



17-24 Year Old Potential Recruiting Market

Assumptions

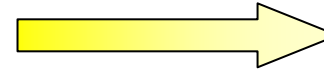
- **Includes only documented 17-24 year old population**
 - *Excludes* undocumented population (illegal aliens)
 - *Excludes* those already in the military
 - *Excludes* those incarcerated
- *Ignores* propensity

Population Break-outs

- **Total Population – 30.8 Million**

- **1) Fully Qualified – 8.8 Million (28.6%)**

- Male and Female
- No waivers
- Not medically or morally disqualified
- All test scores



**3 of 10
can serve
without waiver**

- **2) Potentially Qualified – 14 Million (45.5%)**

- Male and Female
- May require waiver
- All test scores



**Based on Policies
and requirements.
We can expand to
this level.**

- **2b) Potentially Qualified less Cat Vs – 12.7 Million (41.2%)**

- Male and Female
- May Require Waiver
- Test Score Category I-IV



- **3) Qualified Market – 8.3 Million (26.9%)**

- Male and Female
- High School Diploma Graduate (HSDG)
- I-III A – IIIB
- May require waiver



**Market in which
Recruiting Force
Operates**

- **4) Prime Market – 2.2 Million (7.1%)**

- Male only
- HSDG, Test Score Category I-III A
- No waivers

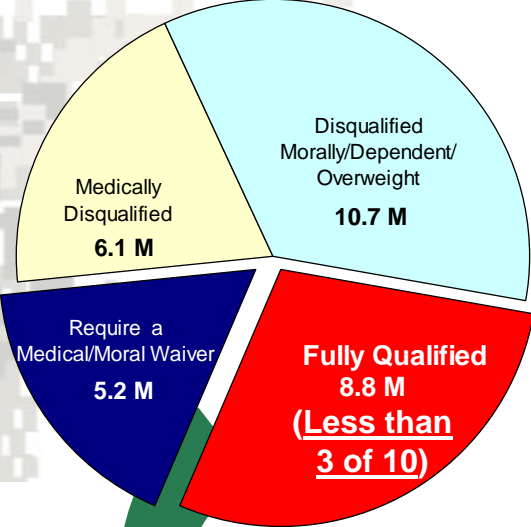


**High payoff Market in
which we need to
focus our resources
(\$\$ & manpower)**

Refining the Market for FY07

17-24 YO Youth
Population (M/F)

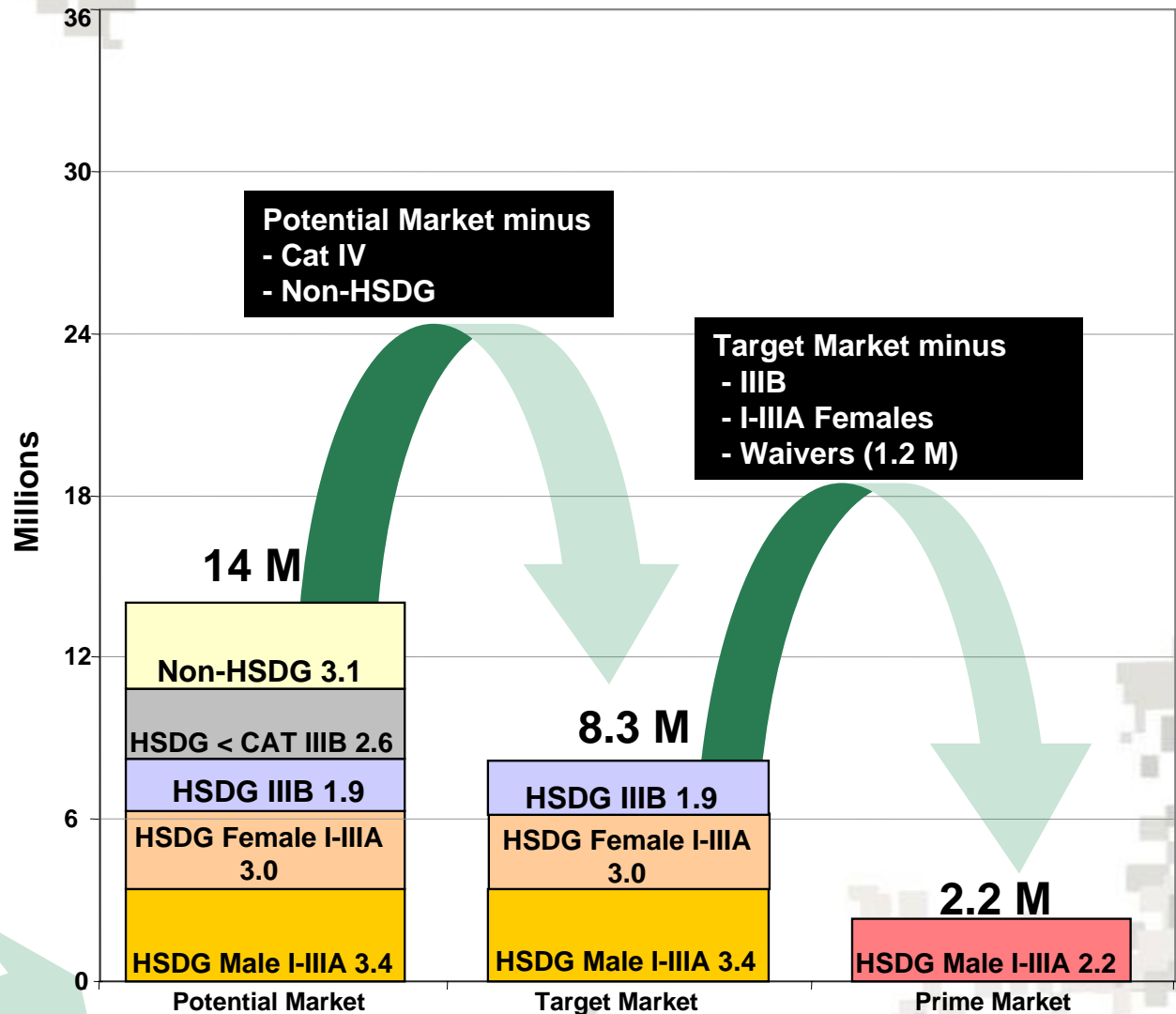
30.8 M



Fully Qualified
8.8 M
(Less than 3 of 10)

Total Market minus
-Disqualified
-Medically
-Morally
-Dependent
-Overweight

Even with a waiver, less than half are able to serve



Potential Market minus
- Cat IV
- Non-HSDG

Target Market minus
- III B
- I-III A Females
- Waivers (1.2 M)

Limited number of Non-HSDG and CAT IV are able to serve

Recruiters must focus on finding the Prime Market (7.1%)

*Population: 2005 Woods & Poole (2006 projections); Waiver Estimates based on 2005 Camber Prime Market Study; 2005 DOD QMA Study