

SUPPORTIVE INSIGHTS FOR MILITARY & VETERAN FAMILY RESEARCH

Webinar

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Military & Veteran Family Research
Membership Guide



Webinar Speakers



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Ipsos is a leader in Military Veteran research

New Initiative - Emphasis on Family

- We need to understand and support Military/Veteran families
- More important than ever as economic, political, and healthcare landscapes change
- Ipsos has robust insight but there is room to grow our definition for a Military/Veteran family
- Ipsos research team is actively supporting many diverse projects across DoD and VA



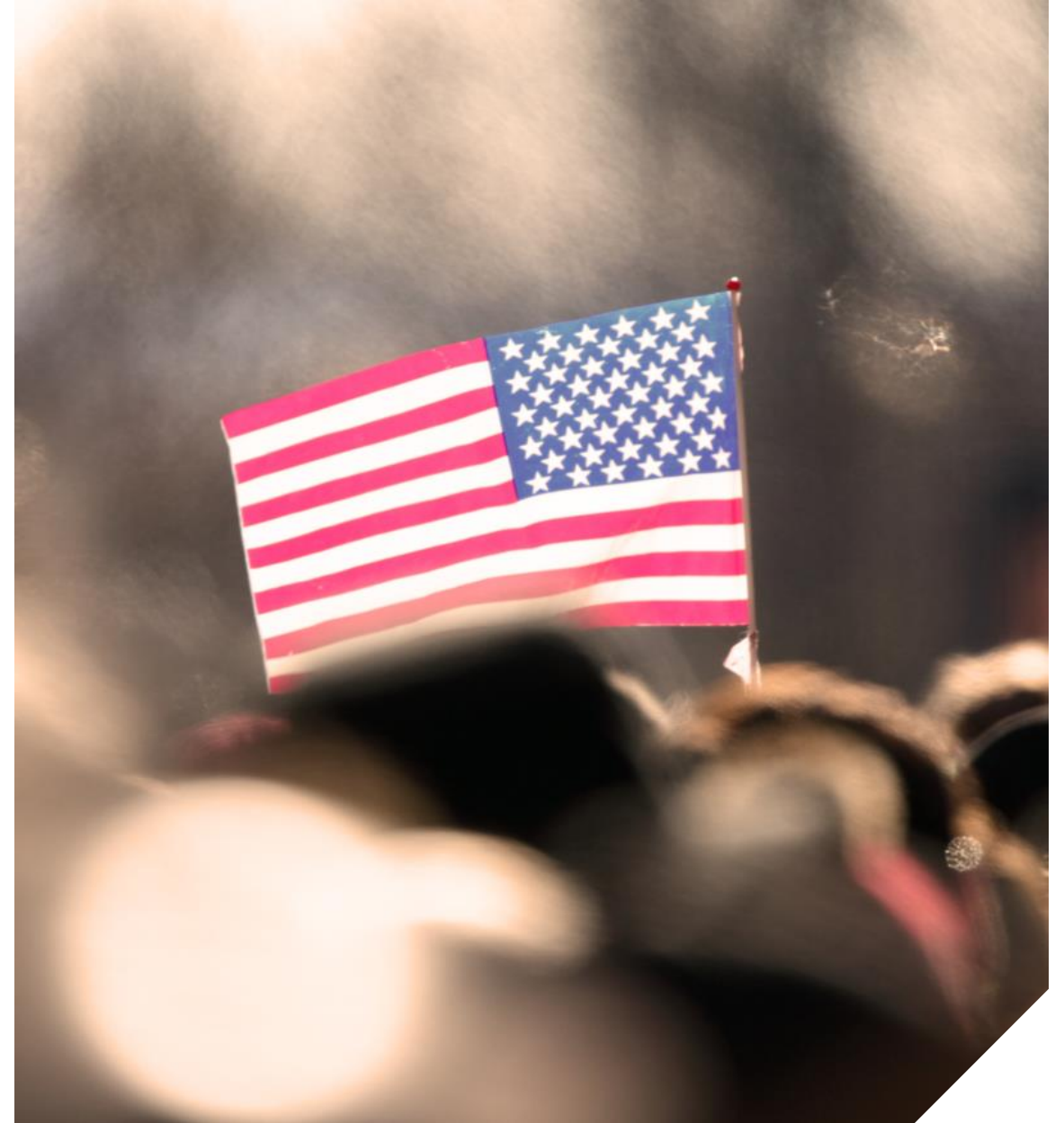
Survey Research Options

Ipsos provides the option of Omnibus (1 question) or a full research study run on our probability-based Ipsos Knowledge Panel®

1. **Omnibus Military & Veterans Surveys**
2. **Probability-based Knowledge Panel®**
3. **Calibration of KP with iSay Military Veterans**

iSay can support **2000n**,
18-35 aged Veteran
surveys

4. **Building an SMX Military Veteran Community**



Modernized Household & Support System Targeting

Active Military, Veterans and their spouses have generally been the focus for insights research.

Ipsos' vision is a modernized view of Military/Veteran Families, talking to them in ways that resonate -- and a broader view of their support system, including:

Personas	English	Spanish	Total
Veterans	7,450	42	7,492
Active Duty	228	4	232
Reserve & National Guard	3,514	30	3,544
Spouse	6,066	20	6,086
Caregiver	2,562	118	5,242
Survivor	17,714	298	18,012
Child	16,104	244	16,348

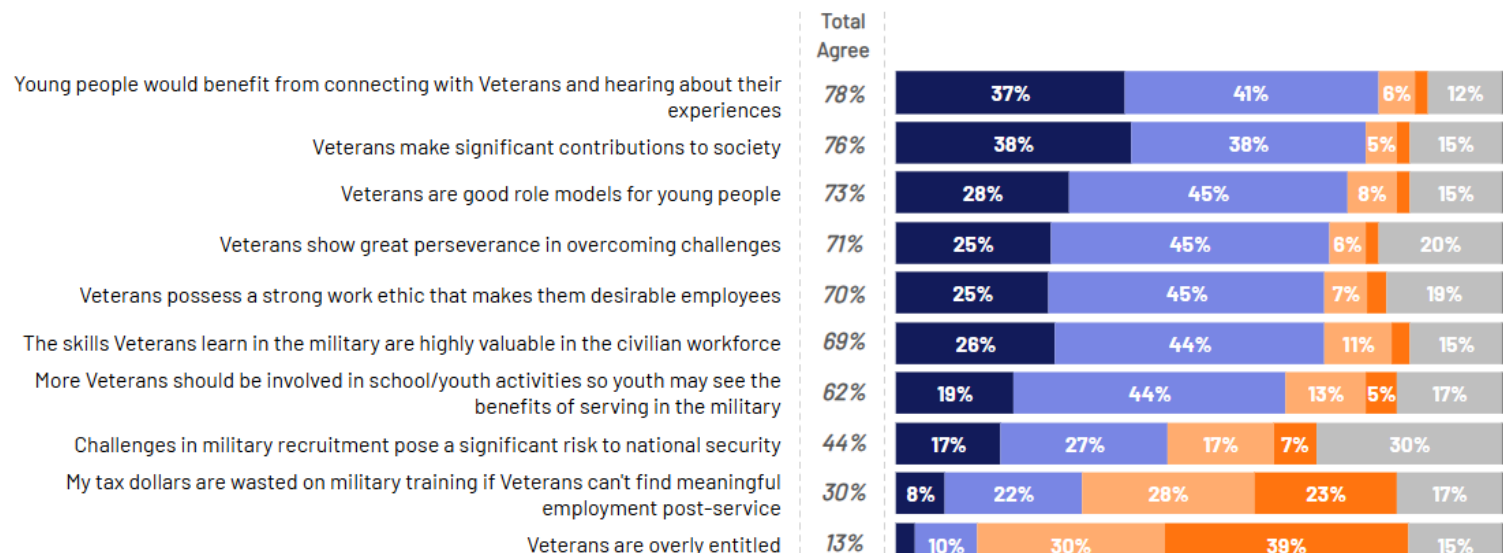
Examples of Ipsos Data and Insights



Most Americans feel youth would benefit from connecting with Veterans and hearing about their experiences.

How much do you agree with the following statements?*

% selecting ■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know ■ Skipped



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

Base: General population (n=1,011)

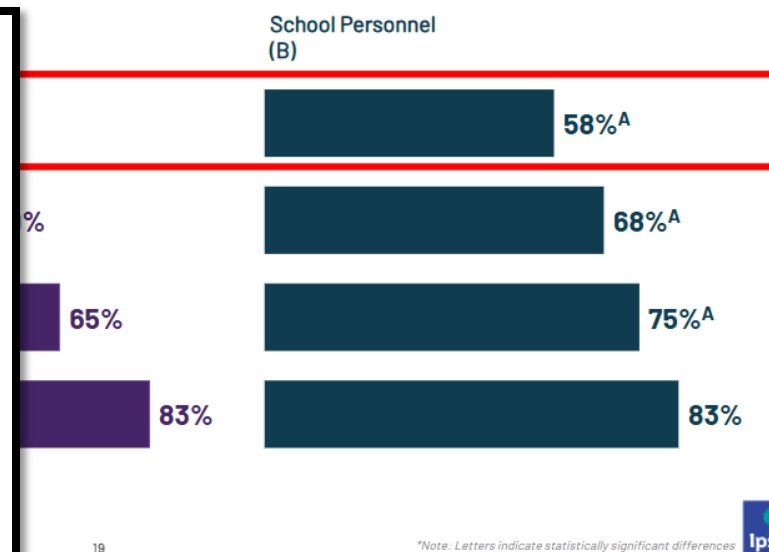
© Call of Duty Endowment/Mission Roll Call/Ipsos: Veteran Perceptions Survey

15

School personnel are more likely to discuss military service with teens compared to parents of teens, which may highlight their potential as valuable resources for recruitment outreach.

How often do you discuss the following with teens?*

% selecting often/sometimes



19

*Note: Letters indicate statistically significant differences



* Note: Values less than or equal to 3% are not shown



THANK YOU!

Bibliography

Military Veteran related papers published and completed using Ipsos KnowledgePanel as the sample source.

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