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**YOUTH ATTITUDE TRACKING STUDY 1995:
PROPENSITY AND ADVERTISING REPORT**

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YOUTH ATTITUDE TRACKING STUDY 1995: PROPENSITY AND ADVERTISING REPORT

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The Youth Attitude Tracking Study (YATS) is an annual survey of American youth between the ages of 16 and 24. The 1995 administration was performed by Westat, Inc., under contract MDA903-90-C-0236 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Force Management Policy). This annual report presents the methodologies and findings associated with the 1995 YATS administration which was conducted during the Fall of 1995. The dedication and contributions of many individuals, both internal and external to Westat, led to the success of this report.

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EXECUTIVE SUMMARY

This report presents major findings from the Fall 1995 Youth Attitude Tracking Study (YATS) survey administration. Information in this report includes demographic characteristics, enlistment propensity (active and Reserve), military advertising awareness, and slogan recognition levels of American youth.

The annual YATS series dates back to 1975 and continues to provide critical information about future plans and military perceptions of American youth. Approximately 10,800 interviews were conducted between September 11, 1995 and November 19, 1995 with respondents between the ages of 16 and 24 who had no prior military experience. Interviews were conducted using the computer assisted telephone interviewing (CATI) methodology and lasted approximately 30 minutes. The Fall 1995 sample was selected using a list-assisted random digit dialing (RDD) method and included an oversample of black youth.

YATS Demographic Profile

The YATS population can be categorized according to various demographics such as age, race/ethnicity, marital status, school status, employment status, and region of residence. Three of these factors--school status, employment status, and marital status are highly correlated with age. The majority of 16-17 year-olds are non-senior high school students and the largest percentage of 18-24 year-olds are postsecondary or graduate students. Older males were also more likely to be employed than younger males. Findings also show that females marry at a younger age than males, and marriage rates increased as age increased. Approximately two-thirds of the population are white, 15 percent are black, and 14 percent are Hispanic youth, and more than 60 percent resided in the South or North Central regions of the country.

Enlistment Propensity

The primary focus of YATS continues to be enlistment propensity. Propensity is measured with questions which ask respondents about their likelihood of serving in the active Military Services (i.e., Army, Navy, Marine Corps, Air Force, and Coast Guard) or Reserve components (i.e., National Guard and Reserves) in the near future. Trends since 1990 show that propensity was relatively high in 1990 and 1991 and then declined in the following years. Propensity among females has not declined since 1992, and 1995 findings indicate that the decline in propensity among males may have ended. In 1995, 21.8 percent of the males and 10.0 percent of the females expressed interest in joining an active Military Service. Propensity toward the active Services were

highest for the Air Force and Army and 6.4 percent of males and 1.7 percent of females provided an unaided mention of joining the military.

Respondent are also asked two questions about Reserve components, "*How likely is it that you will be serving in the National Guard?*" and "*How likely is it that you will be serving in the Reserves?*" A composite measure which combines responses from these two questions shows that 16.2 percent of males and 8.5 percent of females expressed interest in joining a Reserve/Guard component. Propensity for the Reserves is also higher than for the National Guard. Among youth who expressed an interest in the National Guard, propensity for the Army National Guard was higher than the Air National Guard, and the Army Reserves was the most popular Service among those who were interested in the Reserves. Reserve composite propensity is less than active composite propensity for youth of all ages. However, the difference between active and Reserve propensity is greater among males than females.

Two of the factors associated with active and Reserve propensity are gender and age. Males express positive propensity more frequently than females and positive propensity declines as age increases. Propensity is also higher among black and Hispanic youth than white youth.

Military Advertising

Significantly more males (87.8 percent) recalled seeing or hearing military advertising in the past year than females (86.1 percent). Recall of Service-specific advertising was greater among males than females also. Youth reported hearing or seeing Army advertising most frequently, followed by Marine Corps advertising. Respondents were also asked about Joint Service advertising--advertising "in which all Services were represented." Approximately 25.4 percent of males and 21.3 percent of females recalled Joint Service advertising from the past year.

Advertising awareness was also analyzed within sociodemographic groups. For males and females, advertising recall increased among both students and non-students as the level of educational attainment increased. Awareness of general advertising was significantly higher among whites than blacks, and significantly higher among blacks than Hispanics. The relationship between recruiter contact and advertising awareness is also presented in this report. Significantly more youth who recalled military advertising had contacted a recruiter in the past year compared to youth who did not recall advertising.

Advertising Slogan Recognition

Youth participating in YATS were also asked to identify various slogans used by the Services in their advertising campaigns. Trends in recognition since 1990 show that recognition levels are higher among males than females, but patterns and rank order of correct recognition are similar for males and females. In 1995, slogans used by the Army and Air Force were recognized most frequently by youth, but slogans used by the Coast Guard, Reserves, National Guard, and Joint Services were seldom recognized. Correct recognition of Marine Corps and Air Force slogans increased with age and recognition of Army slogans was greater among younger respondents.

The 1995 YATS continues to provide important information on attitudes and perceptions of American youth, with an emphasis on enlistment propensity. With this information, officials within the Department of Defense can better understand the youth of today who may someday choose to lead our military into the future.

1. INTRODUCTION

The annual Youth Attitude Tracking Study (YATS) has collected information from American youth vital to the Department of Defense since 1975. This information includes youth attitudes and opinions about future plans, perceptions of the military, military enlistment propensity, contact with military recruiters, and awareness of military advertising. This report presents findings from the Fall 1995 YATS administration. Although the report covers enlistment propensity (active and Reserve) and military advertising awareness, the primary emphasis is on enlistment propensity.

Overview of the Fall 1995 YATS Administration

The survey methodology used during the Fall 1995 administration is very similar to that used for past YATS administrations. Survey data was collected by over 280 interviewers using computer-assisted-telephone-interviewing (CATI) technology. Thirty-minute interviews were completed with 10,783 youth located throughout the United States randomly selected from the 16-24 year-old population. The sample frame excluded youth who were or had been in the military, and youth contracted to serve in the military and waiting to depart for basic training. Youth attending a military service academy or college ROTC were also ineligible for the survey. Interviews were conducted from September 11, 1995 through November 19, 1995.

The Fall 1995 effort selected a cross-sectional sample of youth using a list-assisted random digit dialing (RDD) method and included an oversample of black youth. The 1995 YATS was the first administration in the series to use a list-assisted RDD methodology. This list-assisted approach is more efficient than either the standard or modified Waksberg RDD designs used in previous administrations. This methodology has become available only recently with the "computerization" of the process being completed. In the past several years, the list-assisted selection methodology has been used by Westat on many projects. It was not considered for YATS, however, until strict comparability with results from the modified Waksberg RDD methodology was established. Details of the methodology used for the 1995 YATS administration can be found in a recent report (Wilson and Chu, 1995).

The Fall 1995 Propensity Report: Content Summary

Chapter 2 presents information on the demographic characteristics of the 1995 YATS population which includes age, gender, school status, employment status, race/ethnicity, and marital status. Chapter 3 provides data on enlistment propensity for the active forces and various demographics correlated with propensity, the estimated percentage of the youth population

saying they would “definitely” or “probably” serve in the military in the near future. This chapter also includes a section which presents trends in propensity from 1990 through 1995 to provide the reader with an historical perspective for active propensity. Chapter 4 presents similar information for Reserve propensity. Chapter 5 discusses advertising awareness among youth along with the relationship between advertising awareness and recruiter contact. Chapter 6 presents findings on recognition of military advertising slogans. Information in Chapters 5 and 6 may be used as a measure to evaluate the effectiveness of advertising campaigns used by the Services.

Data which appear throughout the report in tables and figures reflect estimated population percentages or “weighted” percentages. Tables presented in Chapters 3 through 6 also include standard errors for each percentage estimate. Estimates in some tables have been deleted because the standard error was found to be greater than five percentage points and were therefore considered unreliable.¹ Whenever the percentage estimate is zero, standard errors are not reported but are replaced by “NA” (Not Applicable). In addition, tables in Chapters 5 and 6 include annotations which present results of significance testing which was conducted between certain pairs of groups.

Finally, some of the data which appear in the tables are also represented graphically in figures. Where age is presented as a factor in the tables, estimates are presented by four different age groups. Figures which correspond to these tables are slightly different because estimates used in the graphs are based on single years of age versus age group. Whenever possible, figures and tables are labeled to facilitate easy cross-reference. For example, Figure 3-1 displays data from Table 3-1 and Figures 3-2A and 3-2B display data found in Table 3-2.

¹ YATS survey estimates require, for interpretation, consideration of their standard errors. Standard errors presented in this report are estimates of the precision of YATS survey statistics. Statistics with standard errors greater than five percentage points would have margins of error of plus or minus 10 percentage points and are considered too imprecise for publication.

2. DEMOGRAPHIC CHARACTERISTICS OF THE 1995 YATS POPULATION

Chapter 2 describes the sociodemographic characteristics of youth in the 1995 YATS population. This population is here characterized by age, gender, marital status, race/ethnicity, school status, employment status, and geographic region of residence.

Age Distribution and Estimated Population Counts

Table 2-1 and Figure 2-1 present the survey counts and target population estimates by age for males and females 16 to 24 years of age. The unweighted frequencies sum to 10,783 reflecting the number of interviews conducted during the 1995 administration. The youth population for 16 to 24 year-olds consists of 15.8 million males and 16.1 million females according to the Census' Fall 1995 Current Population Surveys (CPS).

The number of respondents interviewed generally decreases as age increases because older youth are more difficult to locate. Weighting adjustments are used so that the population estimates reflect true population proportions, as reported in the CPS. The differences between the unweighted frequencies and the population estimates reflect these adjustment weights. The percentage estimates in Table 2-1, and throughout this report, reflect weighted population estimates and show approximately the same number of males and females in each gender/age cohort.

Youth Attitude Tracking Study 1995: Propensity and Advertising Report
Demographic Characteristics of the 1995 YATS Population

Table 2-1. Fall 1995 YATS - Age Distribution of the YATS Sample and Survey Population

Age	Males			Females		
	<u>Unweighted</u>	<u>Estimated Population</u>		<u>Unweighted</u>	<u>Estimated Population</u>	
	N	Count* (000's)	Percent [#]	N	Count* (000's)	Percent [#]
16	1,146	1,947	12	583	1,843	11
17	1,061	1,887	12	524	1,778	11
18	844	1,870	12	464	1,827	11
19	768	1,754	11	414	1,747	11
20	723	1,636	10	370	1,738	11
21	711	1,609	10	352	1,696	11
22	620	1,665	11	356	1,688	10
23	628	1,630	10	326	1,770	11
24	559	1,793	11	334	1,995	12
Total	7,060	15,791	100	3,723	16,081	100

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

Percentage distributions may not sum to 100 due to rounding

Source: Q402 and CALCAGE.

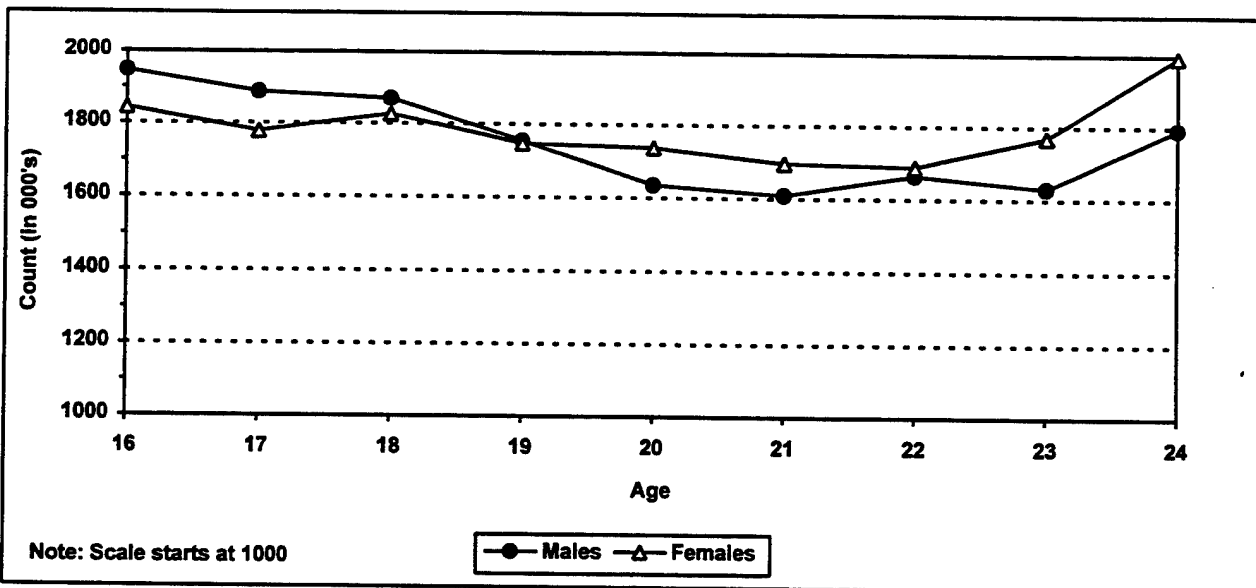


Figure 2-1. Fall 1995 YATS - Age Distribution of the YATS Survey Population, by Gender

School Status, Gender, and Age

Table 2-2 summarizes the school status, by gender and age, of the YATS population. These data are also presented in Figures 2-2A through 2-2C. For both males and females, the largest percentage of the YATS population consisted of postsecondary and graduate students. It should be noted that "postsecondary students" are high school graduates currently attending college or a business/vocational school. Postsecondary and graduate students are combined into one category to represent current students who have gone beyond the high school level.

The second largest percentage of the YATS population consisted of high school graduates. High school graduates are respondents who graduated from high school, but who are not currently enrolled and have completed no postsecondary education. "Some college" refers to non-students who have completed some college, but have not earned a bachelor's or higher degree, and "college graduate" refers to non-students who have at least a bachelor's degree.

Within the 16-17 year-old age group, 93 percent of the YATS population of males and 92 percent of the females are currently high school students. As age approaches 21 years, the percentage of youth who report being postsecondary students dramatically increases. For males in the oldest age group, the percentage of postsecondary students (27 percent) is 15 percent lower than the percentage of 20-21 year-old male postsecondary students (42 percent). For 22-24 year-old females, the percentage of postsecondary students (28 percent) is 19 percentage points lower than the percentage for 20-21 year-olds (47 percent).

Overall, results indicate a slightly higher level of educational achievement among females than among males. For example, 31 percent of females are currently students at the postsecondary or graduate level compared to 26 percent of males. However, the percentages of female and male high-school graduates are approximately the same (17 and 18 percent, respectively).

Youth Attitude Tracking Study 1995: Propensity and Advertising Report
Demographic Characteristics of the 1995 YATS Population

Table 2-2. Fall 1995 YATS - School Status, by Gender and Age

Gender/School Status ^a	Age				Total
	16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	
Males					
Non-completer	5	18	20	21	16
Non-senior high school student	62	3	1	0	16
High school senior	31	20	1	0	12
High school graduate	0	20	26	25	18
Some college	0	1	9	15	7
Postsecondary/Graduate student	1	38	42	27	26
College graduate	0	0	1	12	4
Total	100	100	100	100	100
Females					
Non-completer	5	10	15	19	13
Non-senior high school student	56	3	1	0	14
High school senior	36	12	2	1	12
High school graduate	1	23	25	20	17
Some college	0	2	8	17	8
Postsecondary/Graduate student	2	50	47	28	31
College graduate	0	0	1	15	5
Total	100	100	100	100	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

^a Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, and CALCAGE.

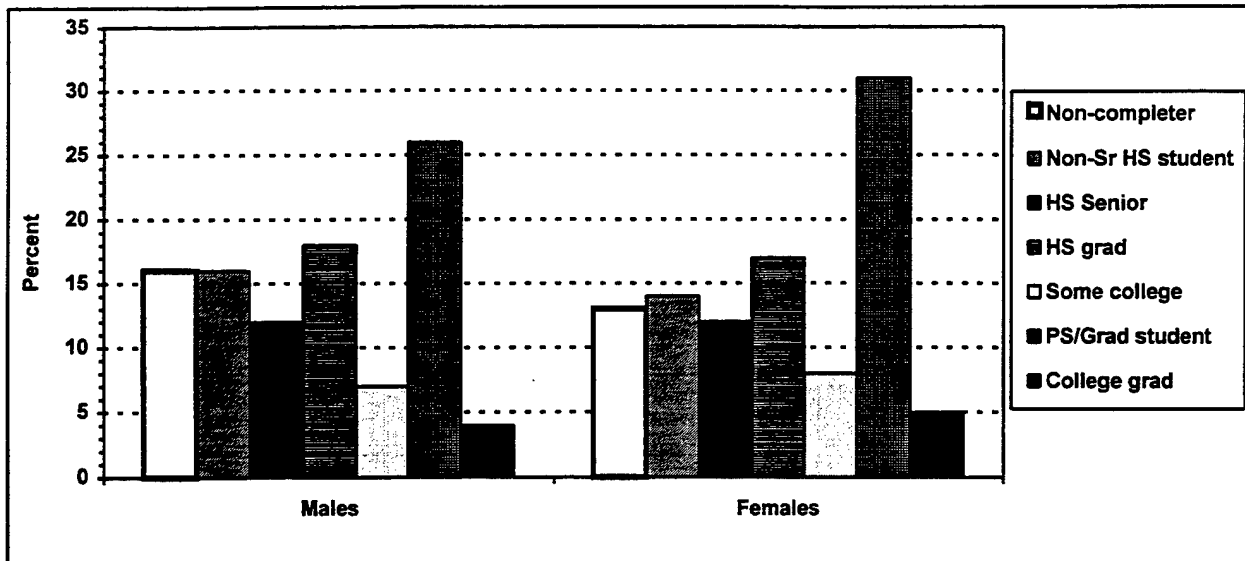


Figure 2-2A. Fall 1995 YATS - School Status, by Gender

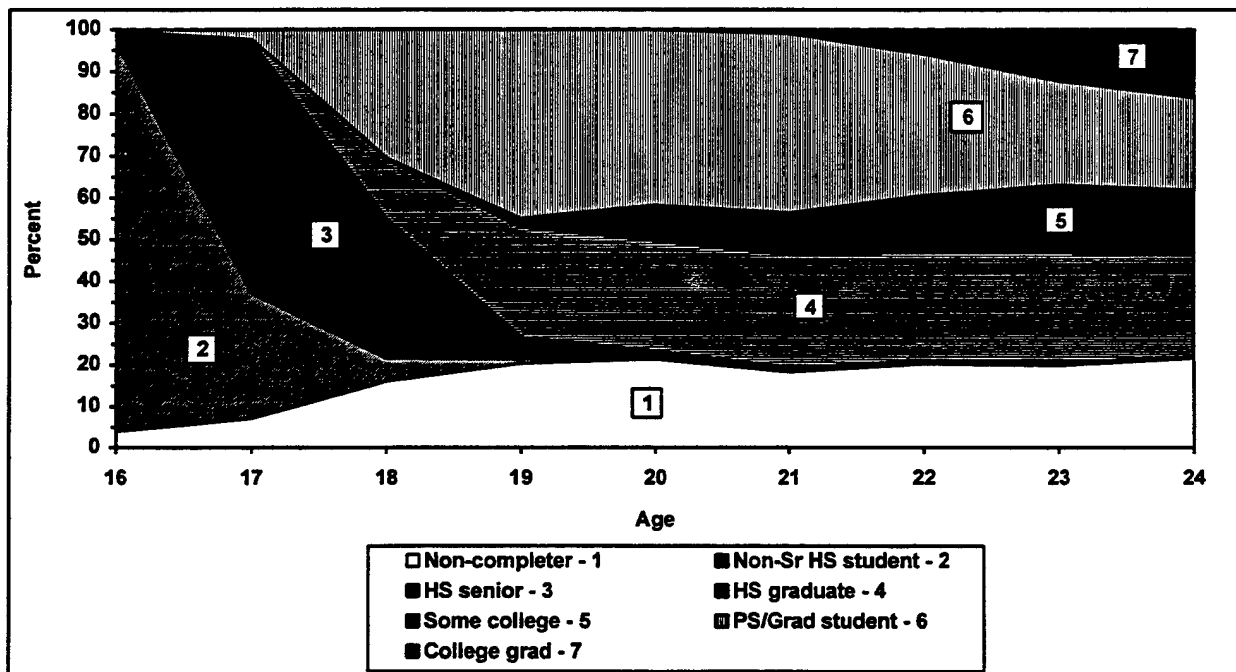


Figure 2-2B. Fall 1995 YATS - School Status Among Males, by Age

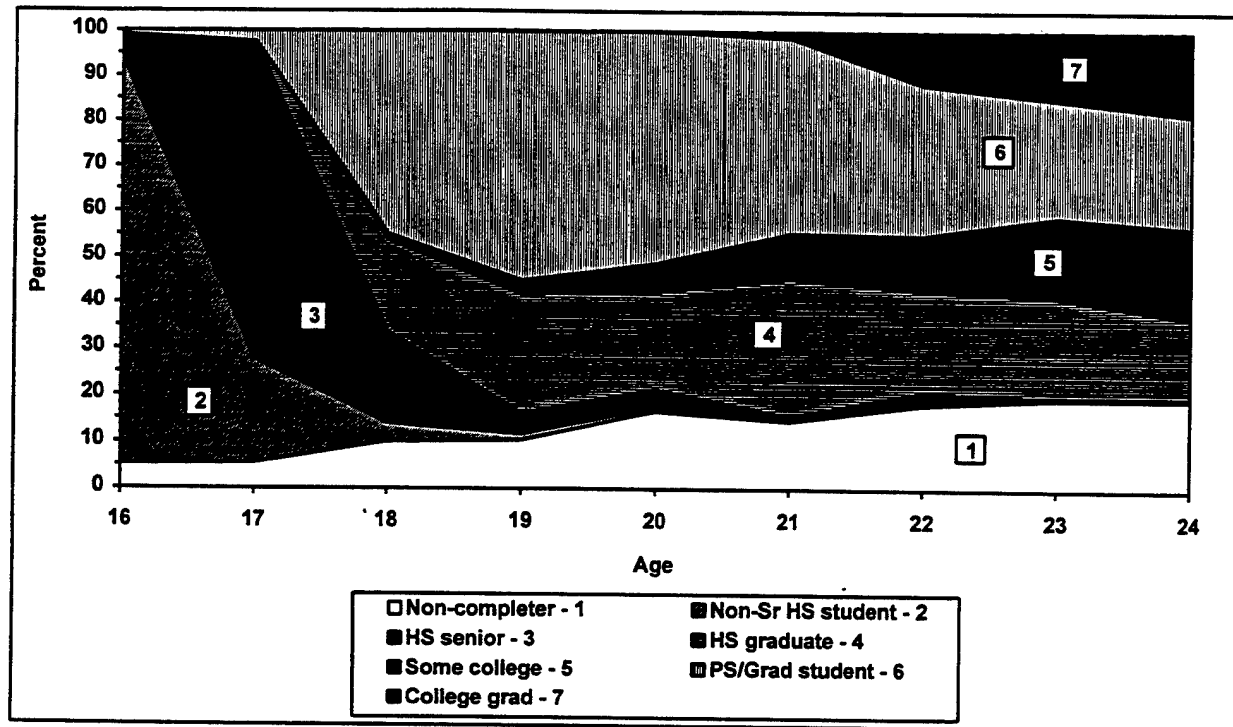


Figure 2-2C. Fall 1995 YATS - School Status Among Females, by Age

Employment Status by School Status, Gender, and Age

Table 2-3 presents the employment status of the YATS male population for selected age groups within school status categories. Employment rates increase with age within each school status category. For example, among postsecondary students, 52 percent of the 18-19 year-olds are employed, compared to 62 percent of the 20-21 year olds and 73 percent of the 22-24 year-olds. Among the eight school status categories, employment rates are higher for respondents who have attended at least some college than for the same age group in other education categories. For example, 90 percent of 20-21 year-old males with some college education are employed while only 83 percent of high school graduates and 79 percent of non-completers in the same age group are employed.

Current high school, postsecondary, or graduate students are more likely to be out of the labor force (i.e., not employed and not looking for work) than youth who are not students. Percentages for male students who are not employed and not looking for work range from 23 percent of the 18-19 year-old high school seniors to 39 percent of the 22-24 year-old graduate students. These percentages are higher than those among male youth who are not students. The percentages for non-students who are not employed and not looking for work range from 1 percent of 22-24 year-old college graduates to 10 percent of the 16-17 year-old non-completers.

Table 2-3. Fall 1995 YATS - Employment Status of Males, by School Status and Age

School Status ^a /Age	Employment Status		
	Employed	Not Employed, Looking	Not Employed, Not Looking
<u>Non-completers</u>			
16-17 year-olds	42	48	10
18-19 year-olds	61	31	8
20-21 year-olds	79	17	3
22-24 year-olds	83	13	4
<u>High school non-seniors</u>			
16-17 year-olds	37	34	29
<u>High school seniors</u>			
16-17 year-olds	52	19	29
18-19 year-olds	53	24	23
<u>High school graduates</u>			
18-19 year-olds	84	13	3
20-21 year-olds	83	13	4
22-24 year-olds	88	7	4
<u>Some college</u>			
20-21 year-olds	90	8	2
22-24 year-olds	95	3	2
<u>Postsecondary students</u>			
18-19 year-olds	52	16	33
20-21 year-olds	62	11	26
22-24 year-olds	73	7	20
<u>College graduates</u>			
22-24 year-olds	93	6	1
<u>Graduate students</u>			
22-24 year-olds	54	7	39

Note: Tabled values are percentages rounded to the nearest whole number.

^a Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.

Among youth who are or are aspiring to be part of the labor force (i.e., employed, or not employed but looking for work), older males are more likely to be employed than younger males. Older males are also less likely to be unemployed (i.e., not employed but looking for work), and less likely to be out of the labor force.

Male high school non-completers have greater difficulty finding employment than youth in the other school status categories. For example, 31 percent of the 18-19 year-old non-completers are unemployed but looking for work, compared to 24 percent of the high school seniors, 13 percent of the high school graduates, and 16 percent of postsecondary students in the same age group.

Table 2-4 presents employment statistics for females that are similar to those shown in Table 2-3 for males. In contrast to males, employment rates among females do not necessarily increase with age. However, as for males, the employment rate is higher among females who are college graduates or who have attended some college than among females in the other school status categories. For example, 86 percent of 20-21 year-olds who have some college education are employed compared with 69 percent of high school graduates, and 51 percent of non-completers in the same age group.

Generally, the percentage of female non-students who are unemployed but looking for work is higher than the percentage who are not looking for work. For example, 24 percent of 22-24 year-old non-completers are unemployed but looking for work compared to 18 percent of 22-24 year-old non-completers who are not employed and not looking for work.

Relative employment rates of men compared to women vary, depending on age and education status. Among high school graduates and non-completers, males are more likely to be employed than females. For example, 84 percent of 18-19 year-old high school graduate males are employed, compared with 77 percent of high school graduate females of the same age. Among postsecondary students, however, females are more likely to be employed than males.

For youth who are not employed and not looking for work, the percentage of females is larger than the percentage of males at all education levels except the postsecondary and graduate levels. At these higher educational levels, males are more likely to be out of the labor force (i.e., not working and not looking for work).

Table 2-4. Fall 1995 YATS - Employment Status of Females, by School Status and Age

School Status ^a /Age	Employment Status		
	Employed	Not Employed, Looking	Not Employed, Not Looking
<u>Non-completers</u>			
16-17 year-olds	30	47	22
18-19 year-olds	34	34	32
20-21 year-olds	51	19	30
22-24 year-olds	57	24	18
<u>High school non-seniors</u>			
16-17 year-olds	33	33	34
<u>High school seniors</u>			
16-17 year-olds	53	18	29
18-19 year-olds	41	27	32
<u>High school graduates</u>			
18-19 year-olds	77	16	7
20-21 year-olds	69	16	14
22-24 year-olds	80	10	9
<u>Some college</u>			
20-21 year-olds	86	8	6
22-24 year-olds	81	5	14
<u>Postsecondary students</u>			
18-19 year-olds	60	14	26
20-21 year-olds	63	11	26
22-24 year-olds	74	10	16
<u>College graduates</u>			
22-24 year-olds	95	4	2
<u>Graduate students</u>			
22-24 year-olds	74	5	20

Note: Tabled values are percentages rounded to the nearest whole number.

^a Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students but have graduated from high school in the past.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.

Race/Ethnicity and Gender

Population distributions by racial/ethnic background for white (non-Hispanic), black (non-Hispanic) and Hispanic respondents are presented in Table 2-5 and illustrated in Figure 2-3. Approximately 67 percent of the YATS population were white. Of the remaining 33 percent, there were slightly more blacks than Hispanics. This table does not reflect individuals who fall within the "Other" category, primarily Asians, Pacific Islanders, Native Americans, and Alaskan Natives. Together, these other ethnic groups comprise approximately 4 percent of the YATS population. With respect to gender, there is a slightly higher percentage of females than males among black youth.

Table 2-5. Fall 1995 YATS - Race/Ethnicity, by Gender

Gender	Race/Ethnicity		
	White	Black	Hispanic
Males	68	13	14
Females	67	16	14
Total	67	15	14

Note: Tabled values are percentages rounded to the nearest whole number.

Source: Q402, Q714, Q715.

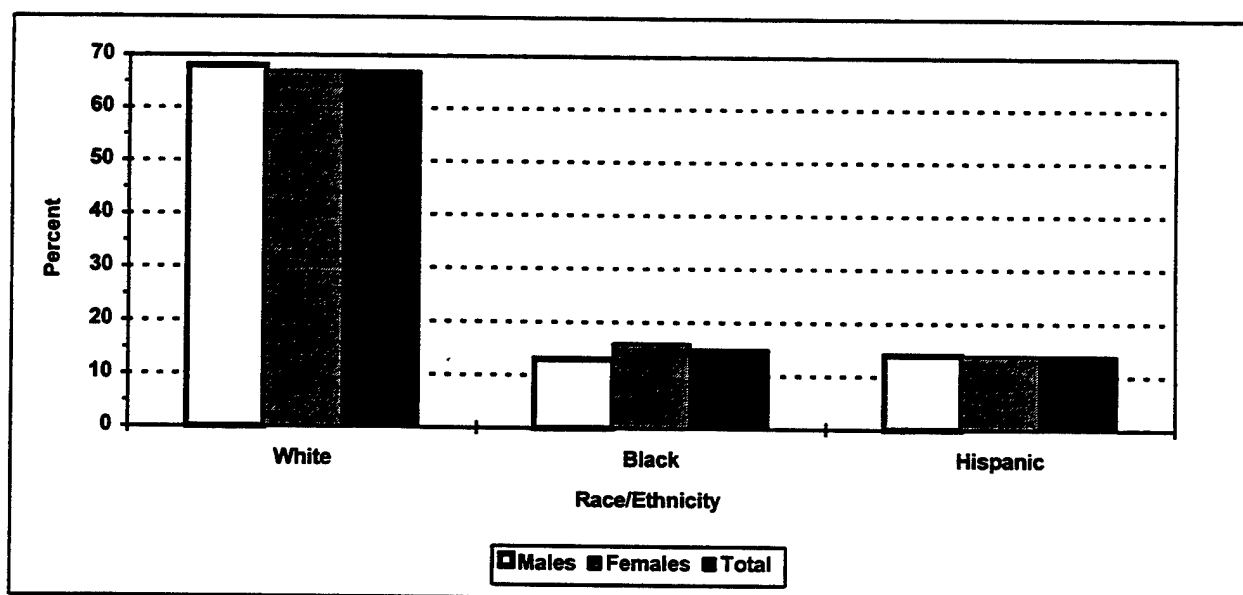


Figure 2-3. Fall 1995 YATS - Race/Ethnicity, by Gender

Region and Gender

Table 2-6 and Figure 2-4 present distributions of the 1995 YATS population by region of residence and gender. Male youth from the southern United States are the most numerous, representing 38 percent of the male YATS population and Southern females representing 37 percent of the female population. The next largest region represented was the North Central with 25 percent of the population overall. Combined, respondents from these two regions represent over 60 percent of the YATS population.

Table 2-6. Fall 1995 YATS - Region, by Gender

Gender	Region			
	<u>Northeast</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
Males	17	25	38	21
Females	17	25	37	21
Total	17	25	37	21

Note: Tabled values are percentages rounded to the nearest whole number.

Source: Q402 and REGION.

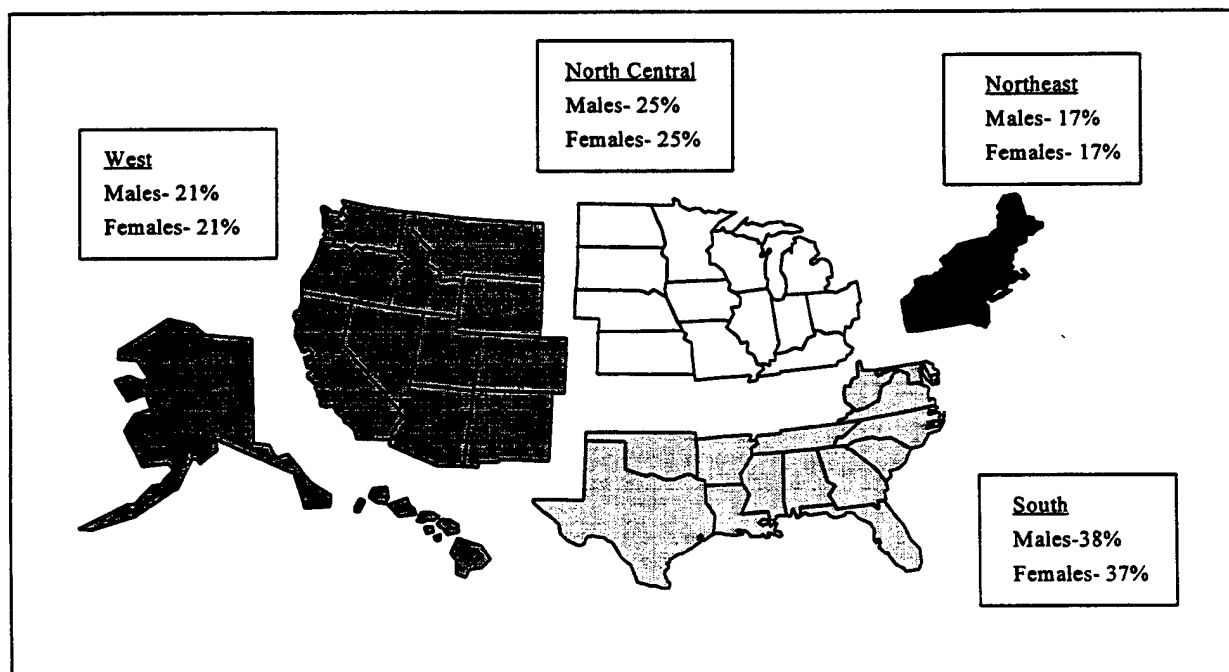


Figure 2-4. Fall 1995 YATS - Region, by Gender

Marital Status, Gender, and Age

Table 2-7 presents the marital status of the 1995 YATS population for males and females within four age groups: 16-17 year-olds, 18-19 year-olds, 20-21 year-olds, and 22-24 year-olds. Marital status is highly correlated with age. The older a youth, the more likely he/she has been married in the past or is currently married.

Within each age group, the percentage of females who are or have been married is greater than the percentage of married males. This difference increases as age increases. For example, among 16-17 year-olds, females were only 1 percentage point more likely than males to be married. This difference is 6 percent among the 18-19 year-olds, 9 percent among 20-21 year-olds, and 11 percent among 22-24 year-olds.

Table 2-7. Fall 1995 YATS - Marital Status, by Gender and Age

Gender/Marital Status	Age				Total
	16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	
Males					
Never married	100	98	91	74	89
Currently married	0	2	8	22	9
Other ^a	0	0	1	4	1
Total	100	100	100	100	100
Females					
Never married	99	91	81	60	80
Currently married	1	8	17	33	17
Other ^a	0	1	3	7	3
Total	100	100	100	100	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

^aIncludes widowed, divorced, or separated.

Source: Q402, Q713C, and CALCAGE.

Summary of Population Characteristics

The YATS population has been summarized in this chapter using seven demographic characteristics: age, gender, race, marital status, school status, employment status, and geographic region of residence. Weighted population estimates are presented for each characteristic.

School status, employment status, and marital status were all found to be related to age of the respondent. The largest percentage of the youngest respondents (16-17 year-olds) were non-senior high school students, while the majority of youth between the ages of 18 and 24 were postsecondary or graduate students. Older males were more likely to be employed than younger males. Some educational categories of older females, on the other hand, were less likely to be employed than their younger counterparts. Generally, among non-students, persons with more education are more likely to be employed.

Approximately two-thirds of the YATS population are white non-Hispanic. About 15 percent are black non-Hispanic, and 14 percent are Hispanic. Over 60 percent of the YATS population live in either the South or North Central United States. Older youth were more likely to be married or to have been married than younger youth. Females were more likely to be married than males.

3. ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY SERVICES

This year marks the twenty-first year in which YATS has measured the enlistment propensity of American youth. Propensity measures are critical to the mission of the Department of Defense, its military services, and to military recruiters. YATS propensity measures are correlated with enlistment behavior, the enlistment of youth in the active Military Services. Therefore, YATS propensity measures provide objective indicators of enlistment supply to the Services, and to DoD and Congressional policy makers. This chapter presents trends in propensity covering the 1990 through 1995 YATS, as well as relationships of demographic variables to propensity results shown in the 1995 YATS. Both the historical and 1995 YATS results show how sociodemographic characteristics of the youth population are related to enlistment propensity.

Propensity Measures

Since the first YATS administration in 1975, the questions which measure youth propensity have remained unchanged. Each respondent is asked *"How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, Air Force, or Coast Guard]?"* The question is asked for each Service, though the order of the questions varies by respondent. Those who say they will "definitely" or "probably" be serving on active duty are counted as having "positive" propensity for the Service named. Those who say they will "probably not" or "definitely not" be on active duty, together with the few who say they "don't know" or refuse to answer the question, are counted as having "negative" propensity. Propensity for a specific Service is reported as the percentage of respondents who indicate positive propensity for that Service, and positive active composite propensity is the percentage who indicate positive propensity for one or more of the four active Services. Responses to the Coast Guard question are not included in the measurement of active composite propensity.

Prior to any questions concerning military enlistment, respondents are asked *"Now let's talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?"* Common responses include going to school, working, and entering military service. Respondents are encouraged to indicate all of the things they might be doing, and those who mention military service in general, or one of the Services specifically, are counted as having provided an "unaided mention" of military service--"unaided" because the topic of military service is provided by the respondent, not the interviewer. "Unaided propensity" is the percentage of respondents providing an unaided mention of probable future military service.

The following sections summarize recent levels of composite, unaided, and Service-specific propensity. The initial sections describe propensity results from 1990 through 1995, broken out by selected demographic characteristics. This historical perspective should provide the reader with a baseline to assist in interpreting the findings presented from the 1995 administration. The remaining sections provide more detailed estimates of the 1995 propensity results, also broken out by demographic characteristics. Each table presenting data for males in this chapter has a corresponding table for females, except where data for both genders are integrated into a single table. Whenever possible, tables and figures presenting the same data are similarly numbered. For example, Figure 3-1 illustrates statistics presented in Table 3-1.

Historical Trends in Enlistment Propensity

This section presents historical trends for various measures of propensity, broken out by gender, age, and race/ethnicity. It shows how propensity has declined in recent years, and suggests that the decline in propensity may have abated. The trend lines also show relationships among different measures of propensity, and of propensity among different demographic groups, that have remained stable over time.

Trends in Enlistment Propensity by Gender

Trends in enlistment propensity are presented in Table 3-1 (males) and Table 3-2 (females) and Figure 3-1 (males) and Figure 3-2A (females). Figure 3-2B compares active composite propensity and unaided mentions among males and females. A number of general observations can be made. First, "propensity" varies greatly as a function of the propensity measure. Composite active propensity is higher than any Service-specific measure by a factor of at least 1.5:1, and exceeds unaided mentions across all years by a factor of at least 3:1. The percentage of unaided mentions is consistently lower than any Service-specific propensity. Second, male enlistment propensity exceeds the corresponding propensity reported for females across all reported years.

Among males, propensity was relatively high in 1990/1991, and declined thereafter. Generally, propensity declined among females as well, though unaided mentions and propensity for the Marine Corps and Coast Guard appear relatively stable from 1990 through 1994. With the exception of Coast Guard propensity for males and Army propensity for females, propensity either remained level or rose slightly from 1994 to 1995, suggesting the downward trend in propensity observed from 1991 through 1994 for all of the Services may have ended.

Table 3-1. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1990-1995

Propensity Measure	Year					
	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
<u>Composite</u>	26.5 (0.6)	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)
<u>Unaided Mention</u>	5.5 (0.3)	6.6 (0.5)	5.5 (0.4)	5.7 (0.4)	5.3 (0.4)	6.4 (0.2)
<u>Service-Specific Propensity</u>						
Army	13.1 (0.5)	13.2 (0.8)	10.1 (0.6)	9.5 (0.5)	8.5 (0.5)	9.7 (0.5)
Navy	9.3 (0.4)	9.9 (0.5)	8.7 (0.6)	8.0 (0.5)	7.3 (0.5)	8.0 (0.4)
Marine Corps	9.6 (0.4)	9.7 (0.7)	9.9 (0.6)	8.2 (0.6)	8.6 (0.5)	8.8 (0.3)
Air Force	12.2 (0.5)	12.5 (0.6)	11.2 (0.7)	10.6 (0.8)	9.9 (0.6)	10.1 (0.4)
Coast Guard	7.4 (0.3)	8.3 (0.5)	6.9 (0.5)	7.2 (0.5)	6.8 (0.4)	6.7 (0.4)

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

^aEstimates are based on 6,362 interviews.

^bEstimates are based on 3,174 interviews.

^cEstimates are based on 3,560 interviews.

^dEstimates are based on 3,390 interviews.

^eEstimates are based on 4,231 interviews.

^fEstimates are based on 7,060 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.

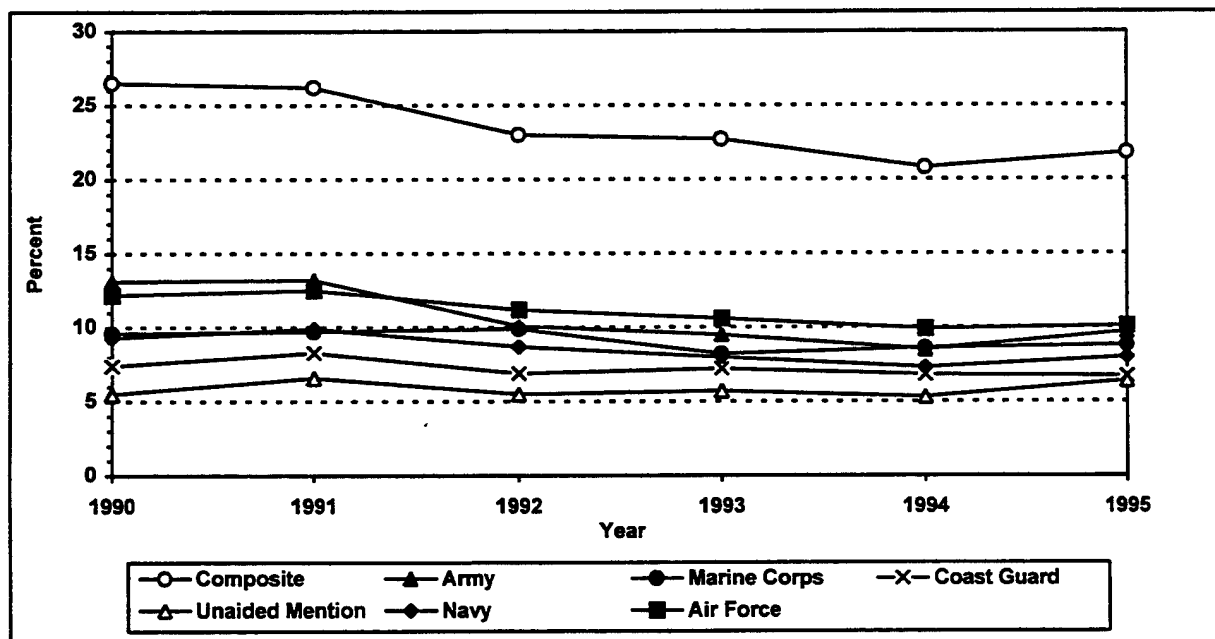


Figure 3-1. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1990-1995

Youth Attitude Tracking Study 1995: Propensity and Advertising Report
Enlistment Propensity for the Active Military Services

Table 3-2. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1990-1995

Propensity Measure	Year					
	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
<u>Composite</u>	10.5 (0.5)	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)
<u>Unaided Mention</u>	1.9 (0.2)	1.8 (0.3)	0.8 (0.2)	1.8 (0.4)	1.3 (0.3)	1.7 (0.2)
<u>Service-Specific Propensity</u>						
Army	5.1 (0.4)	6.0 (0.8)	3.6 (0.5)	3.2 (0.6)	4.7 (0.5)	4.6 (0.4)
Navy	3.6 (0.3)	4.3 (0.7)	2.9 (0.5)	2.4 (0.5)	3.2 (0.4)	3.6 (0.3)
Marine Corps	2.5 (0.3)	2.4 (0.5)	2.6 (0.4)	2.3 (0.5)	2.7 (0.4)	2.7 (0.3)
Air Force	5.8 (0.5)	7.2 (0.9)	5.2 (0.7)	4.8 (0.6)	4.0 (0.6)	5.4 (0.4)
Coast Guard	2.4 (0.3)	2.6 (0.4)	2.4 (0.5)	2.1 (0.4)	2.5 (0.5)	2.9 (0.3)

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

^aEstimates are based on 3,434 interviews.

^bEstimates are based on 1,719 interviews.

^cEstimates are based on 2,014 interviews.

^dEstimates are based on 1,811 interviews.

^eEstimates are based on 2,303 interviews.

^fEstimates are based on 3,723 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.

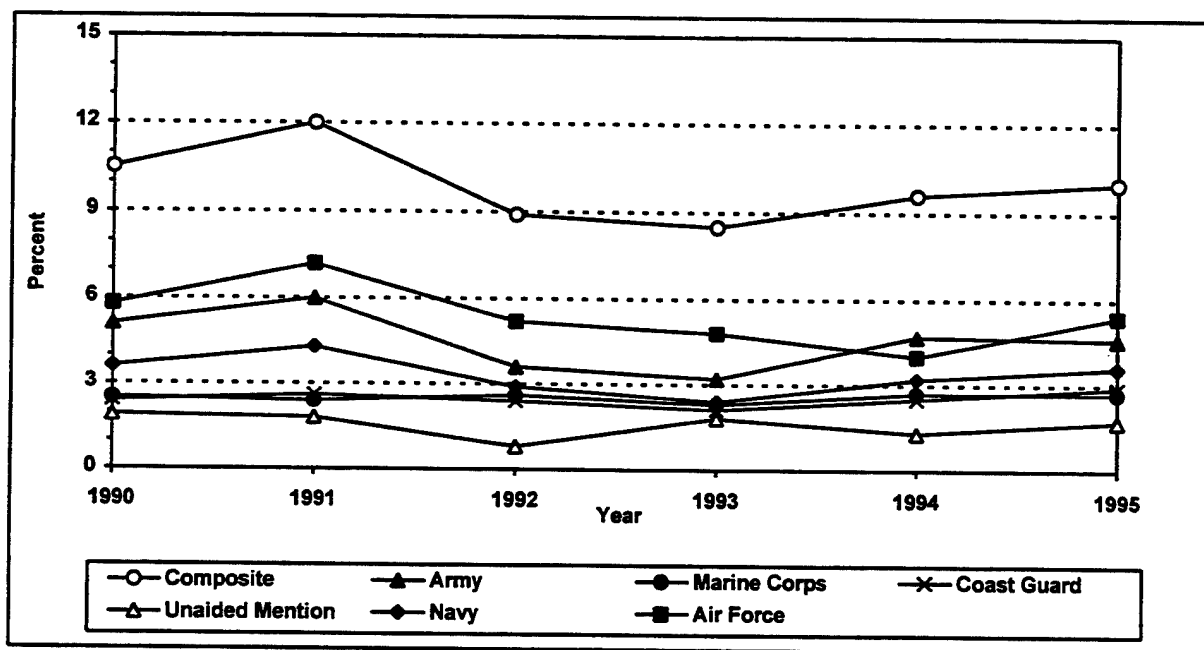


Figure 3-2A. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1990-1995

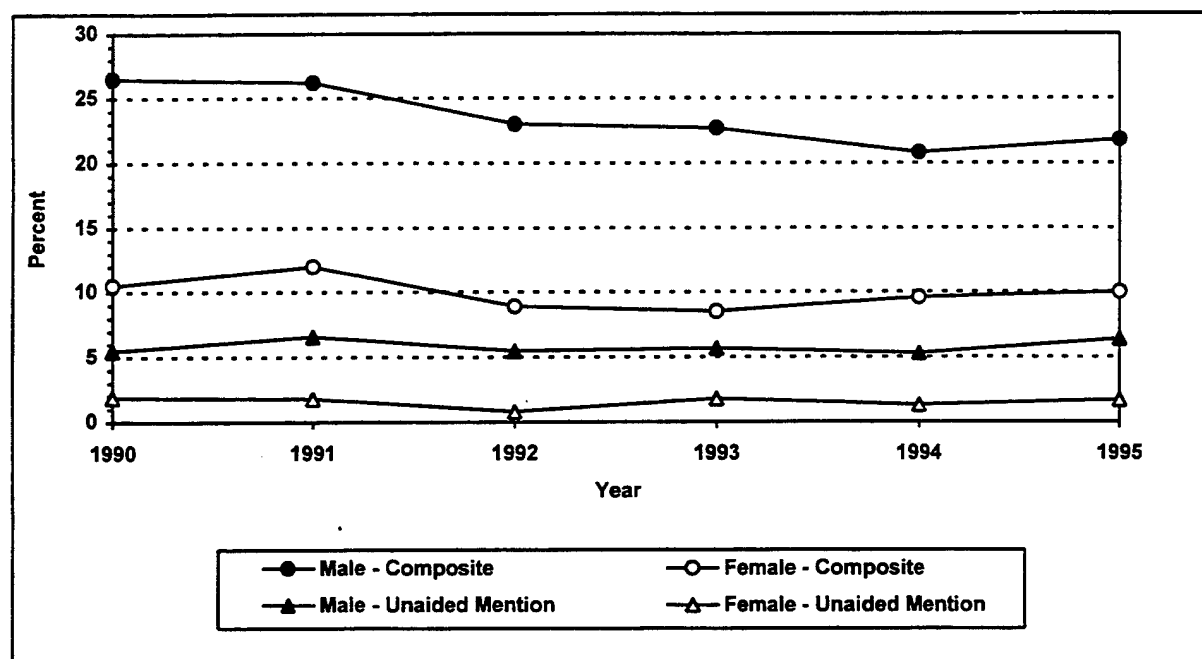


Figure 3-2B. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention, by Gender, 1990-1995

Trends in Enlistment Propensity by Age

Table 3-3 presents positive Active composite propensity trends by age groups for males and females. Figure 3-3 also shows the relationship of propensity to age. (For clarity, only three years were selected to be displayed in the figure--1991, 1993, and 1995). For both males and females, for each year, a strong inverse relationship exists between age and propensity. As age increases, propensity decreases. This relationship is strongest for younger youth and moderates some for older youth.

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Table 3-3. Fall 1995 YATS - Percent Positive Active Composite Propensity, by Gender and Age, 1990-1995

Males						
Age	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
16-17	41.7 (1.3)	40.2 (2.1)	35.8 (1.8)	37.8 (1.6)	33.8 (1.4)	34.5 (1.1)
18-19	29.9 (1.4)	33.0 (2.5)	27.1 (1.8)	26.3 (1.9)	24.4 (1.3)	24.6 (1.1)
20-21	19.8 (1.3)	22.7 (2.1)	18.9 (1.5)	18.3 (1.8)	13.9 (1.3)	16.9 (1.2)
22-24	18.3 (1.2)	14.5 (1.3)	14.2 (1.7)	12.8 (1.1)	13.7 (1.4)	13.5 (0.9)
Total	26.5 (0.6)	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)
Females						
Age	1990 ^g	1991 ^h	1992 ⁱ	1993 ^j	1994 ^k	1995 ^l
16-17	20.0 (1.5)	21.2 (2.3)	16.6 (1.6)	17.9 (2.5)	20.2 (2.0)	18.9 (1.2)
18-19	9.7 (1.3)	14.7 (2.1)	10.5 (1.7)	10.1 (1.7)	9.8 (1.8)	9.3 (1.2)
20-21	7.7 (1.1)	8.1 (1.7)	6.5 (1.4)	4.8 (1.3)	6.1 (1.3)	9.4 (1.3)
22-24	7.3 (1.0)	7.5 (1.6)	5.0 (1.2)	4.2 (1.1)	5.0 (1.1)	5.0 (0.8)
Total	10.5 (0.5)	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)
Note: Tabled values are percentages with standard errors in parentheses.						
Males			Females			
^a Estimates are based on 6,362 interviews.			^g Estimates are based on 3,434 interviews.			
^b Estimates are based on 3,174 interviews.			^h Estimates are based on 1,719 interviews.			
^c Estimates are based on 3,560 interviews.			ⁱ Estimates are based on 2,014 interviews.			
^d Estimates are based on 3,390 interviews.			^j Estimates are based on 1,811 interviews.			
^e Estimates are based on 4,231 interviews.			^k Estimates are based on 2,303 interviews.			
^f Estimates are based on 7,060 interviews.			^l Estimates are based on 3,723 interviews.			
Source: Q402, CALCAGE, and APPOSNEG.						

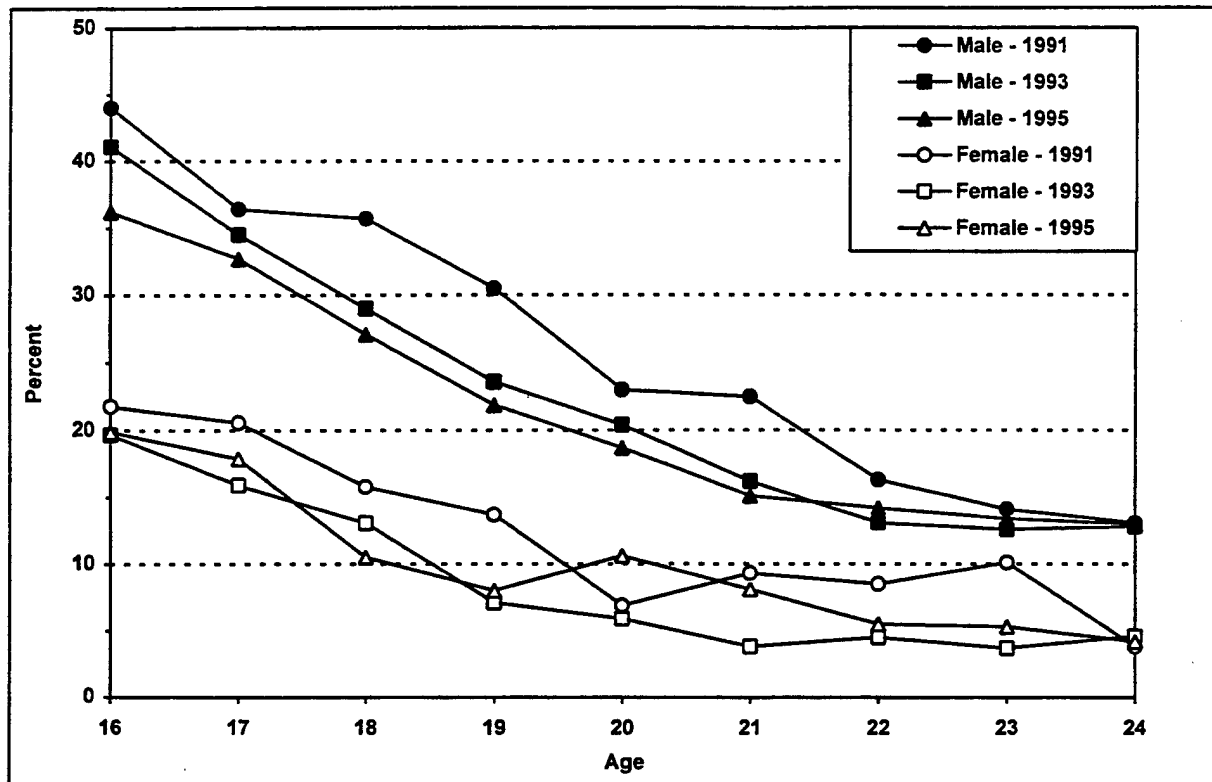


Figure 3-3. Fall 1995 YATS - Active Composite Propensity, by Gender and Single Year of Age, 1991-1995

Trends in Enlistment Propensity by Race/Ethnicity

Table 3-4 and Figure 3-4 show trends in positive active propensity among respondents classified as white (non-Hispanic), black (non-Hispanic), or Hispanic. (Other racial groups are included in the "Total" but are not counted as white, black, or Hispanic). In 1990 and 1991, as in prior years, positive active composite propensity was higher among blacks and Hispanics than among whites. Propensity among black males dropped dramatically from 1991 to 1992, and has remained much lower than Hispanic male propensity. The drop in propensity among black males also continued in 1994 and 1995. Propensity among black and Hispanic females also dropped significantly from 1991 to 1992, but has recovered slightly over the past three years. Propensity levels for the two groups are at approximately the same level in 1995.

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Table 3-4. Fall 1995 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1990-1995

Race/Ethnicity	Males					
	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
White	21.7 (0.5)	21.3 (1.0)	18.1 (0.8)	17.4 (0.8)	16.2 (0.7)	16.8 (0.6)
Black	39.6 (2.8)	41.4 (3.7)	34.0 (3.9)	33.2 (2.9)	29.7 (2.5)	27.4 (1.5)
Hispanic	42.3 (2.5)	37.7 (4.3)	40.2 (3.2)	38.9 (3.3)	36.4 (2.7)	39.9 (2.2)
Total	26.5 (0.6)	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)
Race/Ethnicity	Females					
	1990 ^g	1991 ^h	1992 ⁱ	1993 ^j	1994 ^k	1995 ^l
White	6.9 (0.6)	7.1 (0.7)	6.3 (0.7)	5.2 (0.6)	6.2 (0.8)	5.2 (0.5)
Black	19.4 (2.0)	23.2 (4.0)	14.9 (3.3)	17.7 (3.5)	14.9 (2.5)	20.7 (1.9)
Hispanic	19.0 (2.9)	26.2 (5.4)	17.2 (2.9)	17.2 (2.9)	19.1 (3.3)	20.3 (2.5)
Total	10.5 (0.5)	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)
Note: Tabled values are percentages with standard errors in parentheses. Males ^aEstimates are based on 6,362 interviews. ^bEstimates are based on 3,174 interviews. ^cEstimates are based on 3,560 interviews. ^dEstimates are based on 3,390 interviews. ^eEstimates are based on 4,231 interviews. ^fEstimates are based on 7,060 interviews. Females ^gEstimates are based on 3,434 interviews. ^hEstimates are based on 1,719 interviews. ⁱEstimates are based on 2,014 interviews. ^jEstimates are based on 1,811 interviews. ^kEstimates are based on 2,303 interviews. ^lEstimates are based on 3,723 interviews. Source: APPOSNEG, Q714, Q715, and Q402.						

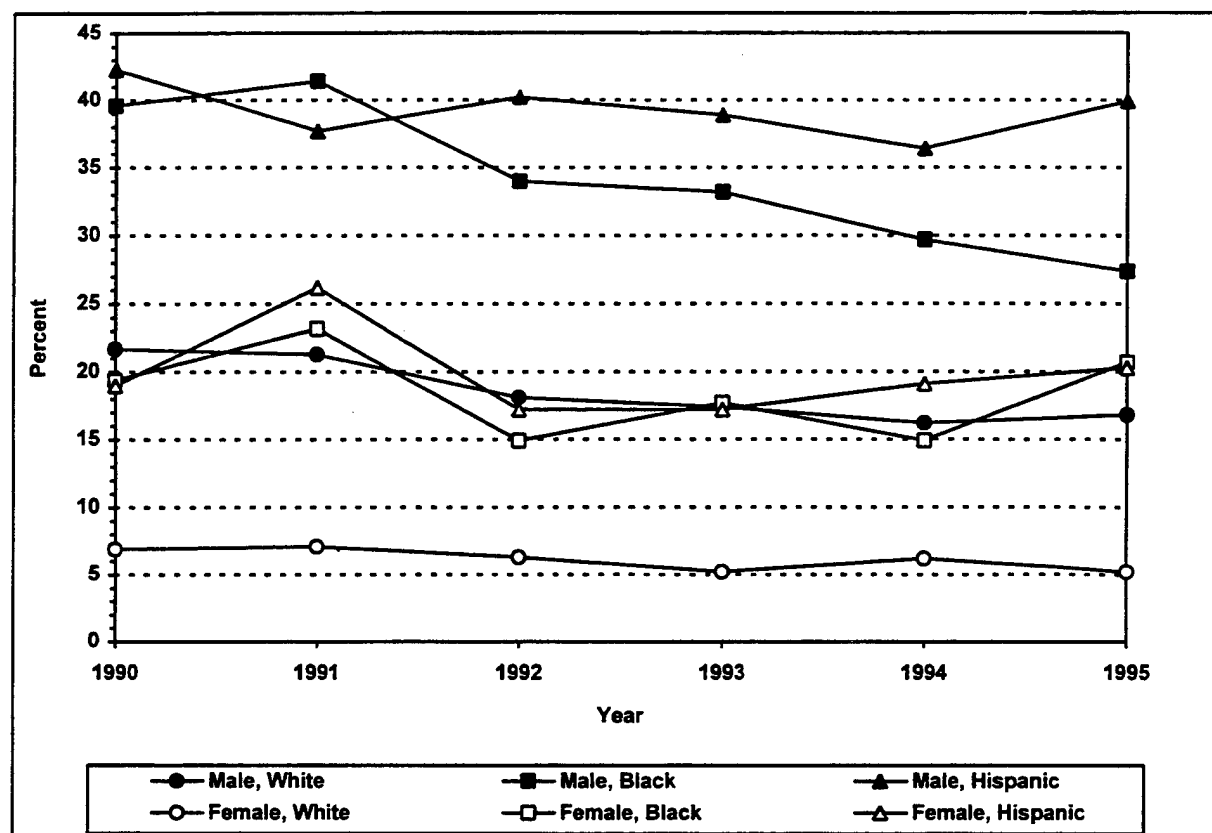


Figure 3-4. Fall 1995 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1990-1995

Demographic Correlates of Propensity: 1995

Propensity and Age

Table 3-5 and Figure 3-5A present positive active composite propensity and unaided propensity by age for males. Table 3-5 presents propensity estimates by four age groups: 16-17, 18-19, 20-21, and 22-24 year-olds, while Figure 3-5A presents estimates by single year of age. Overall, 21.8 percent of the males expressed positive active composite propensity in 1995, and 6.4 percent provided an unaided mention of joining the military. Table 3-5 also presents active Service-specific propensity for males. Figure 3-5B illustrates these data. Among all male youth, propensity was highest for the Air Force, followed by the Army, Marine Corps, Navy, and the Coast Guard, respectively. Propensity expressed toward the Coast Guard was significantly lower than propensity levels associated with any of the other Services.

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Figure 3-5A shows a strong relationship existing between propensity and age--as age increases, positive propensity decreases. This relationship occurs across all ages for positive active composite propensity and unaided mention, with minor exceptions. Additionally, the relative difference between positive active composite propensity and unaided mention propensity decreases as age increases.

Air Force propensity was the highest Service-specific propensity among 16-17 and 22-24 year-olds. For 18-19 and 20-21 year-olds, Army propensity was the highest among Service-specific propensity estimates.

Table 3-5. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Age

Propensity Measure	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
<u>Composite</u>	34.5 (1.1)	24.6 (1.1)	16.9 (1.2)	13.5 (0.9)	21.8 (0.6)
<u>Unaided Mention</u>	14.2 (0.8)	7.7 (0.8)	3.4 (0.5)	1.6 (0.3)	6.4 (0.2)
<u>Service-Specific Propensity</u>					
Army	13.9 (0.8)	12.0 (1.0)	7.9 (0.9)	6.1 (0.7)	9.7 (0.5)
Navy	12.8 (0.8)	7.9 (0.9)	6.0 (0.6)	5.6 (0.7)	8.0 (0.4)
Marine Corps	12.7 (0.9)	10.5 (0.8)	6.9 (0.8)	5.8 (0.6)	8.8 (0.3)
Air Force	15.2 (0.8)	10.4 (0.7)	7.5 (0.8)	7.8 (0.7)	10.1 (0.4)
Coast Guard	9.2 (0.6)	7.0 (0.8)	5.7 (0.7)	5.1 (0.6)	6.7 (0.4)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, APPOSNEG, V438JOIN, and Q509-Q513.

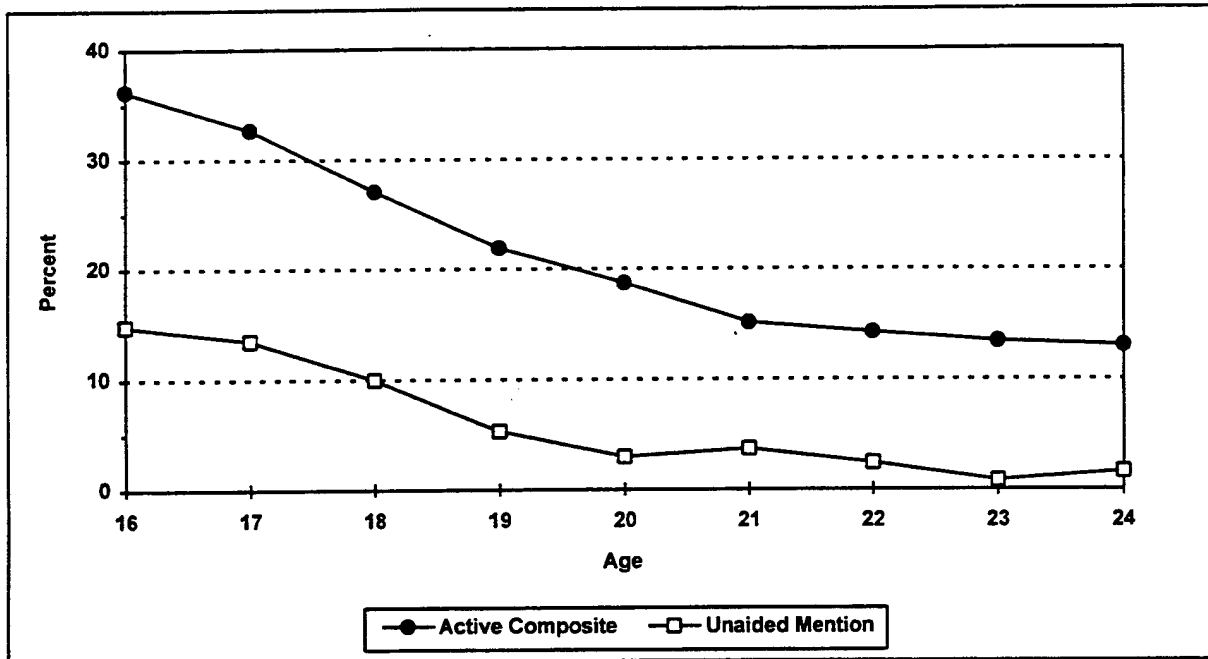


Figure 3-5A. Fall 1995 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Males, by Single Year of Age

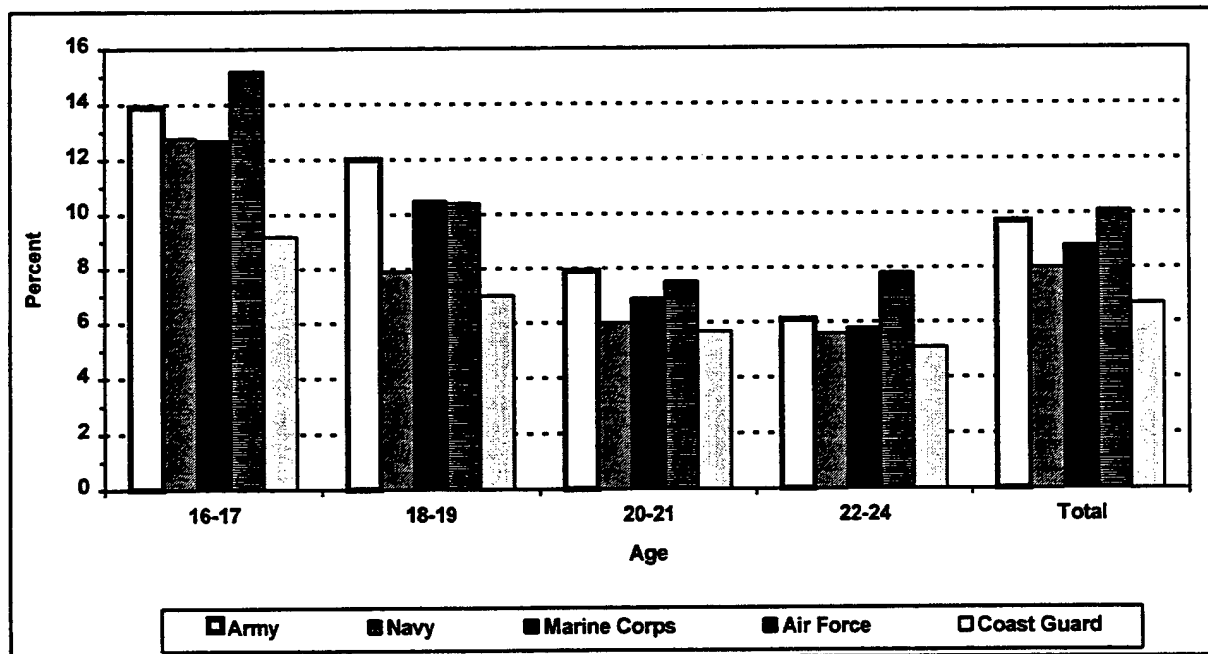


Figure 3-5B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Males, by Age

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Table 3-6 along with Figure 3-6A and Figure 3-6B present corresponding propensity estimates for females. Approximately 10 percent of the female youth expressed positive active composite propensity in 1995, and only 1.7 percent provided an unaided mention of the military when asked about their future plans.

As among males, propensity decreased as age increased for positive active composite propensity and unaided mention. However, the pattern for composite propensity among females does not appear as regular as that displayed by males. There is nearly an 8 percentage point drop in propensity between 17 and 18 year-olds and over a 2 percentage point rise in propensity between 20 and 21 year-olds. Among females, Air Force propensity was the highest across all age groups, and Army propensity was consistently the second highest.

Table 3-6. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Age

Propensity Measure	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
<u>Composite</u>	18.9 (1.2)	9.3 (1.2)	9.4 (1.3)	5.0 (0.8)	10.0 (0.6)
<u>Unaided Mention</u>	4.8 (0.7)	2.2 (0.5)	0.2 (0.2)	0.2 (0.2)	1.7 (0.2)
<u>Service-Specific Propensity</u>					
Army	8.2 (0.8)	4.4 (0.9)	4.8 (1.0)	2.2 (0.5)	4.6 (0.4)
Navy	6.8 (0.8)	3.5 (0.7)	2.8 (0.6)	2.0 (0.5)	3.6 (0.3)
Marine Corps	5.4 (0.9)	2.3 (0.7)	2.4 (0.7)	1.2 (0.4)	2.7 (0.3)
Air Force	8.5 (0.8)	5.2 (0.7)	5.6 (1.0)	3.3 (0.6)	5.4 (0.4)
Coast Guard	5.8 (0.7)	2.7 (0.6)	2.7 (0.7)	1.2 (0.3)	2.9 (0.3)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, APPOSNEG, V438JOIN, and Q509-Q513.

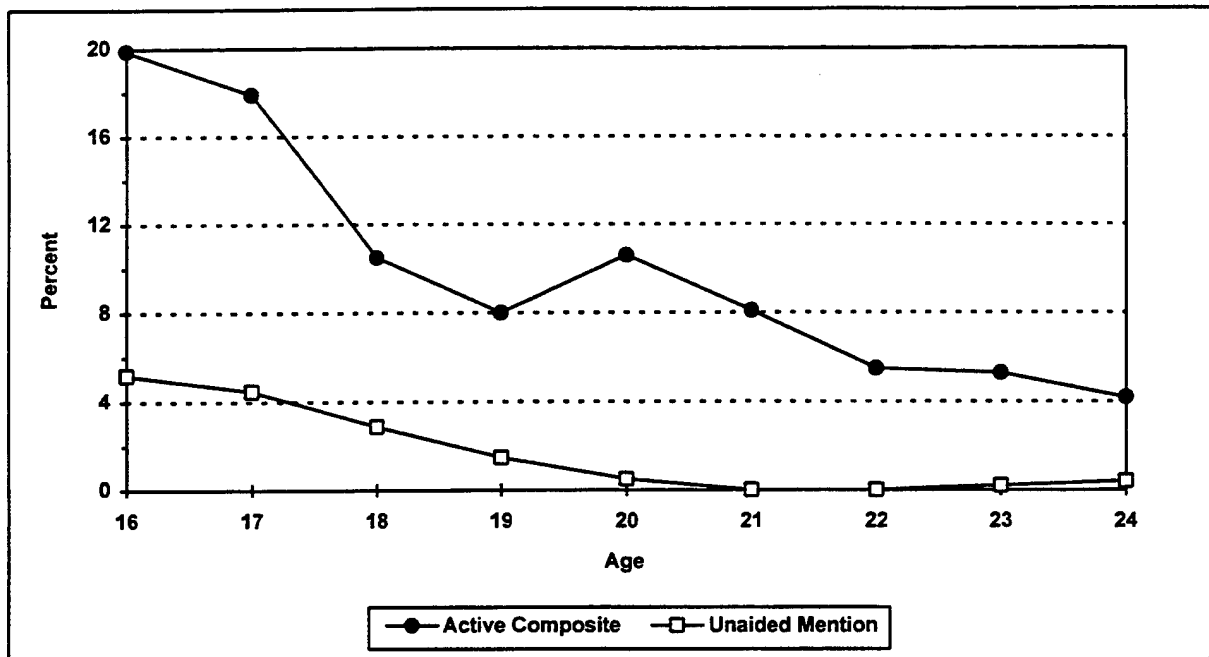


Figure 3-6A. Fall 1995 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Females, by Single Year of Age

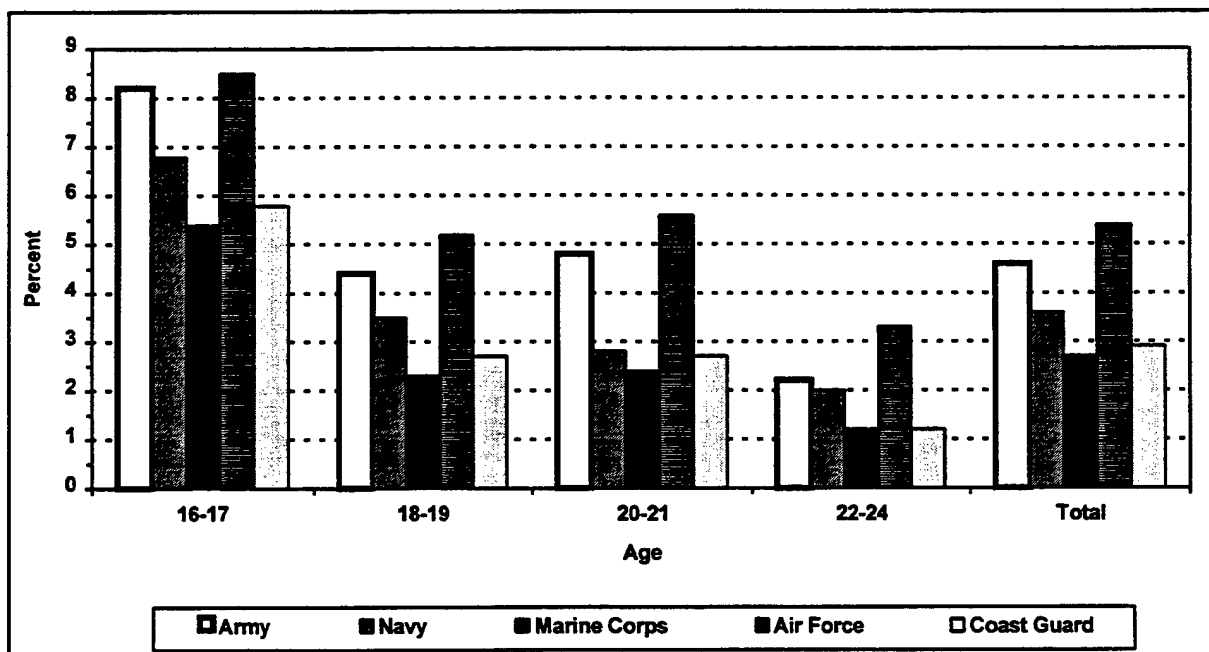


Figure 3-6B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Females, by Age

Propensity and School Status

Table 3-7 presents positive propensity estimates by school status for males. These data are also presented graphically in Figures 3-7A and 3-7B. In these figures, youth are classified according to whether they are currently attending school (non-senior high school student, high school senior, or postsecondary/graduate student), or not attending school (non-completer, high school graduate, some college, or college graduate). Additionally, educational attainment for these groups are arrayed from lowest (left) to highest (right).

Regardless of attendance status, propensity declines with increasing educational attainment. This is due, at least in part, to the correlation of age with educational attainment. With two exceptions (non-completers and high school graduates), Figure 3-7B shows that Air Force propensity was higher than that for any other Service.

Table 3-7. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by School Status

Propensity Measure	School Status						
	Students			Non-Students			
	Non-Senior High School Student ^a	High School Senior ^b	Post- secondary/ Graduate Student ^c	Non- Completer ^d	High School Graduate ^e	Some College ^f	College Graduate ^g
Composite	37.4 (1.5)	31.8 (1.5)	10.2 (0.6)	30.1 (1.8)	18.9 (1.4)	10.1 (1.3)	5.7 (1.5)
Unaided Mention	15.2 (1.0)	14.6 (1.3)	1.5 (0.3)	5.2 (0.8)	4.7 (0.6)	0.8 (0.5)	1.1 (0.6)
Service-Specific Propensity							
Army	15.7 (1.2)	11.6 (1.3)	4.1 (0.5)	16.6 (1.7)	9.2 (0.9)	3.2 (0.8)	2.0 (0.9)
Navy	15.0 (1.2)	10.3 (1.2)	3.9 (0.5)	11.2 (1.3)	6.2 (0.8)	3.9 (0.8)	2.2 (0.9)
Marine Corps	14.5 (1.3)	13.1 (1.2)	2.8 (0.4)	15.0 (1.2)	7.0 (0.9)	4.2 (0.9)	2.2 (0.9)
Air Force	16.4 (1.1)	14.3 (1.1)	5.3 (0.5)	14.6 (1.4)	7.7 (1.1)	5.7 (1.1)	4.8 (1.4)
Coast Guard	11.8 (1.0)	8.5 (1.0)	2.8 (0.4)	9.6 (1.2)	5.6 (0.8)	4.3 (1.0)	2.3 (0.9)

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

^aEstimates are based on 1,426 interviews.

^bEstimates are based on 912 interviews.

^cEstimates are based on 2,092 interviews.

^dEstimates are based on 837 interviews.

^eEstimates are based on 1,025 interviews.

^fEstimates are based on 472 interviews.

^gEstimates are based on 277 interviews.

^hEstimates are based on 7,060 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

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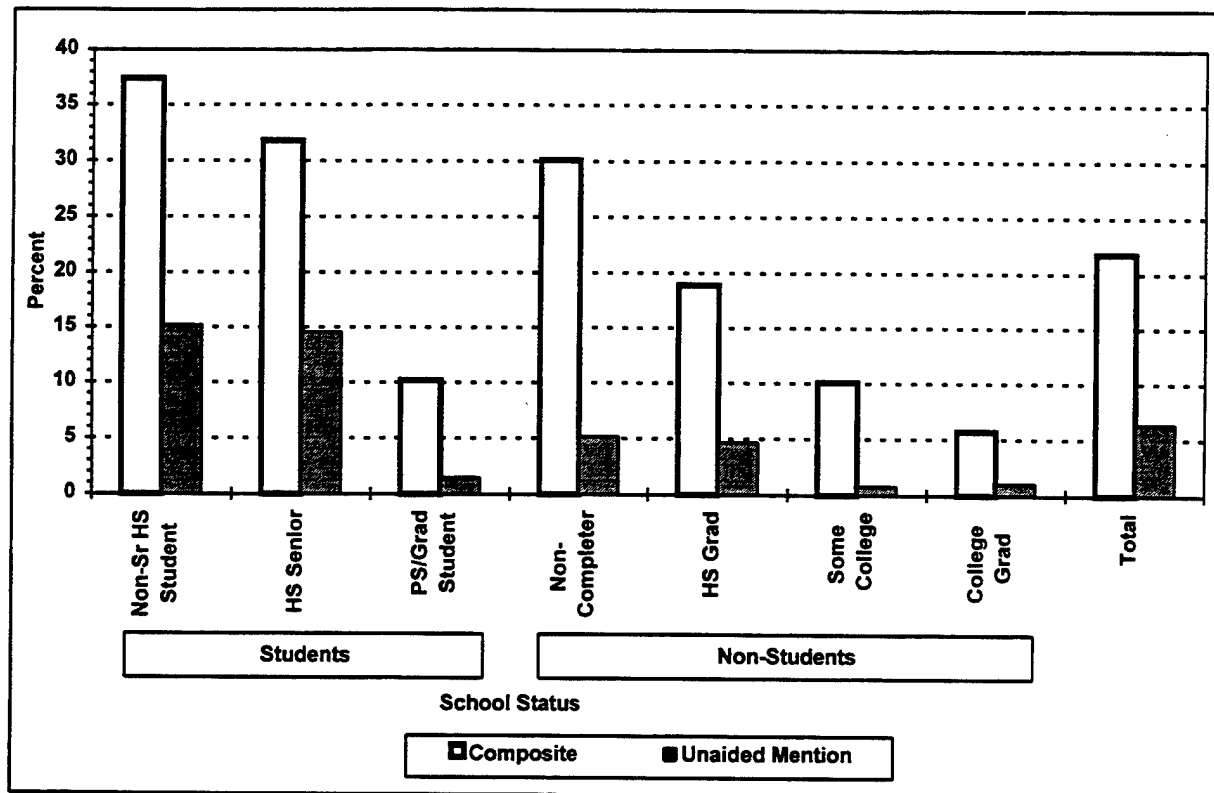


Figure 3-7A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by School Status

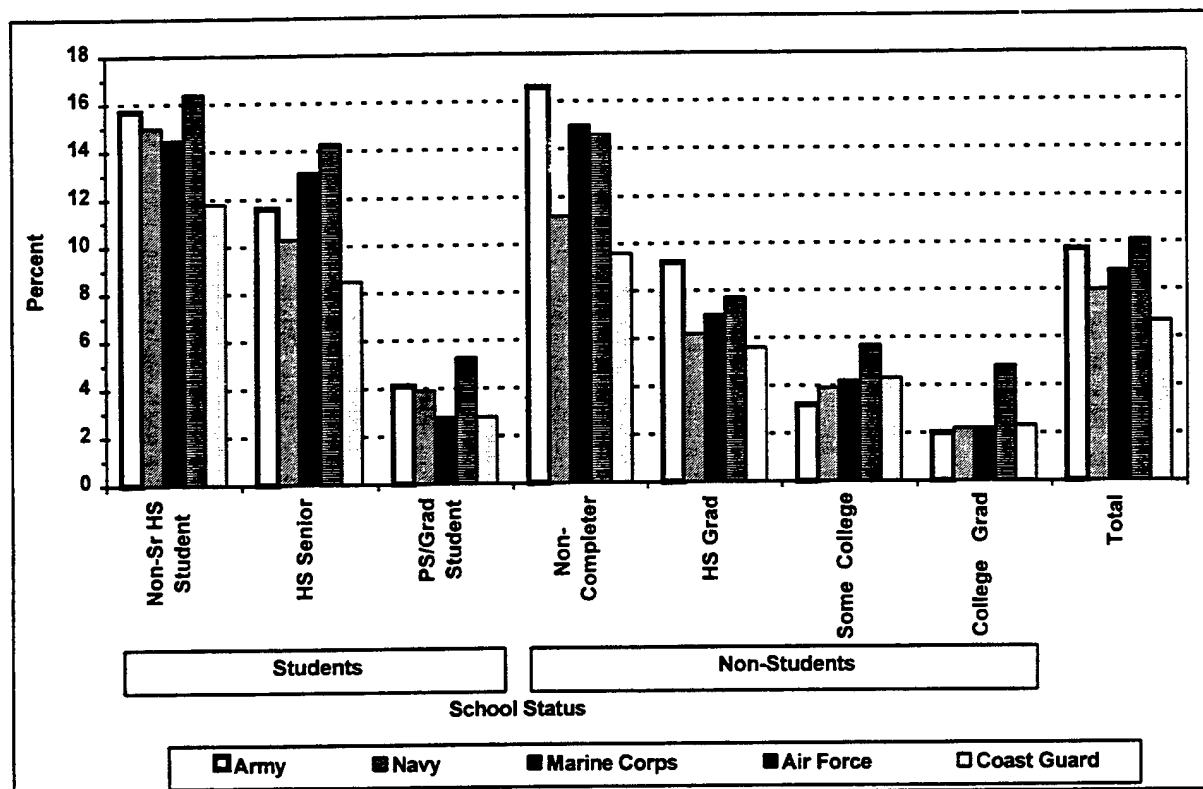


Figure 3-7B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Males, by School Status

Propensity patterns for females by school status are presented in Table 3-8 and Figures 3-8A and 3-8B. Generally, the pattern of propensity for females and males is similar, although propensity estimates for females are much lower overall. The most salient exception is that propensity among female high school seniors in 1995 was more similar to propensity among high school non-seniors.

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Table 3-8. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by School Status

Propensity Measure	School Status							Total ^h
	Students			Non-Students				
	Non-Senior High School Student ^a	High School Senior ^b	Post-secondary/ Graduate Student ^c	Non-Completer ^d	High School Graduate ^e	Some College ^f	College Graduate ^g	
Composite	20.6 (2.0)	17.8 (1.8)	5.4 (0.7)	11.0 (1.7)	8.1 (1.1)	5.6 (1.5)	2.1 (1.2)	10.0 (0.6)
Unaided Mention	6.3 (1.2)	3.8 (0.9)	0.4 (0.2)	0.6 (0.4)	1.3 (0.5)	0.0 (NA)	0.0 (NA)	1.7 (0.2)
Service-Specific Propensity								
Army	9.7 (1.3)	6.7 (1.0)	2.5 (0.5)	4.8 (1.4)	5.2 (1.1)	2.0 (0.8)	0.5 (0.5)	4.6 (0.4)
Navy	8.7 (1.3)	5.8 (1.1)	1.7 (0.5)	3.8 (1.1)	2.8 (0.7)	2.3 (1.1)	0.0 (NA)	3.6 (0.3)
Marine Corps	7.2 (1.3)	4.2 (1.2)	1.0 (0.3)	3.5 (1.0)	1.9 (0.6)	1.3 (0.8)	0.1 (0.1)	2.7 (0.3)
Air Force	8.9 (1.3)	10.4 (1.6)	3.5 (0.5)	5.9 (1.3)	3.6 (0.8)	4.1 (1.2)	2.1 (1.2)	5.4 (0.4)
Coast Guard	6.5 (1.0)	5.9 (1.2)	1.7 (0.5)	2.5 (0.8)	1.9 (0.5)	1.0 (0.6)	0.0 (NA)	2.9 (0.3)

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

^aEstimates are based on 647 interviews.

^bEstimates are based on 487 interviews.

^cEstimates are based on 1,283 interviews.

^dEstimates are based on 337 interviews.

^eEstimates are based on 499 interviews.

^fEstimates are based on 260 interviews.

^gEstimates are based on 194 interviews.

^hEstimates are based on 3,723 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

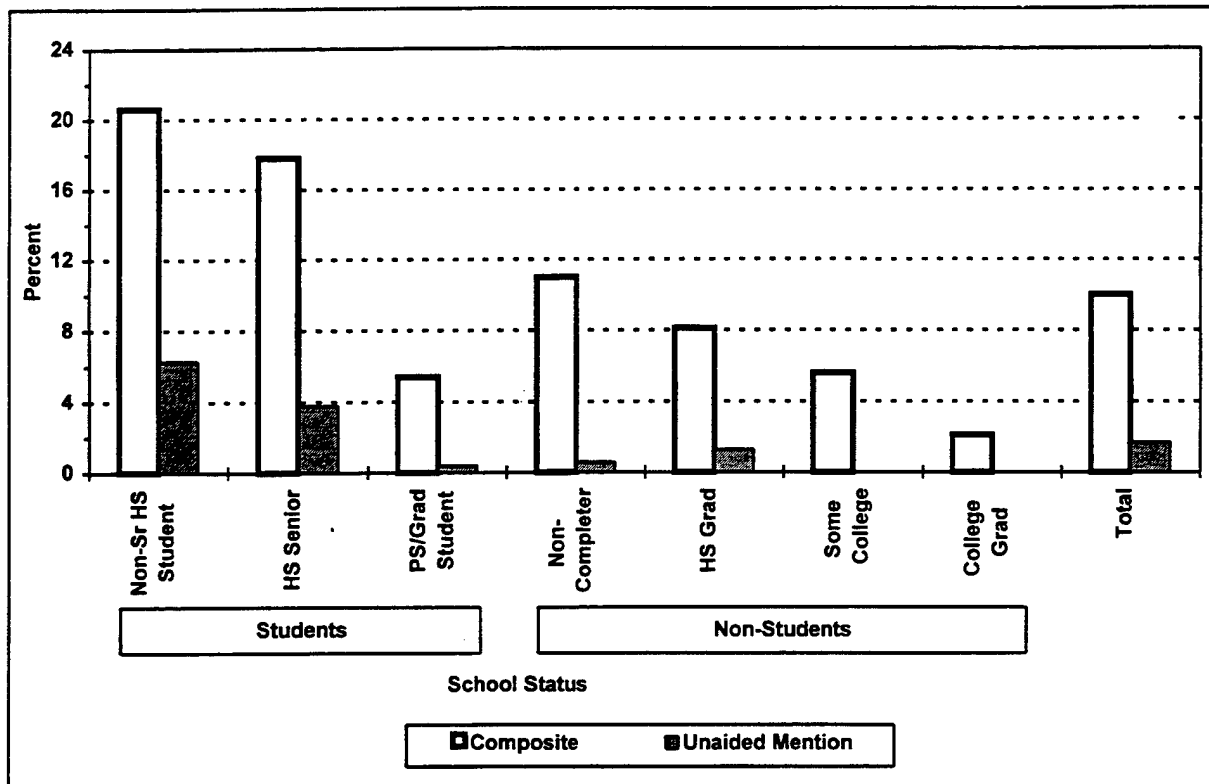


Figure 3-8A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by School Status

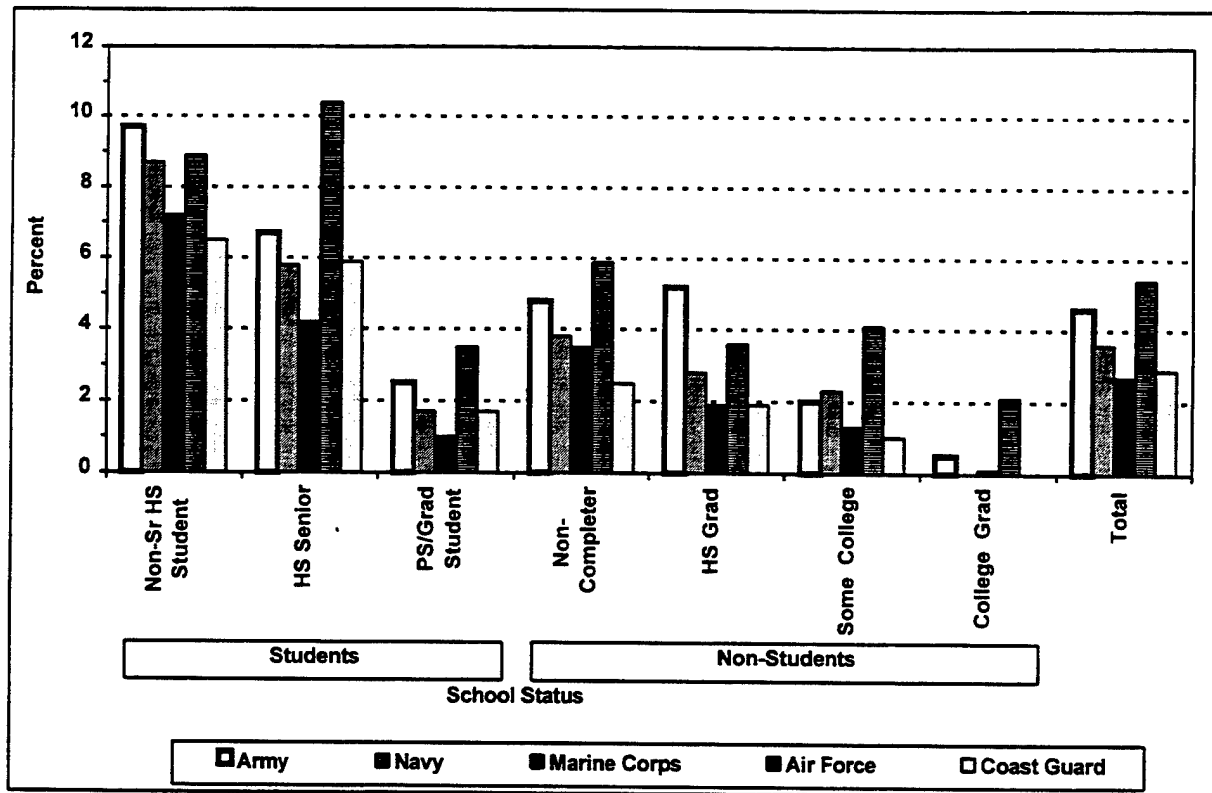


Figure 3-8B. Fall 1995 YATS - Percent Positive Service Specific Propensity Among Females, by School Status

Propensity by Employment and School Status

Propensity estimates by employment status and school status are presented in Table 3-9 and Figure 3-9 for males. As observed in the previous section, propensity declines inversely with educational attainment. Among employment groups, propensity is consistently highest among unemployed males seeking work. Propensity is second highest among employed students and consistently lowest for students neither working nor seeking work. Low propensity among students not working or seeking work may reflect their relative financial security. The small number of males who had some college but were not employed did not allow for reliable estimates and are therefore not presented in Table 3-9. Estimates for high school graduates who are not employed and not looking for work are also not presented due to the small number of observations.

Table 3-9. Fall 1995 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status

Employment Status	School Status				Total ^e
	High School Students ^a	High School Graduates ^b	Some College ^c	Postsecondary/ Graduate Students ^d	
Employed	34.8 (1.4)	18.2 (1.4)	9.9 (1.3)	9.6 (0.9)	19.2 (0.6)
Not employed, looking	44.7 (2.5)	24.9 (4.5)	—	15.3 (2.2)	35.4 (1.5)
Not employed, not looking	25.1 (2.0)	—	—	9.5 (1.2)	18.5 (1.4)
Total	35.0 (1.1)	18.9 (1.4)	10.1 (1.3)	10.2 (0.6)	21.8 (0.6)

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

(—) Indicates cell size is so small that standard error estimate is not reliable.

^aEstimates are based on 2,338 interviews.

^bEstimates are based on 1,025 interviews.

^cEstimates are based on 472 interviews.

^dEstimates are based on 2,092 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.

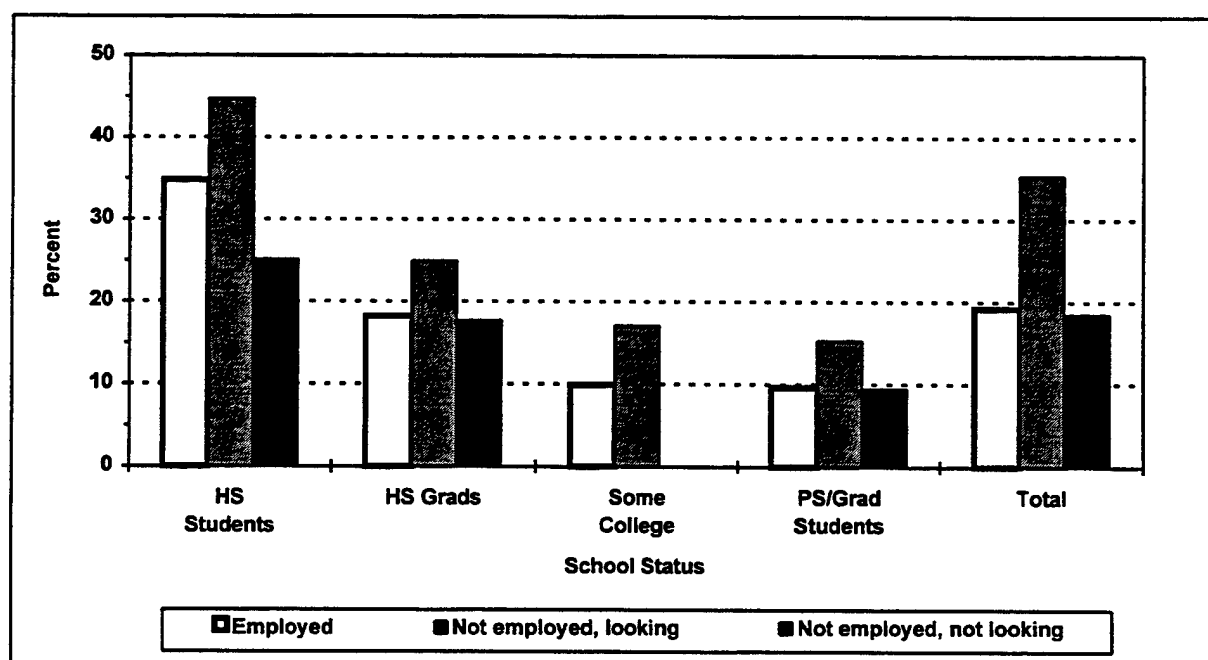


Figure 3-9. Fall 1995 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status

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Table 3-10 and Figure 3-10 present employment and school status data for females. Propensity levels are highest among females who were not employed but looking for work, similar to the pattern among males. Across all school groups, 19.6 percent of the females who were not employed, but looking for work, expressed positive propensity compared to 8.2 percent of employed females and 7.5 percent of females who were not employed and not looking for work.

The level of positive propensity of postsecondary or graduate student females who are unemployed but looking exceeds all but high school students. Among respondents who are unemployed, but looking for work, propensity is higher for postsecondary or graduate student females than high school graduates and vice versa for males.

Table 3-10. Fall 1995 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status

Employment Status	School Status				Total ^e
	High School Students ^a	High School Graduates ^b	Some College ^c	Postsecondary/ Graduate Students ^d	
Employed	19.7 (2.2)	8.3 (1.3)	3.4 (1.2)	4.9 (0.9)	8.2 (0.6)
Not employed, looking	27.8 (2.7)	8.5 (3.3)	--	13.1 (3.0)	19.6 (1.6)
Not employed, not looking	11.5 (2.1)	6.0 (4.2)	--	2.8 (1.1)	7.5 (1.1)
Total	19.3 (1.2)	8.1 (1.1)	5.6 (1.5)	5.4 (0.7)	10.0 (0.6)

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

(--) Indicates cell size is so small that standard error estimate is not reliable.

^aEstimates are based on 1,134 interviews.

^bEstimates are based on 499 interviews.

^cEstimates are based on 260 interviews.

^dEstimates are based on 1,283 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.

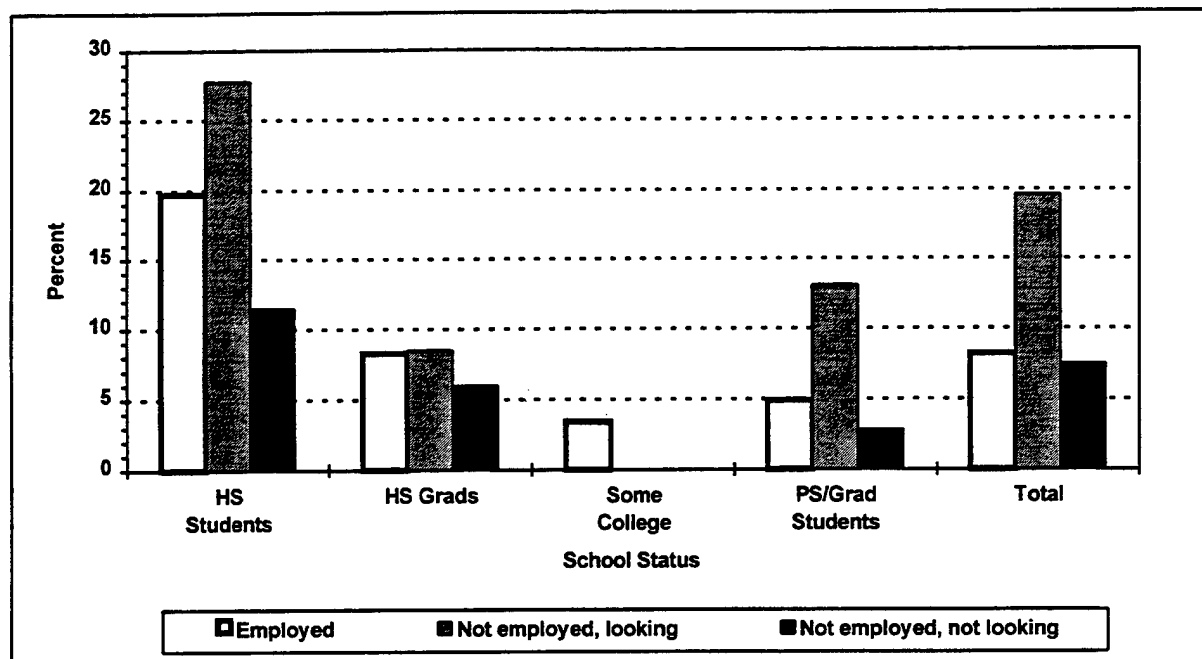


Figure 3-10. Fall 1995 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status

Propensity and Race/Ethnicity

Table 3-11 and Figures 3-11A and 3-11B show propensities for white, black, and Hispanic males. Propensities are not presented for other racial groups because there were too few in the sample to provide reliable estimates. Although responses from other racial groups are not presented separately, they are included in the "Total" estimates.

Positive propensity is higher among blacks and Hispanics than whites. Approximately twice as many minority males (blacks and Hispanics) as white males express positive aided propensity. These differences appear across all propensity measures--Service-specific, active composite, and unaided mention, although they are not as large for unaided propensity. More Hispanics express positive propensity than blacks.

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Table 3-11. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Race/Ethnicity

Propensity Measure	Race/Ethnicity			Total ^d
	White ^a	Black ^b	Hispanic ^c	
<u>Composite</u>	16.8 (0.6)	27.4 (1.5)	39.9 (2.2)	21.8 (0.6)
<u>Unaided Mention</u>	5.7 (0.3)	8.4 (0.9)	8.8 (1.0)	6.4 (0.2)
<u>Service-Specific Propensity</u>				
Army	7.0 (0.5)	12.5 (1.4)	20.7 (2.0)	9.7 (0.5)
Navy	5.9 (0.4)	11.1 (0.9)	14.4 (1.6)	8.0 (0.4)
Marine Corps	5.7 (0.4)	11.3 (1.0)	21.1 (1.9)	8.8 (0.3)
Air Force	6.9 (0.4)	13.2 (1.3)	21.4 (1.7)	10.1 (0.4)
Coast Guard	4.8 (0.4)	8.6 (0.9)	13.7 (1.4)	6.7 (0.4)

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

^aEstimates are based on 4,813 interviews.

^bEstimates are based on 905 interviews.

^cEstimates are based on 757 interviews.

^dEstimates are based on 7,060 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.

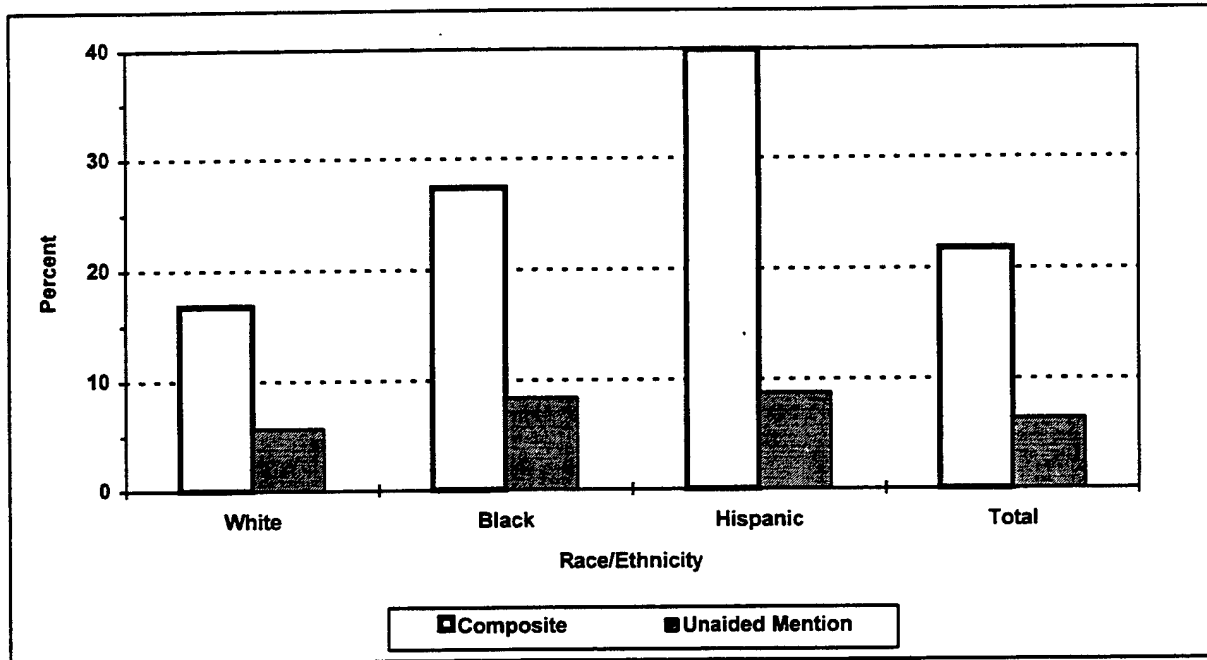


Figure 3-11A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Race/Ethnicity

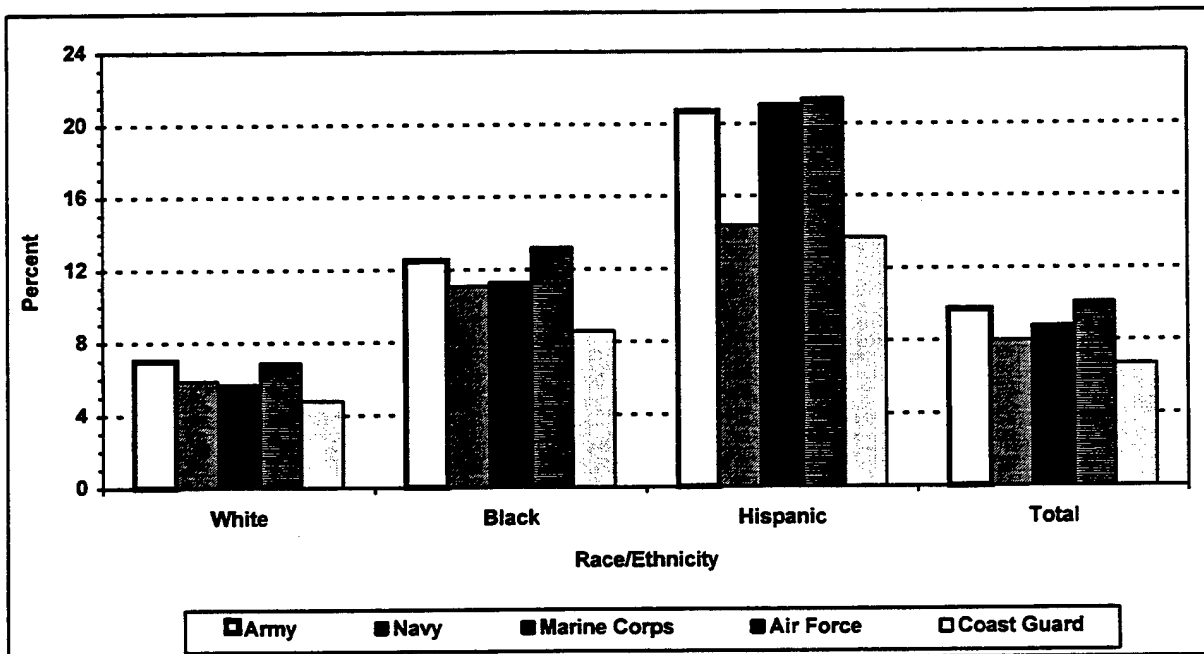


Figure 3-11B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Males, by Race/Ethnicity

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Table 3-12 and Figures 3-12A and 3-12B present propensity data for females by race/ethnicity. As with males, more black and Hispanic females express positive propensity towards the military than whites, regardless of the particular propensity measure, and the differences are much larger among females. Unlike males, black females are higher than Hispanic females across all propensity measures, except Marine Corps propensity. Finally, Hispanic and white females are highly similar in unaided mentions, despite being quite different on the other propensity measures.

Table 3-12. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Race/Ethnicity

Propensity Measure	Race/Ethnicity			Total ^d
	White ^a	Black ^b	Hispanic ^c	
<u>Composite</u>	5.2 (0.5)	20.7 (1.9)	20.3 (2.5)	10.0 (0.6)
<u>Unaided Mention</u>	1.2 (0.2)	3.6 (0.8)	1.8 (0.7)	1.7 (0.2)
<u>Service-Specific Propensity</u>				
Army	2.0 (0.3)	11.1 (1.5)	9.2 (1.8)	4.6 (0.4)
Navy	1.6 (0.3)	8.4 (1.0)	7.6 (1.5)	3.6 (0.3)
Marine Corps	1.1 (0.2)	4.4 (0.8)	7.8 (1.7)	2.7 (0.3)
Air Force	2.7 (0.3)	12.0 (1.3)	10.6 (1.8)	5.4 (0.4)
Coast Guard	1.4 (0.2)	6.1 (0.9)	5.7 (1.3)	2.9 (0.3)

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

^aEstimates are based on 2,542 interviews.

^bEstimates are based on 623 interviews.

^cEstimates are based on 392 interviews.

^dEstimates are based on 3,723 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.

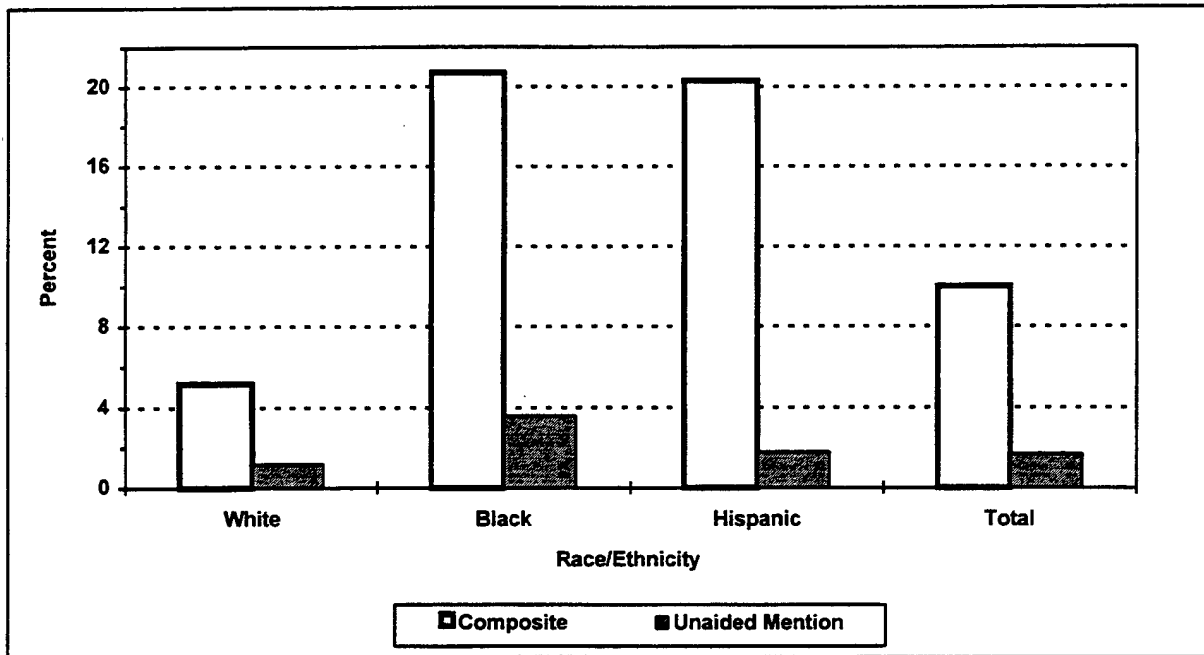


Figure 3-12A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Race/Ethnicity

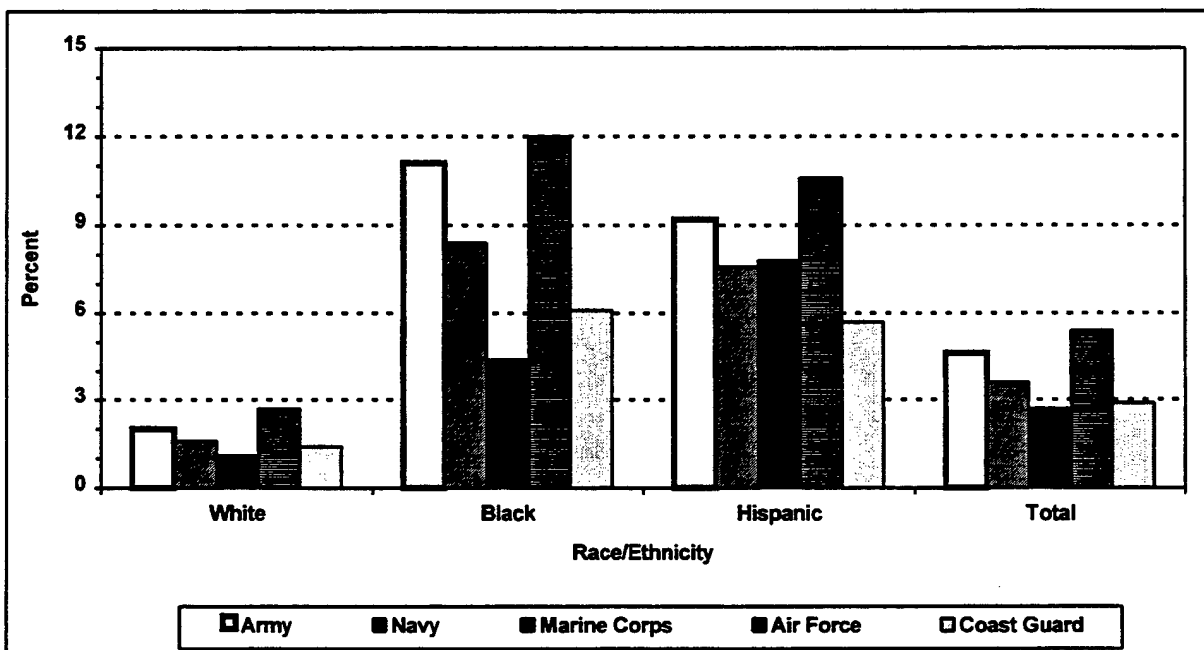


Figure 3-12B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Females, by Race/Ethnicity

Propensity and Region

Propensity patterns among males by region are noted in Table 3-13 and Figures 3-13A and 3-13B. Males in the South and West have higher active composite propensity than those in the Northeast and North Central regions. Unaided mentions are higher among males in the South and North Central. No definitive Service-specific propensity patterns emerged, although Air Force propensity was highest in 3 of 4 regions.

Table 3-13. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Region

Propensity Measure	Region				Total ^e
	Northeast ^a	North Central ^b	South ^c	West ^d	
<u>Composite</u>	20.5 (1.3)	18.6 (1.0)	23.8 (1.0)	23.3 (1.4)	21.8 (0.6)
<u>Unaided Mention</u>	5.8 (0.5)	6.7 (0.6)	7.1 (0.5)	5.5 (0.5)	6.4 (0.2)
<u>Service-Specific Propensity</u>					
Army	9.1 (1.0)	7.6 (0.7)	11.0 (0.8)	10.3 (0.8)	9.7 (0.5)
Navy	8.4 (0.9)	7.0 (0.7)	9.0 (0.6)	7.1 (0.7)	8.0 (0.4)
Marine Corps	9.4 (0.9)	6.9 (0.6)	8.9 (0.6)	10.2 (0.9)	8.8 (0.3)
Air Force	9.0 (0.9)	7.9 (0.7)	11.7 (0.7)	11.0 (0.9)	10.1 (0.4)
Coast Guard	7.8 (0.9)	4.2 (0.6)	7.7 (0.7)	6.6 (0.8)	6.7 (0.4)

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

^aEstimates are based on 1,227 interviews.

^bEstimates are based on 1,709 interviews.

^cEstimates are based on 2,718 interviews.

^dEstimates are based on 1,406 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.

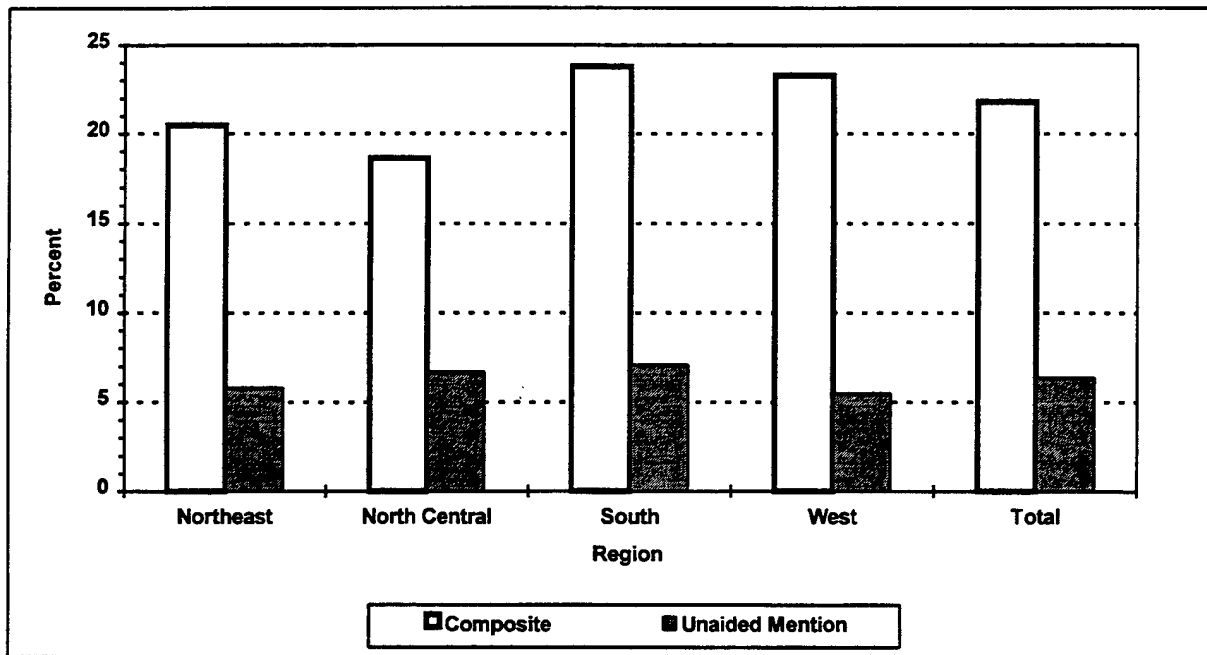


Figure 3-13A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Region

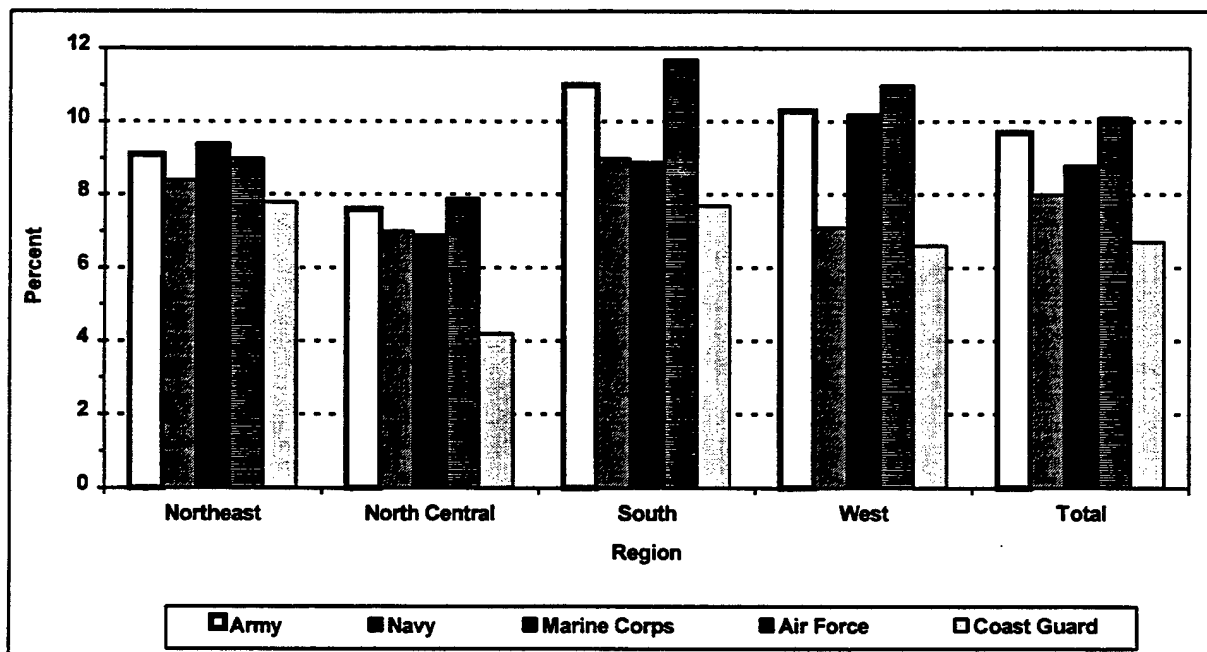


Figure 3-13B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Males, by Region

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Regional propensity patterns for females, shown in Table 3-14 and Figures 3-14A and 3-14B, parallel regional patterns of male propensity. Composite propensity and unaided mention among females in the South and West regions is generally higher than in the rest of the nation. Air Force propensity is highest across all regions.

Table 3-14. Fall 1995 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Region

Propensity Measure	Region				Total ^e
	Northeast ^a	North Central ^b	South ^c	West ^d	
<u>Composite</u>	9.5 (1.1)	6.1 (0.9)	11.4 (0.9)	12.5 (1.6)	10.0 (0.6)
<u>Unaided Mention</u>	1.4 (0.4)	1.4 (0.3)	1.9 (0.3)	2.0 (0.6)	1.7 (0.2)
<u>Service-Specific Propensity</u>					
Army	4.6 (0.8)	2.5 (0.5)	5.7 (0.7)	5.1 (1.0)	4.6 (0.4)
Navy	3.6 (0.8)	1.8 (0.5)	4.4 (0.5)	4.3 (0.9)	3.6 (0.3)
Marine Corps	3.3 (0.7)	1.4 (0.5)	2.6 (0.5)	3.9 (1.0)	2.7 (0.3)
Air Force	5.4 (0.9)	2.9 (0.6)	5.9 (0.7)	7.4 (1.3)	5.4 (0.4)
Coast Guard	3.2 (0.8)	1.5 (0.4)	3.3 (0.5)	3.5 (0.7)	2.9 (0.3)

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

^aEstimates are based on 656 interviews.

^bEstimates are based on 894 interviews.

^cEstimates are based on 1,457 interviews.

^dEstimates are based on 716 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.

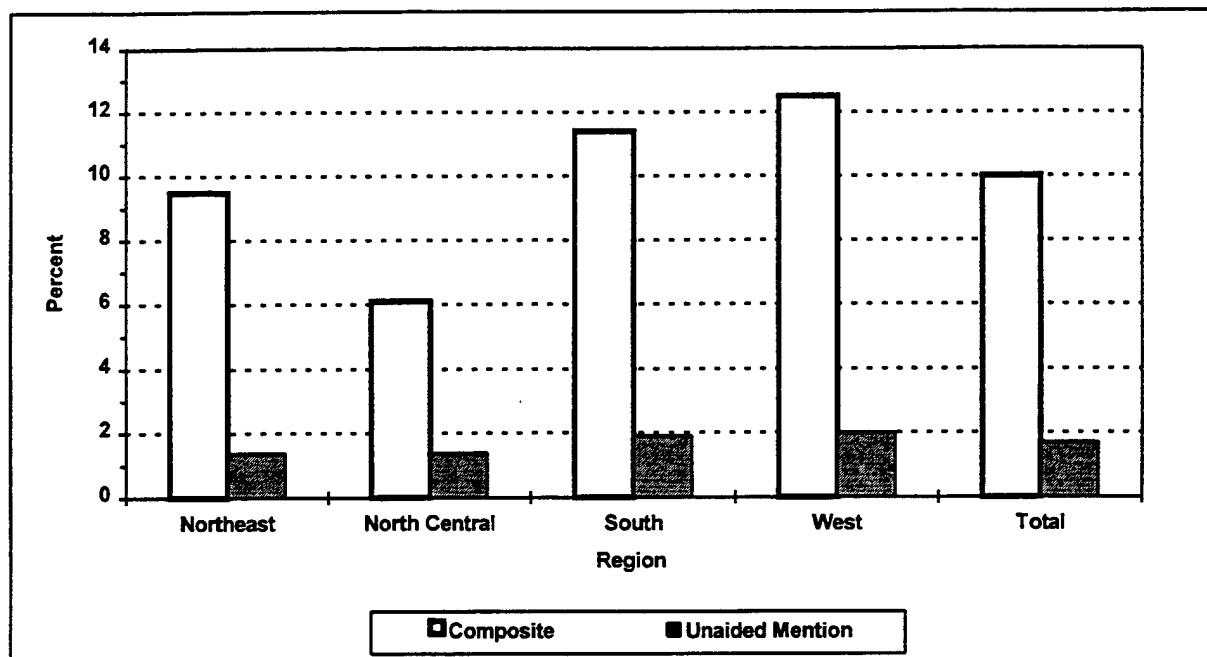


Figure 3-14A. Fall 1995 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Region

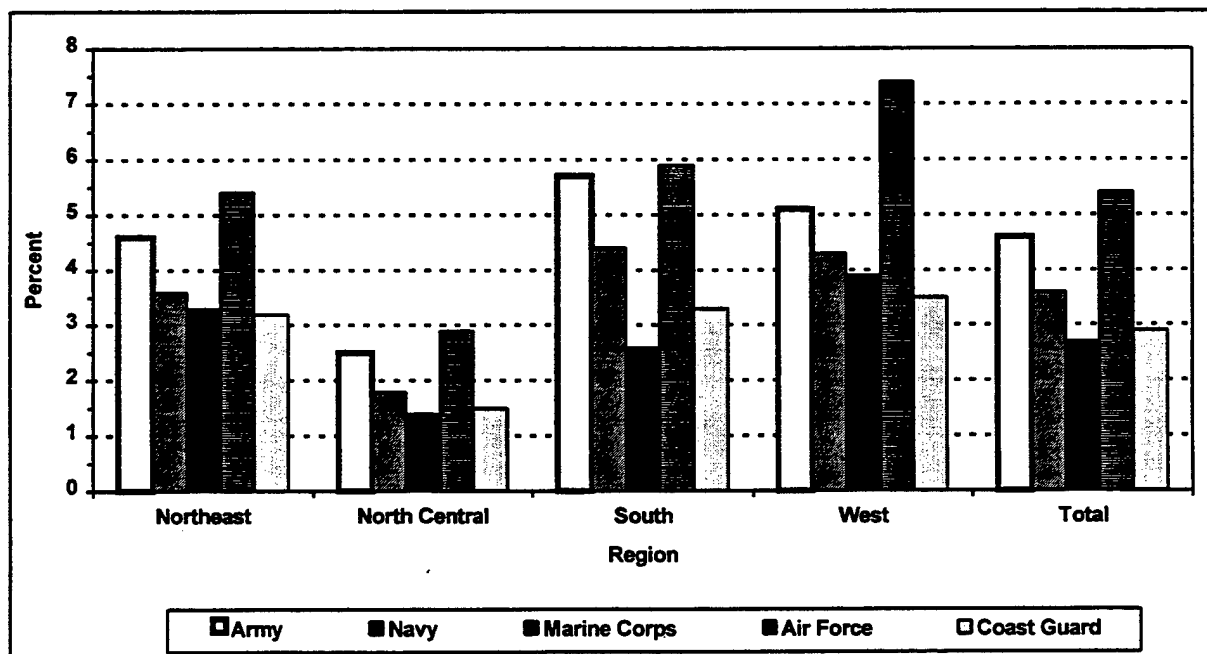


Figure 3-14B. Fall 1995 YATS - Percent Positive Service-Specific Propensity Among Females, by Region

Summary of Demographic Correlates of Propensity

This chapter has presented findings on the propensity of young men and women to enlist in the active Military Services. Trends in propensity from 1990 through 1995, and the relationship between the propensity and various demographic measures were examined.

Propensity was relatively high in 1990 and 1991, and declined in the following years. The decline in propensity was particularly steep for blacks, and was relatively slight for the Marine Corps. Propensity among females has not been declining since 1992, and 1995 results suggest the decline in propensity among males has ended. In 1995, 21.8 percent of the males and 10.0 percent of the females indicated a likelihood of enlisting in one or more of the active Military Services.

Regardless of the trends, several relationships are observed to hold over this period of time. First, active composite propensity is consistently greater than Service-specific propensity, and aided propensity is greater than unaided propensity. Second, positive propensity is higher among males than among females. Third, propensity decreases as age increases. And finally, blacks and Hispanics display higher propensity levels than whites.

Among males, propensity for the Air Force and Army was generally higher than for the Marine Corps and Navy, and Coast Guard propensity was significantly lower than the rest of the Services. Among females, propensity toward the Air Force and Army was generally higher than the other Services.

Current results also show propensity is inversely related to education: those with more education have lower propensity. Active composite propensity and unaided mentions among male non-senior high school students were greater than that expressed by male high school seniors, and propensity of high school seniors is greater than propensity of high school graduates and postsecondary students. However, positive active composite propensity among male high school seniors was not significantly higher than that expressed by non-completers. Variations in propensity by school status among females mirrored those among men.

Propensity was highest among youth who were not employed but looking for work and lowest among those who were not employed, but not looking for work. Of those youth who were not employed but looking for work, high school students expressed the highest positive propensity overall.

Positive propensity is higher among black and Hispanic males than white males for all propensity measures, and levels expressed by Hispanics exceeds that of blacks. On the other hand, aided propensities among black females were generally higher than among Hispanic females, and higher among Hispanic females than among white females. However, unaided propensity among Hispanic and white females was similar.

Males in the South and West indicated higher active composite propensity than those from the Northeast and North Central regions. Unaided mentions among males were higher in the South than in other regions. Aided propensity levels among females were relatively low in the North Central region, but constant across the other three regions.

4. ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD AND RESERVES

This chapter presents Reserve propensity findings, including expressed intentions to serve in the Reserves or National Guard, and the specific Reserve and Guard branches. As in Chapter 3, 1990 to 1995 trends are shown first, followed by more detailed examination of differences among propensity measures or demographic variables based on 1995 data. Active composite propensity estimates are presented with Reserve composite propensity estimates to highlight differences in propensity toward active and Reserve service.

Reserve Propensity Measures

Each YATS respondent is asked: *"How likely is it that you will be serving in the National Guard?"* and *"How likely is it that you will be serving in the Reserves?"* Those stating that they will "definitely" or "probably" serve in the Reserves or National Guard are counted as having "positive propensity" for the specific component. All other responses are counted as negative. Those saying they will "definitely" or "probably" serve in either (or both) are counted as having positive Reserve composite propensity. These definitions parallel the propensity measures used for the active Services.

Historical Trends in Reserve Propensity

Recent trends in Reserve propensity are presented in Tables 4-1 through 4-3 and in Figures 4-1, 4-2, 4-3A, and 4-3B. Among males, Reserve composite propensity has declined over the five year period from 1990 to 1994, as did active composite propensity. However, the decline for Reserve composite is not as sharp as the decline for active composite propensity. In 1995, Reserve composite propensity increased slightly (but not significantly), similar to active composite propensity. Reserve composite propensity among females remained steady over the entire six year period.

As shown in Table 4-1, each year, active composite propensity is higher than Reserve composite propensity for both males and females. The difference between active and Reserve propensities have been smaller for females than for males. In addition, as illustrated in Figure 4-1, Reserve composite propensity is higher for males than for females by a factor of at least 2:1 across all years, but this ratio is decreasing.

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Table 4-1. Fall 1995 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1990-1995

Males						
Propensity Measure	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
<u>Composite</u>						
Active	26.5 (0.6)	26.2 (0.9)	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)
Reserve	19.0 (0.9)	19.2 (1.1)	17.9 (1.1)	16.9 (1.1)	16.0 (0.8)	16.2 (0.5)
Females						
Propensity Measure	1990 ^g	1991 ^h	1992 ⁱ	1993 ^j	1994 ^k	1995 ^l
<u>Composite</u>						
Active	10.5 (0.5)	12.0 (1.0)	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)
Reserve	7.2 (0.7)	8.6 (1.2)	7.8 (1.2)	7.1 (1.1)	7.6 (0.7)	8.5 (0.5)
Note: Tabled values are percentages with standard errors in parentheses. <u>Males</u> ^aEstimates are based on 3,151 interviews. ^bEstimates are based on 1,576 interviews. ^cEstimates are based on 1,728 interviews. ^dEstimates are based on 1,694 interviews. ^eEstimates are based on 4,231 interviews. ^fEstimates are based on 7,060 interviews. <u>Females</u> ^gEstimates are based on 1,700 interviews. ^hEstimates are based on 824 interviews. ⁱEstimates are based on 960 interviews. ^jEstimates are based on 854 interviews. ^kEstimates are based on 2,303 interviews. ^lEstimates are based on 3,723 interviews. Source: Q402, APPOSNEG, and RPPOSNEG.						

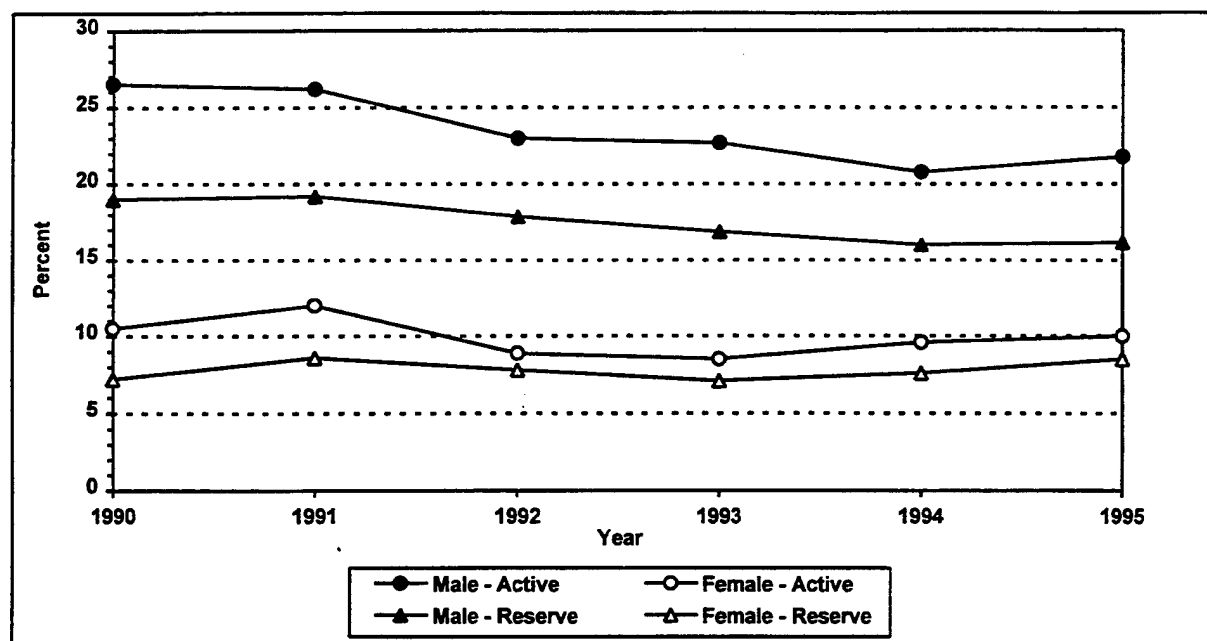


Figure 4-1. Fall 1995 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1990-1995

Table 4-2 and Figure 4-2 show that propensity for the Reserves is higher than propensity for the National Guard for both males and females. For example, the percent of male youth expressing positive propensity for the National Guard typically ranges between 8 percent and 11 percent across all years, while the percent of males expressing positive Reserve propensity has generally been in the 13 percent to 16 percent range. Among males, Service-specific Reserve propensity is highest for the Army Reserve and Army National Guard and lowest for the Coast Guard Reserve across all reported years as seen in Figure 4-3A. However, as shown in Figure 4-3B, there are no apparent patterns among females. Although changes in propensity illustrated in Figures 4-3A and 4-3B may appear to be significant, the reader should note that the range of estimates depicted in the graphs is very small. In fact, none of the propensity changes which appear in Figure 4-3B, either year-to-year or cumulative, are statistically significant.

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Table 4-2. Fall 1995 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1990-1995

Males						
Propensity Measure	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
<u>National Guard</u>	11.2 (0.7)	9.3 (0.8)	8.4 (0.9)	8.1 (0.8)	8.1 (0.6)	7.3 (0.3)
<u>Reserves</u>	14.9 (0.8)	15.9 (1.0)	15.0 (1.0)	13.7 (1.1)	13.4 (0.7)	13.6 (0.5)
Females						
Propensity Measure	1990 ^g	1991 ^h	1992 ⁱ	1993 ^j	1994 ^k	1995 ^l
<u>National Guard</u>	4.6 (0.6)	3.8 (0.7)	3.2 (0.7)	3.3 (0.9)	2.9 (0.4)	3.7 (0.3)
<u>Reserves</u>	5.3 (0.5)	7.8 (1.2)	6.7 (1.1)	6.3 (1.0)	6.1 (0.7)	6.9 (0.4)

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

Males

^aEstimates are based on 3,151 interviews.

^bEstimates are based on 1,576 interviews.

^cEstimates are based on 1,728 interviews.

^dEstimates are based on 1,694 interviews.

^eEstimates are based on 4,231 interviews.

^fEstimates are based on 7,060 interviews.

Females

^gEstimates are based on 1,700 interviews.

^hEstimates are based on 824 interviews.

ⁱEstimates are based on 960 interviews.

^jEstimates are based on 854 interviews.

^kEstimates are based on 2,303 interviews.

^lEstimates are based on 3,723 interviews.

Source: Q402, Q505, and Q507.

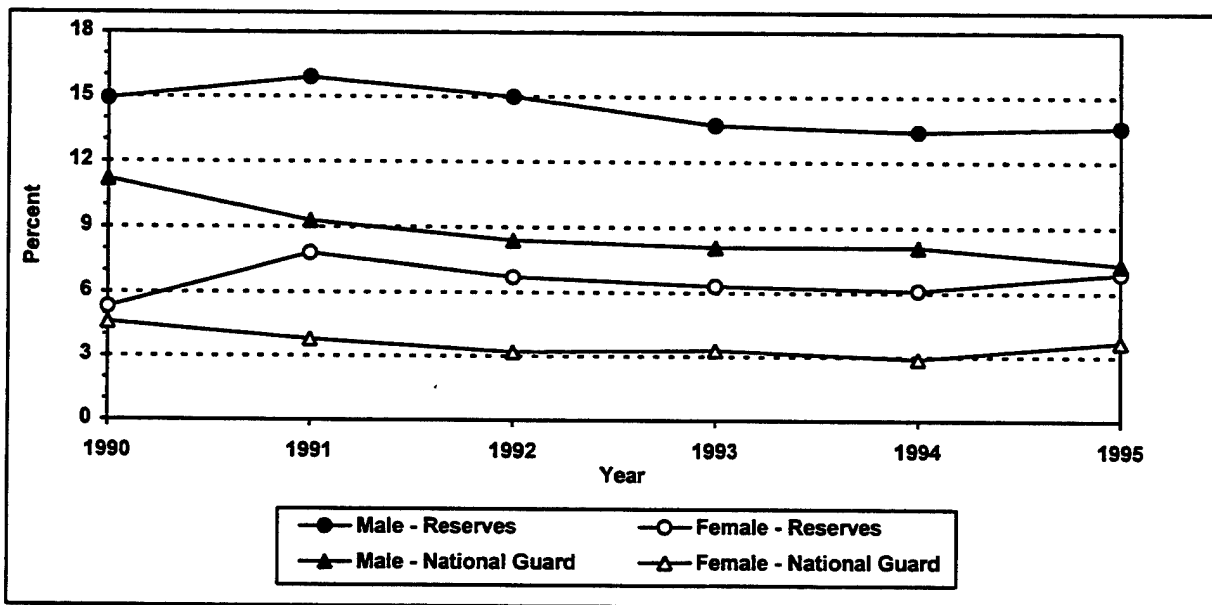


Figure 4-2. Fall 1995 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1990-1995

Table 4-3. Fall 1995 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity, by Gender, 1990-1995

Males						
Propensity Measure	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
National Guard						
Army National Guard	7.0 (0.6)	5.9 (0.8)	5.1 (0.7)	4.5 (0.6)	4.5 (0.4)	4.6 (0.3)
Air National Guard	3.7 (0.4)	3.1 (0.5)	3.1 (0.5)	2.9 (0.5)	3.4 (0.4)	2.5 (0.2)
Reserves						
Army Reserve	5.0 (0.4)	6.1 (0.7)	4.7 (0.6)	5.2 (0.7)	4.4 (0.4)	4.6 (0.4)
Naval Reserve	2.2 (0.4)	2.1 (0.4)	1.9 (0.3)	1.6 (0.3)	2.0 (0.3)	2.1 (0.2)
Marine Corps Reserve	2.8 (0.3)	2.7 (0.5)	3.7 (0.5)	1.9 (0.4)	2.4 (0.3)	2.6 (0.2)
Air Force Reserve	3.5 (0.4)	3.3 (0.5)	3.2 (0.5)	2.7 (0.4)	3.1 (0.3)	2.7 (0.2)
Coast Guard Reserve	1.2 (0.2)	1.2 (0.3)	1.2 (0.3)	1.4 (0.3)	1.1 (0.2)	1.4 (0.2)
Females						
Propensity Measure	1990 ^g	1991 ^h	1992 ⁱ	1993 ^j	1994 ^k	1995 ^l
National Guard						
Army National Guard	2.5 (0.5)	2.0 (0.5)	2.5 (0.6)	1.5 (0.5)	1.8 (0.3)	2.1 (0.3)
Air National Guard	2.1 (0.3)	1.3 (0.5)	0.6 (0.3)	1.6 (0.6)	1.0 (0.2)	1.6 (0.2)
Reserves						
Army Reserve	1.8 (0.3)	2.2 (0.6)	2.7 (0.7)	2.3 (0.8)	2.0 (0.3)	2.3 (0.3)
Naval Reserve	0.7 (0.2)	1.7 (0.7)	1.5 (0.5)	0.7 (0.3)	0.6 (0.2)	1.1 (0.2)
Marine Corps Reserve	0.6 (0.3)	0.1 (0.1)	0.1 (0.1)	0.7 (0.3)	0.9 (0.3)	0.7 (0.1)
Air Force Reserve	2.0 (0.3)	3.4 (1.0)	1.6 (0.4)	1.8 (0.6)	1.9 (0.4)	1.9 (0.3)
Coast Guard Reserve	0.1 (0.1)	0.3 (0.2)	0.7 (0.3)	0.6 (0.3)	0.6 (0.2)	0.7 (0.1)

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

Males

^aEstimates are based on 3,151 interviews.

^bEstimates are based on 1,576 interviews.

^cEstimates are based on 1,728 interviews.

^dEstimates are based on 1,694 interviews.

^eEstimates are based on 4,231 interviews.

^fEstimates are based on 7,060 interviews.

Females

^gEstimates are based on 1,700 interviews.

^hEstimates are based on 824 interviews.

ⁱEstimates are based on 960 interviews.

^jEstimates are based on 854 interviews.

^kEstimates are based on 2,303 interviews.

^lEstimates are based on 3,723 interviews.

Source: Q402, Q506, and Q508.

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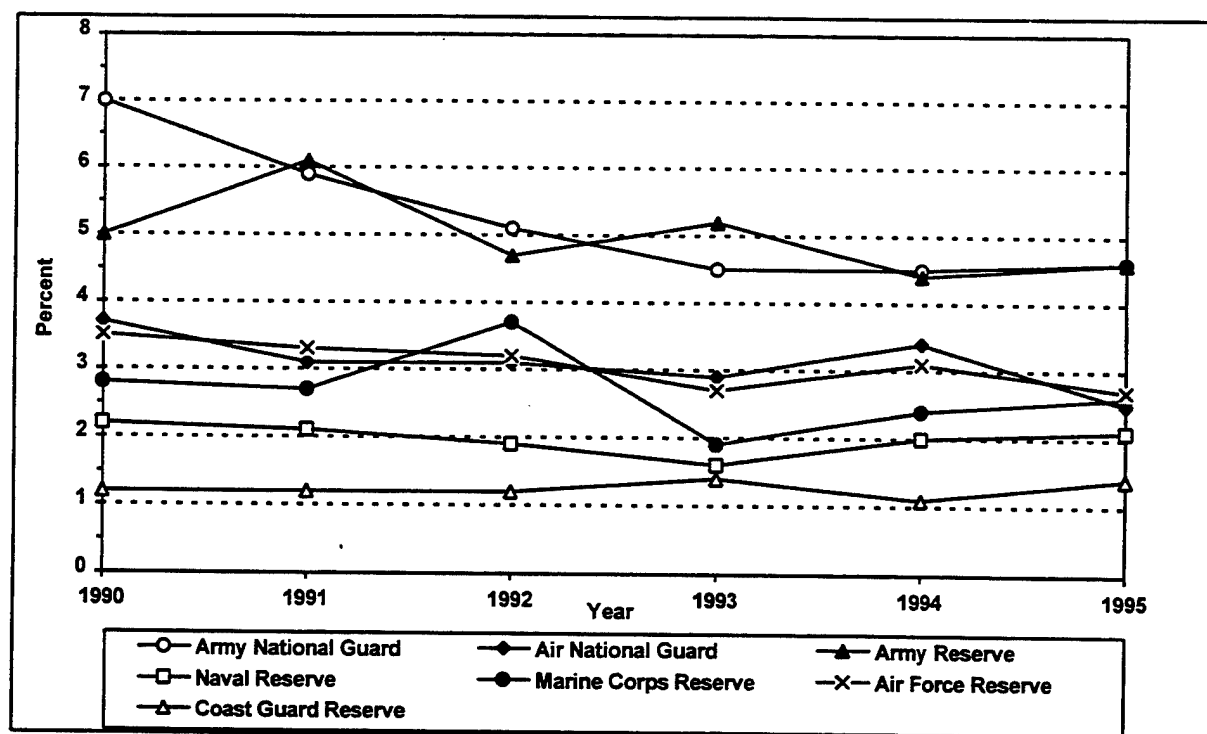


Figure 4-3A. Fall 1995 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Males, 1990-1995

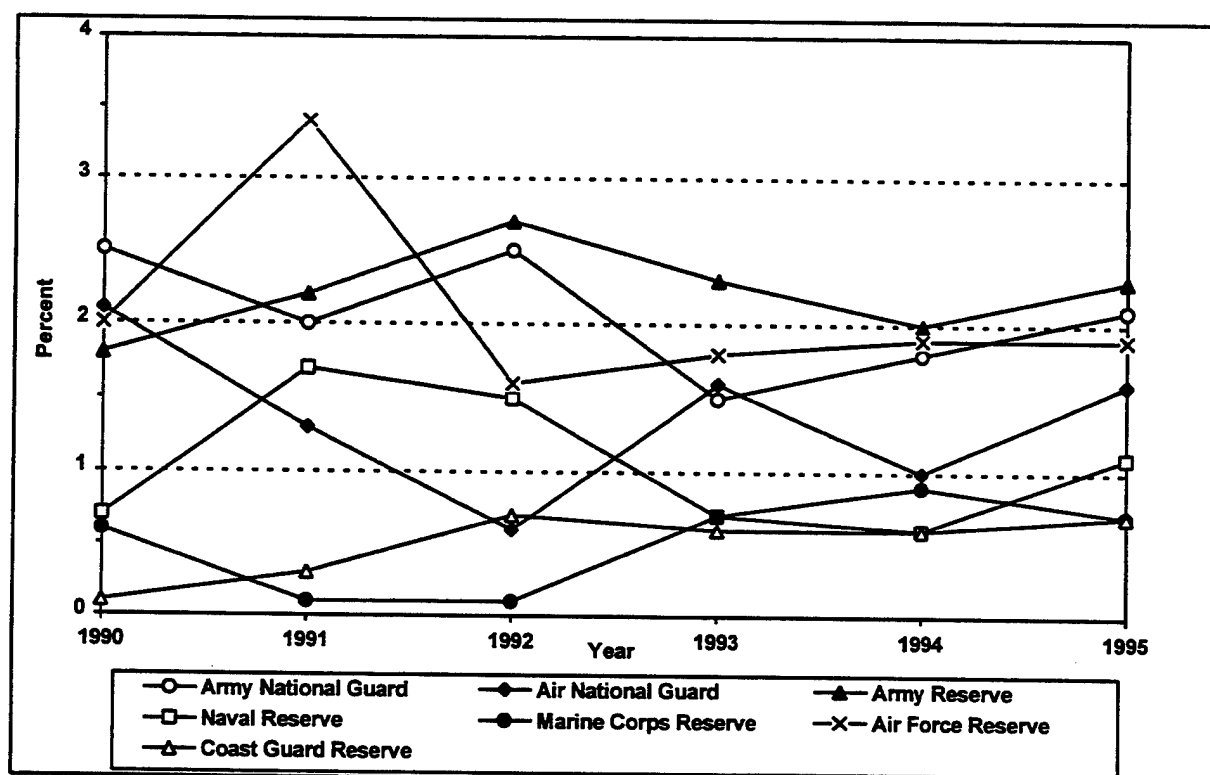


Figure 4-3B. Fall 1995 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Females, 1990-1995

Demographic Correlates of Reserve Propensity: 1995

Reserve Propensity and Age

Active and Reserve composite propensity for 1995 are presented in Table 4-4 and Figures 4-4A through 4-4D for males and females by age. Positive Reserve composite propensity was 16.2 percent for males and 8.5 percent for females. In general, Reserve composite propensity was less than active composite propensity but differences between the two measures depended upon gender and age. Among males, the difference between active and Reserve composite propensity decreased with age: the difference between active and Reserve propensity for 16-17 year-old males is 11.9 percentage points; for 18-19 year-olds, 6.8 percentage points; for 20-21 year-olds, 3.2 percentage points, and for 22-24 year-olds, 1.6 percentage points. Figure 4-4A presents active and Reserve composite propensity for males, by single year of age, and highlights the relationship between active and Reserve propensity and age. In contrast, Figure 4-4B shows that among females, active propensity was significantly greater than Reserve propensity for 16-17 year-olds, but no significant differences were observed for older age groups.

Reserve and National Guard propensity are also included in Table 4-4 and illustrated in Figures 4-4C and 4-4D for males and females, respectively. Regardless of age and gender, propensity toward the Reserves is higher than that toward the National Guard. Respondents who said they would "definitely" or "probably" be serving in the National Guard were asked: "Is that the Air National Guard or the Army National Guard?" Because a respondent could select only one response category, the sum of the percentages for Army National Guard and Air National Guard can not exceed the percentage reported for National Guard. In fact, the sum is usually less than the National Guard total because some respondents decline to answer the follow-up question, or do not know which specific National Guard component they would serve in and therefore do not select a response. Similarly, respondents who said they would "definitely" or "probably" be serving in the Reserves were asked to indicate whether they would most likely be in the Army, Naval, Marine Corps, Air Force, or Coast Guard Reserves. Again, because some respondents do not answer the follow-up question, the sum of the percentages identified with each of these components is slightly less than the total percentage reporting propensity for the Reserves.

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Table 4-4. Fall 1995 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
<u>Composite</u>					
Active	34.5 (1.1)	24.6 (1.1)	16.9 (1.2)	13.5 (0.9)	21.8 (0.6)
Reserve	22.6 (1.1)	17.8 (1.0)	13.7 (1.0)	11.9 (0.8)	16.2 (0.5)
<u>National Guard</u>	9.8 (0.8)	8.3 (0.7)	5.7 (0.6)	5.8 (0.7)	7.3 (0.3)
<u>Reserves</u>	18.4 (1.0)	15.0 (1.0)	12.3 (0.8)	9.8 (0.7)	13.6 (0.5)
Propensity Measure	Females				Total ^j
	16-17 Year-Olds ^f	18-19 Year-Olds ^g	20-21 Year-Olds ^h	22-24 Year-Olds ⁱ	
<u>Composite</u>					
Active	18.9 (1.2)	9.3 (1.2)	9.4 (1.3)	5.0 (0.8)	10.0 (0.6)
Reserve	13.9 (1.0)	8.4 (1.0)	7.7 (1.3)	5.5 (0.7)	8.5 (0.5)
<u>National Guard</u>	6.3 (0.8)	4.1 (0.7)	3.1 (0.7)	2.1 (0.5)	3.7 (0.3)
<u>Reserves</u>	10.8 (1.0)	6.8 (0.8)	5.7 (1.0)	5.1 (0.7)	6.9 (0.4)

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

Males

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Females

^fEstimates are based on 1,107 interviews.

^gEstimates are based on 878 interviews.

^hEstimates are based on 722 interviews.

ⁱEstimates are based on 1,106 interviews.

^jEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, APPOSNEG, RPPOSNEG, Q505, and Q507

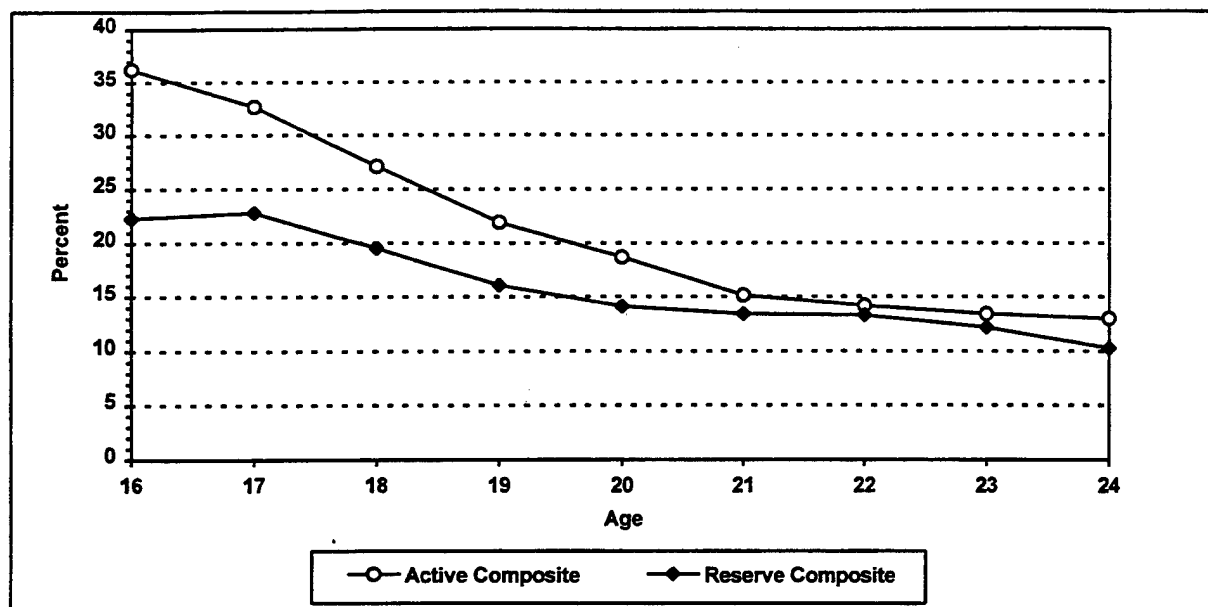


Figure 4-4A. Fall 1995 YATS - Percent Positive Active and Reserve Composite Propensity Among Males, by Single Year of Age

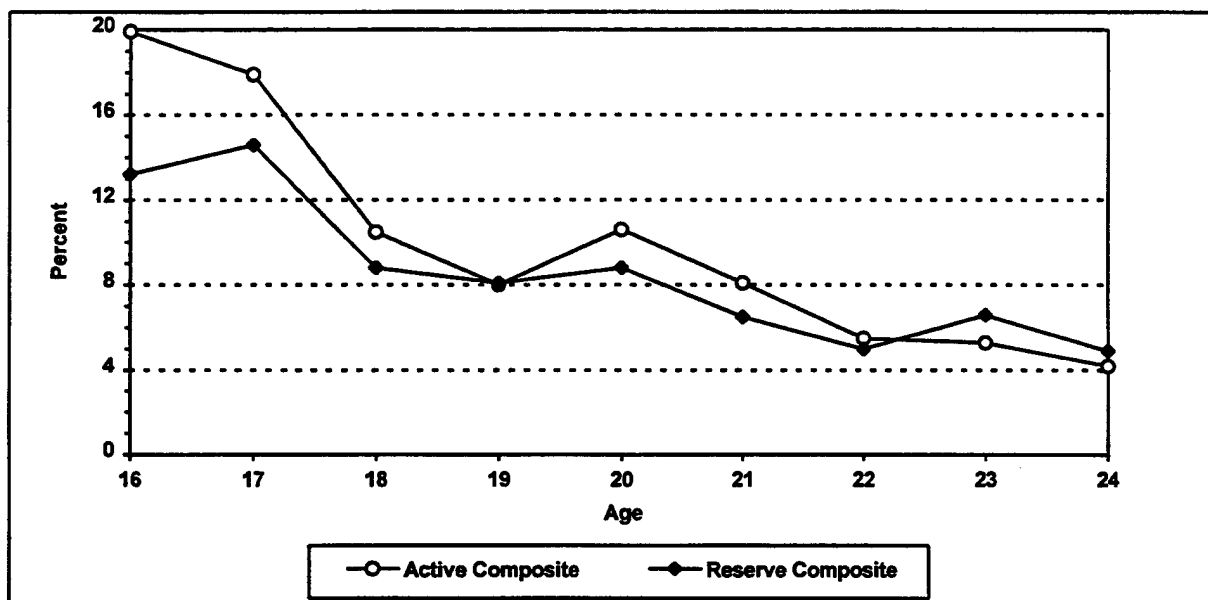


Figure 4-4B. Fall 1995 YATS - Percent Positive Active and Reserve Composite Propensity Among Females, by Single Year of Age

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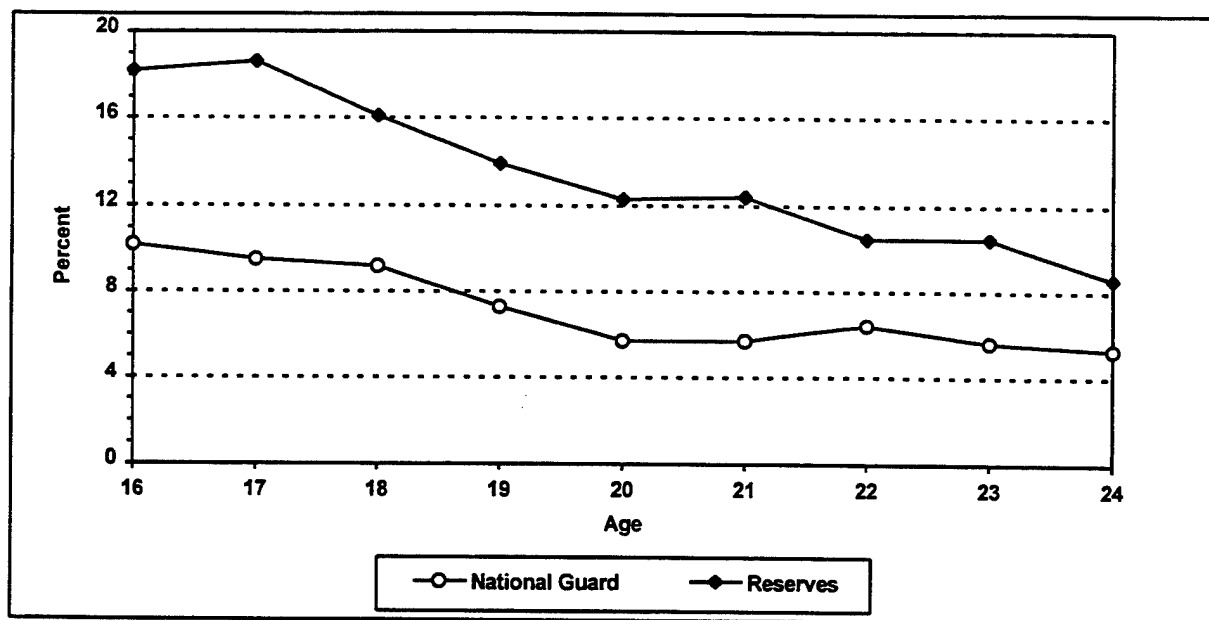


Figure 4-4C. Fall 1995 YATS - Percent Positive National Guard and Reserve Propensity Among Males, by Single Year of Age

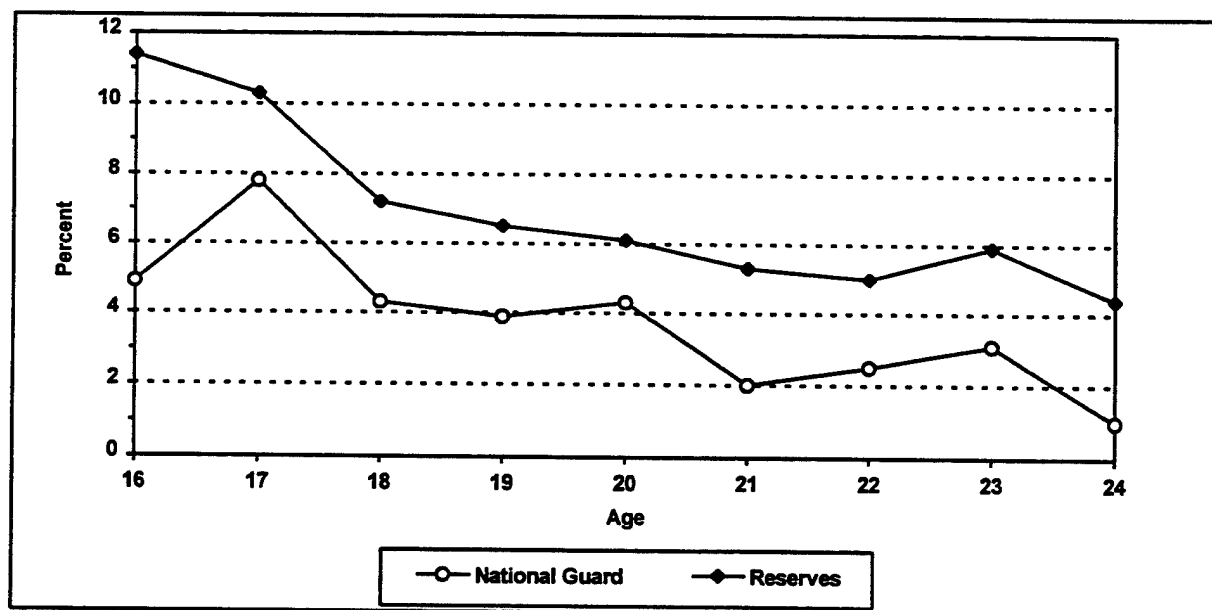


Figure 4-4D. Fall 1995 YATS - Percent Positive National Guard and Reserve Propensity Among Females, by Single Year of Age

Table 4-5 and Figures 4-5A through 4-5D present propensity estimates on the individual service components which make up the National Guard and Reserves. For males of all ages, Army National Guard propensity is significantly greater than Air National Guard propensity. Propensity expressed by females for the Army National Guard is significantly higher than that for Air National Guard only among 18-19 year olds.

Table 4-5 also shows Service-specific Reserve propensity. For males, Army Reserve propensity (4.6 percent), is significantly higher than propensity for any other Service. Air Force Reserve propensity (2.7 percent) was next highest and is significantly higher than propensity expressed toward the Naval Reserve (2.1 percent) but not significant from Marine Corps propensity (2.6 percent). Propensity expressed toward the Coast Guard Reserve (1.4 percent) is significantly lower than for any other Reserve Service. For females, propensity for the Army Reserve (2.3 percent) and Air Force Reserve (1.9 percent) were significantly higher than propensity for other Services.

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Table 4-5. Fall 1995 YATS - Percent Positive National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males				Total ^c
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
<u>National Guard</u>	9.8 (0.8)	8.3 (0.7)	5.7 (0.6)	5.8 (0.7)	7.3 (0.3)
Army National Guard	5.8 (0.6)	6.1 (0.7)	3.5 (0.5)	3.4 (0.5)	4.6 (0.3)
Air National Guard	3.9 (0.5)	2.0 (0.4)	1.9 (0.4)	2.3 (0.3)	2.5 (0.2)
<u>Reserves</u>	18.4 (1.0)	15.0 (1.0)	12.3 (0.8)	9.8 (0.7)	13.6 (0.5)
Army Reserve	5.9 (0.6)	5.2 (0.6)	4.5 (0.5)	3.1 (0.5)	4.6 (0.4)
Naval Reserve	3.7 (0.5)	2.2 (0.4)	1.4 (0.4)	1.5 (0.4)	2.1 (0.2)
Marine Corps Reserve	3.0 (0.4)	3.8 (0.5)	2.4 (0.4)	1.6 (0.3)	2.6 (0.2)
Air Force Reserve	3.7 (0.5)	2.0 (0.3)	2.9 (0.4)	2.4 (0.4)	2.7 (0.2)
Coast Guard Reserve	1.8 (0.3)	1.5 (0.3)	1.1 (0.4)	1.3 (0.3)	1.4 (0.2)

Propensity Measure	Females				Total ^j
	16-17 Year-Olds ^f	18-19 Year-Olds ^g	20-21 Year-Olds ^h	22-24 Year-Olds ⁱ	
<u>National Guard</u>	6.3 (0.8)	4.1 (0.7)	3.1 (0.7)	2.1 (0.5)	3.7 (0.3)
Army National Guard	3.8 (0.6)	2.8 (0.6)	1.4 (0.5)	1.0 (0.3)	2.1 (0.3)
Air National Guard	2.5 (0.5)	1.3 (0.4)	1.6 (0.5)	1.1 (0.4)	1.6 (0.2)
<u>Reserves</u>	10.8 (1.0)	6.8 (0.8)	5.7 (1.0)	5.1 (0.7)	6.9 (0.4)
Army Reserve	3.2 (0.5)	2.3 (0.6)	1.8 (0.6)	2.1 (0.5)	2.3 (0.3)
Naval Reserve	2.5 (0.5)	1.0 (0.3)	0.9 (0.4)	0.4 (0.2)	1.1 (0.2)
Marine Corps Reserve	1.8 (0.5)	0.5 (0.2)	0.4 (0.2)	0.3 (0.2)	0.7 (0.1)
Air Force Reserve	1.6 (0.4)	2.0 (0.5)	2.0 (0.6)	1.9 (0.5)	1.9 (0.3)
Coast Guard Reserve	1.7 (0.4)	0.9 (0.4)	0.3 (0.2)	0.2 (0.1)	0.7 (0.1)

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

Males

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Females

^fEstimates are based on 1,107 interviews.

^gEstimates are based on 878 interviews.

^hEstimates are based on 722 interviews.

ⁱEstimates are based on 1,106 interviews.

^jEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, and Q505-Q508.

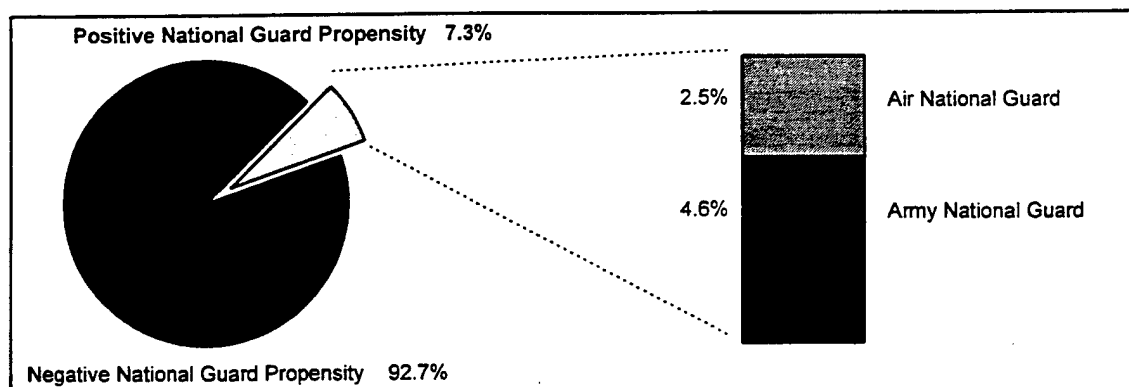


Figure 4-5A. Fall 1995 YATS - National Guard Propensity Among Males

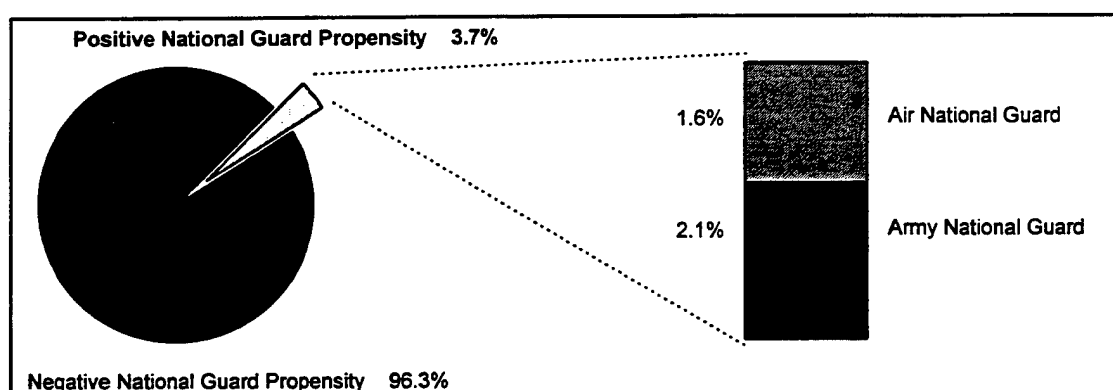


Figure 4-5B. Fall 1995 YATS - National Guard Propensity Among Females

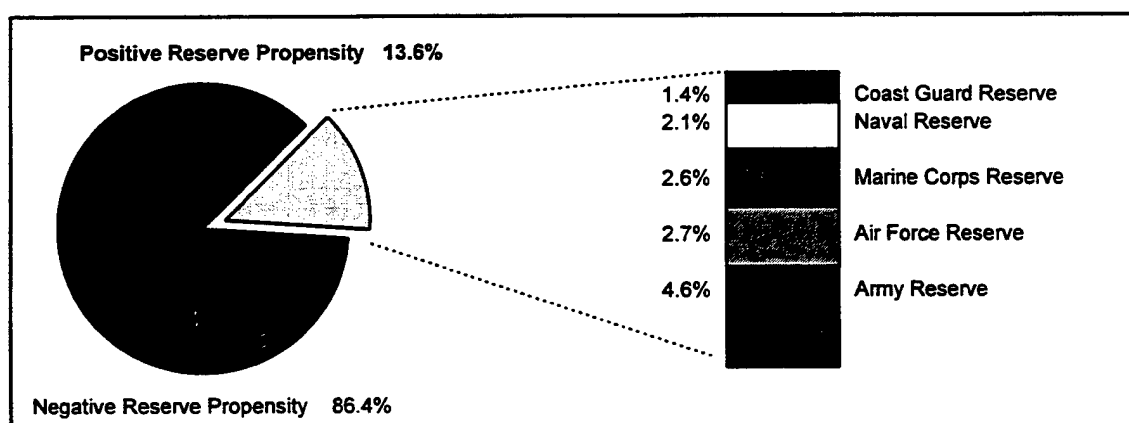


Figure 4-5C. Fall 1995 YATS - Reserve Propensity Among Males

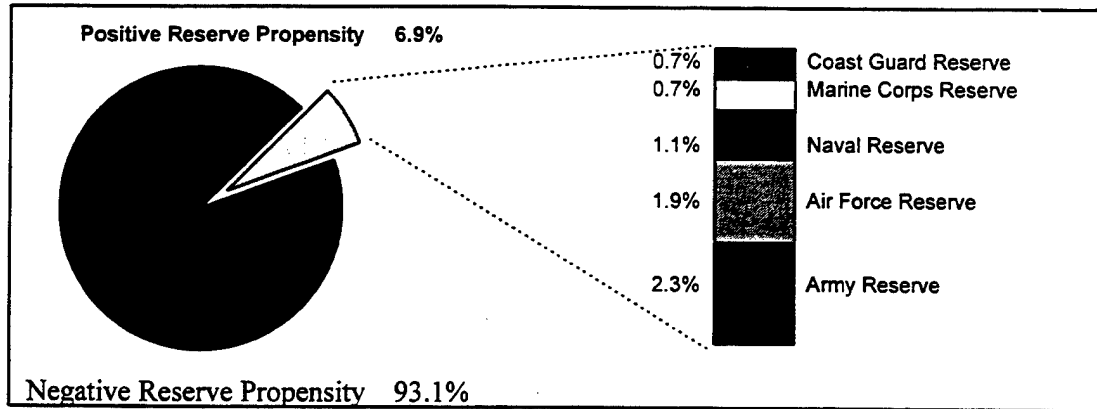


Figure 4-5D. Fall 1995 YATS - Reserve Propensity Among Females

Reserve Propensity and School Status

Table 4-6 and Figures 4-6A and 4-6B present Reserve propensity by school status for males and females. Among the two different groups of youth, students and non-students, a distinctive pattern between Reserve propensity and educational status is obvious and readily seen in Figures 4-6A and 4-6B. As the level of education increases within each group, Reserve propensity decreases. This relationship is true among males and females for all three Reserve propensity measures -- Reserve composite, Reserves, and National Guard. For males, Reserve composite propensity is generally highest among non-senior high school students (23.9 percent), high school seniors (21.0 percent), and non-completers (24.4 percent), and lowest among college graduates (4.0 percent). For females, the highest levels of Reserve composite propensity were expressed by non-senior high school students (14.7 percent), high school seniors (12.7 percent), and non-completers (10.7 percent).

Table 4-6. Fall 1995 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by School Status and Gender

Propensity Measure	School Status				Total ^h
	Students		Non-Students		
	Non-Senior High School Student ^a	High School Senior ^b	Post-secondary/ Graduate Student ^c	Non-Completer ^d	
Males					
Composite					
Active	37.4 (1.5)	31.8 (1.5)	10.2 (0.6)	30.1 (1.8)	21.8 (0.6)
Reserve	23.9 (1.5)	21.0 (1.5)	9.0 (0.6)	24.4 (1.8)	16.2 (0.5)
National Guard	11.8 (1.1)	7.9 (1.1)	3.8 (0.4)	11.4 (1.2)	7.3 (0.3)
Reserves	19.4 (1.4)	17.8 (1.3)	7.8 (0.5)	20.3 (1.6)	13.6 (0.5)
Females					
Composite					
Active	20.6 (2.0)	17.8 (1.8)	5.4 (0.7)	11.0 (1.7)	10.0 (0.6)
Reserve	14.7 (1.4)	12.7 (1.7)	5.6 (0.7)	10.7 (1.7)	8.5 (0.5)
National Guard	7.0 (1.2)	6.4 (1.2)	2.0 (0.4)	4.9 (1.2)	3.7 (0.3)
Reserves	11.1 (1.3)	10.3 (1.5)	4.9 (0.7)	8.5 (1.3)	6.9 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.					
Males					
^a Estimates are based on 1,426 interviews.					
^b Estimates are based on 912 interviews.					
^c Estimates are based on 2,092 interviews.					
^d Estimates are based on 837 interviews.					
Females					
^a Estimates are based on 647 interviews.					
^b Estimates are based on 487 interviews.					
^c Estimates are based on 1,283 interviews.					
^d Estimates are based on 337 interviews.					
^e Estimates are based on 499 interviews.					
^f Estimates are based on 260 interviews.					
^g Estimates are based on 194 interviews.					
^h Estimates are based on 3,723 interviews.					

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q404A, Q407C, Q408C, and SCHOOLST.

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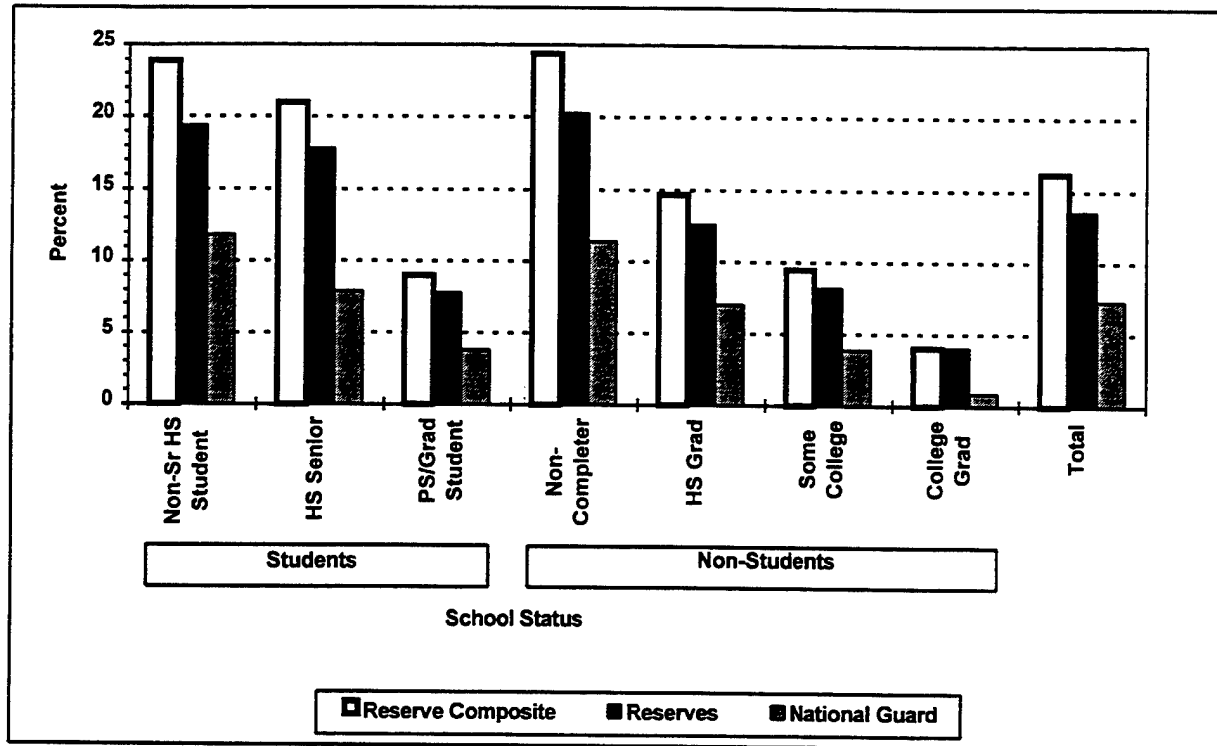


Figure 4-6A. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by School Status

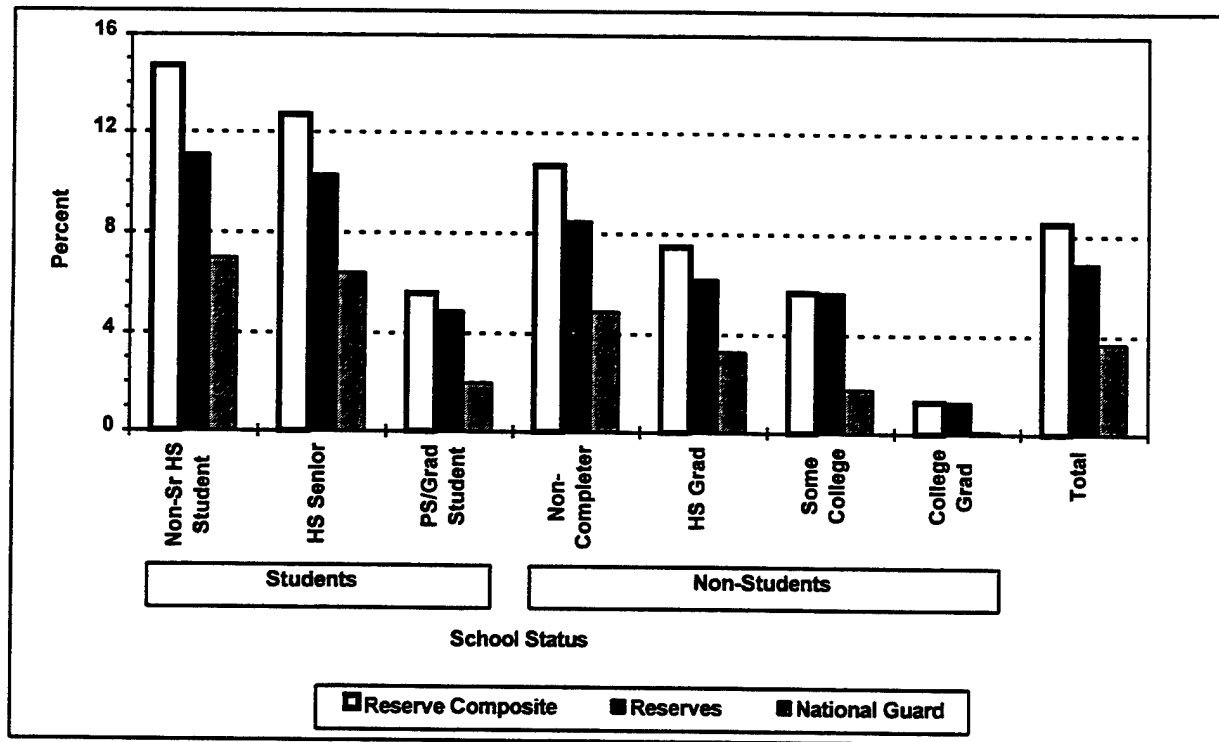


Figure 4-6B. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by School Status

Reserve Propensity by Employment and School Status

Table 4-7 presents Reserve propensity by employment and school status. These data are displayed in Figures 4-7A for males and 4-7B for females. For males, propensity is highest among those youth who are not employed but looking for work, and lowest among those who are not employed and not looking for work. For females, propensity is highest among those who are not employed but looking for work. However, unlike males, there were no differences in propensity between females who were employed and those who were not employed and not looking for work. High school students who are not employed but looking for work express the highest propensity among both males (27.8 percent) and females (19.1 percent).

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Table 4-7. Fall 1995 YATS - Percent Positive Reserve Composite Propensity Among Males and Females, by Employment and School Status

Employment Status	Males				Total ^e
	High School Students ^a	High School Graduates ^b	Some College ^c	Postsecondary/ Graduate Students ^d	
Employed	23.6 (1.3)	14.2 (1.1)	9.3 (1.3)	8.6 (0.9)	15.2 (0.6)
Not employed, looking	27.8 (2.0)	18.5 (4.0)	--	17.2 (2.4)	24.5 (1.5)
Not employed, not looking	15.5 (1.5)	--	--	6.6 (1.0)	11.9 (0.9)
Total	22.6 (1.0)	14.7 (1.1)	9.5 (1.2)	9.0 (0.6)	16.2 (0.5)

Employment Status	Females				Total ^j
	High School Students ^f	High School Graduates ^g	Some College ^h	Postsecondary/ Graduate Students ⁱ	
Employed	13.4 (1.7)	6.7 (1.4)	4.3 (1.6)	5.1 (0.9)	6.8 (0.5)
Not employed, looking	19.1 (2.7)	12.0 (4.4)	--	13.3 (2.9)	16.9 (1.6)
Not employed, not looking	9.8 (1.7)	--	--	3.0 (1.0)	6.8 (1.1)
Total	13.8 (1.0)	7.5 (1.4)	5.7 (1.8)	5.6 (0.7)	8.5 (0.5)

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

(--) Indicates cell size is so small that standard error estimate is not reliable.

Males

^aEstimates are based on 2,338 interviews.

^bEstimates are based on 1,025 interviews.

^cEstimates are based on 472 interviews.

^dEstimates are based on 2,092 interviews.

^eEstimates are based on 7,060 interviews.

Females

^fEstimates are based on 1,134 interviews.

^gEstimates are based on 499 interviews.

^hEstimates are based on 260 interviews.

ⁱEstimates are based on 1,283 interviews.

^jEstimates are based on 3,723 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and RPPOSNEG.

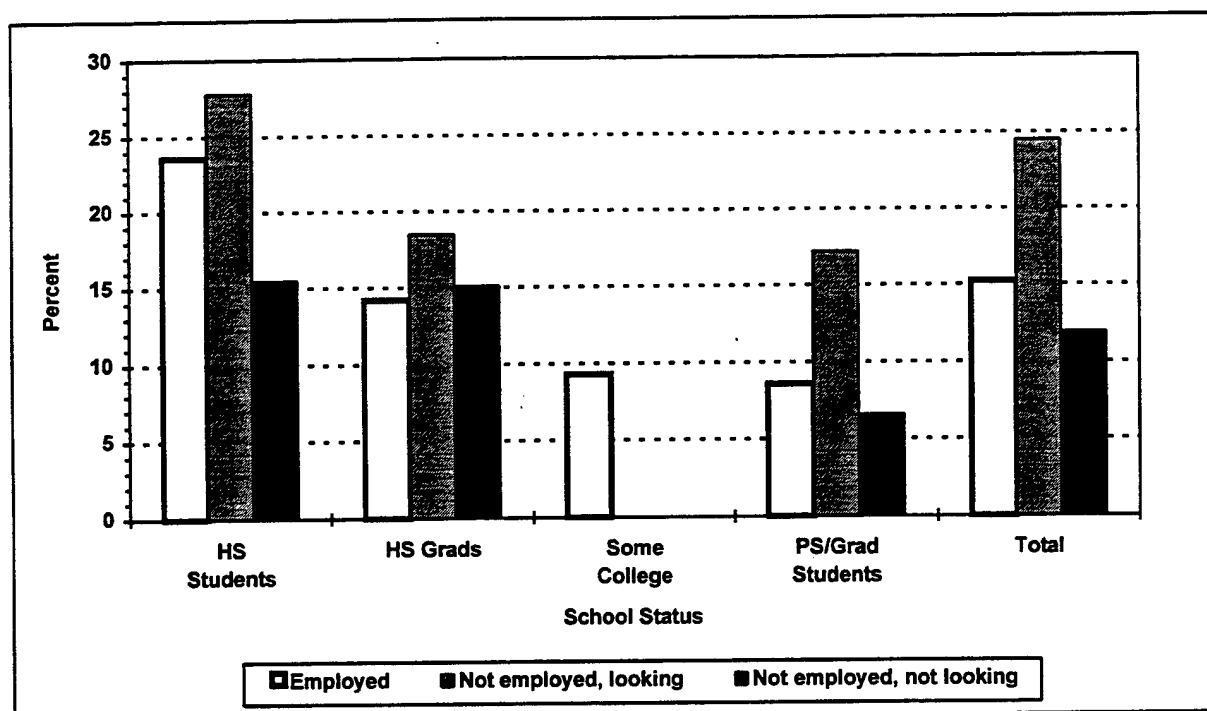


Figure 4-7A. Fall 1995 YATS - Percent Positive Reserve Composite Propensity Among Males, by Employment and School Status

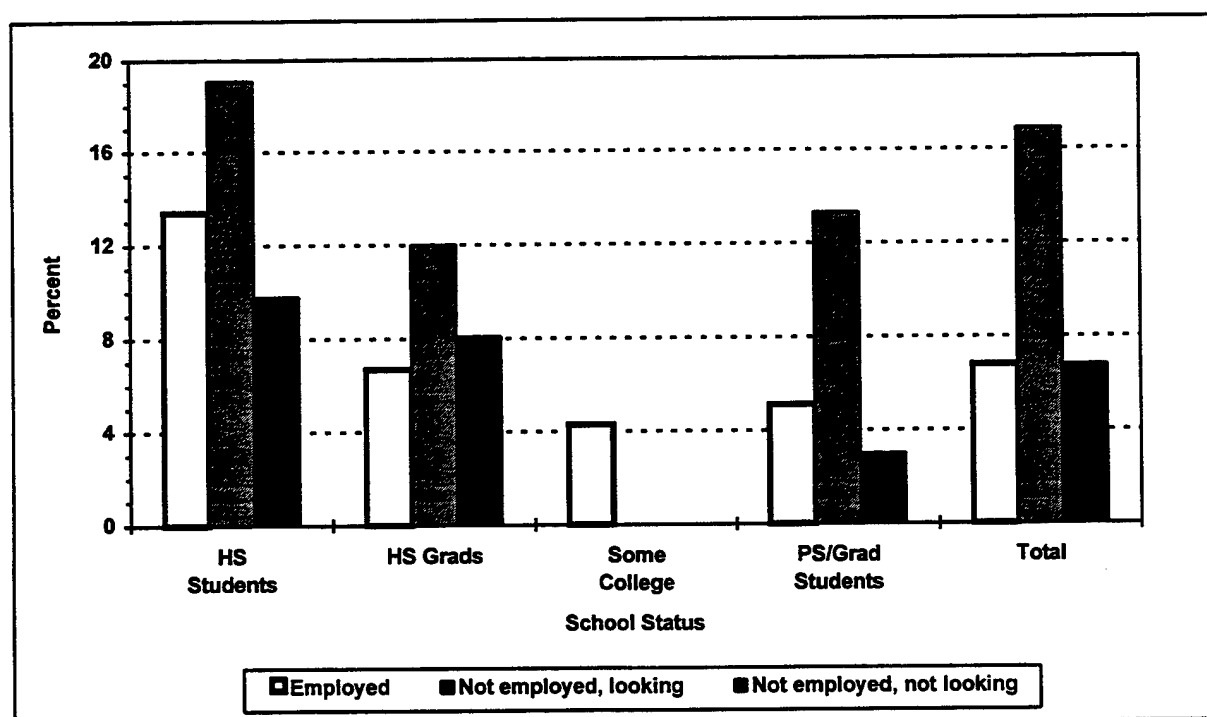


Figure 4-7B. Fall 1995 YATS - Percent Positive Reserve Composite Propensity Among Females, by Employment and School Status

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Reserve Propensity and Race/Ethnicity

Table 4-8 and Figures 4-8A and 4-8B present Reserve propensity by race/ethnicity for males and females. Reserve composite propensity among black (26.0 percent) and Hispanic (26.9 percent) males is more than twice that of white (11.9 percent) males. For black (20.4 percent) and Hispanic (15.8 percent) females, Reserve composite propensity is approximately four times that expressed by white (4.2 percent) females. For both males and females, there were no significant differences in Reserve propensity among blacks and Hispanics.

Table 4-8. Fall 1995 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Race/Ethnicity

Propensity Measure	Males			
	White ^a	Black ^b	Hispanic ^c	Total ^d
<u>Composite</u>				
Active	16.8 (0.6)	27.4 (1.5)	39.9 (2.2)	21.8 (0.6)
Reserve	11.9 (0.5)	26.0 (1.7)	26.9 (2.0)	16.2 (0.5)
<u>National Guard</u>	4.9 (0.3)	11.6 (1.2)	13.6 (1.6)	7.3 (0.3)
<u>Reserves</u>	9.7 (0.5)	22.4 (1.6)	23.8 (1.9)	13.6 (0.5)
Propensity Measure	Females			
	White ^e	Black ^f	Hispanic ^g	Total ^h
<u>Composite</u>				
Active	5.2 (0.5)	20.7 (1.9)	20.3 (2.5)	10.0 (0.6)
Reserve	4.2 (0.3)	20.4 (1.8)	15.8 (2.3)	8.5 (0.5)
<u>National Guard</u>	1.6 (0.2)	9.0 (1.1)	7.7 (1.7)	3.7 (0.3)
<u>Reserves</u>	3.3 (0.3)	17.1 (1.6)	12.7 (1.9)	6.9 (0.4)

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

Males

^aEstimates are based on 4,813 interviews.

^bEstimates are based on 905 interviews.

^cEstimates are based on 757 interviews.

^dEstimates are based on 7,060 interviews.

Females

^eEstimates are based on 2,452 interviews.

^fEstimates are based on 623 interviews.

^gEstimates are based on 392 interviews.

^hEstimates are based on 3,723 interviews.

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q714, and Q715.

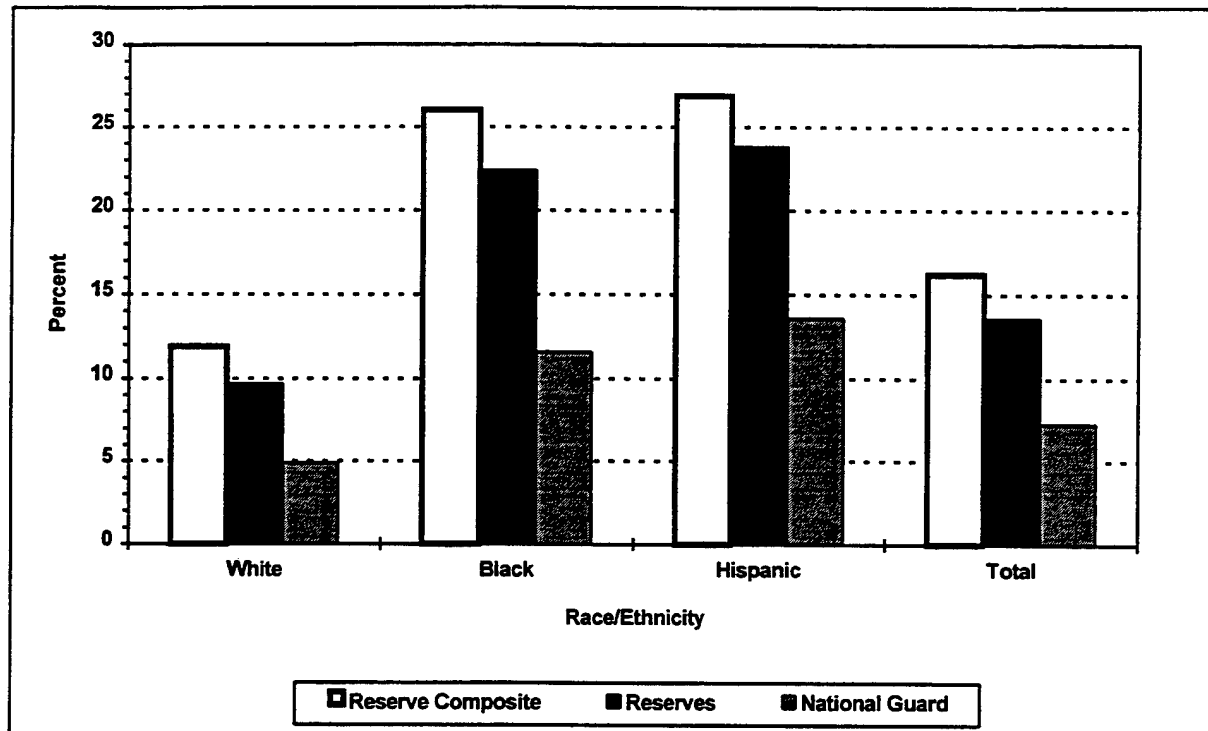


Figure 4-8A. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Race/Ethnicity

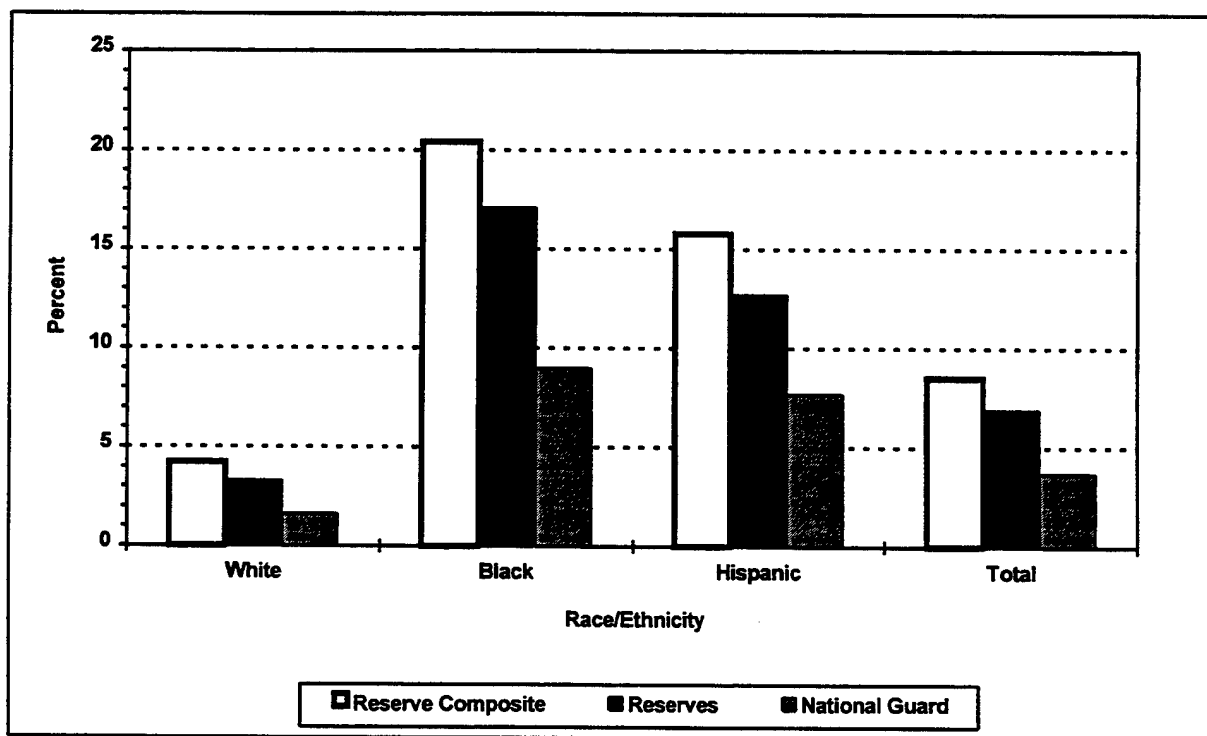


Figure 4-8B. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Race/Ethnicity

Reserve Propensity and Region

Table 4-9 and Figures 4-9A and 4-9B present propensity by region of residence for males and females. Male Reserve composite propensity was significantly higher in the South than any other region. There were no significant differences in propensity levels among males from other regions. The pattern of responses was similar for both the National Guard and the Reserves. There was a slightly different pattern among females by region. Females from the West and South expressed the highest levels of Reserve composite propensity, followed by females from the Northeast and North Central regions.

Table 4-9. Fall 1995 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Region

Propensity Measure	Males				
	Northeast ^a	North Central ^b	South ^c	West ^d	Total ^e
<u>Composite</u>					
Active	20.5 (1.3)	18.6 (1.0)	23.8 (1.0)	23.3 (1.4)	21.8 (0.6)
Reserve	15.9 (1.2)	13.1 (0.9)	18.8 (0.7)	15.6 (1.0)	16.2 (0.5)
<u>National Guard</u>	6.6 (0.8)	5.8 (0.5)	8.7 (0.5)	7.1 (0.8)	7.3 (0.3)
<u>Reserves</u>	13.7 (1.1)	11.3 (0.9)	15.8 (0.6)	12.5 (1.0)	13.6 (0.5)
Propensity Measure	Females				
	Northeast ^f	North Central ^g	South ^h	West ⁱ	Total ^j
<u>Composite</u>					
Active	9.5 (1.1)	6.1 (0.9)	11.4 (0.9)	12.5 (1.6)	10.0 (0.6)
Reserve	7.5 (1.2)	5.3 (0.8)	9.7 (0.8)	10.9 (1.5)	8.5 (0.5)
<u>National Guard</u>	3.4 (0.8)	1.6 (0.5)	4.3 (0.5)	5.5 (1.1)	3.7 (0.3)
<u>Reserves</u>	6.2 (1.1)	4.8 (0.8)	8.0 (0.7)	8.2 (1.3)	6.9 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.					
<u>Males</u>			<u>Females</u>		
^a Estimates are based on 1,227 interviews.			^f Estimates are based on 656 interviews.		
^b Estimates are based on 1,709 interviews.			^g Estimates are based on 894 interviews.		
^c Estimates are based on 2,718 interviews.			^h Estimates are based on 1,457 interviews.		
^d Estimates are based on 1,406 interviews.			ⁱ Estimates are based on 716 interviews.		
^e Estimates are based on 7,060 interviews.			^j Estimates are based on 3,723 interviews.		
Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, and REGION.					

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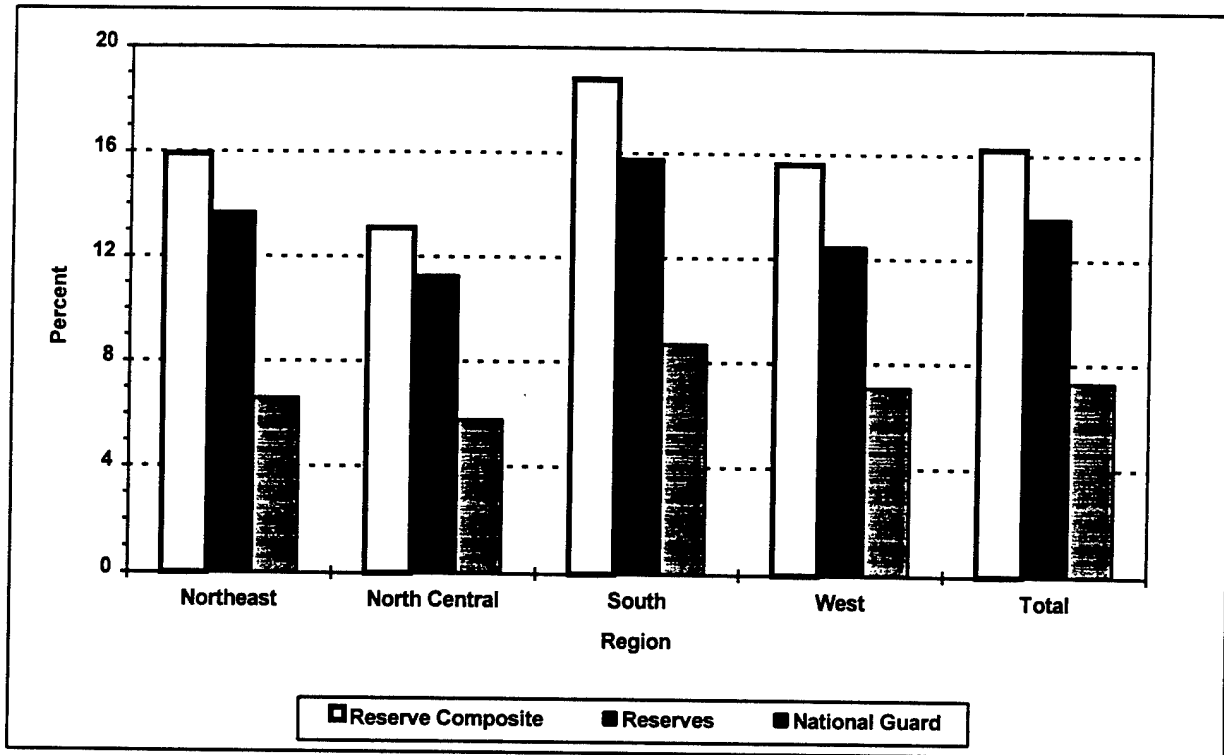


Figure 4-9A. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Region

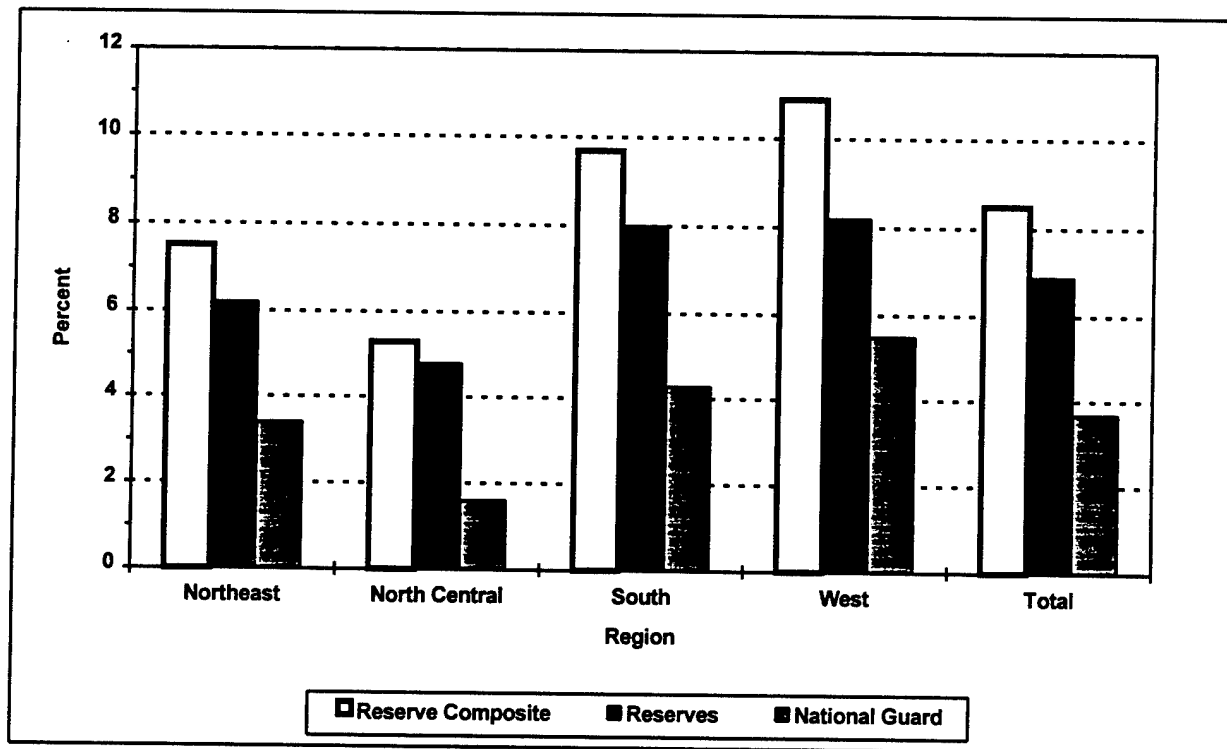


Figure 4-9B. Fall 1995 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Region

Summary of Demographic Correlates of Reserve Propensity

Overall, 16.2 percent of males and 8.5 percent of females expressed Reserve composite propensity. Among both males and females, Reserve propensity decreased as age increased. Reserve composite propensity is generally less than active composite propensity for male and female youth of all ages. However, the difference between active and Reserve propensity is greater among males than females. In addition, propensity for the Reserves is higher than for National Guard for males and females of all ages.

Among males and females who expressed an interest in the National Guard, propensity for the Army National Guard was higher than the Air National Guard. Among those expressing Reserve propensity, preference for the Army Reserves was greater than any other Reserve component.

In general, sociodemographic patterns in Reserve propensity parallel those in active propensity. Reserve propensity was highest among non-senior high school students, high school seniors, and non-completers; and lowest among college graduates. Highest propensity levels were found among youth who were not employed, but looking for work. Reserve propensity was also higher for blacks and Hispanics than for whites and differences were larger for females. Males from the South expressed higher Reserve propensity than males from other regions. Females from the West and South expressed higher propensity than females from the Northeast and North Central regions.

5. AWARENESS OF MILITARY ADVERTISING

Other than military recruiters themselves, advertising is perhaps the most important recruiting tool used to attract American youth into the U.S. Armed Forces. Advertising can be “paid” using funds allocated to the different Service recruiting commands or it can be “unpaid,” Public Service Announcements (PSAs), with programming time provided free as a form of public service. Paid advertisements are carefully placed by the Services to target the desired audience and to increase awareness of the military Services throughout the American public. The YATS survey contains several questions related to military advertising which provides feedback to the Services on the effect of their advertising campaigns.

Two questions found in the YATS survey are asked to measure “unaided” advertising awareness. All respondents are initially asked, *“Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?”* If the respondent answered affirmatively to this first question, a follow-on question was asked, *“For which Military Services did you see this kind of advertising?”* Both of these questions are considered “unaided” measurements of advertising awareness because respondents were asked to recall specific Service advertising without first being presented a list of Services to choose from.

This chapter presents trends in advertising awareness from information gathered from the 1992-1995 YATS, along with more detailed results from the latest administration--the 1995 YATS.

Historical Trends in Advertising Awareness

Table 5-1 and Figure 5-1A present results of unaided advertising awareness for 1992 to 1995. The table includes results of significance testing which compared estimates from each of the earlier years with estimates for 1995. Asterisks designate estimates that were statistically different from the 1995 estimate. For example, among males, the percentage who recalled military advertising in 1993 (84.9 percent) and 1994 (85.0 percent) was significantly less than the percentage of males who recalled advertising in 1995 (87.8 percent). Thus, there has been a significant increase in advertising awareness in 1995 among males, which brings awareness back to the level observed in 1992. In contrast, there are no significant changes in overall advertising awareness among females. The only significant gender difference in recall over this four year period occurs in 1995 when 87.8 percent of the males recalled military advertising, compared to 86.1 percent of females.

Table 5-1 and Figures 5-1B (males) and 5-1C (females) also show the percentage of males and females who recalled advertising for specific Services. Significantly more males recalled advertising for each Service than females from 1992 to 1995, except that in 1993 and 1994 approximately the same percent of males and females recalled Army advertising. Figures 5-1B and 5-1C show that among both males and females there are significant differences in recall of Service-specific advertising. The recall of Army advertising was higher than any other Service; recall of Marine Corps advertising was second. Recall was lowest for Coast Guard advertising. Among the Services, for both men and women, levels of recall were closest between the Navy and Air Force, where differences were not statistically significant in 1992 and 1993 but were significant in 1994 and 1995.

Overall, the recall of Service-specific advertising among youth dropped slightly in 1993, remained at this level in 1994, and rose in 1995. However, the 10 point drop in 1993 among males for Marine Corps advertising recall has been sustained. Although recall of Marine Corps advertising is still second among the Services, this erosion is significant. Additionally, the percentage of females who recalled Marine Corps advertising has dropped every year from 49.9 percent in 1992 to 39.0 percent in 1995.

It is not surprising that more men recall military advertising than women, based on the advertising campaigns of the Services. Service advertising has focused primarily on males as its target audience and thus advertisements appear more often in magazines and on programs that have larger male audiences. As a result, males receive more exposure to Service advertising than females.

YATS also provides feedback on the Joint Recruiting Advertising Program (JRAP). This program is responsible for television and print campaigns which name each Service in their advertisements. Respondents are asked, *"Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?"* Unlike the previous two questions analyzed, this question is considered "aided" since the interviewer asks the respondent about JRAP advertising specifically. Because of general differences which exist between responses to aided and unaided survey questions, analysts are cautioned against directly comparing results from JRAP or Joint Service recall with Service-specific recall.

Table 5-1. Fall 1995 YATS - Unaided Advertising Awareness, by Gender, 1992-1995

	Year			
	1992 ^a	1993 ^b	1994 ^c	1995 ^d
Males				
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	87.6 (0.7)	84.9 (0.5) *	85.0 (0.6) *	87.8 (0.4)
If yes, for which Military Services did you see this kind of advertising?				
Army	76.1 (0.9)	70.5 (0.8) *	70.7 (0.8) *	77.2 (0.6)
Navy	45.9 (0.9) *	39.4 (0.9) *	40.5 (0.9) *	43.5 (0.7)
Marine Corps	63.3 (1.1) *	52.8 (1.1)	52.5 (0.8)	52.8 (0.7)
Air Force	48.1 (0.8) *	40.3 (0.9)	38.1 (0.8)	39.0 (0.6)
Coast Guard	18.8 (0.8) *	11.2 (0.5) *	10.4 (0.5) *	13.1 (0.5)
Females				
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	85.6 (1.1)	85.2 (1.2)	85.0 (0.9)	86.1 (0.7)
If yes, for which Military Services did you see this kind of advertising?				
Army	71.4 (1.6)	69.4 (1.6)	69.0 (1.2) *	72.4 (0.9)
Navy	36.2 (1.4)	30.0 (1.3) *	31.4 (1.0) *	34.4 (0.9)
Marine Corps	49.9 (1.2) *	44.2 (1.6) *	41.9 (1.0) *	39.0 (0.8)
Air Force	35.2 (1.2) *	29.9 (1.2)	28.3 (0.9)	28.5 (0.8)
Coast Guard	11.8 (0.8) *	6.0 (0.5) *	6.8 (0.6)	7.8 (0.5)

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

^aEstimates are based on 3,560 interviews for males and 2,014 for females.

^bEstimates are based on 3,390 interviews for males and 1,811 for females.

^cEstimates are based on 4,231 interviews for males and 2,303 for females.

^dEstimates are based on 7,060 interviews for males and 3,723 for females.

*Difference between this year's and 1995 estimate was statistically significant at the p=.05 level.

Source: Q402, Q616B, and Q617F.

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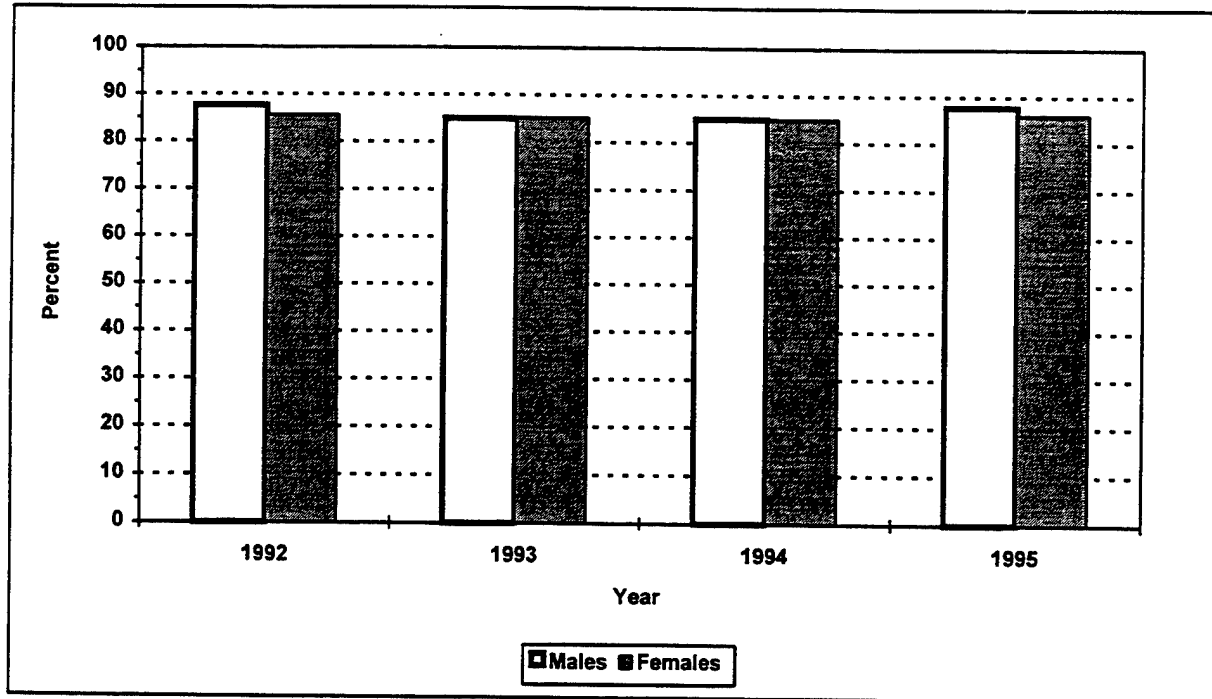


Figure 5-1A. Fall 1995 YATS - Unaided Advertising Awareness, by Gender, 1992-1995

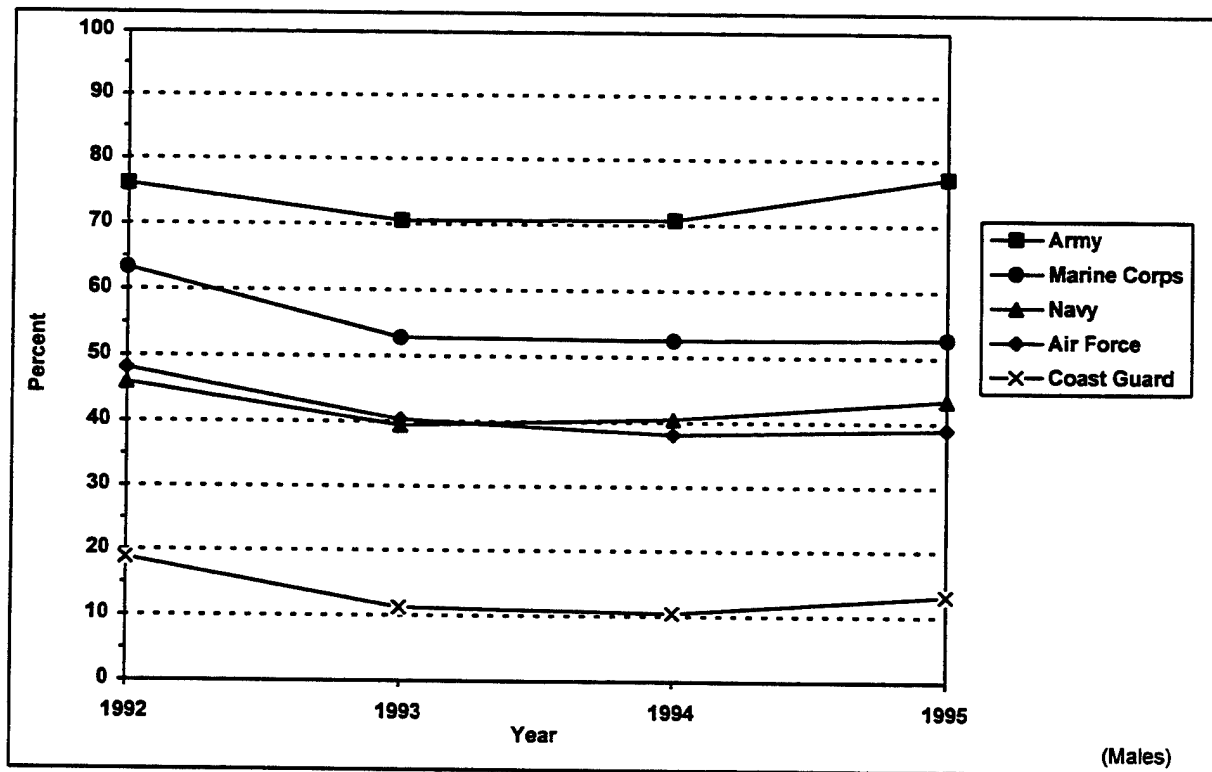


Figure 5-1B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, 1992 - 1995

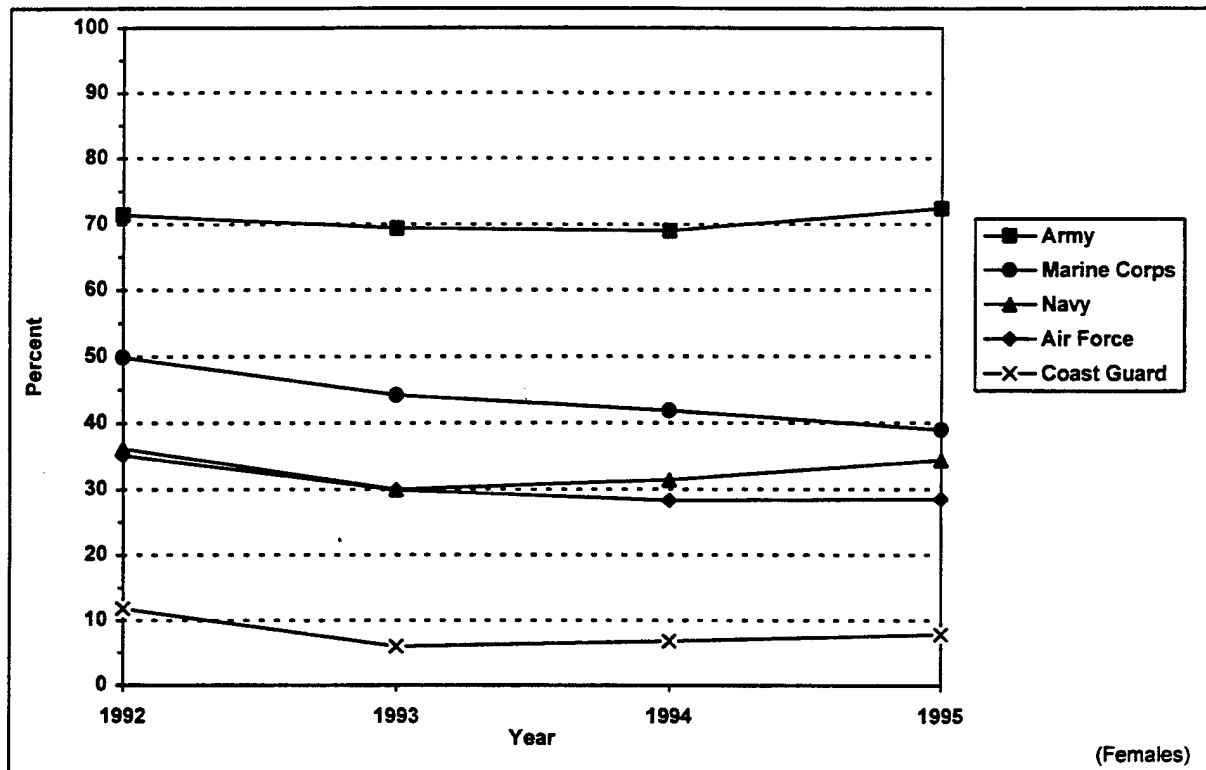


Figure 5-1C. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, 1992 - 1995

Table 5-2 and Figure 5-2 present findings from 1992 to 1995 on the Joint Service question. Aided recall of Joint Service advertising is higher among males than females over the four year period; however, the pattern of recall is very similar for males and females. Joint Service recall dropped sharply in 1993 and again in 1994 before recovering slightly in 1995. Although the recall rates for 1995 were not statistically higher than those measured in 1994, the change is in a positive direction. The decline in recall is most likely associated with a decrease in the advertising funds invested in the JRAP during this period.

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Table 5-2. Fall 1995 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1992-1995

	Year			
	1992 ^a	1993 ^b	1994 ^c	1995 ^d
Males				
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	36.5 (1.0) *	29.7 (0.8) *	23.6 (0.7)	25.4 (0.6)
Females				
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	28.6 (1.2) *	25.5 (1.3) *	20.2 (1.2)	21.3 (0.9)

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

^aEstimates are based on 3,560 interviews for males and 2,014 for females.

^bEstimates are based on 3,390 interviews for males and 1,811 for females.

^cEstimates are based on 4,231 interviews for males and 2,303 for females.

^dEstimates are based on 7,060 interviews for males and 3,723 for females.

*Difference between this year's and 1995 estimate was statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, and Q608.

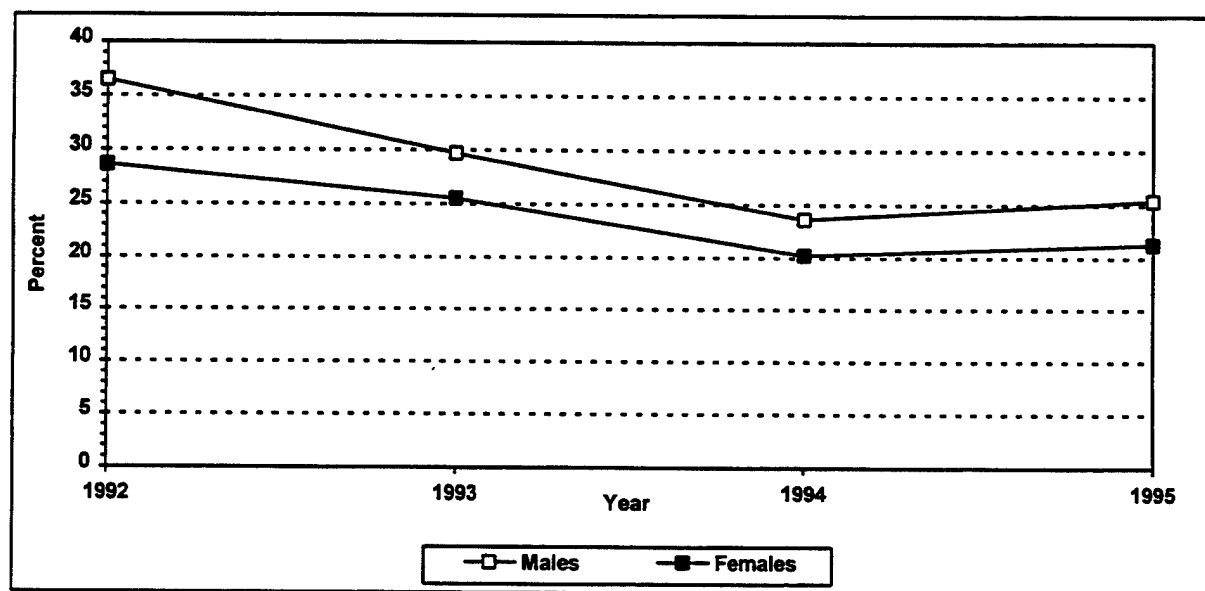


Figure 5-2. Fall 1995 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1992-1995

Inter-Service Differences in Advertising Awareness: 1995

Tables 5-3 (males) and 5-4 (females) present advertising awareness by age group for 1995. As presented in the total columns in these tables, significantly more males (87.8 percent) recalled military advertising within the past year than females (86.1 percent), and this is also true for specific Service advertising. Recall of Army advertising by males (77.2 percent) and females (72.4 percent) was higher than any other Service. Recall of Marine Corps advertising was next highest among males (52.8 percent) and females (39.0 percent), while recall was lowest for the Coast Guard. Navy advertising was recalled by a significantly higher percentage of youth (43.5 percent-males, 34.4 percent-females) than Air Force advertising (39.0 percent-males, 28.5 percent-females). Significantly more males (25.4 percent) than females (21.3 percent) also recalled Joint Service advertising in 1995.

Differences which appear between Services in advertising recall may be due to several different factors. Funding, media selection, audiences targeted, and themes or messages portrayed in advertising all contribute to these differences. Public perceptions of the different Services also influence awareness based on attitudes which either heighten or decrease attention to advertisements. Other factors which influence advertising recall such as age, school status, race/ethnicity, etc., are presented in this chapter. However, the effect of these factors is minimal compared to inter-Service differences mentioned briefly above.

Sociodemographic Correlates of Advertising Recall

This section presents the relationship of advertising recall for males and females to five different sociodemographic factors--age, school status, employment status, race/ethnicity, and region of residence. Differences between groups within these factors that are statistically significant are annotated in the tables.

Advertising Recall and Age. Table 5-3 and Figures 5-3A and 5-3B present advertising awareness among males for four age groups. (The figures present data by single year of age versus age group.) Although awareness seems highest among 16-17 year-olds (88.6 percent) than any of the other older groups, there were no significant differences between any of the age groups. This is also apparent in Figure 5-3A. Generally, awareness of specific Service advertising did not vary by age, except that awareness of Marine Corps, Air Force, and Coast Guard advertising was significantly lower among 16-17 year-olds than older groups. Awareness of Joint Service advertising increased as age increased. Awareness increased from 19.2 percent of 16-17 year-olds to 30.1 percent of 22-24 year-olds. This pattern can be seen in Figure 5-3A.

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Table 5-4 and Figures 5-4A and 5-4B present findings for advertising awareness among females by age. As among males, advertising awareness did not generally vary by age. However, Marine Corps advertising awareness increased as age increased. Significantly fewer 16-17 year-olds recalled Marine Corps advertising than any older age group. Awareness of Joint Service advertising was also significantly lower among 16-17 year-olds (17.6 percent) than 18-24 year-olds (approximately 22 percent).

Table 5-3. Fall 1995 YATS - Unaided Advertising Awareness Among Males, by Age

	Age				Total ^e
	16 - 17 Year-Olds ^a	18 - 19 Year-Olds ^b	20 - 21 Year-Olds ^c	22 - 24 Year-Olds ^d	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	88.6 (0.6)	87.4 (0.9)	87.7 (1.1)	87.6 (0.9)	87.8 (0.4)
If yes, for which Military Services did you see this kind of advertising?					
Army	78.3 (0.8)	76.1 (1.2)	77.9 (1.3)	76.6 (1.3)	77.2 (0.6)
Navy	44.7 (1.3) ⁺	45.6 (1.5) ^{&}	44.0 (1.4)	40.9 (1.4)	43.5 (0.7)
Marine Corps	47.7 (1.1) ^{*#+}	55.0 (1.4)	53.1 (1.5)	55.0 (1.4)	52.8 (0.7)
Air Force	35.7 (0.9) ^{*+}	40.2 (1.3)	38.7 (1.6)	40.7 (1.2)	39.0 (0.6)
Coast Guard	10.0 (0.6) ^{*#+}	14.6 (1.2)	12.7 (0.7)	14.5 (0.8)	13.1 (0.5)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	19.2 (1.1) ^{*#+}	24.8 (1.0) ^{&}	26.0 (1.2) [^]	30.1 (1.4)	25.4 (0.6)

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

^aEstimates are based on 2,207 interviews with 16-17 year-olds.

^bEstimates are based on 1,612 interviews with 18-19 year-olds.

^cEstimates are based on 1,434 interviews with 20-21 year-olds.

^dEstimates are based on 1,807 interviews with 22-24 year-olds.

^eEstimates are based on 7,060 interviews.

^{*}Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

⁺Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q616B, Q617F, and Q608.

Table 5-4. Fall 1995 YATS - Unaided Advertising Awareness Among Females, by Age

	Age				Total ^c
	16 - 17 Year-Olds ^a	18 - 19 Year-Olds ^b	20 - 21 Year-Olds ^c	22 - 24 Year-Olds ^d	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	86.3 (1.3)	86.9 (1.2)	85.7 (1.7)	85.6 (1.2)	86.1 (0.7)
If yes, for which Military Services did you see this kind of advertising?					
Army	70.4 (1.3) [#]	71.5 (1.9)	75.5 (2.1)	72.4 (1.5)	72.4 (0.9)
Navy	36.6 (1.7) ⁺	39.3 (1.8) ^{&}	34.4 (2.0)	29.9 (1.4)	34.4 (0.9)
Marine Corps	33.1 (1.3) ^{*#+}	38.8 (1.8)	39.3 (2.0)	42.9 (1.6)	39.0 (0.8)
Air Force	25.1 (1.3) ^{*+}	29.5 (1.5)	27.6 (2.0)	30.8 (1.7)	28.5 (0.8)
Coast Guard	7.5 (0.9)	9.9 (1.1) ^{&}	7.2 (1.1)	7.1 (0.9)	7.8 (0.5)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	17.6 (1.0) ^{*+}	21.9 (1.6)	20.0 (1.7)	24.3 (1.6)	21.3 (0.9)

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

^aEstimates are based on 1,107 interviews with 16-17 year-olds.

^bEstimates are based on 878 interviews with 18-19 year-olds.

^cEstimates are based on 722 interviews with 20-21 year-olds.

^dEstimates are based on 1,016 interviews with 22-24 year-olds.

^eEstimates are based on 3,723 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

⁺Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q616B, Q617F, and Q608.

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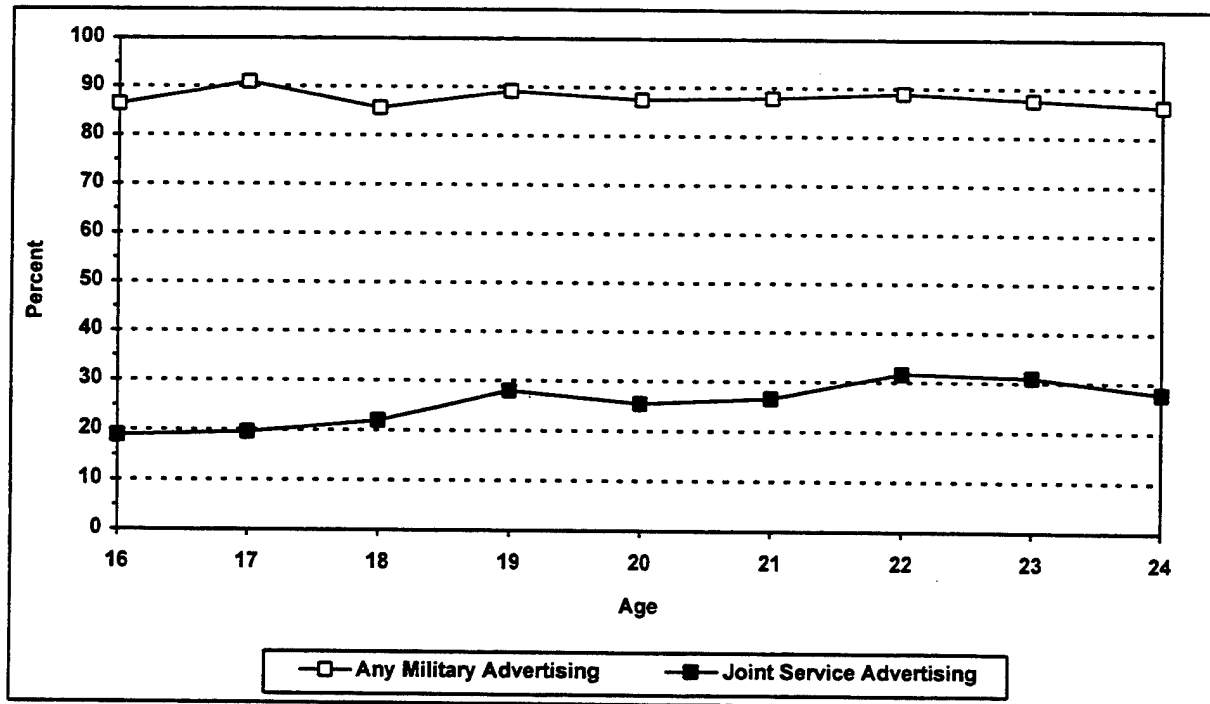


Figure 5-3A. Fall 1995 YATS - Unaided Advertising Awareness Among Males, by Single Year of Age

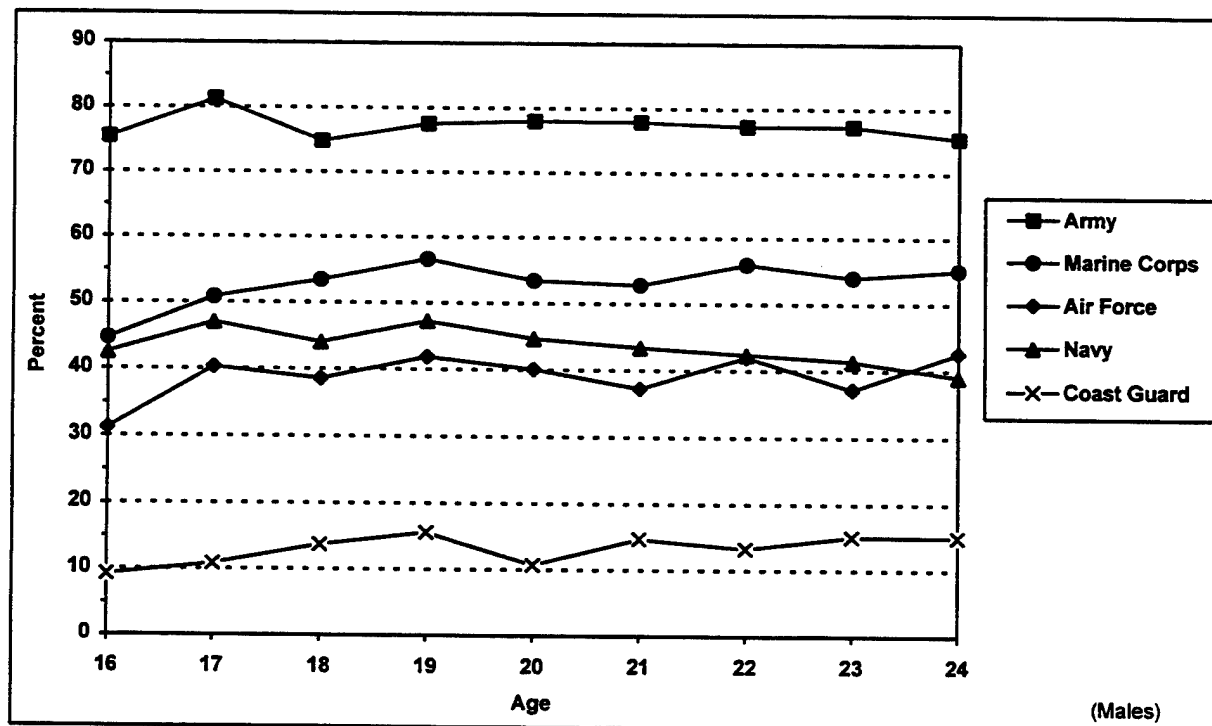


Figure 5-3B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Single Year of Age

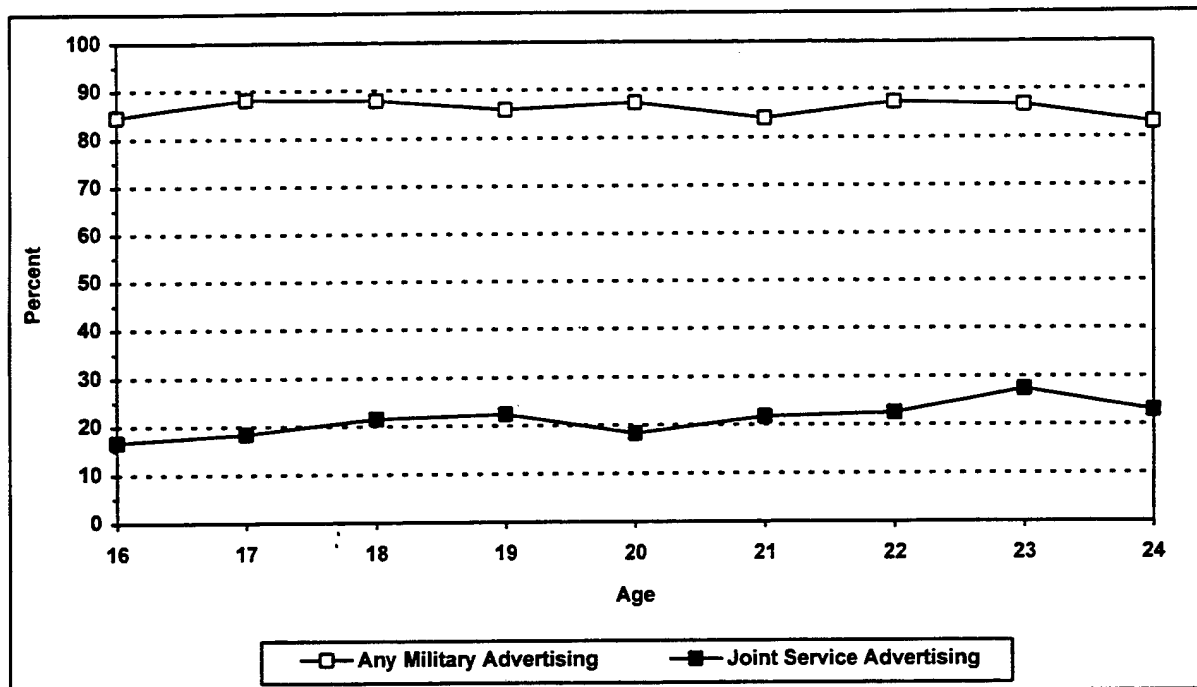


Figure 5-4A. Fall 1995 YATS - Unaided Advertising Awareness Among Females, by Single Year of Age

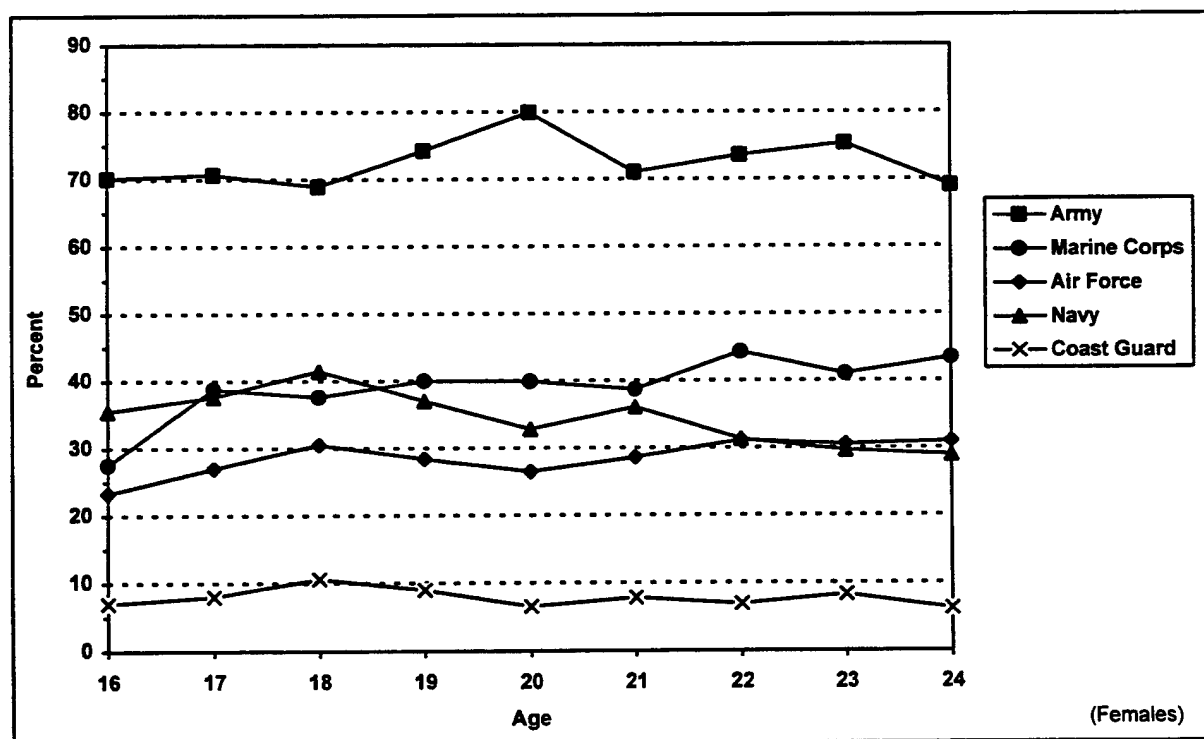


Figure 5-4B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Single Year of Age

Advertising Recall and School Status. Awareness of military advertising is presented in Table 5-5 and Figure 5-5A by school status and gender. Figure 5-5B (males) and Figure 5-5C (females) illustrate data on recall of each Service's advertising by school status. The relationship between general advertising recall and school status is readily observed in Figure 5-5A. For both males and females, advertising recall increases as the level of educational attainment increases within two groups--students and non-students. General advertising recall is highest among college graduates (94.7 percent-males, 93.1 percent-females) and lowest among non-completers (78.9 percent-males, 73.6 percent-females). The same pattern observed for general advertising recall is also found within the recall of specific Service advertising, as shown in Figures 5-5B and 5-5C.

An understanding of the focus of military recruiters may help to explain findings on advertising awareness which are related to school status. The primary target of military recruiters is high school seniors. Additionally, recruiters focus on higher qualified youth because military research has proven that aptitude and performance are positively correlated, and the needs of the Services establishes the focus of the recruiters. Therefore, as educational achievement increases, you would expect recruiter interest to increase. This interest leads to contact which should increase one's awareness of military advertising. In Fiscal Year 1995, the ratio of male to female accessions was approximately 6.5:1. So obviously recruiters will focus more on men than women, which is consistent with greater awareness among males. In addition, advertising recall may increase as youth get older and become more aware of its content and message.

Table 5-5. Fall 1995 YATS - Unaided Advertising Awareness, by School Status and Gender

		Males ^a	Females ^b
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Non-Completer	78.9 (1.7)	73.6 (2.7)
	High School Graduate	85.9 (1.3)	83.2 (2.0)
	Some College	90.5 (1.5)	89.9 (2.1)
	College Graduate	94.7 (1.3)	93.1 (1.9)
	Non-Senior High School Student	85.6 (0.9)	84.0 (1.7)
	High School Senior	89.5 (1.2)	86.7 (2.4)
	Postsecondary/Graduate Student	93.5 (0.5)	91.5 (0.9)
If yes, for which Military Services did you see this kind of advertising?			
<u>Army</u>	Non-Completer	69.1 (2.1)	59.7 (2.5)
	High School Graduate	73.5 (1.4)	72.1 (2.2)
	Some College	80.5 (1.9)	77.2 (2.7)
	College Graduate	85.4 (2.6)	75.8 (3.1)
	Non-Senior High School Student	74.2 (1.0)	67.7 (2.1)
	High School Senior	79.2 (1.4)	70.9 (2.5)
	Postsecondary/Graduate Student	83.4 (0.9)	78.9 (1.4)
<u>Navy</u>	Non-Completer	33.5 (1.9)	28.5 (2.4)
	High School Graduate	41.6 (1.6)	28.3 (2.0)
	Some College	46.1 (2.6)	34.8 (3.7)
	College Graduate	52.3 (3.4)	37.6 (3.6)
	Non-Senior High School Student	41.7 (1.6)	34.0 (2.0)
	High School Senior	44.7 (1.8)	40.1 (2.3)
	Postsecondary/Graduate Student	49.7 (1.3)	37.9 (1.4)
<u>Marine Corps</u>	Non-Completer	44.7 (1.9)	30.2 (2.9)
	High School Graduate	51.4 (1.8)	36.5 (1.8)
	Some College	57.8 (2.4)	45.7 (3.3)
	College Graduate	61.1 (2.9)	49.9 (4.0)
	Non-Senior High School Student	44.5 (1.4)	28.5 (1.6)
	High School Senior	52.7 (1.5)	38.6 (2.4)
	Postsecondary/Graduate Student	61.4 (1.1)	45.1 (1.5)

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

^aEstimates are based on 7,060 interviews for males.

^bEstimates are based on 3,723 interviews for females.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.

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Table 5-5. Fall 1995 YATS - Unaided Advertising Awareness, by School Status and Gender (continued)

		Males ^a	Females ^b
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Non-Completer	78.9 (1.7)	73.6 (2.7)
	High School Graduate	85.9 (1.3)	83.2 (2.0)
	Some College	90.5 (1.5)	89.9 (2.1)
	College Graduate	94.7 (1.3)	93.1 (1.9)
	Non-Senior High School Student	85.6 (0.9)	84.0 (1.7)
	High School Senior	89.5 (1.2)	86.7 (2.4)
	Postsecondary/Graduate Student	93.5 (0.5)	91.5 (0.9)
If yes, for which Military Services did you see this kind of advertising?			
<u>Air Force</u>	Non-Completer	30.6 (2.0)	20.7 (2.3)
	High School Graduate	38.2 (1.6)	27.3 (2.2)
	Some College	41.5 (2.5)	32.1 (3.3)
	College Graduate	46.3 (3.3)	37.6 (3.2)
	Non-Senior High School Student	32.8 (1.2)	24.7 (1.5)
	High School Senior	41.3 (1.6)	25.5 (1.9)
	Postsecondary/Graduate Student	45.6 (0.9)	32.9 (1.4)
<u>Coast Guard</u>	Non-Completer	10.1 (1.3)	5.6 (1.3)
	High School Graduate	12.6 (1.2)	7.8 (1.3)
	Some College	17.4 (1.7)	8.3 (1.6)
	College Graduate	18.6 (2.4)	9.8 (2.4)
	Non-Senior High School Student	9.2 (0.9)	6.5 (1.1)
	High School Senior	13.2 (1.1)	9.2 (1.5)
	Postsecondary/Graduate Student	15.5 (0.9)	8.4 (0.9)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Non-Completer	24.1 (1.7)	17.8 (2.6)
	High School Graduate	28.2 (1.6)	17.9 (1.9)
	Some College	29.4 (2.2)	28.1 (3.2)
	College Graduate	30.4 (3.2)	28.3 (3.4)
	Non-Senior High School Student	19.2 (1.3)	17.6 (1.7)
	High School Senior	19.4 (1.6)	19.6 (1.9)
	Postsecondary/Graduate Student	29.1 (1.2)	24.2 (1.2)

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

^aEstimates are based on 7,060 interviews for males.

^bEstimates are based on 3,723 interviews for females.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.

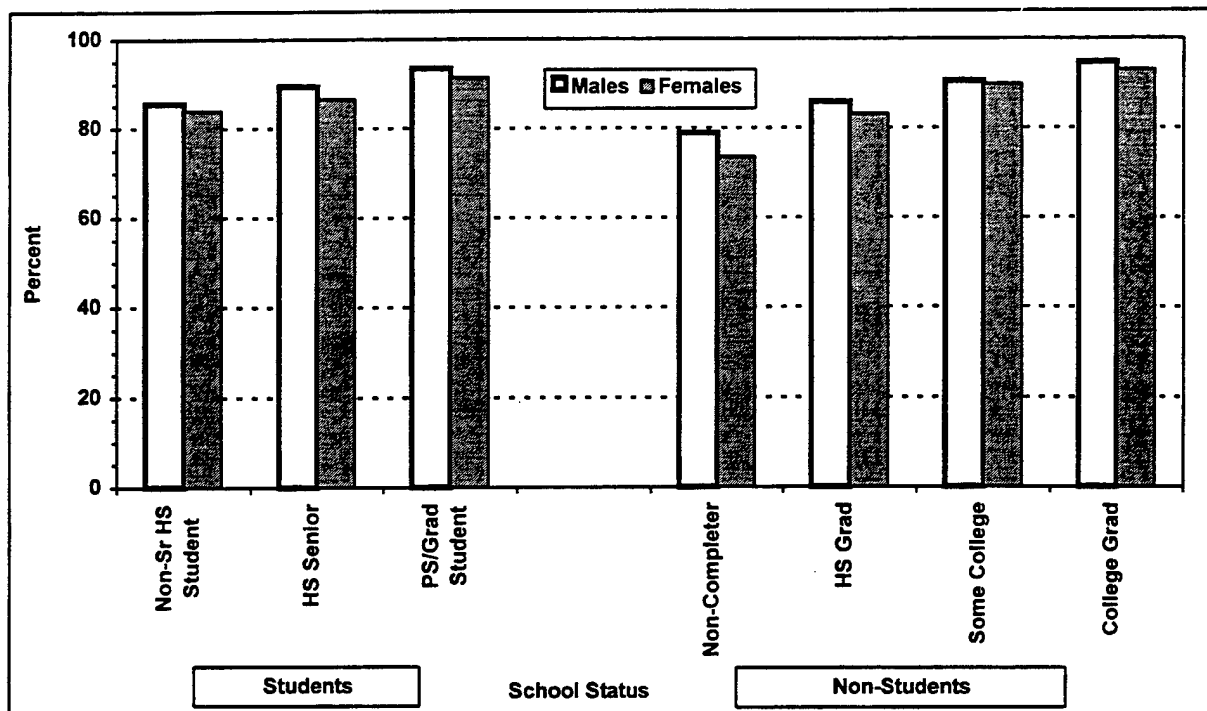


Figure 5-5A. Fall 1995 YATS - Unaided Advertising Awareness, by School Status and Gender

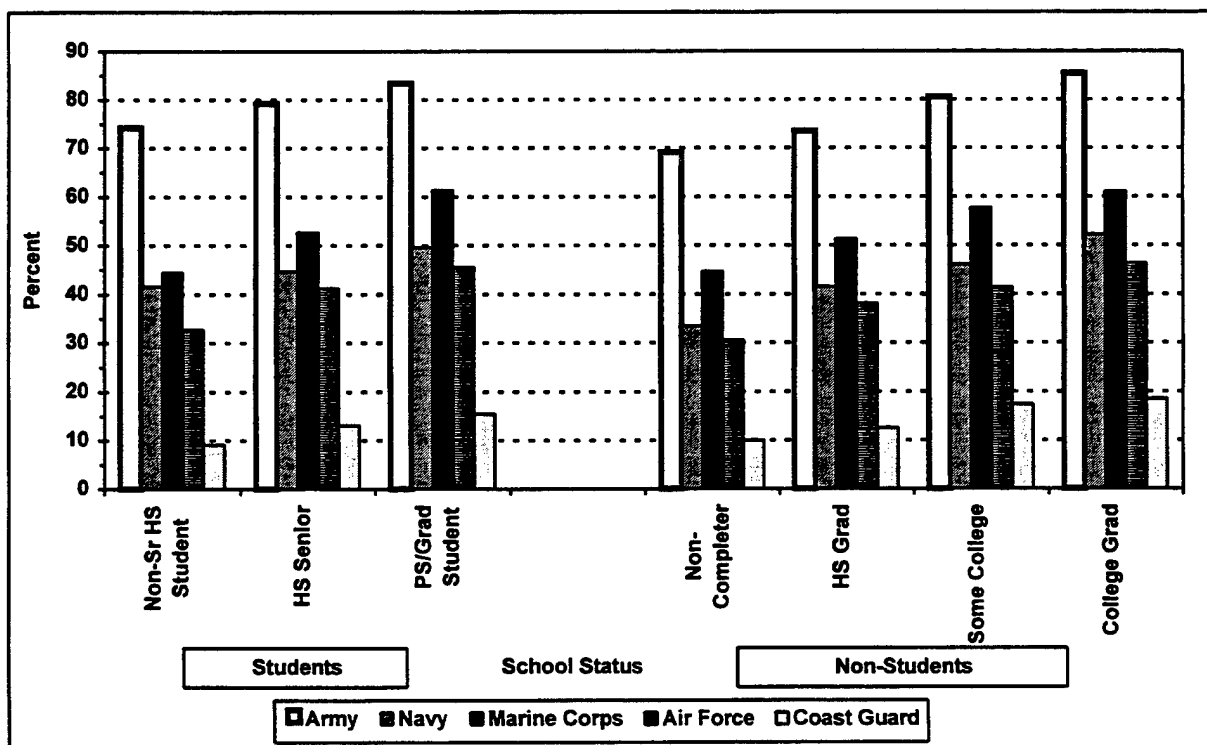


Figure 5-5B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by School Status

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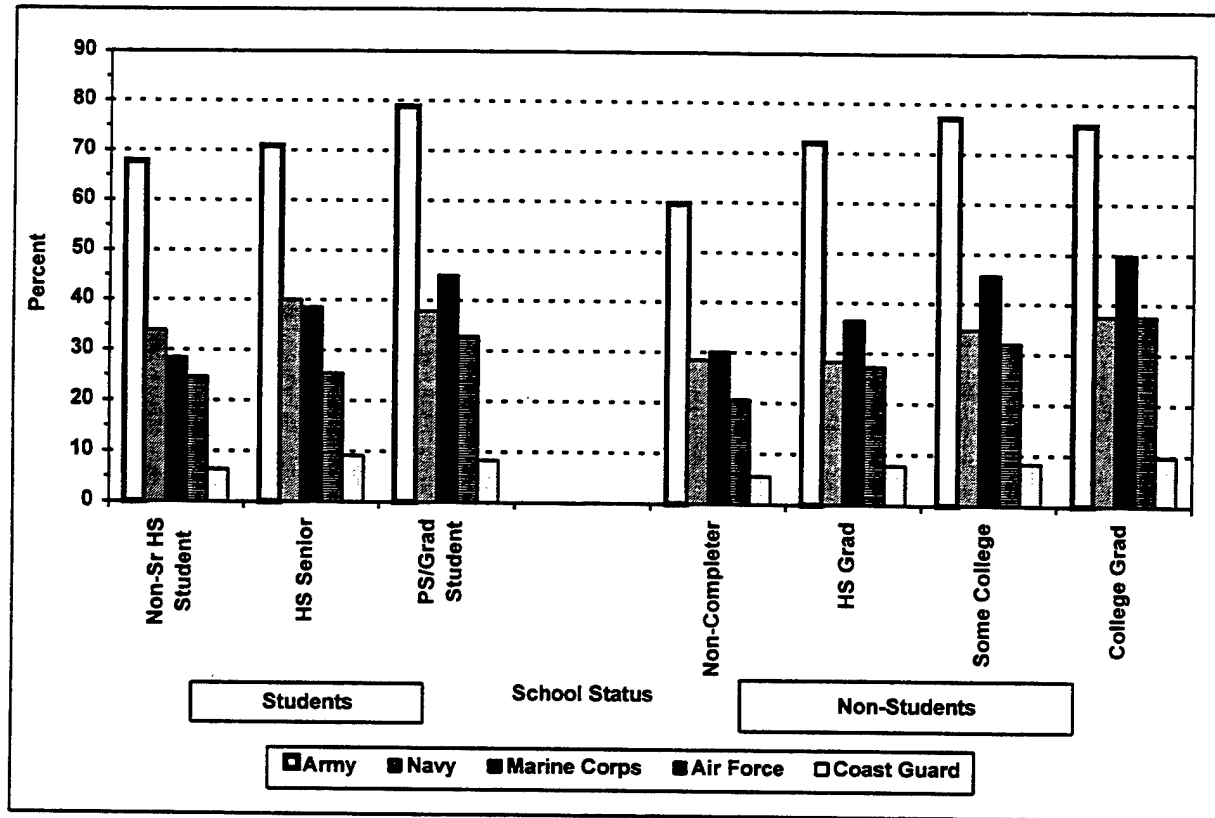


Figure 5-5C. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by School Status

Advertising Recall and Employment Status. Findings which relate advertising awareness to employment status are presented in Table 5-6 and Figures 5-6A through 5-6C. Advertising awareness is higher among males who are not employed and not looking for work (90.5 percent) than employed males (88.4 percent), but the difference between these two groups is not significant. Both of these groups, however, express awareness of military advertising that is significantly higher than unemployed males who are looking for work (83.1 percent). For females, awareness among those who are employed (88.5 percent) is significantly higher than among unemployed females who are either looking (79.0 percent) or not looking for work (85.0 percent).

Patterns among the three employment groups for Service-specific advertising recall varies by gender. Among males, recall of Army, Navy, and Marine Corps advertising is highest among unemployed males not looking for work, but recall of Air Force and Coast Guard advertising is highest among employed males. For females, advertising awareness for all of the Services was highest among employed women.

Table 5-6. Fall 1995 YATS - Unaided Advertising Awareness, by Employment Status and Gender

		Males ^a	Females ^b
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Employed	88.4 (0.6) *	88.5 (0.8) *#
	Unemployed, looking for work	83.1 (1.0) +	79.0 (2.1) +
	Unemployed, not looking for work	90.5 (0.9)	85.0 (1.5)
If yes, for which Military Services did you see this kind of advertising?			
<u>Army</u>	Employed	78.0 (0.7) *	74.8 (1.0) *
	Unemployed, looking for work	71.4 (1.2) +	64.0 (2.6) +
	Unemployed, not looking for work	79.8 (1.2)	72.6 (1.8)
<u>Navy</u>	Employed	43.7 (0.8)	35.2 (1.0)
	Unemployed, looking for work	40.4 (1.8) +	32.7 (2.4)
	Unemployed, not looking for work	46.1 (1.5)	33.9 (2.0)
<u>Marine Corps</u>	Employed	53.6 (0.9) *	42.5 (1.1) *#
	Unemployed, looking for work	45.7 (1.7) +	29.8 (1.6) +
	Unemployed, not looking for work	57.0 (1.5)	36.5 (1.7)
<u>Air Force</u>	Employed	40.1 (0.9) *	30.2 (1.2) *
	Unemployed, looking for work	35.5 (1.3)	24.8 (2.0)
	Unemployed, not looking for work	37.9 (1.3)	26.7 (1.5)
<u>Coast Guard</u>	Employed	14.1 (0.7) *	8.7 (0.7)
	Unemployed, looking for work	10.2 (1.0)	6.6 (1.1)
	Unemployed, not looking for work	11.8 (1.0)	6.4 (1.0)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Employed	26.5 (0.8) *	22.2 (1.1)
	Unemployed, looking for work	23.1 (1.3)	20.7 (1.6)
	Unemployed, not looking for work	23.5 (1.4)	19.5 (1.5)

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

^aEstimates are based on 7,055 interviews for males.

^bEstimates are based on 3,721 interviews for females.

*Differences between respondents who were employed and unemployed (looking) were statistically significant at the $p=.05$ level.

#Differences between respondents who were employed and unemployed (not looking) were statistically significant at the $p=.05$ level.

+Differences between respondents who were unemployed (looking) and unemployed (not looking) were statistically significant at the $p=.05$ level.

Source: Q402, VEMPSTAT, Q616B, Q617F, and Q608.

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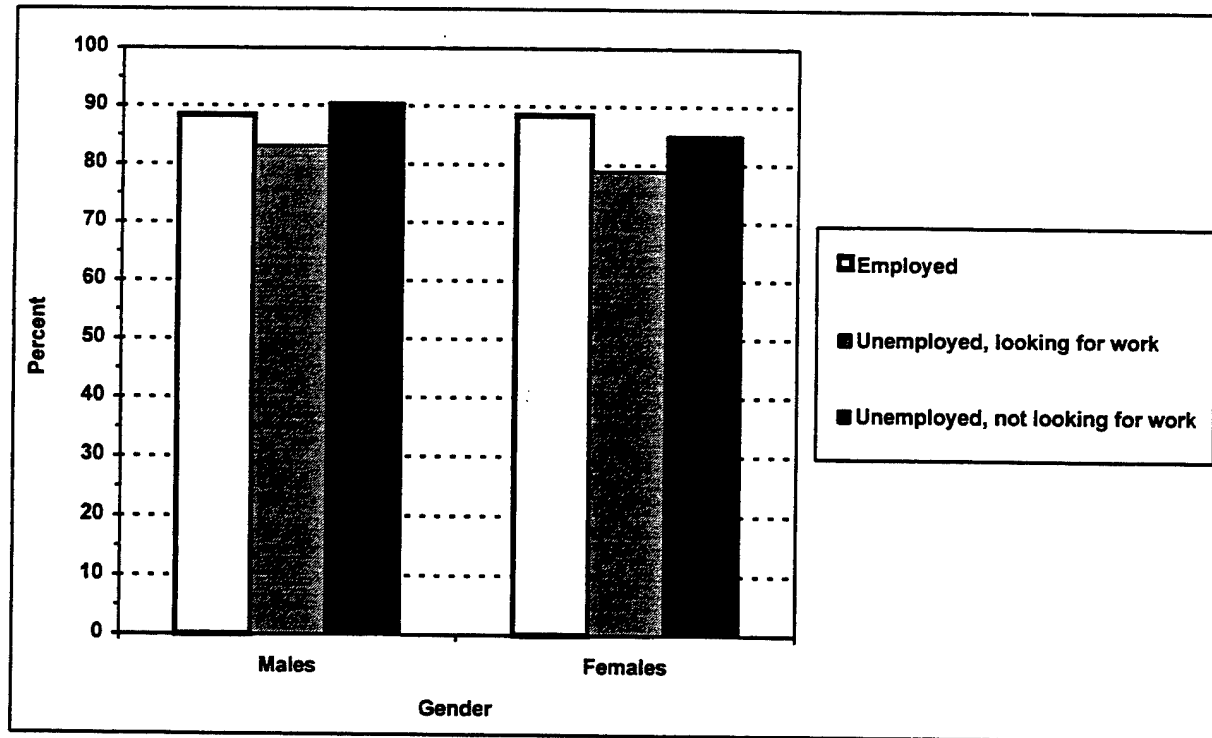


Figure 5-6A. Fall 1995 YATS - Unaided Advertising Awareness, by Employment Status and Gender

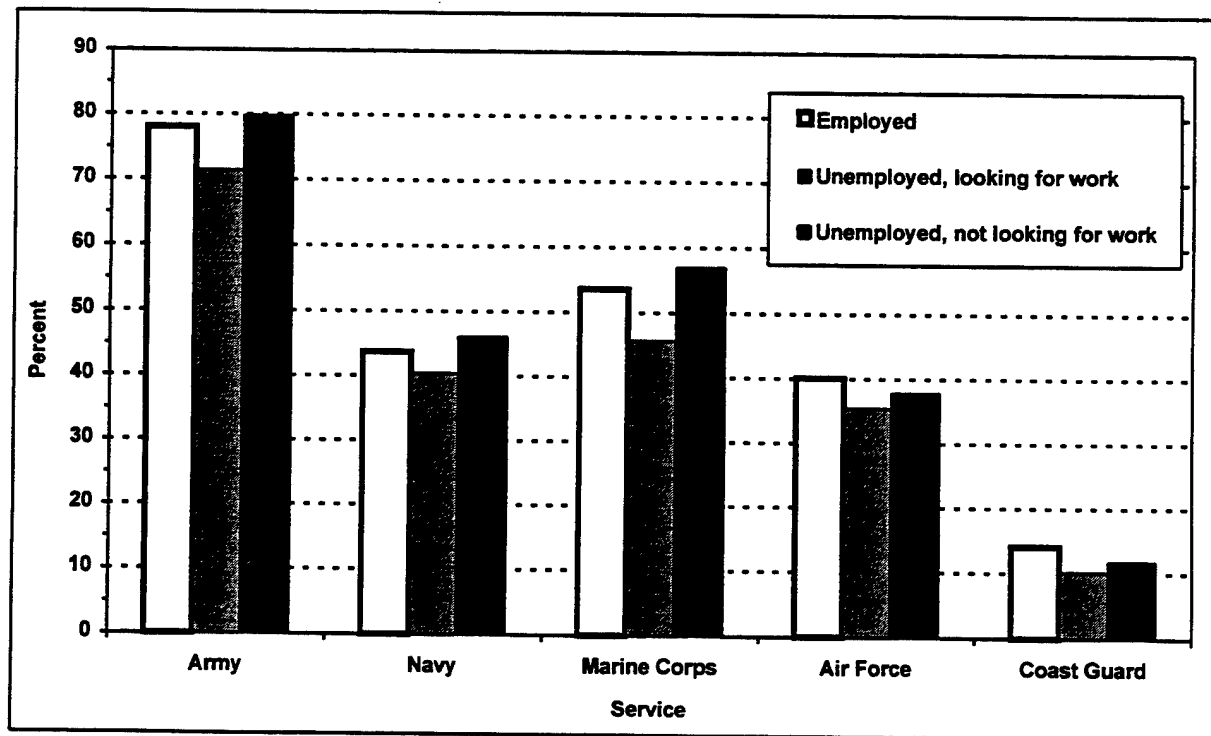


Figure 5-6B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Employment Status

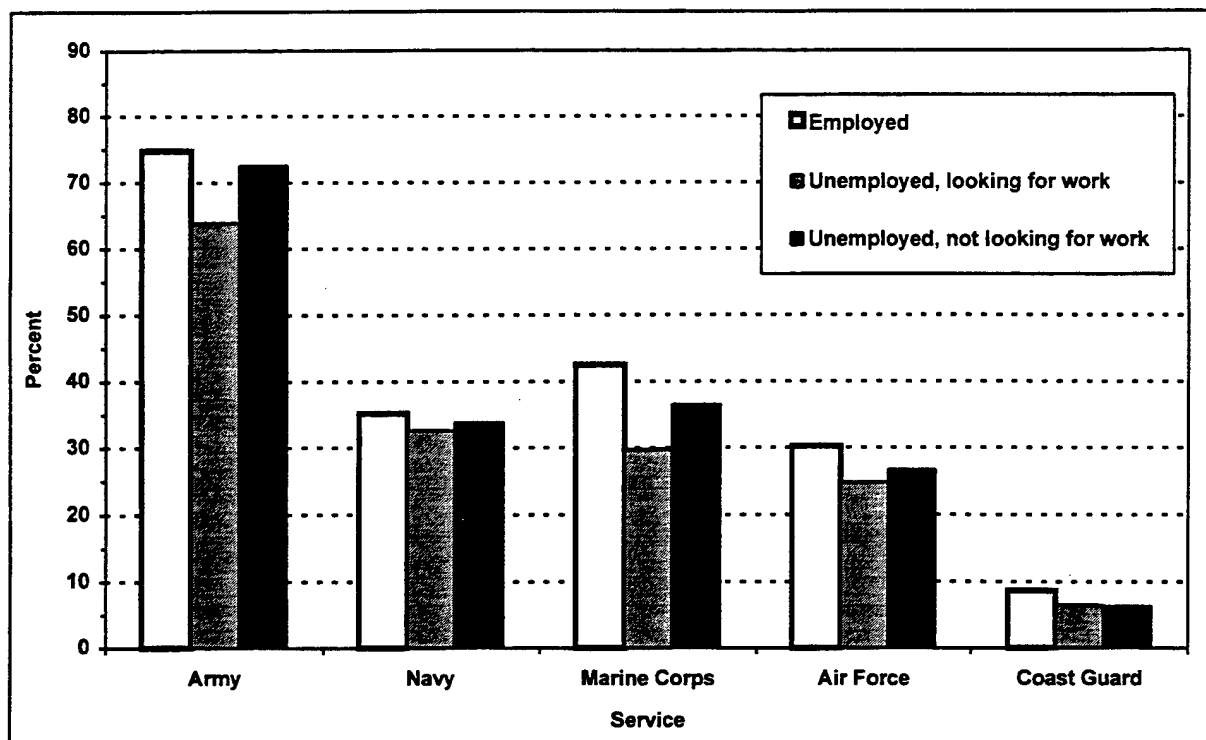


Figure 5-6C. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Employment Status

Advertising Recall and Race/Ethnicity. Table 5-7 and Figures 5-7A through 5-7C present advertising awareness by race/ethnicity for males and females. Findings by race/ethnicity are very similar for males and females. Awareness is significantly higher among whites than blacks, and significantly higher among blacks than among Hispanics. Patterns for Service-specific advertising show that recall by white youth is significantly higher than Hispanic youth for all Services and in most cases is also significantly higher than black youth. There is one exception to this pattern. Recall of Marine Corps advertising by Hispanic males is significantly higher than recall by black males.

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Table 5-7. Fall 1995 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender

		Males ^a	Females ^b
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	White	90.9 (0.4) *#	90.5 (0.7) *#
	Black	83.5 (1.3) +	82.3 (1.5) +
	Hispanic	78.3 (1.8)	70.9 (2.5)
If yes, for which Military Services did you see this kind of advertising?			
<u>Army</u>	White	80.5 (0.5) *#	76.9 (0.9) *#
	Black	72.6 (1.6) +	69.0 (2.2) +
	Hispanic	67.3 (2.0)	56.9 (2.6)
<u>Navy</u>	White	46.7 (0.8) *#	37.0 (1.1) #
	Black	38.1 (1.7)	33.2 (2.2) +
	Hispanic	34.0 (1.8)	24.2 (2.6)
<u>Marine Corps</u>	White	55.9 (0.9) *#	42.1 (1.0) *#
	Black	42.9 (1.9) +	32.9 (2.0)
	Hispanic	49.0 (2.1)	32.1 (2.2)
<u>Air Force</u>	White	43.0 (0.7) *#	31.9 (1.0) *#
	Black	31.6 (1.8)	22.8 (1.7)
	Hispanic	27.4 (1.5)	19.9 (2.4)
<u>Coast Guard</u>	White	14.7 (0.6) *#	8.4 (0.6) #
	Black	9.6 (1.1)	8.3 (1.2)
	Hispanic	8.9 (1.2)	5.3 (1.2)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	White	27.3 (0.7) *#	23.4 (1.2) #
	Black	23.3 (1.6)	20.0 (2.1) +
	Hispanic	19.9 (1.6)	13.7 (1.8)
Note: Tabled values are percentages with standard errors in parentheses.			
^a Estimates are based on 7,060 interviews for males.			
^b Estimates are based on 3,723 interviews for females.			
*Differences between white and black youth were statistically significant at the p=.05 level.			
#Differences between white and Hispanic youth were statistically significant at the p=.05 level.			
+Differences between black and Hispanic youth were statistically significant at the p=.05 level.			
Source: Q402, Q714, Q715, Q616B, Q617F, and Q608.			

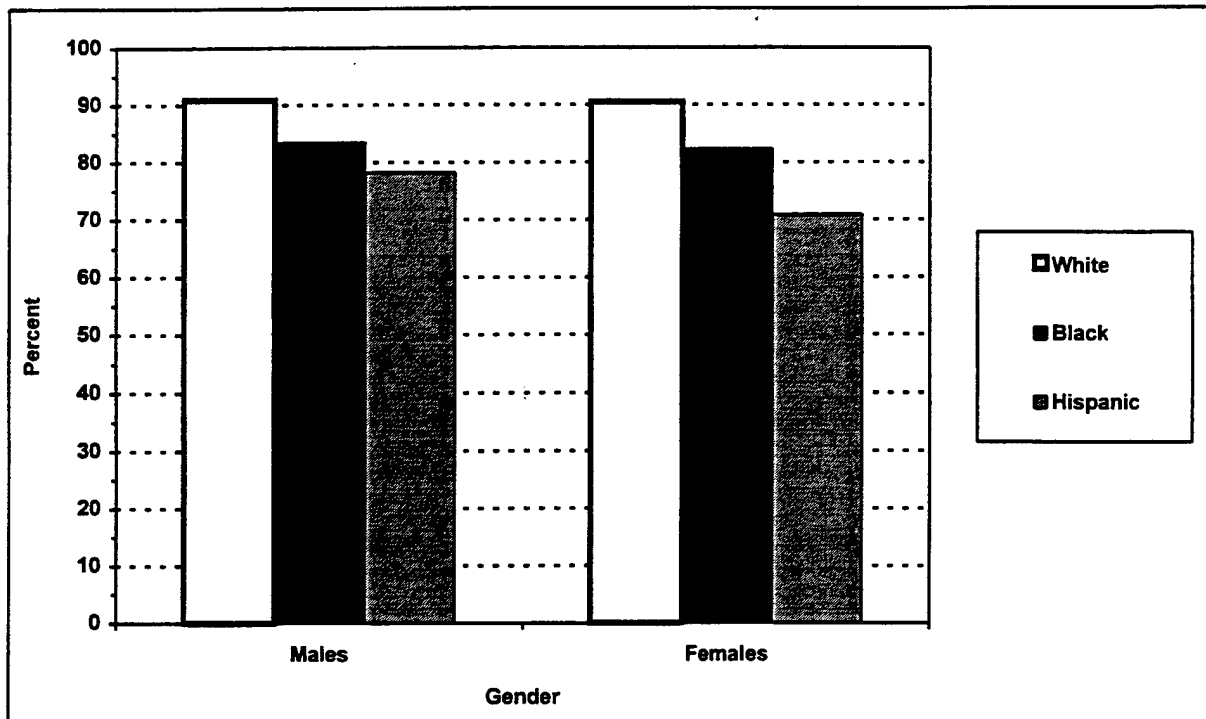


Figure 5-7A. Fall 1995 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender

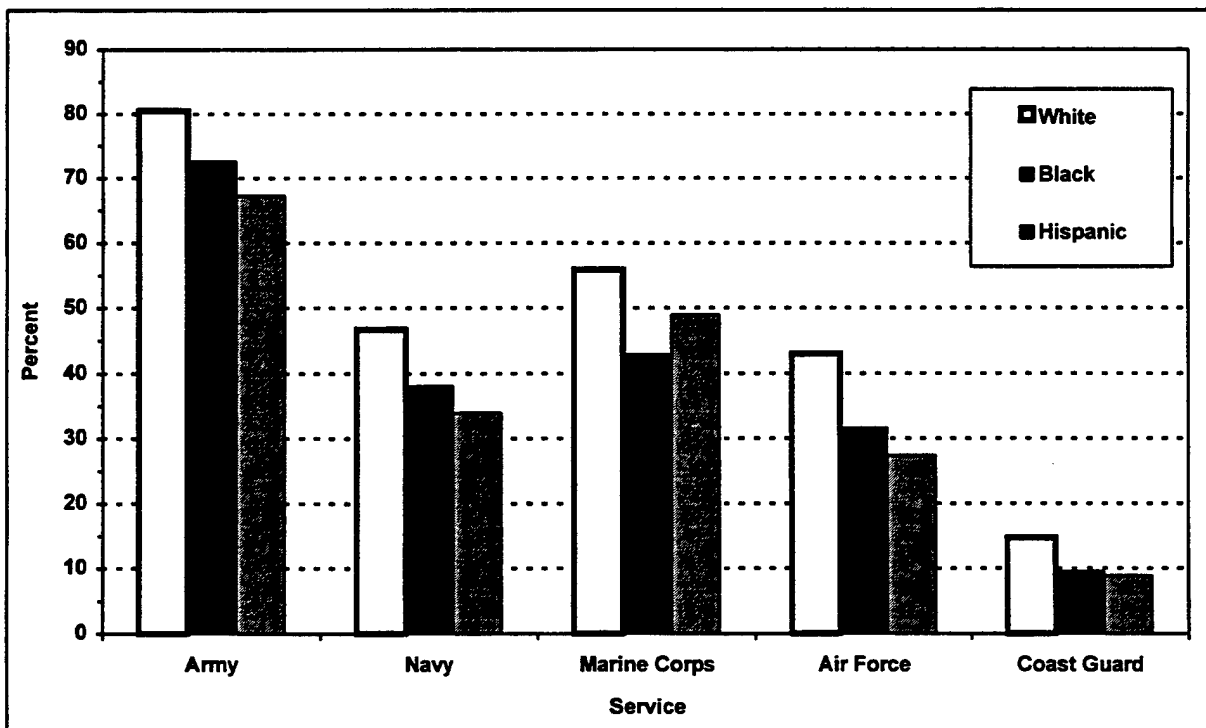


Figure 5-7B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Race/Ethnicity

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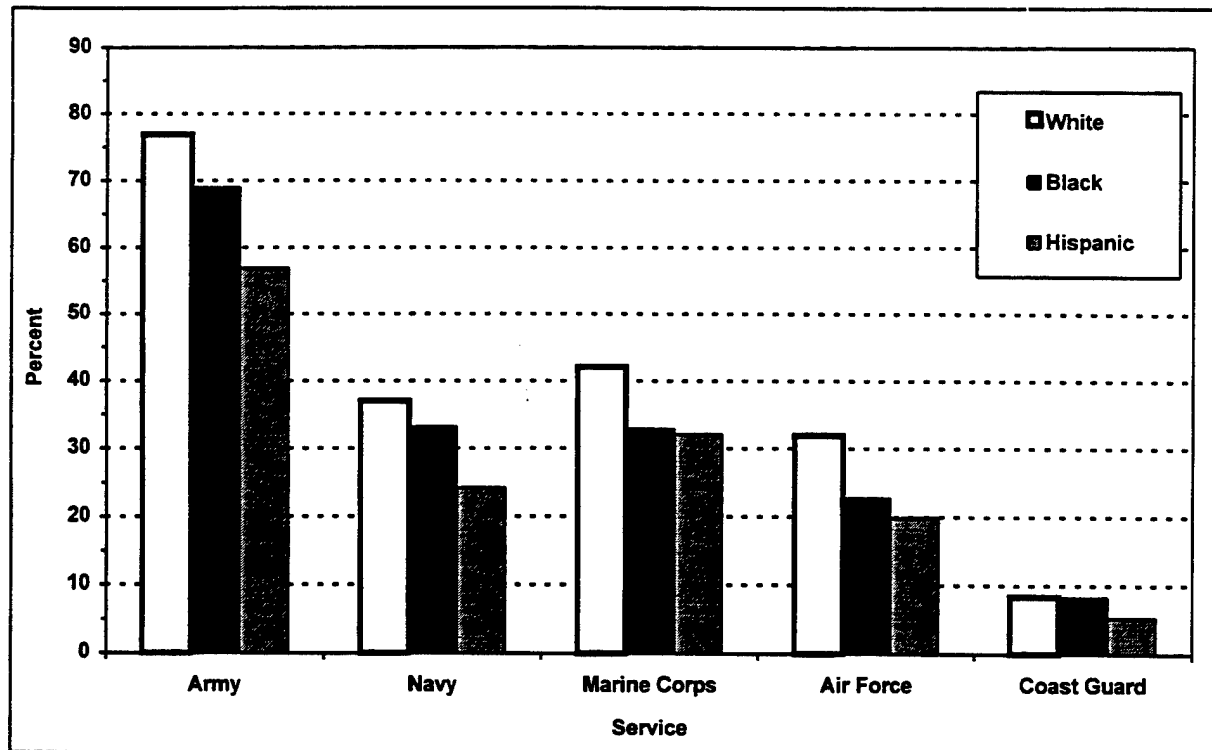


Figure 5-7C. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Race/Ethnicity

Advertising Recall and Region. Advertising awareness by region and gender is presented in Table 5-8 and Figures 5-8A through 5-8C. There are no significant differences in general advertising awareness between youths from any of the four regions of the country, but there were differences for specific Service and Joint Service advertising. In general, recall of Army, Navy, Marine Corps, and Air Force advertising was highest among males from the North Central region. Among females, recall of Navy, Marine Corps, and Air Force advertising was highest among respondents from the South. Also, among males, recall of Navy advertising was significantly lower in the West than the other three regions, and Air Force advertising awareness was relatively high in the North Central region, low in the Northeast and West.

Table 5-8. Fall 1995 YATS - Unaided Advertising Awareness, by Region and Gender

		Males ^a	Females ^b
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Northeast	86.2 (1.4)	84.0 (1.8)
	North Central	89.2 (0.8)	87.8 (1.2)
	South	87.9 (0.7)	86.7 (1.0)
	West	87.4 (1.0)	84.5 (1.6)
If yes, for which Military Services did you see this kind of advertising?			
<u>Army</u>	Northeast	75.6 (1.5) *	72.0 (2.0)
	North Central	79.5 (1.2)	75.2 (1.6)
	South	76.9 (0.8)	71.7 (1.2)
	West	76.2 (1.3)	70.7 (2.1)
<u>Navy</u>	Northeast	45.0 (1.6) +	34.5 (2.4)
	North Central	45.9 (1.2) &	33.5 (1.9)
	South	43.4 (1.1) ^	37.0 (1.3) ^
	West	39.7 (1.4)	30.9 (1.7)
<u>Marine Corps</u>	Northeast	49.5 (1.5) *	35.3 (2.0) #
	North Central	56.1 (1.3) @	39.7 (1.8)
	South	52.2 (1.0)	40.2 (1.2)
	West	52.9 (1.5)	39.1 (2.2)
<u>Air Force</u>	Northeast	35.9 (1.4) *#	24.5 (1.7) *#
	North Central	43.1 (1.3) @&	29.8 (1.6)
	South	39.4 (1.1) ^	30.0 (1.2)
	West	35.8 (1.3)	27.6 (1.9)
<u>Coast Guard</u>	Northeast	13.2 (1.2)	7.1 (1.1)
	North Central	12.4 (0.9)	7.5 (1.1)
	South	14.1 (0.9)	8.7 (0.8)
	West	11.8 (0.9)	7.2 (0.9)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?			
	Northeast	22.8 (1.4) *	17.9 (1.8) *
	North Central	26.6 (1.2)	24.5 (1.7) &
	South	26.2 (1.1)	21.9 (1.5)
	West	24.7 (1.3)	19.3 (1.9)

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

^aEstimates are based on 7,060 interviews for males.

^bEstimates are based on 3,723 interviews for females.

*Differences between youth from the Northeast and North Central regions were statistically significant at the p=.05 level.

#Differences between youth from the Northeast and South were statistically significant at the p=.05 level.

+Differences between youth from the Northeast and West were statistically significant at the p=.05 level.

@Differences between youth from the North Central and South were statistically significant at the p=.05 level.

&Differences between youth from the North Central and West were statistically significant at the p=.05 level.

^Differences between youth from the South and West were statistically significant at the p=.05 level.

Source: Q402, REGION, Q616B, Q617F, and Q608.

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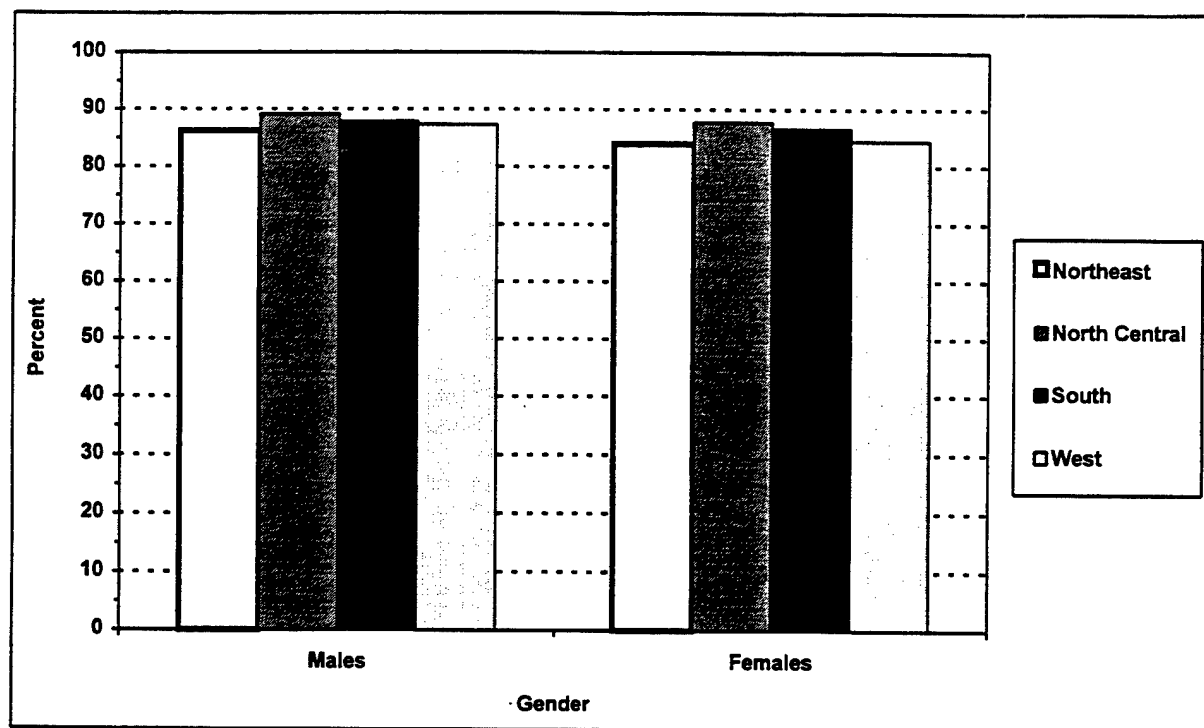


Figure 5-8A. Fall 1995 YATS - Unaided Advertising Awareness, by Region and Gender

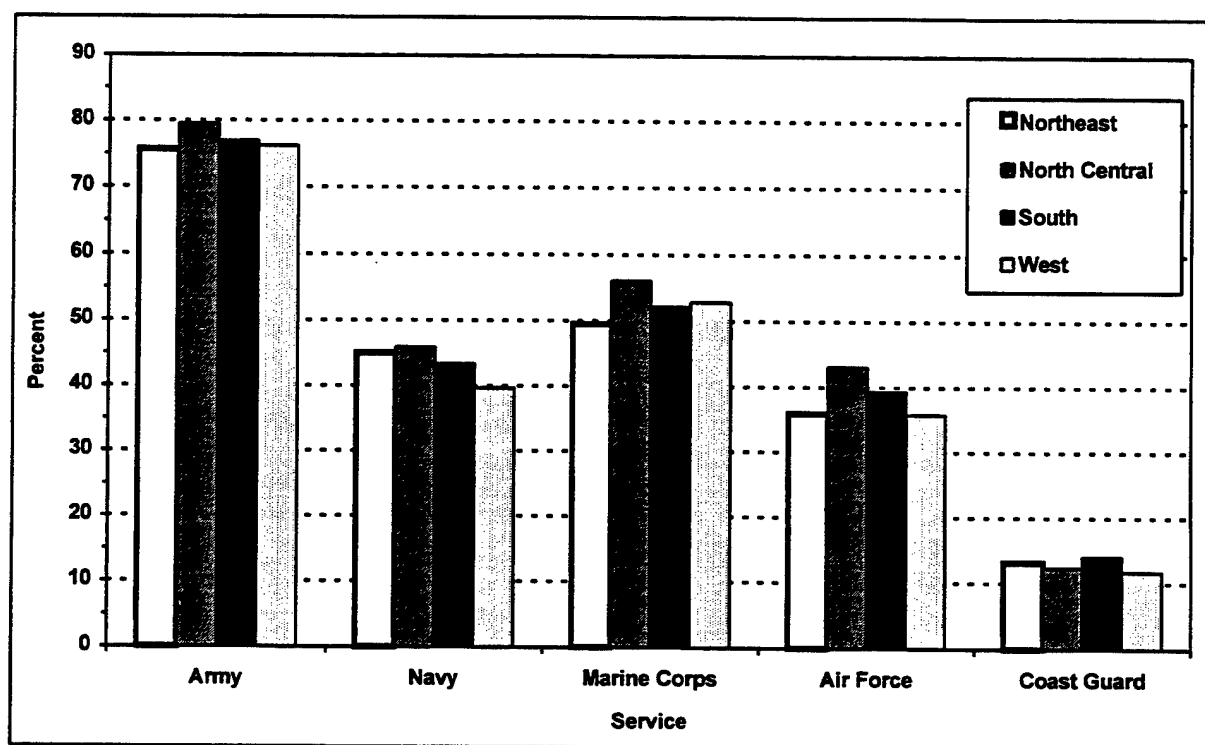


Figure 5-8B. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Region

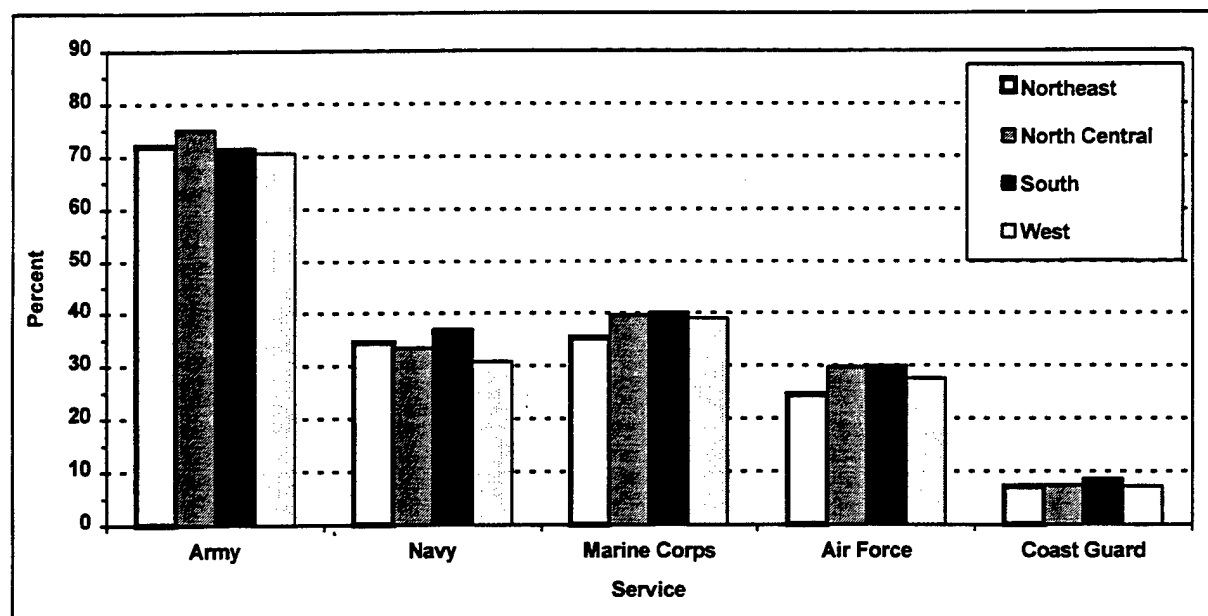


Figure 5-8C. Fall 1995 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Region

Advertising Awareness and Recruiter Contact

During the YATS interview, respondents were asked, “Have you ever talked with *any* military recruiter?” Those who answered “yes” were asked, “Within the past year, have you talked to a military recruiter?” There are several ways in which contact with a recruiter may occur. Contact may be initiated by a recruiter or by the prospective candidate who is interested in information about the military. The two most common forms of contact are recruiter-initiated contact—telephone calls to prospects and recruiter visits to high schools. A very small percentage of respondents report that they initiated the contact with a recruiter.

General and Joint Service Advertising. Table 5-9 presents recruiter contact rates by general advertising awareness (Figure 5-9A), and recall of Joint Service advertising (Figure 5-9B). The table shows the percent of youth who have had contact with a recruiter in the past year among those who recalled military advertising and among those who did not recall military advertising. For example, of the males who recalled military advertising, 26.7 percent also had contact with a recruiter during the past year. Recruiter contact rates were significantly greater among those youth who recalled advertising in general than among those who did not. Thus, recruiter contact is significantly correlated to general military advertising recall. The data suggest a recruiter contact is also correlated to Joint Service advertising, though the relationship is not statistically significant.

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Table 5-9. Fall 1995 YATS - Recruiter Contact by Advertising Awareness and Gender

	Percent Contacting a Recruiter in the Past Year	
	Males	Females
<u>Any Military Advertising</u>		
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes ^a	26.7 (0.8) *	18.5 (1.2) *
No ^b	18.0 (2.0)	11.6 (2.4)
<u>Joint Service Advertising</u>		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes ^c	28.4 (1.8)	18.1 (2.3)
No ^d	24.8 (0.8)	17.5 (1.2)
Note: Tabled values are percentages with standard errors in parentheses. ^aEstimates are based on 3,127 interviews for males and 1,590 for females. ^bEstimates are based on 376 interviews for males and 210 for females. ^cEstimates are based on 883 interviews for males and 376 for females. ^dEstimates are based on 2,592 interviews for males and 1,401 for females. *Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level. Source: Q402, Q616B, and Q628A.		

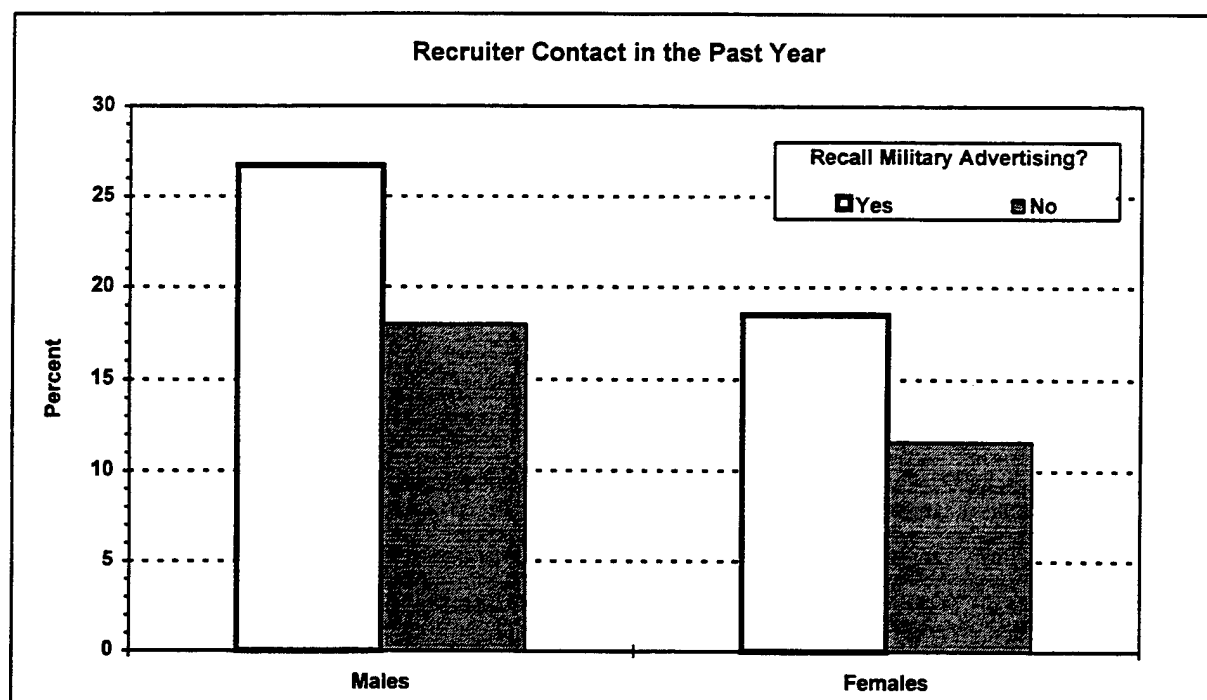


Figure 5-9A. Fall 1995 YATS - Recruiter Contact, by Advertising Awareness and Gender

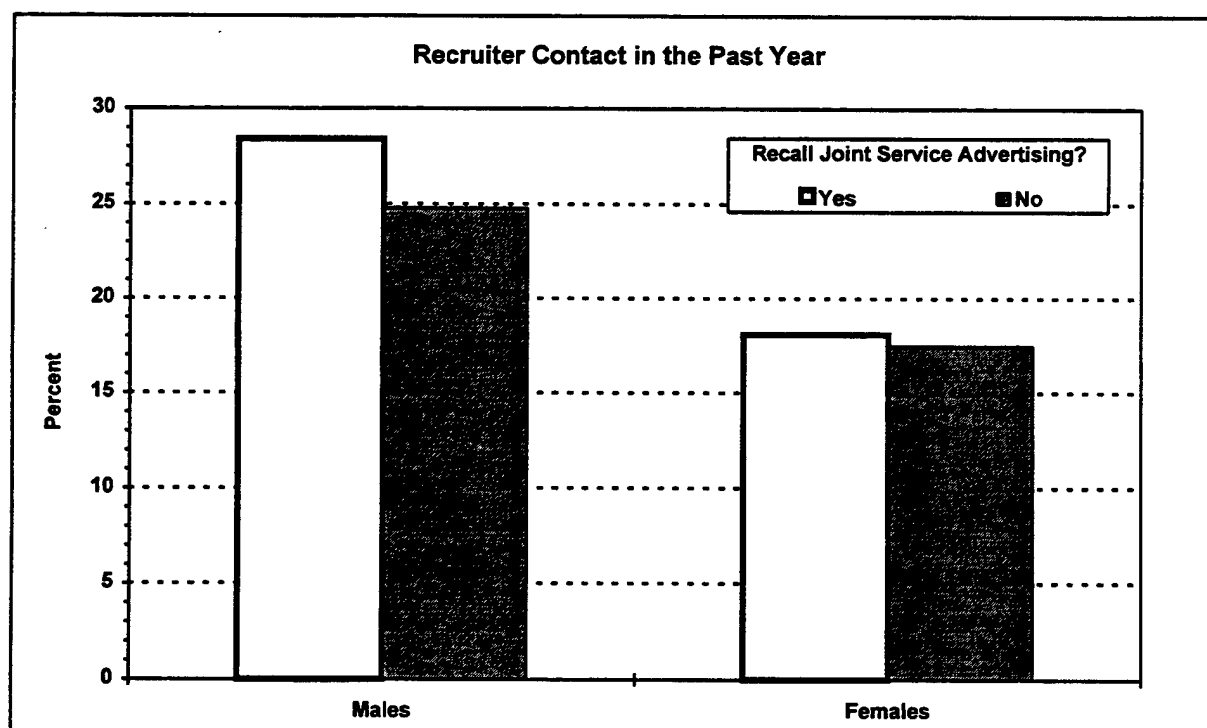


Figure 5-9B. Fall 1995 YATS - Recruiter Contact, by Joint Service Advertising Awareness and Gender

Service-Specific Advertising. Table 5-10 and Figures 5-10A through 5-10D contain estimates relating Service-specific advertising recall to recruiter contact. Youth are classified into those who do or do not recall advertising for a specific Service. Each page of the table shows, by gender, (1) the percent who had contact with any Service recruiter in the past year, and (2) the percent who had contacted a recruiter from the same Service for which they recalled advertising. For example, of those males who recalled Army advertising, 26.7 percent reported having contact with a recruiter from any Service (including Army) in the past year, and 14.9 percent had contact with an Army recruiter during the year. Those who are included as not recalling Army advertising may have recalled military advertising of another Service.

In most cases, a significantly higher percentage of youth who recalled advertising for a specific Service also had contact with a recruiter compared with youth who did not recall advertising for that specific Service. The relationship between recalling a specific Service's advertising and contact with a recruiter from that Service is stronger than the relationship between recall of that Service's advertising and contact with any recruiter. That is, the ratios of the percentage of youth who recalled specific Service advertising to those who did not are larger for specific Service recruiter contacts than for contacts with any recruiter. Consider, for example, males who did or did not recall Army advertising. The ratio for contact of any recruiter is $26.7/22.2$ or 1.2, while the ratio for contact of an Army recruiter is $14.9/9.6$ or 1.6.

Table 5-10. Fall 1995 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender

		Males	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting an Army Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?			
	<u>Army</u>		
Yes, Recalled <u>Army</u> advertising ^a		26.7 (0.8) *	14.9 (0.7) *
No, Did not recall <u>Army</u> advertising ^b		22.2 (1.6)	9.6 (1.1)
		Females	
		Percent Contacting a Recruiter in the Past Year	Percent Contacting an Army Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
If yes, for which Military Service did you see this kind of advertising?			
	<u>Army</u>		
Yes, Recalled <u>Army</u> advertising ^c		18.8 (1.3) *	10.3 (0.9) *
No, Did not recall <u>Army</u> advertising ^d		14.5 (1.7)	6.3 (1.2)
Note: Tabled values are percentages with standard errors in parentheses.			
^a Estimates are based on 2,759 interviews.			
^b Estimates are based on 766 interviews.			
^c Estimates are based on 1,339 interviews.			
^d Estimates are based on 478 interviews.			
*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.			
Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.			

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Table 5-10. Fall 1995 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender
(continued)

Males		
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Navy Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Navy</u>		
Yes, Recalled <u>Navy</u> advertising ^a	29.7 (1.2) *	9.0 (0.7) *
No, Did not recall <u>Navy</u> advertising ^b	22.6 (1.0)	3.4 (0.4)
Females		
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Navy Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Navy</u>		
Yes, Recalled <u>Navy</u> advertising ^c	21.0 (1.8) *	7.1 (1.2) *
No, Did not recall <u>Navy</u> advertising ^d	16.0 (1.1)	1.8 (0.3)
Note: Tabled values are percentages with standard errors in parentheses. ^aEstimates are based on 1,570 interviews. ^bEstimates are based on 1,955 interviews. ^cEstimates are based on 618 interviews. ^dEstimates are based on 1,199 interviews. *Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level. Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		

Table 5-10. Fall 1995 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender
(continued)

	Males	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Marine Corps Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Marine Corps</u>		
Yes, Recalled <u>Marine Corps</u> advertising ^a	27.6 (1.0) *	12.7 (0.8) *
No, Did not recall <u>Marine Corps</u> advertising ^b	23.5 (1.3)	5.3 (0.7)
	Females	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Marine Corps Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Marine Corps</u>		
Yes, Recalled <u>Marine Corps</u> advertising ^c	18.3 (1.7)	5.7 (1.0) *
No, Did not recall <u>Marine Corps</u> advertising ^d	17.2 (1.2)	1.8 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.		
^a Estimates are based on 1,858 interviews.		
^b Estimates are based on 1,667 interviews.		
^c Estimates are based on 722 interviews.		
^d Estimates are based on 1,095 interviews.		
*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.		
Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		

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(continued)

Males		
	Percent Contacting a Recruiter in the Past Year	Percent Contacting an Air Force Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Air Force</u>		
Yes, Recalled <u>Air Force</u> advertising ^a	29.2 (1.3) *	8.3 (0.8) *
No, Did not recall <u>Air Force</u> advertising ^b	23.4 (0.9)	2.5 (0.4)
Females		
	Percent Contacting a Recruiter in the Past Year	Percent Contacting an Air Force Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Air Force</u>		
Yes, Recalled <u>Air Force</u> advertising ^c	18.3 (1.8)	7.1 (1.1) *
No, Did not recall <u>Air Force</u> advertising ^d	17.4 (1.2)	2.0 (0.3)
Note: Tabled values are percentages with standard errors in parentheses. ^aEstimates are based on 1,367 interviews. ^bEstimates are based on 2,158 interviews. ^cEstimates are based on 503 interviews. ^dEstimates are based on 1,314 interviews. *Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level. Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		

Table 5-10. Fall 1995 YATS - Recruiter Contact by Service-Specific Advertising Awareness and Gender
(continued)

	Males	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Coast Guard Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Coast Guard</u>		
Yes, Recalled <u>Coast Guard</u> advertising ^a	30.5 (2.1) *	1.9 (0.7)
No, Did not recall <u>Coast Guard</u> advertising ^b	24.9 (0.8)	0.6 (0.1)
	Females	
	Percent Contacting a Recruiter in the Past Year	Percent Contacting a Coast Guard Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising? <u>Coast Guard</u>		
Yes, Recalled <u>Coast Guard</u> advertising ^c	23.5 (4.3)	2.1 (1.3)
No, Did not recall <u>Coast Guard</u> advertising ^d	17.2 (1.1)	0.2 (0.1)
Note: Tabled values are percentages with standard errors in parentheses.		
^a Estimates are based on 477 interviews.		
^b Estimates are based on 3,048 interviews.		
^c Estimates are based on 136 interviews.		
^d Estimates are based on 1,681 interviews.		
*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.		
Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		

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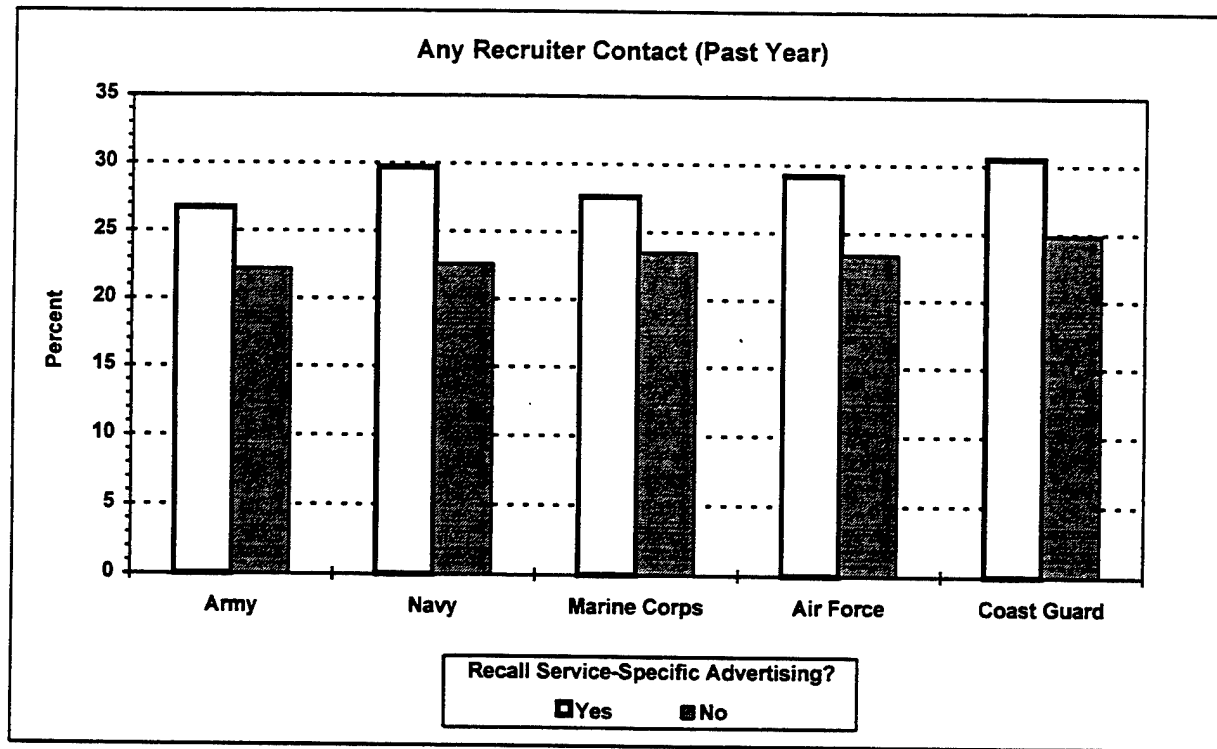


Figure 5-10A. Fall 1995 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

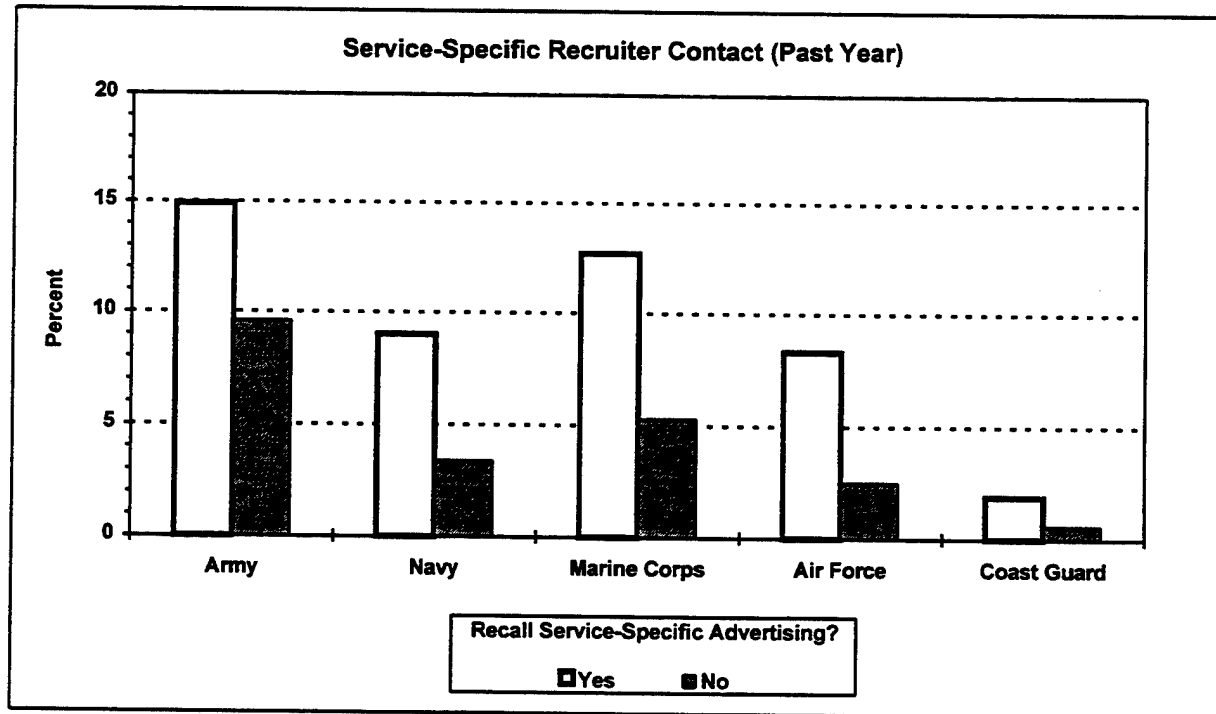


Figure 5-10B. Fall 1995 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

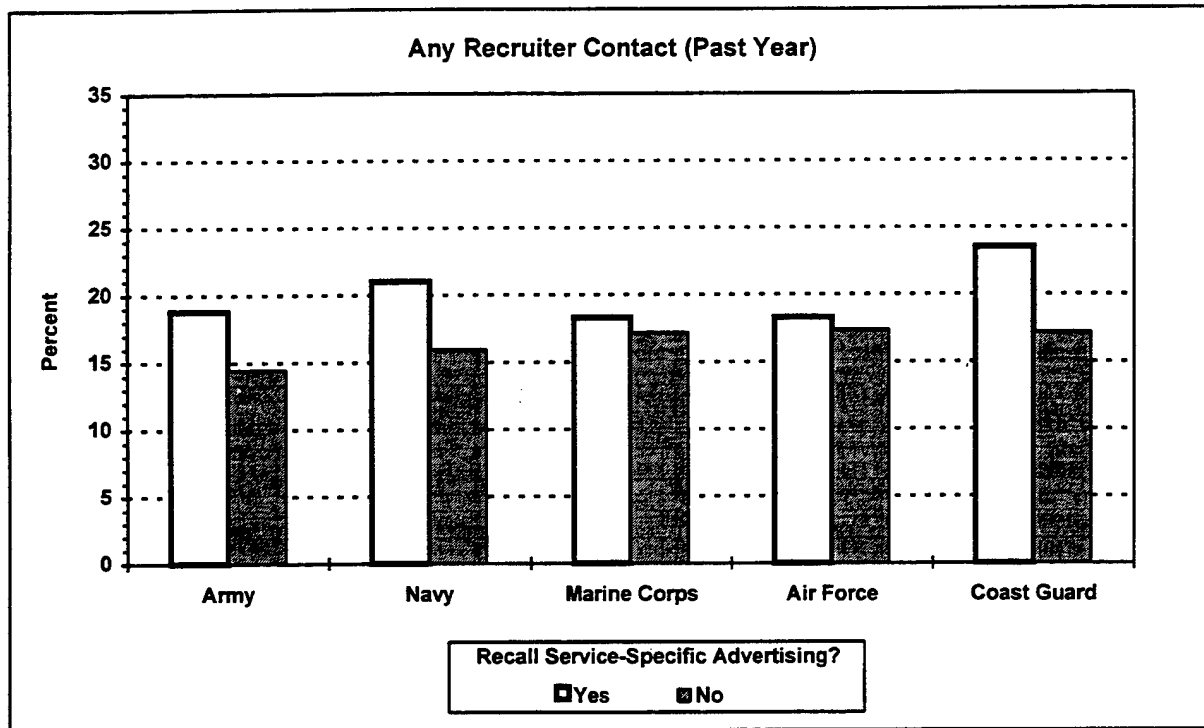


Figure 5-10C. Fall 1995 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

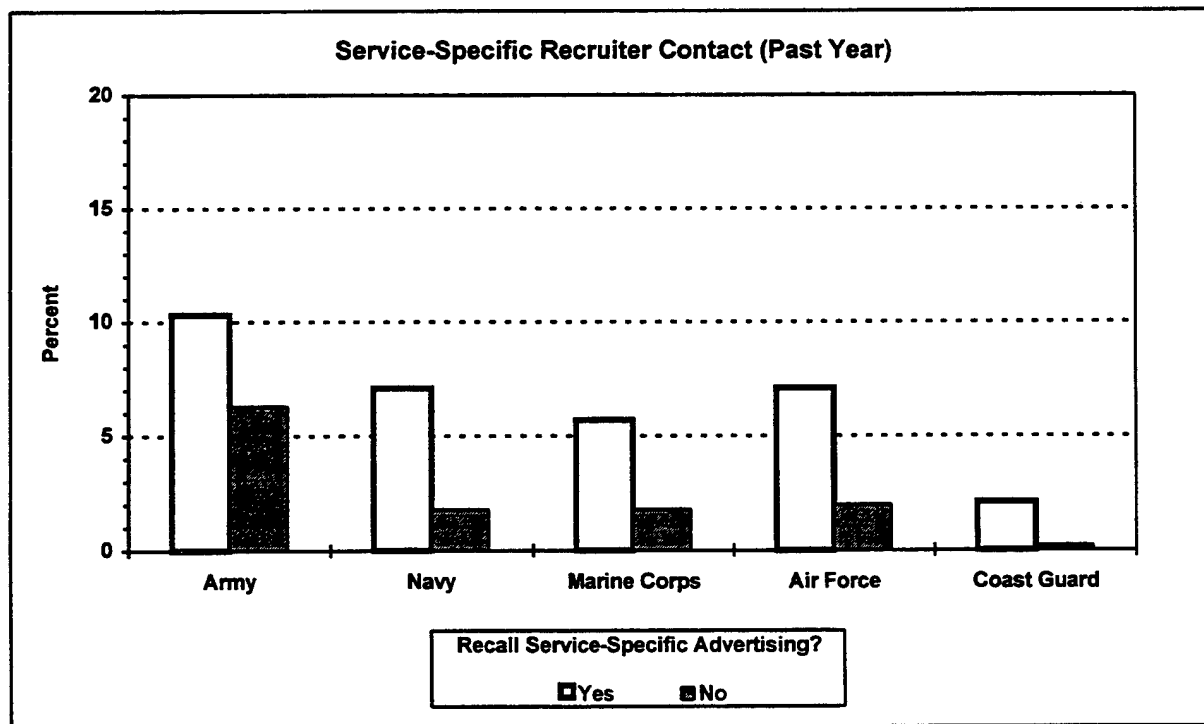


Figure 5-10D. Fall 1995 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

Summary of Military Advertising Awareness

Military advertising awareness is measured in YATS by asking youth if they had seen or heard any military advertising in the past year. Those with positive recall were asked which Service advertising they had seen or heard. There was a significant increase in advertising awareness among males in 1995 which brought awareness back up to levels observed in 1992. This pattern was not apparent among females where awareness remained at the same approximate level for 1992-1995. Gender differences were also apparent in 1995. Significantly more males (87.8 percent) recalled military advertising than females (86.1 percent) in 1995.

Recall of Service-specific advertising was also greater among males than females. Recall of Army advertising by males (77.2 percent) and females (72.4 percent) was higher than any other Service in 1995. Recall of Marine Corps advertising was next highest among youth (52.8 percent-males, 39.0 percent-females), while recall remains lowest for the Coast Guard. Navy advertising was recalled by slightly more youth than Air Force advertising.

Respondents were also asked if they remembered hearing or seeing advertising "in which all Services were represented"--Joint Service advertising. Of all youth, 25.4 percent of males and 21.3 percent of females recalled Joint Service advertising.

Patterns in advertising awareness were also examined among various sociodemographic groups. Although awareness is highest among 16-17 year-olds, there were no significant differences between any of the age groups. Awareness by school status showed a similar pattern within two groups--students and non-students. For males and females, advertising recall increased as the level of educational attainment increased. Advertising recall is highest among college graduates and lowest among non-completers. Awareness also differed significantly by race/ethnicity for males and females. General advertising awareness is significantly higher among whites than blacks, and significantly higher among blacks than Hispanics. Patterns for Service-specific advertising show that recall by whites is significantly higher than Hispanics and, in general, also significantly higher than blacks.

Recruiter contact was also presented in this chapter and found to be related to advertising recall. Significantly more youth who recalled advertising had contacted a recruiter in the past year compared to youth who did not recall advertising. In addition, a strong relationship was found between recall of a specific Service's advertising and contact with a recruiter from that Service.

The advertising awareness of American youth is vital information to officials responsible for the advertising campaigns of the Services. It is hoped that this information will provide the feedback required by officials so they can devise future advertising campaigns which are effective in reaching tomorrow's youth.

6. RECOGNITION OF SERVICE ADVERTISING SLOGANS

Advertising is one of the most important recruiting tools used by the Military Services to reach American youth. A primary objective of the national military advertising programs is to create awareness and to present a professional image of each Service. Each Service has one or more slogans that appear as primary elements of its advertising campaign. Recognition of these slogans can provide a measure of the effectiveness or impact of the campaign. This chapter presents trends in slogan recognition among youth from the 1990 through 1995 YATS, along with more detailed findings related to slogan recognition from the 1995 YATS.

Each year, respondents are asked:

Now, I am going to mention some slogans used in military advertising. After I read each slogan, please tell me which Service has used it. Which Service used the slogan: "_____?"

The 11 slogans queried in the 1995 YATS questionnaire, shown in Table 6-1, included two Army, two Navy, two Marine Corps, one Air Force, one Coast Guard, two Reserve slogans, and a new Joint Service slogan *Make It Happen*. Thirteen different response categories were tabulated, which included active, Reserve, and National Guard components of the Army, Navy, Marine Corps, Air Force, and Coast Guard, along with a Joint Service category.

Historical Trends in Slogan Recognition

Tables 6-1 and 6-2 present the percentage, by year, of males and females who correctly identified the military advertising slogans which were asked during the 1990-1995 YATS administrations. The tables include asterisks which designate estimates that are significantly different from the corresponding 1995 estimate. Figures 6-1 (males) and Figure 6-2 (females) illustrate trends in correct slogan recognition for those slogans for which YATS provides data for all six years. Data on Reserve and National Guard slogans, the new Joint Service slogan, and the Marine Corps slogan omitted from YATS in 1992 and 1993, are included in Tables 6-1 and 6-2, but not shown in Figures 6-1 and 6-2.

Examination of Figure 6-1 shows the Army slogan *Be All You Can Be* and the Air Force slogan *Aim High* are the military slogans most correctly identified, followed by the Marine Corps slogan *The Few. The Proud*. These three slogans are clustered at the 80-90 percent recognition level. The Army slogan *Get an Edge on Life* and the Navy slogan *You and the _____. Full Speed Ahead* appear as a

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second cluster in the 50-60 percent recognition level. The Navy slogan *It's Not Just a Job. It's an Adventure*, (which has not been used in advertising since 1988) and the Coast Guard slogan *Be Part of the Action* were recognized by fewer than 1 in 5 males. As Table 6-1 shows, the Marine Corps' slogan *We're Looking For a Few Good Men*, which receives less advertising emphasis than *The Few. The Proud* was recognized less frequently than *The Few. The Proud*, but more frequently than *Get an Edge on Life* or *Full Speed Ahead*. Table 6-1 also shows that only a small percentage of the youth correctly identified the Coast Guard, Reserve, National Guard, and Joint Service slogans. Examination of Table 6-2 and Figure 6-2 shows the rank order of slogan recognition among females is the same as for males, although recognition levels among females are generally lower than among males.

Trends in recognition among males and females are similar across this period. These trends include:

- The largest increase over the six year period is for the Navy slogan *You and the ____ Full Speed Ahead*, for which correct recognition increased from 43 to 56 percent of males and from 24 to 39 percent of females.
- Correct identification of the Marine Corps slogan *The Few. The Proud* dropped from 85 to 77 percent of males, and from 67 to 49 percent of females. A similar decrease was observed in recognition of the second Marine Corps slogan *We're Looking For a Few Good Men*.
- Recognition of the Air Force slogan *Aim High* decreased from 89 percent to 84 percent of males and 73 to 67 percent of females.
- Correct recognition of the Army slogan *Be All You Can Be* increased slightly. There is a spike in 1992 and a gradual increase from 1993 to 1995 for the Army slogan *Get An Edge on Life*.

In general, correct recognition of Army and Navy slogans increased from 1990 to 1995, while recognition of Marine Corps and Air Force slogans decreased.

Table 6-1. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Males, 1990-1995

Slogan/Response	Year					
	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
"Be All You Can Be." Army	87 (0.5)*	87 (0.8)*	89 (0.7)	87 (0.7)*	89 (0.7)	90 (0.3)
"Get an Edge on Life." Army	58 (0.8)	55 (1.0)*	64 (1.0)*	52 (0.8)*	57 (0.8)*	59 (0.5)
" _____. It's Not Just a Job. It's an Adventure!" Navy	15 (0.5)*	14 (0.7)*	12 (0.6)*	15 (0.8)*	15 (0.6)*	20 (0.5)
"You and the ____. Full Speed Ahead." Navy	43 (0.7)*	46 (1.0)*	45 (0.9)*	49 (1.0)*	53 (0.8)*	56 (0.7)
"The Few. The Proud. ____." Marine Corps	85 (0.4)*	83 (0.8)*	82 (0.7)*	79 (0.8)*	78 (0.8)	77 (0.6)
"We're Looking For a Few Good Men." Marine Corps	74 (0.6)*	71 (1.0)*	n/a	n/a	61 (0.9)*	64 (0.6)
"Aim High. ____." Air Force	89 (0.4)*	89 (0.6)*	88 (0.7)*	87 (0.7)*	87 (0.6)*	84 (0.5)
"Be Part of the Action." Coast Guard	5 (0.3)*	5 (0.4)*	5 (0.4)*	2 (0.3)*	3 (0.3)	3 (0.2)
"Make It Happen." Joint Service	n/a	n/a	n/a	n/a	n/a	0 (NA)
"It's a Great Way to Serve." Air Force Reserve	n/a	n/a	n/a	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	n/a	n/a	n/a	1 (0.2)*	2 (0.2)	2 (0.2)
Air National Guard	n/a	n/a	n/a	0 (NA)	0 (NA)	0 (NA)

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

n/a - Slogan was not asked during this administration.

^aEstimates are based on 6,362 interviews.

^bEstimates are based on 3,174 interviews.

^cEstimates are based on 3,560 interviews.

^dEstimates are based on 3,390 interviews.

^eEstimates are based on 4,231 interviews.

^fEstimates are based on 7,060 interviews.

*Difference between 1995 estimate was statistically significant at the $p=.05$ level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-2. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Females, 1990-1995

Slogan/Response	Year					
	1990 ^a	1991 ^b	1992 ^c	1993 ^d	1994 ^e	1995 ^f
"Be All You Can Be." Army	86 (0.7)*	87 (1.0)	89 (0.9)	86 (1.0)	86 (0.9)	88 (0.6)
"Get an Edge on Life." Army	45 (0.8)*	47 (1.3)*	57 (1.3)*	47 (1.4)*	49 (1.3)*	53 (0.9)
"____. It's Not Just a Job. It's an Adventure!" Navy	10 (0.6)*	11 (0.9)	9 (0.9)*	10 (0.9)*	11 (0.9)	13 (0.6)
"You and the ____. Full Speed Ahead." Navy	24 (1.0)*	36 (1.3)*	31 (1.2)*	31 (1.3)*	36 (1.3)*	39 (0.8)
"The Few. The Proud. ____." Marine Corps	67 (0.9)*	65 (1.6)*	58 (1.3)*	58 (1.2)*	52 (1.0)*	49 (0.8)
"We're Looking For a Few Good Men." Marine Corps	47 (1.1)*	46 (1.5)*	n/a	n/a	37 (1.1)	35 (0.9)
"Aim High. ____." Air Force	73 (0.8)*	73 (1.1)*	70 (1.2)*	71 (1.1)*	69 (1.3)	67 (0.9)
"Be Part of the Action." Coast Guard	4 (0.3)*	3 (0.6)	3 (0.5)	1 (0.3)*	2 (0.3)	2 (0.2)
"Make It Happen." Joint Service	n/a	n/a	n/a	n/a	n/a	1 (0.1)
"It's a Great Way to Serve." Air Force Reserve	n/a	n/a	n/a	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	n/a	n/a	n/a	1 (0.2)	1 (0.2)	1 (0.2)
Air National Guard	n/a	n/a	n/a	0 (NA)	0 (NA)	0 (NA)

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

n/a - Slogan was not asked during this administration.

^aEstimates are based on 3,434 interviews.

^bEstimates are based on 1,719 interviews.

^cEstimates are based on 2,014 interviews.

^dEstimates are based on 1,811 interviews.

^eEstimates are based on 2,303 interviews.

^fEstimates are based on 3,723 interviews.

*Difference between 1995 estimate was statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

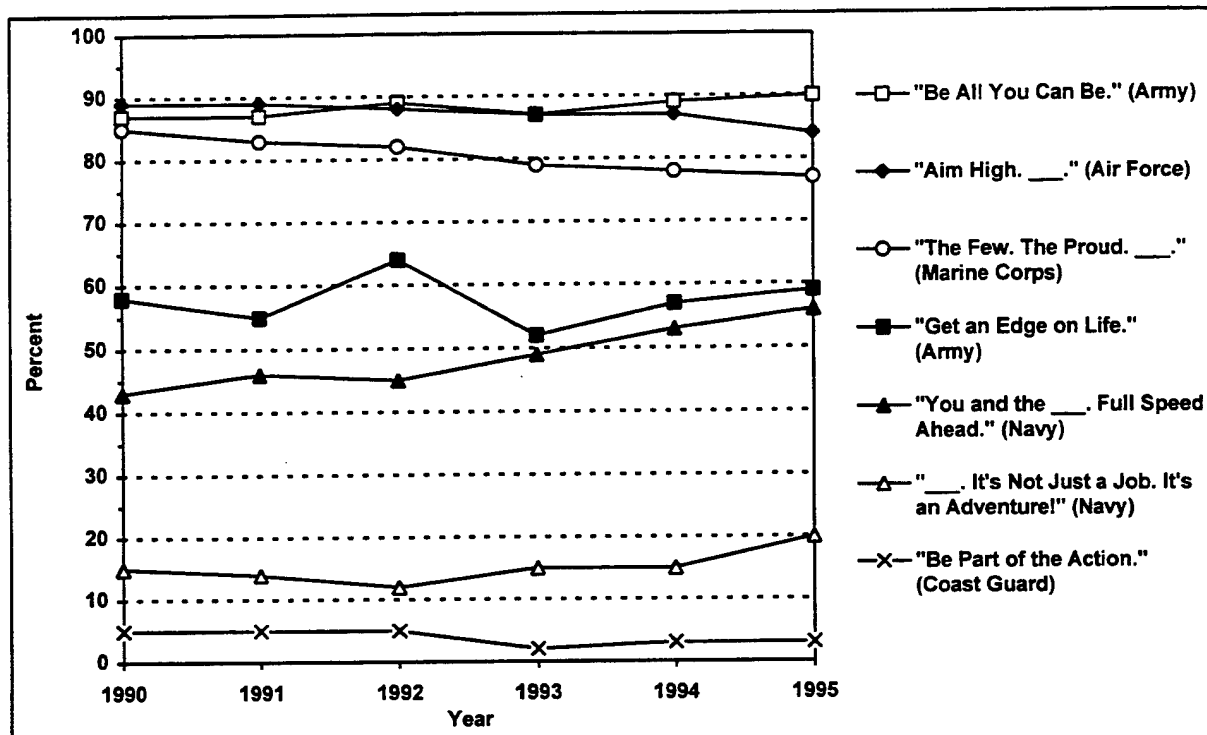


Figure 6-1. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Males, 1990-1995

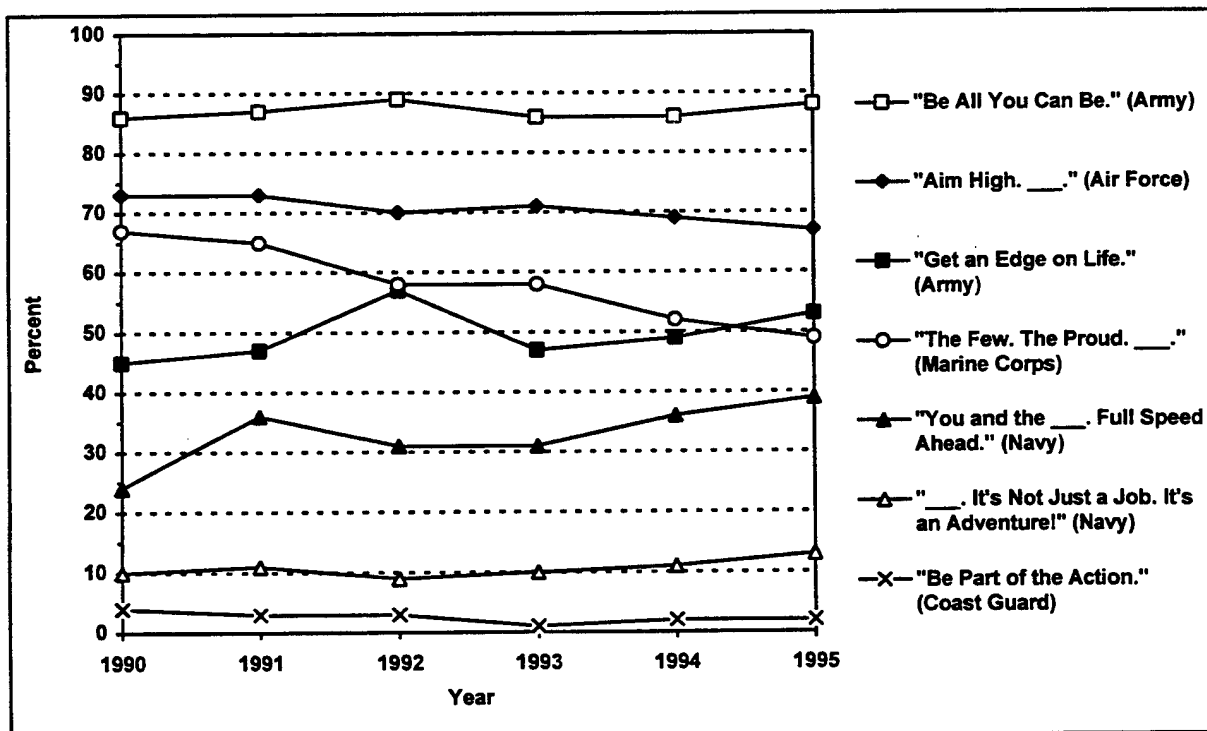


Figure 6-2. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Females, 1990-1995

Slogan Recognition Among Youth: 1995

Table 6-3 and Figures 6-3A through 6-3D present the percentage of males, overall and for different ages, who selected the correct Service associated with each slogan in 1995. Table 6-4 and Figures 6-4A through 6-4D present similar data for females.

Regardless of age, in 1995, the Army slogan *Be All You Can Be* was correctly identified most frequently by all youth (90 percent of the males and 88 percent of the females). The Air Force slogan *Aim High* was correctly recognized by 84 percent of the males and 67 percent of the females. Recognition of the two Marine Corps slogans was next highest in the overall slogan recognition among males. The slogan *The Few. The Proud* was correctly identified by 77 percent of the males and 49 percent of the females; *We're Looking For a Few Good Men* was recognized by 64 percent of the males but only 35 percent of the females. The Army slogan *Get an Edge on Life* was correctly recognized by 59 percent of the males and 53 percent of the females. The Navy slogan *You and the ____ Full Speed Ahead* was correctly identified by 56 percent of the males and 39 percent of the females.

Age differences in correct slogan recognition vary by Service. Correct recognition of Army slogans varies little among 16-21 year-olds, but is slightly lower for the oldest age group. Correct recognition of Marine Corps and Air Force slogans increased as age increased, especially among females. There were no apparent relationships between recognition and age for the two Navy slogans.

Table 6-3. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Males, by Age

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Be All You Can Be." Army	92 (0.6) ⁺	91 (0.7) ^{&}	91 (0.9) [^]	86 (0.7)	90 (0.3)
"Get an Edge on Life." Army	61 (1.0) ⁺	62 (1.2) ^{&}	62 (1.4) [^]	53 (1.3)	59 (0.5)
"____. It's Not Just a Job. It's an Adventure!" Navy	17 (0.8) ^{#+}	19 (1.2)	21 (1.1)	22 (1.0)	20 (0.5)
"You and the ____. Full Speed Ahead." Navy	54 (1.3) [#]	56 (1.6)	58 (1.5)	55 (1.4)	56 (0.7)
"The Few. The Proud. ____." Marine Corps	67 (1.1) ^{*##+}	73 (1.3) ^{@&}	81 (1.1)	84 (1.1)	77 (0.6)
"We're Looking For a Few Good Men." Marine Corps	54 (1.1) ^{*##+}	60 (1.1) ^{@&}	68 (1.6)	71 (1.5)	64 (0.6)
"Aim High. ____." Air Force	78 (0.9) ^{*##+}	84 (1.1) ^{@&}	88 (1.0)	87 (0.9)	84 (0.5)
"Be Part of the Action." Coast Guard	3 (0.4)	4 (0.5)	3 (0.5)	4 (0.4)	3 (0.2)
"Make It Happen." Joint Service	1 (0.2)	0 (NA)	1 (0.2)	0 (NA)	0 (NA)
"It's a Great Way to Serve." Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	1 (0.3) ^{*+}	2 (0.3)	2 (0.5)	2 (0.3)	2 (0.2)
Air National Guard	0 (NA)	1 (0.2)	0 (NA)	0 (NA)	0 (NA)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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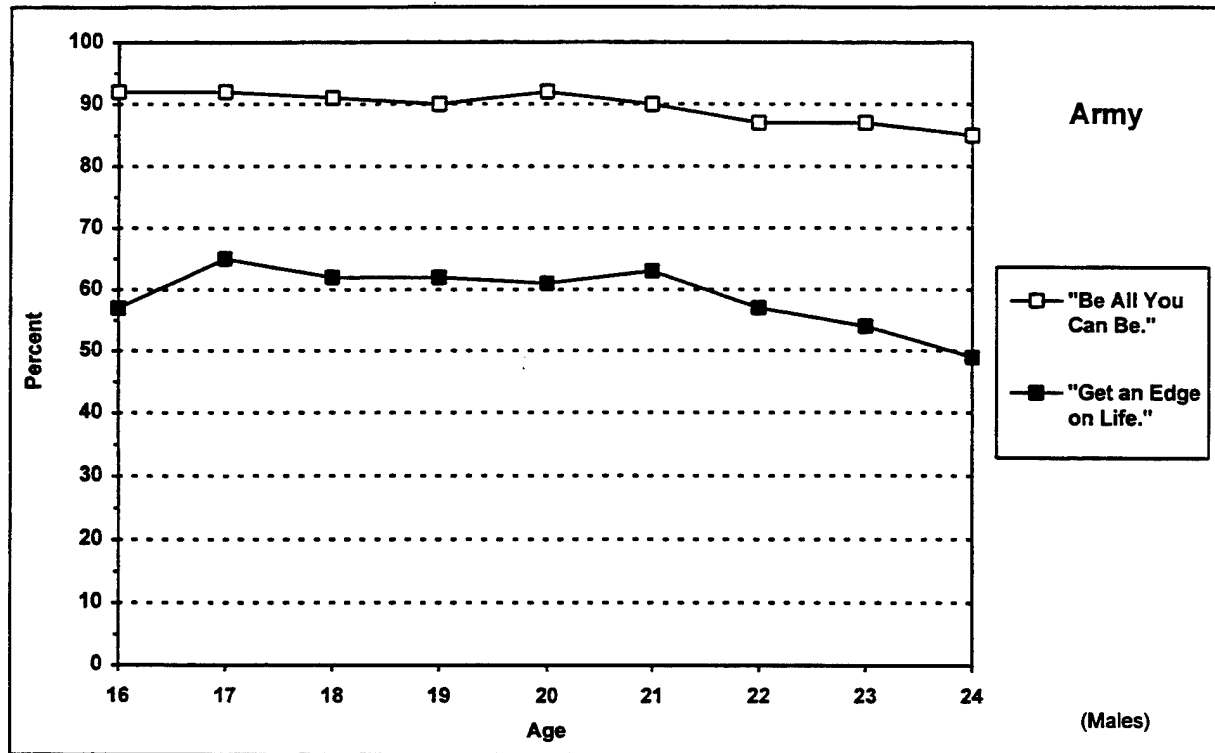


Figure 6-3A. Fall 1995 YATS - Slogan Recognition Among Males, by Single Year of Age - Army

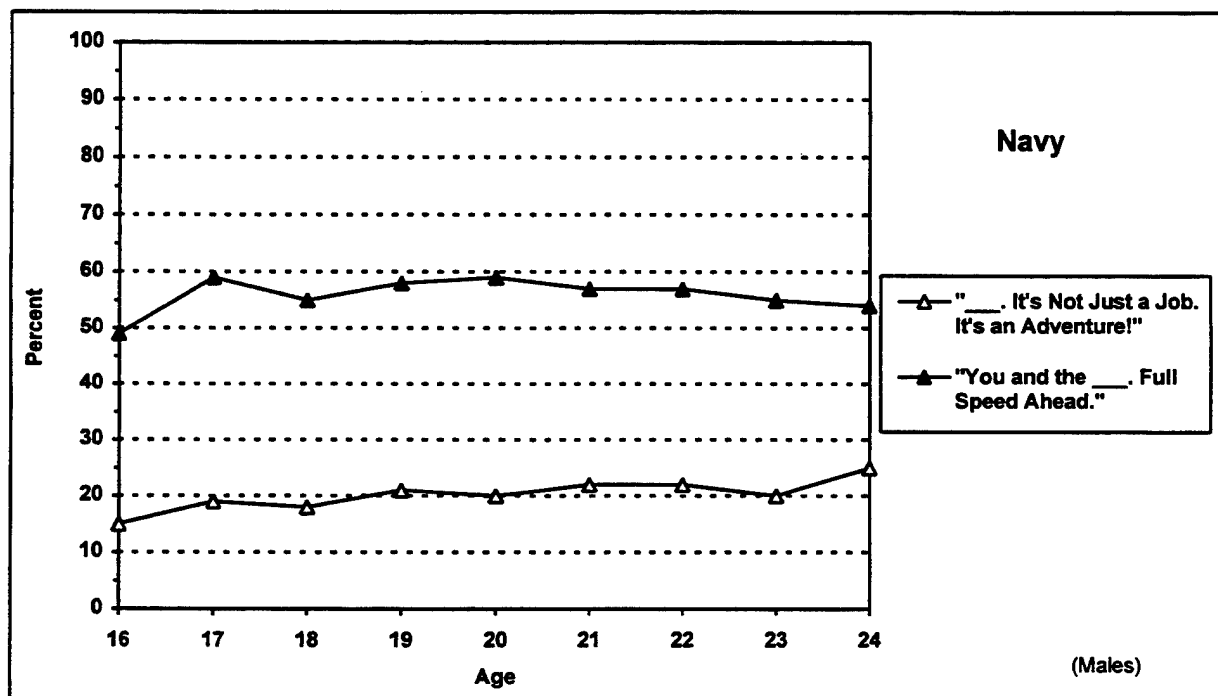


Figure 6-3B. Fall 1995 YATS - Slogan Recognition Among Males, by Single Year of Age - Navy

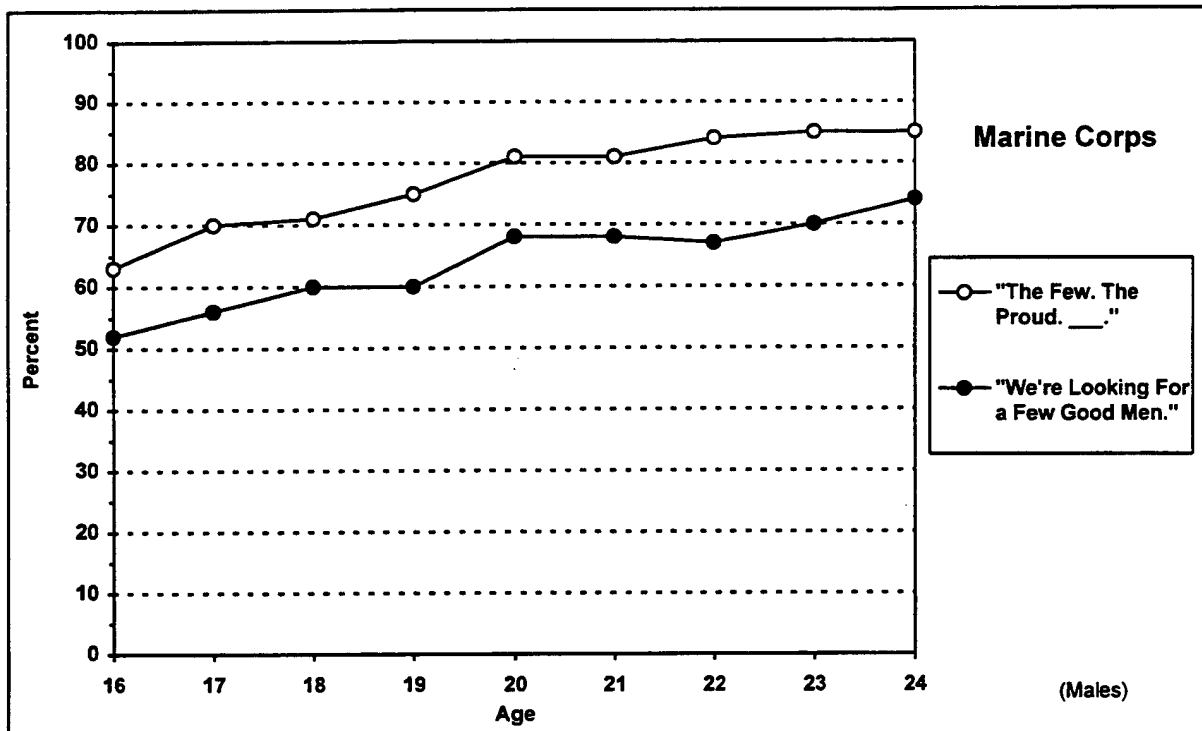


Figure 6-3C. Fall 1995 YATS - Slogan Recognition Among Males, by Single Year of Age - Marine Corps

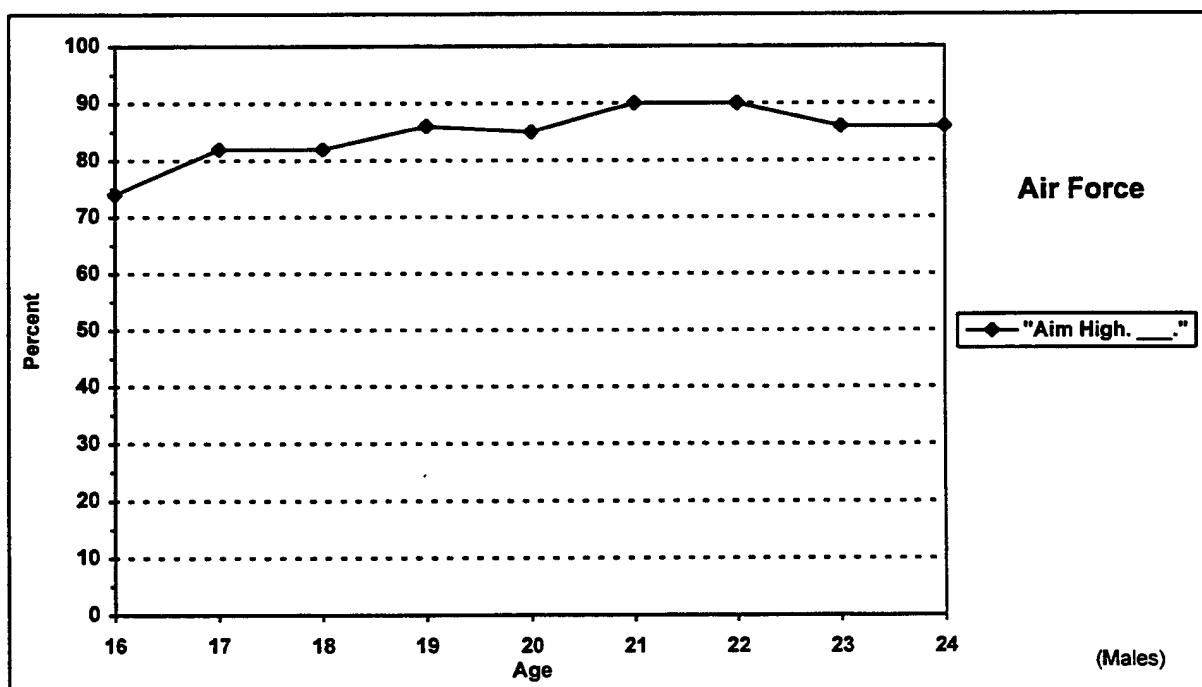


Figure 6-3D. Fall 1995 YATS - Slogan Recognition Among Males, by Single Year of Age - Air Force

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Table 6-4. Fall 1995 YATS - Percentage of Correct Slogan Recognition Among Females, by Age

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Be All You Can Be." Army	89 (1.1)	88 (1.1)	86 (1.6)	87 (1.1)	88 (0.6)
"Get an Edge on Life." Army	55 (1.6) ⁺	57 (1.6) ^{&}	55 (2.0) [^]	49 (1.8)	53 (0.9)
"_. It's Not Just a Job. It's an Adventure!" Navy	12 (1.1) [#]	12 (1.1) [@]	16 (1.6)	13 (1.1)	13 (0.6)
"You and the _. Full Speed Ahead." Navy	39 (1.5)	42 (1.9) ^{&}	38 (1.9)	37 (1.5)	39 (0.8)
"The Few. The Proud. _." Marine Corps	32 (1.6) ^{*#+}	42 (1.6) ^{@&}	49 (2.1) [^]	65 (1.4)	49 (0.8)
"We're Looking For a Few Good Men." Marine Corps	27 (1.4) ^{*#+}	32 (1.6) ^{@&}	37 (1.6) [^]	43 (1.9)	35 (0.9)
"Aim High. _." Air Force	58 (1.4) ^{*#+}	64 (1.9) ^{@&}	70 (2.2)	74 (1.3)	67 (0.9)
"Be Part of the Action." Coast Guard	2 (0.5)	2 (0.5)	3 (0.7)	2 (0.4)	2 (0.2)
"Make It Happen." Joint Service	1 (0.3) ⁺	1 (0.5)	1 (0.4) [^]	0 (NA)	1 (0.1)
"It's a Great Way to Serve." Air Force Reserve	0 (NA)	0 (NA1)	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	1 (0.3) ⁺	1 (0.4)	1 (0.3) [^]	2 (0.4)	1 (0.2)
Air National Guard	0 (NA)	1 (0.3)	0 (NA)	0 (NA)	0 (NA)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

⁺Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

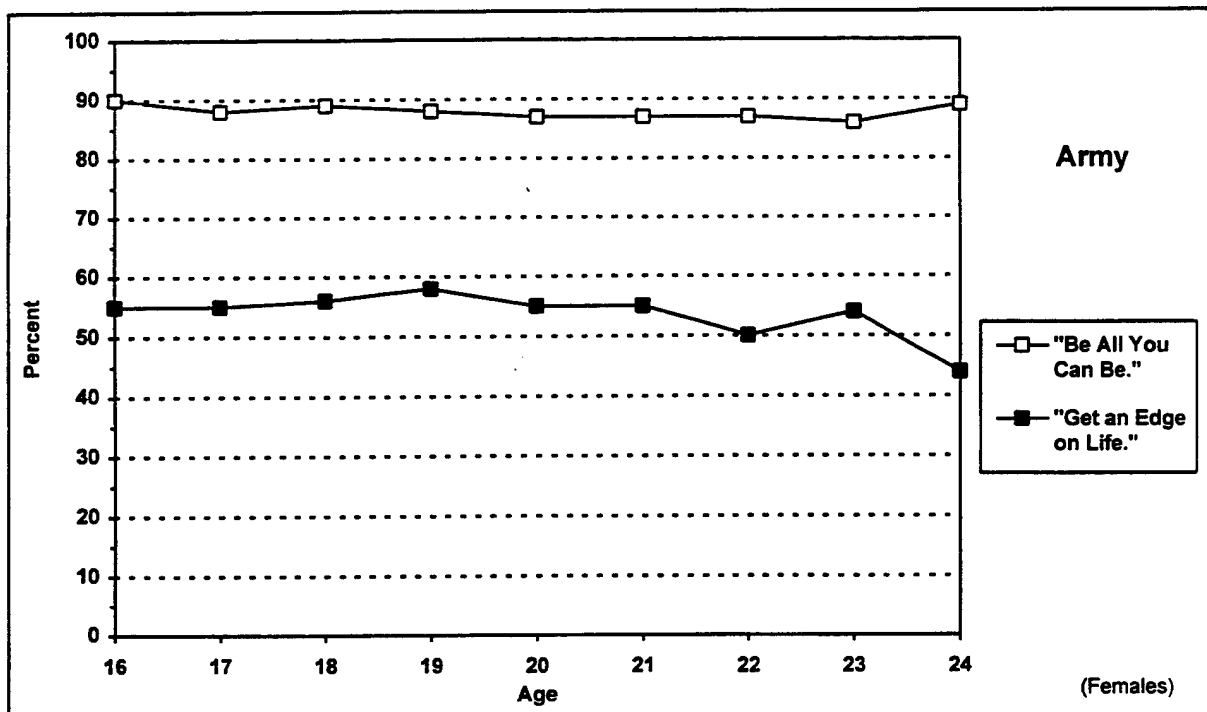


Figure 6-4A. Fall 1995 YATS - Slogan Recognition Among Females, by Single Year of Age - Army

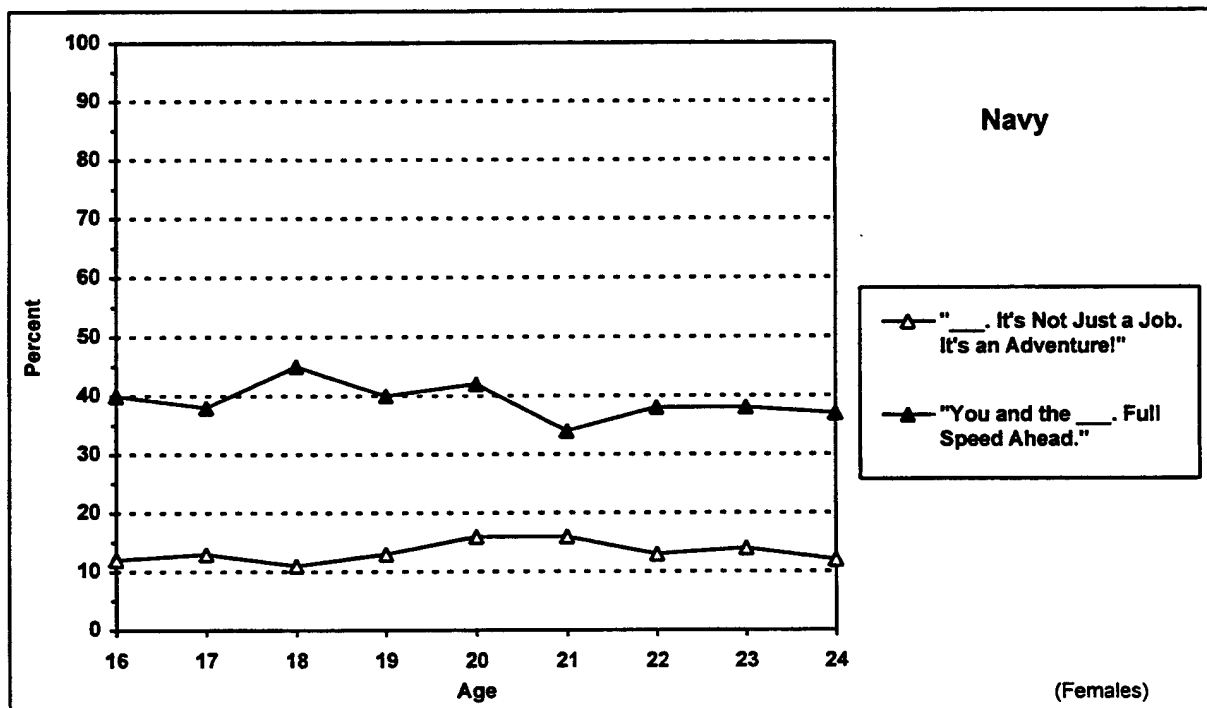


Figure 6-4B. Fall 1995 YATS - Slogan Recognition Among Females, by Single Year of Age - Navy

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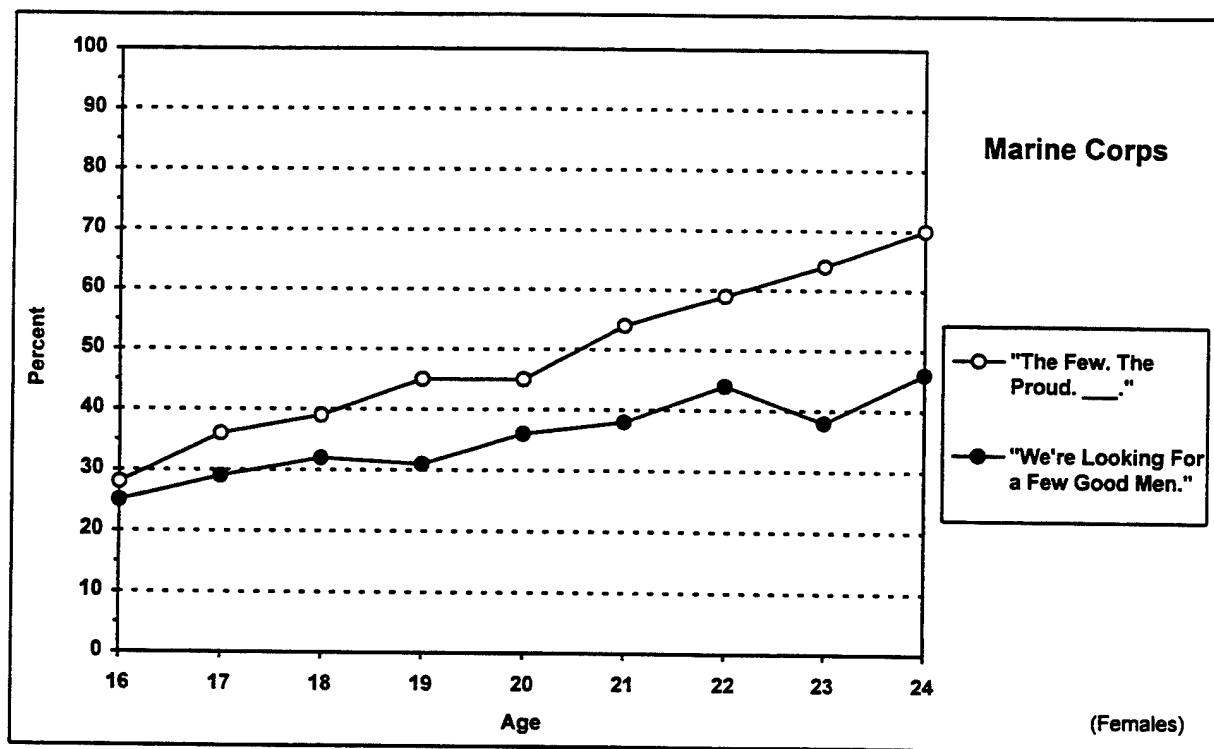


Figure 6-4C. Fall 1995 YATS - Slogan Recognition Among Females, by Single Year of Age - Marine Corps

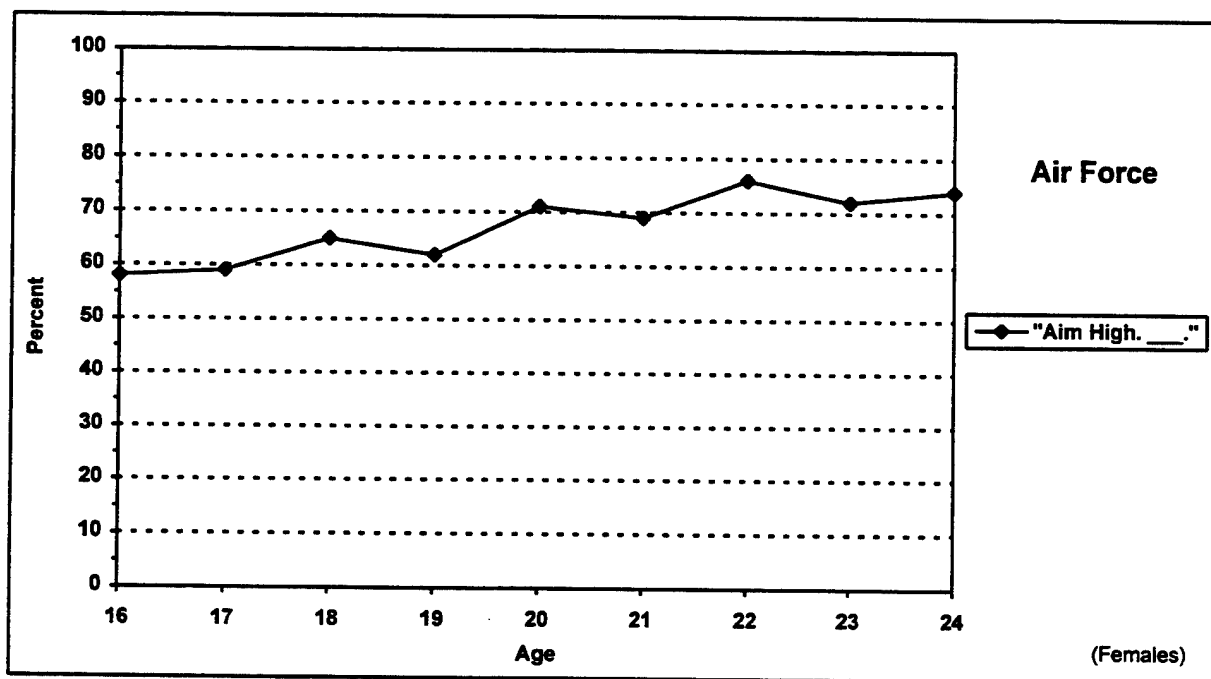


Figure 6-4D. Fall 1995 YATS - Slogan Recognition Among Females, by Single Year of Age - Air Force

Incorrect Slogan Identification

There are also noteworthy patterns which are evident among incorrect responses to slogans. Table 6-5 (males) and Table 6-6 (females) present the percentage of youth who identified each Service for each slogan. Shaded rows in the tables indicate the correct response and are identical to data found in Tables 6-3 and 6-4. Many of the respondents appear to guess at the identification of slogans as evidenced by data which corresponds to recognition of the new Joint Service slogan *Make It Happen*. Although less than 1 percent of youth correctly identified this slogan, only 44 percent of the males and 51 percent of the females said that they did not know which Service used the slogan.

Most of the incorrect identifications favor the Army. Among males, for example, the Army was most often misidentified for using the slogans *It's Not Just a Job...*, *Full Speed Ahead*, *It's a Great Way to Serve*, *Be Part of the Action*, and *We're Looking For a Few Good Men*. The Marine Corps was the most popular but incorrect response to the National Guard slogan *Americans at Their Best*, while the new Joint Service slogan *Make It Happen* was equally and incorrectly attributed to the Navy and Air Force. Erroneous identifications are most likely due to factors associated with perceptions of the Services and images conjured up by the slogans.

Summary of Slogan Recognition

As an alternative means of measuring advertising awareness, youth who participate in AYATS are asked to identify slogans used by the Services in their advertising campaigns. Trends in recognition showed that while there were gender differences in levels of recognition -- more males than females correctly identified the Service for 10 of the 11 slogans -- the rank order of correct recognition of different slogans, and trends in correct recognition over the years, were very similar for males and females. Recognition of Army and Navy slogans has increased between 1990 and 1995, but recognition of Marine Corps and Air Force slogans has decreased over this period.

In 1995, correct recognition was most frequent for Army and Air Force slogans. A majority of males also correctly identified both Marine Corps slogans. Slogans used by the Coast Guard, Reserves, National Guard, and the Joint Services were seldom recognized by youth and were usually associated with the Army. Recognition of Army slogans was greater among younger respondents, while correct recognition of Marine Corps and Air Force slogans increased with age.

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Table 6-5. Fall 1995 YATS - Slogan Recognition Among Males, by Age

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Be All You Can Be."					
(Army)					
Army	92 (0.6)	91 (0.7)	91 (0.9)	86 (0.7)	90 (0.3)
Navy	2 (0.3)	2 (0.3)	2 (0.3)	3 (0.5)	2 (0.2)
Marine Corps	1 (0.2)	1 (0.2)	1 (0.4)	2 (0.3)	1 (0.2)
Air Force	1 (0.3)	2 (0.4)	3 (0.6)	3 (0.4)	2 (0.2)
Army Reserve	2 (0.3)	2 (0.4)	2 (0.4)	2 (0.3)	2 (0.1)
Don't Know/Refused	2 (0.3)	2 (0.4)	1 (0.3)	3 (0.5)	2 (0.2)
"Get an Edge on Life."					
(Army)					
Army	61 (1.0)	62 (1.2)	62 (1.4)	53 (1.3)	59 (0.5)
Navy	7 (0.6)	6 (0.7)	7 (0.7)	7 (0.8)	7 (0.4)
Marine Corps	5 (0.4)	6 (0.7)	6 (0.6)	8 (0.8)	6 (0.3)
Air Force	6 (0.5)	6 (0.6)	7 (0.7)	8 (0.7)	7 (0.3)
Coast Guard	1 (0.2)	1 (0.3)	1 (0.3)	0 (NA)	1 (0.1)
Army Reserve	4 (0.4)	5 (0.5)	5 (0.6)	7 (0.7)	5 (0.3)
Don't Know/Refused	16 (1.0)	13 (0.9)	13 (0.9)	16 (0.9)	15 (0.4)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-5. Full 1995 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
" _____. It's Not Just a Job. It's an Adventure!" (Navy)					
Army	38 (1.2)	41 (1.2)	47 (1.4)	52 (1.3)	45 (0.6)
Navy	17 (0.8)	19 (1.2)	21 (1.1)	22 (1.0)	20 (0.5)
Marine Corps	5 (0.5)	6 (0.7)	5 (0.6)	4 (0.6)	5 (0.3)
Air Force	6 (0.5)	4 (0.6)	6 (0.7)	4 (0.5)	5 (0.3)
Coast Guard	3 (0.4)	3 (0.5)	2 (0.5)	1 (0.2)	2 (0.2)
Army National Guard	1 (0.1)	1 (0.3)	1 (0.3)	0 (NA)	1 (0.1)
Army Reserve	1 (0.2)	2 (0.3)	2 (0.3)	1 (0.2)	1 (0.1)
Joint/All U.S. Services	0 (NA)	0 (NA)	1 (0.3)	0 (NA)	1 (0.1)
Don't Know/Refused	28 (1.3)	23 (0.9)	15 (0.9)	13 (0.9)	19 (0.5)
"You and the ____. Full Speed Ahead." (Navy)					
Army	11 (0.8)	12 (0.9)	11 (1.0)	11 (0.8)	12 (0.4)
Navy	54 (1.3)	56 (1.6)	58 (1.5)	55 (1.4)	56 (0.7)
Marine Corps	4 (0.5)	5 (0.6)	3 (0.5)	4 (0.6)	4 (0.3)
Air Force	12 (0.9)	12 (0.9)	11 (0.8)	11 (0.7)	11 (0.5)
Coast Guard	2 (0.3)	2 (0.5)	2 (0.3)	2 (0.3)	2 (0.2)
Don't Know/Refused	15 (0.8)	12 (1.0)	13 (0.9)	16 (1.0)	14 (0.5)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-5. Fall 1995 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total ^c
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"The Few. The Proud. ____."					
(Marine Corps)					
Army	8 (0.8)	7 (0.8)	4 (0.6)	5 (0.5)	6 (0.4)
Navy	7 (0.6)	6 (0.6)	4 (0.7)	3 (0.5)	5 (0.3)
Marine Corps	67 (1.1)	73 (1.3)	81 (1.1)	84 (1.1)	77 (0.6)
Air Force	1 (0.3)	1 (0.3)	1 (0.2)	1 (0.3)	1 (0.1)
Don't Know/Refused	15 (0.8)	12 (1.0)	9 (0.8)	7 (0.6)	10 (0.4)
"We're Looking For a Few Good Men."					
(Marine Corps)					
Army	28 (1.2)	24 (1.1)	21 (1.2)	20 (1.2)	23 (0.5)
Navy	6 (0.5)	5 (0.5)	4 (0.6)	2 (0.4)	4 (0.3)
Marine Corps	54 (1.1)	60 (1.1)	68 (1.6)	71 (1.5)	64 (0.6)
Air Force	1 (0.2)	2 (0.4)	1 (0.2)	1 (0.2)	1 (0.2)
Don't Know/Refused	9 (0.6)	8 (0.8)	5 (0.7)	5 (0.7)	7 (0.3)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-5. Fall 1995 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Aim High. ____."					
(Air Force)					
Army	5 (0.5)	3 (0.6)	3 (0.5)	3 (0.5)	4 (0.2)
Navy	3 (0.4)	3 (0.5)	2 (0.4)	2 (0.4)	3 (0.2)
Marine Corps	2 (0.3)	2 (0.4)	2 (0.5)	1 (0.2)	2 (0.2)
Air Force	78 (0.9)	84 (1.1)	88 (1.0)	87 (0.9)	84 (0.5)
Don't Know/Refused	10 (0.5)	6 (0.8)	5 (0.6)	5 (0.6)	7 (0.3)
"Be Part of the Action."					
(Coast Guard)					
Army	25 (1.1)	25 (1.1)	21 (1.2)	20 (1.1)	23 (0.6)
Navy	10 (0.9)	11 (0.9)	12 (1.0)	12 (1.0)	11 (0.5)
Marine Corps	7 (0.5)	7 (0.7)	9 (0.7)	7 (0.7)	8 (0.4)
Air Force	7 (0.6)	7 (0.7)	8 (0.9)	9 (0.8)	8 (0.3)
Coast Guard	3 (0.4)	4 (0.5)	3 (0.5)	4 (0.4)	3 (0.2)
Army Reserve	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.1)
Don't Know/Refused	45 (1.1)	43 (1.4)	44 (1.2)	46 (1.4)	45 (0.7)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-5. Fall 1995 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total ^c
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Make It Happen." (Joint Service)					
Army	9 (0.6)	11 (0.8)	8 (0.9)	10 (0.7)	9 (0.3)
Navy	17 (0.9)	18 (0.9)	18 (1.1)	16 (0.9)	17 (0.5)
Marine Corps	8 (0.6)	8 (0.8)	7 (0.8)	6 (0.6)	7 (0.3)
Air Force	15 (0.8)	16 (1.0)	19 (1.1)	18 (0.9)	17 (0.5)
Coast Guard	4 (0.5)	3 (0.5)	4 (0.5)	3 (0.4)	3 (0.2)
Don't Know/Refused	45 (1.2)	43 (1.5)	42 (1.4)	45 (1.4)	44 (0.7)
"It's a Great Way to Serve." (Air Force Reserve)					
Army	14 (0.7)	16 (1.0)	16 (1.2)	18 (0.9)	16 (0.5)
Navy	8 (0.6)	7 (0.7)	8 (0.8)	9 (0.8)	8 (0.4)
Marine Corps	14 (0.7)	14 (0.8)	13 (0.8)	11 (0.7)	13 (0.4)
Air Force	8 (0.7)	8 (0.7)	10 (0.9)	12 (0.9)	10 (0.5)
Coast Guard	4 (0.4)	4 (0.5)	4 (0.5)	3 (0.5)	4 (0.3)
Army National Guard	1 (0.3)	2 (0.3)	2 (0.5)	2 (0.3)	2 (0.2)
Army Reserve	2 (0.3)	2 (0.4)	2 (0.4)	3 (0.4)	2 (0.2)
Air National Guard	1 (0.2)	0 (NA)	1 (0.2)	1 (0.2)	1 (0.1)
Joint/All U.S. Services	1 (0.2)	1 (0.3)	1 (0.2)	1 (0.2)	1 (0.1)
Don't Know/Refused	46 (1.1)	45 (1.4)	41 (1.2)	41 (1.2)	43 (0.6)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-5. Fall 1995 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Americans at Their Best."					
(Army National Guard and Air National Guard)					
Army	14 (0.9)	14 (0.9)	14 (1.1)	13 (0.9)	14 (0.4)
Navy	9 (0.7)	10 (0.8)	9 (0.8)	9 (0.7)	9 (0.3)
Marine Corps	21 (0.8)	19 (1.1)	21 (1.3)	19 (1.1)	20 (0.6)
Air Force	3 (0.4)	2 (0.4)	2 (0.4)	2 (0.3)	2 (0.2)
Coast Guard	4 (0.5)	5 (0.6)	4 (0.5)	4 (0.5)	4 (0.3)
Army National Guard	1 (0.3)	2 (0.3)	2 (0.5)	2 (0.3)	2 (0.2)
Army Reserve	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.1)
Joint/All U.S. Services	1 (0.2)	1 (0.3)	1 (0.3)	2 (0.3)	1 (0.1)
Don't Know/Refused	46 (1.1)	44 (1.5)	44 (1.5)	48 (1.4)	46 (0.8)

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

^aEstimates are based on 2,207 interviews.

^bEstimates are based on 1,612 interviews.

^cEstimates are based on 1,434 interviews.

^dEstimates are based on 1,807 interviews.

^eEstimates are based on 7,060 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Be All You Can Be."					
(Army)					
Army	89 (1.1)	88 (1.1)	86 (1.6)	87 (1.1)	88 (0.6)
Navy	2 (0.5)	4 (0.6)	4 (0.7)	3 (0.5)	3 (0.3)
Marine Corps	1 (0.4)	0 (NA)	1 (0.4)	2 (0.6)	1 (0.2)
Air Force	1 (0.3)	2 (0.5)	1 (0.4)	2 (0.5)	2 (0.2)
Army Reserve	3 (0.5)	3 (0.6)	4 (1.0)	2 (0.4)	3 (0.3)
Don't Know/Refused	3 (0.6)	3 (0.6)	4 (0.9)	3 (0.5)	3 (0.3)
"Get an Edge on Life."					
(Army)					
Army	55 (1.6)	57 (1.6)	55 (2.0)	49 (1.8)	53 (0.9)
Navy	5 (0.6)	5 (0.7)	6 (0.8)	8 (0.9)	6 (0.4)
Marine Corps	5 (0.8)	4 (0.8)	5 (0.7)	5 (0.7)	5 (0.4)
Air Force	6 (0.9)	7 (0.9)	5 (0.7)	7 (0.9)	6 (0.5)
Coast Guard	1 (0.3)	0 (NA)	1 (0.3)	1 (0.3)	1 (0.2)
Army Reserve	3 (0.5)	3 (0.7)	6 (1.0)	5 (0.6)	4 (0.4)
Joint/All U.S. Services	0 (NA)	1 (0.4)	0 (NA)	1 (0.3)	1 (0.2)
Don't Know/Refused	25 (1.5)	22 (1.4)	22 (1.9)	24 (1.3)	23 (0.7)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total ^c
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
" ____ . It's Not Just a Job. It's an Adventure!" (Navy)					
Army	23 (1.6)	29 (1.7)	35 (2.1)	45 (1.8)	34 (1.0)
Navy	12 (1.1)	12 (1.1)	16 (1.6)	13 (1.1)	13 (0.6)
Marine Corps	7 (0.8)	5 (0.7)	5 (0.8)	6 (0.8)	5 (0.4)
Air Force	8 (0.9)	6 (0.8)	7 (1.0)	7 (0.8)	7 (0.5)
Coast Guard	4 (0.6)	4 (0.7)	2 (0.6)	2 (0.6)	3 (0.3)
Army Reserve	1 (0.3)	1 (0.2)	0 (NA)	1 (0.3)	1 (0.1)
Joint/All U.S. Services	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.1)
Don't Know/Refused	44 (1.6)	43 (1.9)	33 (2.0)	25 (1.7)	35 (0.7)
"You and the ____ . Full Speed Ahead." (Navy)					
Army	16 (1.0)	14 (1.2)	15 (1.4)	12 (1.1)	14 (0.6)
Navy	39 (1.5)	42 (1.9)	38 (1.9)	37 (1.5)	39 (0.8)
Marine Corps	4 (0.6)	3 (0.7)	3 (0.7)	5 (0.7)	4 (0.3)
Air Force	15 (1.1)	13 (1.1)	14 (1.5)	18 (1.2)	15 (0.7)
Coast Guard	2 (0.4)	1 (0.5)	2 (0.6)	2 (0.4)	2 (0.2)
Don't Know/Refused	23 (1.2)	24 (1.6)	26 (1.8)	25 (1.6)	25 (0.7)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"The Few. The Proud. ____."					
(Marine Corps)					
Army	12 (1.2)	10 (1.0)	8 (1.3)	8 (1.0)	9 (0.5)
Navy	11 (1.0)	11 (1.1)	11 (1.2)	7 (1.0)	10 (0.5)
Marine Corps	32 (1.6)	42 (1.6)	49 (2.1)	65 (1.4)	49 (0.8)
Air Force	2 (0.5)	1 (0.5)	1 (0.5)	2 (0.5)	2 (0.2)
Coast Guard	2 (0.5)	1 (0.3)	1 (0.4)	0 (NA)	1 (0.2)
Don't Know/Refused	40 (1.6)	34 (1.6)	28 (1.8)	17 (1.4)	28 (0.7)
"We're Looking For a Few Good Men."					
(Marine Corps)					
Army	34 (1.7)	35 (1.6)	34 (2.0)	33 (1.6)	34 (0.7)
Navy	11 (1.1)	10 (1.3)	8 (1.2)	6 (0.8)	8 (0.5)
Marine Corps	27 (1.4)	32 (1.6)	37 (1.6)	43 (1.9)	35 (0.9)
Air Force	3 (0.6)	3 (0.6)	3 (0.6)	3 (0.6)	3 (0.3)
Joint/All U.S. Services	1 (0.4)	0 (NA)	1 (0.3)	1 (0.3)	1 (0.2)
Don't Know/Refused	23 (1.3)	19 (1.5)	16 (1.6)	13 (1.1)	17 (0.6)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Aim High. ____." (Air Force)					
Army	6 (0.7)	6 (0.8)	6 (1.2)	5 (0.8)	6 (0.4)
Navy	6 (0.7)	4 (0.7)	4 (0.8)	4 (0.7)	4 (0.3)
Marine Corps	4 (0.7)	3 (0.8)	3 (0.9)	3 (0.6)	3 (0.4)
Air Force	58 (1.4)	64 (1.9)	70 (2.2)	74 (1.3)	67 (0.9)
Coast Guard	1 (0.4)	1 (0.4)	0 (NA)	0 (NA)	1 (0.1)
Don't Know/Refused	24 (1.3)	21 (1.6)	15 (1.7)	13 (1.0)	18 (0.7)
"Be Part of the Action." (Coast Guard)					
Army	26 (1.4)	26 (1.5)	28 (2.4)	22 (1.4)	25 (0.8)
Navy	8 (0.8)	9 (1.1)	6 (0.9)	9 (0.9)	8 (0.5)
Marine Corps	5 (0.6)	6 (0.8)	7 (1.2)	8 (0.9)	7 (0.5)
Air Force	6 (0.8)	7 (0.9)	6 (1.1)	8 (1.2)	7 (0.5)
Coast Guard	2 (0.5)	2 (0.5)	3 (0.7)	2 (0.4)	2 (0.2)
Joint/All U.S. Services	1 (0.4)	1 (0.3)	1 (0.3)	0 (NA)	1 (0.2)
Don't Know/Refused	50 (1.6)	48 (1.8)	47 (2.4)	49 (2.0)	48 (0.9)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

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Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Make It Happen." (Joint Service)					
Army	9 (1.0)	11 (1.2)	10 (1.2)	11 (1.1)	10 (0.7)
Navy	16 (0.9)	12 (1.0)	14 (1.5)	14 (1.2)	14 (0.5)
Marine Corps	7 (0.8)	7 (0.9)	8 (1.1)	8 (1.0)	8 (0.4)
Air Force	10 (1.0)	14 (1.4)	12 (1.4)	16 (1.4)	13 (0.8)
Coast Guard	4 (0.6)	2 (0.5)	2 (0.5)	2 (0.4)	2 (0.3)
Army Reserve	0 (NA)	0 (NA)	1 (0.3)	1 (0.3)	1 (0.1)
Joint/All U.S. Services	1 (0.3)	1 (0.5)	1 (0.4)	0 (NA)	1 (0.1)
Don't Know/Refused	52 (1.4)	53 (2.0)	51 (2.2)	48 (1.8)	51 (0.9)
"It's a Great Way to Serve." (Air Force Reserve)					
Army	18 (1.2)	18 (1.3)	17 (1.5)	20 (1.5)	18 (0.7)
Navy	8 (0.9)	6 (0.9)	8 (1.2)	9 (1.1)	8 (0.5)
Marine Corps	10 (0.9)	11 (1.2)	11 (1.3)	10 (0.9)	10 (0.5)
Air Force	6 (0.7)	5 (0.8)	8 (1.2)	6 (0.7)	6 (0.5)
Coast Guard	2 (0.5)	4 (0.8)	3 (0.6)	3 (0.6)	3 (0.3)
Army National Guard	1 (0.3)	1 (0.2)	1 (0.4)	1 (0.2)	1 (0.1)
Army Reserve	1 (0.3)	1 (0.3)	1 (0.4)	2 (0.4)	1 (0.2)
Joint/All U.S. Services	1 (0.4)	1 (0.4)	2 (0.5)	1 (0.4)	1 (0.2)
Don't Know/Refused	52 (1.6)	52 (2.3)	47 (2.2)	48 (1.7)	50 (0.9)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

Table 6-6. Fall 1995 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total ^e
	16-17 Year-Olds ^a	18-19 Year-Olds ^b	20-21 Year-Olds ^c	22-24 Year-Olds ^d	
"Americans at Their Best." (Army National Guard and Air National Guard)					
Army	15 (1.1)	14 (1.2)	13 (1.5)	14 (1.1)	14 (0.5)
Navy	10 (1.1)	7 (0.8)	9 (1.3)	8 (1.0)	8 (0.5)
Marine Corps	11 (1.0)	13 (1.4)	15 (1.7)	15 (1.4)	14 (0.7)
Air Force	3 (0.6)	2 (0.6)	2 (0.6)	3 (0.6)	3 (0.3)
Coast Guard	4 (0.7)	4 (0.7)	3 (0.7)	4 (0.7)	4 (0.4)
Army National Guard	1 (0.3)	1 (0.4)	1 (0.3)	2 (0.4)	1 (0.2)
Joint/All U.S. Services	1 (0.3)	2 (0.5)	2 (0.5)	2 (0.4)	2 (0.2)
Don't Know/Refused	54 (1.7)	55 (2.1)	53 (2.5)	52 (2.0)	53 (0.9)

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

^aEstimates are based on 1,107 interviews.

^bEstimates are based on 878 interviews.

^cEstimates are based on 722 interviews.

^dEstimates are based on 1,016 interviews.

^eEstimates are based on 3,723 interviews.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615F, Q611, Q613A, Q615A, Q615C, Q615M, Q615L, and Q615K.

REFERENCES

Wilson, M. and Chu, A. (1995). Fall 1995 YATS Sample Design, Selection, and Adjustment Weighting Procedures.