TOPLINE & METHODOLOGY

Less than half of Americans would recommend military service for teens among uncertainty around Veterans' experiences

New research among Americans, parents, teens, and educators highlights educational gaps and myths about Veterans

Washington DC, January 30, 2025—Military Veterans are well-respected and seen as strong assets to the civilian workforce, yet negative stereotypes around their mental health persists, according to a new poll from the Call of Duty Endowment, Mission Roll Call and Ipsos, with funding by Activision. This study, which included responses from adults, parents, teenagers ages 14-17, and high school educators (teachers, counselors, coaches, administrators), finds that many see the potential benefits of military service but are hesitant to recommend that path to a young person. Moreover, the majority of teens themselves are not interested in military service. There is more openness, however, among school educators to recommend service, as they recognize more potential benefits from military life than others.

The survey also shows a clear lack of awareness around the full range of opportunities found through military service and Veterans' lived experience. When asked factual statements about Veterans' education level, economic success, physical and mental health, a significant number of American adults and teens are uncertain and unable to provide a response. Nonetheless, those with greater knowledge about Veterans are more likely to recommend service. Finally, there is a clear belief that the federal government does a poor job taking care of Veterans after their service, as well as widespread support for policies to support Veterans' employment opportunities and physical and mental well-being.

Key findings:

1. A majority of adults and teens respect Veterans, recognizing their potential for success in civilian life after military service.
    - About three in five respondents, across all groups surveyed, believe Veterans will succeed in their civilian jobs, with an even higher consensus among educators at 65%.
    - Over half (53%) believe Veterans will be happy with their decision to service in the military.
    - Adults and teens hold Veterans in high regard, with 76% of the general public and 73% of teens 14-17 recognizing their contributions to society, and three in four Americans valuing them as role models.

2. Even so, perceptions of Veterans do not reflect reality in many cases.
    - Despite recognizing Veterans' contributions to society and the workforce, there is concern for their mental and emotional well-being. Over half of all adults and 64% of teens feel it is likely military personnel will get out with some sort of psychological or emotional problem.
    - When asked a series of questions to test Americans' knowledge about Veterans and their experiences, many are uncertain. For example:
        i. Veterans achieve greater economic success across their civilian careers than their non-Veteran peers (true). More than a quarter (27%) answered incorrectly and 52% are unsure if that is true or false.
        ii. Veterans are more likely to own a home than their civilian peers (true). Twenty-three percent answered incorrectly and 45% are unsure if that is true or false.
    - Just over half of adults (54%) think Veterans are positively portrayed in the media, compared to 62% for active-duty military and 70% for doctors.

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3. Public confidence in government efforts to support Veterans is low, while support for enhancing Veterans' services is substantial, underscoring a nationwide acknowledgement of the challenges Veterans face and a commitment to their well-being.
    - More than three in five Americans (63%) feel Veterans are poorly supported by the federal government after their service. Sixty percent of parents or teens and 56% of educators feel the same.
    - At the same time, there is strong support for a variety of programs to support Veterans. For example, two in three American adults strongly support increasing funding for mental health services for Veterans (92% strongly or somewhat support).
    - Adults also strongly back increased job placement programs (90%), physical health service funding (89%), and educational benefits (88%). Attitudes among the general public, parents, and educators are largely consistent.

4. Despite signs of positive recognition for Veterans, many are hesitant to recommend military service to young people. There is slightly more openness among educators to do so, and they are also more likely to see a variety of benefits associated with service.
    - A significant portion of adults (55%) and parents (67%) are unlikely to recommend military careers to teens. On the other side, more than half of educators (56%) are very or somewhat likely to.
    - An even larger proportion (80%) of teens are not interested in military service as a viable career path for themselves, and 70% are also unlikely to recommend service to their peers.
    - As educators show a greater openness to recommend, a majority of educators say education benefits (63%), discipline (56%), job training (55%), and financial benefits (52%) are the top factors that would make them more likely to recommend military service. Among parents, only educational benefits can convince at least half to be more likely to recommend service.

5. Those with greater knowledge of military service are more likely to recommend service to young people.
    - Americans express uncertainty about Veterans' experiences, with a significant portion (47%) demonstrating limited knowledge about military life (by answering two or fewer knowledge questions correctly, out of nine). This highlights a potential gap in public understanding of the realities of military service.
    - Among non-Veterans, adults with greater knowledge about military service are significantly more likely to recommend service to young people (69%) than those with less (29%).
    - Overall, three in ten adults are unsure about whether challenges in military recruitment pose a significant risk to our national security. A plurality of the general public (44%) and parents (47%) agree this is the case. A bare majority of educators (51%), who are slightly more aware of Veterans' experiences, agree low recruitment rates are a national security issue.
    - Overall, while there is a recognition of the value that Veterans bring to society and the workforce, there is a clear knowledge gap on what military service is and the experiences of Veterans.
    - Notably, attitudes vary slightly by subgroup, with educators and school personnel being more open to recommending military service and being more knowledgeable about potential benefits, while parents and teens are less knowledgeable and more likely to perceive Veterans' mental health as worse than the general public. Enhancing communications that highlight the multifaceted value Veterans can offer, including their leadership skills, rich experiences, strong business acumen, and active community engagement, may help bridge this knowledge gap.

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Call of Duty Endowment and Mission Roll Call: Veteran Perceptions Survey

Conducted by Ipsos using KnowledgePanel®
With funding provided by Activision
Interview dates: September 26 – October 9, 2024
Number of interviews:
General Population (adults ages 18+): 1,011
Parents of children aged 14-17: 524
Teens (ages 14-17): 291
School Personnel (teachers, coaches, and other school staff for grades 9-12): 205

Margin of error at the 95% confidence level:
General Population: +/- 3.3 percentage points
Parents: +/- 4.7 percentage points
Teens: +/- 6.8 percentage points
School Personnel: +/- 8.2 percentage points

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

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire:

Q6_T2B. How well, if at all, do you think [**IF ADULT, show:** "schools" / **IF TEEN, show**: "your school"] prepare[s] teenagers for the following? Summary - Total Well

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Attending a two-year college or technical school	62%	72%	75%	77%
Attending a four-year college or university	60%	73%	80%	74%
Entering the workforce immediately after graduation	30%	48%	54%	51%
Managing their personal finances	16%	26%	37%	31%
Living a physically healthy life **[ASKED ONLY OF TEENS]**	N/A	N/A	64%	N/A
Maintaining strong mental health **[ASKED ONLY OF TEENS]**	N/A	N/A	54%	N/A

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Q6_1. How well, if at all, do you think [**IF ADULT, show:** "schools" / **IF TEEN, show**: "your school"] prepare[s] teenagers for the following?
Attending a four-year college or university

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very well	9%	17%	21%	24%
Somewhat well	51%	56%	59%	50%
Not very well	28%	21%	13%	16%
Not well at all	11%	6%	7%	9%
Skipped	1%	0%	0%	1%
Total well (Net)	*60%*	*73%*	*80%*	*74%*
Total not well (Net)	*39%*	*27%*	*20%*	*25%*

Q6_2. How well, if at all, do you think [**IF ADULT, show:** "schools" / **IF TEEN, show**: "your school"] prepare[s] teenagers for the following?
Attending a two-year college or technical school

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very well	10%	16%	13%	23%
Somewhat well	52%	56%	62%	54%
Not very well	26%	22%	18%	12%
Not well at all	11%	5%	8%	10%
Skipped	1%	0%	0%	1%
Total well (Net)	*62%*	*72%*	*75%*	*77%*
Total not well (Net)	*37%*	*27%*	*25%*	*21%*

Q6_3. How well, if at all, do you think [**IF ADULT, show:** "schools" / **IF TEEN, show**: "your school"] prepare[s] teenagers for the following?
Entering the workforce immediately after graduation

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very well	3%	6%	8%	11%
Somewhat well	27%	41%	46%	40%
Not very well	47%	36%	34%	31%
Not well at all	22%	15%	12%	16%
Skipped	1%	1%	0%	1%
Total well (Net)	*30%*	*48%*	*54%*	*51%*
Total not well (Net)	*69%*	*52%*	*46%*	*48%*

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Q6_4. How well, if at all, do you think [**IF ADULT, show:** "schools" / **IF TEEN, show**: "your school"] prepare[s] teenagers for the following?
Managing their personal finances

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very well	2%	4%	8%	9%
Somewhat well	13%	22%	29%	22%
Not very well	43%	46%	37%	38%
Not well at all	40%	27%	26%	29%
Skipped	1%	0%	0%	2%
Total well (Net)	*16%*	*26%*	*37%*	*31%*
Total not well (Net)	*83%*	*74%*	*62%*	*67%*

Q6_5. How well, if at all, do you think your school prepares teenagers for the following?
Living a physically healthy life
[ASKED ONLY OF TEEN RESPONDENTS]

	Teens (N=291)
Very well	15%
Somewhat well	49%
Not very well	25%
Not well at all	11%
Skipped	0%
Total well (Net)	*64%*
Total not well (Net)	*36%*

Q6_6. How well, if at all, do you think your school prepares teenagers for the following?
Maintaining strong mental health
[ASKED ONLY OF TEEN RESPONDENTS]

	Teens (N=291)
Very well	13%
Somewhat well	41%
Not very well	31%
Not well at all	15%
Skipped	0%
Total well (Net)	*54%*
Total not well (Net)	*46%*

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Q7_T2B. How fairly, if at all, do you think the following are treated by society? Summary - Total fairly

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Doctors	89%	94%	92%	88%
Active-duty military	74%	79%	78%	79%
Military Veterans/Prior service members	59%	66%	70%	69%
Law enforcement	54%	58%	64%	64%
Stay at home parents	52%	51%	65%	53%
Teachers	51%	60%	71%	39%

Q7_1. How fairly, if at all, do you think the following are treated by society?
Teachers

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	11%	11%	19%	12%
Somewhat fairly	40%	49%	52%	28%
Not very fairly	34%	29%	23%	36%
Not fairly at all	14%	10%	6%	23%
Skipped	1%	1%	1%	1%
Total fairly (Net)	*51%*	*60%*	*71%*	*39%*
Total not fairly (Net)	*48%*	*39%*	*28%*	*59%*

Q7_2. How fairly, if at all, do you think the following are treated by society?
Doctors

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	43%	46%	51%	44%
Somewhat fairly	46%	48%	40%	44%
Not very fairly	7%	5%	8%	6%
Not fairly at all	4%	1%	0%	4%
Skipped	1%	0%	1%	1%
Total fairly (Net)	*89%*	*94%*	*92%*	*88%*
Total not fairly (Net)	*11%*	*6%*	*8%*	*10%*

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Q7_3. How fairly, if at all, do you think the following are treated by society?
Stay at home parents

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	9%	8%	13%	12%
Somewhat fairly	43%	43%	52%	40%
Not very fairly	37%	34%	24%	33%
Not fairly at all	9%	15%	10%	13%
Skipped	1%	0%	1%	1%
Total fairly (Net)	*52%*	*51%*	*65%*	*53%*
Total not fairly (Net)	*47%*	*49%*	*34%*	*46%*

Q7_4. How fairly, if at all, do you think the following are treated by society?
Active-duty military

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	24%	27%	25%	31%
Somewhat fairly	50%	53%	53%	48%
Not very fairly	18%	16%	18%	12%
Not fairly at all	6%	3%	4%	8%
Skipped	1%	1%	1%	1%
Total fairly (Net)	*74%*	*79%*	*78%*	*79%*
Total not fairly (Net)	*25%*	*20%*	*22%*	*20%*

Q7_5. How fairly, if at all, do you think the following are treated by society?
Military Veterans/Prior service members

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	15%	14%	19%	24%
Somewhat fairly	44%	52%	51%	45%
Not very fairly	28%	24%	25%	24%
Not fairly at all	12%	9%	5%	6%
Skipped	1%	1%	1%	1%
Total fairly (Net)	*59%*	*66%*	*70%*	*69%*
Total not fairly (Net)	*40%*	*33%*	*30%*	*30%*

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Q7_6. How fairly, if at all, do you think the following are treated by society?
Law enforcement

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very fairly	14%	10%	18%	25%
Somewhat fairly	41%	48%	47%	39%
Not very fairly	33%	30%	26%	29%
Not fairly at all	12%	11%	9%	6%
Skipped	1%	1%	1%	1%
Total fairly (Net)	*54%*	*58%*	*64%*	*64%*
Total not fairly (Net)	*44%*	*41%*	*35%*	*34%*

Q8_T2B. How positively or negatively do you think the following are portrayed in the media? Summary - Total positive

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Doctors	70%	71%	77%	70%
Active-duty military	62%	63%	61%	65%
[**ADULTS shown** "Military Veterans/Prior service members" / **TEENS shown** "Veterans"]	54%	59%	55%	56%
Teachers	53%	54%	60%	45%
Law enforcement	26%	26%	35%	36%
Stay at home parents	21%	19%	28%	28%

Q8_B2B. How positively or negatively do you think the following are portrayed in the media? Summary - Total negative

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Law enforcement	49%	45%	43%	41%
Stay at home parents	29%	31%	21%	34%
Teachers	18%	13%	15%	27%
[**ADULTS shown** "Military Veterans/Prior service members" / **TEENS shown** "Veterans"]	18%	14%	14%	15%
Active-duty military	13%	10%	9%	14%
Doctors	7%	6%	4%	8%

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Q8_1. How positively or negatively do you think the following are portrayed in the media?
Teachers

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	18%	21%	21%	17%
Somewhat positive	35%	33%	39%	28%
Neutral	28%	32%	24%	26%
Somewhat negative	15%	12%	13%	22%
Very negative	3%	1%	1%	6%
Skipped	1%	1%	1%	2%
Total positive (Net)	*53%*	*54%*	*60%*	*45%*
Total negative (Net)	*18%*	*13%*	*15%*	*27%*

Q8_2. How positively or negatively do you think the following are portrayed in the media?
Doctors

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	32%	33%	39%	35%
Somewhat positive	37%	38%	38%	35%
Neutral	22%	23%	19%	20%
Somewhat negative	6%	5%	3%	5%
Very negative	1%	1%	0%	3%
Skipped	1%	0%	0%	1%
Total positive (Net)	*70%*	*71%*	*77%*	*70%*
Total negative (Net)	*7%*	*6%*	*4%*	*8%*

Q8_3. How positively or negatively do you think the following are portrayed in the media?
Stay at home parents

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	5%	3%	6%	9%
Somewhat positive	16%	16%	22%	19%
Neutral	49%	49%	50%	36%
Somewhat negative	25%	24%	16%	28%
Very negative	4%	7%	5%	6%
Skipped	1%	1%	1%	1%
Total positive (Net)	*21%*	*19%*	*28%*	*28%*
Total negative (Net)	*29%*	*31%*	*21%*	*34%*

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Q8_4. How positively or negatively do you think the following are portrayed in the media?
Active-duty military

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	25%	25%	24%	33%
Somewhat positive	37%	38%	37%	32%
Neutral	24%	25%	30%	20%
Somewhat negative	10%	8%	7%	9%
Very negative	3%	2%	2%	5%
Skipped	2%	1%	0%	1%
Total positive (Net)	*62%*	*63%*	*61%*	*65%*
Total negative (Net)	*13%*	*10%*	*9%*	*14%*

Q8_5. How positively or negatively do you think the following are portrayed in the media?
[IF ADULT, show "Military Veterans/Prior service members" / IF TEEN, show "Veterans"]

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	20%	20%	20%	24%
Somewhat positive	34%	40%	35%	32%
Neutral	27%	26%	30%	28%
Somewhat negative	14%	12%	12%	12%
Very negative	3%	2%	2%	2%
Skipped	1%	1%	1%	1%
Total positive (Net)	*54%*	*59%*	*55%*	*56%*
Total negative (Net)	*18%*	*14%*	*14%*	*15%*

Q8_6. How positively or negatively do you think the following are portrayed in the media?
Law enforcement

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very positive	9%	6%	10%	14%
Somewhat positive	17%	20%	25%	21%
Neutral	23%	28%	21%	22%
Somewhat negative	35%	32%	28%	28%
Very negative	14%	13%	16%	14%
Skipped	1%	1%	1%	1%
Total positive (Net)	*26%*	*26%*	*35%*	*36%*
Total negative (Net)	*49%*	*45%*	*43%*	*41%*

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T04_T2B. How do you rate the value of the following in terms of their contribution to society? Summary – Total valuable
[ASKED ONLY OF TEEN RESPONDENTS]

	Teens (N=291)
Engineers	95%
Doctors	94%
Active-duty military	92%
Teachers	91%
Law enforcement	91%
Veterans	86%
Social workers	82%

T04_1. How do you rate the value of the following in terms of their contribution to society?
Active-duty military

	Teens (N=291)
Very valuable	48%
Valuable	43%
Not very valuable	6%
Not valuable at all	2%
Skipped	1%
Total valuable (Net)	*92%*
Total not valuable (Net)	*8%*

T04_2. How do you rate the value of the following in terms of their contribution to society?
Veterans

	Teens (N=291)
Very valuable	36%
Valuable	51%
Not very valuable	11%
Not valuable at all	2%
Skipped	1%
Total valuable (Net)	*86%*
Total not valuable (Net)	*13%*

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T04_3. How do you rate the value of the following in terms of their contribution to society?
Doctors

	Teens (N=291)
Very valuable	60%
Valuable	34%
Not very valuable	4%
Not valuable at all	1%
Skipped	1%
Total valuable (Net)	*94%*
Total not valuable (Net)	*5%*

T04_4. How do you rate the value of the following in terms of their contribution to society?
Teachers

	Teens (N=291)
Very valuable	52%
Valuable	38%
Not very valuable	6%
Not valuable at all	2%
Skipped	1%
Total valuable (Net)	*91%*
Total not valuable (Net)	*8%*

T04_5. How do you rate the value of the following in terms of their contribution to society?
Engineers

	Teens (N=291)
Very valuable	48%
Valuable	47%
Not very valuable	2%
Not valuable at all	2%
Skipped	1%
Total valuable (Net)	*95%*
Total not valuable (Net)	*4%*

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T04_6. How do you rate the value of the following in terms of their contribution to society?
Law enforcement

	Teens (N=291)
Very valuable	46%
Valuable	45%
Not very valuable	8%
Not valuable at all	1%
Skipped	1%
Total valuable (Net)	*91%*
Total not valuable (Net)	*8%*

T04_7. How do you rate the value of the following in terms of their contribution to society?
Social workers

	Teens (N=291)
Very valuable	29%
Valuable	53%
Not very valuable	14%
Not valuable at all	3%
Skipped	1%
Total valuable (Net)	*82%*
Total not valuable (Net)	*17%*

Q9. How well, if at all, do you believe Veterans are supported by federal government programs after their service?

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very well	5%	5%	11%	12%
Well	22%	24%	44%	26%
Poorly	40%	40%	34%	35%
Very poorly	23%	21%	10%	21%
Not sure **[SHOWN ONLY TO ADULT RESPONDENTS]**	9%	11%	N/A	5%
Skipped	1%	0%	1%	1%
Total well (Net)	*27%*	*29%*	*55%*	*37%*
Total poorly (Net)	*63%*	*60%*	*44%*	*56%*

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TOPLINE & METHODOLOGY

Q10. We would like your opinion about the choices that **[IF PARENT, show** "your child has"]/ **[IF GEN POP OR SCHOOL PERSONNEL, show** "young people have."] Suppose ["your child"/"a young person"] asked for your advice about various post-high school options. How likely is it that you would recommend joining a military service such as the Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force, or the National Guard?
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	**Parents (N=524)**	**School Personnel (N=205)**
Very likely	9%	5%	17%
Likely	34%	26%	39%
Unlikely	32%	37%	24%
Very unlikely	23%	30%	17%
Skipped	2%	1%	3%
Total likely (Net)	*43%*	*32%*	*56%*
Total unlikely (Net)	*55%*	*67%*	*41%*

T18. How likely is it that you would recommend joining the military to someone your age (e.g., friend, family member, classmate)?
[ASKED ONLY OF TEEN RESPONDENTS; ASKED AT END OF TEEN SURVEY – MOVED UP FOR EASE OF COMPARISON]

	Teens (N=291)
Very likely	2%
Likely	26%
Unlikely	43%
Very unlikely	27%
Skipped	1%
Total likely (Net)	*29%*
Total unlikely (Net)	*70%*

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TOPLINE & METHODOLOGY

Q13. **[PARENTS AND SCHOOL PERSONNEL, show]:** What factors would make you more likely to recommend military service to [**IF PARENT, show** "your child" / **IF SCHOOL PERSONNEL, show** "a young person you know"]?
[TEENS, show]: What factors would make you more likely to consider military service? **[ASKED SECOND TO LAST IN TEEN SURVEY – MOVED UP FOR EASE OF COMPARISON]**

	Parents (N=405)	**Teens (N=291)**	**School Personnel (N=205)**
Education benefits	52%	47%	63%
Financial benefits	46%	59%	52%
Leadership skills	45%	28%	50%
Job training	44%	33%	55%
Discipline **[SHOWN ONLY TO PARENTS AND SCHOOL PERSONNEL]**	40%	N/A	56%
Sense of duty	32%	19%	39%
Physical health benefits	28%	24%	32%
Mental health benefits	11%	14%	19%
Something else	14%	10%	6%
Skipped	8%	10%	3%

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Q14_T2B. How likely do you think it is that someone getting out of the military will…? Summary - Total likely

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Succeed in their civilian job after the military	58%	56%	59%	65%
Have some form of psychological or emotional problem	55%	60%	64%	58%
Be happy with their decision to serve in the military	53%	51%	52%	62%
Have difficulty readjusting to everyday life	51%	53%	53%	47%
Recommend military service to others	44%	41%	54%	47%
Obtain a college degree	43%	50%	46%	55%
Have some form of physical injury	39%	43%	49%	42%
Get a high-quality job after service	38%	43%	46%	53%
Be better off than if they had not joined the military	33%	36%	31%	45%
Return with a physical combat wound	29%	37%	49%	32%
Regret their decision to join	20%	21%	19%	19%
Return with a missing limb	17%	20%	27%	20%

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TOPLINE & METHODOLOGY

Q14_B2B. How likely do you think it is that someone getting out of the military will…? Summary - Total unlikely

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Return with a missing limb	41%	34%	32%	50%
Regret their decision to join	32%	33%	34%	40%
Return with a physical combat wound	26%	21%	19%	28%
Be better off than if they had not joined the military	20%	17%	21%	24%
Have some form of physical injury	19%	17%	16%	26%
Get a high-quality job after service	19%	16%	16%	13%
Recommend military service to others	19%	20%	10%	16%
Obtain a college degree	14%	12%	19%	9%
Have difficulty readjusting to everyday life	12%	10%	12%	21%
Have some form of psychological or emotional problem	12%	10%	7%	11%
Be happy with their decision to serve in the military	11%	13%	8%	8%
Succeed in their civilian job after the military	9%	10%	10%	10%

Q14_1. How likely do you think it is that someone getting out of the military will…?
Have some form of physical injury

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	7%	9%	9%	12%
Likely	31%	33%	40%	29%
Neither unlikely nor likely	40%	39%	34%	30%
Unlikely	16%	13%	12%	20%
Very unlikely	3%	3%	4%	6%
Skipped	2%	1%	1%	2%
Total likely (Net)	*39%*	*43%*	*49%*	*42%*
Total unlikely (Net)	*19%*	*17%*	*16%*	*26%*

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Q14_2. How likely do you think it is that someone getting out of the military will…?
Have some form of psychological or emotional problem

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	19%	22%	18%	21%
Likely	36%	38%	46%	36%
Neither unlikely nor likely	32%	29%	27%	29%
Unlikely	10%	7%	5%	8%
Very unlikely	2%	2%	2%	3%
Skipped	1%	1%	1%	2%
Total likely (Net)	*55%*	*60%*	*64%*	*58%*
Total unlikely (Net)	*12%*	*10%*	*7%*	*11%*

Q14_3. How likely do you think it is that someone getting out of the military will…?
Return with a physical combat wound

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	6%	7%	8%	11%
Likely	24%	30%	41%	21%
Neither unlikely nor likely	43%	41%	31%	38%
Unlikely	21%	17%	15%	23%
Very unlikely	5%	5%	4%	5%
Skipped	1%	1%	1%	3%
Total likely (Net)	*29%*	*37%*	*49%*	*32%*
Total unlikely (Net)	*26%*	*21%*	*19%*	*28%*

Q14_4. How likely do you think it is that someone getting out of the military will…?
Return with a missing limb

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	3%	4%	5%	8%
Likely	14%	16%	22%	12%
Neither unlikely nor likely	41%	44%	40%	28%
Unlikely	30%	24%	23%	34%
Very unlikely	11%	10%	9%	16%
Skipped	2%	1%	1%	2%
Total likely (Net)	*17%*	*20%*	*27%*	*20%*
Total unlikely (Net)	*41%*	*34%*	*32%*	*50%*

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Q14_5. How likely do you think it is that someone getting out of the military will…?
Have difficulty readjusting to everyday life

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	11%	13%	12%	15%
Likely	39%	41%	41%	32%
Neither unlikely nor likely	35%	36%	35%	31%
Unlikely	10%	8%	10%	13%
Very unlikely	3%	2%	1%	7%
Skipped	2%	1%	1%	2%
Total likely (Net)	*51%*	*53%*	*53%*	*47%*
Total unlikely (Net)	*12%*	*10%*	*12%*	*21%*

Q14_6. How likely do you think it is that someone getting out of the military will…?
Get a high-quality job after service

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	5%	5%	7%	10%
Likely	33%	38%	39%	43%
Neither unlikely nor likely	42%	40%	37%	32%
Unlikely	16%	13%	14%	8%
Very unlikely	3%	3%	2%	4%
Skipped	1%	1%	1%	2%
Total likely (Net)	*38%*	*43%*	*46%*	*53%*
Total unlikely (Net)	*19%*	*16%*	*16%*	*13%*

Q14_7. How likely do you think it is that someone getting out of the military will…?
Succeed in their civilian job after the military

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	9%	10%	7%	15%
Likely	48%	47%	52%	49%
Neither unlikely nor likely	32%	33%	30%	23%
Unlikely	7%	7%	8%	7%
Very unlikely	2%	3%	2%	3%
Skipped	2%	1%	1%	2%
Total likely (Net)	*58%*	*56%*	*59%*	*65%*
Total unlikely (Net)	*9%*	*10%*	*10%*	*10%*

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Q14_8. How likely do you think it is that someone getting out of the military will…?
Be better off than if they had not joined the military

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	7%	8%	6%	13%
Likely	26%	28%	25%	32%
Neither unlikely nor likely	45%	46%	46%	28%
Unlikely	15%	13%	18%	19%
Very unlikely	5%	4%	3%	5%
Skipped	2%	1%	1%	2%
Total likely (Net)	*33%*	*36%*	*31%*	*45%*
Total unlikely (Net)	*20%*	*17%*	*21%*	*24%*

Q14_9. How likely do you think it is that someone getting out of the military will…?
Be happy with their decision to serve in the military

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	6%	6%	11%	9%
Likely	47%	45%	41%	53%
Neither unlikely nor likely	35%	35%	39%	28%
Unlikely	8%	9%	7%	7%
Very unlikely	2%	4%	1%	1%
Skipped	1%	1%	1%	2%
Total likely (Net)	*53%*	*51%*	*52%*	*62%*
Total unlikely (Net)	*11%*	*13%*	*8%*	*8%*

Q14_10. How likely do you think it is that someone getting out of the military will…?
Recommend military service to others

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	5%	5%	5%	10%
Likely	39%	36%	49%	37%
Neither unlikely nor likely	36%	38%	35%	35%
Unlikely	14%	13%	7%	12%
Very unlikely	4%	7%	3%	4%
Skipped	2%	1%	1%	2%
Total likely (Net)	*44%*	*41%*	*54%*	*47%*
Total unlikely (Net)	*19%*	*20%*	*10%*	*16%*

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Q14_11. How likely do you think it is that someone getting out of the military will…?
Regret their decision to join

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	4%	5%	3%	8%
Likely	16%	16%	16%	11%
Neither unlikely nor likely	46%	45%	46%	39%
Unlikely	28%	29%	27%	32%
Very unlikely	4%	5%	7%	8%
Skipped	1%	1%	1%	2%
Total likely (Net)	*20%*	*21%*	*19%*	*19%*
Total unlikely (Net)	*32%*	*33%*	*34%*	*40%*

Q14_12. How likely do you think it is that someone getting out of the military will…?
Obtain a college degree

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very likely	5%	5%	10%	14%
Likely	38%	45%	36%	41%
Neither unlikely nor likely	41%	36%	35%	34%
Unlikely	11%	9%	15%	5%
Very unlikely	3%	2%	4%	4%
Skipped	2%	2%	0%	2%
Total likely (Net)	*43%*	*50%*	*46%*	*55%*
Total unlikely (Net)	*14%*	*12%*	*19%*	*9%*

Q15_T2B. Compared to civilians, [**FOR TEENS, show** "meaning those who have not served in the military,"] how would you rate military Veterans'... Summary - Total better

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Value as an employee **[SHOWN ONLY TO ADULT RESPONDENTS]**	47%	45%	N/A	58%
Employment opportunities	38%	36%	34%	48%
Physical health	35%	36%	36%	47%
Education	28%	29%	29%	37%
Financial health	24%	24%	24%	32%
Quality of life	17%	15%	21%	26%
Mental health	7%	4%	8%	15%

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Q15_B2B. Compared to civilians, how would you rate military Veterans'... Summary – Total worse

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Mental health	53%	62%	59%	54%
Physical health	23%	27%	28%	18%
Financial health	20%	24%	23%	19%
Quality of life	18%	22%	22%	19%
Employment opportunities	12%	10%	16%	9%
Education	10%	12%	16%	13%
Value as an employee **[SHOWN ONLY TO ADULT RESPONDENTS]**	6%	8%	N/A	8%

Q15_1. Compared to civilians, how would you rate military Veterans'... **Physical health**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	5%	4%	9%	9%
Better	30%	32%	27%	38%
About the same	40%	36%	34%	33%
Worse	20%	24%	22%	16%
Much worse	3%	3%	6%	2%
Skipped	2%	1%	1%	2%
Total better (Net)	*35%*	*36%*	*36%*	*47%*
Total worse (Net)	*23%*	*27%*	*28%*	*18%*

Q15_2. Compared to civilians, how would you rate military Veterans'... **Mental health**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	2%	1%	2%	4%
Better	5%	3%	6%	11%
About the same	38%	33%	32%	29%
Worse	43%	49%	44%	45%
Much worse	10%	13%	15%	9%
Skipped	2%	1%	1%	2%
Total better (Net)	*7%*	*4%*	*8%*	*15%*
Total worse (Net)	*53%*	*62%*	*59%*	*54%*

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Q15_3. Compared to civilians, how would you rate military Veterans'... **Employment opportunities**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	6%	7%	5%	10%
Better	32%	30%	30%	38%
About the same	48%	54%	48%	41%
Worse	10%	8%	13%	7%
Much worse	2%	2%	3%	2%
Skipped	2%	0%	1%	2%
Total better (Net)	*38%*	*36%*	*34%*	*48%*
Total worse (Net)	*12%*	*10%*	*16%*	*9%*

Q15_4. Compared to civilians, how would you rate military Veterans'... **Education**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	4%	3%	4%	9%
Better	24%	27%	25%	28%
About the same	60%	58%	54%	47%
Worse	9%	11%	12%	12%
Much worse	1%	1%	3%	2%
Skipped	2%	0%	1%	2%
Total better (Net)	*28%*	*29%*	*29%*	*37%*
Total worse (Net)	*10%*	*12%*	*16%*	*13%*

Q15_5. Compared to civilians, how would you rate military Veterans'... **Financial health**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	3%	3%	3%	6%
Better	21%	21%	21%	26%
About the same	55%	51%	52%	47%
Worse	18%	22%	19%	16%
Much worse	2%	2%	3%	3%
Skipped	2%	1%	1%	2%
Total better (Net)	*24%*	*24%*	*24%*	*32%*
Total worse (Net)	*20%*	*24%*	*23%*	*19%*

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Q15_6. Compared to civilians, how would you rate military Veterans'... **Value as an employee**
[ASKED ONLY OF ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Much better	8%	7%	7%
Better	39%	38%	50%
About the same	45%	46%	32%
Worse	5%	6%	7%
Much worse	1%	2%	1%
Skipped	2%	1%	2%
Total better (Net)	*47%*	*45%*	*58%*
Total worse (Net)	*6%*	*8%*	*8%*

Q15_7. Compared to civilians, how would you rate military Veterans'... **Quality of life**

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Much better	3%	2%	5%	8%
Better	14%	14%	15%	18%
About the same	63%	61%	57%	50%
Worse	15%	19%	19%	16%
Much worse	3%	3%	2%	4%
Skipped	2%	1%	1%	4%
Total better (Net)	*17%*	*15%*	*21%*	*26%*
Total worse (Net)	*18%*	*22%*	*22%*	*19%*

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Q16_T2B. For each of the following statements, please indicate if you think the statement is true or false.
Summary – Correct answer (noted in **bold** next to statement)
[ASKED ONLY OF ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Veterans are less educated than their civilian peers. **[FALSE]**	59%	56%	56%
Veterans are more likely to volunteer in their communities than their civilian peers. **[TRUE]**	43%	39%	45%
Veterans vote in elections at a lower rate than non-Veterans. **[FALSE]**	37%	40%	47%
Veterans are more productive than their non-Veteran peers in the civilian workforce. **[TRUE]**	32%	30%	35%
Veterans are more likely to own a home than their civilian peers. **[TRUE]**	30%	30%	39%
Combat action produces more mentally tough Veterans. **[TRUE]**	28%	26%	29%
Veterans are more physically healthy than the general public. **[FALSE]**	25%	30%	28%
Veterans achieve greater economic success across their civilian careers than their non-Veteran peers. **[TRUE]**	20%	23%	29%
Veterans are more mentally healthy than the general public. **[TRUE]**	8%	8%	16%

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Q16_1. For each of the following statements, please indicate if you think the statement is true or false.
Veterans are more physically healthy than the general public.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True	41%	40%	43%
False*	25%	30%	28%
Don't know	33%	29%	27%
Skipped	1%	1%	2%

For each statement in this question, the correct answer is noted with an asterisk.

Q16_2. For each of the following statements, please indicate if you think the statement is true or false.
Veterans are more mentally healthy than the general public.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	8%	8%	16%
False	53%	60%	47%
Don't know	38%	32%	33%
Skipped	1%	1%	4%

Q16_3. For each of the following statements, please indicate if you think the statement is true or false.
Combat action produces more mentally tough Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	28%	26%	29%
False	33%	38%	38%
Don't know	37%	36%	30%
Skipped	1%	1%	3%

Q16_4. For each of the following statements, please indicate if you think the statement is true or false.
Veterans are more productive than their non-Veteran peers in the civilian workforce.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	32%	30%	35%
False	22%	26%	26%
Don't know	45%	43%	36%
Skipped	1%	1%	3%

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Q16_5. For each of the following statements, please indicate if you think the statement is true or false. **Veterans achieve greater economic success across their civilian careers than their non-Veteran peers.**

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	20%	23%	29%
False	27%	29%	31%
Don't know	52%	48%	38%
Skipped	1%	1%	3%

For each statement in this question, the correct answer is noted with an asterisk.

Q16_6. For each of the following statements, please indicate if you think the statement is true or false. **Veterans are less educated than their civilian peers.**

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True	11%	10%	15%
False*	59%	56%	56%
Don't know	29%	33%	27%
Skipped	1%	1%	3%

Q16_7. For each of the following statements, please indicate if you think the statement is true or false. **Veterans are more likely to own a home than their civilian peers.**

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	30%	30%	39%
False	23%	28%	22%
Don't know	45%	42%	36%
Skipped	1%	1%	3%

Q16_8. For each of the following statements, please indicate if you think the statement is true or false. **Veterans are more likely to volunteer in their communities than their civilian peers.**

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True*	43%	39%	45%
False	14%	15%	20%
Don't know	42%	44%	31%
Skipped	1%	1%	4%

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Q16_9. For each of the following statements, please indicate if you think the statement is true or false. **Veterans vote in elections at a lower rate than non-Veterans.**

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
True	6%	6%	11%
False*	37%	40%	47%
Don't know	56%	54%	38%
Skipped	1%	1%	3%

For each statement in this question, the correct answer is noted with an asterisk.

Q17_TB. **[IF PARENT OR SCHOOL PERSONNEL, SHOW]** Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to **[IF ADULT, SHOW** recommend military service**]/[IF TEEN, SHOW** serve in the military?**]** Summary – Yes **[ASKED OF PARENT OVERSAMPLE, TEENS, AND SCHOOL PERSONNEL]**

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Education	58%	55%	76%
Employment	56%	53%	75%
Financial health	55%	54%	73%
Physical health	53%	50%	71%
Home ownership	52%	54%	69%
Mental health	43%	40%	66%

Q17_1. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]? **Physical health**

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	53%	50%	71%
No	46%	49%	27%
Skipped	1%	1%	2%

Q17_2. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]? **Mental health**

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	43%	40%	66%
No	56%	58%	31%
Skipped	1%	2%	3%

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Q17_3. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]?
Employment

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	56%	53%	75%
No	43%	46%	23%
Skipped	1%	1%	2%

Q17_4. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]?
Education

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	58%	55%	76%
No	42%	44%	20%
Skipped	1%	1%	4%

Q17_5. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]?
Financial health

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	55%	54%	73%
No	45%	44%	22%
Skipped	1%	2%	4%

Q17_6. Would knowing that Veterans have more positive outcomes than their civilian counterparts in each of the following areas make you more likely to [recommend military service/serve in the military]?
Home ownership

	Parents (N=405)	Teens (N=291)	School Personnel (N=205)
Yes	52%	54%	69%
No	47%	44%	28%
Skipped	1%	2%	3%

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Q18_T2B. To what extent do you support or oppose the following? Summary – Total support
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Increasing funding for mental health services for Veterans.	92%	94%	93%
Expanding job placement programs for Veterans.	90%	91%	92%
Increasing funding for physical health services for Veterans.	89%	88%	82%
Expanding educational benefits and programs for Veterans.	88%	90%	84%
Increasing funding for housing programs for Veterans.	86%	88%	84%
Increasing tax incentives to employers who hire Veterans.	75%	79%	79%

Q18_1. To what extent do you support or oppose the following?
Increasing funding for housing programs for Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	45%	43%	42%
Somewhat support	41%	44%	43%
Somewhat oppose	9%	10%	9%
Strongly oppose	2%	2%	4%
Skipped	3%	1%	2%
Total support (Net)	*86%*	*88%*	*84%*
Total oppose (Net)	*11%*	*11%*	*14%*

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Q18_2. To what extent do you support or oppose the following?
Expanding educational benefits and programs for Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	48%	48%	47%
Somewhat support	39%	42%	37%
Somewhat oppose	7%	7%	10%
Strongly oppose	2%	1%	4%
Skipped	3%	2%	2%
Total support (Net)	*88%*	*90%*	*84%*
Total oppose (Net)	*9%*	*8%*	*14%*

Q18_3. To what extent do you support or oppose the following?
Increasing funding for mental health services for Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	66%	66%	61%
Somewhat support	26%	28%	32%
Somewhat oppose	4%	4%	3%
Strongly oppose	2%	1%	3%
Skipped	3%	1%	2%
Total support (Net)	*92%*	*94%*	*93%*
Total oppose (Net)	*5%*	*5%*	*5%*

Q18_4. To what extent do you support or oppose the following?
Increasing funding for physical health services for Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	52%	53%	44%
Somewhat support	37%	35%	39%
Somewhat oppose	6%	10%	7%
Strongly oppose	2%	1%	6%
Skipped	3%	1%	5%
Total support (Net)	*89%*	*88%*	*82%*
Total oppose (Net)	*8%*	*11%*	*13%*

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Q18_5. To what extent do you support or oppose the following?
Expanding job placement programs for Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	47%	47%	44%
Somewhat support	43%	44%	48%
Somewhat oppose	5%	7%	4%
Strongly oppose	2%	1%	2%
Skipped	3%	1%	2%
Total support (Net)	*90%*	*91%*	*92%*
Total oppose (Net)	*7%*	*8%*	*6%*

Q18_6. To what extent do you support or oppose the following?
Increasing tax incentives to employers who hire Veterans.

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly support	32%	33%	39%
Somewhat support	42%	46%	40%
Somewhat oppose	17%	15%	13%
Strongly oppose	5%	4%	6%
Skipped	3%	2%	2%
Total support (Net)	*75%*	*79%*	*79%*
Total oppose (Net)	*22%*	*19%*	*19%*

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Q19_T2B. How much do you agree or disagree with the following statements? Summary – Total agree

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Young people would benefit from connecting with Veterans and hearing about their experiences.	78%	82%	75%	76%
Veterans make significant contributions to society.	76%	76%	73%	73%
Veterans are good role models for young people.	73%	73%	74%	73%
Veterans show great perseverance in overcoming challenges.	71%	75%	73%	72%
Veterans possess a strong work ethic that makes them desirable employees.	70%	72%	70%	70%
The skills Veterans learn in the military are highly valuable in the civilian workforce.	69%	73%	67%	73%
More Veterans should be involved in school/youth activities so [youth/people my age] may see the benefits of serving in the military.	62%	61%	65%	74%
Given the choice between two equally qualified job applicants, I would hire the one who was a Veteran.	54%	50%	46%	56%
Challenges in military recruitment pose a significant risk to national security. **[SHOWN ONLY TO ADULT RESPONDENTS]**	44%	47%	N/A	51%
My tax dollars are wasted on military training if Veterans can't find meaningful employment post-service. **[SHOWN ONLY TO ADULT RESPONDENTS]**	30%	33%	N/A	43%
Veterans are overly entitled.	13%	16%	18%	27%
Only low achieving students should join the military.	9%	9%	17%	13%

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Q19_1. How much do you agree or disagree with the following statements?
Veterans are good role models for young people.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	28%	28%	30%	33%
Somewhat agree	45%	45%	44%	40%
Somewhat disagree	8%	6%	9%	7%
Strongly disagree	2%	2%	2%	6%
Don't know	15%	18%	15%	11%
Skipped	2%	1%	1%	2%
Total agree (Net)	*73%*	*73%*	*74%*	*73%*
Total disagree (Net)	*10%*	*8%*	*11%*	*13%*

Q19_2. How much do you agree or disagree with the following statements?
Veterans make significant contributions to society.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	38%	37%	32%	41%
Somewhat agree	38%	39%	41%	32%
Somewhat disagree	5%	4%	9%	12%
Strongly disagree	2%	1%	1%	3%
Don't know	15%	17%	16%	9%
Skipped	2%	2%	1%	2%
Total agree (Net)	*76%*	*76%*	*73%*	*73%*
Total disagree (Net)	*7%*	*5%*	*10%*	*15%*

Q19_3. How much do you agree or disagree with the following statements?
Veterans are overly entitled.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	3%	3%	2%	7%
Somewhat agree	10%	13%	16%	20%
Somewhat disagree	30%	29%	27%	25%
Strongly disagree	39%	38%	32%	37%
Don't know	15%	15%	22%	9%
Skipped	2%	2%	1%	2%
Total agree (Net)	*13%*	*16%*	*18%*	*27%*
Total disagree (Net)	*69%*	*67%*	*58%*	*63%*

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Q19_4. How much do you agree or disagree with the following statements?
Young people would benefit from connecting with Veterans and hearing about their experiences.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	37%	36%	31%	41%
Somewhat agree	41%	46%	45%	35%
Somewhat disagree	6%	4%	7%	9%
Strongly disagree	2%	2%	2%	7%
Don't know	12%	11%	15%	5%
Skipped	2%	1%	1%	2%
Total agree (Net)	*78%*	*82%*	*75%*	*76%*
Total disagree (Net)	*8%*	*6%*	*9%*	*16%*

Q19_5. How much do you agree or disagree with the following statements?
The skills Veterans learn in the military are highly valuable in the civilian workforce.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	26%	23%	23%	33%
Somewhat agree	44%	51%	44%	40%
Somewhat disagree	11%	9%	9%	14%
Strongly disagree	3%	3%	4%	3%
Don't know	15%	14%	18%	8%
Skipped	2%	2%	2%	2%
Total agree (Net)	*69%*	*73%*	*67%*	*73%*
Total disagree (Net)	*14%*	*11%*	*13%*	*17%*

Q19_6. How much do you agree or disagree with the following statements?
Veterans possess a strong work ethic that makes them desirable employees.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	25%	25%	26%	31%
Somewhat agree	45%	46%	44%	39%
Somewhat disagree	7%	5%	5%	15%
Strongly disagree	3%	2%	2%	4%
Don't know	19%	19%	21%	10%
Skipped	2%	1%	2%	2%
Total agree (Net)	*70%*	*72%*	*70%*	*70%*
Total disagree (Net)	*9%*	*8%*	*8%*	*18%*

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Q19_7. How much do you agree or disagree with the following statements?
Veterans show great perseverance in overcoming challenges.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	25%	27%	32%	30%
Somewhat agree	45%	48%	41%	42%
Somewhat disagree	6%	5%	7%	9%
Strongly disagree	2%	2%	3%	5%
Don't know	20%	16%	16%	12%
Skipped	2%	1%	1%	2%
Total agree (Net)	*71%*	*75%*	*73%*	*72%*
Total disagree (Net)	*8%*	*8%*	*10%*	*13%*

Q19_8. How much do you agree or disagree with the following statements?
Challenges in military recruitment pose a significant risk to national security.
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly agree	17%	17%	20%
Somewhat agree	27%	30%	31%
Somewhat disagree	17%	14%	17%
Strongly disagree	7%	7%	10%
Don't know	30%	31%	20%
Skipped	2%	1%	3%
Total agree (Net)	*44%*	*47%*	*51%*
Total disagree (Net)	*24%*	*21%*	*27%*

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Q19_9. How much do you agree or disagree with the following statements?
More Veterans should be involved in school/youth activities so [IF ADULT, SHOW youth]/[IF TEEN, SHOW people my age] may see the benefits of serving in the military.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	19%	20%	23%	33%
Somewhat agree	44%	42%	42%	42%
Somewhat disagree	13%	12%	8%	11%
Strongly disagree	5%	5%	5%	4%
Don't know	17%	20%	21%	9%
Skipped	2%	1%	1%	2%
Total agree (Net)	*62%*	*61%*	*65%*	*74%*
Total disagree (Net)	*18%*	*17%*	*13%*	*15%*

Q19_10. How much do you agree or disagree with the following statements?
Given the choice between two equally qualified job applicants, I would hire the one who was a Veteran.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	21%	18%	14%	23%
Somewhat agree	33%	32%	32%	33%
Somewhat disagree	11%	11%	13%	12%
Strongly disagree	5%	5%	3%	8%
Don't know	28%	32%	37%	21%
Skipped	2%	1%	1%	2%
Total agree (Net)	*54%*	*50%*	*46%*	*56%*
Total disagree (Net)	*15%*	*16%*	*15%*	*20%*

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Q19_11. How much do you agree or disagree with the following statements?
Only low achieving students should join the military.

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Strongly agree	3%	2%	2%	3%
Somewhat agree	6%	7%	15%	10%
Somewhat disagree	21%	22%	18%	26%
Strongly disagree	60%	58%	45%	52%
Don't know	8%	10%	19%	7%
Skipped	2%	1%	1%	2%
Total agree (Net)	*9%*	*9%*	*17%*	*13%*
Total disagree (Net)	*81%*	*80%*	*63%*	*78%*

Q19_12. How much do you agree or disagree with the following statements?
My tax dollars are wasted on military training if Veterans can't find meaningful employment post-service.
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Strongly agree	8%	9%	14%
Somewhat agree	22%	24%	29%
Somewhat disagree	28%	25%	26%
Strongly disagree	23%	22%	19%
Don't know	17%	18%	10%
Skipped	2%	1%	2%
Total agree (Net)	*30%*	*33%*	*43%*
Total disagree (Net)	*51%*	*47%*	*45%*

Q20. **[ADULT SAMPLE, show]** Would you rather hire someone with a 4-year college degree or 4 years of military service?

[TEEN SAMPLE, show] If you were an employer, would you rather hire someone with a 4-year college degree or 4 years of military service?

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Someone with a 4-year college degree	47%	50%	66%	57%
Someone with 4 years of military service	46%	43%	30%	40%
Skipped	8%	8%	4%	3%

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Q21. In thinking about young people who choose military service, how would you characterize the likelihood of their future opportunities?

	Gen Pop (N=1,011)	Parents (N=524)	Teens (N=291)	School Personnel (N=205)
Very successful	9%	9%	7%	20%
Successful	78%	81%	79%	70%
Unsuccessful	8%	7%	10%	5%
Very unsuccessful	2%	1%	1%	2%
Skipped	4%	2%	3%	3%
Total successful (Net)	*87%*	*89%*	*86%*	*91%*
Total unsuccessful (Net)	*9%*	*9%*	*11%*	*7%*

Q22. Have you ever served in the military, the U.S. Armed Forces, including in active, reserve, or Guard capacities?
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Yes	11%	10%	18%
No	88%	90%	80%
Skipped	1%	0%	2%

Q23. Are you now in the Armed Forces?
[ASKED ONLY OF ADULT RESPONDENTS WHO HAVE EVER SERVED IN THE MILITARY]

	Gen Pop (N=126)	Parents (N=54)**	School Personnel (N=27)**
Yes	7%	16%	41%
No	93%	84%	59%
Skipped	0%	0%	0%

****Caution: Low base size**

Q24. Do you have any family members who have served or are currently serving in the military?
[ASKED ONLY OF PARENT OVERSAMPLE AND TEEN RESPONDENTS]

	Parents (N=405)	Teens (N=291)
Yes	65%	56%
No	35%	44%
Skipped	0%	0%

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Q25. Have you ever thought about serving in the military yourself?
[ASKED ONLY OF TEENS AND PARENTS AND SCHOOL PERSONNEL WHO HAVE NEVER SERVED IN THE MILITARY]

	Parents (N=357)	Teens (N=291)	School Personnel (N=178)
Yes	28%	25%	37%
No	72%	75%	62%
Skipped	0%	0%	2%

Q26_T2B. How often do you discuss the following with [**IF PARENT, show: "**your teen" / **IF SCHOOL PERSONNEL, show: "**teens"]? Summary – Total often/sometimes
[ASKED OF PARENT OVERSAMPLE AND SCHOOL PERSONNEL]

	Parents (N=405)	School Personnel (N=205)
Four-year college or university	83%	83%
Two-year college or trade school	65%	75%
Going directly into the workforce	49%	68%
Military service	24%	58%

Q26_1. How often do you discuss the following with your teen/teens? **Four-year college or university**

	Parents (N=405)	School Personnel (N=205)
Often	48%	47%
Sometimes	35%	35%
Rarely	9%	10%
Never	7%	6%
Skipped	0%	2%
Often/Sometimes (Net)	*83%*	*83%*
Rarely/Never (Net)	*17%*	*15%*

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Q26_2. How often do you discuss the following with your teen/teens? **Two-year college or trade school**

	Parents (N=405)	School Personnel (N=205)
Often	24%	37%
Sometimes	41%	38%
Rarely	20%	15%
Never	15%	8%
Skipped	0%	2%
Often/Sometimes (Net)	*65%*	*75%*
Rarely/Never (Net)	*35%*	*23%*

Q26_3. How often do you discuss the following with your teen/teens? **Military service**

	Parents (N=405)	School Personnel (N=205)
Often	3%	18%
Sometimes	21%	40%
Rarely	30%	17%
Never	45%	22%
Skipped	0%	2%
Often/Sometimes (Net)	*24%*	*58%*
Rarely/Never (Net)	*75%*	*40%*

Q26_4. How often do you discuss the following with your teen/teens? **Going directly into the workforce**

	Parents (N=405)	School Personnel (N=205)
Often	12%	24%
Sometimes	36%	44%
Rarely	26%	18%
Never	24%	12%
Skipped	1%	2%
Often/Sometimes (Net)	*49%*	*68%*
Rarely/Never (Net)	*50%*	*30%*

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Q28_1. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Have had PTSD
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	4%	3%	6%
1% to 3%	4%	3%	5%
4% to 5%	8%	6%	11%
6% to 10%	8%	10%	10%
11% to 15%	9%	11%	10%
16% to 20%	13%	14%	12%
21% to 50%	21%	17%	18%
51% to 75%	17%	18%	12%
76% or more	9%	12%	12%
Skipped	6%	5%	6%

Q28_2. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Have had a traumatic brain injury

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	13%	14%	15%
1% to 3%	16%	16%	12%
4% to 5%	15%	14%	17%
6% to 10%	12%	11%	18%
11% to 15%	11%	12%	10%
16% to 20%	11%	12%	10%
21% to 50%	10%	9%	7%
51% to 75%	4%	5%	4%
76% or more	2%	2%	2%
Skipped	7%	4%	4%

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Q28_3. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Lost a limb in service

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	17%	19%	17%
1% to 3%	18%	15%	18%
4% to 5%	16%	15%	15%
6% to 10%	14%	14%	17%
11% to 15%	9%	11%	10%
16% to 20%	9%	10%	7%
21% to 50%	6%	6%	6%
51% to 75%	3%	4%	4%
76% or more	1%	1%	0%
Skipped	7%	4%	5%

Q28_4. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Are currently unemployed and underemployed working in civilian jobs beneath their experience and education

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	5%	5%	3%
1% to 3%	6%	6%	7%
4% to 5%	12%	11%	13%
6% to 10%	12%	13%	20%
11% to 15%	12%	16%	14%
16% to 20%	19%	16%	15%
21% to 50%	18%	18%	15%
51% to 75%	6%	7%	4%
76% or more	3%	3%	3%
Skipped	7%	5%	5%

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Q28_5. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Have had a drug or alcohol addition

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	4%	3%	6%
1% to 3%	7%	4%	4%
4% to 5%	8%	9%	10%
6% to 10%	12%	12%	13%
11% to 15%	13%	13%	12%
16% to 20%	17%	17%	16%
21% to 50%	20%	21%	19%
51% to 75%	9%	12%	9%
76% or more	4%	4%	6%
Skipped	7%	4%	5%

Q28_6. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Have a college degree

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	3%	3%	2%
1% to 3%	3%	3%	5%
4% to 5%	8%	6%	7%
6% to 10%	11%	8%	7%
11% to 15%	14%	12%	17%
16% to 20%	18%	23%	21%
21% to 50%	26%	27%	23%
51% to 75%	8%	13%	12%
76% or more	2%	2%	2%
Skipped	7%	4%	5%

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Q28_7. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Have been in combat

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	4%	2%	6%
1% to 3%	6%	7%	7%
4% to 5%	9%	10%	9%
6% to 10%	10%	12%	10%
11% to 15%	12%	8%	11%
16% to 20%	18%	19%	16%
21% to 50%	19%	19%	22%
51% to 75%	10%	13%	8%
76% or more	4%	6%	5%
Skipped	7%	4%	5%

Q28_8. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
Started their own business after military service

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	8%	8%	8%
1% to 3%	12%	12%	11%
4% to 5%	13%	12%	15%
6% to 10%	17%	18%	19%
11% to 15%	16%	16%	14%
16% to 20%	15%	16%	16%
21% to 50%	9%	10%	9%
51% to 75%	3%	3%	1%
76% or more	1%	0%	2%
Skipped	7%	5%	5%

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Q28_9. Based on what you may know or feel, what percentage of Veterans who served during the Global War on Terror since 2001 have experienced the following?
While an active-duty service member had incomes at or below the poverty line

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1%	8%	10%	15%
1% to 3%	8%	8%	7%
4% to 5%	10%	9%	8%
6% to 10%	11%	13%	14%
11% to 15%	10%	11%	13%
16% to 20%	16%	16%	16%
21% to 50%	17%	15%	14%
51% to 75%	9%	10%	5%
76% or more	4%	3%	4%
Skipped	7%	5%	4%

Q29. Based on what you may know or feel, how many Americans do you think have been killed in combat last year?
[ASKED OF ALL ADULT RESPONDENTS]

	Gen Pop (N=1,011)	Parents (N=524)	School Personnel (N=205)
Less than 1,000	52%	52%	45%
1,001 – 2,000	18%	18%	25%
2,001 – 3,000	10%	10%	7%
3,001 – 5,000	5%	7%	9%
5,001 – 7,500	4%	3%	5%
7,501 or more	7%	6%	5%
Skipped	4%	3%	4%

T12. Have you seen or received any information about military service at your school?
[ASKED ONLY OF TEEN RESPONDENTS]

	Teens (N=291)
Yes	49%
No	51%
Skipped	1%

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T13. What type of information have you seen or received?
[ASKED ONLY OF TEEN RESPONDENTS WHO HAVE RECEIVED INFORMATION ABOUT MILITARY SERVICE AT THEIR SCHOOL]

	Teens (N=142)
Recruiting brochures	38%
Presentations by military personnel or Veterans	21%
Career fairs	24%
Posters	7%
Social media content	1%
Commercials or advertisements	6%
Other	2%
Skipped	1%

T16. How interested, if at all, are you in considering military service as a career option?
[ASKED ONLY OF TEEN RESPONDENTS]

	Teens (N=291)
Very interested	3%
Somewhat interested	16%
Not very interested	35%
Not at all interested	44%
Skipped	1%
Total interested (Net)	*19%*
Total not interested (Net)	*80%*

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About the Study

This Call of Duty Endowment and Mission Roll Call study, with funding provided by Activision, was conducted between September 26 – October 9, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of the following groups:

- 1,011 general population adults age 18 or older
- 524 parents of children aged 14-17
- 291 teens aged 14-17, obtained through their parents who took the survey
- 205 school personnel (defined as teachers, counselors, or coaches for grades 9-12)

The margin of sampling error for this study is plus or minus 3.3 percentage points at the 95% confidence level for results based on the general population sample of adults; plus or minus 4.7 percentage points for parents; plus or minus 6.8 percentage points for teens; and plus or minus 8.2 percentage points for school personnel.

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.

Weighting

General Population. The design weights for qualified general population respondents were computed to reflect their selection probabilities. They were raked to the below geodemographic distributions of the 18 and over US population. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS) and Party ID benchmarks were based on Pew's 2024 National Public Opinion Reference survey (NPORS).

- Gender (Male and Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)

- Party ID (Republican, Lean Republican, No lean/Skipped, Lean Democrat, Democrat)

Parents. The design weights for qualified parent respondents were raked to the below geodemographic distributions of the 18 and over Parent with 14-17 children population. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male and Female) by Age (18-39, 40-44, 45-49, 50+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)

Teens. The design weights for qualified teen respondents were adjusted to the below geodemographic distributions of the age 14 to 17 population. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male and Female) by Age (14,15,16,17) ---- Gender in Prefers to self-describe category were treated as one single category and adjusted as KP not-male-not-female gender un-weighted percentage
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)

School Personnel. The design weights for qualified school personnel respondents were raked to the below geodemographic distributions of the adults 18 and over employed population. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS) and the Party ID benchmarks were based on Employed General Population sample.

- Gender (Male and Female) by Age (18-39, 40-49, 50-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
- Party ID (Republican, Lean Republican, No lean/Skipped, Lean Democrat, Democrat)

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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. 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).

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