Updates on the Female Recruiting Market
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?

How much consideration had you given to the possibility of joining the Military?

Male
- Never thought about it: 36%
- Some: 47%
- Serious: 15%
- Refused: 1%

Female
- Never thought about it: 50%
- Some: 41%
- Serious: 8%
- Refused: 1%

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

Source: DoD Youth Polls.
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

<table>
<thead>
<tr>
<th>Job Factor</th>
<th>Female Youth Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive pay/money</td>
<td>26%</td>
</tr>
<tr>
<td>Opportunity to do something meaningful/make a difference</td>
<td>12%</td>
</tr>
<tr>
<td>A balance between work and family</td>
<td>14%</td>
</tr>
<tr>
<td>A lifestyle that is attractive to me</td>
<td>52%</td>
</tr>
<tr>
<td>Job security</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Top 5 Most Important Job Factors Among Female Youth**

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)*

<table>
<thead>
<tr>
<th>Problem</th>
<th>Female Youth Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological or Emotional Problem</td>
<td>68%</td>
</tr>
<tr>
<td>Difficulty Readjusting to Everyday Life</td>
<td>65%</td>
</tr>
<tr>
<td>Physical Injury</td>
<td>60%</td>
</tr>
</tbody>
</table>

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

Sources: College Market (2016); Military Ad Tracking Study (Apr–June 2018).
Self-Efficacy and Relatability

How confident are you that you could...
Youth Poll (Fall 2017); Youth ages 16–21
% Probably yes/Definitely yes

- Leave family/friends: Male 42%, Female 31%
- Complete boot camp: Male 49%, Female 26%
- Fight in a war: Male 30%, Female 8%

How confident do you feel that you could be successful in a career in the _______.
College Market (2016); Youth ages 16–25
% Probably/Definitely

- Army: Male 35%, Female 18%
- Navy: Male 35%, Female 17%
- Marine Corps: Male 29%, Female 13%
- Air Force: Male 39%, Female 22%
- Coast Guard: Male 32%, Female 17%

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

- I share a lot in common with those who serve in the Military: Male 17%, Female 8%
- My personality is similar to those in the U.S. Military: Male 21%, Female 11%

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

Sources: DoD Youth Polls (Spring 2017, Fall 2017); College Market (2016).
Self-Reported Knowledge of Active Duty Service
Military Ad Tracking Reserve Study (Wave 59; Apr–Jun 2018)

<table>
<thead>
<tr>
<th>Young adults ages 17–35</th>
<th>Not At All knowledgeable</th>
<th>1 to 3</th>
<th>4 to 7</th>
<th>8 to 10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All</td>
<td>Male</td>
<td>Female</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Young adults ages 17–35</td>
<td></td>
<td>9%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>42%</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>44%</td>
<td>57%</td>
<td>51%</td>
</tr>
</tbody>
</table>

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

Young adults ages 17–35

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>…can name all five active duty Services.</td>
<td>27%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>…do not know there is a difference between an Officer and an enlisted person.</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Impressions of the Military

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

Study Shows Vets Struggle to Translate Experience

“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.”

Tearful homecoming: Deployed dad surprises daughter at Va. school

“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.”

Source: JAMRS College Market Focus Groups (2016); JAMRS Military Consideration Focus Groups (2017). All quotes from female participants.
Barriers to Serving

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

Source: DoD Youth Poll (Fall 2017).
RFI 1b: Are there differences in age and education demographics between men and women entering the Military?
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 to join the Military tends to be lowest in the Southern states and highest in the Northeast.

Male eligibility follows similar trends to female eligibility.

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.

Male Index Scores by State

Note: Index scores are calculated by comparing the percentage of male accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

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

Source: DoD Youth Polls (2017 Annual Data Set). Youth ages 16–21. Refer to Appendix for each state’s margin of error (MOE).
Male propensity to serve in the Military is higher than female propensity in most states.

Appendix
# State Estimates

<table>
<thead>
<tr>
<th>State</th>
<th>Total Population</th>
<th>Female Youth</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Youth¹</td>
<td>Propensity²</td>
<td>Propensity Margin of Error²</td>
<td>Eligibility³</td>
<td>Number of Accessions⁴</td>
<td>Index Score</td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>516,930</td>
<td>260,088</td>
<td>11%</td>
<td>7.54%</td>
<td>26%</td>
<td>1,574</td>
<td>133</td>
</tr>
<tr>
<td>Alaska</td>
<td>72,930</td>
<td>37,173</td>
<td>6%</td>
<td>3.75%</td>
<td>30%</td>
<td>281</td>
<td>165</td>
</tr>
<tr>
<td>Arizona</td>
<td>757,844</td>
<td>376,577</td>
<td>9%</td>
<td>6.23%</td>
<td>28%</td>
<td>2,047</td>
<td>121</td>
</tr>
<tr>
<td>Arkansas</td>
<td>310,109</td>
<td>156,094</td>
<td>4%</td>
<td>3.36%</td>
<td>26%</td>
<td>660</td>
<td>93</td>
</tr>
<tr>
<td>California</td>
<td>4,092,332</td>
<td>2,039,539</td>
<td>8%</td>
<td>2.98%</td>
<td>30%</td>
<td>8,904</td>
<td>95</td>
</tr>
<tr>
<td>Colorado</td>
<td>570,533</td>
<td>279,819</td>
<td>4%</td>
<td>3.20%</td>
<td>31%</td>
<td>1,461</td>
<td>115</td>
</tr>
<tr>
<td>Connecticut</td>
<td>367,038</td>
<td>183,947</td>
<td>8%</td>
<td>7.79%</td>
<td>31%</td>
<td>599</td>
<td>70</td>
</tr>
<tr>
<td>Delaware</td>
<td>97,932</td>
<td>49,377</td>
<td>5%</td>
<td>4.59%</td>
<td>29%</td>
<td>198</td>
<td>87</td>
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<tr>
<td>District of Columbia</td>
<td>61,903</td>
<td>33,867</td>
<td>1%</td>
<td>2.16%</td>
<td>23%</td>
<td>48</td>
<td>29</td>
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<tr>
<td>Florida</td>
<td>1,945,393</td>
<td>974,209</td>
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<td>4.06%</td>
<td>29%</td>
<td>6,599</td>
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<tr>
<td>Georgia</td>
<td>1,129,941</td>
<td>576,709</td>
<td>13%</td>
<td>6.54%</td>
<td>28%</td>
<td>4,132</td>
<td>158</td>
</tr>
<tr>
<td>Hawaii</td>
<td>130,553</td>
<td>66,361</td>
<td>10%</td>
<td>6.51%</td>
<td>39%</td>
<td>484</td>
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<tr>
<td>Idaho</td>
<td>182,941</td>
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<td>4.99%</td>
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<tr>
<td>Illinois</td>
<td>1,335,422</td>
<td>667,900</td>
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<td>2.52%</td>
<td>30%</td>
<td>2,512</td>
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<tr>
<td>Indiana</td>
<td>726,048</td>
<td>361,410</td>
<td>2%</td>
<td>2.57%</td>
<td>29%</td>
<td>1,251</td>
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</tr>
<tr>
<td>Iowa</td>
<td>318,707</td>
<td>155,840</td>
<td>1%</td>
<td>1.57%</td>
<td>30%</td>
<td>429</td>
<td>60</td>
</tr>
<tr>
<td>Kansas</td>
<td>309,364</td>
<td>152,479</td>
<td>7%</td>
<td>4.97%</td>
<td>30%</td>
<td>538</td>
<td>77</td>
</tr>
</tbody>
</table>

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.

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<th>Propensity²</th>
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<th>Eligibility³</th>
<th>Number of Accessions⁴</th>
<th>Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky</td>
<td>452,315</td>
<td>6%</td>
<td>4.94%</td>
<td>28%</td>
<td>751</td>
<td>73</td>
</tr>
<tr>
<td>Louisiana</td>
<td>479,718</td>
<td>12%</td>
<td>9.48%</td>
<td>25%</td>
<td>1,123</td>
<td>100</td>
</tr>
<tr>
<td>Maine</td>
<td>117,769</td>
<td>3%</td>
<td>4.78%</td>
<td>32%</td>
<td>272</td>
<td>100</td>
</tr>
<tr>
<td>Maryland</td>
<td>604,659</td>
<td>9%</td>
<td>7.54%</td>
<td>31%</td>
<td>1,395</td>
<td>99</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>692,907</td>
<td>12%</td>
<td>15.10%</td>
<td>31%</td>
<td>789</td>
<td>48</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,032,405</td>
<td>5%</td>
<td>5.60%</td>
<td>29%</td>
<td>1,806</td>
<td>76</td>
</tr>
<tr>
<td>Minnesota</td>
<td>555,325</td>
<td>5%</td>
<td>4.53%</td>
<td>31%</td>
<td>687</td>
<td>55</td>
</tr>
<tr>
<td>Mississippi</td>
<td>320,737</td>
<td>13%</td>
<td>7.95%</td>
<td>24%</td>
<td>757</td>
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<tr>
<td>Missouri</td>
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<td>8%</td>
<td>6.76%</td>
<td>29%</td>
<td>1,250</td>
<td>87</td>
</tr>
<tr>
<td>Montana</td>
<td>96,025</td>
<td>8%</td>
<td>8.10%</td>
<td>30%</td>
<td>226</td>
<td>105</td>
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<tr>
<td>Nebraska</td>
<td>192,404</td>
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<td>4.37%</td>
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<td>358</td>
<td>82</td>
</tr>
<tr>
<td>Nevada</td>
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<td>6.64%</td>
<td>29%</td>
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<td>127</td>
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<tr>
<td>New Hampshire</td>
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<td>33%</td>
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<tr>
<td>New Jersey</td>
<td>866,228</td>
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<td>10.13%</td>
<td>32%</td>
<td>1,376</td>
<td>70</td>
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<tr>
<td>New Mexico</td>
<td>224,784</td>
<td>15%</td>
<td>9.02%</td>
<td>27%</td>
<td>597</td>
<td>117</td>
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<tr>
<td>New York</td>
<td>1,942,812</td>
<td>7%</td>
<td>5.80%</td>
<td>30%</td>
<td>3,019</td>
<td>66</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1,060,499</td>
<td>8%</td>
<td>4.41%</td>
<td>28%</td>
<td>3,077</td>
<td>126</td>
</tr>
</tbody>
</table>

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.

## State Estimates

<table>
<thead>
<tr>
<th>State</th>
<th>Total Population</th>
<th>Female Youth</th>
<th>Propensity</th>
<th>Margin of Error</th>
<th>Eligibility</th>
<th>Number of Accessions</th>
<th>Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Youth¹</td>
<td>Youth¹</td>
<td>Propensity²</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Dakota</td>
<td>67,665</td>
<td>32,889</td>
<td>5%</td>
<td>5.34%</td>
<td>29%</td>
<td>82</td>
<td>53</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,187,095</td>
<td>595,403</td>
<td>7%</td>
<td>3.87%</td>
<td>29%</td>
<td>2,499</td>
<td>91</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>395,687</td>
<td>196,442</td>
<td>4%</td>
<td>3.58%</td>
<td>27%</td>
<td>925</td>
<td>103</td>
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<tr>
<td>Oregon</td>
<td>390,352</td>
<td>194,911</td>
<td>2%</td>
<td>2.55%</td>
<td>30%</td>
<td>909</td>
<td>102</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,258,691</td>
<td>630,706</td>
<td>5%</td>
<td>2.94%</td>
<td>29%</td>
<td>2,111</td>
<td>72</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>115,495</td>
<td>58,006</td>
<td>5%</td>
<td>5.03%</td>
<td>28%</td>
<td>143</td>
<td>52</td>
</tr>
<tr>
<td>South Carolina</td>
<td>488,511</td>
<td>247,842</td>
<td>17%</td>
<td>8.82%</td>
<td>27%</td>
<td>1,775</td>
<td>157</td>
</tr>
<tr>
<td>South Dakota</td>
<td>80,538</td>
<td>40,431</td>
<td>3%</td>
<td>2.55%</td>
<td>29%</td>
<td>179</td>
<td>96</td>
</tr>
<tr>
<td>Tennessee</td>
<td>687,301</td>
<td>346,209</td>
<td>2%</td>
<td>3.33%</td>
<td>27%</td>
<td>1,401</td>
<td>89</td>
</tr>
<tr>
<td>Texas</td>
<td>3,145,852</td>
<td>1,572,209</td>
<td>8%</td>
<td>2.79%</td>
<td>27%</td>
<td>8,421</td>
<td>119</td>
</tr>
<tr>
<td>Utah</td>
<td>388,958</td>
<td>194,846</td>
<td>3%</td>
<td>3.38%</td>
<td>29%</td>
<td>431</td>
<td>49</td>
</tr>
<tr>
<td>Vermont</td>
<td>62,686</td>
<td>30,773</td>
<td>2%</td>
<td>3.38%</td>
<td>31%</td>
<td>77</td>
<td>53</td>
</tr>
<tr>
<td>Virginia</td>
<td>886,979</td>
<td>450,302</td>
<td>14%</td>
<td>8.11%</td>
<td>31%</td>
<td>2,666</td>
<td>130</td>
</tr>
<tr>
<td>Washington</td>
<td>715,462</td>
<td>358,052</td>
<td>8%</td>
<td>5.13%</td>
<td>31%</td>
<td>1,690</td>
<td>104</td>
</tr>
<tr>
<td>West Virginia</td>
<td>170,643</td>
<td>84,935</td>
<td>5%</td>
<td>3.82%</td>
<td>28%</td>
<td>266</td>
<td>68</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>588,795</td>
<td>293,178</td>
<td>5%</td>
<td>5.69%</td>
<td>30%</td>
<td>972</td>
<td>72</td>
</tr>
<tr>
<td>Wyoming</td>
<td>49,475</td>
<td>25,383</td>
<td>2%</td>
<td>2.32%</td>
<td>30%</td>
<td>109</td>
<td>92</td>
</tr>
</tbody>
</table>

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.

Female Army Index Scores by State

Youth ages 17–24. Accession defined as an individual who has shipped to boot camp.

Female Navy Index Scores by State

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

Note: Index scores are calculated by comparing the percentage of male Army accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

Note: Index scores are calculated by comparing the percentage of male Navy accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

Male Marine Corps Index Scores by State

Note: Index scores are calculated by comparing the percentage of male Marine Corps accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

Male Air Force Index Scores by State

Note: Index scores are calculated by comparing the percentage of male Air Force accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

Male Coast Guard Index Scores by State

Note: Index scores are calculated by comparing the percentage of male Coast Guard accessions (all non-prior service new recruits) that came from the state to the percentage of the (2017) national male 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 male accessions.

## Military Accessions: Demographics by Gender

### Accessions by Age, Education, and Gender

<table>
<thead>
<tr>
<th>Ages 17 to 18</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS diploma/equivalent</td>
<td>97%</td>
<td>96%</td>
</tr>
<tr>
<td>Some college/Associate degree/Occupational cert.</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>College degree or higher</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ages 19 to 21</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS diploma/equivalent</td>
<td>95%</td>
<td>92%</td>
</tr>
<tr>
<td>Some college/Associate degree/Occupational cert.</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>College degree or higher</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ages 22 to 24</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS diploma/equivalent</td>
<td>75%</td>
<td>67%</td>
</tr>
<tr>
<td>Some college/Associate degree/Occupational cert.</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>College degree or higher</td>
<td>13%</td>
<td>19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ages 25 to 29</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS diploma/equivalent</td>
<td>59%</td>
<td>51%</td>
</tr>
<tr>
<td>Some college/Associate degree/Occupational cert.</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>College degree or higher</td>
<td>26%</td>
<td>31%</td>
</tr>
</tbody>
</table>

*Source: DMDC Accession File, FY15–17. Non-prior service active duty accessions to the Army, Navy, Marine Corps, Air Force, and Coast Guard. Accession defined as an individual who has shipped to boot camp.*
Importance of Education

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

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>52%</td>
</tr>
</tbody>
</table>

To what extent does the Military offer opportunities for continuing education?

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Please rate how much you agree or disagree with each of the following statements.

% Agree/Strongly agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Military is interested in recruiting people with college degrees.</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>It is possible to serve in the Military as a supplement to a full-time school or non-Military job commitment.</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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.

Note: Youth ages 16–25.
Source: College Market Survey (2016).
Only 29% of the youth market (ages 17 to 24) are eligible for military service.

Note: Youth ages 17–24.  
Source: DoD Qualified Military Available (QMA) Study (2013).
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”

- Earn money for college: 85% (May-04), 60% (Fall-16)
- Prepare for a future career*: 63% (Dec-05), 58% (Dec-11)
- Have an attractive lifestyle: 75% (Dec-07), 35% (Fall-15)
- Be in contact with family and friends: 85% (Dec-07), 23% (Fall-16)

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

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

Source: DoD Youth Polls.
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 1st, 2nd, or 3rd most important

<table>
<thead>
<tr>
<th>Factor</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay/money</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td>Opportunity to do something meaningful/make a difference</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>A balance between work and family</td>
<td>26%</td>
<td>35%</td>
</tr>
<tr>
<td>A lifestyle that is attractive to me</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Job security</td>
<td>25%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

% A lot/A great deal

<table>
<thead>
<tr>
<th>Factor</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive pay/money</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Opportunity to do something meaningful/make a difference</td>
<td>57%</td>
<td>66%</td>
</tr>
<tr>
<td>A balance between work and family</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>A lifestyle that is attractive to me</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Job security</td>
<td>54%</td>
<td>52%</td>
</tr>
</tbody>
</table>

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.

Source: College Market Survey (2016).
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

- To pay for future education 41% 55%
- Travel 39% 52%
- Pay/Money 46% 50%
- To help others 39% 47%
- Health benefits 29% 37%

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

- Injury/Death 55% 65%
- Psychological injury/PTSD 43% 58%
- Leaving family/friends 43% 56%
- Would interfere with other careers 32% 37%
- Would interfere with college 27% 35%

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.

Source: DoD Youth Poll (Fall 2017).