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Veterans Day observed by a majority of Americans

Strong majorities of Americans say the country should do more to support veterans

Washington, DC, November 3, 2021 – A recent Ipsos poll finds a majority of Americans say they plan to observe national holidays like Veterans Day. More than half of Americans say someone in their immediate family has served in the Armed Forces. Americans agree that the country should do more for veterans and current members of the Armed Forces. In contrast to Veterans Day, Americans are less likely to observe holidays like Columbus Day, Indigenous Peoples Day, and Cinco de Mayo.

Detailed Findings

1. Three-quarters of Americans (74%) support Veterans Day as a national holiday and 65% of Americans observe the holiday.
 - Baby Boomers (73%) and Gen X-ers (70%) are most likely to say they will observe Veterans Day compared to 52% of Millennials and 59% of Gen Z-ers.
 - More than half plan to observe Veterans Day by flying a flag (55%). Sixty-five percent of Baby Boomers say they will fly a flag, but just 28% of Gen Z-ers will do the same. Over a quarter of Americans say they plan to observe Veterans Day by donating to a veterans charity or service organization (28%), including 28% of Baby Boomers, 33% of Gen X-ers, 18% of Millennials and 29% of Gen Z-ers. A quarter say they will attend a Veterans Day parade or ceremony (26%), about one in five say they will visit a veteran friend or relative (19%).
 - Broad support exists for supporting veterans – 83% of Americans say the country should do more for current and former members of the Armed Services, including helping them transition back into civilian life (86%) and providing more programs to care for veterans generally (85%).
2. Americans also broadly support Memorial Day (81%), New Year's Day (78%), and Labor Day (76%) as national holidays.
 - About half of Americans support Election Day (49%) as a national holiday. Fewer are supportive of Juneteenth (33%), Indigenous Peoples Day (32%) and Columbus Day (30%) as national holidays. Cinco de Mayo (16%) receives the least amount of support.
 - Baby Boomers are least likely to support Juneteenth (22%) as a national holiday compared to Gen Z-ers (49%) and Millennials (44%). Along the same line, Gen Z-ers (45%) and Millennials (42%) are also more likely to support Indigenous Peoples Day as a national holiday than Baby Boomers (24%).

These are the findings of an Ipsos poll conducted between October 29-31, 2021. For this study, a sample of 1,018 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.





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Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: October 29 – October 31, 2021
 Number of interviews: 1,018
 Number of Gen Z (18-25) interviews: 101
 Number of Millennial (26-39) interviews: 200
 Number of Gen X (40-55) interviews: 255
 Number of Baby Boomer (55+) interviews: 462

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. In your opinion, which of the following should be national holidays? Select all that apply

	Total (N=1,018)	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Memorial Day	81%	80%	71%	80%	88%
New Year's Day	78%	79%	68%	76%	84%
Labor Day	76%	75%	68%	74%	82%
Veterans Day	74%	79%	62%	75%	80%
New Year's Eve	49%	65%	48%	52%	43%
Election Day	49%	53%	50%	47%	49%
Juneteenth	33%	49%	44%	30%	22%
Indigenous Peoples Day	32%	45%	42%	30%	24%
Columbus Day	30%	33%	17%	32%	36%
Cinco de Mayo	16%	26%	19%	15%	11%
None of the above	6%	4%	11%	5%	3%
Skipped	1%	2%	2%	1%	1%





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2. Do you plan to observe the following holidays?

Total Yes Summary

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
New Year's Day	80%	80%	72%	82%	83%
Memorial Day	75%	69%	64%	76%	83%
Labor Day	73%	69%	65%	72%	78%
New Year's Eve	70%	78%	69%	74%	64%
Veterans Day	65%	59%	52%	70%	73%
Election Day	46%	49%	45%	44%	47%
Columbus Day	27%	23%	18%	28%	33%
Juneteenth	22%	38%	29%	21%	14%
Indigenous Peoples Day	21%	28%	28%	19%	17%
Cinco de Mayo	18%	23%	20%	22%	13%

a. Veterans Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	65%	59%	52%	70%	73%
No	23%	26%	33%	22%	18%
Don't know	10%	14%	14%	7%	9%
Skipped	1%	1%	2%	2%	1%

b. Cinco de Mayo

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	18%	23%	20%	22%	13%
No	66%	58%	58%	65%	75%
Don't know	14%	19%	19%	12%	11%
Skipped	1%	1%	2%	1%	1%

c. Juneteenth

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	22%	38%	29%	21%	14%
No	62%	47%	49%	64%	75%
Don't know	14%	15%	20%	14%	11%
Skipped	1%	1%	2%	1%	*





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d. Columbus Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	27%	23%	18%	28%	33%
No	60%	58%	68%	58%	57%
Don't know	12%	19%	12%	11%	10%
Skipped	1%	1%	2%	2%	*

e. Indigenous Peoples Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	21%	28%	28%	19%	17%
No	63%	55%	54%	63%	71%
Don't know	15%	16%	16%	17%	12%
Skipped	1%	1%	2%	1%	1%

f. Election Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	46%	49%	45%	44%	47%
No	41%	36%	38%	45%	42%
Don't know	12%	14%	17%	10%	10%
Skipped	1%	1%	2%	1%	1%

g. Labor Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	73%	69%	65%	72%	78%
No	18%	19%	23%	18%	13%
Don't know	8%	11%	10%	8%	7%
Skipped	2%	1%	2%	2%	2%

h. Memorial Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	75%	69%	64%	76%	83%
No	16%	21%	24%	16%	11%
Don't know	7%	8%	11%	6%	5%
Skipped	2%	2%	2%	2%	1%

i. New Year's Eve

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	70%	78%	69%	74%	64%
No	20%	13%	16%	18%	27%
Don't know	9%	8%	13%	6%	8%
Skipped	1%	1%	2%	2%	1%

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j. New Year's Day

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	80%	80%	72%	82%	83%
No	12%	10%	16%	11%	12%
Don't know	6%	7%	10%	5%	4%
Skipped	2%	2%	2%	2%	1%

3. **[Asked if planning to celebrate Veterans day]** You mentioned you will be observing Veterans Day. How will you observe it? Select all that apply.

	Total (N=680)	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Fly a flag	55%	28%	47%	57%	65%
Attend a Veterans Day parade or ceremony	26%	23%	37%	27%	22%
Donate to a veteran charity or service organization	28%	29%	18%	33%	28%
Visit a veteran friend or relative	19%	18%	16%	20%	19%
Host or attend a celebration with friends and/or family	17%	27%	13%	22%	14%
Other	11%	5%	12%	12%	12%
Skipped	2%	3%	5%	1%	*

4. Do you personally know someone who has served in the Armed Forces?

Total Yes Summary

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Someone in my immediate family	56%	38%	39%	57%	73%
Someone in my extended family	67%	52%	53%	70%	80%
A close friend	57%	32%	43%	64%	70%
An acquaintance	71%	54%	62%	76%	80%

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a. Someone in my immediate family

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	56%	38%	39%	57%	73%
No	41%	60%	54%	40%	26%
Don't know	2%	1%	5%	1%	1%
Skipped	1%	1%	2%	2%	*

b. Someone in my extended family

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	67%	52%	53%	70%	80%
No	28%	46%	37%	27%	17%
Don't know	4%	1%	8%	2%	3%
Skipped	1%	1%	1%	1%	*

c. A close friend

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	57%	32%	43%	64%	70%
No	39%	66%	50%	34%	27%
Don't know	2%	1%	6%	1%	2%
Skipped	1%	1%	1%	2%	1%

d. An acquaintance

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Yes	71%	54%	62%	76%	80%
No	25%	43%	32%	21%	17%
Don't know	3%	1%	5%	2%	3%
Skipped	1%	2%	2%	2%	*



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5. How much do you agree with the following statements?

Total Agree Summary

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
This country should do more to help former members of the armed forces transition back to normal life	86%	84%	77%	88%	92%
There should be more programs in place to take care of our Veterans	85%	84%	76%	87%	90%
This country should do more for current and former members of the armed forces	83%	79%	73%	85%	90%
I hold Veterans in high regard	81%	65%	68%	84%	93%
The American military plays an important role in the world today	80%	69%	65%	84%	90%
Serving in the Armed Forces is patriotic	75%	66%	63%	76%	84%
I have a strong connection with members of the Armed Forces	42%	31%	29%	44%	52%

a. I have a strong connection with members of the Armed Forces

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	25%	19%	14%	30%	30%
Somewhat agree	17%	12%	15%	14%	23%
Neither agree nor disagree	35%	36%	36%	33%	34%
Somewhat disagree	12%	12%	17%	12%	9%
Strongly disagree	11%	20%	18%	10%	3%
Skipped	1%	1%	1%	1%	1%
<i>Agree (net)</i>	42%	31%	29%	44%	52%
<i>Disagree (net)</i>	22%	31%	34%	22%	13%

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b. The American military plays an important role in the world today

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	57%	45%	40%	59%	70%
Somewhat agree	23%	24%	25%	25%	20%
Neither agree nor disagree	14%	22%	23%	10%	8%
Somewhat disagree	3%	2%	9%	2%	1%
Strongly disagree	2%	7%	2%	3%	1%
Skipped	1%	1%	1%	1%	0%
<i>Agree (net)</i>	80%	69%	65%	84%	90%
<i>Disagree (net)</i>	6%	8%	11%	4%	2%

c. Serving in the Armed Forces is patriotic

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	53%	45%	35%	57%	64%
Somewhat agree	22%	21%	28%	19%	20%
Neither agree nor disagree	18%	25%	28%	14%	13%
Somewhat disagree	3%	4%	4%	5%	1%
Strongly disagree	3%	5%	4%	3%	1%
Skipped	1%	1%	1%	1%	1%
<i>Agree (net)</i>	75%	66%	63%	76%	84%
<i>Disagree (net)</i>	6%	9%	8%	8%	2%

d. I hold Veterans in high regard

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	61%	52%	44%	63%	73%
Somewhat agree	20%	13%	24%	21%	19%
Neither agree nor disagree	13%	25%	24%	9%	6%
Somewhat disagree	2%	6%	4%	2%	1%
Strongly disagree	2%	3%	2%	4%	1%
Skipped	1%	1%	1%	2%	1%
<i>Agree (net)</i>	81%	65%	68%	84%	93%
<i>Disagree (net)</i>	4%	9%	7%	5%	1%

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e. There should be more programs in place to take care of our Veterans

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	64%	61%	54%	69%	67%
Somewhat agree	21%	23%	22%	18%	23%
Neither agree nor disagree	11%	13%	20%	7%	7%
Somewhat disagree	1%	*	2%	1%	1%
Strongly disagree	1%	2%	2%	2%	1%
Skipped	1%	1%	1%	2%	1%
<i>Agree (net)</i>	85%	84%	76%	87%	90%
<i>Disagree (net)</i>	3%	2%	4%	3%	2%

f. This country should do more for current and former members of the armed forces

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	61%	53%	49%	65%	69%
Somewhat agree	22%	25%	24%	20%	21%
Neither agree nor disagree	13%	18%	22%	8%	9%
Somewhat disagree	2%	1%	2%	3%	1%
Strongly disagree	1%	1%	2%	3%	*
Skipped	1%	1%	2%	2%	*
<i>Agree (net)</i>	83%	79%	73%	85%	90%
<i>Disagree (net)</i>	3%	2%	4%	5%	1%



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g. This country should do more to help former members of the armed forces transition back to normal life

	Total	Gen Z (18-25)	Millennial (26-39)	Gen X (40-55)	Baby Boomer (55+)
Strongly agree	68%	64%	57%	72%	73%
Somewhat agree	19%	20%	20%	16%	20%
Neither agree nor disagree	10%	14%	19%	8%	5%
Somewhat disagree	1%	0%	2%	1%	1%
Strongly disagree	1%	2%	2%	1%	1%
Skipped	1%	1%	1%	2%	1%
<i>Agree (net)</i>	86%	84%	77%	88%	92%
<i>Disagree (net)</i>	2%	2%	3%	2%	2%





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About the Study

This Ipsos poll was conducted October 29 – 31, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,018 general population adults ages 18 or older. The sample includes 101 respondents ages 18-25 (Gen Z), 200 respondents ages 29-39 (Millennials), 255 respondents ages 40-55 (Gen X), and 462 respondents ages 55+ (Baby Boomers).

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 1.13. 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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