



# Updates on the Female Recruiting Market

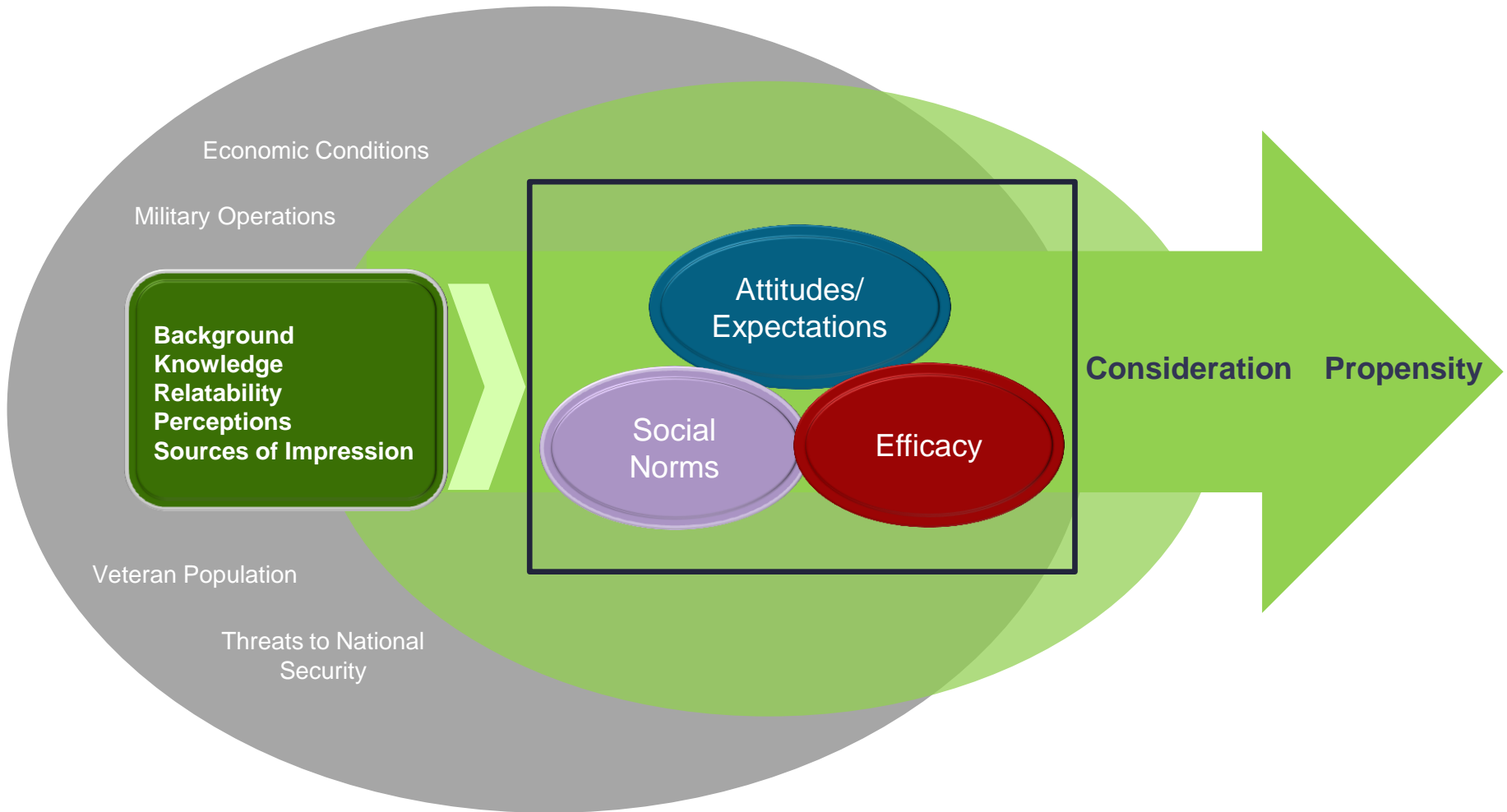
*September 2018*

**JAMRS**

*DACOWITS*

**RFI 1a: Why do women decide not to  
join the Military?**

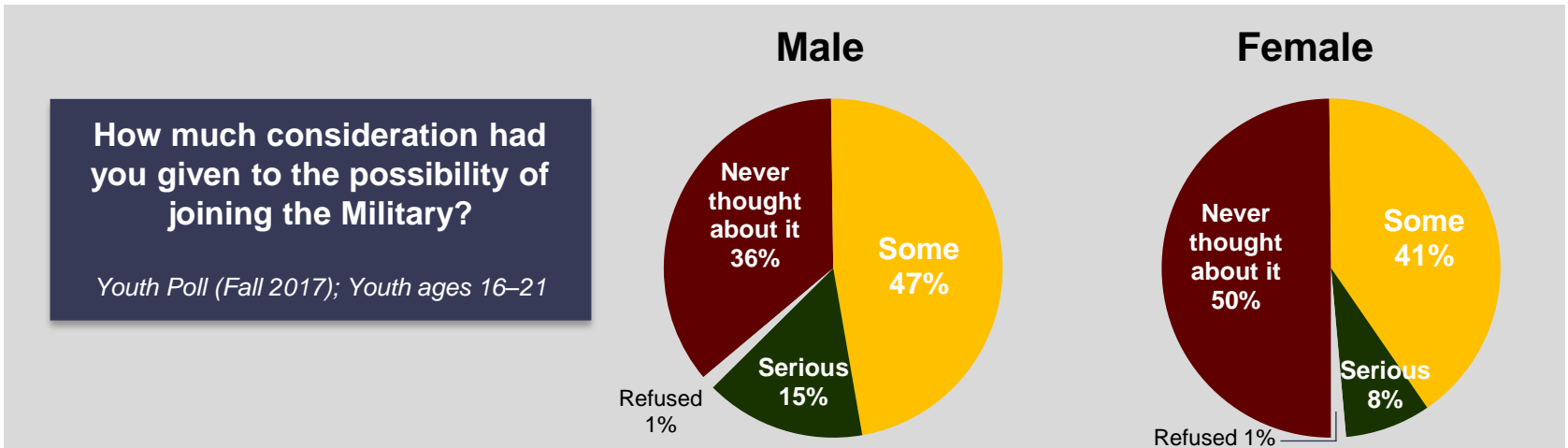
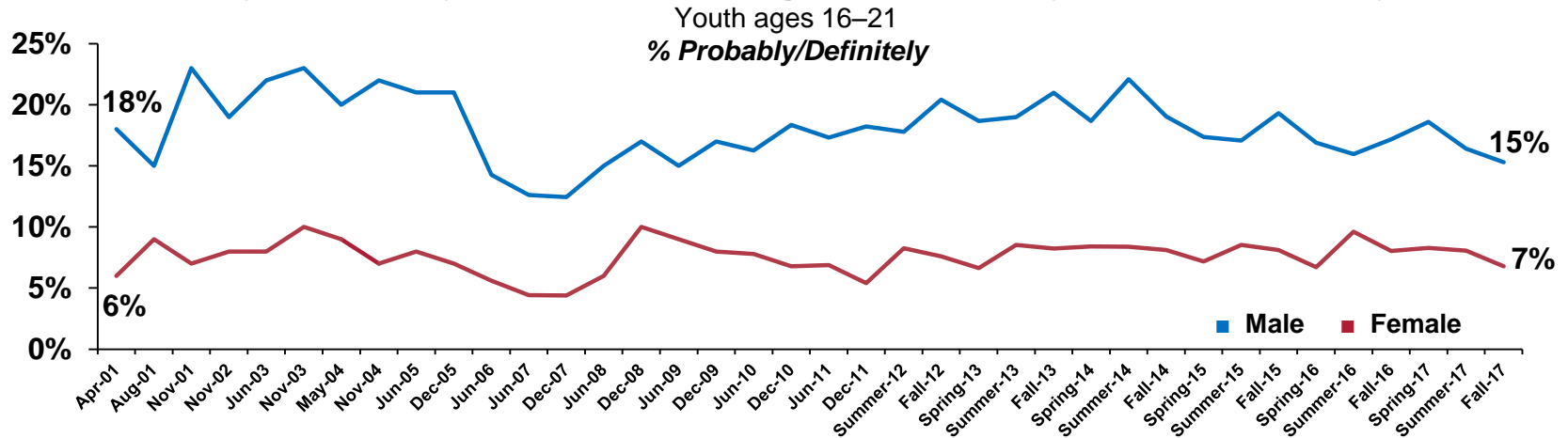
# Drivers of Propensity



**An individual's interest in the Military is driven by both external factors and internalized factors such as expectations, efficacy, and norms.**

# Military Propensity and Consideration

How likely is it that you will be serving in the Military in the next few years?

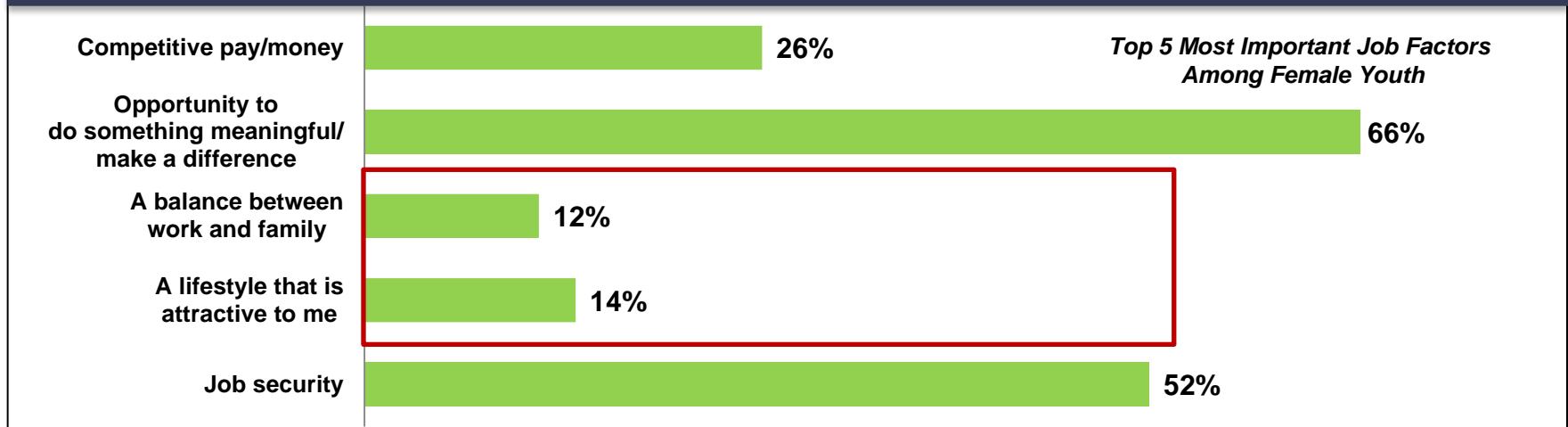


**Female propensity to serve in the Military remains low, and many females have never even thought about military service.**

# Female Youth: Military Attitudes and Expectations

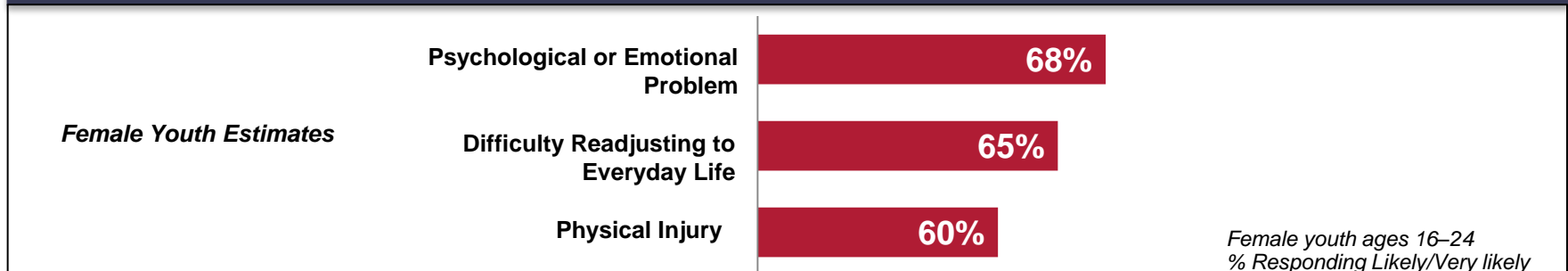
## To what extent do you think the Military offers the following?

College Market (2016); Female youth ages 16–25  
% A Lot/A Great Deal



## How likely do you think it is that someone getting out of the Military will have...

Military Ad Tracking Study (Wave 61; Apr–Jun 2018)

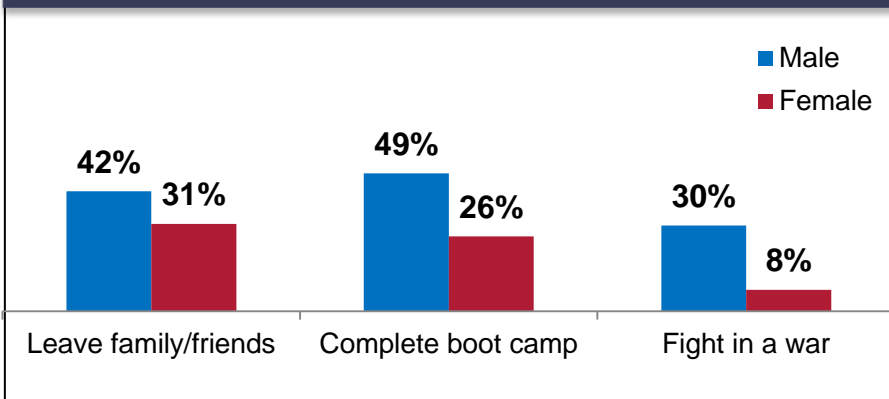


**For female youth, the perceived risks and sacrifices, especially those related to quality of life, outweigh the potential benefits of service.**

# Self-Efficacy and Relatability

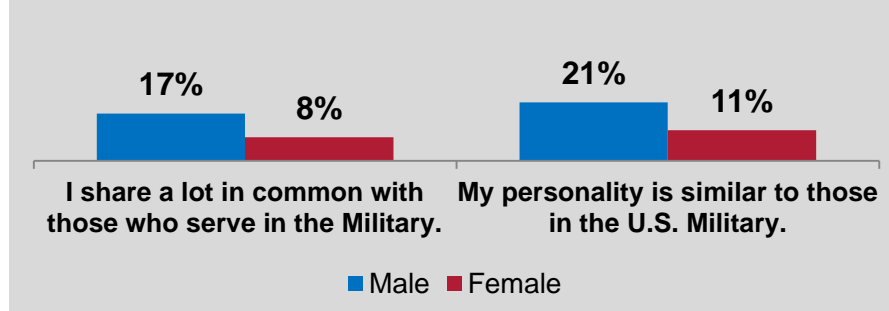
## How confident are you that you could...

Youth Poll (Fall 2017); Youth ages 16–21  
% Probably yes/Definitely yes



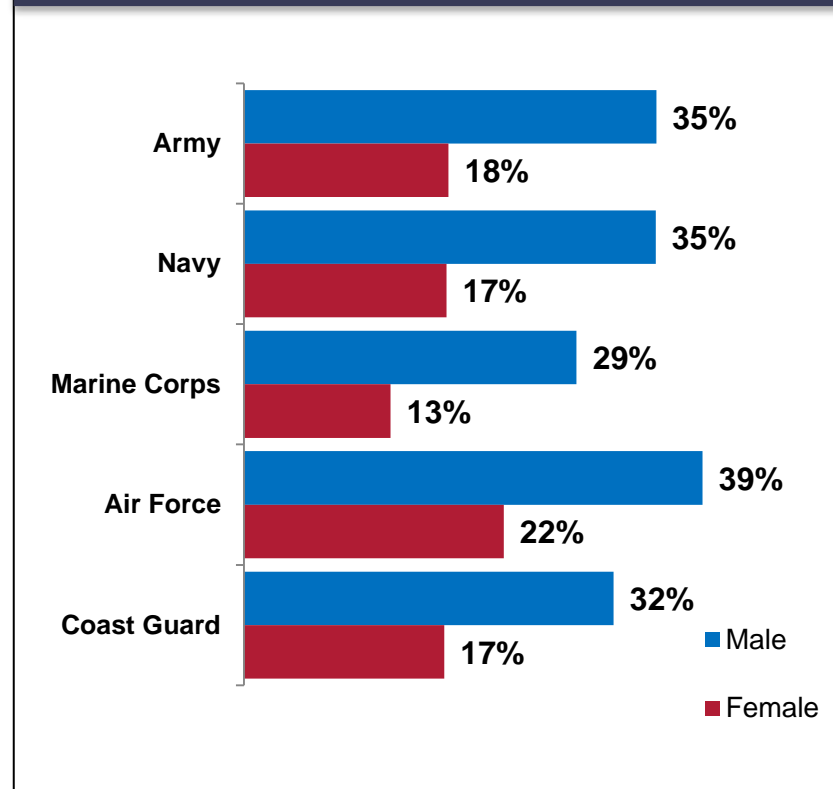
## Perceptions of Similarity

Youth Poll (Spring 2017); Youth ages 16–21  
% Agree/Strongly Agree



## How confident do you feel that you could be successful in a career in the \_\_\_\_\_.

College Market (2016); Youth ages 16–25  
% Probably/Definitely



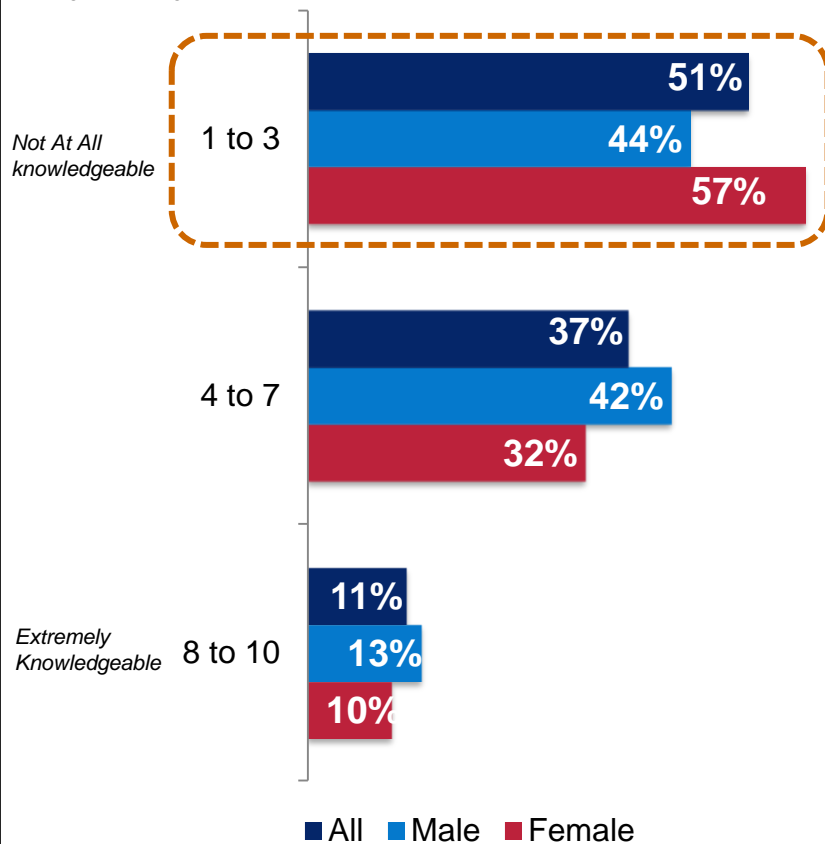
**Very few females identify with Service members and few believe they could be successful in the Military.**

# Awareness and Knowledge

## Self-Reported Knowledge of Active Duty Service

Military Ad Tracking Reserve Study (Wave 59; Apr–Jun 2018)

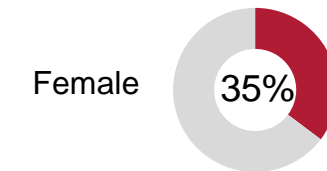
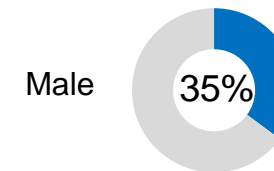
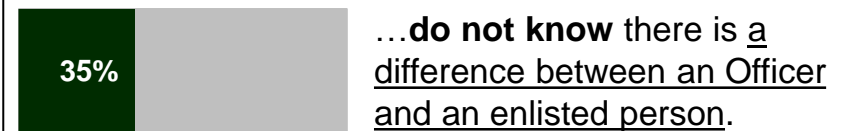
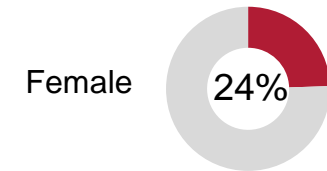
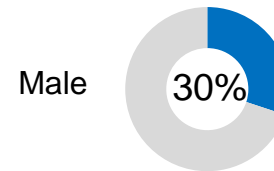
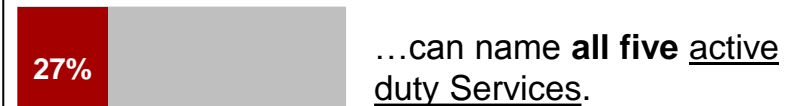
Young adults ages 17–35



## Awareness

Military Ad Tracking Reserve Study (Wave 59; Apr–Jun 2018)

Young adults ages 17–35



Female youth have particularly low knowledge and awareness about the Military.

# Impressions of the Military

## Study Shows Vets Struggle to Translate Experience

PTSD continues to be serious issue for many U.S. soldiers deployed to Middle East

## Tearful homecoming: Deployed dad surprises daughter at Va. school

US soldier in Afghanistan dies from wounds in roadside blast

“Too many people come back with PTSD and no legs. Some of them don’t even come back at all.”

“If you say ‘military officer’ you automatically picture someone with big guns strapped to their back ready to fight.”

“It’s the stigma of the way they treat women in the Military. As a woman, I don’t know if I feel completely safe in that environment.”

“When you’re in the Military, your life’s always at risk.”

“Going to the Military is like going to prison. You go for so long and when you come back, there’s so much change around you.”

Most of the narrative in youths’ environment is not controlled by the DoD and disproportionately focuses on sacrifice.



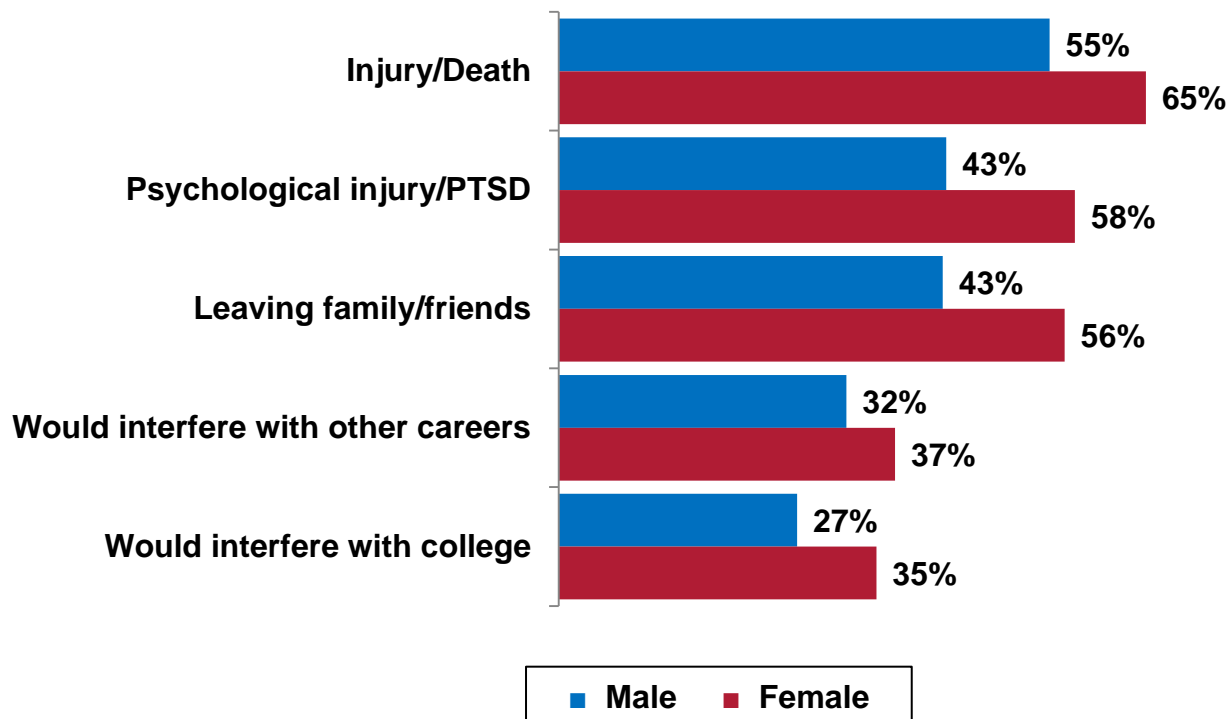
# Barriers to Serving

## What would be the main reason(s) why you would NOT consider joining the U.S. Military?

Youth Poll (Fall 2017); Youth ages 16–21

% Yes

Top 5 Choices for Females Displayed



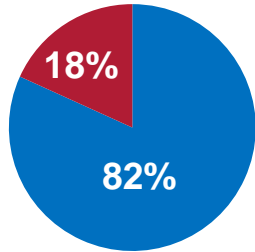
Resultantly, fear of physical and psychological injury and family separation are top of mind reasons not to join the Military among female youth.

**RFI 1b: Are there differences in age and education demographics between men and women entering the Military?**

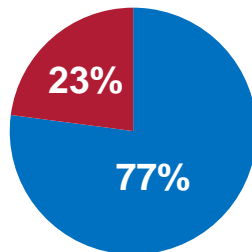
# Military Accessions by Gender

## Accessions/Commissions by Gender

New Recruits



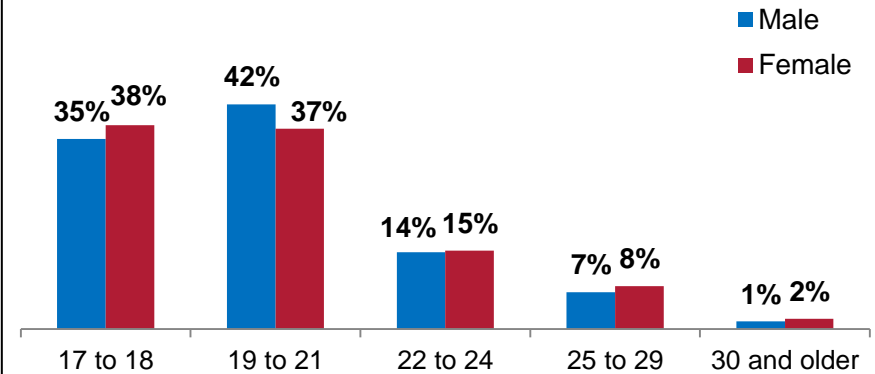
Officer Gains\*



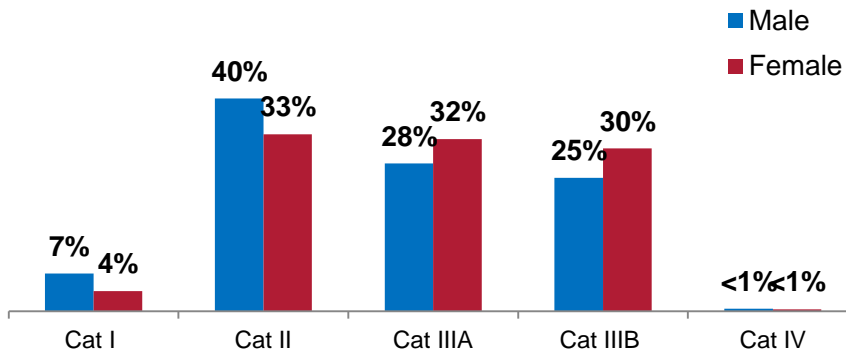
■ Male ■ Female

\*Data for active duty DoD Services only. Officers not included in other Accession data.

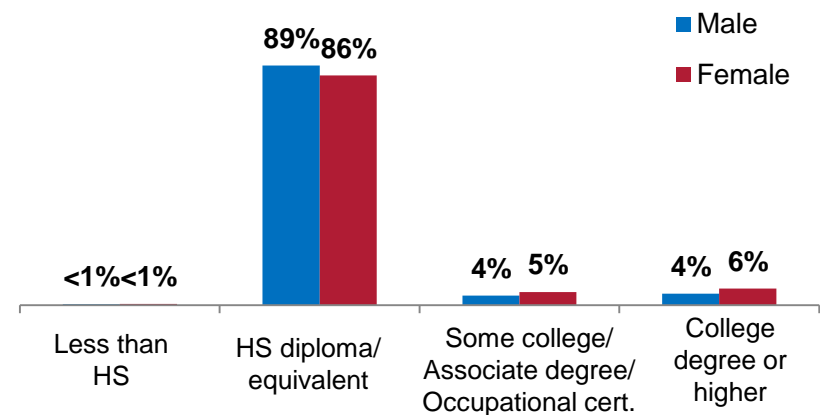
## Enlisted Accessions by Age and Gender



## Enlisted Accessions by AFQT and Gender



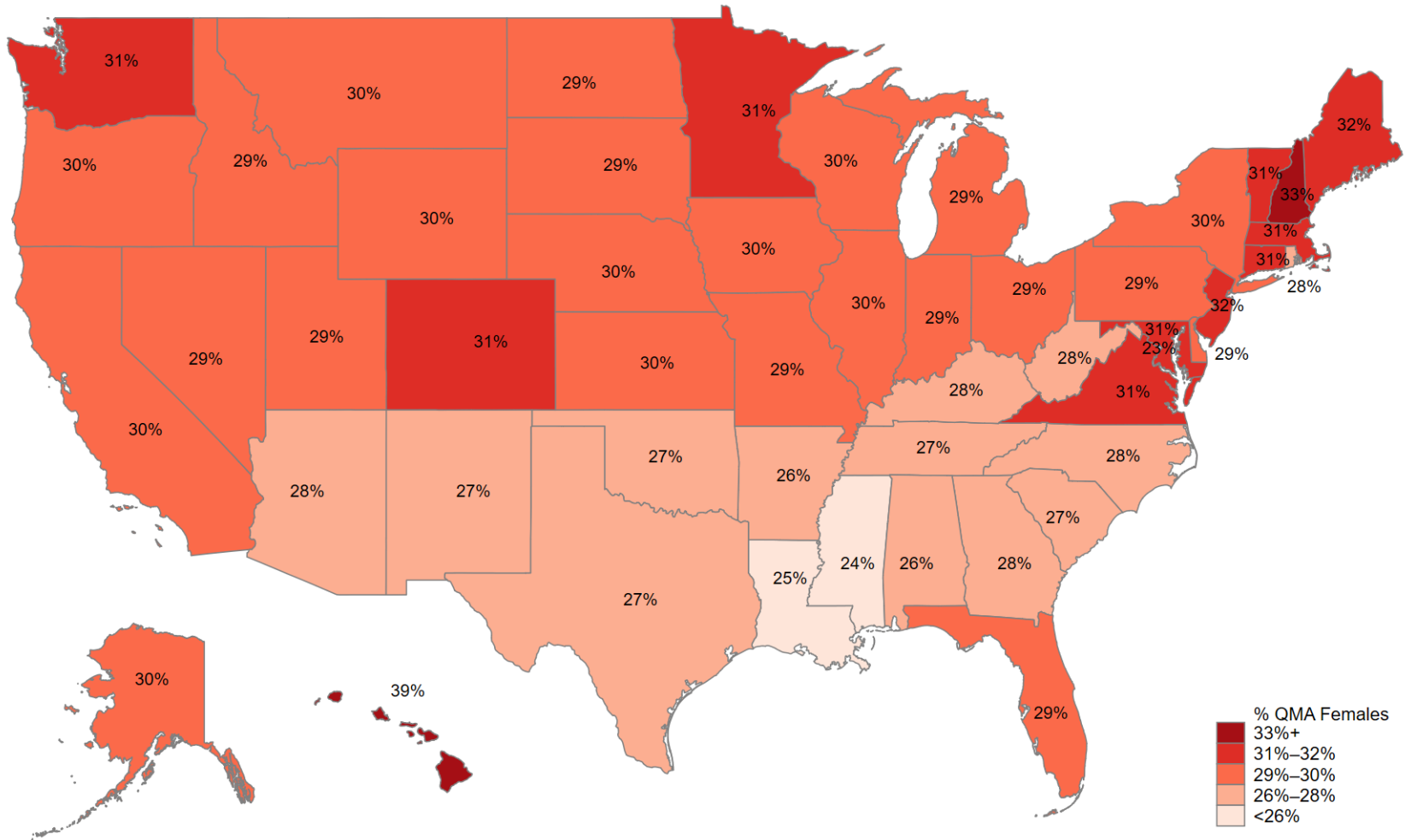
## Enlisted Accessions by Education and Gender



**Females joining the Military are similar to their male counterparts in terms of age and level of education. Females' AFQT scores tend to be lower than those of males.**

**RFI 1c: What is the percentage of qualified men and women eligible to join the Military from each state?**

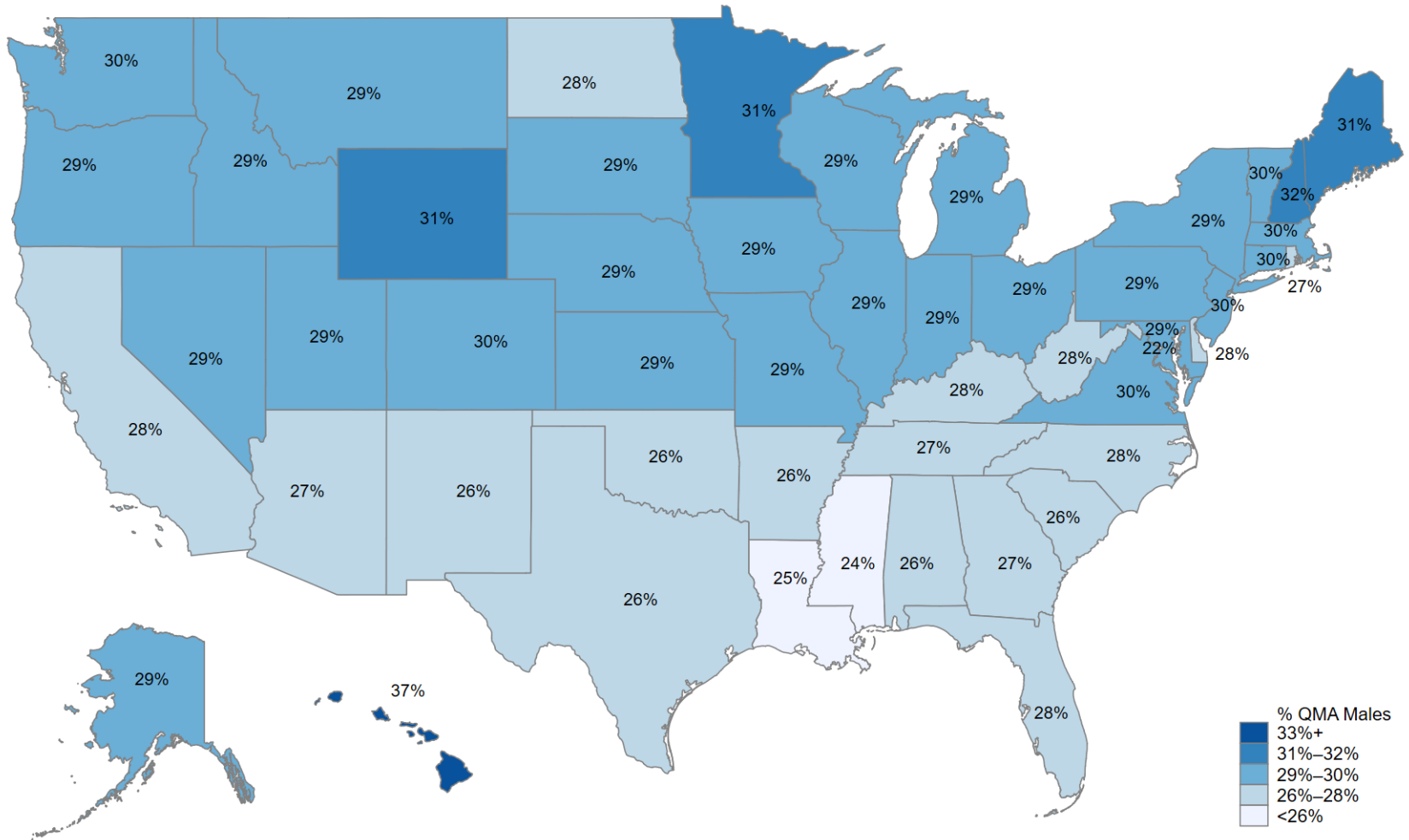
# Female Eligibility by State



Female eligibility to join the Military tends to be lowest in the Southern states and highest in the Northeast.

Source: DoD Qualified Military Available (QMA) Study (2013), 2018 estimates. Youth ages 17–24.

# Male Eligibility by State

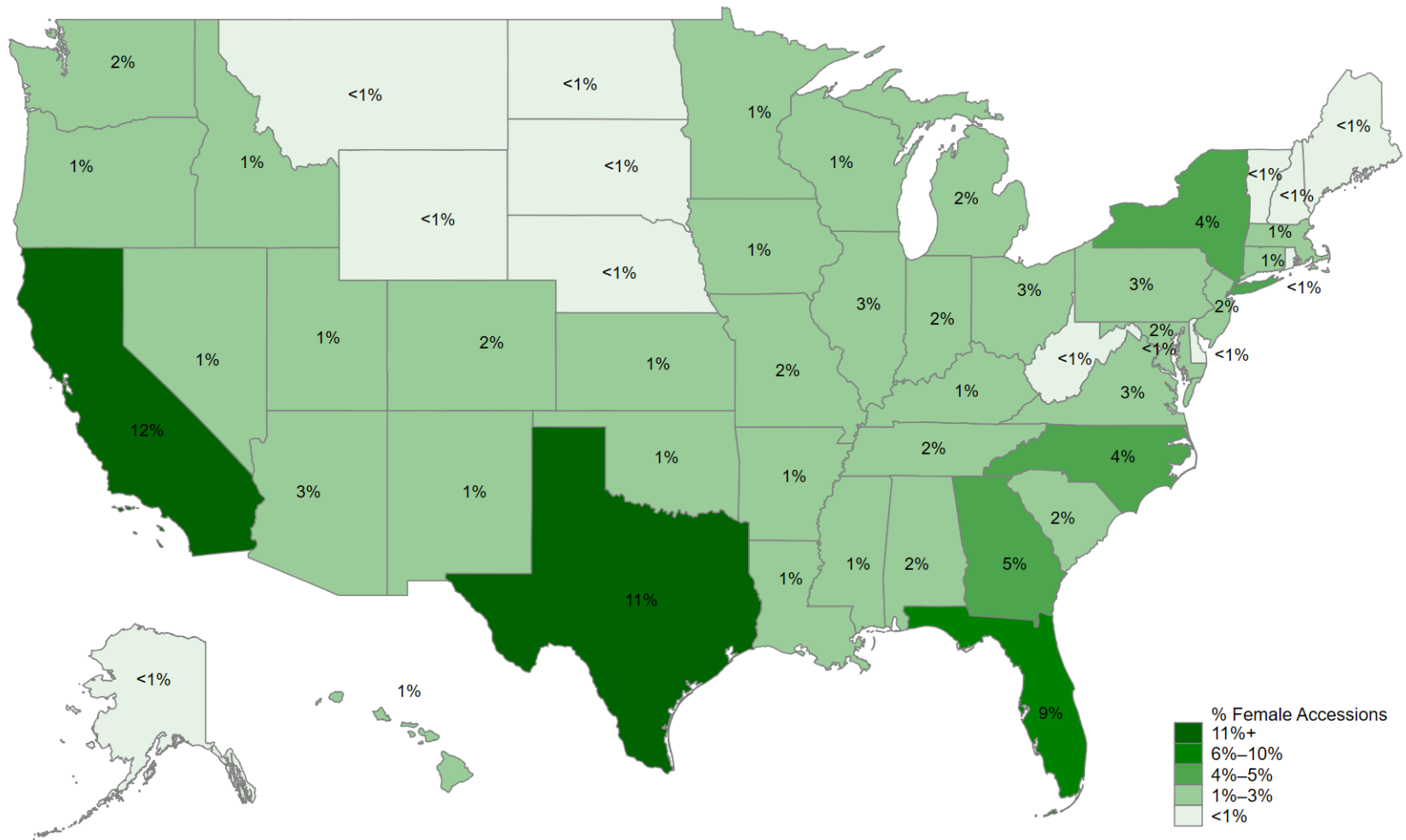


Male eligibility follows similar trends to female eligibility.

Source: DoD Qualified Military Available (QMA) Study (2013), 2018 estimates. Youth ages 17–24.

**RFI 1d: What states do male and female recruits come from?**

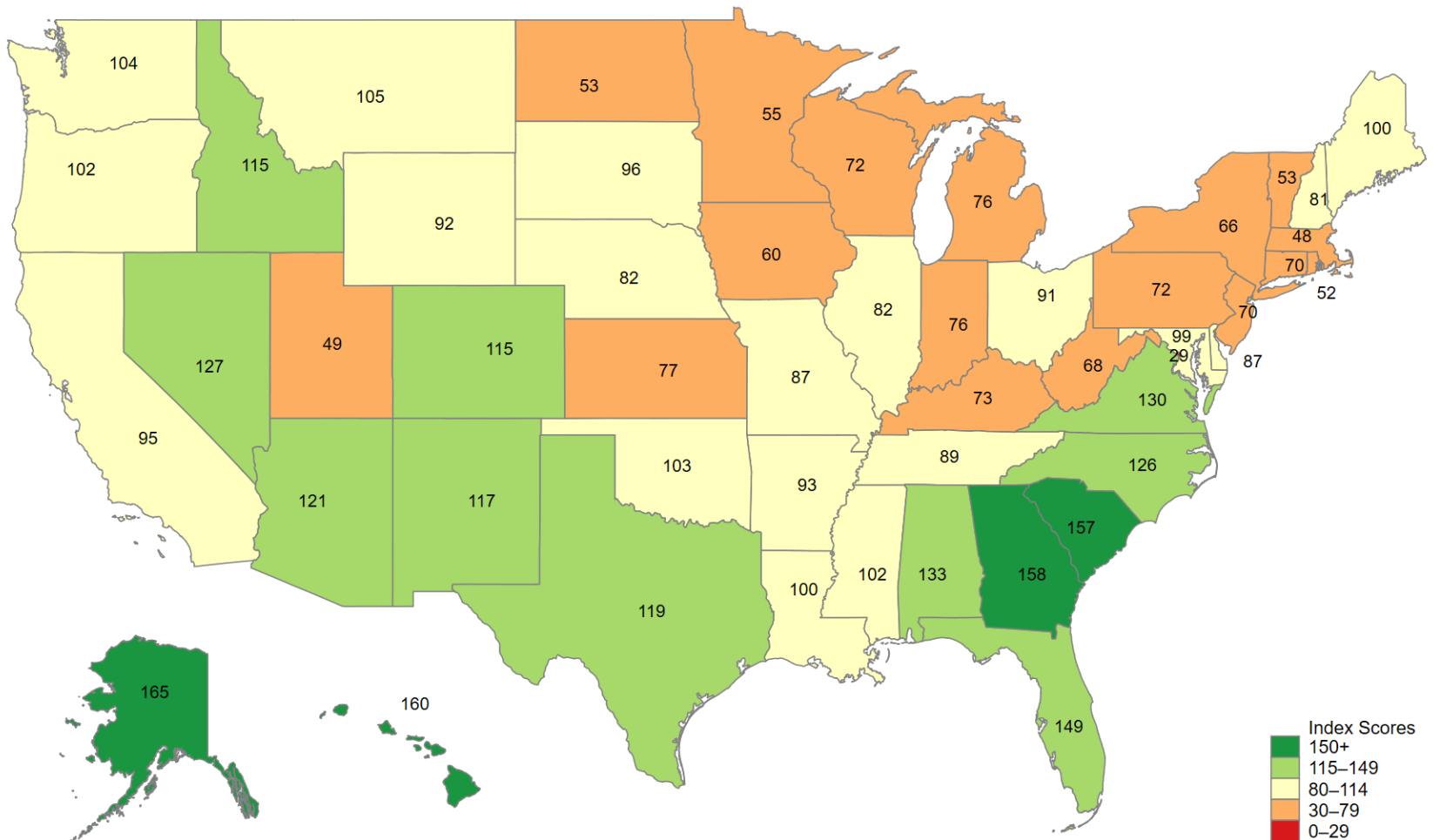
# Female Accessions by State



The largest proportions of female accessions come from those states with large populations.



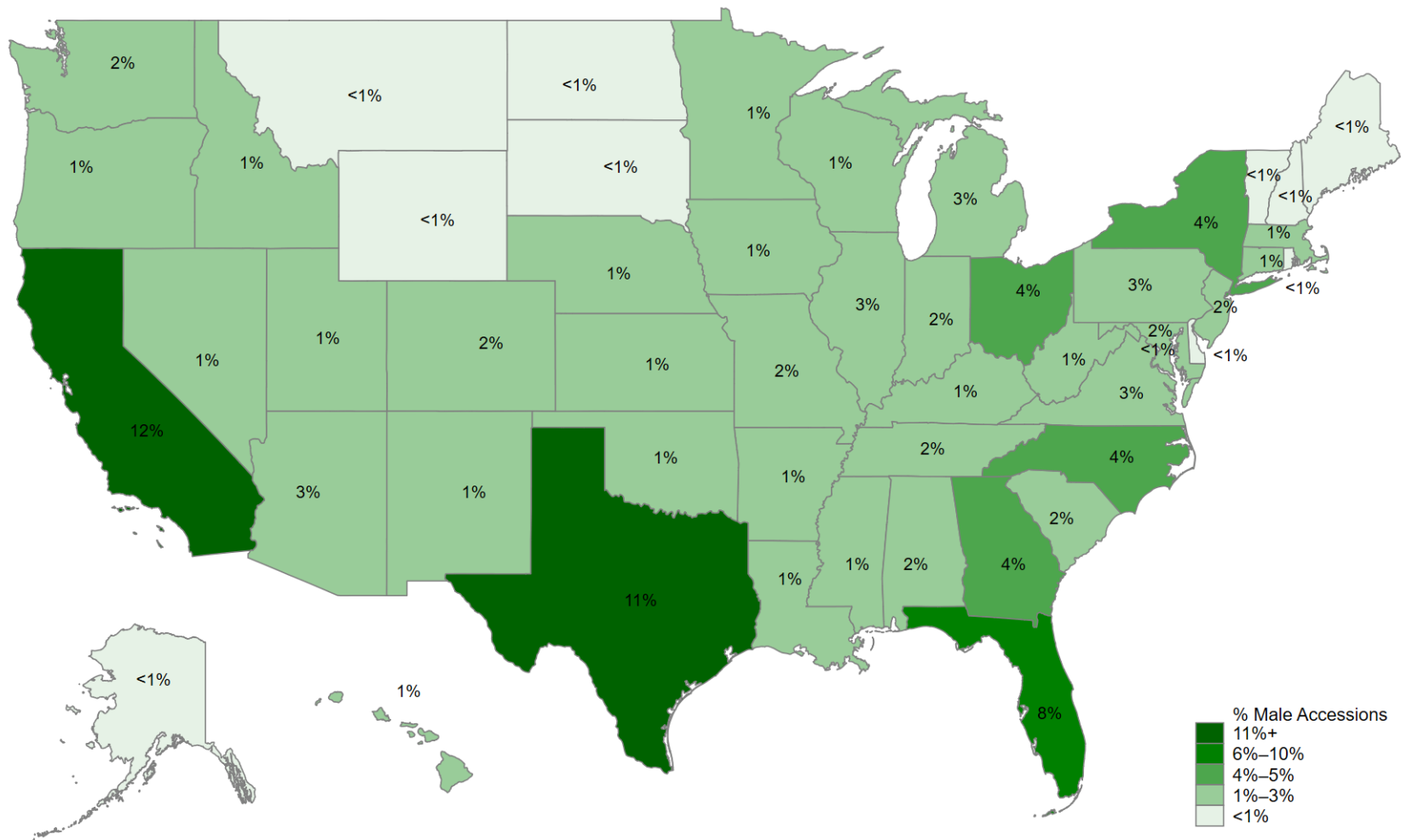
# Female Index Scores by State



Note: Index scores are calculated by comparing the percentage of female accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.

**Relative to population, states in the South Atlantic Division have the highest representation of female accessions.**

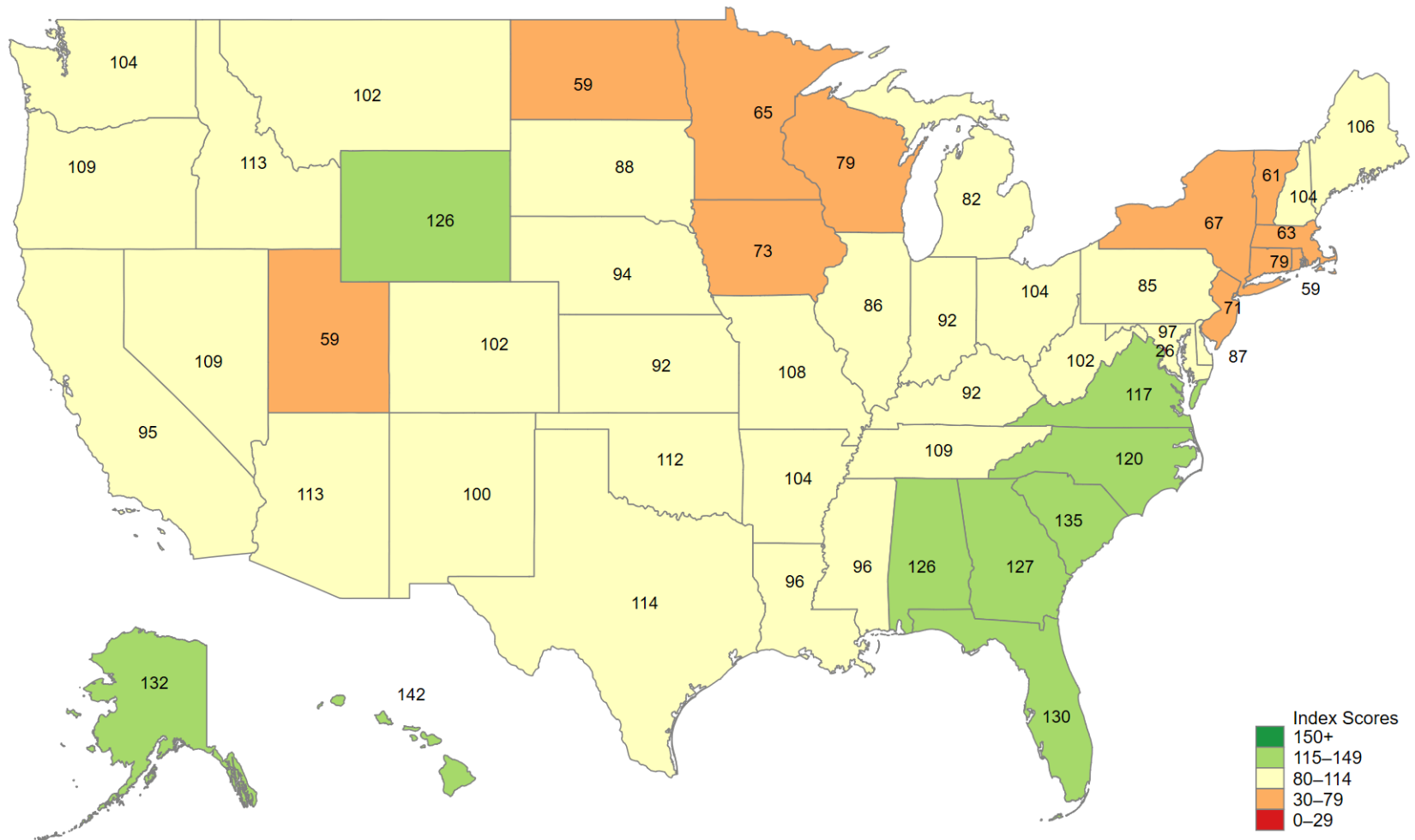
# Male Accessions by State



California and Texas have the largest concentrations of male accessions.

Source: Woods & Poole Economics (2013), 2017 estimates. DMDC Accession File, FY15–17. Non-prior service active duty accessions to the Army, Navy, Marine Corps, Air Force, and Coast Guard. Youth ages 17–24. Accession defined as an individual who has shipped to boot camp.

# Male Index Scores by State

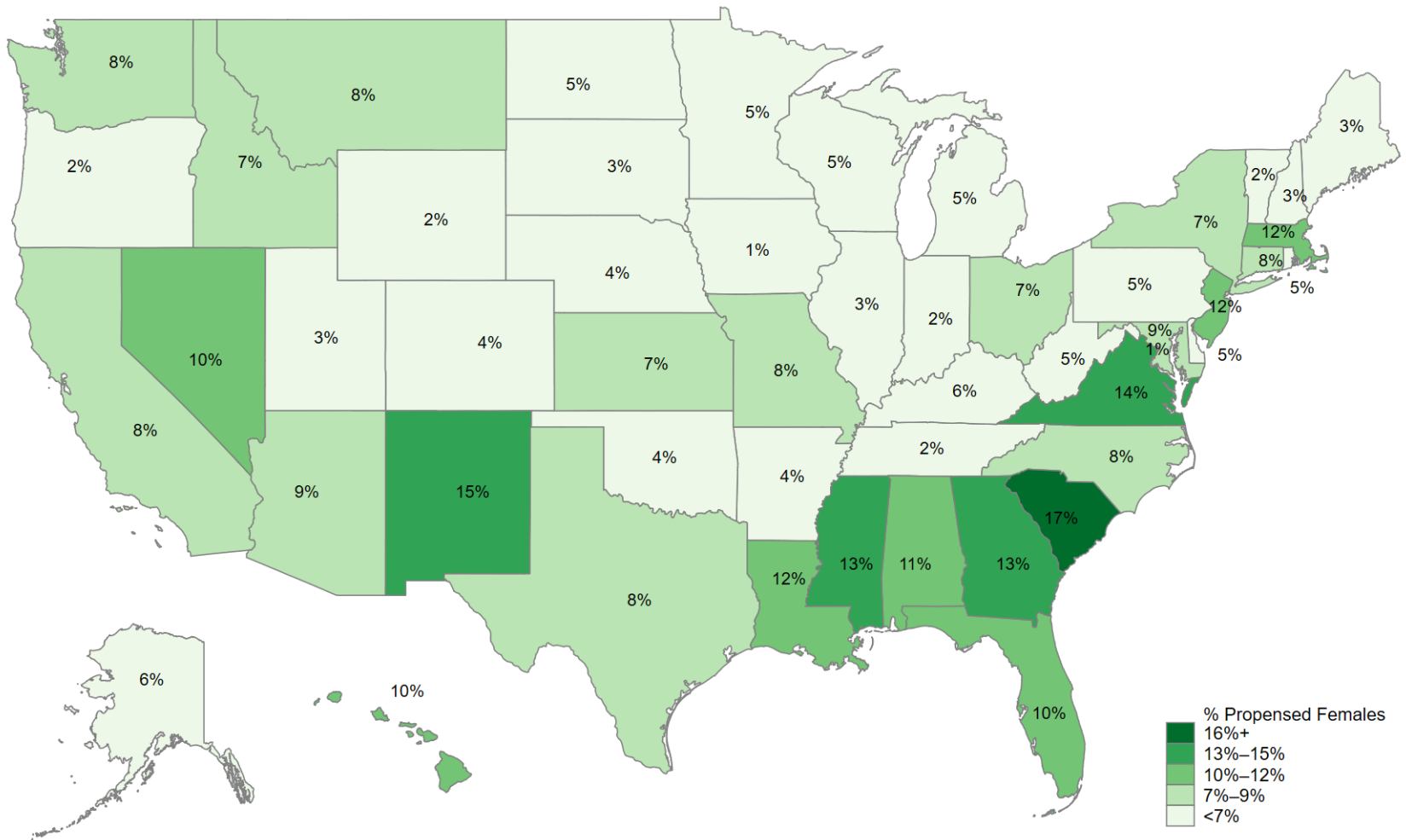


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**Similar to females, states in the South Atlantic Division also tend to have the highest representation of male accessions.**

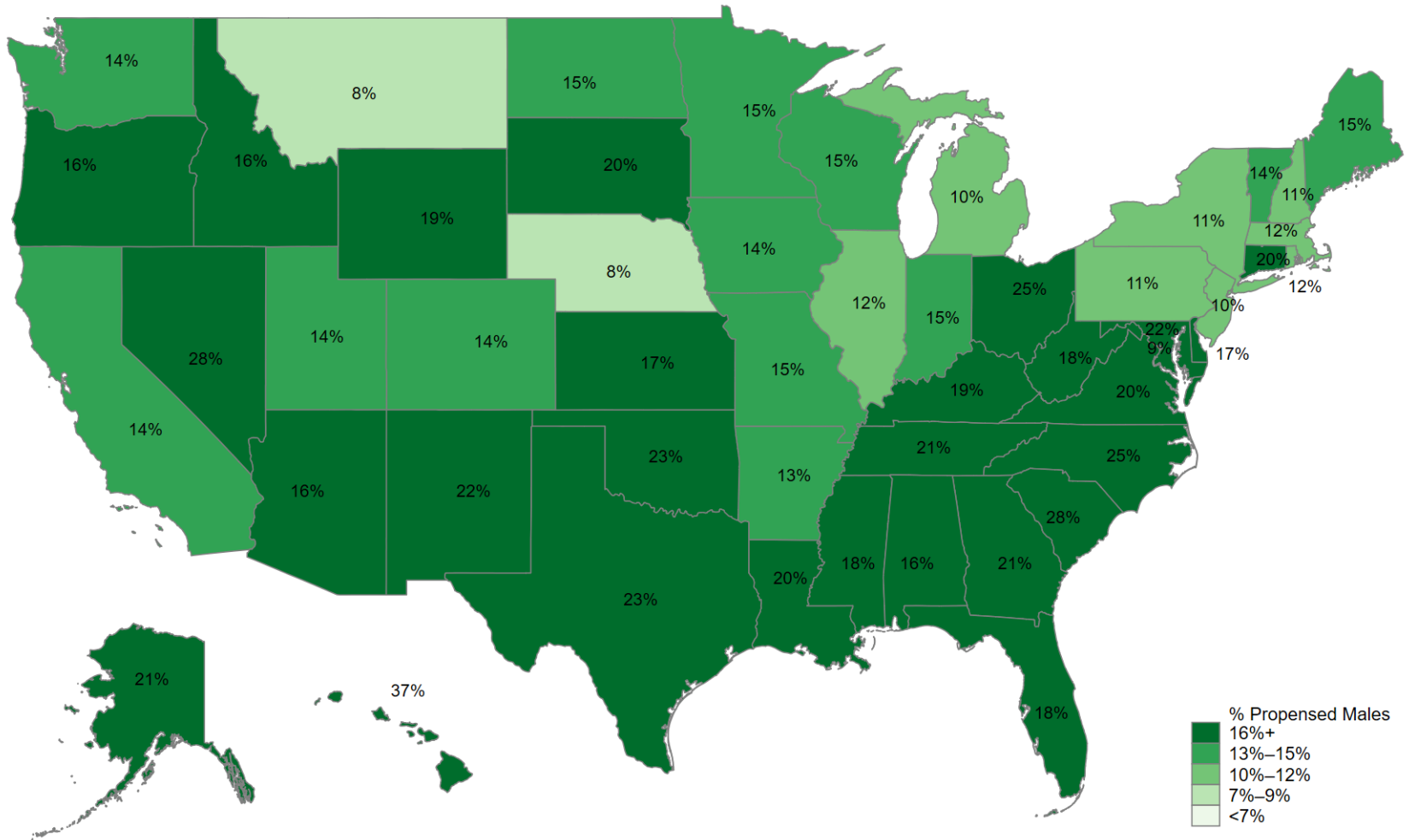
**RFI 1e: How does propensity by state  
compare for females relative to  
males?**

# Female Propensity by State



Among females, propensity is highest in South Carolina, New Mexico, and Virginia.

# Male Propensity by State



Male propensity to serve in the Military is higher than female propensity in most states.

# Appendix

# State Estimates

	Total Population	Female Youth					
State	Youth <sup>1</sup>	Youth <sup>1</sup>	Propensity <sup>2</sup>	Propensity Margin of Error <sup>2</sup>	Eligibility <sup>3</sup>	Number of Accessions <sup>4</sup>	Index Score
Alabama	516,930	260,088	11%	7.54%	26%	1,574	133
Alaska	72,930	37,173	6%	3.75%	30%	281	165
Arizona	757,844	376,577	9%	6.23%	28%	2,047	121
Arkansas	310,109	156,094	4%	3.36%	26%	660	93
California	4,092,332	2,039,539	8%	2.98%	30%	8,904	95
Colorado	570,533	279,819	4%	3.20%	31%	1,461	115
Connecticut	367,038	183,947	8%	7.79%	31%	599	70
Delaware	97,932	49,377	5%	4.59%	29%	198	87
District of Columbia	61,903	33,867	1%	2.16%	23%	48	29
Florida	1,945,393	974,209	10%	4.06%	29%	6,599	149
Georgia	1,129,941	576,709	13%	6.54%	28%	4,132	158
Hawaii	130,553	66,361	10%	6.51%	39%	484	160
Idaho	182,941	91,240	7%	4.99%	29%	472	115
Illinois	1,335,422	667,900	3%	2.52%	30%	2,512	82
Indiana	726,048	361,410	2%	2.57%	29%	1,251	76
Iowa	318,707	155,840	1%	1.57%	30%	429	60
Kansas	309,364	152,479	7%	4.97%	30%	538	77

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Kentucky	452,315	226,782	6%	4.94%	28%	751	73
Louisiana	479,718	245,581	12%	9.48%	25%	1,123	100
Maine	117,769	58,391	3%	4.78%	32%	272	100
Maryland	604,659	304,054	9%	7.54%	31%	1,395	99
Massachusetts	692,907	349,858	12%	15.10%	31%	789	48
Michigan	1,032,405	514,663	5%	5.60%	29%	1,806	76
Minnesota	555,325	274,749	5%	4.53%	31%	687	55
Mississippi	320,737	161,902	13%	7.95%	24%	757	102
Missouri	622,501	313,335	8%	6.76%	29%	1,250	87
Montana	96,025	47,071	8%	8.10%	30%	226	105
Nebraska	192,404	96,021	4%	4.37%	30%	358	82
Nevada	313,692	155,106	10%	6.64%	29%	884	127
New Hampshire	133,167	65,996	3%	2.99%	33%	249	81
New Jersey	866,228	429,775	12%	10.13%	32%	1,376	70
New Mexico	224,784	112,639	15%	9.02%	27%	597	117
New York	1,942,812	981,623	7%	5.80%	30%	3,019	66
North Carolina	1,060,499	537,815	8%	4.41%	28%	3,077	126

Note: Index scores are calculated by comparing the percentage of female accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.



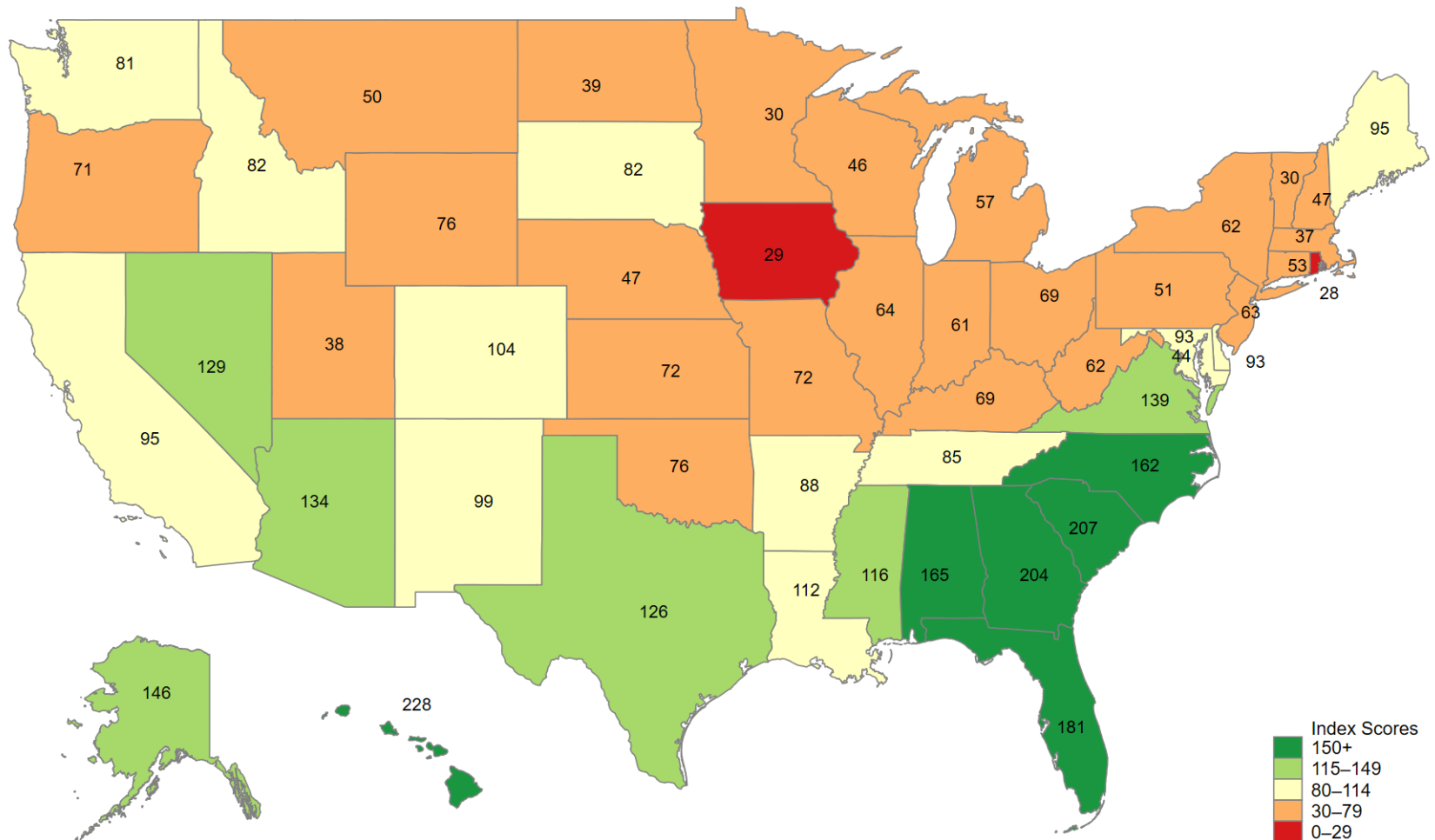
Sources: (1) Woods & Poole Economics (2013), 2018 estimates. Youth ages 17–24. (2) DoD Youth Polls (2017). Youth ages 16–21. (3) DoD Qualified Military Available (QMA) Study (2013), 2018 estimates. Youth ages 17–24. (4) DMDC Accession File, FY15–17. Non-prior service active duty accessions to the Army, Navy, Marine Corps, Air Force, and Coast Guard. Youth ages 17–24.

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North Dakota	67,665	32,889	5%	5.34%	29%	82	53
Ohio	1,187,095	595,403	7%	3.87%	29%	2,499	91
Oklahoma	395,687	196,442	4%	3.58%	27%	925	103
Oregon	390,352	194,911	2%	2.55%	30%	909	102
Pennsylvania	1,258,691	630,706	5%	2.94%	29%	2,111	72
Rhode Island	115,495	58,006	5%	5.03%	28%	143	52
South Carolina	488,511	247,842	17%	8.82%	27%	1,775	157
South Dakota	80,538	40,431	3%	2.55%	29%	179	96
Tennessee	687,301	346,209	2%	3.33%	27%	1,401	89
Texas	3,145,852	1,572,209	8%	2.79%	27%	8,421	119
Utah	388,958	194,846	3%	3.38%	29%	431	49
Vermont	62,686	30,773	2%	3.38%	31%	77	53
Virginia	886,979	450,302	14%	8.11%	31%	2,666	130
Washington	715,462	358,052	8%	5.13%	31%	1,690	104
West Virginia	170,643	84,935	5%	3.82%	28%	266	68
Wisconsin	588,795	293,178	5%	5.69%	30%	972	72
Wyoming	49,475	25,383	2%	2.32%	30%	109	92

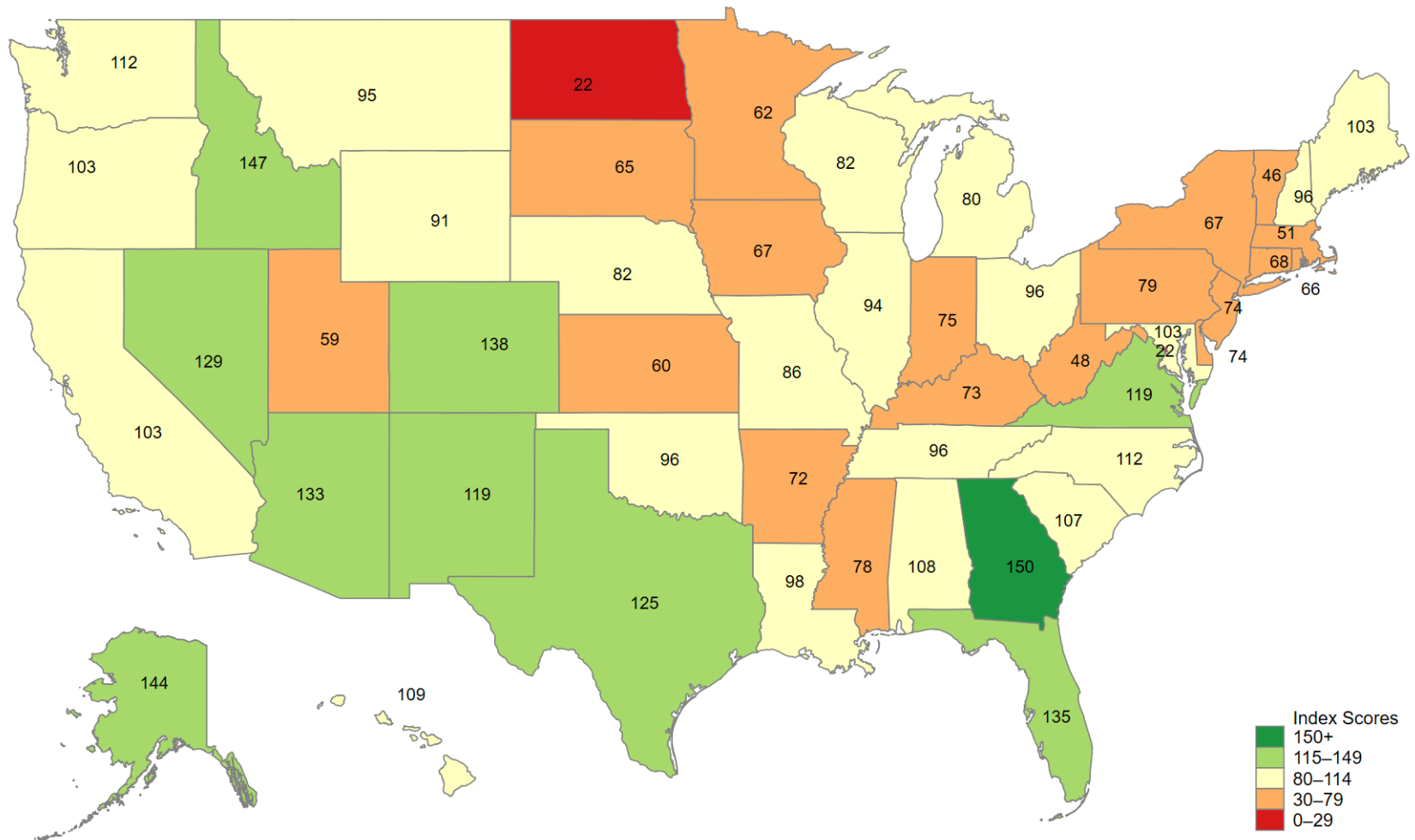
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# Female Army Index Scores by State



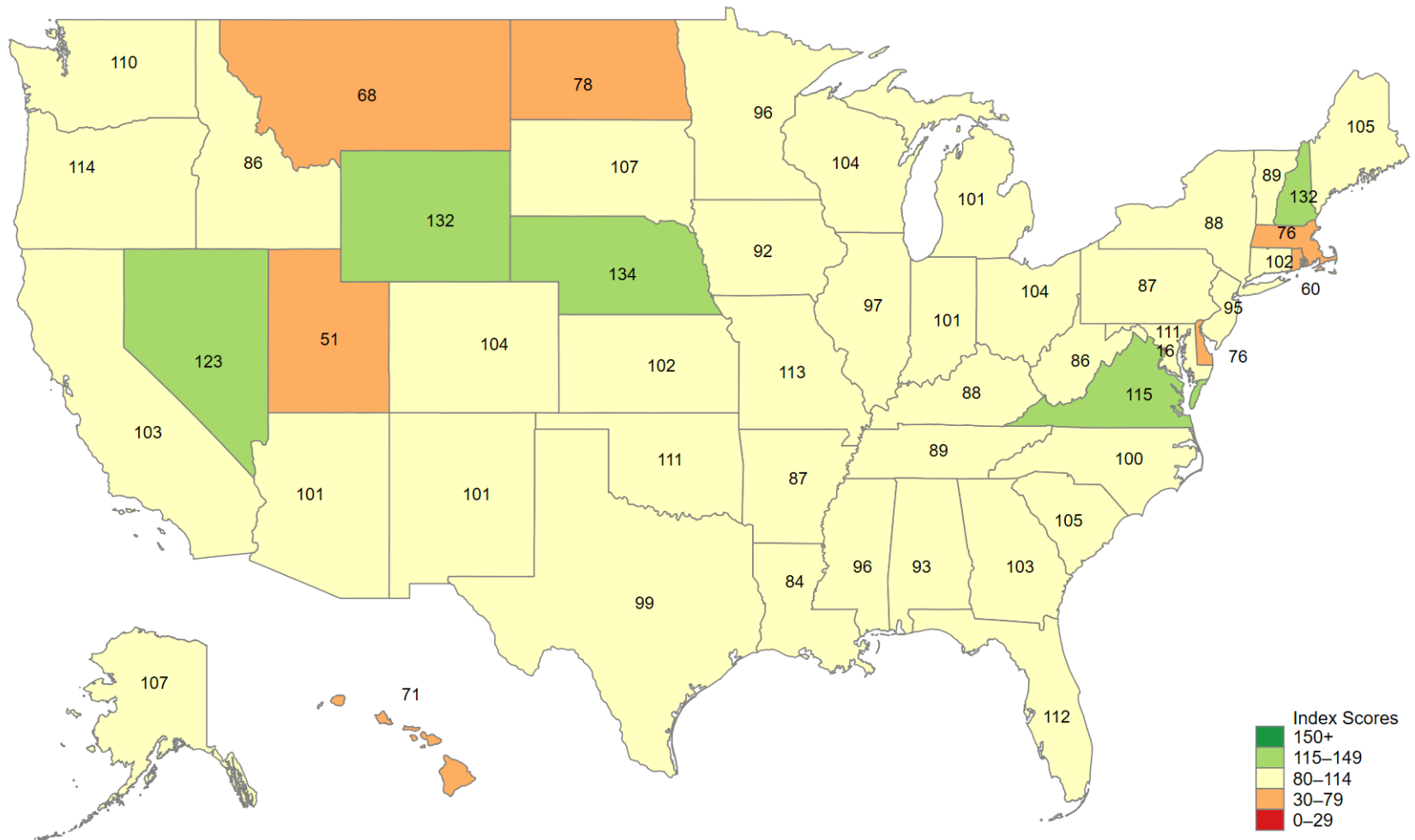
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# Female Navy Index Scores by State



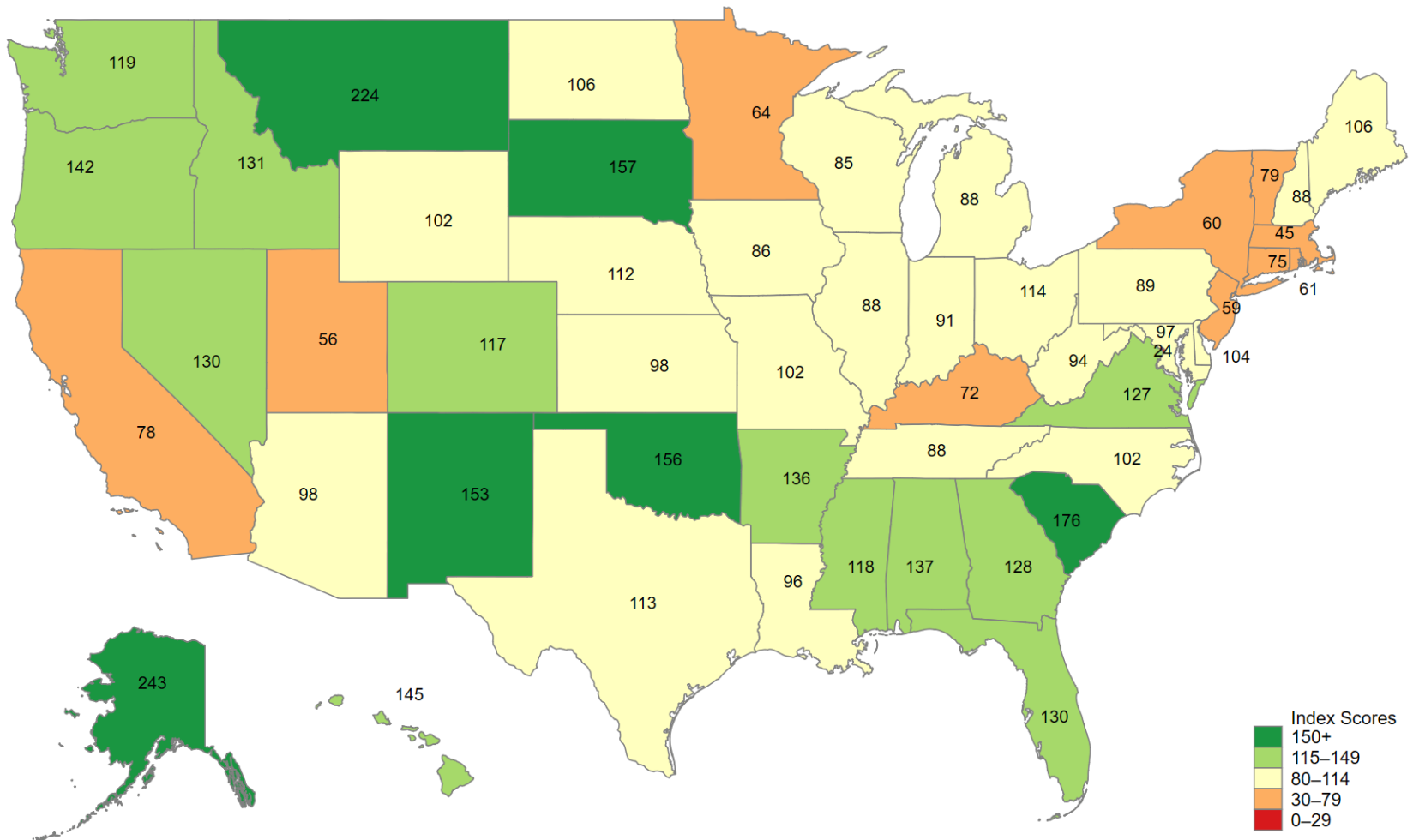
Note: Index scores are calculated by comparing the percentage of female Navy accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.

# Female Marine Corps Index Scores by State



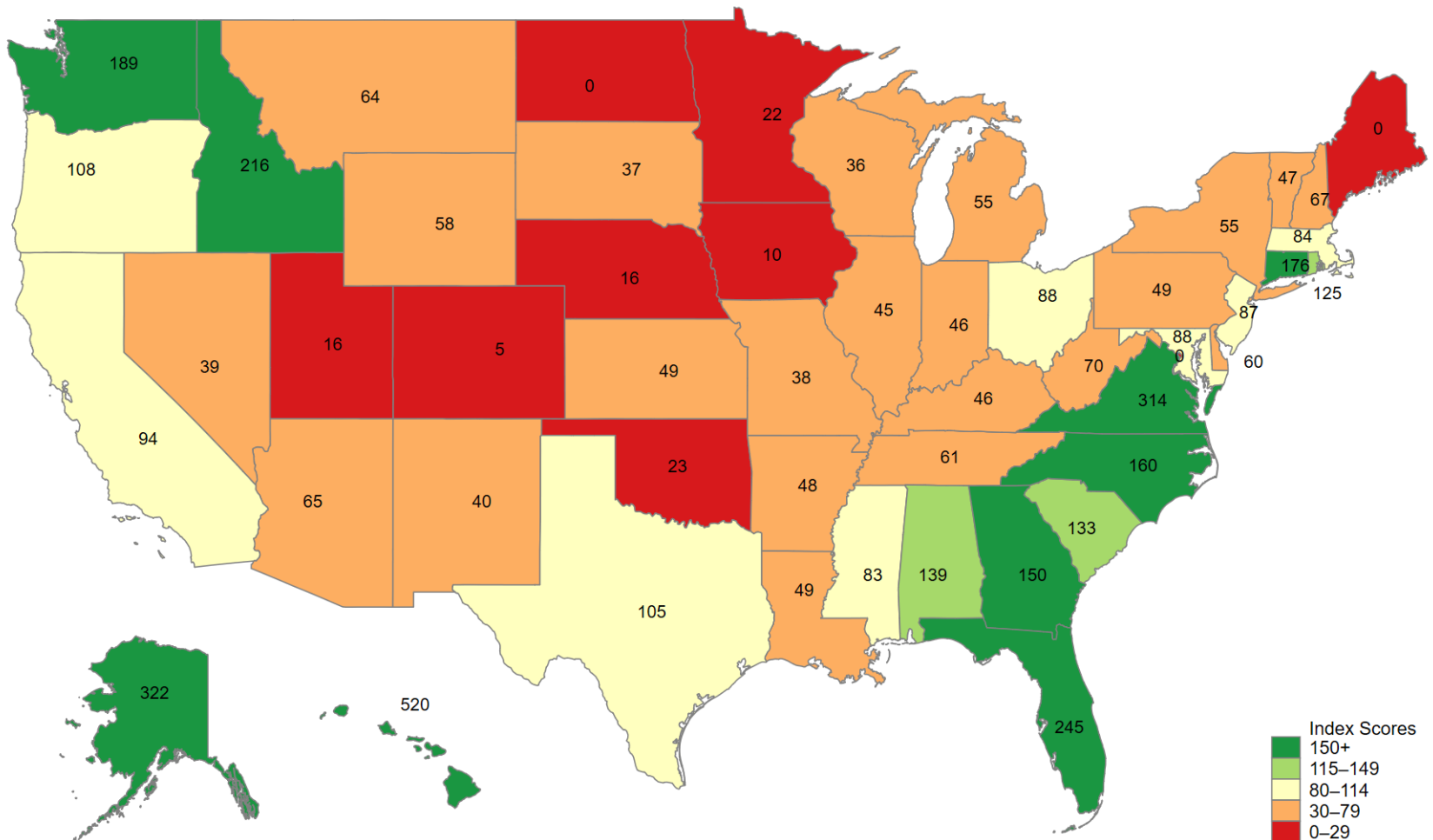
Note: Index scores are calculated by comparing the percentage of female Marine Corps (all non-prior service new recruits) accessions that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.

# Female Air Force Index Scores by State



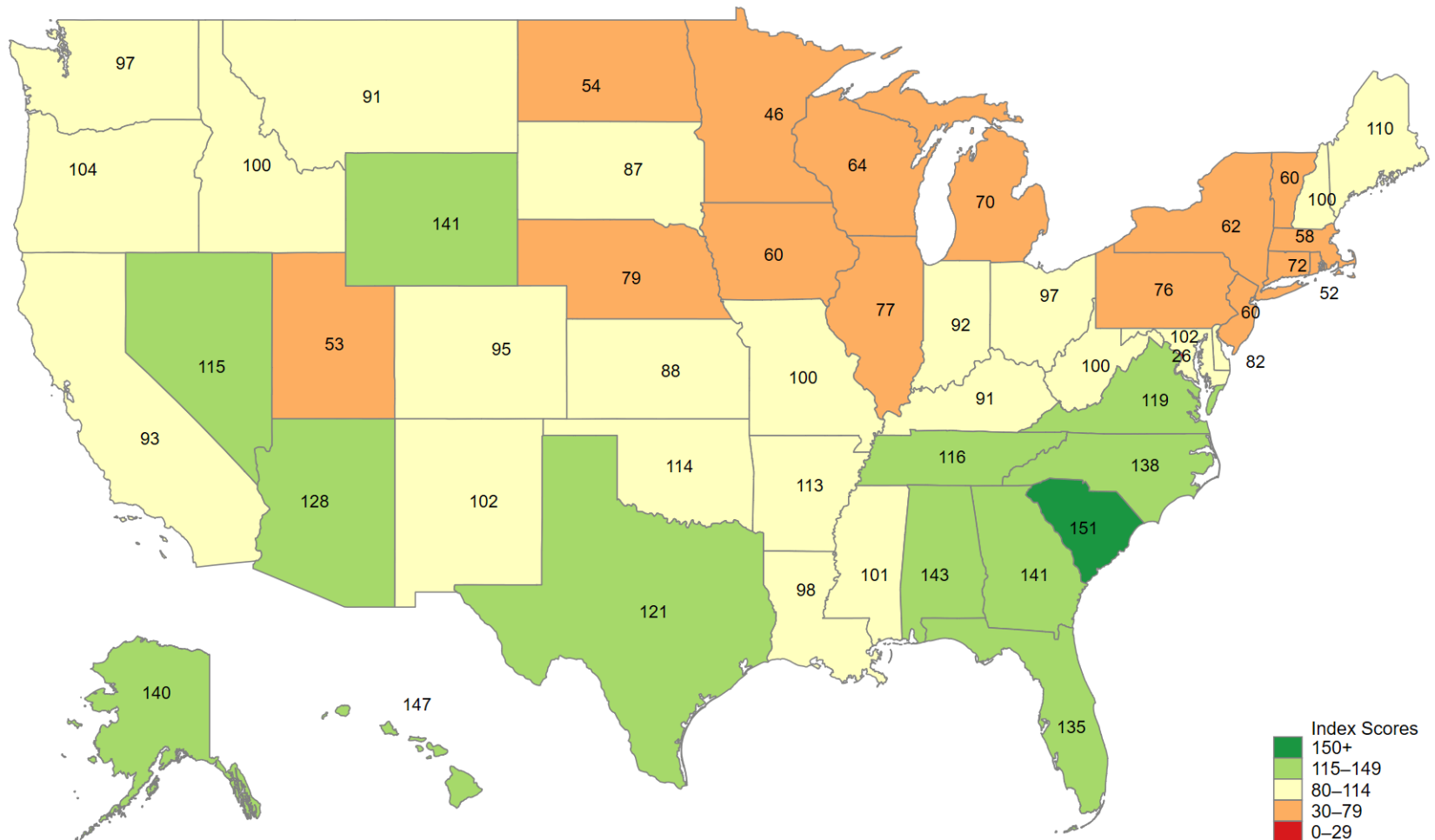
Note: Index scores are calculated by comparing the percentage of female Air Force accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.

# Female Coast Guard Index Scores by State



Note: Index scores are calculated by comparing the percentage of female Coast Guard accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national female youth population that live in the state. As the index deviates from 100, it can be concluded that the state is over- or underrepresented for female accessions.

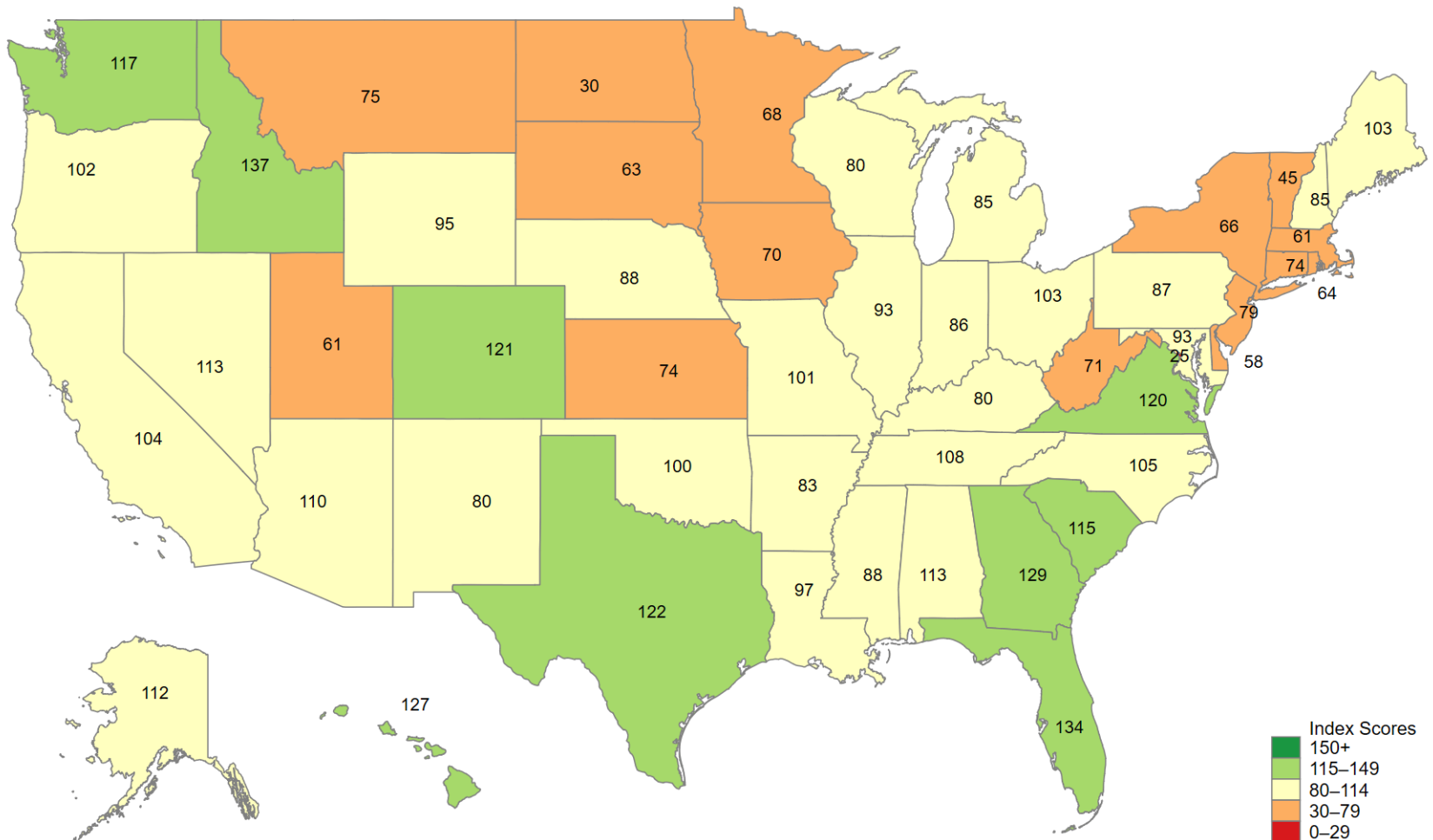
# Male Army Index Scores by State



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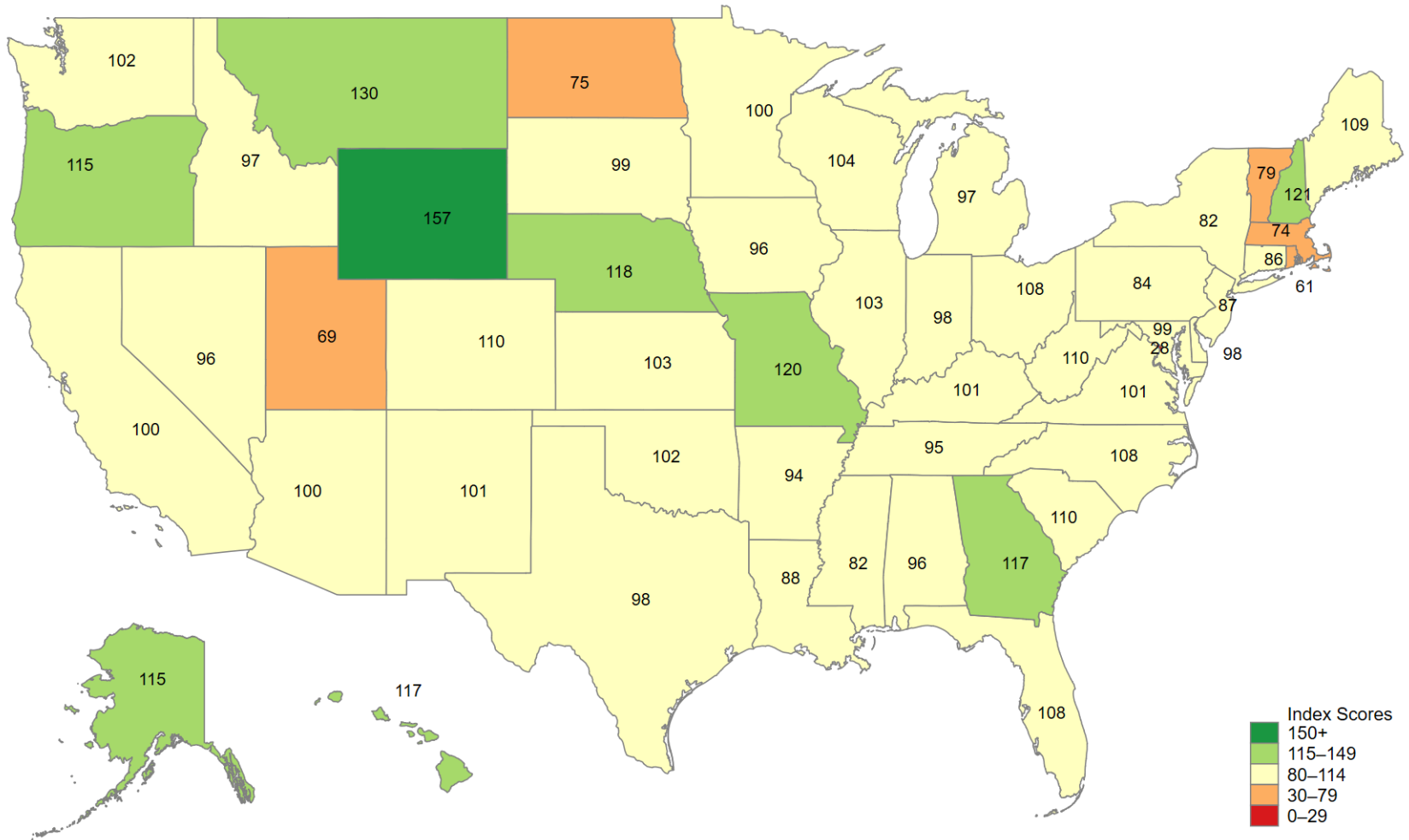


# Male Navy Index Scores by State



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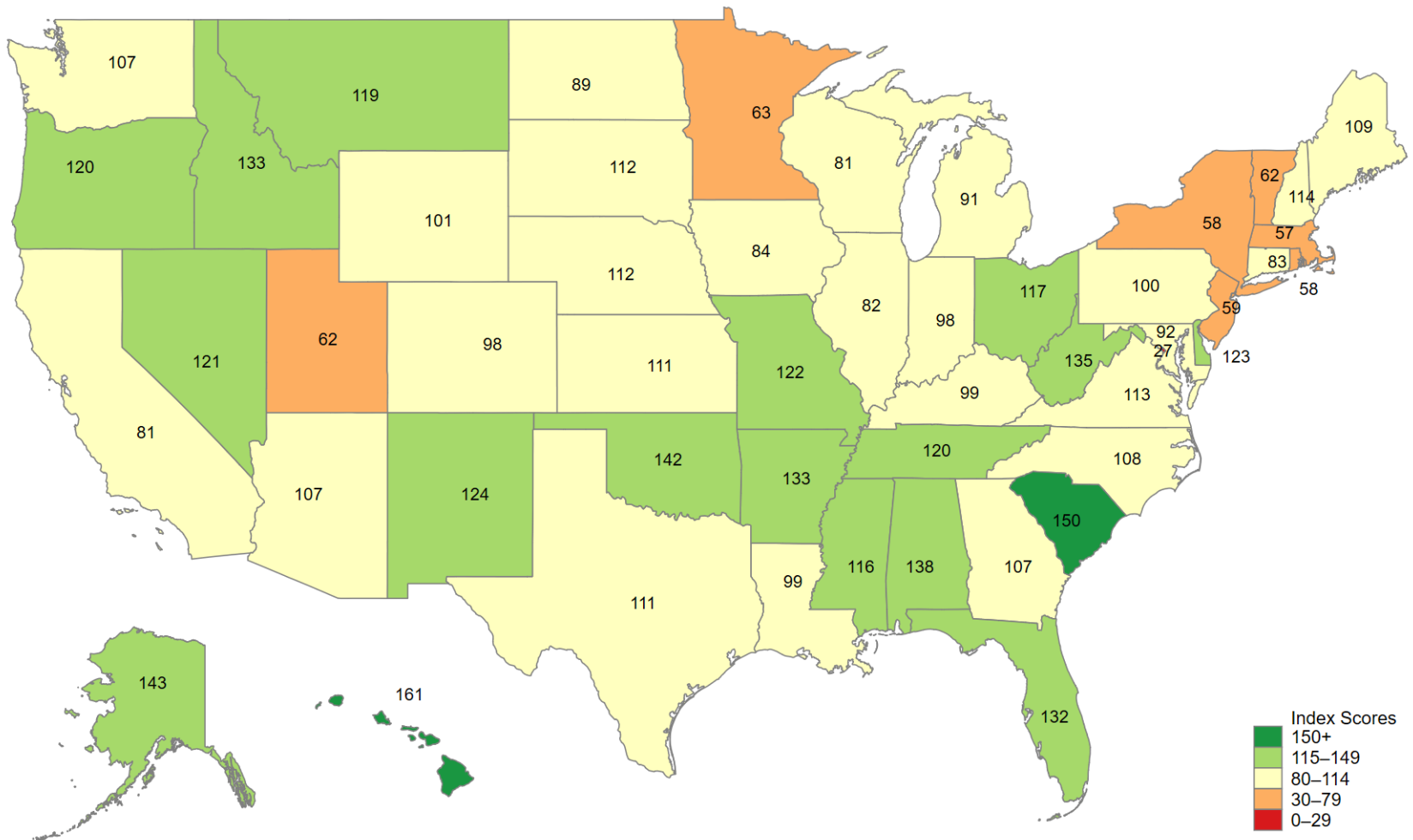
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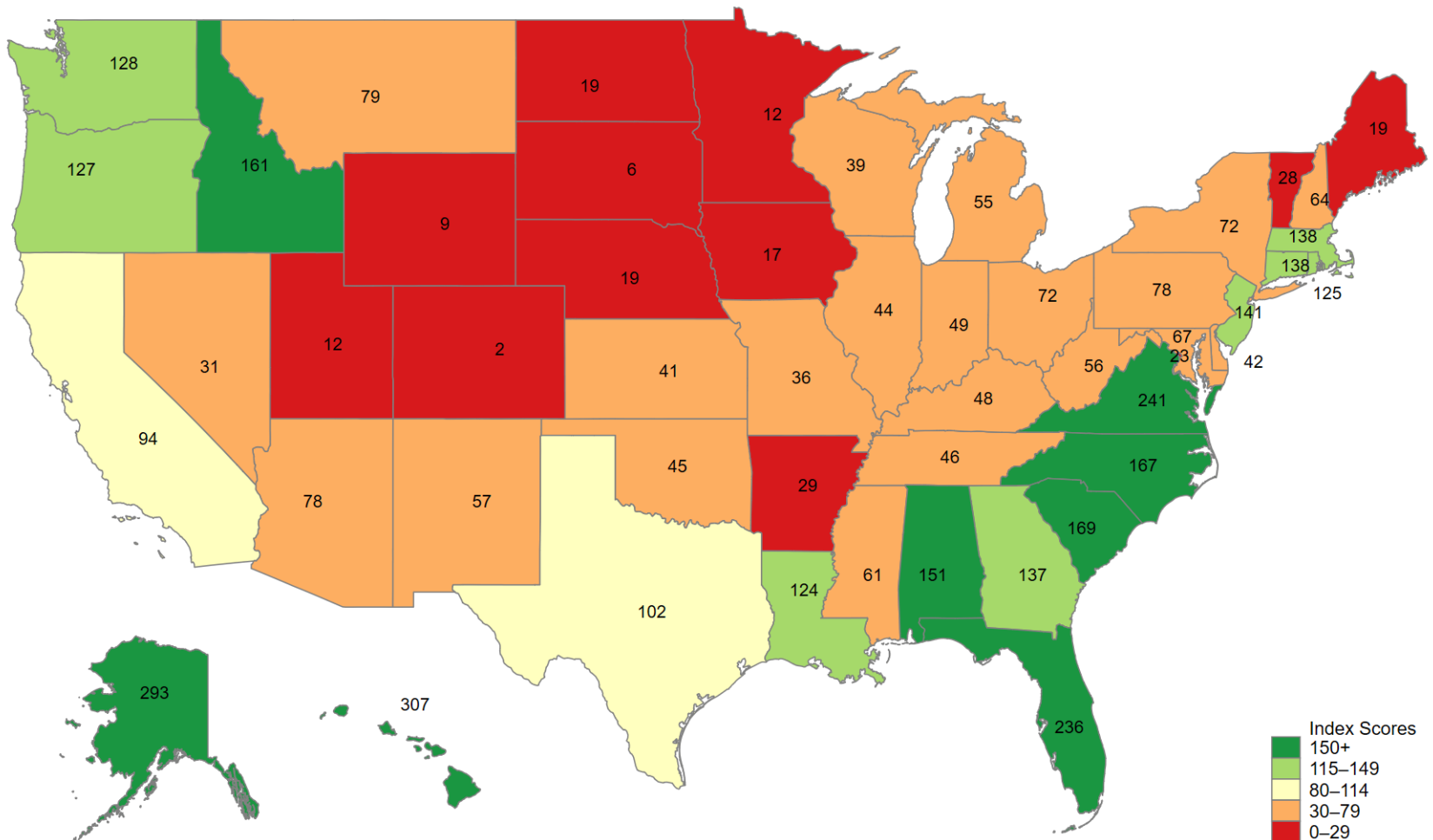


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# Military Accessions: Demographics by Gender

## Accessions by Age, Education, and Gender

### Ages 17 to 18

	<u>Male</u>	<u>Female</u>
HS diploma/equivalent	97%	96%
Some college/Associate degree/Occupational cert.	<1%	1%
College degree or higher	<1%	<1%

### Ages 19 to 21

HS diploma/equivalent	95%	92%
Some college/Associate degree/Occupational cert.	3%	4%
College degree or higher	<1%	1%

### Ages 22 to 24

HS diploma/equivalent	75%	67%
Some college/Associate degree/Occupational cert.	9%	11%
College degree or higher	13%	19%

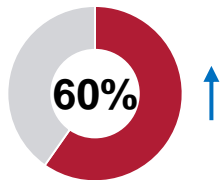
### Ages 25 to 29

HS diploma/equivalent	59%	51%
Some college/Associate degree/Occupational cert.	12%	15%
College degree or higher	26%	31%

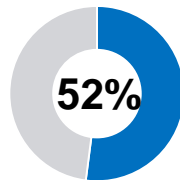
# Importance of Education

**% View themselves as scholars (above average GPA, strong student)**

**Females**

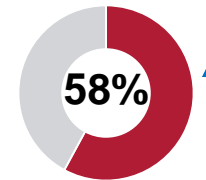


**Males**

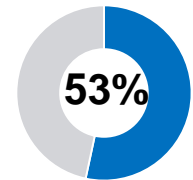


**To what extent does the Military offer opportunities for continuing education?**  
*% A lot/A great deal*

**Females**



**Males**



**Please rate how much you agree or disagree with each of the following statements.**  
*% Agree/Strongly agree*

**The Military is interested in recruiting people with college degrees.**



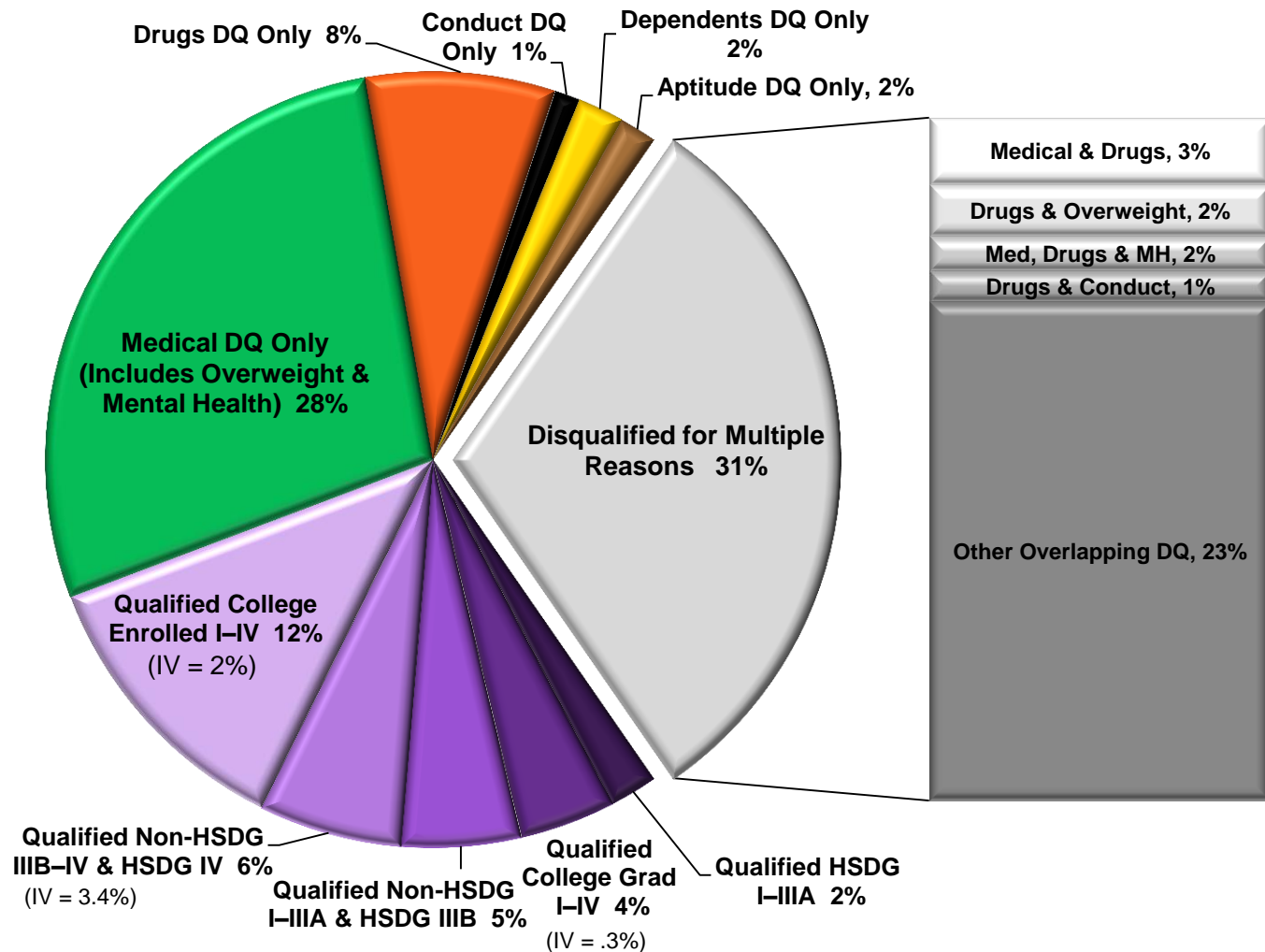
**It is possible to serve in the Military as a supplement to a full-time school or non-Military job commitment.**



Significantly higher than: ↑ Male ↑ Female

**Most female youth think that the Military offers opportunities for continuing education, but they are not familiar with the opportunities for college students or graduates.**

# Sizing the Recruiting Market



**Only 29% of the youth market (ages 17 to 24) are eligible for military service.**

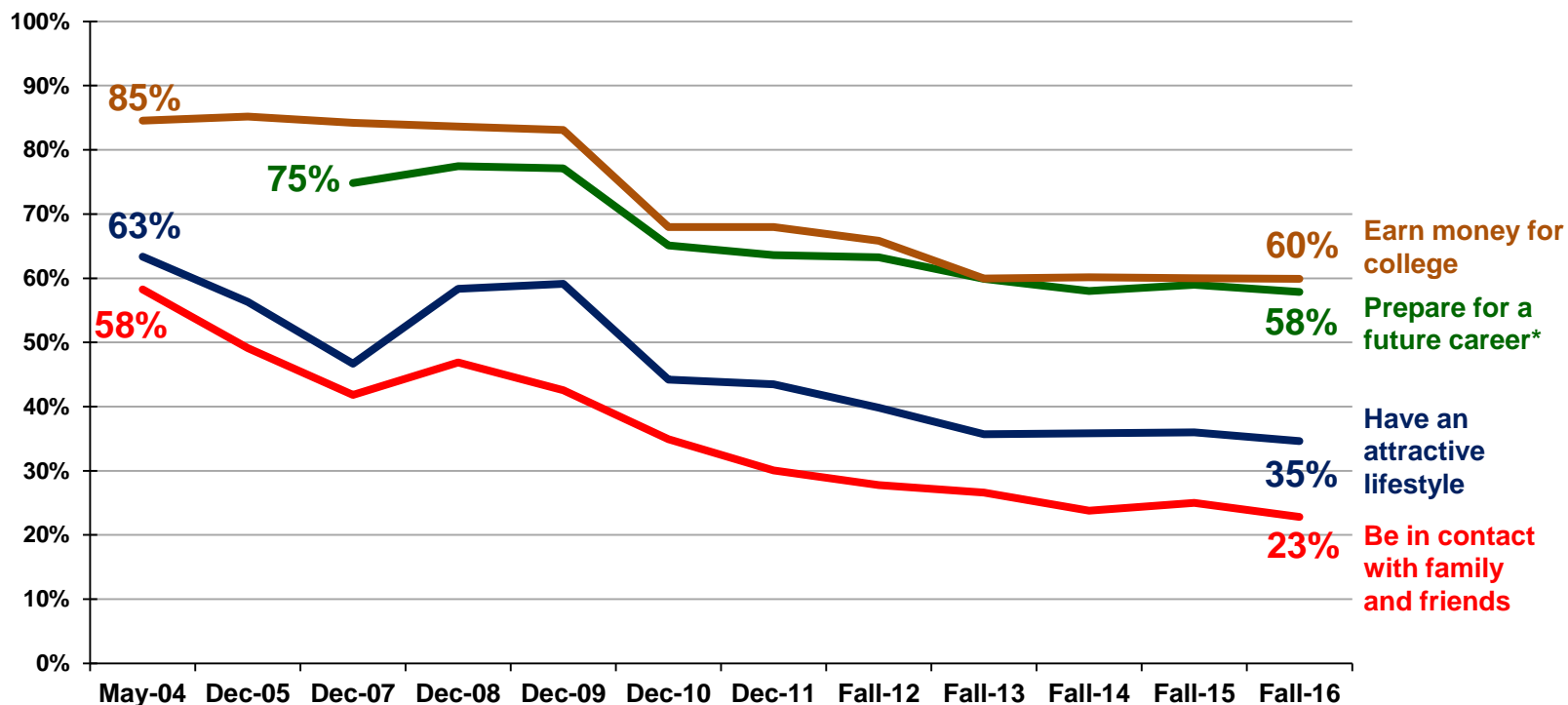
# Perceptions of the Military

## How likely is it that joining the U.S. Military would allow you to...

Youth Poll (2004 to 2016)

Youth ages 16–21

% Responding 5, 6, 7 “Extremely likely”



\*“Prepare for a future career” began tracking in Dec 07.

Perceptions of the positive outcomes the Military offers have been declining over time.



# Military Associations

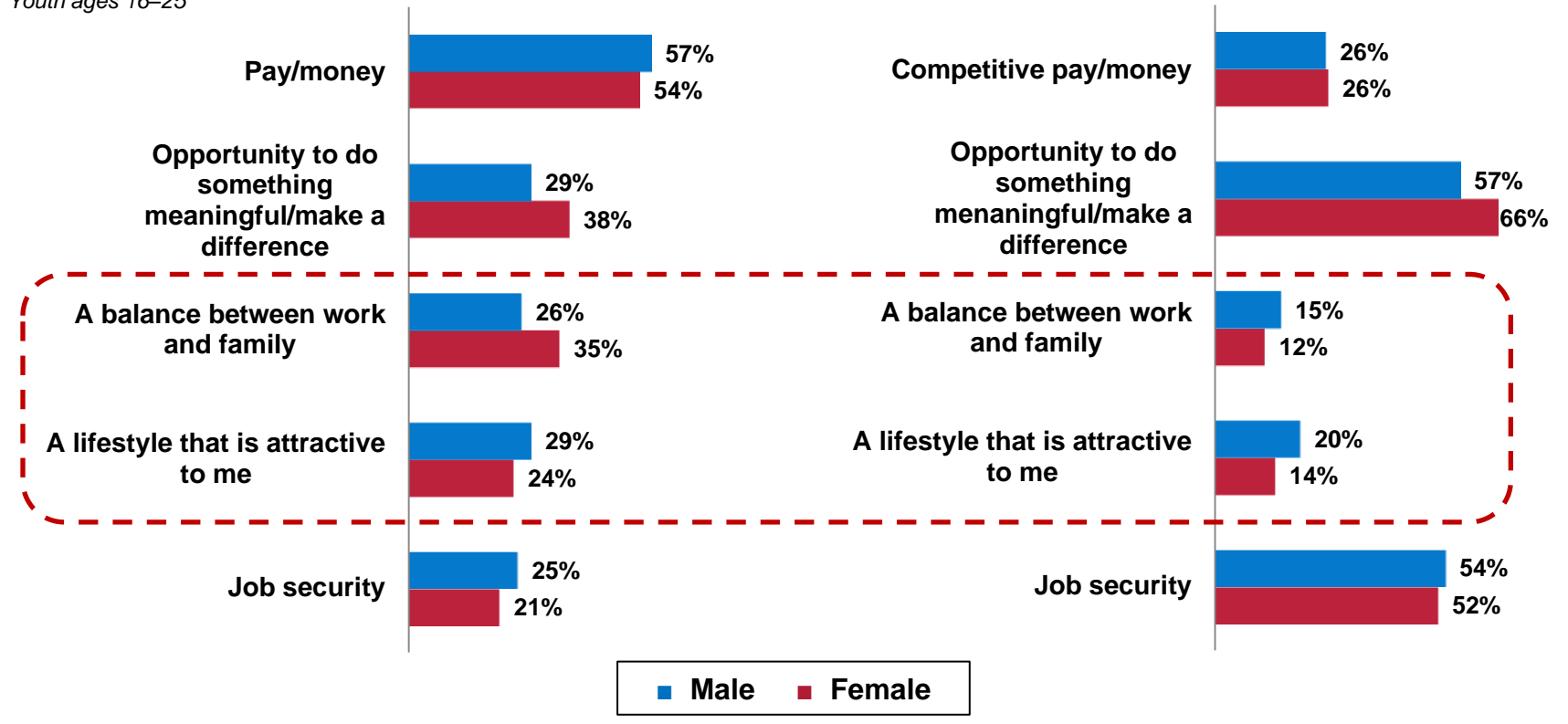
**When thinking about choosing an organization to work for, what would you say are the three most important factors?**

*% Selected job factor as 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> most important*

**To what extent do you think the Military offers the following?**

*% A lot/A great deal*

Youth ages 16–25

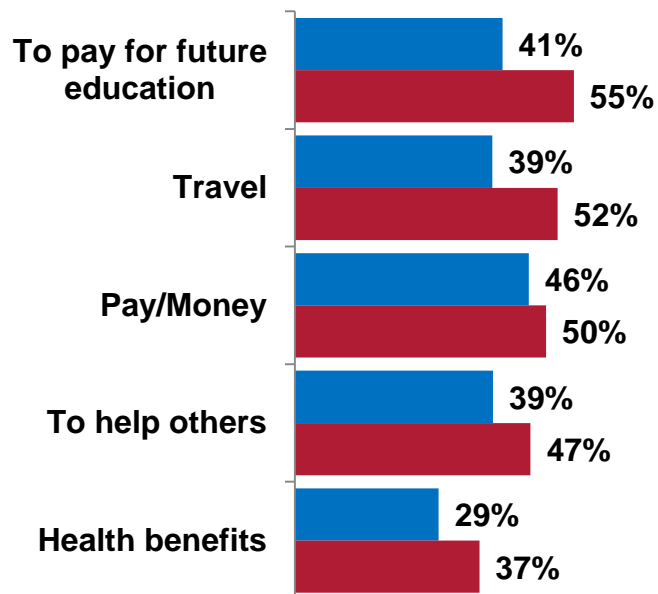


**Females believe they can do something meaningful in the Military, but they do not associate the Military with offering work/life balance or an attractive lifestyle.**

# Motivators and Barriers to Serving

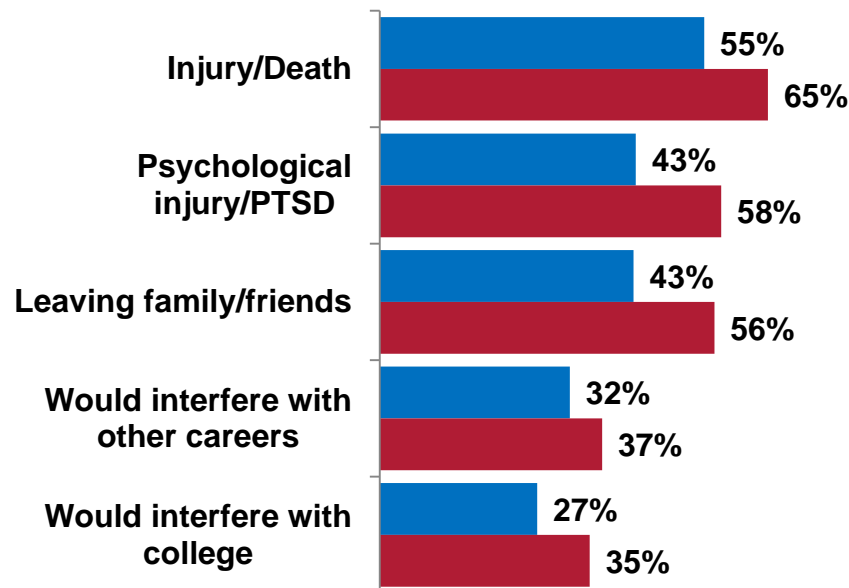
## If you were to consider joining the U.S. Military, what would be the main reason(s)?

Youth ages 16–21  
Top 5 Choices for Females Displayed  
% Yes



## What would be the main reason(s) why you would NOT consider joining the U.S. Military?

Youth ages 16–21  
Top 5 Choices for Females Displayed  
% Yes



■ Male ■ Female

Females are interested in some of the Military's tangible benefits, but the fear of injury/death and psychological injury are large barriers to joining.