



TOPLINE & METHODOLOGY

Nearly two thirds of Americans support the creation of a Memorial for the Global War on Terrorism

While most correctly acknowledge the U.S. is currently involved in active military conflicts, only one in three can correctly identify the Global War on Terrorism’s time span

November 8, 2021

These are the findings of an Ipsos poll conducted between August 13-15, 2021. For this study, a sample of 1,019 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.

Global War on Terrorism Memorial Foundation / Ipsos

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: August 13 – August 15, 2021
Number of interviews: 1019

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false. *Asterisk denotes correct answers

- a) The United States is currently involved in active military conflicts

	Total
True*	67%
False	9%
Don't know	24%
Skipped	1%

- b) The Global War on Terrorism ended with the U.S. withdrawal from Afghanistan in 2021

	Total
True	5%
False*	67%
Don't know	28%
Skipped	*





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c) The Global War on Terrorism started with the Cold War

	Total
True	10%
False*	37%
Don't know	53%
Skipped	*

d) The Global War on Terrorism encompasses all U.S. military counterterrorism operations since 9/11

	Total
True*	50%
False	11%
Don't know	40%
Skipped	*

2. How long has the United States been fighting in the Global War on Terrorism?

	Total
5 years	*
10 years	2%
20 years*	35%
30 years	24%
Don't know	39%
Skipped	*

*Asterisk denotes correct answer

3. How much would you support or oppose the creation of a memorial on the National Mall in Washington, D.C., for those who have fought in the Global War on Terrorism?

	Total
Strongly support	31%
Somewhat support	32%
Somewhat oppose	7%
Strongly oppose	5%
Don't know	25%
Skipped	*
Support (Net)	63%
Oppose (Net)	12%

4. Do you personally know anyone who has served in the U.S. military or armed forces since September 11, 2001? Select all that apply.

	Total
Yes, myself	3%
Yes, a member of my immediate family	14%
Yes, a close friend or other family member	26%
Yes, someone else	26%
No	42%
Skipped	*





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About the Study

This Ipsos poll, conducted on behalf of the Global War on Terrorism Memorial Foundation, was conducted August 13 – 15, 2021, online and in English, using Ipsos' probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.15. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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