

Be All You Can Be...Like Your Parents: Occupational Inheritance of the Army Profession

Image: Tragedy Assistance Program for Survivors





➤ Military Children

➤ Propensity

➤ Occupational Inheritance

➤ Civil-Military Gap

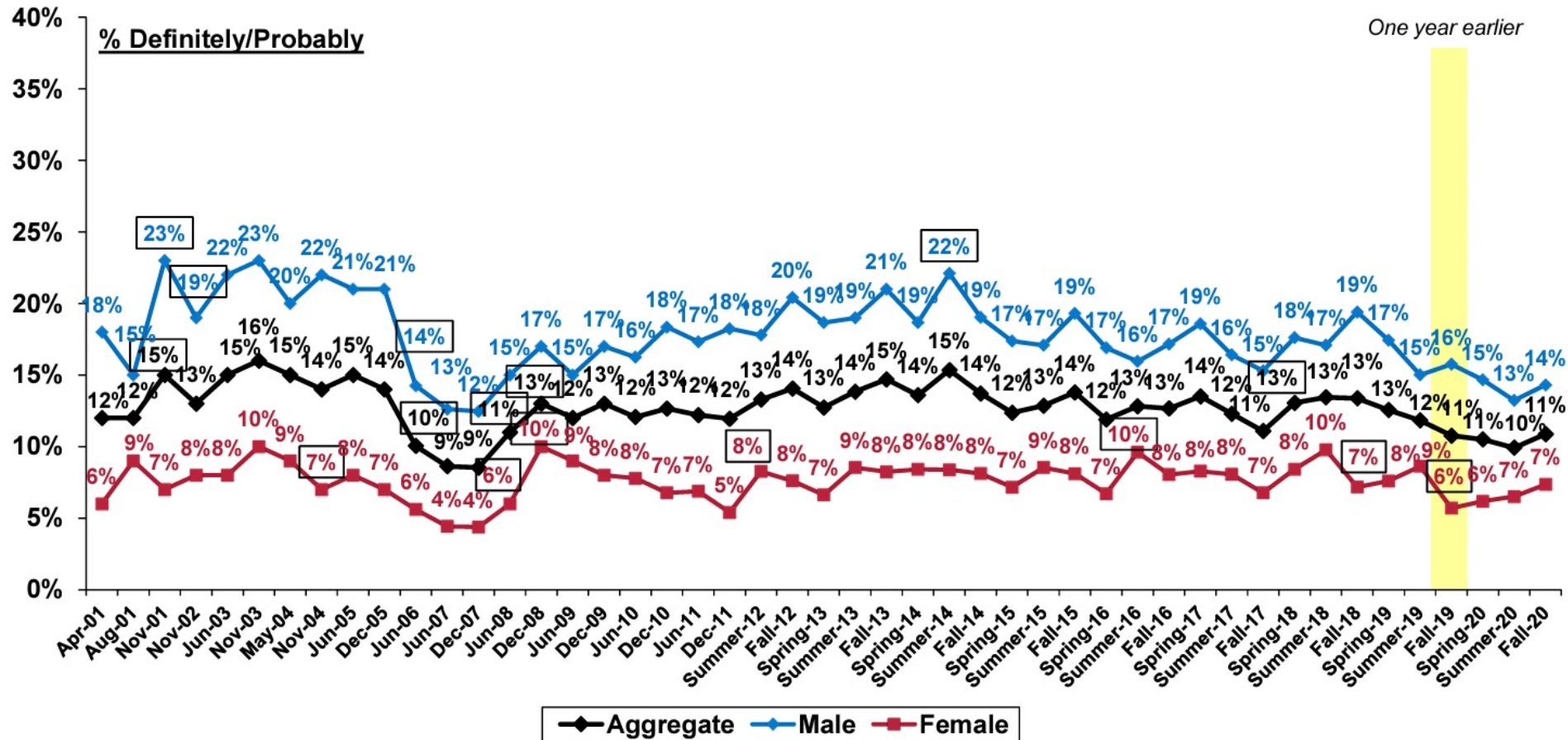
Key Terms

Agenda

- National Propensity and the Proportion of Military Children
- Drivers of Occupational Inheritance
- Benefits of Occupational Inheritance
- Risks of Occupational Inheritance
- What to do?



Declining National Propensity



Note: Youth ages 16–21. Estimates are charted to precise values.

Labels are rounded to the nearest whole percent.

Source: DoD Youth Poll



☐ = Significant change from previous poll

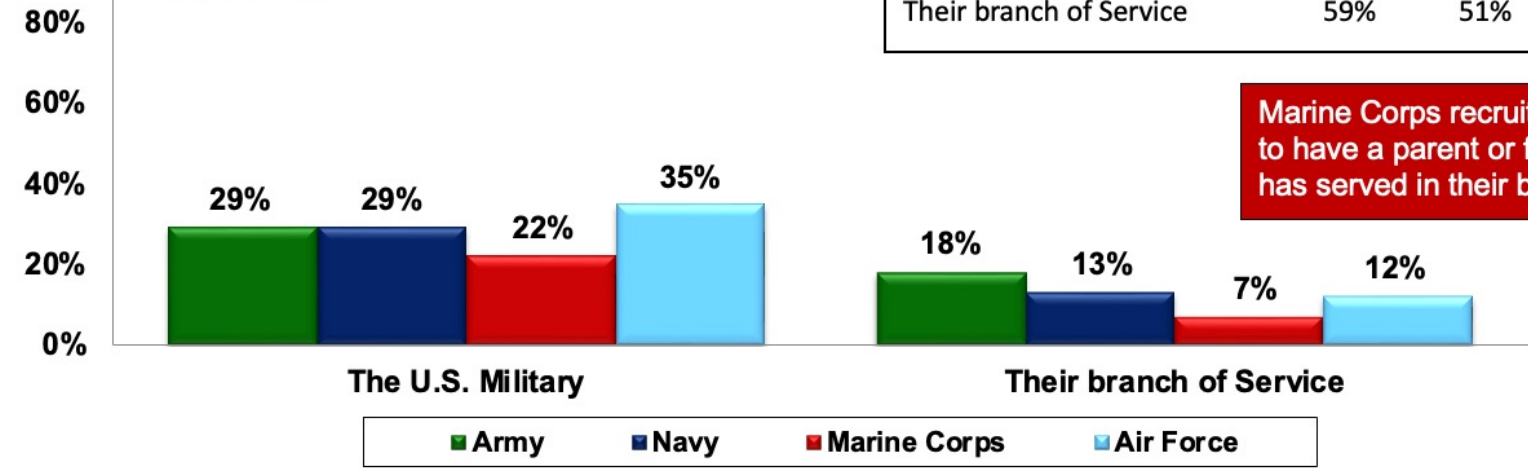
Disproportionate Representation of Military Children

30 Million Military Aged Youth
2.1 Million Military Children

30% of recruits come from a pool representing <1% of the population

% of recruits who have a <u>family member</u> who has served in:	Army	Navy	Marine Corps	Air Force
The U.S. Military	79%	82%	77%	86%
Their branch of Service	59%	51%	37%	46%

% of recruits who have a parent who has served in....



Marine Corps recruits are the least likely to have a parent or family member who has served in their branch.



The Breakfast
Table Effect



Professional Status
and Stability

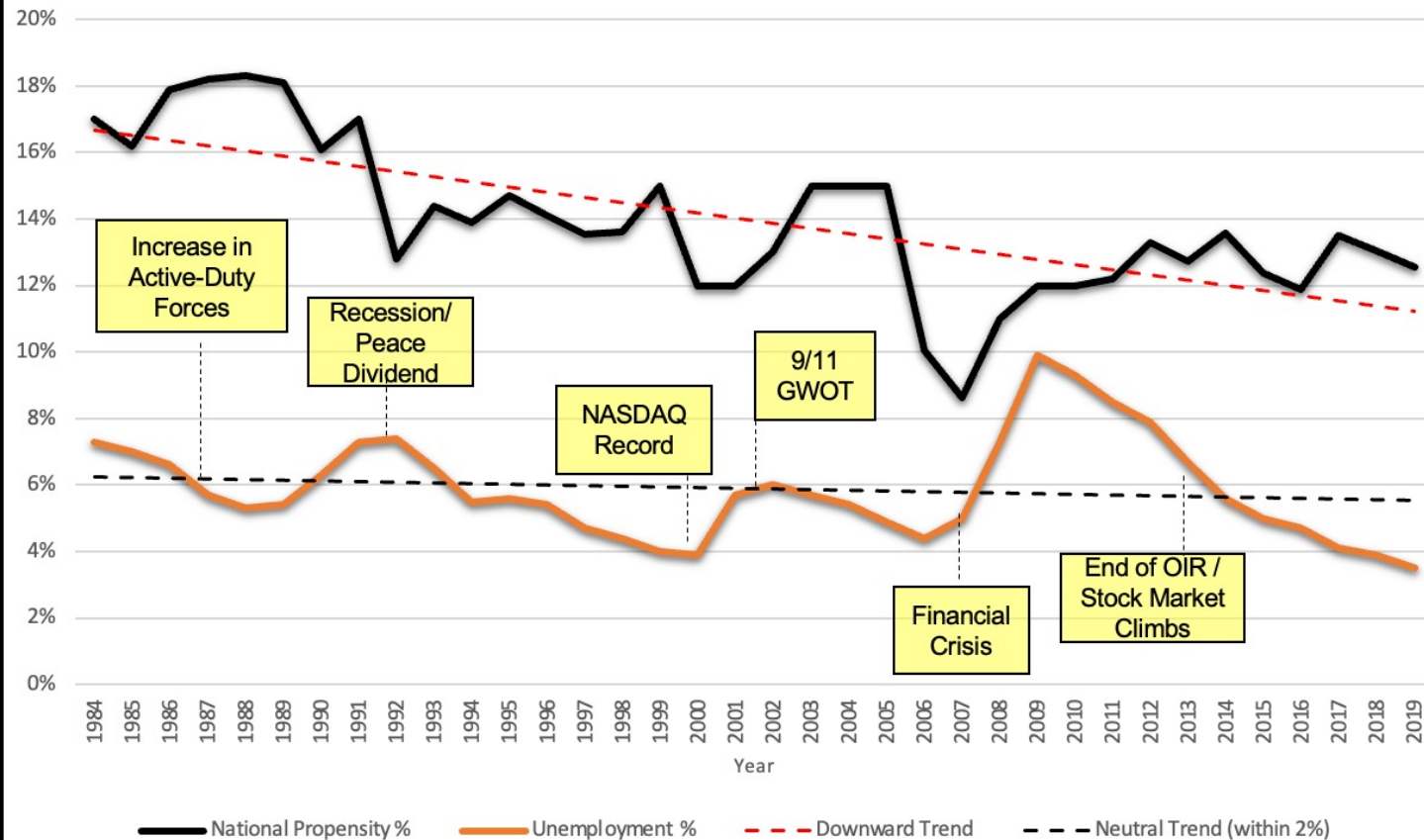


Occupational
Loyalty

Drivers of Occupational Inheritance

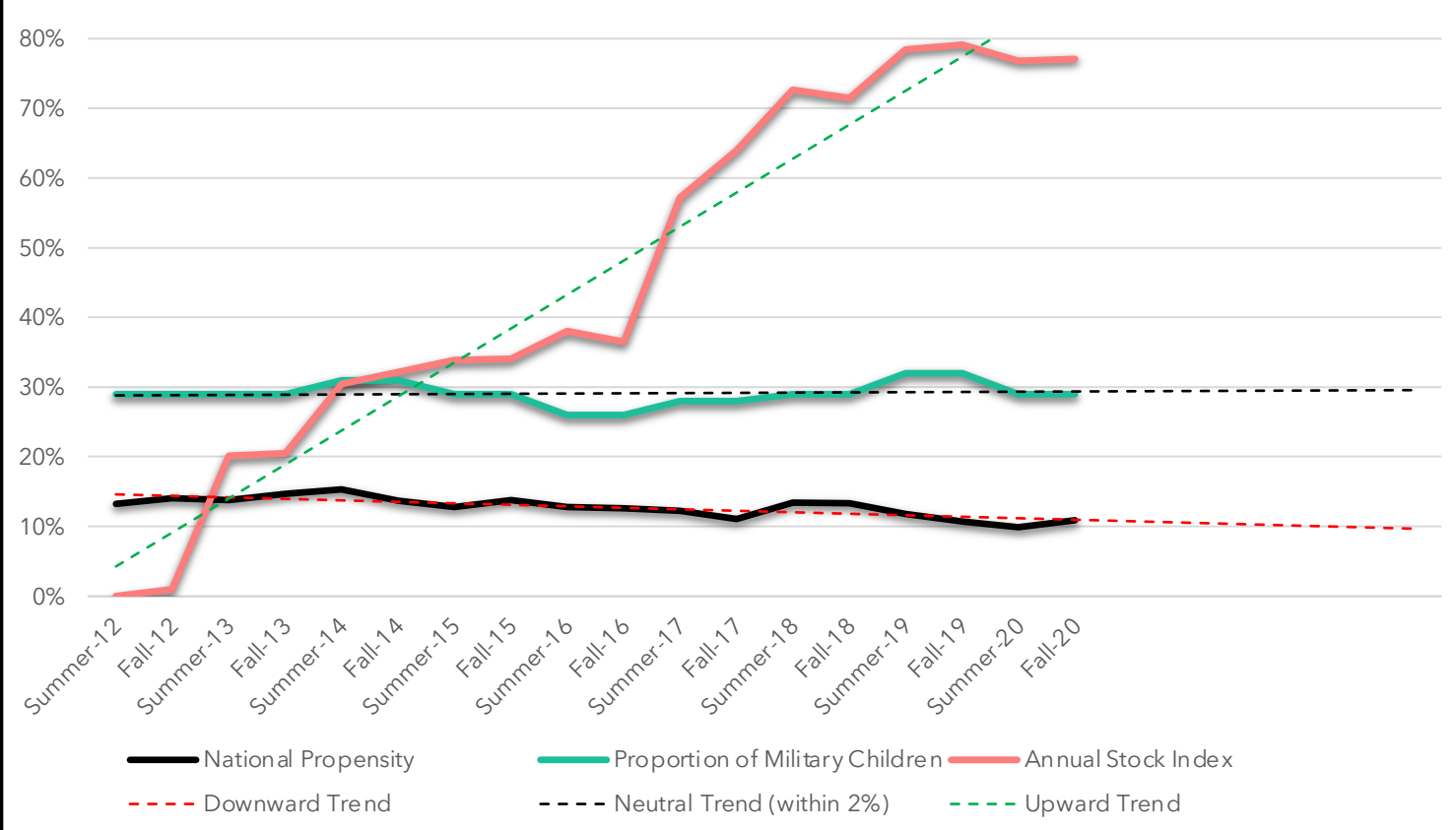
Benefits of Occupational Inheritance

Relationship Between Unemployment and Propensity



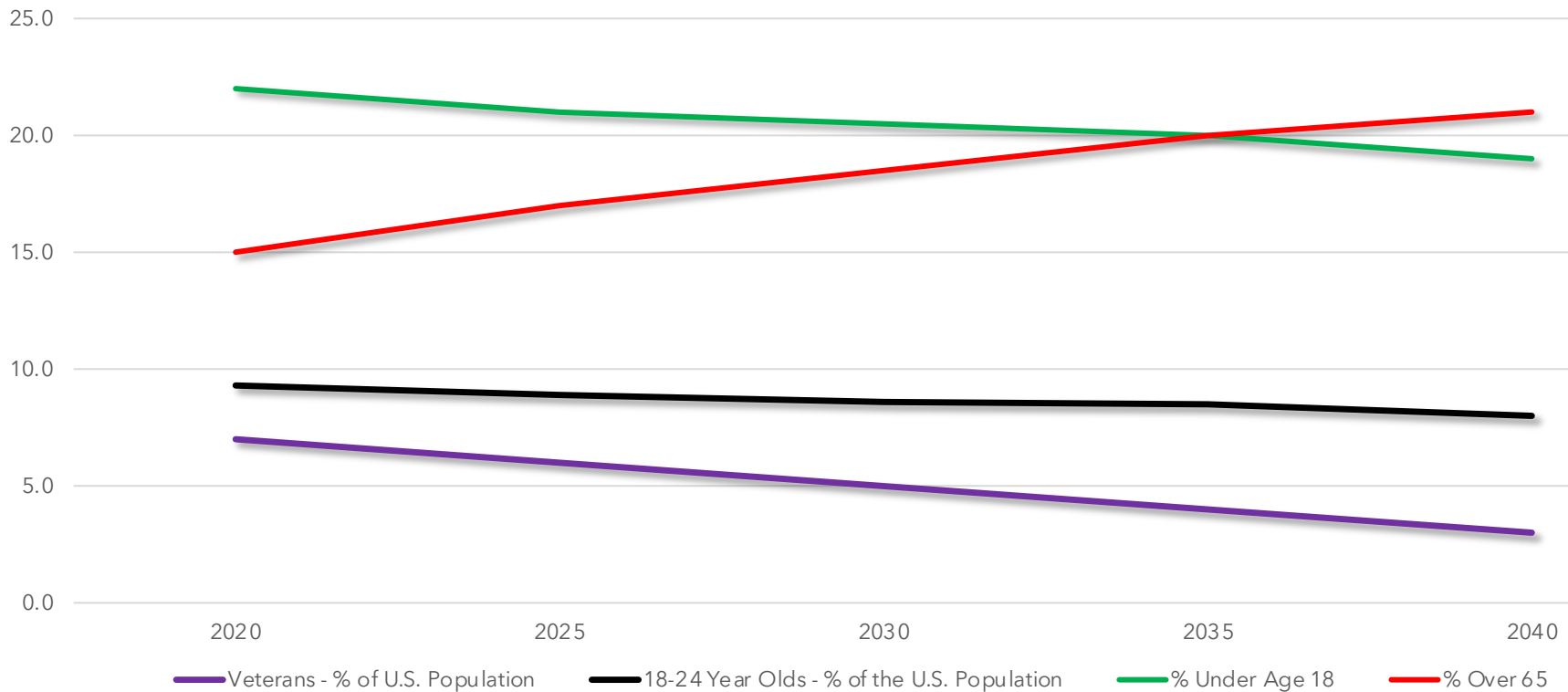
Benefits of Occupational Inheritance (cont)

Volatility of Propensity and Proportion to Economic Conditions



Risks of Occupational Inheritance - Demographics

Percentage Change Among Key Population Groups
2020-2040



Declining Connections:

- 50% of the nation's recruits come from 10% of high schools
- 49% of active-duty service members are in 5 states
- Number of recruiters reduced 15% since 2020
- ROTC programs reduced 35% since 1990



CONTAINER

- Separates and differentiates the identities of those who join from the rest of society.
- You "go into" the Army and leave your world behind.

49% think life would be worse off if they joined the Army

43% believe they would experience discrimination in the Army

32% believe they would be sexually assaulted in the Army

- 59% of 16- to 28-year-olds say they respect the Army institution.
- 29% of 16- to 24-year-olds trust the Army to act in the best interests of their Soldiers.

Army Enterprise Marketing
Office: Gen Z Survey 2021

Risks of Occupational Inheritance – The Civil-Military Gap

What To Do?

Image: Independent News

- Increase funding for recruiting
- Incentivize recruiters to pursue first-generation soldiers
- Assess occupational inheritance in the era of the Great Resignation



Questions?

