



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll

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

Interview dates: October 28-30, 2022

Number of interviews: 1,030

Number of Served in Armed Forces/has family who served in Armed Forces interviews: 163

Margin of error: +/- 3.1 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 7.9 percentage points at the 95% confidence level for all respondents

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

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

Full Annotated Questionnaire

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

	Total (n=1,030)	October 2021 Total (n=1,018)	Served in Armed Forces/has family member who has served in Armed Forces (n=163)
Memorial Day	82%	81%	89%
New Year's Day	80%	78%	80%
Labor Day	76%	76%	84%
Veterans Day	75%	74%	81%
New Year's Eve	52%	49%	52%
Election Day	55%	49%	48%
Juneteenth	38%	33%	28%
Indigenous Peoples Day	36%	32%	31%
Columbus Day	31%	30%	32%
Cinco de Mayo	17%	16%	14%
None of the above	5%	6%	2%
Skipped	1%	1%	-





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2. How, if at all, do you plan to observe Veterans Day?

	Total	Served in Armed Forces/has family member who has served in Armed Forces
I do not plan to observe Veterans Day	34%	16%
Fly a flag	31%	49%
Attend a Veterans Day Parade or ceremony	14%	24%
Visit a veteran friend or relative	12%	20%
Support a veteran-owned business	11%	20%
Donate to a veteran charity or service organization	8%	16%
Host or attend a celebration with friends and/or family	8%	11%
Send a card to a veteran friend or relative	6%	7%
Volunteer with a veteran charity or service organization	3%	5%
Other	15%	16%
Skipped	1%	-

3. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total	Served in Armed Forces/has family member who has served in Armed Forces
There should be more programs in place to take care of our veterans.	90%	96%
I support the traditional military values of the Armed Forces.	78%	87%
Veterans <i>should</i> be held to a higher ethical standard than the rest of society.	51%	52%
Veterans <i>are</i> held to a higher ethical standard than the rest of society.	49%	60%
The Armed Forces does a good job at preparing military members for transition to normal life.	37%	47%

a. I support the traditional military values of the Armed Forces.

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Strongly agree	34%	51%
Somewhat agree	43%	36%
Somewhat disagree	14%	10%
Strongly disagree	7%	3%
Refused	2%	-
<i>Agree (Net)</i>	<i>78%</i>	<i>87%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>13%</i>



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3. How much do you agree or disagree with the following statements? *(Continued)*

b. Veterans should be held to a higher ethical standard than the rest of society.

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Strongly agree	14%	14%
Somewhat agree	36%	38%
Somewhat disagree	35%	27%
Strongly disagree	12%	21%
Refused	2%	1%
<i>Agree (Net)</i>	<i>51%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>48%</i>

c. Veterans are held to a higher ethical standard than the rest of society.

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Strongly agree	10%	12%
Somewhat agree	38%	47%
Somewhat disagree	38%	31%
Strongly disagree	11%	8%
Refused	2%	1%
<i>Agree (Net)</i>	<i>49%</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>39%</i>

d. The Armed Forces does a good job at preparing military members for transition to normal life.

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Strongly agree	7%	9%
Somewhat agree	29%	38%
Somewhat disagree	42%	40%
Strongly disagree	19%	14%
Refused	3%	-
<i>Agree (Net)</i>	<i>37%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>61%</i>	<i>53%</i>



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3. How much do you agree or disagree with the following statements? *(Continued)*

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

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Strongly agree	62%	68%
Somewhat agree	29%	27%
Somewhat disagree	6%	4%
Strongly disagree	3%	1%
Refused	1%	-
<i>Agree (Net)</i>	<i>90%</i>	<i>96%</i>
<i>Disagree (Net)</i>	<i>8%</i>	<i>5%</i>

4. From the following list, what are the most important values a member of the military should uphold? You may select up to three.

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Honor	50%	55%
Integrity	46%	48%
Respect	41%	44%
Loyalty	31%	36%
Accountability	29%	23%
Duty	27%	31%
Commitment	19%	19%
Selflessness	13%	16%
Excellence	7%	8%
Toughness	6%	6%
Initiative	3%	2%
Other	2%	1%
Skipped	2%	-%



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5. How important, if at all, is it for the military to do the following things to help veterans transition from active duty to civilian life?

Total Important Summary

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Provide reliable healthcare coverage for veterans and their family	95%	99%
Provide veterans with documentation of their industry-specific skills and training from service, for job applications	93%	97%
Assist veterans with broader life-skills (e.g., time management, how to handle a job interview, salary negotiation, or workplace communication)	93%	97%
Allow time for paid self-care during the transition process	88%	91%

- a. Provide veterans with documentation of their industry-specific skills and training from service, for job applications

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Very important	65%	72%
Somewhat important	29%	26%
Not very important	4%	2%
Not at all important	1%	-
Refused	2%	-
<i>Important (Net)</i>	<i>93%</i>	<i>97%</i>
<i>Not Important (Net)</i>	<i>5%</i>	<i>2%</i>

- b. Allow time for paid self-care during the transition process

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Very important	50%	47%
Somewhat important	39%	44%
Not very important	8%	7%
Not at all important	1%	1%
Refused	2%	-
<i>Important (Net)</i>	<i>88%</i>	<i>91%</i>
<i>Not Important (Net)</i>	<i>10%</i>	<i>8%</i>



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5. How important, if at all, is it for the military to do the following things to help veterans transition from active duty to civilian life? *(Continued)*

c. Provide reliable healthcare coverage for veterans and their family

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Very important	73%	81%
Somewhat important	22%	18%
Not very important	2%	1%
Not at all important	1%	-
Refused	2%	-
<i>Important (Net)</i>	<i>95%</i>	<i>99%</i>
<i>Not Important (Net)</i>	<i>3%</i>	<i>1%</i>

d. Assist veterans with broader life-skills (e.g., time management, how to handle a job interview, salary negotiation, or workplace communication)

	Total	Served in Armed Forces/has family member who has served in Armed Forces
Very important	59%	63%
Somewhat important	34%	33%
Not very important	4%	3%
Not at all important	1%	1%
Refused	2%	-
<i>Important (Net)</i>	<i>93%</i>	<i>97%</i>
<i>Not Important (Net)</i>	<i>5%</i>	<i>3%</i>





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About the Study

This Ipsos Study was conducted October 28-30 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,030 general population adults age 18 or older. This sample includes 163 people who have served in the Armed Forces or have a family member who has served in the Armed Forces.

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 study was conducted in English. 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, race/ethnicity by education and race/ethnicity by region. The demographic benchmarks came from the 2021 March Supplement of the Current Population Survey (CPS).

1. Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
2. Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
3. Education (Less than High School, High School, Some College, Bachelor or higher)
4. Census Region (Northeast, Midwest, South, West)
5. Metropolitan status (Metro, non-Metro)
6. Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.1 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 1.06. For those who have served in the Armed Forces or have a family member who has served in the Armed Forces, the margin of sampling error is plus or minus 7.9 at the 95% confidence interval. This margin of sampling error takes into account the design effect, which was 1.05 for those who have served in the Armed Forces or have a family member who has served in the Armed Forces. 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.





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The results of this poll are trended against the following previous polls:

October 29 – October 31, 2021; n=1,018; CI: +/- 3.3

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About Ipsos

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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

