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The Female Recruiting Market

June 2014

Prepared for:
Defense Advisory Committee on Women in the Services

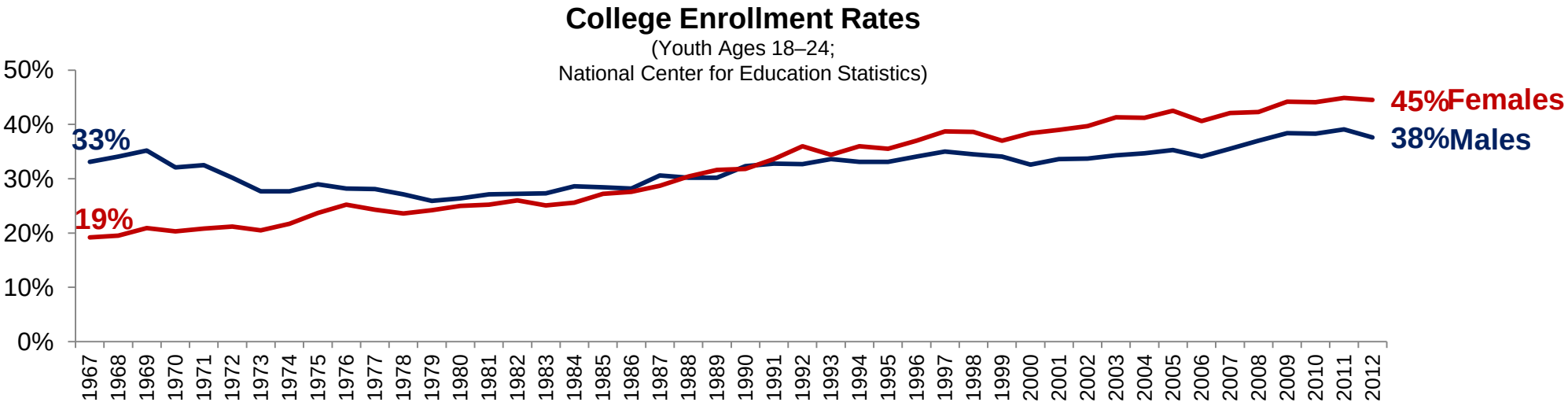
Bottom Line Up Front

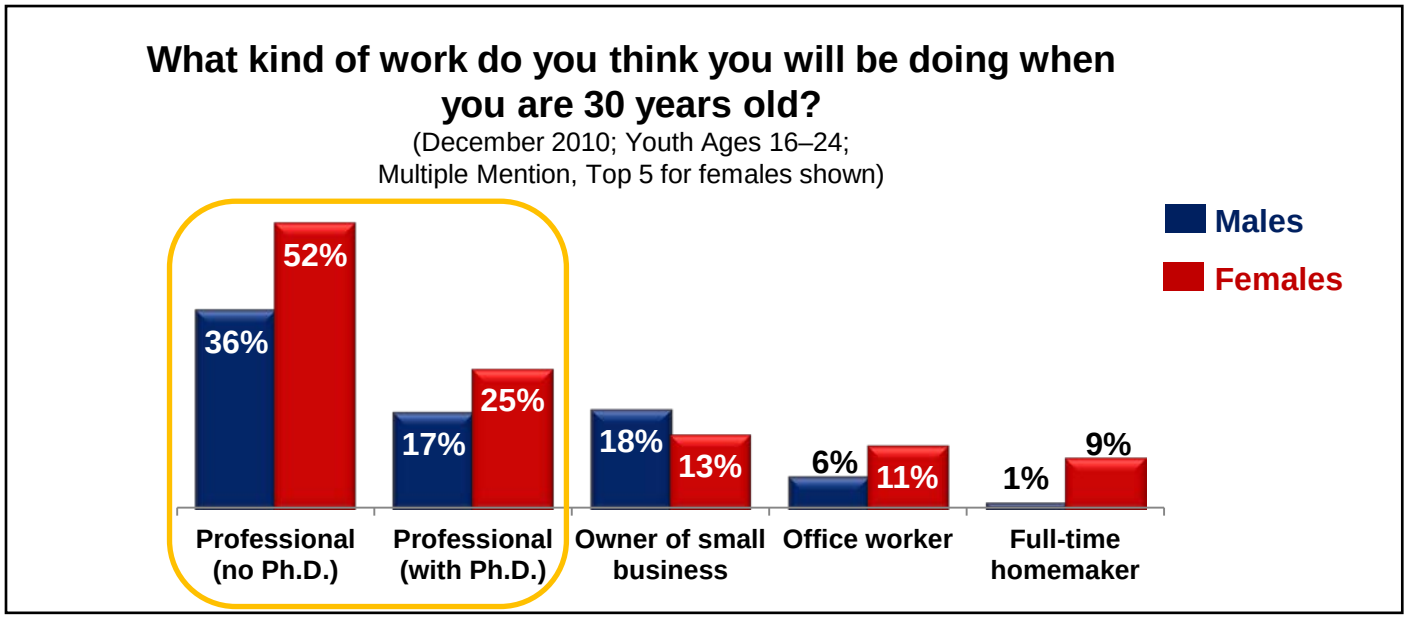
- The female youth market is oriented toward higher education and professional careers. Females view military service as incompatible with the lifestyle and career goals they want for themselves and are not confident they would be successful in the Military.

- Recruiters play an instrumental role in sparking female new recruits' interest in the Military and convincing them to join.

- Female Active Duty new recruits are optimistic about their future educational and professional accomplishments while in service, but had some concerns about leaving family and friends and completing boot camp.

Female Youth Market: Overview





The female youth market is education oriented and focused on achieving professional careers.

Sources: National Center for Education Statistics; Youth Poll (December 2010)

Female Youth Market: Interest in Military Service

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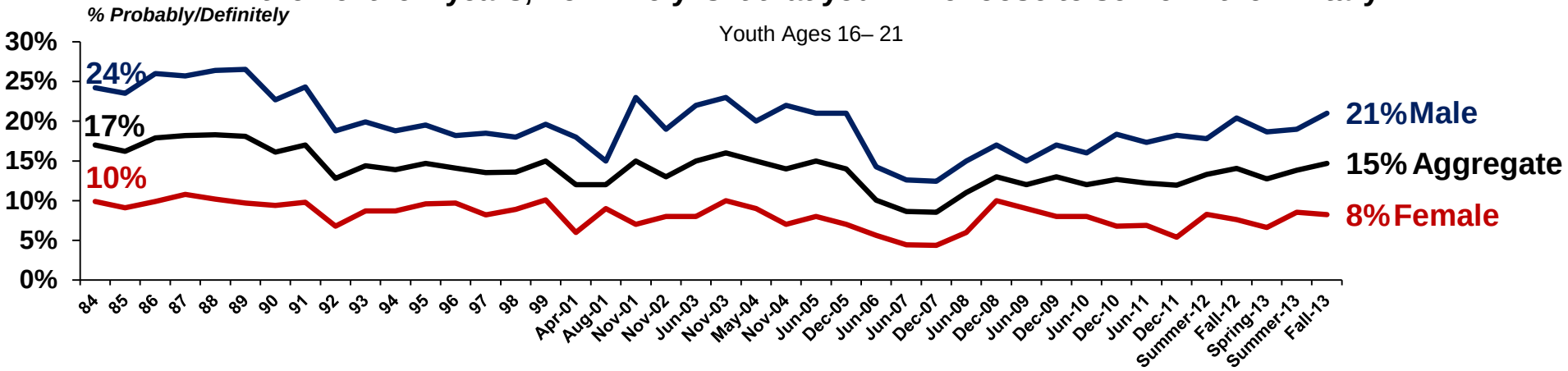
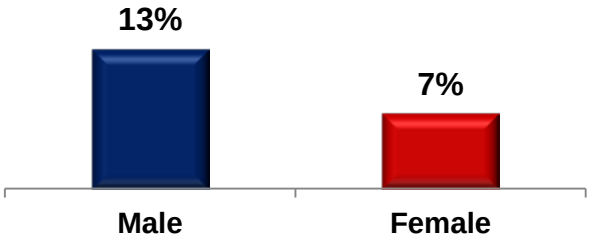
In the next few years, how likely is it that you will choose to serve in the Military?



In the next few years, how likely is it that you will choose to become a military officer?

College Market Youth

% Probably/Definitely



In the next few years, how likely is it that you will be serving in each of the following Military Services?

Fall 2013; Youth Ages 16– 21

% Probably/Definitely

	Army	Navy	Air Force	Marine Corps
Male	16%	12%	13%	12%
Female	5%	6%	6%	4%

Females have historically had lower interest in military service than males.

Source: Youth Polls; College Market Survey (2014); Youth Poll (Fall 2013)

Female Youth Market: Barriers to Serving

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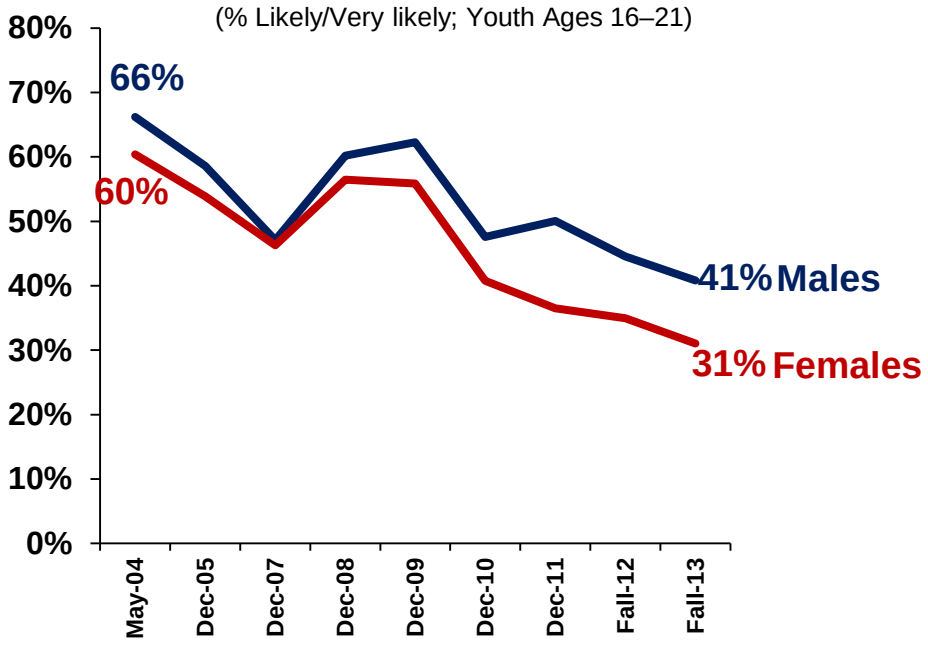
How likely is it that joining the Military would allow you to have an attractive lifestyle?

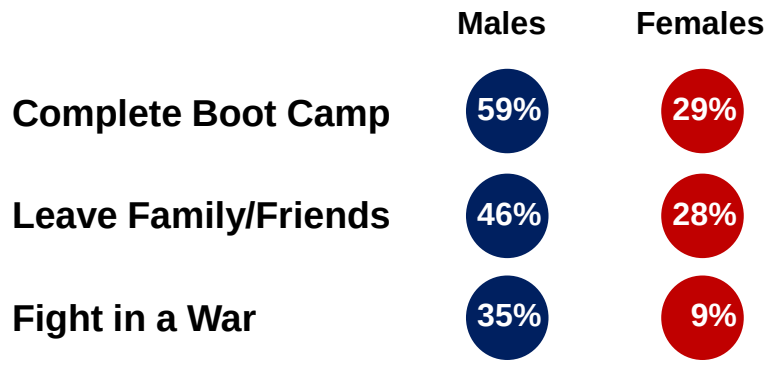
(% Likely/Very likely; Youth Ages 16–21)



Military Self-Efficacy

(Fall 2013; Youth Ages 16–21)

% Probably/Definitely Yes



College Market Youth Perceptions

(% Agree/Strongly Agree; College Market Youth)

Risk aversion, perceptions of military jobs and lifestyle, and low confidence in the ability to be successful in the Military are key barriers to female propensity.

Source: Youth Polls; College Market Study (2014).

Female New Recruits: The Decision to Join

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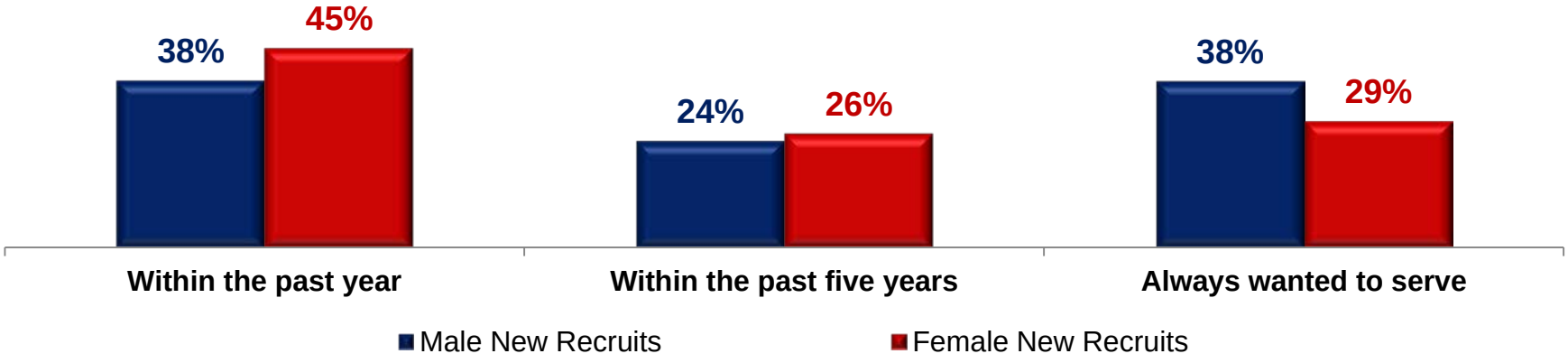
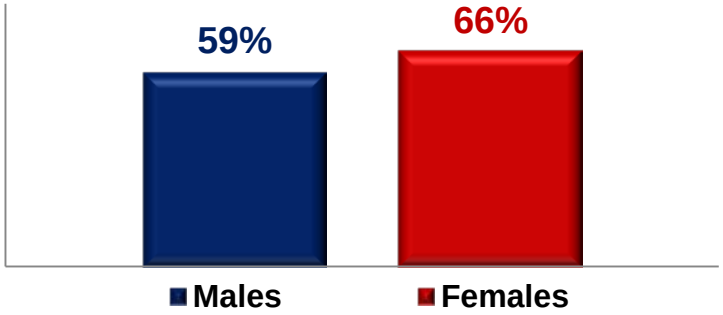
When did you first start thinking about serving in the Military?
(Active Duty New Recruits; Oct 2013–Mar 2014)



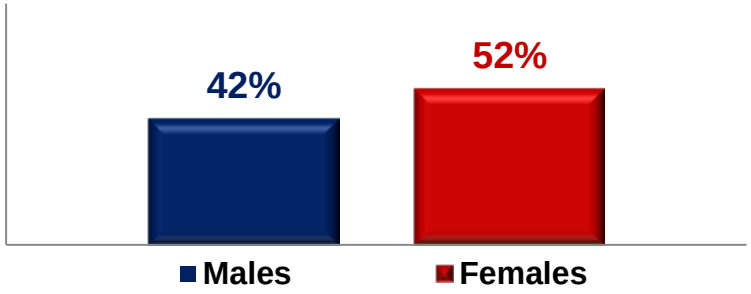
Before I began the application process, a conversation I had with a recruiter sparked my interest to find out more about joining the [Service].
(Active Duty New Recruits; Oct 2013–Mar 2014)

% Agree/Strongly Agree



Talking to a [Service] recruiter was what convinced me to join the [Service] over other Services.
(Active Duty New Recruits; Oct 2013–Mar 2014)

% Agree/Strongly Agree



Recruiters play an important role in sparking female new recruits' interest in serving and convincing them to join.

Source: New Recruit Survey (Oct 2013–Mar 2014)

Female New Recruits: Service Expectations

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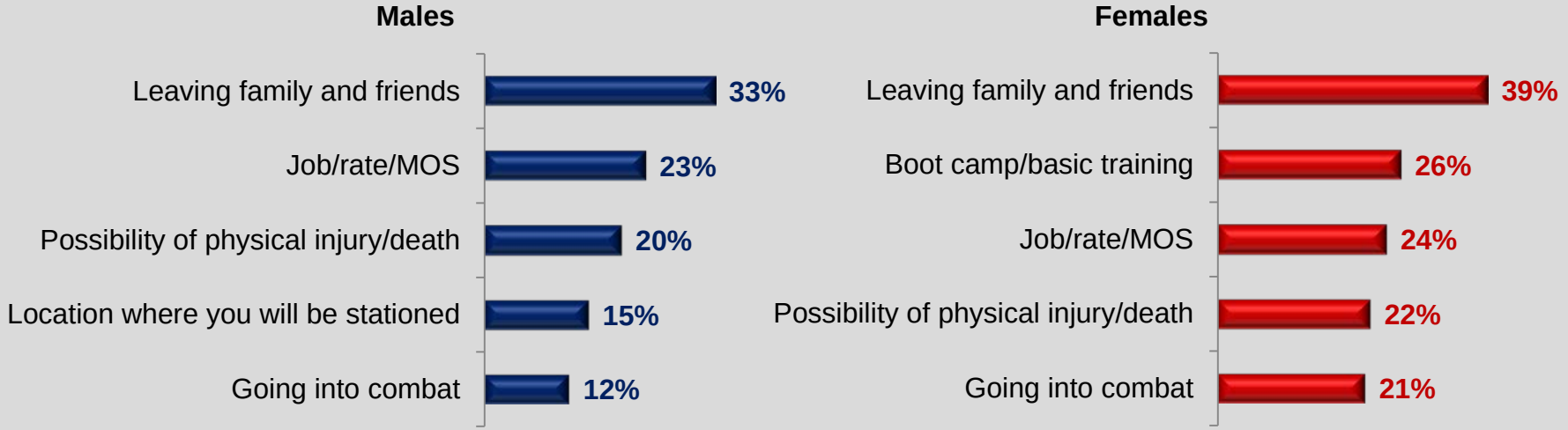
New Recruits' Career Expectations
(Active Duty New Recruits; Oct 2013 – Mar 2014

	Males	Females
Do you expect to earn a college degree while serving on Active Duty?	73%	83%
Do you hope to become an officer during your time in the [Service]?	73%	78%

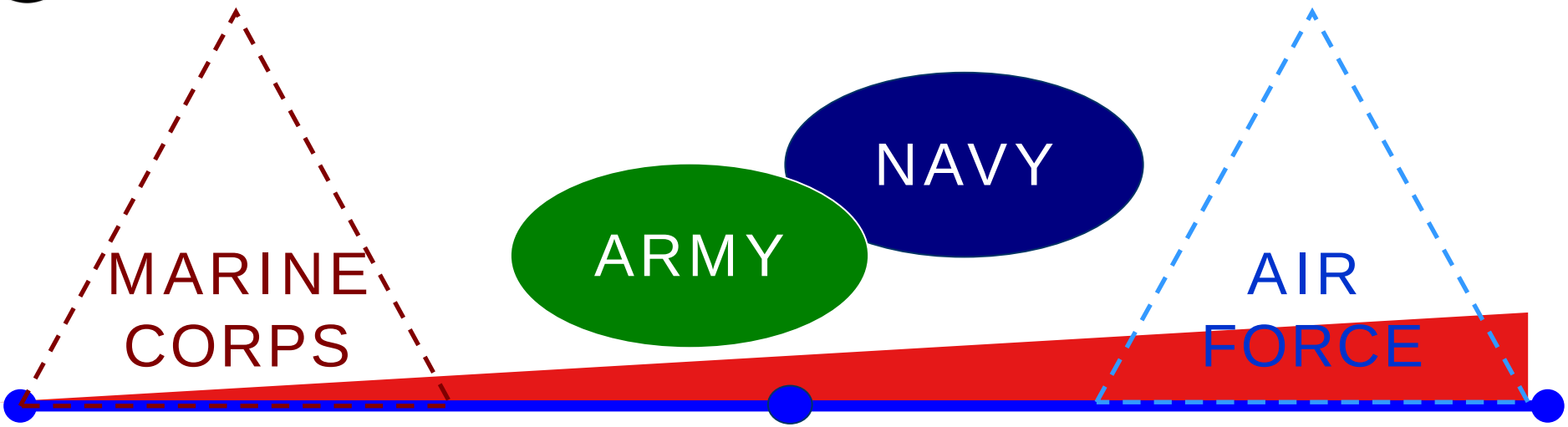
Most Significant Concerns When Deciding to Join the Military
(Active Duty New Recruits; Oct 2013–Mar 2014)



Female new recruits are optimistic about their future educational and professional accomplishments, but had some concerns about joining.

Source: New Recruit Survey (Oct 2013–Mar 2014)

Recruitment Marketplace



Youth Population

Mental/Physical Challenge

Leadership Skills

Career Preparation

Money For Education

Adventure/Travel

Pay/Benefits

Self-Discipline

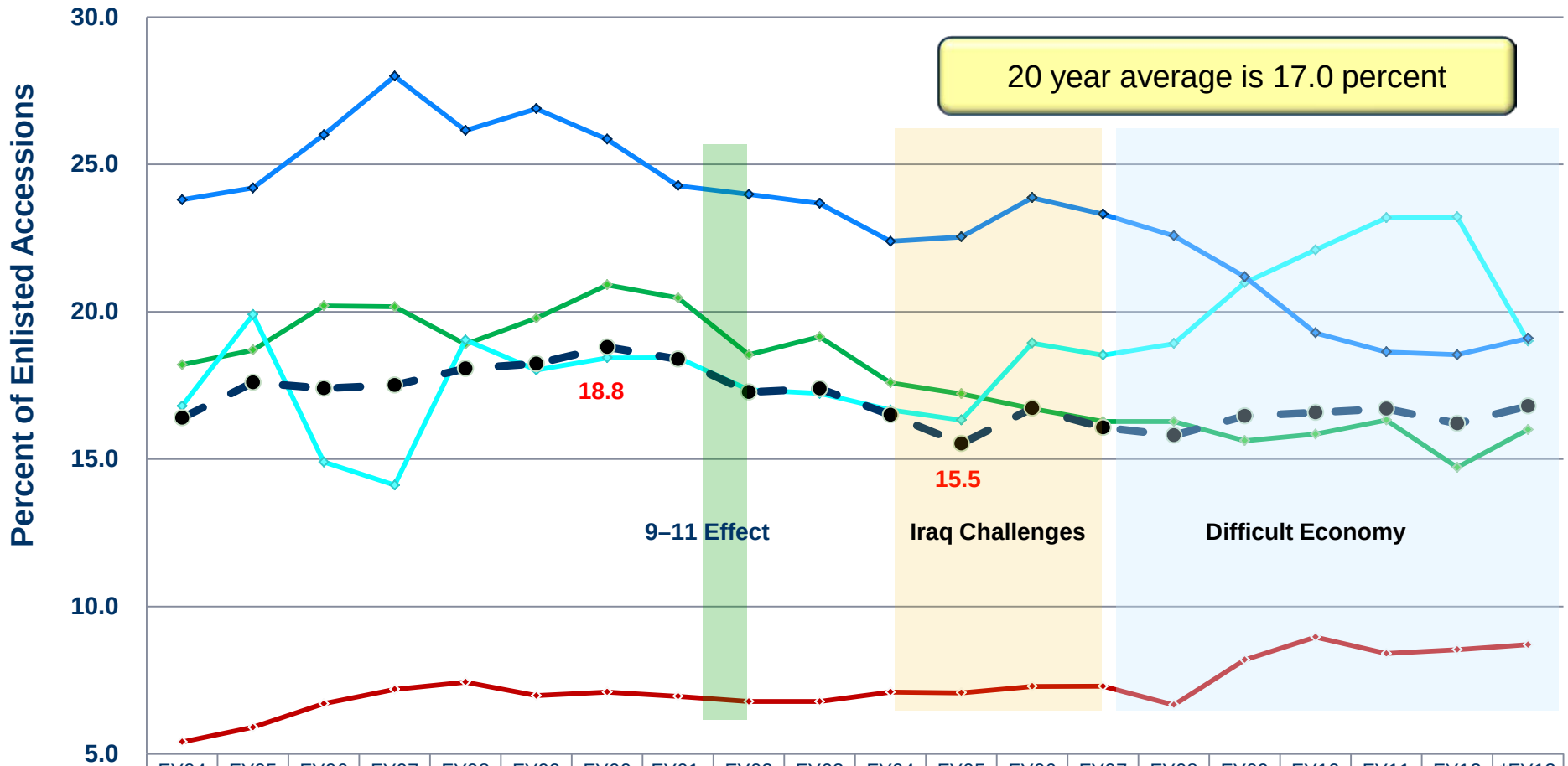
Valuable Trade/Skill

Enlistment Factors

Source: J. Walter Thompson, Inc.

Female Enlisted Accessions

FY 1994 thru FY 2013



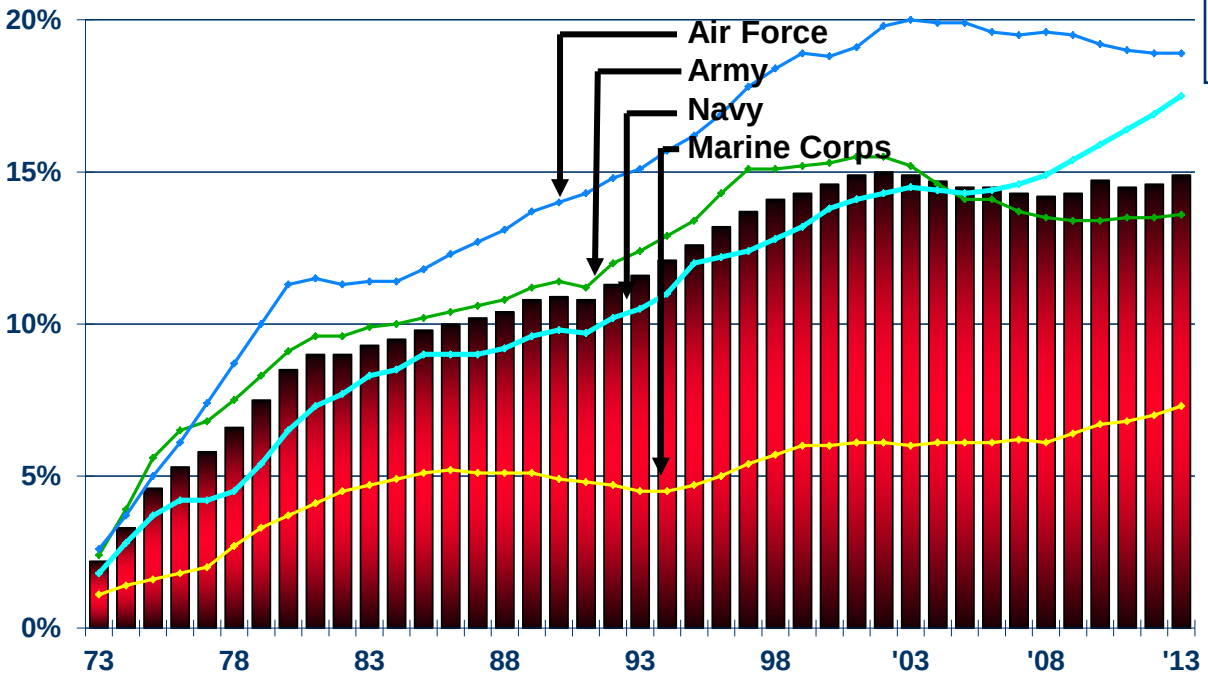
	FY94	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	*FY13
Army	18.2	18.7	20.2	20.2	18.9	19.8	20.9	20.5	18.5	19.1	17.6	17.2	16.7	16.3	16.3	15.6	15.8	16.3	14.7	16.0
Navy	16.8	19.9	14.9	14.1	19.0	18.0	18.4	18.4	17.4	17.2	16.7	16.3	18.9	18.5	18.9	21.0	22.1	23.2	23.2	19.0
Marines	5.4	5.9	6.7	7.2	7.4	7.0	7.1	6.9	6.8	6.8	7.1	7.1	7.3	7.3	6.7	8.2	9.0	8.4	8.5	8.7
Air Force	23.8	24.2	26.0	28.0	26.1	26.9	25.9	24.3	24.0	23.7	22.4	22.5	23.9	23.3	22.6	21.2	19.3	18.6	18.5	19.1
DoD	16.4	17.6	17.4	17.5	18.1	18.2	18.8	18.4	17.3	17.4	16.5	15.5	16.7	16.1	15.8	16.5	16.6	16.7	16.2	16.8

Females on Active Duty

Percent of females serving in DoD has remained fairly stable since FY2001 -- ~15 percent

1973: All-Volunteer Force
1980: Women Graduate from Service Academies
1987: Military Drawdown Begins
1988: 31,000 New Positions Opened to Women
1991: Desert Shield / Storm
1993: 42,000 New Positions Opened to Women
1994: 217,000 New Positions Opened to Women
1999: Navy opens Mine Countermeasure/
2003: Army opens Air Defense Artillery Enlisted MOS to Women
2005: Navy opens assignments for women to Patrol Coastal Ships
2009: Women comprise about 14% of Officer and Enlisted Forces
2013: Rescinded the ground combat exclusion policy

Percent of Force that is Female



* FY2013 data are preliminary and have not been edited

Recruiting Females

- **The All-Volunteer Force**
  - Low female propensity
  - Low influencer support
  - Limited or Fixed market?
- **What Makes it hard**
  - Self Doubt
- **What the Services are doing better**
  - Targeted marketing
  - Encouraging recruiter efforts