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Title of Presentation:
Prior Service Market Research Study

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First Handshake to First Unit of Assignment

Recruiting for Prior Service Market
MAJ Eric Givens / MAJ Brian Thomas

An Army of One
Study Objective

• To analyze and understand the characteristics of the prior service (PS) market based on data from:
  – DMDC (All services)
  – IRR (HRC-St. Louis)
  – AC/RC transition (HRC-Alexandria)

• To recommend possible recruiting pools of applicants from the analyzed market data
Study Objective (cont’d.)

- Divided study into two phases;
  - Quantify demographics, geographic and attitudes of potential market populations
  - Identify perceptions, expectations and issues for re-enlistment

- Develop potential marketing and advertising tactics and strategies targeted to the defined applicant pools

- Monitor and modify understanding and learning from market analysis to enhance recruiting efforts
Prior Service Market

• Composed of the following data elements
  – DMDC data
  – IRR data: HRC-St. Louis
  – PS data: HRC-Alexandria

• DMDC data (all services active and reserve)
  – Army
  – Navy
  – Coast Guard
  – Air Force
  – USMC data not provided
Demographic Comparison:

Applicant

<table>
<thead>
<tr>
<th>AR – Prior Service</th>
<th>AR – Non Prior Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>✫ Total Contracts: 4,698</td>
<td>✫ Contracts: 17,031 12,703</td>
</tr>
<tr>
<td>✫ Male (71.9%)</td>
<td>✫ Male (71.9%)</td>
</tr>
<tr>
<td>✫ White (56.4%)</td>
<td>✫ White (61.2%)</td>
</tr>
<tr>
<td>✫ African Am (26.8%)</td>
<td>✫ African Am (18.4%)</td>
</tr>
<tr>
<td>✫ Hispanic (12.7%)</td>
<td>✫ Hispanic (13.3%)</td>
</tr>
<tr>
<td>✫ API/Other (4.1%)</td>
<td>✫ API/Other (7.1%)</td>
</tr>
<tr>
<td>✫ Single (31.7%)</td>
<td>✫ Single (90.5%)</td>
</tr>
<tr>
<td>✫ Female (14.4%)</td>
<td>✫ Seniors (21.8%)</td>
</tr>
<tr>
<td>✫ Average Age: 33.1 yr 32.6 yr</td>
<td>✫ Average Age: 20.4 yr 20.7 yr</td>
</tr>
<tr>
<td>✫ Tier I: 91.8%</td>
<td>✫ Tier I: 98.3%</td>
</tr>
<tr>
<td>✫ TSC I-IIIA: 71.5% 65.8%</td>
<td>✫ TSC I-IIIA: 72.2% 64.0%</td>
</tr>
<tr>
<td>✫ Average AFQT: 61.8 59.1</td>
<td>✫ Average AFQT: 61.5 59.1</td>
</tr>
<tr>
<td>✫ Average GT: 109.3 105.6</td>
<td>✫ Average GT: 106 104.8</td>
</tr>
<tr>
<td>✫ Average Bonus: 573.33 4492.13</td>
<td>✫ Average Bonus: 2649.52 5084.76</td>
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</table>

Based upon Command Volume contracts

Source: Data Warehouse
## Prior Service Market Study
### Demographic Profile

<table>
<thead>
<tr>
<th></th>
<th>Army</th>
<th>Navy</th>
<th>Air Force</th>
<th>Coast Guard</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td>112,930</td>
<td>77,371</td>
<td>43,162</td>
<td>5,561</td>
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<tr>
<td><strong>Avg Age</strong></td>
<td>29</td>
<td>29</td>
<td>30</td>
<td>29</td>
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<tr>
<td><strong>Avg AFS (years)</strong></td>
<td>5.0</td>
<td>5.6</td>
<td>5.7</td>
<td>5.2</td>
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<tr>
<td><strong>% Male</strong></td>
<td>77.1</td>
<td>81.1</td>
<td>70.9</td>
<td>85.8</td>
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<tr>
<td><strong>% Female</strong></td>
<td>22.9</td>
<td>18.9</td>
<td>29.1</td>
<td>14.2</td>
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<tr>
<td><strong>% Junior enlisted (E1 to E4)</strong></td>
<td>70.3</td>
<td>58.5</td>
<td>77.8</td>
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<tr>
<td><strong>% Junior NCO (E5 to E6)</strong></td>
<td>29.3</td>
<td>41.3</td>
<td>22.1</td>
<td>32.3</td>
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<tr>
<td><strong>% Senior NCO (E7 to E9)</strong></td>
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<td>0.3</td>
<td>0.1</td>
<td>0.1</td>
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<tr>
<td><strong>% Ethnicity</strong></td>
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<tr>
<td>Caucasian</td>
<td>42.3</td>
<td>48.2</td>
<td>66.4</td>
<td>63.3</td>
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<td>African American</td>
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<td>10.6</td>
<td>10.8</td>
<td>2.8</td>
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<tr>
<td>Hispanic</td>
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<td>7.9</td>
<td>5.0</td>
<td>5.9</td>
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<tr>
<td>Asian Pacific Islander</td>
<td>1.9</td>
<td>3.0</td>
<td>2.2</td>
<td>1.9</td>
</tr>
<tr>
<td>American Indian</td>
<td>0.6</td>
<td>1.2</td>
<td>0.4</td>
<td>2.4</td>
</tr>
<tr>
<td>Other (un-identified)</td>
<td>35.5</td>
<td>29.1</td>
<td>15.4</td>
<td>23.7</td>
</tr>
<tr>
<td><strong>% Service by Bde</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st</td>
<td>17.8</td>
<td>22.7</td>
<td>17.5</td>
<td>26.3</td>
</tr>
<tr>
<td>2nd</td>
<td>24.3</td>
<td>17.4</td>
<td>20.6</td>
<td>21.0</td>
</tr>
<tr>
<td>3rd</td>
<td>8.8</td>
<td>10.0</td>
<td>11.7</td>
<td>8.7</td>
</tr>
<tr>
<td>5th</td>
<td>19.6</td>
<td>13.6</td>
<td>20.1</td>
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<tr>
<td>6th</td>
<td>20.4</td>
<td>27.7</td>
<td>26.3</td>
<td>26.6</td>
</tr>
</tbody>
</table>
Map of PS Market

(USAREC Recruiting Company Boundaries)
Prior Service
Army Career Management Field (1 of 2)
Combat Arms
Why Prior Service

- Experience
- Training Cost
- Instant Accession
- ESO- Grow the Army/ Army Reserve
Phase II PS Market Study

Next Steps

– Define criteria to continue research efforts
  • Age, years of service, and grade
– Identified target markets that contain all three data elements for interviewing
  • San Antonio, Ft. Bragg/Fayetteville, and Virginia Beach/Norfolk; alternative locations include Chicago and New York
– Develop a questionnaire to get at the underlying issues/concerns for continued service
– Analyze and present results of motivators, barriers, concerns, issues
– Modify current messages and advertising communications to reach, influence and aide in recruiting
Questions?