

24.

How First Heard About Job Corps

Each respondent was asked how he first heard about the Job Corps:

HOW FIRST HEARD ABOUT JOB CORPS

(Base: Total)

	<u>Total</u> %	<u>North</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
Friend	32	29	29	34	34
TV	23	16	25	23	21
Employment agency	17	12	10	17	22
Parents	7	6	4	7	6
School	4	6	3	4	3
Social worker	4	9	6	2	5
Radio	3	2	1	3	2
Other	20	20	21	20	17

Friends and television are the prime sources of initial information about the Job Corps. Parents may provide some encouragement at a later stage in the application process but their initial stimulus is small. The only source that distinguishes graduates from dropouts and discharges is "learning from friends": 23 percent for the graduates, 34 percent for the dropouts and 33 percent for the discharges.