



PRESS RELEASE

Ipsos launches new panel focused on military veterans and their families

Washington, D.C., May 1, 2025 – [Ipsos](#), one of the world's leading market research and polling companies, today announced the launch of its [Military Veteran Family Research Panel](#), a new initiative dedicated to understanding the millions of Americans that are part of the military community through their experiences, behaviors, and values.

The Military Veteran Family Research Panel will provide continuous research into the lives of military and veteran households, including precise, consistent, and rapid insights on the experiences of caregivers, children, survivors, and other family members. By incorporating the perspectives of the entire family unit, the panel moves beyond the traditional focus on the veteran or service member alone, offering a more holistic view of their attitudes on issues, services, products and policy.

"Annual membership surveys, customer experience surveys, and qualitative ethnographic research help us understand the challenges of this community, but fail to capture the complete picture, including how these attitudes and behaviors shift over time," said John Boerstler, Executive Vice President of Ipsos Public Affairs U.S.

"By equipping the military veteran household-serving ecosystem with Ipsos' KnowledgePanel, the most well-established research panel in the U.S., this solution will provide greater context, deeper nuance, and more rigorous data on a population that has been understudied by traditional research practices."

The Military Veteran Family Research Panel is designed to deliver new insights on consumer spending and the economic impact of the military community, making it a unique asset for organizations across sectors and industries.

This new solution, staffed by project managers with extensive expertise in government research and public sector service, builds upon Ipsos's deep appreciation for military and veteran families, and its commitment to supporting them through impactful research.

On May 20, 2025, Boerstler and Suzy Shirley, Vice President, Ipsos Public Affairs U.S., will host a unique discussion-based webinar on the Military Veteran Family Research Panel and how the military veteran household-serving ecosystem can enable public service professionals to better serve this community.

For further details or to register, visit <https://www.ipsos.com/en-us/webinar-military-veteran-family-research-panel-launch-discussion>.



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For further information, please contact:

Suzy Shirley
Vice President, Ipsos Public Affairs
suzy.shirley@ipsos.com

Lauren Carroll
Director, Ipsos Public Affairs
lauren.carroll@ipsos.com

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00