

Military & Veteran Household Research by Ipsos



We at Ipsos Public Affairs have a passion for Military & Veteran Household research when it comes to quality of life and families, and the factors that impact both.

- **Most Americans believe society should do more to support Military & Veteran families**
- **More important than ever as economic, policy, and regulatory landscapes change**
- **Ipsos has robust insights and is growing our Military & Veteran Household reach**

Our dedication to Military & Veteran Families drives our commitment to enhancing insights and support for this community. This year, we are introducing **new offerings**, including:

- **Military & Veteran Monthly Omnibus survey, one quick turn question of 500n - \$1500**
- **Monthly Insights Surveys among Military & Veteran Households. Syndicated data reports delivered once a month**
- **Partner Program- Partners help grow our participant pool, invest in offerings, have input in survey topics and design, and are offered a variety of discounts**

Knowledge Panel Participants Include:

- Active Duty
- Veterans
- Reserve
- National Guard
- Spouses
- Children
- Caregivers
- Survivors

Example Insights

What are you hopeful for?
(Open end response)

"Forging connections with my grandchildren, my son has made a career in the Air Force and will be retiring after this tour. Now that they are preparing to settle-down I'll have more opportunities to spend time with them."

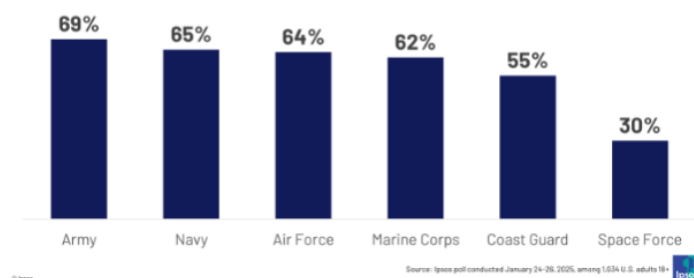
Ipsos Feb 2025 omnibus data



Majority of Americans are familiar with five of the U.S. military service branches

How familiar are you, if at all, with the following U.S. military service branches?

■ Percent Very/Somewhat familiar



We encourage input from clients and partners. Please stay in touch and let us know how we can continue to improve our offerings!

For more information please contact:

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