	--	--	--	--	697	D79	Reworded in 1984. Dropped in 1985
698	698	698	698	698	698	D70	Same
699	699	699	699	699	699	D71	Same
700	700	700	700	700	700	D72	Same
701	701	701	701	701	701	D73	Same
702-709	702-709	702-709	702-709	702-709	702-709	D74	Same
710-712	710-712	710-712	710-712	710-712	710-712	--	Added in 1984
713A	713A	713A	713F	713F	713F	D75	Same
--	--	--	--	--	--	D76	Dropped in 1984
713B	713B	713B	713B	713	713M	D77	Same

**Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference
1983-1989 YATS II Questionnaires (continued)

		Question Number				Comments*
1989	1988	1986-87	1985	1984	1983	
713C	713C	713C	693	693	D64	Same. Reworded in 1986
--	--	713D	694	694	D68	Same. Reworded in 1986.
--	--	713E	--	--	--	Dropped in 1988
--	--	713F	--	--	--	Added in 1986. Dropped in 1988
--	--	713G1-G8	--	--	--	Added in 1986. Dropped in 1988
--	--	713H	--	--	--	Added in 1986. Dropped in 1988
--	--	--	--	--	--	Added in 1986. Dropped in 1988
714	714	714	714	714	D78	Dropped in 1984
715	715	715	715	715	D80	Same
--	--	--	--	--	D81	Same
--	--	--	--	--	D81A1	Added in 1983. Dropped in 1984
--	--	--	--	--	D81A2	Added in 1983. Dropped in 1984
716	716	716	716	716	D82	Same
717	717	717	717	717	D83	Same
--	--	--	--	718	--	Added in 1984. Dropped in 1985

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

APPENDIX B
1989 SCREENER AND QUESTIONNAIRE

Survey Screener

Questionnaire Section SC--Screening Households for Eligibles

SC_01 Hello, my name is _____. I am calling from the Research Triangle Institute, a non-profit research firm 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 SC_02]
- 3 = LANGUAGE BARRIER → [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_03 We are conducting an important study for the Federal Government and are calling a random sample of telephone numbers. I need to know what type of number this is. Does it serve a residence, a business, or something else?

- 1 = RESIDENCE → [SKIP TO SC_07]
- 2 = BUSINESS/INSTITUTION
- 3 = OTHER

SC_04A Does anyone live there on the premises?

- 1 = Yes
- 2 = No → [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_04B Is this the number they use as their home phone?

- 1 = Yes
- 2 = No → [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_07 Is this telephone number just for (your/one) household or does it also serve as the home telephone number for people in other households as well?

- 1 = Serves one household → [SKIP TO SC_09A]
- 2 = Serves more than one household

SC_08 Can you tell me the total number of households served by this telephone number?

ENTER THE TOTAL NUMBER OF HOUSEHOLDS SERVED.

Now, I would like to talk about your household only.

SC_09A Do ten or more persons currently live in this household?

- 1 = Yes
- 2 = No → [SKIP TO SC_10A]

SC_09B Are any of these persons related to each other?

- 1 = Yes
- 2 = No → [SKIP TO THANK YOU SCREEN-TERMINATION]

SC_10A 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_11A]

SC_10B How many different residential numbers, including this number, are there for (your home/this structure)?

ENTER NUMBER OF TELEPHONE NUMBERS

SC_11A How many persons 15 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 at school, travelling, or in the hospital.

ENTER THE NUMBER

SC_11B And how many are between the ages of 15 and 25?

ENTER THE NUMBER → [IF "0" SKIP TO TERMINATION.]

SC_11C And how many are 25 years or older?

ENTER THE NUMBER

SC_12 The study we are conducting for the Defense Department is to learn about the career plans, attitudes, and perceptions of young adults. The study is authorized by Congress in 10 U.S. Code 503, ENLISTMENTS: RECRUITING CAMPAIGNS, AND 2358, RESEARCH PROJECTS.

The results are used to develop recruiting strategies and incentive programs. Participation is voluntary and there are no adverse consequences for those who choose not to participate in the study. Any personal information you provide is protected from unauthorized use by the Privacy Act of 1974.

Now, I would like to ask you a couple of questions about each person in your household between 15 and 25 (starting with the youngest).

SC_15 (First, is the youngest person (between 15 and 25 years of age) male or female?/ Now, for the next person (between 15 and 25 years of age). Is this person male or female?)

1 = MALE

2 = FEMALE

3 = NO MORE PEOPLE TO ENTER IN ROSTER → [SKIP TO SC_MORE]

SC_16 How old was (he/she) on (his/her) most recent birthday?

ENTER AGE

SKIP	(IF SC_15 = 1 AND (SC_16 <16 OR SC_16 >24)) OR (IF SC_15 = 2 AND (SC_16 <16 OR SC_16 >24)), SKIP TO THE NEXT PERSON BETWEEN 15 AND 25.

SC_17 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 25]
- 2 = No

SC_18 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 25]
- 2 = No

SC_19 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 25]
- 2 = No

SC_20 Is (he/she) currently living here (at this telephone number)?

- 1 = Yes → [SKIP TO SC_24]
- 2 = No

SC_21 Does (he/she) have a telephone?

- 1 = Yes
- 2 = No → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]

SC_22 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 25]

SC_23 What is (his/her) telephone number?

ENTER TELEPHONE NUMBER

SC_24 What is (his/her) name?

ENTER FIRST AND LAST NAME

REPEAT SC_15 THROUGH SC_24 FOR EACH PERSON IN HOUSEHOLD BETWEEN AGES 15 AND 25.

SC_MORE Are there any other people in the household between 15 and 25 other than those that we have already discussed?

1 = Yes

2 = No → [SKIP TO SC_14]

SC_HWMNY How many others?

ENTER NUMBER

REPEAT SC_15 THROUGH SC_24 FOR EACH ADDITIONAL ELIGIBLE PERSON IDENTIFIED. IF NO ELIGIBLE PERSONS ARE IDENTIFIED, SKIP TO TERMINATION.

SC_14 The person(s) we need to interview for this study (is/are): (LIST OF NAMES). I would like to speak to (NAME).

1 = PERSON AVAILABLE

2 = PERSON NOT AT HOME → [SKIP TO CALL BACK SCREEN]

3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON(S) TO PHONE → [SKIP TO CONVERSION SCREEN]

4 = REFUSAL OF ELIGIBLE PERSON → [SKIP TO TERMINATION]

Youth Attitude Tracking Study II
1989

SURVEY QUESTIONNAIRE

OMB # 0704-0069
Expires 30 September 1990

Contract MDA903-86-C-0066
Expiration Date 4/9/89

Questionnaire Section A -- Education and Employment Items

401 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 Research Triangle Institute/Amrignon), a private research organization in (North Carolina/Michigan). We are conducting an independent study for the Defense Department to learn about the career plans, attitudes, and perceptions of young adults. The study is authorized by Congress in 10 U.S. Code 503(a), ENLISTMENTS: RECRUITING CAMPAIGNS, AND 2358, RESEARCH PROJECTS. The results are used to develop recruiting strategies and incentive programs. Participation is voluntary and nothing will happen to you if you choose not to participate. Any personal information you provide is protected from authorized use by the Privacy Act of 1974. You may ask us to skip any questions with which you are not comfortable, and you can stop the discussion at any time.

402 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY:  
Are you male or female?]

- 1 = MALE  
2 = FEMALE

403 Just to be sure that the information we got earlier is correct,  
what was your age on your last birthday?

ENTER AGE IN YEARS                      FORMAT: 12  
                                                 RANGE: 16-24

```
[IF NOT WITHIN RANGE, SKIP TO TERMINATION]
```

403T Have you ever been in the military services, college ROTC, the National Guard, or the Reserves?

- ```

1 = YES → [SKIP TO TERMINATION]
2 = NO

```

403U Have you been accepted for service in a branch of the Armed Forces and are now waiting to go on active duty?

- ```

1 = YES → [SKIP TO TERMINATION]
2 = NO

```

404

Now I have a few questions about your educational experiences and plans. What is the highest grade or year of school or college that you have completed and gotten credit for?

GRADE SCHOOL

07 = LESS THAN 8th GRADE  
08 = 8th GRADE

HIGH SCHOOL

09 = 9th GRADE  
10 = 10th GRADE  
11 = 11th GRADE  
12 = 12th GRADE

4-YEAR COLLEGE OR UNIVERSITY

RESOLVE

+ {  
13 = 1st (FRESHMAN) YEAR  
14 = 2nd (SOPHOMORE) YEAR  
15 = 3rd (JUNIOR) YEAR  
16 = 4th (SENIOR) YEAR

GRADUATE OR PROFESSIONAL SCHOOL

RESOLVE

+ {  
17 = 5th YEAR COLLEGE/1st YR GRAD or PROF SCHOOL  
18 = 2nd YEAR GRAD or PROF SCHOOL  
19 = 3RD YEAR GRAD or PROF SCHOOL  
20 = MORE THAN 3 YEARS GRAD or PROF SCHOOL

JUNIOR OR COMMUNITY COLLEGE

RESOLVE

+ {  
21 = 1st YEAR  
22 = 2nd YEAR

VOCATIONAL, BUSINESS, OR TRADE SCHOOL

RESOLVE

+ {  
23 = 1st YEAR  
24 = 2nd YEAR  
25 = MORE THAN 2 YEARS

RESOLVE

+ 98 = DK + [OUT OF RANGE]  
99 = RE

405

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 Q.407.]

02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE

03 = GENERAL EDUCATIONAL DEVELOPMENT (GED) H.S. EQUIVALENCY CERTIFICATE

04 = HIGH SCHOOL DIPLOMA

05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).

RESOLVE

{  
06 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE (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

|      |                             |
|------|-----------------------------|
| SKIP | IF Q.404 ≤11, SKIP TO Q.407 |
|------|-----------------------------|

406 Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate (of high school completion)?

- 1 = REGULAR HIGH SCHOOL DIPLOMA
- 2 = ABE (ADULT BASIC EDUCATION) CERTIFICATE (e.g.,  
CORRESPONDENCE, NIGHT SCHOOL)
- 3 = GED (GENERAL EDUCATIONAL DEVELOPMENT) EQUIVALENCY  
CERTIFICATE
- 4 = SOME OTHER KIND OF CERTIFICATE OF HIGH SCHOOL EQUIVALENCY
- 5 = NONE OF THE ABOVE

407 (In October, will you be/Are you) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.409B.]

408A 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 → [1st ENTRY ONLY, SKIP TO Q.409B.]

IF Q.404 ≤12  
RESOLVE { 02 = ADULT BASIC EDUCATION (ABE) (H.S. COURSES IN NIGHT SCHOOL OR BY CORRESPONDENCE)  
03 = TAKING HIGH SCHOOL COURSES IN REGULAR, DAY HIGH SCHOOL  
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

IF Q.404 <12,  
RESOLVE { 08 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL  
09 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE  
10 = 4-YEAR COLLEGE OR UNIVERSITY

|      |                                                 |
|------|-------------------------------------------------|
| SKIP | IF Q.408A ≠ 03 OR ≠ 09 OR ≠ 10, SKIP TO Q.409A. |
|------|-------------------------------------------------|

408B (Will you be/Are you) in the (9th/10th/11th/12th) grade/(1st/2nd) year of college) (in October 1989/now)?

1 = YES → [Assign value: Q408C = Q.404 + 1; SKIP TO Q.409A.]

2 = NO

408C      What grade or year of college (will you be/are you) enrolled in (in October 1989/now)?

07 = LESS THAN 8th GRADE  
08 = 8th GRADE  
09 = 9th GRADE  
10 = 10th GRADE  
11 = 11th GRADE  
12 = 12th GRADE  
13 = 1st (FRESHMAN) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY  
14 = 2nd (SOPHOMORE) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY  
  
21 = 1st YEAR OF JUNIOR COLLEGE OR UNIVERSITY  
22 = 2nd YEAR OF JUNIOR COLLEGE OR UNIVERSITY  
23 = 1st YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL  
24 = 2nd YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL  
25 = BEYOND 2nd YEAR OF VOCATIONAL, BUSINESS, OR TRADE SCHOOL  
98 = DK  
99 = RE

409A      (Will you be/Are you) enrolled ...

1 = full-time or } → [SKIP TO Q. 410A]  
2 = part-time }

409B      When did you last attend school? Please give me the month and year.

ENTER MONTH                      FORMAT: 12 [USE LEADING ZERO]  
                                         RANGE: 01 - 12

ENTER YEAR                      FORMAT: 12  
                                         RANGE: 77 - 88

410A      Think about the 1990-1991 school year--that is, the school year after the one that starts this fall. Would you like to get more education or training by attending some kind of school or college during the '90-'91 school year?

1 = YES → [SKIP TO Q.411.]  
2 = NO

410B      How about sometime further into the future--would you like to get more schooling?

1 = YES  
2 = NO }  
8 = DK } → [SKIP TO Q.415.]  
9 = RE }



- 411 What kind of school or college would you like to attend?
- 1 = HIGH SCHOOL + [SKIP TO Q.415.]
  - 2 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
  - 3 = TWO-YEAR JUNIOR OR COMMUNITY COLLEGE
  - 4 = FOUR-YEAR COLLEGE OR UNIVERSITY
  - 5 = GRADUATE OR PROFESSIONAL SCHOOL
- 412 Would that be as a full-time or part-time student?
- 1 = FULL-TIME
  - 2 = PART-TIME
- 413 Considering all school and living expenses, approximately how much do you think it will cost you for one year of college or vocational training? Will it cost...  
[PROBE: Just your best guess will do.]
- RANGE: 0 - 99990
- 414 Taking into account scholarships, government grants and loans, your own savings and earnings, and help from your family, how much of your yearly school and living expenses could you cover if you go to school? Would you say...
- 1 = all of your expenses,
  - 2 = more than three-fourths
  - 3 = about three-fourths,
  - 4 = about half,
  - 5 = about one-fourth
  - 6 = less than one-fourth, or
  - 7 = none of your expenses?
- 415 (Although you do not plan to be attending school in 1990-1991, what/What) is the highest grade or year of school or college that you would eventually like to complete?
- 08 = 8th GRADE
  - 09 = 9th GRADE
  - 10 = 10th GRADE
  - 11 = 11th GRADE
  - 12 = 12th GRADE
  - 13 = 1st YEAR COLLEGE/JUNIOR OR COMMUNITY COLLEGE/  
VOCATIONAL, BUSINESS, OR TRADE SCHOOL (FR)
  - 14 = 2nd YEAR COLLEGE/JUNIOR OR COMMUNITY COLLEGE/  
VOCATIONAL, BUSINESS, OR TRADE SCHOOL (SO)
  - 15 = 3rd YEAR OF FOUR-YEAR COLLEGE (JR)
  - 16 = 4th YEAR OF FOUR-YEAR COLLEGE (SR)
  - 17 = 5th YEAR COLLEGE/1st YR GRADUATE/PROFESSIONAL SCHOOL
  - 18 = 2nd YEAR GRADUATE or PROFESSIONAL SCHOOL
  - 19 = 3rd YEAR GRADUATE or PROFESSIONAL SCHOOL
  - 20 = MORE THAN 3 YEARS GRADUATE or PROFESSIONAL SCHOOL
  - 98 = DK + [OUT OF RANGE]
  - 99 = RE

416 Are you currently employed, either full time or part time?

1 = YES → [SKIP TO Q.422A.]  
2 = NO

417 Are you looking for work now?

1 = YES  
2 = NO

419 Have you ever had a job for pay?

1 = YES → [SKIP TO Q.422B.]  
2 = NO } → [SKIP TO Q.434.]  
9 = RE }

422A Have you been looking for ...

1 = a new job,  
2 = an additional job, or  
3 = some other way to increase your income?  
4 = NOT LOOKING.

422B During the last 12 months, how many weeks were you employed in which you worked for pay at least 10 hours per week?

ENTER NUMBER OF WEEKS                      FORMAT: 12 [USE LEADING ZERO]  
RANGE: 00 - 52

Now, I have some questions about your (present/last) employment.

424A How many hours per week (do/did) you usually work at your (main/last) job?

ENTER NUMBER OF HOURS                      FORMAT: 12 [USE LEADING ZERO]  
RANGE: 01-80

|      |                              |
|------|------------------------------|
| SKIP | IF Q.416 ≠ 2, SKIP TO Q.430. |
|------|------------------------------|

424B When did you last work for pay? Please give me the month and year.

ENTER MONTH                      FORMAT: 12 [USE LEADING ZERO]  
RANGE: 01-12

ENTER YEAR                      FORMAT: 12  
RANGE: 75 - 89

430 At your (main/last) job, (are/were) you...

- 1 = an employee of a private company,
- 2 = a government employee
- 3 = self-employed in your own business, or
- 4 = working without pay in a family business or farm?

431 How satisfied (are/were) you with your (present/last) job?  
(Are/were) you...

- 1 = extremely satisfied,
- 2 = somewhat satisfied,
- 3 = neither satisfied nor dissatisfied
- 4 = somewhat dissatisfied, or
- 5 = extremely dissatisfied?

434 If you were to get a (different) full-time job within the next year, what wage, salary, or other rate of pay do you think you would earn?

ENTER AMOUNT OF PAY

FORMAT: 12345.67

RANGE: [SEE Q.435.]

435 Is that per... [PROBE: I have to be able to record that rate of pay using these time periods. Is that per...]

- |                     |                                |
|---------------------|--------------------------------|
| 1 = hour,           | Q.434 RANGE: 1.00 - 25.00      |
| 2 = per day,        | Q.434 RANGE: 3.00 - 100.00     |
| 3 = per week,       | Q.434 RANGE: 20.00 - 600.00    |
| 4 = every two weeks | Q.434 RANGE: 20.00 - 1,100.00  |
| 5 = twice a month,  | Q.434 RANGE: 20.00 - 1,100.00  |
| 6 = per month, or   | Q.434 RANGE: 30.00 - 3,000.00  |
| 7 = per year?       | Q.434 RANGE: 80.00 - 50,000.00 |

436 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 = somewhat difficult, or
- 4 = not difficult at all?

437 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 = somewhat difficult, or
- 4 = not difficult at all?

438 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 TO Q. 501.]

440 You said you might be joining the military. Which branch of the service would that be?

1 = AIR FORCE  
2 = ARMY  
3 = COAST GUARD  
4 = MARINE CORPS  
5 = NAVY  
8 = DK  
9 = RE  
} + [SKIP TO Q.501.]

441 Which type of service would that be? Would it be...

1 = active duty,  
2 = the Reserves, or  
3 = the National Guard?

442 If you found for some reason you couldn't join the (Q.440 SERVICE), what service would be your next choice?

1 = AIR FORCE  
2 = ARMY  
3 = COAST GUARD  
4 = MARINE CORPS  
5 = NAVY  
6 = NONE  
8 = DK  
9 = RE  
} + [SKIP TO Q.501.]

443 Which type of service would that be? Would it be...

1 = active duty,  
2 = the Reserves, or  
3 = the National Guard?

Questionnaire Sections B and C

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.

501 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?

502 How likely it is 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?

503 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?

504 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 505, 507, 509-513 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

505 How likely is it that you will be serving in the National Guard? (Would you say...

- 1 = definitely,
  - 2 = probably,
  - 3 = probably not, or
  - 4 = definitely not?)
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.507.]

506 Is that the...

- 1 = Air National Guard, or the
- 2 = Army National Guard?

507 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 Q.509.]

508 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?

509 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?)

510 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?)

511 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?)

512 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?)

513 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?)

514 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?)

515 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 MALE, SKIP TO Q.517. |
|------|-------------------------|

516 How likely is it that you will be a full-time homemaker? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

517 We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing (in October 1990--that is, a year from this fall/after you finish high school)?

- 1 = GOING TO SCHOOL FULL-TIME [IF "GOING TO SCHOOL"
- 2 = GOING TO SCHOOL PART-TIME OR "WORKING," PROBE:
- 3 = WORKING FULL-TIME Will that be full-time or
- 4 = WORKING PART-TIME part-time?]
- 5 = SERVING IN THE MILITARY
- 6 = BEING A FULL-TIME HOMEMAKER
- 7 = OTHER

|        |                                                 |
|--------|-------------------------------------------------|
| SKIP A | IF Q.517 $\neq$ 2 or $\neq$ 4, SKIP TO "SKIP B" |
|--------|-------------------------------------------------|

518 In addition to (going to school/working) part-time, what are you most likely to be doing (in October 1990/after you finish high school)?

- 1 = GOING TO SCHOOL FULL-TIME [IF "GOING TO SCHOOL"
- 2 = GOING TO SCHOOL PART-TIME OR "WORKING," PROBE:
- 3 = WORKING FULL-TIME Will that be full-time or
- 4 = WORKING PART-TIME part-time?]
- 5 = SERVING IN THE MILITARY
- 6 = BEING A FULL-TIME HOMEMAKER
- 7 = OTHER

|        |                                                                                                            |
|--------|------------------------------------------------------------------------------------------------------------|
| SKIP B | IF ONLY 1 OF Q.509-Q.513 $\leq$ 2, SKIP TO Q.521.<br>IF ALL OF Q.509-Q.513 $\Rightarrow$ 3, SKIP TO Q.522. |
|--------|------------------------------------------------------------------------------------------------------------|

520 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
- 5 = COAST GUARD

521 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 less than 2 years, or
- 4 = would you join more than 2 years from now?



522 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                      FORMAT: 12 [USE LEADING ZERO.]  
                                    RANGE: 00 (Lowest likelihood)--  
                                         10 (Highest likelihood)

525 Before we talked today, had you ever considered the possibility of joining the military? Would you say that...

1 = you never thought about it,  
2 = you gave it some consideration, or  
3 = you gave it serious consideration?

554 The starting monthly pay for an enlisted person is approximately 600 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?

559 As far as you know, does any service have a program that helps pay for college or vocational training?

1 = YES  
2 = NO  
8 = DK } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]  
9 = RE } [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

560 Which service or services offer a program that helps pay for college or vocational training? [ENTER CODE FOR EACH MENTION. PROBE: Any others?]

1 = AIR FORCE  
2 = ARMY  
3 = MARINE CORPS } → [IF ONLY 1 SERVICE MENTIONED, SKIP  
4 = NAVY                      TO Q.563.]  
5 = COAST GUARD  
8 = DK } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]  
9 = RE } [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

561 Which service offers the largest educational benefits or do they all offer the same benefits? [PROBE: Just your best guess will do.]

1 = AIR FORCE  
2 = ARMY  
3 = MARINE CORPS  
4 = NAVY  
5 = COAST GUARD  
6 = ALL SERVICES OFFER SAME BENEFITS.

563 As you understand it, do the educational benefits provide money for college or vocational training...

- 1 = while a person is still in the military,
- 2 = only after a person leaves the military, or
- 3 = both?

|      |                                          |
|------|------------------------------------------|
| SKIP | IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601. |
|------|------------------------------------------|

Now, I'm going to ask you a few questions about the National Guard and the Reserves. As you may know, once basic training is completed, National Guard and Reserve members train every month and also attend a longer training period every year called "annual training."

571 How many days do you think members of the National Guard and Reserve train each month, once their basic training is completed? Do not include days spent at annual training. [PROBE: Just your best guess will do.]

ENTER NUMBER OF TRAINING  
DAYS PER MONTH

FORMAT: 12 [USE LEADING ZERO]  
RANGE: 01-30

572 How many days do you think National Guard and Reserve members spend at annual training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER OF DAYS  
FOR ANNUAL TRAINING

FORMAT: 12 [USE LEADING ZERO]  
RANGE: 01-90

573 How much money do you think someone beginning service in the Guard or Reserves earns for each eight-hour training day? [PROBE: Just your best guess will do.]

ENTER AMOUNT OF PAY PER DAY

FORMAT: 123 [USE LEADING ZERO]  
RANGE: 001-555

|      |                                                                                     |
|------|-------------------------------------------------------------------------------------|
| SKIP | IF Q.416 = > 2, SKIP TO Q.579.<br>IF Q.416 = 1 AND (3 <= Q.430 <=4), SKIP TO Q.579. |
|------|-------------------------------------------------------------------------------------|

574 Currently, initial training in the National Guard or Reserves requires 3 to 6 months, full-time. Do you think your employer would hold a job for you if you were away for 3 to 6 months?

- 1 = YES
- 2 = NO

- 575 If your employer held a job for you, do you think you would lose your job seniority during the initial 3 to 6 month training period for the National Guard or Reserves?
- 1 = YES  
2 = NO
- 576 Does your employer have a specific policy about participation in the National Guard or Reserves?
- 1 = YES  
2 = NO
- 577 With respect to Guard or Reserve participation, would you say your employer is ...
- 1 = positive,  
2 = neutral, or  
3 = negative?
- 578A 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
- 578B Are there any laws to protect Guard and Reserve members from losing their jobs or job seniority if they are absent from work to attend military training?
- 1 = YES  
2 = NO  
8 = DK
- 579 How likely would you be to enlist in the National Guard or Reserves for eight years if you received a 2,000 dollar bonus for joining? Would you ...
- 1 = definitely enlist + [SKIP TO Q.582.]  
2 = probably enlist,  
3 = probably not enlist, or  
4 = definitely not enlist?
- 580 What if you received a 4,000 dollar bonus for eight years in the National Guard or Reserves? Would you...
- 1 = definitely enlist, + [SKIP TO Q.582.]
- IF Q.580 { 2 = probably enlist,  
>Q.579, { 3 = probably not enlist, or  
RESOLVE { 4 = definitely not enlist?

581        How about a 6,000 dollar bonus for eight years? (Would you...

1 = definitely enlist,

IF Q.581 { 2 = probably enlist,  
>Q.580, { 3 = probably not enlist, or  
RESOLVE { 4 = definitely not enlist?)

582        Is there a National Guard or Reserve unit located close enough to  
            you for you to join?

1 = YES

2 = NO

Questionnaire Section D -- Advertising, Recruiter Contact, and  
Demographic Items

- 601 For which military services do you recall seeing or hearing advertising that encouraged people to enlist in one or more of the services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]
- 0 = NONE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 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 Q.602.]  
9 = RE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO INTRO. BEFORE Q.610.]

THE Q.602-Q.608 SERIES IS ASKED CONTINGENT UPON RESPONSES TO Q.601, ACCORDING TO THE FOLLOWING ROUTINE:

1. IF EVERY SERVICE WAS MENTIONED IN Q.601, SKIP TO INTRO. BEFORE Q.610.
2. IF Q.601 ≠ 7 AND RANDOM HALF-SAMPLE VALUE (RANGE = 00-99) < 50, ASK Q.608 BEFORE ASKING ANY OF Q.602-Q.607; OTHERWISE ASK Q.608 AFTER ASKING ALL OF Q.602-Q.607 (THAT HAVE TO BE ASKED).
3. PRESENT Q.602-Q.607 IN RANDOM ORDER. AS EACH QUESTION IN THE SERIES IS SELECTED BY THE RANDOMIZING ROUTINE FOR PRESENTATION, EXECUTE THE FOLLOWING STEP PRIOR TO ACTUAL PRESENTATION ON THE MONITOR: IF THE SERVICE WAS MENTIONED IN Q.601, SKIP TO (THE NEXT QUESTION IN THE SERIES Q.602-Q.607/Q.608).

- 602 Do you recall seeing or hearing any advertising for the Air Force recently?
- 1 = YES  
2 = NO  
3 = MENTIONED IN Q.601

- 603 Do you recall seeing or hearing any advertising for the Army recently?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601
- 604 Do you recall seeing or hearing any advertising for the Coast Guard recently?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601
- 605 Do you recall seeing or hearing any advertising for the Marine Corps recently?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601
- 606 Do you recall seeing or hearing any advertising for the Navy recently?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601
- 607 Do you recall seeing or hearing any advertising for the National Guard/Reserves recently?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601
- 608 Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the services were represented?
- 1 = YES
  - 2 = NO
  - 3 = MENTIONED IN Q.601

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...

|                            |                                                                                                                                                                    |                                                                      |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| RANDOM<br>HALF-<br>SAMPLES | the Army,<br>the Air Force,<br>the Marine Corps,<br>the Navy,<br>the Coast Guard<br>or, by all five active duty services together in the same ad<br>or commercial? | } → [SERVICES LISTED IN THIS SEQUENTIAL<br>ORDER AFTER RANDOM START] |
|                            | all five active duty services together in the same ad or<br>commercial, or by<br>the Army,<br>the Air Force,<br>the Marine Corps<br>the Navy<br>or the Coast Guard | } → [SERVICES LISTED IN THIS SEQUENTIAL<br>ORDER AFTER RANDOM START] |

SERIES Q.610-Q.615B ASKED IN RANDOM ORDER.

610 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 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

611 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 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

612 Who in the military uses the advertising slogan, "Be all you can be."?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

613A Who in the military uses the advertising slogan, "We're looking for a few good men."?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

614 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 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

615A Who in the military uses the advertising slogan, "Aim high.  
Blank!"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

615B Who in the military uses the advertising slogan, "Opportunity is waiting for you"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES



615C Who in the military uses the advertising slogan, "Be part of the action"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES

616 Within the last 12 months, do you recall seeing any advertising for the military in magazines, newspapers, or on billboards?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.618.]

617A For which military 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 = U.S. ARMED FORCES/ALL 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 NATIONAL GUARD/RESERVES

617B In the last 12 months, have you received a magazine called "Futures" at home?

- 1 = YES
- 2 = NO

618 Within the last 12 months, do you recall any television or radio advertising for the military?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.619\_C1.]

619A For which military 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 = U.S. ARMED FORCES/ALL 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 NATIONAL GUARD/RESERVES

619\_C1 Within the last 12 months have you attended any of the following events in which the active duty military was featured:

|                                               | YES | NO |
|-----------------------------------------------|-----|----|
| 1. An air show or demonstration               | 1   | 2  |
| 2. A fire power demonstration                 | 1   | 2  |
| 3. A water safety or navigation demonstration | 1   | 2  |
| 4. A drill or parade                          | 1   | 2  |
| 5. A band or choir concert                    | 1   | 2  |
| 6. A tour of a military base                  | 1   | 2  |
| 7. An aircraft display                        | 1   | 2  |
| 8. A ship visit                               | 1   | 2  |
| 9. An other event                             | 1   | 2  |

|      |                                                                                                                                                        |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKIP | IF NONE OF Q.619_C1-1--Q.619_C1-9 = 1 AND YOUNGER SUBSAMPLE, SKIP TO Q.620. IF NONE OF Q.619_C1-1--Q.619_C1-9 = 1 AND OLDER SUBSAMPLES, SKIP TO Q.628. |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|

619\_C2 What service was represented during the (EVENT NAME)?  
Was it the ...

- 1. Army,
- 2. Navy,
- 3. Marine Corps,
- 4. Air Force,
- 5. Coast Guard, or
- 6. All of the Services together?

|                                                                 |
|-----------------------------------------------------------------|
| REPEAT Q.619_C2 FOR EACH EVENT REPORTED AS ATTENDED IN Q.619_C1 |
|-----------------------------------------------------------------|

619\_C3 Did any of the events you attended increase the likelihood that you might join the military?

- 1 = YES
- 2 = NO → [SKIP TO Q.620]

619\_C4 For which service was the likelihood of your joining increased? [ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = MARINE CORPS
- 4 = AIR FORCE
- 5 = COAST GUARD
- 6 = NONE IN PARTICULAR

620 Within the last 12 months, have you received any military recruiting literature in the mail without asking for it?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.622.]

621 Which military 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 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES
- 7 = NATIONAL GUARD
- 8 = RESERVES

622 Within the last 12 months, have you made a toll-free call for information about the military?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.625]

623 Which military services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = COAST GUARD
- 6 = U.S. ARMED FORCES/ALL SERVICES
- 7 = NATIONAL GUARD
- 8 = RESERVES

625 Within the last 12 months, have you sent a postcard or coupon for information about the military?

1 = YES  
2 = NO  
8 = DK  
9 = RE } → [SKIP TO Q.627.]

626 Which military 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 = COAST GUARD  
6 = U.S. ARMED FORCES/ALL SERVICES  
7 = NATIONAL GUARD  
8 = RESERVES

627 Within the last 12 months, have you visited a recruiting station for information about the military?

1 = YES  
2 = NO

628 Have you ever talked with any military recruiter to get information about the military?

1 = YES  
2 = NO  
8 = DK  
9 = RE } → [SKIP TO Q.630.]

629 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  
5 = COAST GUARD  
8 = DK  
9 = RE } [SKIP TO Q.645.]

|      |                                                                                                                                                                                                                                                    |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKIP | IF Q.629 = 1, SKIP TO Q.631.<br>IF Q.629 ≠ 1 AND Q.629 = 2, SKIP TO Q.634.<br>IF Q.629 ≠ 1 OR 2 AND Q.629 = 3, SKIP TO Q.637.<br>IF Q.629 ≠ 1 OR 2 OR 3 AND Q.629 = 4, SKIP TO Q.640.<br>IF Q.629 ≠ 1 OR 2 OR 3 OR 4 AND Q.629 = 5, SKIP TO Q.643. |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

630 Do you think that, in the future, you might talk to a recruiter to get information about the military?

1 = YES }  
2 = NO } + [SKIP TO Q.645.]  
8 = DK }  
9 = RE }

631 Did the Air Force recruiter represent the...

1 = active Air Force,  
2 = the Air Force Reserve, or  
3 = the Air National Guard?

632A How did you and the Air Force recruiter get in touch the first time you talked? Did you...

1 = get a phone call from the recruiter, or  
2 = did you call the recruiter, or  
3 = talk at a recruiting station, or  
4 = talk at a job fair, or  
5 = talk at school, or  
6 = did you get in touch some other way?

633 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

FORMAT: 12 [USE LEADING ZERO.]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 75-88

|      |                                                                                                                                                                                                       |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKIP | IF Q.629 ≠ 2 AND Q.629 = 3, SKIP TO Q.637.<br>IF Q.629 ≠ 2 OR 3 AND Q.629 = 4, SKIP TO Q.640.<br>IF Q.629 ≠ 2 OR 3 OR 4, AND Q.629 = 5, SKIP TO Q.643.<br>IF Q.629 ≠ 2 OR 3 OR 4 OR 5, SKIP TO Q.645. |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

634 Did the Army recruiter represent the...

1 = active Army,  
2 = the Army Reserve, or  
3 = the Army National Guard?

635A How did you and the Army recruiter get in touch the first time you talked? Did you...

1 = get a phone call from the recruiter, or  
2 = did you call the recruiter, or  
3 = talk at a recruiting station, or  
4 = talk at a job fair, or  
5 = talk at school, or  
6 = did you get in touch some other way?

636 When did you last talk with the Army recruiter--what month and year was your last contact with an Army recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]  
RANGE: 01-12

ENTER YEAR

FORMAT: 12  
RANGE: 75-88

|      |                                                                                                                                                        |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKIP | IF Q.629 $\neq$ 3 AND Q.629 = 4, SKIP TO Q.640.<br>IF Q.629 $\neq$ 3 OR 4 AND Q.629 = 5, SKIP TO Q.643.<br>IF Q.629 $\neq$ 3 OR 4 OR 5, SKIP TO Q.645. |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|

637 Did the Marine Corps recruiter represent the...

- 1 = active Marine Corps, or
- 2 = the Marine Corps Reserve?
- 3 = BOTH OF THE COMPONENTS ABOVE

638A How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
- 2 = did you call the recruiter, or
- 3 = talk at a recruiting station, or
- 4 = talk at a job fair, or
- 5 = talk at school, or
- 6 = did you get in touch some other way?

639 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

FORMAT: 12 [USE LEADING ZERO.]  
RANGE: 01-12

ENTER YEAR

FORMAT: 12  
RANGE: 75-88

|      |                                                                                           |
|------|-------------------------------------------------------------------------------------------|
| SKIP | IF Q.629 $\neq$ 4 AND Q.629 = 5, SKIP TO Q.643.<br>IF Q.629 $\neq$ 4 OR 5, SKIP TO Q.645. |
|------|-------------------------------------------------------------------------------------------|

640 Did the Navy recruiter represent the...

- 1 = active Navy, or
- 2 = the Naval Reserves?
- 3 = BOTH OF THE COMPONENTS ABOVE



646 Do you think you might take the written test required for the military in the future?

- 1 = YES
  - 2 = NO
  - 8 = DK
- } + [SKIP TO Q.649.]

647 Where did you take this written test? Did you take the ASVAB...

- 1 = at your high school,
- 2 = at a Military Entrance Processing Station (MEPS), or
- 3 = somewhere else?

Now, I'd like to get some opinions about the five active-duty Services. Please tell me which Service, if any, you think about first when I mention each item.

SERIES Q.650--Q.659 ASKED IN RANDOM ORDER.

WITHIN EACH QUESTION IN THE SERIES Q.650--Q.659, THE SERVICES ARE LISTED IN ONE OF FIVE SEQUENCES. THE PARTICULAR SEQUENCE IS DETERMINED RANDOMLY BEFORE ANY QUESTION IN THE SERIES IS PRESENTED AND THAT SEQUENCE IS USED FOR EVERY QUESTION IN THE SERIES.

650 (Which one Service do you think of first when I mention...)

"Provides money for education? Do you first think of the...

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "provides money for education?"]

651 (Which one Service do you think of first when I mention...)

"Lack of personal freedom?" (Do you first think of the ...

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "lack of personal freedom?"]



652 (Which one Service do you think of first when I mention...)

"Teaches valuable skills and trades?" (Do you first think of the...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "teaches valuable skills and trades?"]

653 (Which one Service do you think of first when I mention...)

"Extended duty away from immediate family?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: "Which one Service do you think of first when I mention "extended duty away from immediate family?"]

654 (Which one Service do you think of first when I mention...)

"Opportunities for promotion and advancement?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "opportunities for promotion and advancement?"]

655 (Which one Service do you think of first when I mention...)

"Equal pay and advancement for men and women?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "equal pay and advancement for men and women?"]

656 (Which one Service do you think of first when I mention...)

"Assignment to work that does not prepare you for a civilian career?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "assignment to work that does not prepare you for a civilian career?"]

657 (Which one Service do you think of first when I mention...)

"Defending your country?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "defending your country?"]

658 (Which one Service do you think of first when I mention...)

"Working in a high-technology environment?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "working in a high-technology environment?"]

659 Which one Service do you think of first when I mention...

"Work in or near a combat zone?) (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force/Coast Guard),
- 2 = (Navy/Marines/Air Force/Coast Guard/Army),
- 3 = (Marines/Air Force/Coast Guard/Army/Navy),
- 4 = (Air Force/Coast Guard/Army/Navy/Marines), or
- 5 = (Coast Guard/Army/Navy/Marines/Air Force)?
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "work in or near a combat zone?"]

Now I'd like you to tell me your reactions to some programs and possible benefits for services in the military or civilian sector.

660A If the government would pay [low/moderate/high] to be used [for educational expenses/for educational expenses or as a down payment on a house.] After [4/3/2] years of service, would you...

- 1 = definitely enlist
  - 2 = probably enlist
  - 3 = probably not enlist
  - 4 = definitely not enlist
- } → [SKIP TO Q. 660C.]

LOW/MODERATE/HIGH AMOUNTS WILL VARY RANDOMLY CONDITIONED ON YEARS OF SERVICE VARIABLE WHICH IS RANDOMLY ASSIGNED.

| <u>Years of Service</u> | <u>Low</u> | <u>Moderate</u> | <u>High</u> |
|-------------------------|------------|-----------------|-------------|
| 4                       | \$24,000   | \$36,000        | \$48,000    |
| 3                       | \$18,000   | \$27,000        | \$36,000    |
| 2                       | \$12,000   | \$18,000        | \$24,000    |

USE STATEMENT IS ALSO ASSIGNED RANDOMLY.

660B If you were to enlist, would that be in the...

- |                  |   |                                                             |
|------------------|---|-------------------------------------------------------------|
| 1 = Army         | } | + SERVICES LISTED IN SEQUENTIAL ORDER<br>AFTER RANDOM START |
| 2 = Navy         |   |                                                             |
| 3 = Marine Corps |   |                                                             |
| 4 = Air Force    |   |                                                             |
| 5 = Coast Guard  |   |                                                             |

660C Another program being considered is national service in a civilian activity. This might include work such as outdoor conservation or community service in a hospital or day care center. If you could be in this kind of program and receive [\$ which is about the same benefits as being in the military/.83\*\$ instead of \$ for military service/.67\*\$ instead of \$ for military service] while living at home, would you participate in this type of service instead of military service? Would you say...

- |                      |   |                      |
|----------------------|---|----------------------|
| 1 = definitely       | } | + [SKIP TO Q. 660E.] |
| 2 = probably         |   |                      |
| 3 = probably not, or |   |                      |
| 4 = definitely not.  |   |                      |

FOR Q. 660C, \$ REFERS TO THE AMOUNT INSERTED FOR Q. 660.  
THE THREE OPTIONS ARE PRESENTED RANDOMLY.

660D If you could sign up for civilian service one year at a time, then would you prefer civilian service to military service? (Would you say...

- 1 = definitely
- 2 = probably
- 3 = probably not
- 4 = definitely not)

660E The Defense Department is considering a large study to determine the fitness of young people. Selected individuals would be asked to go to a military examining station, receive a complete physical examination, take a battery of aptitude tests, and answer some questions about their background and interest in the military. The results of the study would be completely confidential, and no one in the study would be required to enlist. If the government were to pay all the expenses, including lodging in a hotel if you had to stay overnight, and would pay you [\$50/\$100/\$200] for your trouble, would you be willing to participate? Would you say...

- |                    |   |                   |
|--------------------|---|-------------------|
| 1 = definitely     | } | + [SKIP TO Q.664] |
| 2 = probably       |   |                   |
| 3 = probably not   |   |                   |
| 4 = definitely not |   |                   |

FOR Q. 660E, DOLLAR AMOUNTS ARE ASSIGNED RANDOMLY.

- 660F Would you be willing to participate if the examination were given in a civilian facility instead of a military testing station?  
(Would you say...
- 1 = definitely
  - 2 = probably
  - 3 = probably not
  - 4 = definitely not)
- 664 Currently, women are restricted by law from military duties involving combat. What is your opinion about changing the law so that women would be allowed to volunteer for combat assignments? Would you ...
- 1 = favor such a change,
  - 2 = neither favor nor oppose a change, or
  - 3 = oppose such a change?
- 665 Under current law, only young men are required to register for the draft. If the draft were reinstated, only young men would be subject to being called. What is your opinion about changing the law so that both women and men would be required to register for the draft and be subject to being called? Would you ...
- 1 = favor such a change,
  - 2 = neither favor nor oppose a change, or
  - 3 = oppose such a change?
- 682 Has a good friend or close relative of yours signed up with one of the military services within the last 6 months?
- 1 = YES
  - 2 = NO → SKIP TO Q. 683
- 682A In which branch of the military did your friend or relative enlist?
- 1 = ARMY
  - 2 = NAVY
  - 3 = AIR FORCE
  - 4 = MARINES
  - 5 = COAST GUARD
  - 6 = NATIONAL GUARD
  - 7 = RESERVES
- 683 Within the last year or so, have you discussed with anyone the possibility of your serving in the military?
- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.690.]

684A With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Anyone else?] [ENTER CODE FOR EACH MENTION.]

- 01 = FRIEND(S)
- 02 = MOTHER
- 03 = FATHER
- 04 = A BROTHER OR SISTER
- 05 = SOME OTHER RELATIVE
- 06 = BOY/GIRL FRIEND OR SPOUSE
- 07 = A TEACHER
- 08 = A COUNSELOR AT SCHOOL
- 09 = A RECRUITER
- 10 = A CO-WORKER
- 11 = AN EMPLOYER

690 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?

691 How do the people who matter most to you feel about your serving in the active military? Would you say that most of them are...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

692 How do you feel about serving in the active military yourself? Are you...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

Next, I have a few questions about your education.

698 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 Q.700.]
- 2 = NO

699 In the future do you plan to take a college entrance examination?

- 1 = YES
- 2 = NO

|      |                                                         |
|------|---------------------------------------------------------|
| SKIP | IF Q.404 < 9 AND Q.407 $\Rightarrow$ 2, SKIP TO Q.713A. |
|------|---------------------------------------------------------|

700      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)

701      (Is/Was) your high school program...

- 1 = academic or college preparatory,
- 2 = commercial or business training,
- 3 = vocational or technical?

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.

702      Elementary algebra (ALGEBRA I)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

703      Plane geometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

704      Business math

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

705      Computer science

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

706 Intermediate algebra (ALGEBRA II)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

707 Trigonometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

708 Calculus

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

709 Physics

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

|      |                                                |
|------|------------------------------------------------|
| SKIP | IF OLDER MALE OR OLDER FEMALE, SKIP TO Q.713A. |
|------|------------------------------------------------|

710 (Does/Did) your high school have a computerized system that provide(s/d) information about careers?

- 1 = YES
- 2 = NO
- 3 = DK } +[SKIP TO Q.713A.]

711 In using this system, did you get any information about the military?

- 1 = YES
- 2 = NO
- 3 = DID NOT USE SYSTEM } + [SKIP TO Q.713A]

712 Did the information about the military that you got from the system increase your interest in the military?

- 1 = YES
- 2 = NO



713A      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
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713B      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
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

710C      Just to be sure we are representing all groups in our survey, I need to ask you a few more questions. Please tell me whether you are currently...

- 1 = married,
- 2 = widowed,
- 3 = separated,
- 4 = divorced, or
- 5 = are you single and never been married?

- 714 Do you consider yourself... [IF "HISPANIC" PROBE: Do you consider your race to be white, black, Asian, or American Indian?]
- 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?
- 715 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
- 716 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
- DK = Doesn't know
  - N = No SSN
  - RE = Refusal
  - X = Asked questions
- 716 Finally, I would like to ask for your Social Security Number. You have provided a great deal of information about your attitudes toward the military and interest in joining the military. It improves our ability to analyze these data if we can relate the attitudes and opinions of all study participants to later enlistments in the military. To be able to do this, we need your Social Security Number. As with all other questions, providing this information is voluntary, nothing will happen if you do not provide it, and you are protected from unauthorized uses by the Privacy Act of 1974. Recording this number is authorized by Executive Order Number 9397.
- ENTER THE 9-DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.  
[DO NOT ENTER DASHES IN SSN NUMBER] FORMAT: 123456789
- DK = Doesn't know
  - N = No SSN
  - RE = Refusal
  - X = Asked questions

|      |                                                |
|------|------------------------------------------------|
| SKIP | IF Q.716 ≠ RE or X, SKIP TO Closing Statement. |
|------|------------------------------------------------|

717

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

DK = Doesn't know

N = No SSN

RE = Refusal

CLOSING  
STATEMENT

This concludes our interview. Thank you very much for your time and cooperation in this important study. Have a good (day/evening). Goodbye.