

Should American companies support U.S. active-duty military and their families?

	ALL	Male	Female	SERVICE MEMBER OR VETERAN	SERVICE MEMBER	VETERAN	NOT SERVICE MEMBER	HAS FAMILY MEMBERS IN SERVICE OR VETERANS	HAS FAMILY MEMBERS IN SERVICE	HAS VETERAN FAMILY MEMBERS	DOESN'T	18-29	30-44	45-60	> 60
Yes	93%	90%	96%	94%	100%	92%	93%	96%	96%	96%	90%	93%	92%	95%	92%
No	7%	10%	4%	6%	0%	8%	7%	4%	4%	4%	10%	7%	8%	5%	8%

Aside from the government, of the following, whose responsibility is it most to support and give back to active-duty U.S. service members?

	ALL	Male	Female	SERVICE MEMBER OR VETERAN	SERVICE MEMBER	VETERAN	NOT SERVICE MEMBER	HAS FAMILY MEMBERS IN SERVICE OR VETERANS	HAS FAMILY MEMBERS IN SERVICE	HAS VETERAN FAMILY MEMBERS	DOESN'T	18-29	30-44	45-60	> 60
American companies	62%	56%	67%	59%	58%	59%	63%	63%	59%	66%	61%	58%	59%	69%	61%
Individual citizens	30%	36%	26%	35%	33%	36%	29%	30%	35%	27%	30%	33%	30%	27%	32%
Faith organizations	8%	8%	7%	6%	10%	5%	8%	6%	6%	6%	9%	9%	11%	4%	7%

How well do you believe American companies currently support active-duty U.S. military and their families?

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Very well or Somewhat well (NET)	61%	64%	57%	68%	85%	61%	60%	61%	64%	58%	61%	62%	65%	58%	58%
<i>Very well</i>	12%	12%	12%	18%	38%	10%	11%	10%	15%	7%	14%	15%	16%	10%	7%
<i>Somewhat well</i>	49%	52%	46%	50%	48%	50%	49%	50%	49%	51%	47%	47%	49%	49%	51%
Not too well	34%	29%	38%	26%	15%	30%	35%	34%	33%	35%	33%	33%	31%	36%	35%
Not well at all	6%	6%	5%	6%	0%	9%	5%	5%	3%	6%	6%	5%	4%	5%	7%

How strongly do you prefer to buy from companies that support active-duty U.S. military and their families?

	ALL	Male	Female	SERVICE MEMBER OR VETERAN	SERVICE MEMBER	VETERAN	NOT SERVICE MEMBER	HAS FAMILY MEMBERS IN SERVICE OR VETERANS	HAS FAMILY MEMBERS IN SERVICE	HAS VETERAN FAMILY MEMBERS	DOESN'T	18-29	30-44	45-60	> 60
Strongly prefer or Somewhat prefer (NET)	89%	84%	93%	92%	100%	89%	88%	92%	95%	89%	85%	88%	88%	91%	87%
<i>Strongly prefer</i>	53%	48%	56%	63%	63%	64%	51%	58%	67%	52%	47%	42%	52%	59%	58%
<i>Somewhat prefer</i>	36%	36%	36%	28%	38%	25%	37%	34%	27%	38%	39%	46%	36%	32%	29%
Do not prefer	11%	16%	7%	8%	0%	11%	12%	8%	5%	11%	15%	12%	12%	9%	13%

What would be your preferred method of supporting U.S. active duty military and their families?

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Direct donations to military support non-profits	28%	29%	27%	29%	35%	27%	28%	29%	34%	26%	26%	29%	27%	28%	28%
Buy products from companies that donate a portion of each sale to military causes	52%	46%	57%	50%	53%	49%	52%	53%	51%	55%	50%	45%	53%	58%	50%
Volunteer your time with a military support non-profit	11%	12%	10%	14%	13%	15%	10%	11%	10%	11%	11%	18%	12%	7%	7%
None of the Above	9%	13%	6%	7%	0%	10%	10%	7%	4%	8%	12%	7%	8%	7%	15%

How much more would you be willing to spend on a product or service if you knew that a portion of the sale went to support U.S. active-duty military and their families?

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0%	15%	20%	11%	21%	30%	18%	14%	14%	15%	14%	16%	14%	16%	13%	19%
1-10%	58%	57%	59%	50%	43%	53%	60%	59%	53%	62%	58%	55%	58%	59%	62%
11-20%	16%	16%	17%	17%	15%	18%	16%	17%	18%	16%	16%	20%	16%	15%	13%
21% or more	10%	8%	12%	11%	13%	10%	10%	11%	14%	8%	10%	11%	10%	13%	6%