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ABSTRACT

In anticipation of the projected decline in the national population of young men and of expanding the role of women in the military, the Navy conducted a national telephone survey to gauge the interest of women and men in joining the military under present conditions and under three alternative options. The options related to expanding the role of women in terms of the physical location (ships, aricraft, combat zones) and nontraditional job classifications (mechanics, electronics) where they are likely to serve. Of those surveyed, 14 percent of the women and 16 percent of the men responded that they were "extremely," "very," or "quite" interested under current conditions. The Air Force was the military branch most preferred by both men and women, followed by the Navy, Army, and Marine Corps. The interest level of women in joining the military increased when an option involving training and service in nontraditional jobs for women was presented. When a similar option involving service on some ships, aircraft, or combat support areas was offered, interest declined but did not fall below interest levels under current conditions. A third option involving equal treatment to that received by men resulted in responses similar to those of the second option. The survey of men indicated increased interest in joining the military when the likelihood of serving with women was presented. (Author/IMS)

NPRDC TR 78-34

September 1978

INTENTIONS OF WOMEN (18-25 YEARS OLD) TO JOIN THE MILITARY: RESULTS OF A NATIONAL SURVEY

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In anticipation of the projected decline in the national population of young men, defense planners have given increased thought to expanding the role of women in the military. Therefore, a survey was conducted to gauge the interest of women and men in joining the military under present conditions and under three alternative options involving greater utilization of women. These options relate to the expansion of the role of women in terms of both the physical location (ships, aircraft, combat zones) and nontraditional job classifications

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(mechanics, electronics) where they are likely to serve. Findings are presented regarding the percentage of women and men interested in joining the military currently and under each alternative. The composition of the pool of interested women is also analyzed in terms of its demographic and attitudinal components.

FOREWORD

This study was conducted in response to Navy Decision Coordinating Paper, Manpower Requirements Development System (NDCP-Z0109.PN) under subproject PN.02, Long-range Manpower Supply Forecasting, and the sponsorship of the Deputy Chief of Naval Operations for Manpower (OP-01) and the Office of the Secretary of Defense (Manpower and Reserve Affairs). The objective of the subproject is to identify and measure those variables and interrelationships that define the national supply of manpower eligible for Navy recruitment from 5 to 25 years beyond the Five Year Defense Plan (FYDP). The immediate objective was to provide reasonable estimates of the number of women and men interested in joining the military under current conditions and under alternative options providing for greater utilization of women. The results are intended for use by individuals interested in forecasting the supply of women for the military, recruitment and training of women for military service, or other areas relating to the expansion of the role of women in the Armed Services.

Appreciation is expressed to the following for their participation in the study:

- Anthony Morgan, Joelle Anderson, Leland Ott, and Hellen Higgens of Grey Advertising, Inc.
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DONALD F. PARKER
Commanding Officer

SUMMARY

Problem

Recent population projections issued by the United States Bureau of the Census indicate the likelihood of a steady decline in the size of the military's primary source of manpower supply, young men 17-21 years old, well into the 1990s. Increased utilization of women by the Armed Services is one of the methods available for dealing with this situation. This increase may take place both in terms of expanding the physical locations in which women may serve (ships, aircraft, combat areas) and the utilization of women in "nontraditional" job areas such as mechanics and electronics.

Objective

The primary objectives were (1) to provide reasonable estimates of the overall numbers of young women and men interested in joining the military under current conditions and under alternative options providing for greater utilization of women; and (2) to determine the demographic and attitudinal characteristics of this interested population. A secondary objective was to gain some insight into the possible impact that greater utilization of women would have on men's interest in joining the military.

Approach

A national telephone survey using random digit dialing was used to locate respondents who were between 18 and 25 years of age, currently residing in a household, and not currently in the military. Telephone interviews were completed with 2576 individuals--1820 women and 556 men. An on-campus sample of 206 women and 64 men was obtained by calling college housing. Thus, the total sample consisted of 2646 persons--2026 women and 620 men.

Respondents were asked to indicate how interested they were in joining the military under current conditions and under three alternate options providing for greater utilization of women, and to indicate their perceptions of various aspects of the military, job characteristics and satisfaction, educational expectations, etc. Demographic data were obtained during screening interviews.

Responses were weighted so that results could be projected to the national population of 18-to-25 year olds. Responses made by men and women were compared as to number and level of interest. Also, comparisons were made of demographic and attitudinal characteristics of women and men interested in joining the military.

Results

The number and level of interest of women and men in joining the military were remarkably similar. Individuals who responded that they were "extremely," "very," or "quite" interested were defined as positive propensity individuals. Under this definition, 14 and 16 percent of the surveyed women and men respectively were considered to be positive propensity individuals under current conditions. The Air Force was the specific military branch most preferred by both women and men, followed by the Navy, Army, and Marine Corps.

Positive propensity women were found to have somewhat different job interests/skills than those of their male counterparts. They had been employed far less often in "blue collar" fields than had the men and had taken fewer courses in fields like mechanical drawing and electronics. Also, they tended to be more oriented toward the "people" aspects of a job and less oriented toward working with electronics, machines, etc., and appeared to have received somewhat more formal education than had the men.

The interest level of women in joining the military increased when an option involving training and service in nontraditional female job areas (but preclusion of service on ships, on aircraft, or at combat areas) was presented. When a similar option involving service on some ships, aircraft, or combat support areas was offered, interests declined but did not fall below interest levels under current conditions. A third option involving equal treatment to that received by men (same jobs/training, service on ships and aircraft, and in combat) resulted in responses similar to those of the previous option.

The survey did indicate that the responses of women were very much influenced by the specific option being addressed. Many women interested in service under current conditions were no longer interested in service under several of the options. The reverse was also true, with many respondents indicating interest in serving under alternative options but not under perceived current conditions.

The survey of men indicated increased interest in joining the military when the likelihood of serving with women was presented. This interest declined (but not below current levels) with the possibility of serving with women in combat.

Conclusions

Results indicate there is a sizable potential supply of women interested in military enlistment under current conditions and under alternative options involving greater utilization of women. The Air Force and Navy appear to have the most sizable pool from which to draw, followed by the Army and Marine Corps.

The composition of the interested pool of women differs from that of men in terms of skills and interests and also varies considerably across options. Therefore, careful screening and revised training techniques are likely to be necessary and critical for successful increased utilization of women.

No evidence was found that would indicate that the supply of men would be adversely affected by increased utilization of women.

Recommendations

Similar surveys should be performed on a recurring basis so that changes in the size and composition of the pool of women interested in joining the military may be assessed. Such changes are likely to occur if a significant expansion of the role of women in the military takes place.

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INTRODUCTION

Problem

The United States Bureau of the Census has released forecasts of the male population for the period 1975 through 2050 that indicate a steady decline in the size of the primary military manpower supply pool of young men (17 to 21 years old). This decline is expected to result in a manpower pool approximately 28 percent below 1975 levels during the early 1990s, after which an upturn is projected. Figure 1 illustrates this manpower trend.

In anticipation of this declining male supply pool, increasing thought has been given toward expanding the role of women in the military, in terms of both the physical locations where they may serve and the specific jobs they may perform.

Objective

The primary objectives of this survey were (1) to provide reasonable estimates of the overall numbers of young women and men interested in joining the military under current conditions and under three alternative options providing for greater utilization of women, and (2) to determine the demographic and attitudinal composition of this interested population. A secondary objective was to gain insight into the possible impact that greater utilization of women would have on men's interest in joining the military.

Background

As part of its research in the area of Manpower Supply Forecasting, the Navy Personnel Research and Development Center (NAVPERSRANDCEN) proposed that a national survey be conducted of women and men in the 18-to-25 year age group to determine how interested they were in joining the Navy under current conditions and under various options providing for greater utilization of women. According to October 1976 census figures, there are approximately 15.8 million women and 14.8 million men in this age group, representing about 14 percent of the United States population.

At the request of the Department of Defense, the survey was expanded to include the interests of the other services; NAVPERSRANDCEN was named executive agent for DoD. The additional work was supported by the Office of the Secretary of Defense (Manpower and Reserve Affairs).

Grey Advertising, Inc. was commissioned by NAVPERSRANDCEN to conduct the survey. The questionnaires employed were designed jointly by Grey Advertising, NAVPERSRANDCEN, and the Joint Marketing and Advertising Research Committee (which includes representatives of the Air Force, Navy, Army, and Marine Corps).

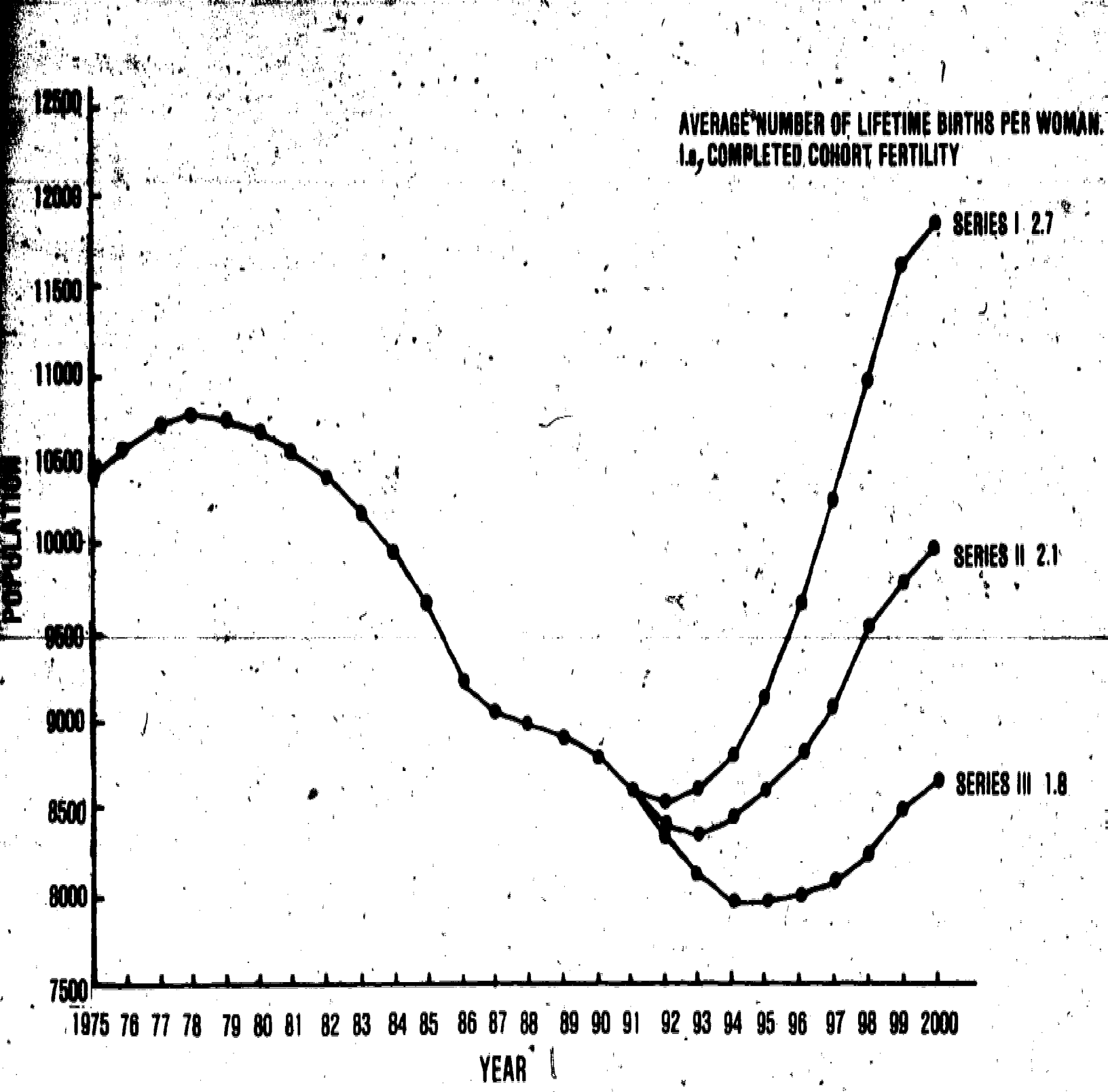

Figure 1. Estimates (in thousands) of U. S. male population age 17 to 21, including those in Armed Forces overseas, 1975 to 2000 (from U. S. Bureau of the Census, October 1975, Tables 7-9, pp. 41-118).

METHOD

Sample

The sample used in this study consisted of two components—a household sample and an on-campus college sample.

Men and women eligible for inclusion in the household sample were those who were (1) between 18 and 25 years of age, (2) currently residing in the household, and (3) not currently in the military. To obtain this sample, a National Probability Sample of all telephone prefixes in the contiguous 48 states was used. To allow for maximum geographic dispersion, telephone prefixes within each state were selected with equal probability from all prefixes in that state, and four random digit numbers were assigned to each selected prefix. Inoperative, business, and other nonresidential numbers were subsequently eliminated.

A total of 14,339 households were screened to obtain eligible respondents; each screening interview lasted approximately 10 minutes. Of those households, 2966 included eligible respondents--2796 men and 2866 women. From each of these households, only one respondent was randomly selected for inclusion in the survey. Final interviews were completed with 2376 persons--556 men and 1820 women. The smaller number of males included was due to a skip instruction that interviewed every third male. Figure 2 presents a schematic diagram of the sampling plan for the household sample.

The on-campus college sample was obtained by calling campus housing; that is, fraternities, sororities, and dormitories. Final interviews were completed with 270 persons--64 men and 206 women. The only difference between this sample and the household sample was type of residence. Thus, the total sample included 2646 persons--620 men and 2026 women. The interviews were completed during December 1977 and January 1978, and averaged between 30 and 40 minutes in length.

Questionnaires

Demographic data (e.g., age, region of country, educational level attained, and size of hometown) were obtained from respondents during the screening interviews.

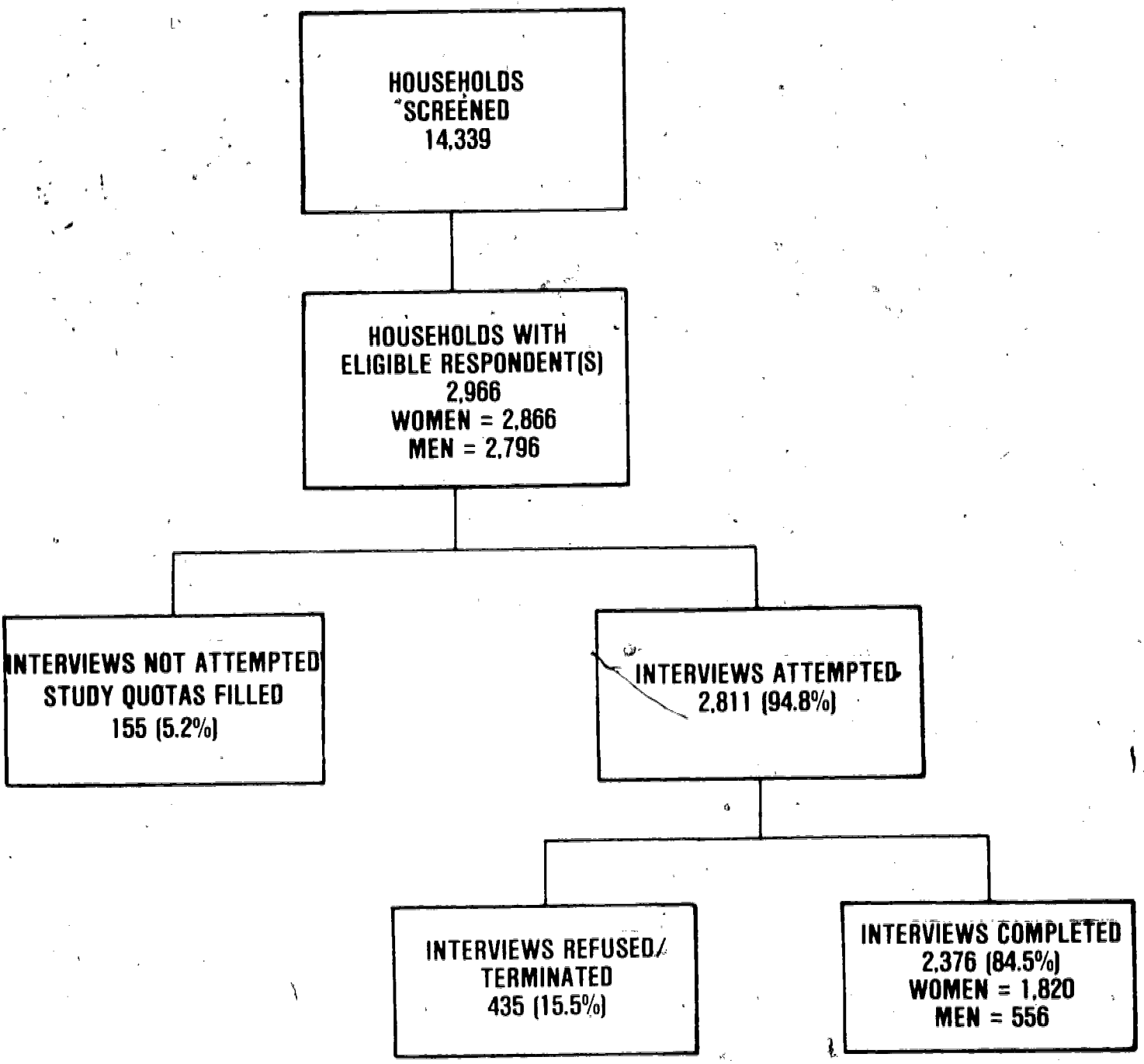

Figure 2. Schematic diagram of household sampling plan.

Women's Questionnaire

Respondents were told that a nationwide survey was being conducted on jobs and career choices and the general attitudes that people hold toward those choices. After determining what job aspects subjects felt were important to an "ideal job," the interviewer asked them to respond to the following question:

> Now, as I said before, we are interested in evaluating personnel programs for the federal government. I'd like to talk to you about programs in the Armed Services; that is, the Army, Navy, Marine Corps, or Air Force. Base your answers on anything you may have seen or heard about women in the Armed Services. Considering everything, how interested would you be in enlisting in one of the Armed Services for a period of time? Would you be extremely, very, quite, rather, not too, or not at all interested?
>
> Now I want you to consider each of the services individually. Using the same response scale, how interested would you be in enlisting in the Air Force, the Army, the Navy, and the Marine Corps?

In regard to this question, it should be noted that no information had been provided to respondents concerning the type of military job they might be filling or the locations where they might be serving. Such information was not provided so that responses would be based on current perceptions or knowledge of military life.

The next section of the questionnaire was designed to obtain information on the respondents' interest in joining the military under three alternative options providing for greater utilization of women. Option I provides for job training in "nontraditional" fields such as mechanics and electronics but would not allow service on any ships or aircraft or in locations near any front line. The specific question concerning this option was phrased as follows:

> The Armed Services have many women today working in fields like clerical, nursing, administration. They are now expanding programs for women where more women would be working in job fields like mechanics, electronics, skilled crafts like carpentry, motor transport, and communications.
>
> In one program you would be trained for job fields like mechanics and electronics. You would be limited to situations where you would have little or no chance of your being exposed to combat.
>
> - In the Army, you would be restricted to locations away from any possible front line.
>
> - In the Navy, you would not serve on ships.

- In the Air Force, you would not serve on any aircraft crews.
- In the Marine Corps, you would not go on any ships or serve on any aircraft crews.

How interested would you be in enlisting in one of the Armed Services under these circumstances? Would you be extremely, very, quite, rather, not too, or not at all interested?

If you were considering enlisting in one of the Armed Services under these circumstances, which branch or branches of the service would you consider?

Option II provides similar training but would allow service on some support ships, on some aircraft, or at some locations close to a front line. This option was phrased as follows:

Another program offers a similar opportunity for job training in new fields like mechanics and electronics. You would work in more places than in the first program, your chances for advancement could be greater, and you might have a small chance of being exposed to combat.

- In the Army, this program means you could go more places worldwide and to locations closer to a possible front line than in the first program.
- In the Navy, you would have to serve at sea on support ships.
- In the Air Force, you could serve near a possible front line or on some support aircraft crews.
- In the Marines, you could work on certain aircraft and go aboard ships.

How interested would you be in enlisting in one of the Armed Services under these circumstances? Would you be extremely, very, quite, rather, not too, or not at all interested?

If you were considering enlisting in one of the Armed Services under these circumstances, which branch or branches of the service would you consider?

Finally, Option III provided for treatment equivalent to that of men in terms of jobs, advancement, and combat risk. This option was phrased as follows:

Another Armed Services program for women is one where you could serve anywhere and perform all jobs available to men in the Armed Services. Your chances for advancement and your chances of being involved in combat would also be the same as a man's with a similar skill.

- In the Army, you could serve anywhere worldwide.
- In the Navy, you would have to serve at sea on any Navy ship including aircraft carriers, destroyers, and submarines.
- In the Air Force, you could serve anywhere worldwide or on any aircraft.
- In the Marines, you could serve anywhere in the world or on all aircraft and go aboard ships.

How interested would you be in enlisting in one of the Armed Services under these circumstances? Would you be extremely, very, quite, rather, not too, or not at all interested?

If you were considering enlisting in one of the Armed Services under these circumstances, which branch or branches of the service would you consider?

The remainder of the questionnaire was designed to obtain information on women's perceptions of opportunities in the military and barriers to enlistment, career plans and expectations, job satisfaction, educational background and expectations, interest in traditional and nontraditional women's activities, knowledge of the military, and marital status.

Men's Questionnaire

The men's questionnaire was very similar to that for women, except for the questions concerning greater utilization of women in the military. To gain some insight on the interest of men in joining the military if women were allowed to work in nontraditional jobs, they were asked the following question:

To conclude this interview, I'd like to ask you a few more questions about some suggested Armed Services programs.

What if significantly more women were admitted to the Armed Services to work in job fields like mechanics, electronics, skilled crafts like carpentry, etc. How interested would you be in enlisting in one of the Armed Services if you would be working with women in one of these job fields? Would you be extremely, very, quite, rather, not too, or not at all interested?

The final question was included to determine how men would feel about serving with women in combat zones. This question was phased as follows:

And how interested would you be in enlisting in one of the Armed Services if you knew you might be working in job fields like mechanics, electronics, etc. with women in areas where you might be exposed to combat if war broke out? Would you be extremely, very, quite, rather, not too, or not at all interested?

Analysis

Responses were weighted using a three-stage procedure so that the results could be projected to the national population of 18-to-25 year olds. This procedure consisted of weighting both the household and on-campus samples to available Bureau of the Census and Bureau of Labor Statistics data. The details of this procedure, a description of the sampling error associated with the sampling and weighting scheme, and copies of the screening and interview questionnaires are included in a technical appendix prepared by Grey Advertising, Inc. An extract of this appendix is available upon request from NAVPERSRANDCEN, Code 303.

Responses made by women and men were compared as to number and level of interest. Also, comparisons were made of demographic and attitudinal characteristics of women and men interested in joining the military and of all other women.

RESULTS

Interest in Joining the Military Under Current Conditions

Overall Interest

Table 1, which shows the overall interest of women and men in joining the military under current conditions, is noteworthy for the striking similarity between the two groups at all levels of interest. It therefore seems reasonable to conclude that the overall interest level of young women and men in the 18-to-25 year group in joining the military is virtually the same.

Table 1

Percent of Women and Men 18-25 Years Old Interested in Joining the Military Under Current Conditions

Interest Level	Women	Men
Extremely	3	3
Very	6	7
Quite	5	6
Rather	9	7
Not too	28	30
Not at all	49	47
	100	100

For purposes of this study, women and men will be considered to have a "positive propensity" toward joining the Armed Services if they responded "extremely," "very," or "quite" to the question. Using this definition, then, 14 percent of all women and 16 percent of all men in the 18-to-25 year group may be classified as "positive propensity" individuals.

Of immediate interest is the branch preference of these positive propensity individuals, which is presented in Table 2. (Note that individuals frequently were interested in joining more than one branch.) As shown, for both men and women, the Air Force emerges as the most popular branch; and the Navy, as second. The Army and the Marine Corps rank a fairly distant third and fourth, especially as measured by the percentage of positive propensity women expressing extreme interest.

Table 2

Interest Level of Positive Propensity Women and Men in [redacted]ng Individual Services Under Current Conditions

Interest Level	Air Force		Navy		Army		Marine Corps	
	Women	Men	Women	Men	Women	Men	Women	Men
Extremely	25	20	17	16	6	10	5	11
Very	31	35	18	21	15	14	13	14
(Positive Propensity)	(70)	(71)	(55)	(57)	(39)	(41)	(33)	(36)
Rather	6	5	11	8	12	12	6	8
Not too	11	13	16	8	19	19	24	15
Not at all	13	11	18	27	30	28	36	41
Total	100	100	100	100	100	100	99	100

Note. Totals do not always equal 100 percent due to rounding errors.

The overall percentage of women indicating a positive propensity toward each specific branch is provided below:

Air Force	9.8 percent
Navy	7.9 percent
Army	5.6 percent
Marine Corps	4.7 percent.

In other words, 9.8 percent, or 70 percent of the 14 percent positive propensity women (Table 1), were interested in joining the Air Force, etc.

Interest by Selected Demographic Characteristics

The percentages of positive propensity women, all other women, and positive propensity men who are interested in joining the military under current conditions by selected demographic characteristics are presented in Table 3. Differences are discussed below.

1. Region of Country. As shown, a higher percentage of positive propensity women than other women reside in the South Atlantic states (22 vs. 14%). Thus, it appears that the women in this area are more interested in enlistment than those in other areas. A similar result exists for men.

2. Age. Women at the upper-age range comprise a greater percentage of their positive propensity group than do the upper-age men. The greatest difference between positive propensity women and men occurs in the 22-year age category (13 vs. 6%).

Table 3

Percent of Positive Propensity Women, All Other Women, and Positive Propensity Men by Demographic Characteristics

Item	Positive Propensity Women (1)	All Other Women (2)	Positive Propensity Men (3)	χ^2 1&2	χ^2 1&3
Region of Country					
New England	7	6	7		
Middle Atlantic	19	17	12		
East North Central	17	22	27		
West North Central	5	7	2		
South Atlantic	22	14	20		
East South Central	6	7	6		
West South Central	8	9	11		
Mountain	4	4	1		
Pacific	12	14	14		
				15.72*	19.84*
Age					
18 Years	16	15	21		
19 Years	18	13	15		
20 Years	13	15	14		
21 Years	14	11	16		
22 Years	13	12	6		
23 Years	8	12	8		
24 Years	6	11	10		
25 Years	12	11	10		
				17.97*	13.02***
Racial Composition					
Black	29	10	26		
White	68	88	68		
Other	2	2	6		
				86.30**	NS
Educational Level Achieved					
Some High School	16	10	26		
Completed High School	52	48	38		
Some/Completed College	32	42	36		
				25.71**	14.78**
Job Classification[a]					
White Collar	62	77	30	**	**
Blue Collar:					
Skilled	1	2	12		**
Unskilled	6	4	24		**
Service Workers/ Farm Laborers	31	17	24	**	**
Refused to Respond	-	-	10		

Note. Based on total in each group, except for job classification, which was based only on the totals who were employed full time.

[a] T-Test performed instead of Chi-square.

*p < .05.
**p < .01.
***p < .10.

3. Racial Composition. No significant difference is observed between positive propensity women and men. However, the significant differences between positive propensity women and all other women in regard to race indicates that it is reasonable to infer that, overall, a higher percentage of black women (and men) than white women (and men) are interested in joining the military.

4. Educational Level Achieved. The data indicate that positive propensity women have received somewhat more traditional education than their male counterparts. Only 16 percent of these women, compared to 26 percent of the men, did not complete high school. Further, 52 percent, compared to 38 percent of the men and 48 percent of other women, did complete high school. However, a lower percent of positive propensity women had college training than did their male counterparts and other women (32% vs. 42 and 36%).

5. Job Classification. These data are particularly interesting, since the expanding role of women in the military is likely to involve their greater utilization in "blue collar" jobs. The sample sizes used as a base for these data are rather small, since they included only those individuals who were employed full-time. However, there is still clear evidence that both positive propensity women and all other women have been employed much less frequently in blue collar areas than have positive propensity men. This difference is striking and in concert with data available from the Bureau of Labor Statistics, which are shown in Table 4.[1]

Interest in Nontraditional and Traditional Women's Activities

Respondents were presented with a list of nontraditional and traditional women's activities and asked to indicate their degree of interest in each, using a scale ranging from "extremely interested" to "no interest." Results are provided in Table 5, which shows that, in general, positive propensity women were more interested in traditional women's activities and less interested in nontraditional activities than were their male counterparts. The only exceptions were for hiking and jogging. However, they are less interested in traditional activities and more interested in nontraditional activities then were all other women.

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[1]The survey results showed somewhat lower percentages of men and women working in blue collar fields than those appearing in BLS data. This may be due to the fact that job descriptions provided by respondents did not always facilitate precise classifications into "blue collar" or "white collar" categories, and also because not all positions were classified in the same manner by the BLS and Grey Advertising, Inc. However, since men and women were classified in a consistent manner, the relative percentages of men and women employed in "blue collar" fields is similar in both the BLS and survey findings.

Table 4

Percent of Employed Men and Women in the 16-19 and 20-24 Age Groups
By Type of Occupation
(1974 Annual Average)

Type of Occupation	Women			Men		
	16-19	20-24		16-19	20-24	
White Collar Workers:						
Professional, technical, and kindred workers	2.4	15.4		2.4	10.7	
Managers and administrators, except farm	0.6	2.6		1.4	6.0	
Salesworkers	11.4	5.6		5.8	5.4	
Clerical and kindred workers	37.6	44.8		6.5	8.7	
Total White Collar Workers		52.0	68.4		16.0	30.7
Blue Collar Workers:						
Craft and kindred workers	0.9	1.2		10.9	20.2	
Operatives, including transport	8.8	10.8		22.1	24.2	
Laborers, except farm	2.0	1.1		24.3	12.7	
Total Blue Collar Workers		11.7	13.1		57.4	57.1
Service Workers:						
Private household workers	7.8	1.5		0.2	0.0	
Other than private household	26.9	16.3		18.3	8.5	
Total Service Workers		34.6	17.8		18.6	8.5
Farm:						
Farmers and farm managers	0.0	0.1		0.5	1.0	
Farm laborers and supervisors	1.7	0.6		7.5	2.6	
Total Farm Workers		1.7	0.7		8.9	3.6
Grand Total		100.1	100.1		100.0	100.0
Total employed (thousands)		3329	5281		4074	6222

Notes.

1. Data from Monthly Labor Review, November 1975.
2. Sub- and grand totals do not always equal the sum of their component parts due to rounding errors.

Table 5

Percent of Positive Propensity Women, All Other Women, and Positive Propensity Men Having Extreme Interest or No Interest in Nontraditional and Traditional Women's Activities

Women's Activities	(1) Positive Propensity Women		(2) All Other Women		(3) Positive Propensity Men		Percent[a] Difference (1) - (2)		Percent[a] Difference (1) - (3)	
	Ext. Int.	No Int.	Ext. Int.	No Int.	Ext. Int.	No Int.	Ext. Int.	No Int.	Ext. Int.	No Int.
Nontraditional										
Hiking	31	10	19	9	30	5	12**	0	1	5
Jogging	25	9	14	12	21	10	11**	- 3*	4	- 1
Working with autos	14	26	4	36	21	9	10**	-10**	- 7**	17**
Fixing things	14	18	5	29	24	9	8**	-11**	-10**	9**
Building from wood	13	15	8	20	38	3	5**	- 6**	-24**	12**
Laying house foundation	11	30	3	46	24	10	8**	-15**	-12**	20**
Making a radio	9	27	3	41	33	8	6**	-14**	-24**	18**
Hauling logs	3	54	1	62	7	21	2	- 7**	- 4	34**
Traditional										
Caring for patients	44	6	19	14	13	16	25**	- 7**	31**	- 9**
Bookkeeping	17	19	11	24	8	34	6**	- 5**	9**	-15**
Typing	16	17	12	19	4	33	4**	- 2	12**	-16**

*p < .05, T-Test.
**p < .01, T-Test.

[a]Differences shown do not always reflect subtraction results due to rounding errors.

Respondents were also asked to indicate the number of years of course-work they had taken in areas that are considered nontraditional for women but in which increased utilization of women is likely; that is, mechanical drawing, manual training, electronics, and computer courses. Results are provided in Table 6, which shows that, except for computer courses, considerably more positive propensity men than positive propensity women or all other women are likely to have taken courses in those areas.

Finally, respondents were asked to indicate how important they felt certain job characteristics were to an "ideal" job. Responses were to be made on a 6-point scale ranging from "extremely important" to "not at all important." Results are provided in Table 7, which shows that, overall positive propensity women are more concerned with "people" aspects of a job and less concerned with working with electronics, machines, etc. than their male counterparts. However, they are less concerned with "people" and more concerned with electronics, etc. than all other women.

Interest in Joining the Military Under Alternate Conditions

Overall Interest

Since the alternate options were presented in a different manner to women and men respondents, overall responses cannot be compared directly in the following tables. As indicated previously, women respondents were asked to indicate their interest in joining the military under current and three alternate options. Briefly, these options were:

1. Job training in nontraditional fields but no service on ships or aircraft or at locations near any front line.

2. Similar job training but service on some ships or aircraft and at some locations near a front line.

3. Equal treatment with men in terms of jobs, advancement, and combat risk.

Table 6

Percent of Positive Propensity Women, All Other Women, and Positive Propensity Men Having Training in Nontraditional Women's Courses

Training in Nontraditional Women's Courses	(1) Positive Propensity Women	(2) All Other Women	(3) Positive Propensity Men	χ^2 1&2	χ^2 1&3
Mechanical Drawing:					
None	90	93	55		
One or more years	10	7	45		
Average number of years	0.1	0.1	0.7	NS	9.83*
Manual Training:					
None	83	90	27		
One or more years	17	10	73		
Average number of years	0.2	0.1	1.5	NS	16.17**
Electronics:					
None	99	98	74		
One or more years	1	1	26		
Average number of years	0.02	0.02	0.5	NS	NS
Computer Courses:					
None	88	86	84		
One or more years	12	14	16		
Average number of years	0.2	0.2	0.3	NS	NS

*$p < .05$.
**$p < .01$.

Table 7

Percent of Positive Propensity Women, All Other Women, and Positive Propensity Men Rating Certain Job Characteristics as Extremely Important or Not Important

Job Characteristic	(1) Positive Propensity Women		(2) All Other Women		(3) Positive Propensity Men		Percent Difference (1) - (2)		Percent Difference (1) - (3)	
	Ext. Imp.	Not Imp.	Ext. Imp.	Not Imp.	Ext. Imp.	Not Imp.	Ext. Imp.	Not Imp.	Ext. Imp.	Not Imp.
Being treated like a person	69	2	73	0	60	0	- 4*	1	9*	2
Opportunity to better one's life	69	0	64	0	69	2	6**	0	1	- 2
Job/financial security	66	1	58	0	58	3	8**	0	8	- 2
Provides equal pay/opportunities	64	3	59	1	29	1	5*	2**	35**	2
Pleasant work environment	61	0	54	0	47	0	8**	0	14**	0
Can help other people	60	0	48	0	41	0	12**	0	18**	0
Learn long-term skills	57	0	44	1	58	2	14**	- 1	- 1	- 2
Can maintain family life	57	2	57	1	63	1	- 1	0	- 6	0
High pay/fringe benefits	49	2	40	1	54	2	9**	1*	- 6	0
Meet different people	49	1	40	0	32	0	9**	1	17**	1
Work mostly with people	49	2	39	1	28	3	10**	1	21**	- 1
Opportunity for advanced education	48	5	32	3	45	3	16**	1	3	2
Offers independence	45	2	40	1	35	3	5*	1*	10*	- 1
Opportunity to advance	39	2	30	3	48	1	9**	- 1	- 9	1
Family approves	33	4	36	6	31	8	- 4	- 1	2	- 4
Work as part of a team	32	4	21	2	30	1	11**	2*	2	2
Can serve country	29	2	17	6	99	4	12**	- 4**	-11*	- 2
No physical risk	27	9	23	9	19	12	4*	1	8	- 2
Can travel	25	7	16	15	23	8	10**	- 8**	2	- 1
Can work outdoors	18	12	11	14	20	8	6**	- 1	- 3	5
Can work with electronics	11	30	2	44	19	17	9**	-14**	- 9*	13**
Can work with machines/engines	9	25	4	41	28	14	6**	-16**	-19**	11**

*p < .05, T-Test.
**p < .01, T-Test.

Differences shown do not always reflect subtraction results due to rounding errors.

The percentages of women interested in joining the military under these four conditions are provided in Table 8. As shown, the overall interest appears to increase rather sharply as one moves from enlistment under current conditions to enlistment under Option I: The percentage of positive propensity women increases from 14 to 24 percent; and the percentage of those expressing extreme interest, from 3 to 5 percent. Although the percentage of positive propensity women decreases to 20 percent under Options II and III, it is still higher than that under current conditions.

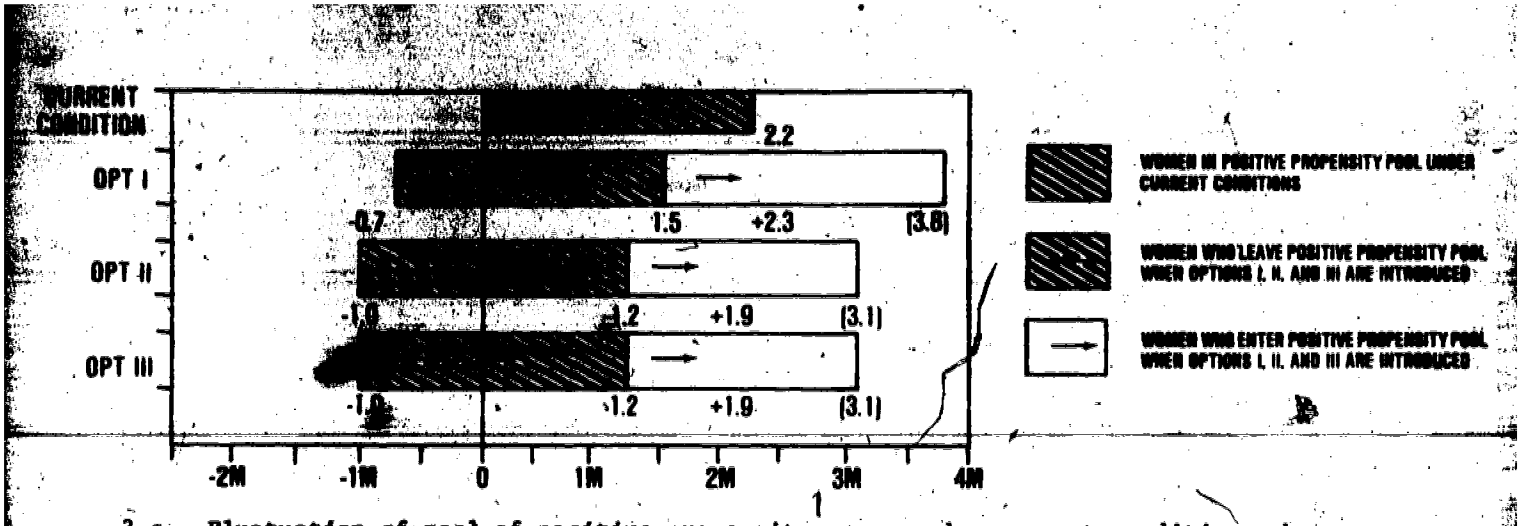
Table 8

Percent of Women Interested in Joining the Military Under Various Conditions

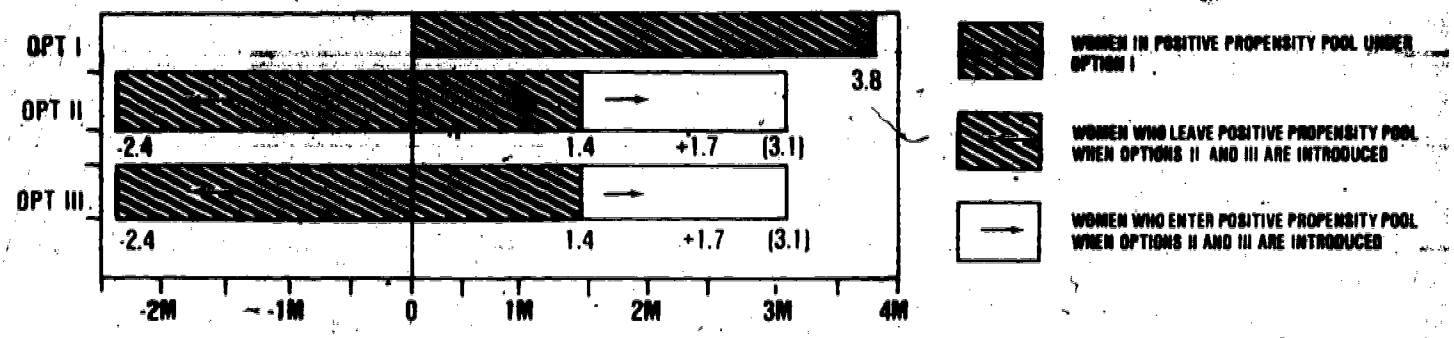
Interest Level	Current Conditions	Option I	Option II	Option III
Extremely	3	5	3	4
Very	6	9	8	8
Quite	5	10	9	8
(Positive Propensity)	(14)	(24)	(20)	(20)
Rather	9	12	10	10
Not too	28	22	20	18
Not at all	49	42	50	52
Total	100	100	100	100

Not only the overall size but also the composition of the interested pool of women appears to be influenced by the specific military options being considered. Figure 3 illustrates the turbulence of the pool as each option is introduced. In this figure, the percentages of positive propensity women under each condition shown in Table 8 have been translated into absolute numbers; for example, the 14 percent of positive propensity women under current conditions multiplied by 15.8 million women in the U.S. in the 18-to-25 year group equals 2.2 million. These numbers are provided for illustrative purposes only; thus, they should not be viewed as the actual number of women qualified for and interested in enlistment under each option.

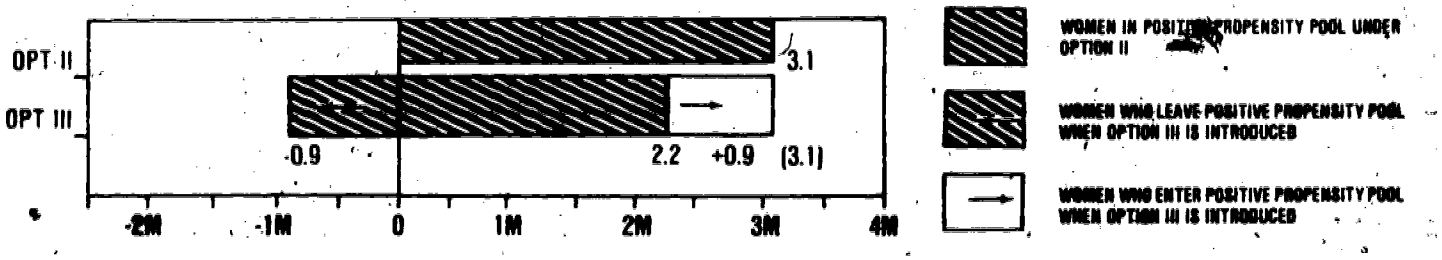
Looking at Figure 3, we find that, if we begin with a positive propensity pool of 2.2 million women under current conditions, 0.7 million of these women will drop out of the pool, 1.5 million will remain in the pool, and 2.3 million will enter it under Option I, for a total of 3.8 million. Moving on to Options II and III, we find that 1 million (about 47%) of the positive propensity pool under current conditions drop out, 1.2 million remain, and 1.9 million enter it, for a total of 3.1 million.



3.a. Fluctuation of pool of positive propensity women under current conditions when Options I, II, and III are introduced.



3.b. Fluctuation of pool of Option I positive propensity women when Options II and III are introduced.



3.c. Fluctuation of pool of Option II positive propensity women when Option III is introduced.

Figure 3. Fluctuation in pools of positive propensity women when various options are introduced.

If we begin our analysis with the 3.8 million positive propensity women under Option I, we find that 2.4 million (about 63%) are no longer interested when Options II and III, which relate to service on ships and aircraft and at combat locations, are introduced. However, 1.7 million enter the pool under these options.

Finally, if we begin with the 3.1 million positive propensity women under Option II, the pool appears to be relatively stable as one moves to Option III.

Although these figures should be viewed as extremely crude estimates of the number of women interested in enlistment under the various options, they do indicate that the composition of the pool of positive propensity women is markedly affected by the specific options being offered. Obviously, many women did not respond simply "Yes" or "No" to all options. As shown in the next section, there were many differences between the women who were interested in joining the military under the various conditions.

Men respondents were asked to indicate their interest in joining the military under current conditions and two alternate options. The first involved working with women in nontraditional jobs; and the second, working with women in these jobs in combat zones. Results are provided in Table 9, which shows that men's interest in joining the military increased markedly when the possibility of working with women in nontraditional jobs was presented: The percentage of positive propensity men rose from 16 to 30 percent; and the percentage expressing extreme interest, from 3 to 7 percent. However, their interest declined when the possibility of serving with women in combat was introduced.

Table 9

Percent of Men Interested in Joining the Military Under Various Conditions

Interest Level	Current Conditions	Women in Non-traditional Jobs	Women in Combat Zones
Extremely	3	7	4
Very	7	11	7
Quite	6	12	9
(Positive Propensity)	(16)	(30)	(20)
Rather	7	16	13
Not too	31	24	26
Not at all	46	30	41
	100	100	100

Table 10 presents the percent of women who are interested in the individual services under each of the four conditions. Again, some women were interested in more than one branch. The relative ranking of the branches remains the same for each option. The percentages of positive propensity women interested in enlisting in the individual services by region of country, racial composition, and educational level attained are provided in the appendix.

Table 10

Percent of Women Interested in Joining Individual Services Under Various Conditions

Service	Current Conditions	Option I	Option II	Option III
Air Force	9.8	13.2	10.8	10.1
Navy	7.9	11.1	8.5	8.4
Army	5.6	7.4	5.6	5.6
Marine Corps	4.7	3.9	3.4	4.7

Interest by Selected Demographic and Attitudinal Characteristics

Analyses were performed to determine differences in selected demographic and attitudinal characteristics between positive propensity women under the various conditions. A summary of statistically significant differences between women who are interested in joining the military under current conditions and those who are interested under Option I but not under current conditions is provided in Table 11. Overall, women who are interested under current conditions are more involved in and have more knowledge of the Armed Services than those who are interested only under Option I. Also, they are more aware of advantages that the service has to offer.

Table 12 presents a similar comparison of women who are interested in joining the military under noncombat conditions only (current conditions and/or Option I) and those who are interested under combat conditions (Options II and/or III). It is interesting to note that those who are combat-willing are more likely to be from the Pacific area than those who are not. Overall, those who are interested under combat conditions are more involved in and more aware of the advantages the service has to offer than those who are not. Also, those who are interested only under noncombat conditions perceive more barriers to enlistment than those who are interested under combat conditions.

Both of these tables provide indicators of the possible change in the type of women likely to be attracted to military service if these alternate options are offered.

Table 11

Summary of Statistically Significant Differences Between Positive Propensity Women Under Current Conditions and Only Under Option I

Item	Positive Propensity Women Under Current Conditions Are More Likely than Positive Propensity Women Only Under Option I to:	Positive Propensity Women Only Under Option I Are More Likely than Positive Propensity Women Under Current Conditions to:
Race	Be black.	Be white.
Residential area	Come from an area with a population of 500,000 or over.	Come from an area with a population of under 50,000.
Household income	Have a household income of under $10,000 annually.	Have a household income of over $10,000 annually.
Occupation and educational level of household head	Come from a household in which the head is white collar/service/unemployed and is not a high school graduate.	Come from a household in which the head is blue collar and is a high school graduate.
Status if not fully employed	Be unemployed.	Be a full-time homemaker.
Long-term work commitment	Plan to work throughout life.	Plan not to work throughout life.
Important job considerations	Feel an ideal job should: • Provide equal opportunity and pay. • Provide opportunity to advance. • Be the type where employee works mostly with people. • Provide opportunity for advanced education.	Feel an ideal job should: • Be one that family approves. • Allow employee to maintain family life. • Be one where employee is treated as a person.
High school training	Have been trained in technical/vocational courses.	Have been trained in business/commercial courses.
Interest in women's traditional and non-traditional activities	Be interested in: • Caring for patients. • Making a radio. • Working with autos. • Jogging. • Hiking.	Be interested in typing.
Marital status	Be single.	Be married.
Short-term family plans	Plan not to have children during the next 2 years.	Plan to have children during the next 2 years.
Involvement/knowledge of Armed Services	Be more involved/knowledgeable because of: • ROTC participation. • Having discussed service experiences with other women. • Having spoken to recruiter. • Having knowledge of educational opportunities.	
Perceived advantages of Armed Services	Feel that Services offer: • Opportunity to travel. • Higher salary. • Better job training. • Better job opportunities. • Good benefits. • Independence. • Job/financial security. • Greater chance for advancement. • Opportunity for college education.	
Perceived barriers to enlistment		Feel that Service is undesirable because enlistee must: • Be separated from family. • Leave area where living now. • Make a commitment.

Table 12

Summary of Statistically Significant Differences Between Noncombat-willing (Only Under Current Conditions and/or Option I) and Combat-willing (Options II and/or III) Positive Propensity Women

Item	Noncombat-willing Positive Propensity Women Are More Likely than Combat-willing Positive Propensity Women to:	Combat-willing Positive Propensity Women Are More More Likely than Noncombat-willing Positive Propensity Women to:
Region of country		Be from the Pacific area.
Residential area	Come from an area with a population of 500,000 or over.	Come from an area with a population of under 50,000.
Educational level of household head	Come from a household in which the head did not complete college.	Come from a household in which the head completed college.
Status if not fully employed	Be a full-time homemaker.	Be unemployed.
Personal income	Have an income of under $7,500.	Have an income of over $7,500.
Job search	Be very likely to look for a new job.	Be not too likely or not at all likely to look for a new job.
Work perception	Feel that work is a job.	Feel that work is a career.
Long-term work commitment	Plan not to work full time throughout life.	Plan to work full time throughout life.
Important job considerations	Feel an ideal job should: • Provide job/financial security. • Allow employee to maintain family life. • Be one approved by family. • Involve no physical risk.	Feel an ideal job should: • Provide equal pay/ opportunities. • Provide independence. • Be the type where employee works mostly with people. • Provide opportunity for travel.
Interest in non-traditional women's activities		Be interested in [redacted]king.
Marital status	Be married.	Be single.
Financial responsibility	Have financial responsibility for children.	Have no financial responsibility for children.
Involvement/knowledge of Armed Services		Have read articles about women in service and talked to a recruiter.
Perceived advantages of Armed Services		Feel that Services offer: • Better job opportunities. • Greater chance of advancement. • Opportunity for college education. • Opportunity for travel.
Perceived barriers to enlistment	Feel that Service is undesirable because enlistee: • Would be separated from family. • Must make a commitment. • Might be seriously injured. • Would not have approval of husband or boyfriend. • Would not want to leave area where living now.	

CONCLUSIONS

Based on survey findings, there appears to be a sizable potential supply of women interested in joining the military under current conditions. Although the overall interest level and specific branch preference of women and men in the 18-to-25 age group under current conditions are remarkably similar, there do appear to be important differences between positive propensity women and men in terms of their specific interests and skills. Positive propensity women have been employed in blue collar areas to a much lesser degree than have men and have taken fewer courses in such areas as mechanical drawing and manual training. However, these women are more likely to be high school graduates than their male counterparts. Also, the job orientation of women appears to be more toward people and less toward electronics/machines than that of men.

The pool of interested women remains sizable under various options involving greater utilization of women in nontraditional jobs, aboard ships and aircraft, and in potential combat locations. The Air Force and Navy appear to generate the greatest enlistment interest under all options, followed by the Army and Marine Corps. However, the composition of the interested pool of women changes appreciably in terms of special interests and skills from options involving no service on ships or aircraft or at combat locations to those that do involve such service. Therefore, it appears that careful screening and revised training techniques will be necessary and critical for successful increased utilization of women.

Additionally, the survey produced no results indicating that increased utilization of women will be detrimental to the supply of men.

RECOMMENDATIONS

1. Findings from this survey should be carefully studied by those interested in the recruitment, training, and expanded utilization of women.

2. Marketing/advertising strategies should be reconsidered if the utilization of women in nontraditional roles is significantly increased. It might be wise to depict women serving in nontraditional roles since greater knowledge of the military is positively related to interest in enlistment. Additionally, such marketing may serve to "screen out" women interested in serving under current conditions but not on ships or planes or at combat sites.

3. Training/job-assignment planners should be alerted to the possibility of decreasing "technical" expertise among incoming recruits if significantly more women are added to the military. For example, training manuals may have to be revised.

4. Similar surveys should be performed on a recurring basis so that changes in the size and composition of the pool of women interested in joining the military may be assessed. Such changes are likely to occur if a significant expansion in the role of women in the military takes place.

APPENDIX

POSITIVE PROPENSITY WOMEN INTERESTED IN JOINING THE INDIVIDUAL SERVICES UNDER VARIOUS CONDITIONS BY SELECTED DEMOGRAPHIC CHARACTERISTICS

Table A-1

Percent of Positive Propensity Women Interested in Enlisting in Individual Services Under Various Conditions by Region of Country

Item	Current Conditions	Option I	Option II	Option III
Air Force				
New England	7	6	4	3
Middle Atlantic	16	12	16	12
East North Central	17	21	16	19
West North Central	6	9	7	9
South Atlantic	25	24	19	19
East South Central	7	6	6	7
West South Central	8	10	9	8
Mountain	4	2	5	3
Pacific	12	10	19	19
Total	102	100	101	99
Base weighted	199	279	218	205
Navy				
New England	7	5	6	5
Middle Atlantic	19	20	21	16
East North Central	18	22	19	20
West North Central	4	4	2	4
South Atlantic	18	20	17	17
East South Central	6	8	4	4
West South Central	10	11	8	9
Mountain	4	3	5	6
Pacific	13	8	17	19
Total	99	101	99	100
Base weighted	161	225	173	171
Army				
New England	8	7	4	4
Middle Atlantic	18	11	19	18
East North Central	17	25	14	16
West North Central	4	6	5	4
South Atlantic	19	21	24	23
East South Central	8	11	6	11
West South Central	10	5	8	6
Mountain	2	3	3	3
Pacific	14	11	16	16
Total	100	100	99	101
Base weighted	114	149	113	114
Marine Corps				
New England	4	5	4	3
Middle Atlantic	18	15	16	19
East North Central	17	24	19	17
West North Central	5	6	9	8
South Atlantic	26	23	22	20
East South Central	4	[illegible]	6	5
West South Central	7	[illegible]	12	6
Mountain	--	[illegible]	6	3
Pacific	17	[illegible]	7	18
Total	98	101	101	99
Base weighted	95	79	69	95

Note. Totals do not always equal 100 percent because of rounding errors.

Table A-2

Percent of Positive Propensity Women Interested in Enlisting in Individual Services Under Various Conditions by Racial Composition

Item	Current Conditions	Option I	Option II	Option III
Air Force				
Black	31	27	20	21
White	66	71	79	76
Asian or Pacific Islander	2	--[a]	1	1
American Indian or Alaskan Native	2	1	--[a]	--[a]
Total	101	99	100	98
Base weighted	199	277	216	204
Navy				
Black	27	21	14	15
White	71	77	85	84
Asian or Pacific Islander	1	--[a]	--	--
American Indian or Alaskan Native	2	1	1	1
Total	101	99	100	100
Base weighted	160	222	173	171
Army				
Black	30	32	38	26
White	68	68	59	70
Asian or Pacific Islander	2	--	2	2
American Indian or Alaskan Native	--	--	2	2
Total	100	100	101	100
Base weighted	114	149	113	114
Marine Corps				
Black	32	27	20	20
White	65	71	77	79
Asian or Pacific Islander	2	--	1	1
American Indian or Alaskan Native	1	1	1	--
Total	100	99	99	100
Base weighted	95	79	69	94

Note. Totals do not always equal 100 percent due to rounding errors.

[a]Less than 0.5 percent.

Table A-3

Percent of Positive Propensity Women Interested in Enlisting in Individual Services Under Various Conditions by Educational Level Attained

Item	Current Conditions	Option I	Option II	Option III
		Air Force		
8th Grade or Less	--	--[a]	--	--
Some High School	14	13	16	12
Completed High School	52	54	51	46
Some College	28	29	25	30
Completed College or More	6	4	8	12
Total	100	100	100	100
Base weighted	199	275	216	202
		Navy		
8th Grade or Less	--	--	--	--
Some High School	19	16	12	14
Completed High School	47	50	53	48
Some College	27	27	27	28
Completed College or More	7	6	8	10
Total	100	99	100	100
Base weighted	161	220	169	166
		Army		
8th Grade or Less	--	--	--	--
Some High School	18	21	17	19
Completed High School	50	56	53	48
Some College	25	20	24	23
Completed College or More	7	3	6	12
Total	100	100	100	102
Base weighted	113	148	112	113
		Marine Corps		
8th Grade or Less	--	--	--	--
Some High School	22	22	16	22
Completed High School	47	54	62	53
Some College	23	15	18	17
Completed College or More	7	8	4	8
Total	99	99	100	100
Base weighted	95	79	68	95

Note. Totals do not always equal 100 percent due to rounding errors.

[a]Less than 0.5 percent.

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