

# The 2024 Survey of Military Veterans

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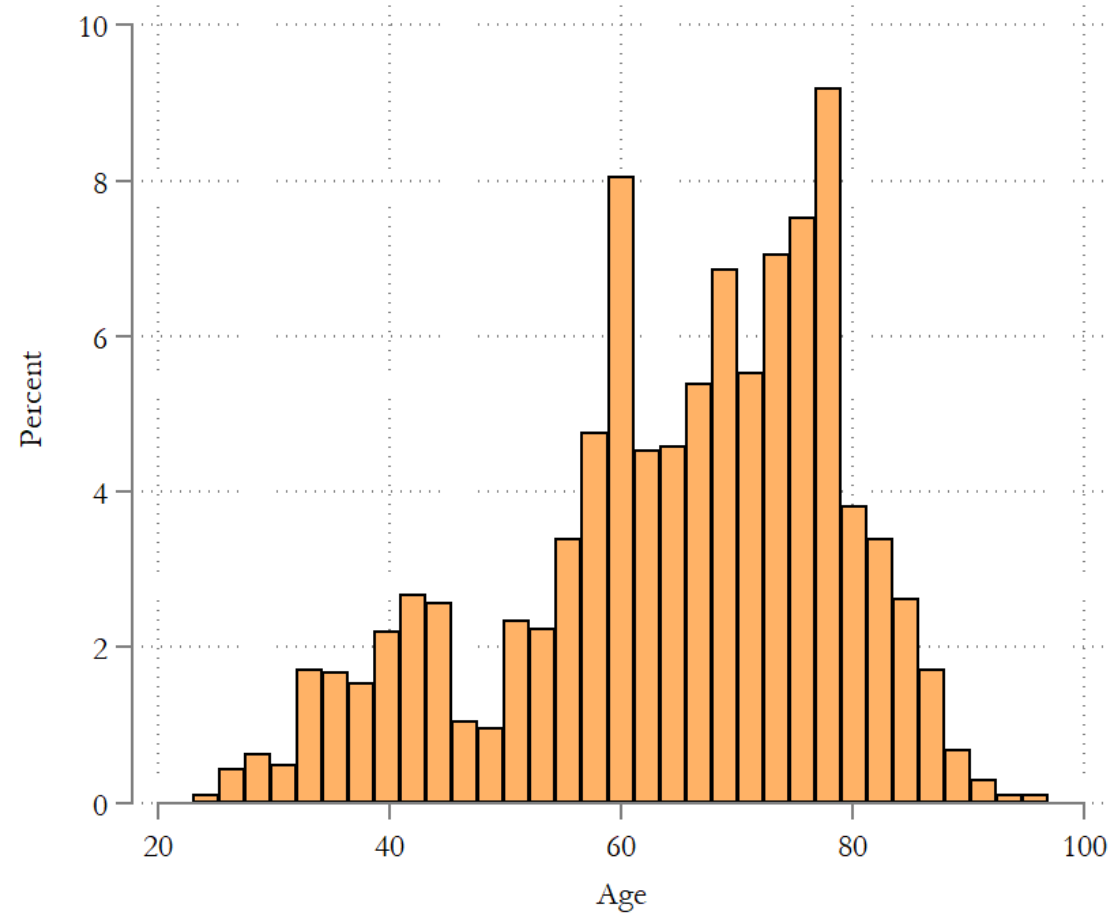
- A nationally representative sample of 2,100 military service veterans
- Survey conducted by YouGov between August 19 and September 3, 2024



# Demographics and Political Attitudes of Today's Veterans

# Most Veterans are Over 65 Years Old

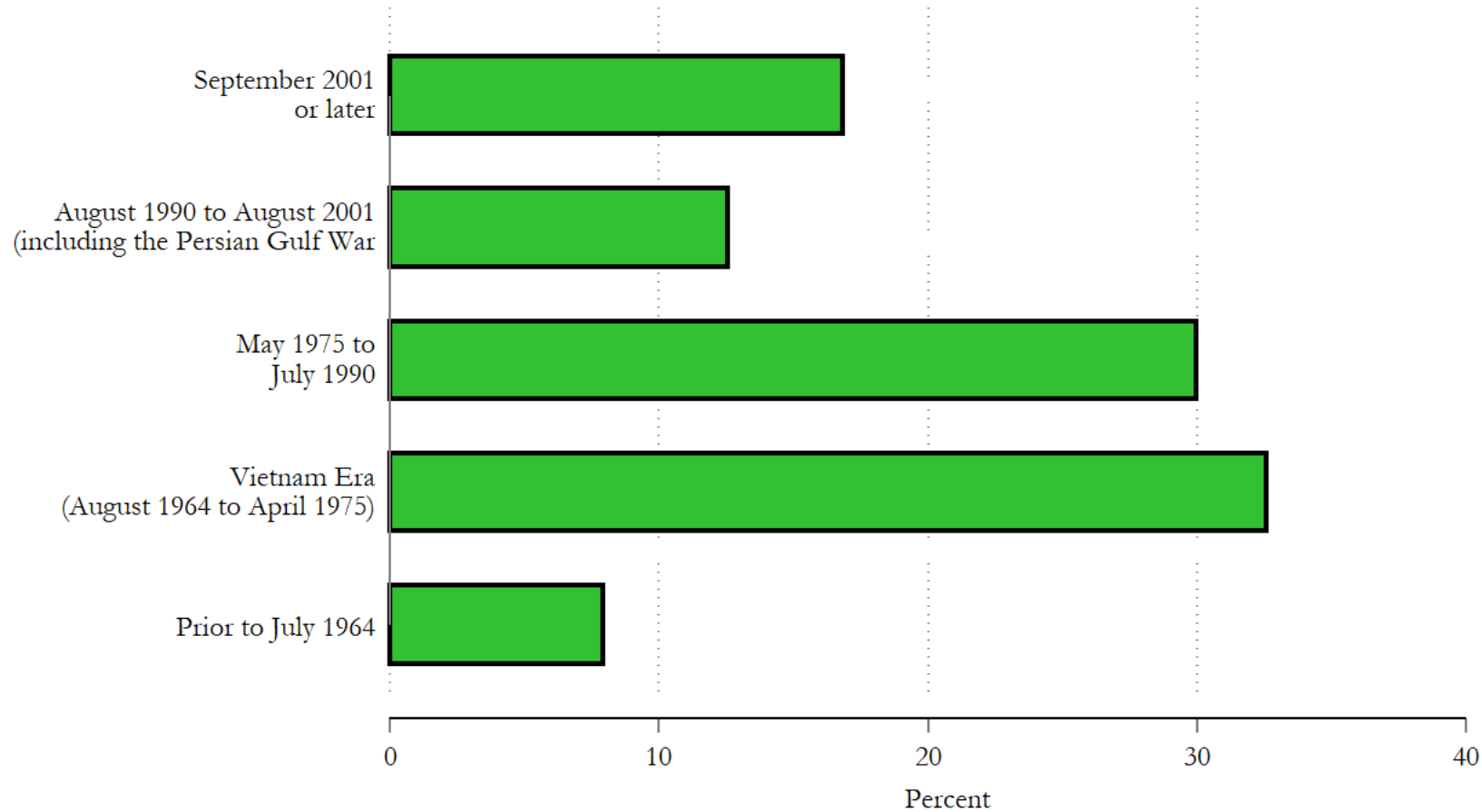
A Majority of Today's Veteran Population is Over 65 Years Old



Source: 2024 Survey of Military Veterans

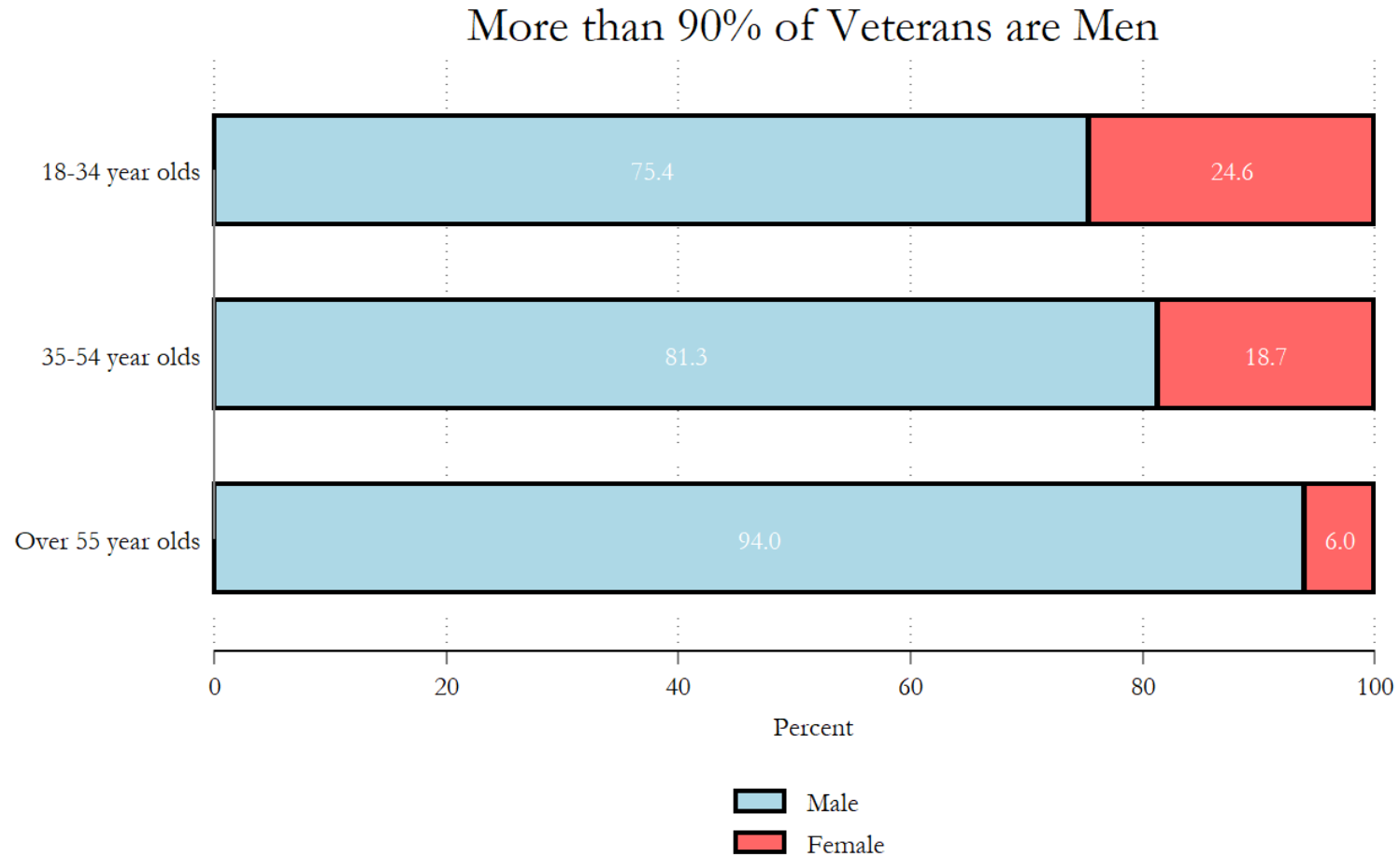
# The Majority of Today's Veteran Population Served Prior to the Persian Gulf War

More than Two-Thirds of Today's Veterans Served Prior to the Persian Gulf War



Source: 2024 Survey of Military Veterans

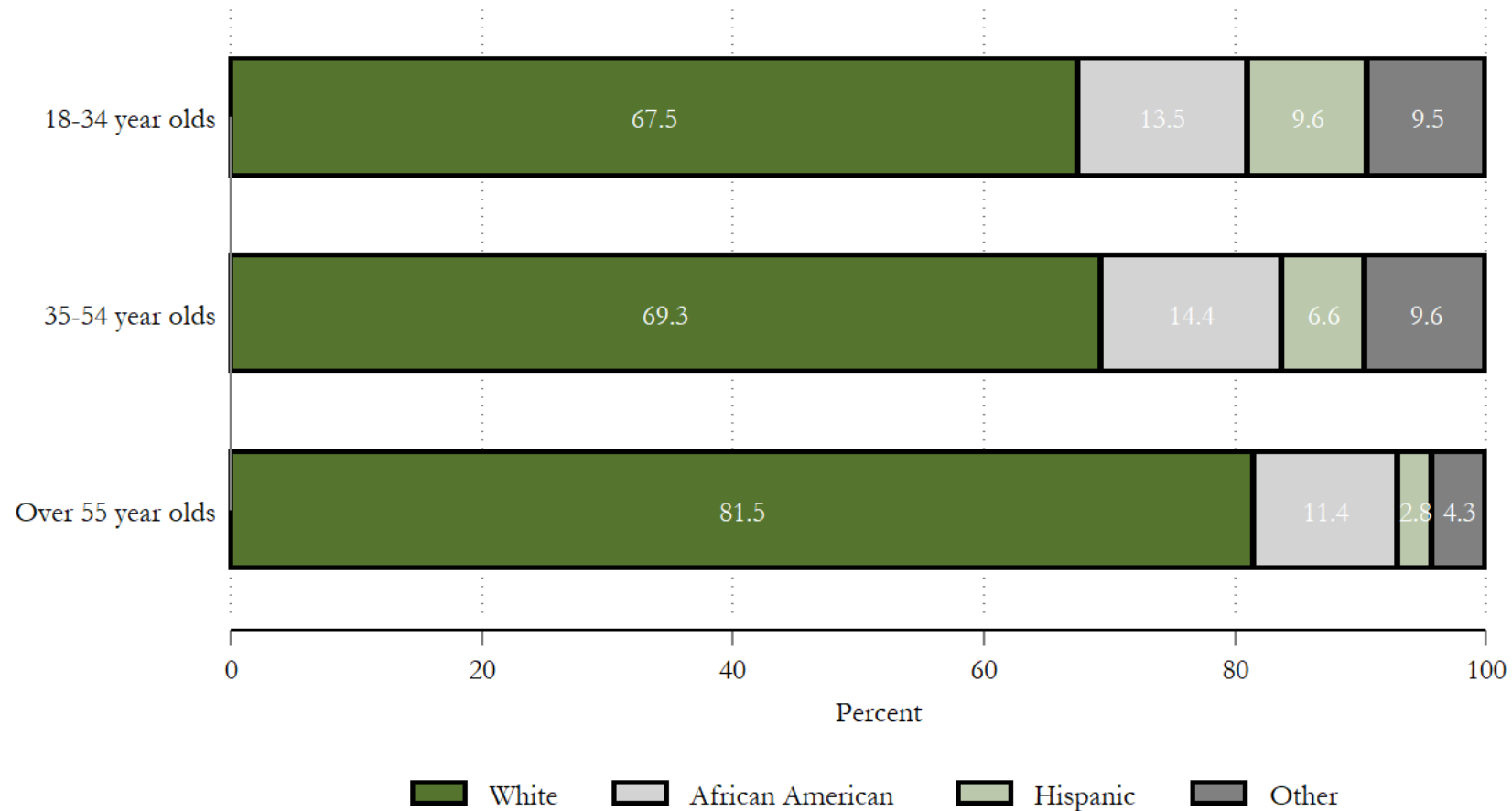
# The Vast Majority of Veterans are Men but There Are Generational Differences



Source: 2024 Survey of Military Veterans

# A Large Majority of Veterans Across Age Groups are White

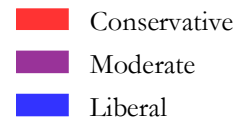
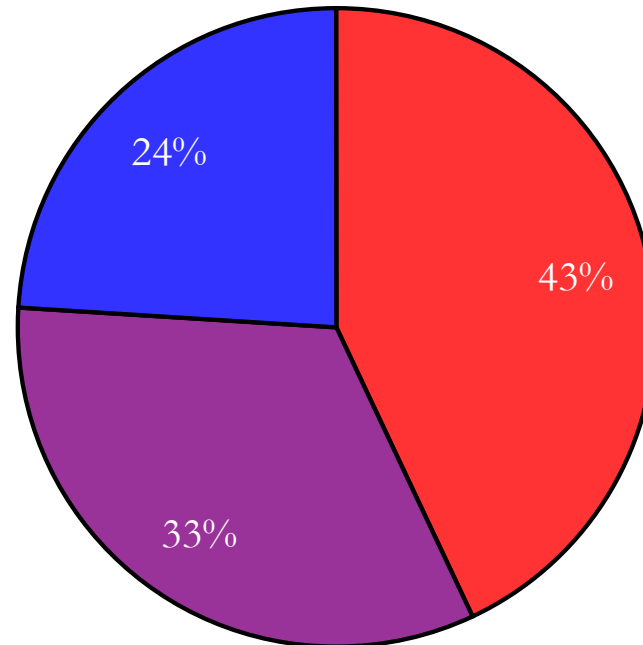
More than Three-Quarters  
of Today's Veteran Population is White



Source: 2024 Survey of Military Veterans

# More Veterans Identify as Conservative than as Moderate or Liberal

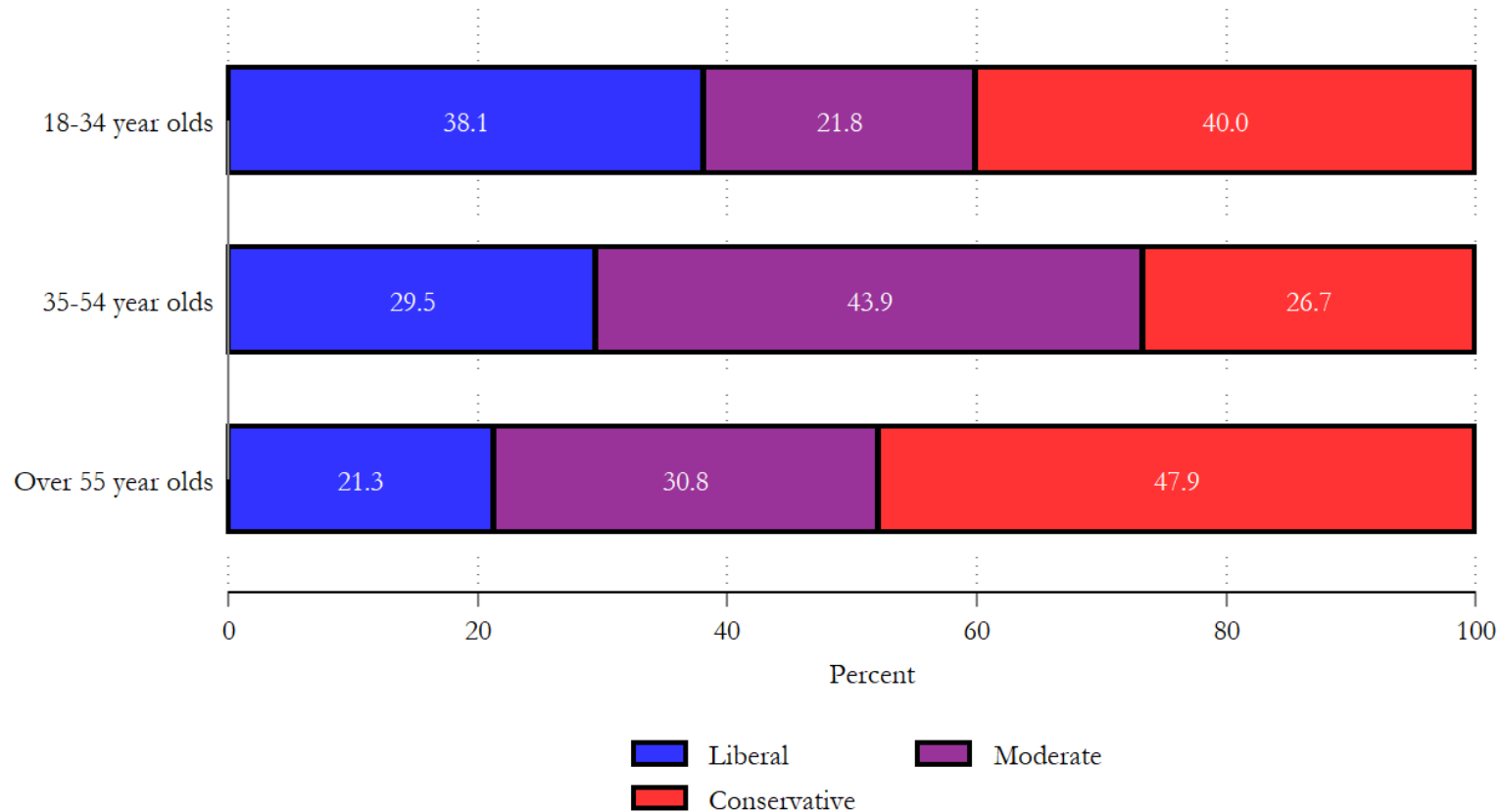
More than 40% of Veterans Identify as Conservative





# Younger Generations of Veterans are More Liberal than Older Generations of Veterans

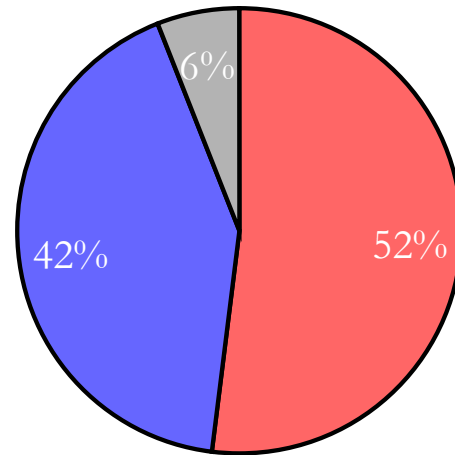
Younger Veterans are Significantly More Liberal than Older Veterans



Source: 2024 Survey of Military Veterans

# Veterans Prefer Trump Over Harris in the 2024 Election

A Majority of Veterans Intend to Vote for Trump in the 2024 Election



Donald Trump  
Kamala Harris  
Other

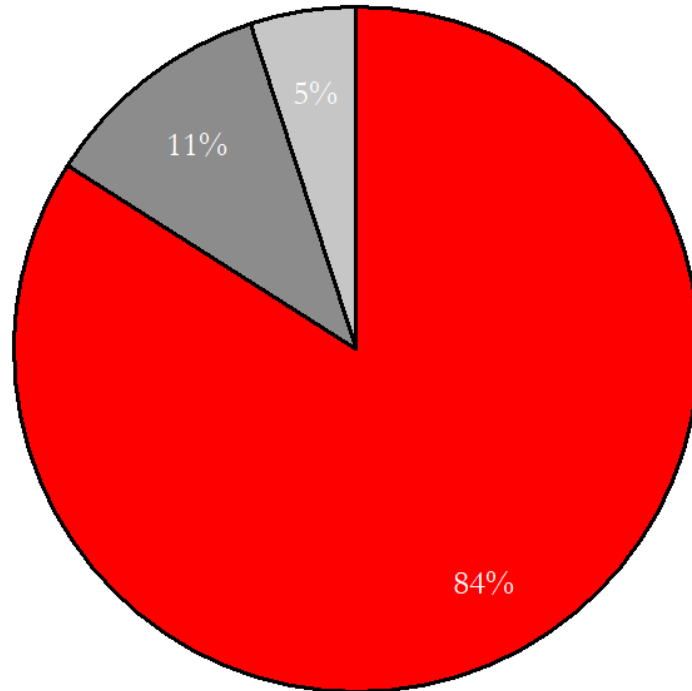
Source: 2024 Survey of Military Veterans

Note: Among those expressing an intention to vote.

Question wording: 'In November 2024, who would you vote for in the presidential election if these were the candidates?'

# Veterans Express Higher Levels of National Pride than Average Americans

Feelings of National Pride  
Among Military Veterans

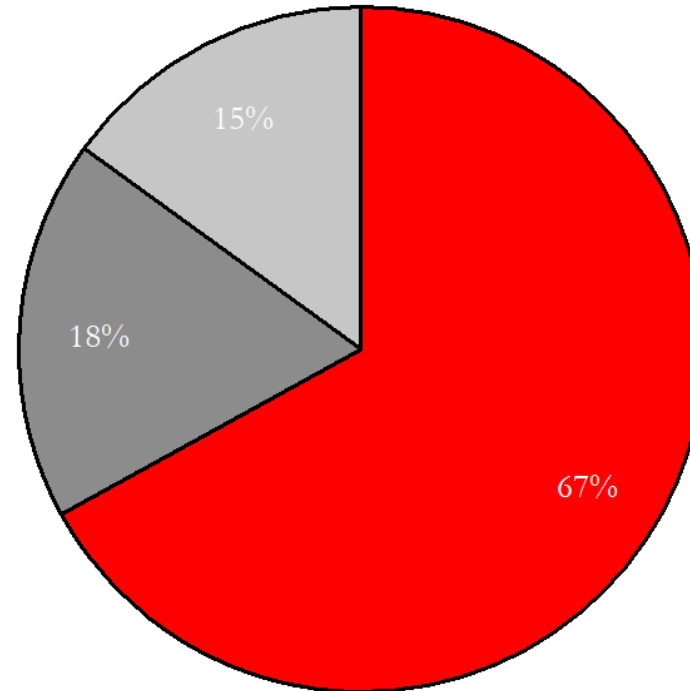


Extremely/Very Proud  
Moderately Proud  
Only a Little/Not at all Proud

Source: 2024 Survey of Military Veterans

Question wording: 'How proud are you to be an American?'

Feelings of National Pride  
Among All Americans



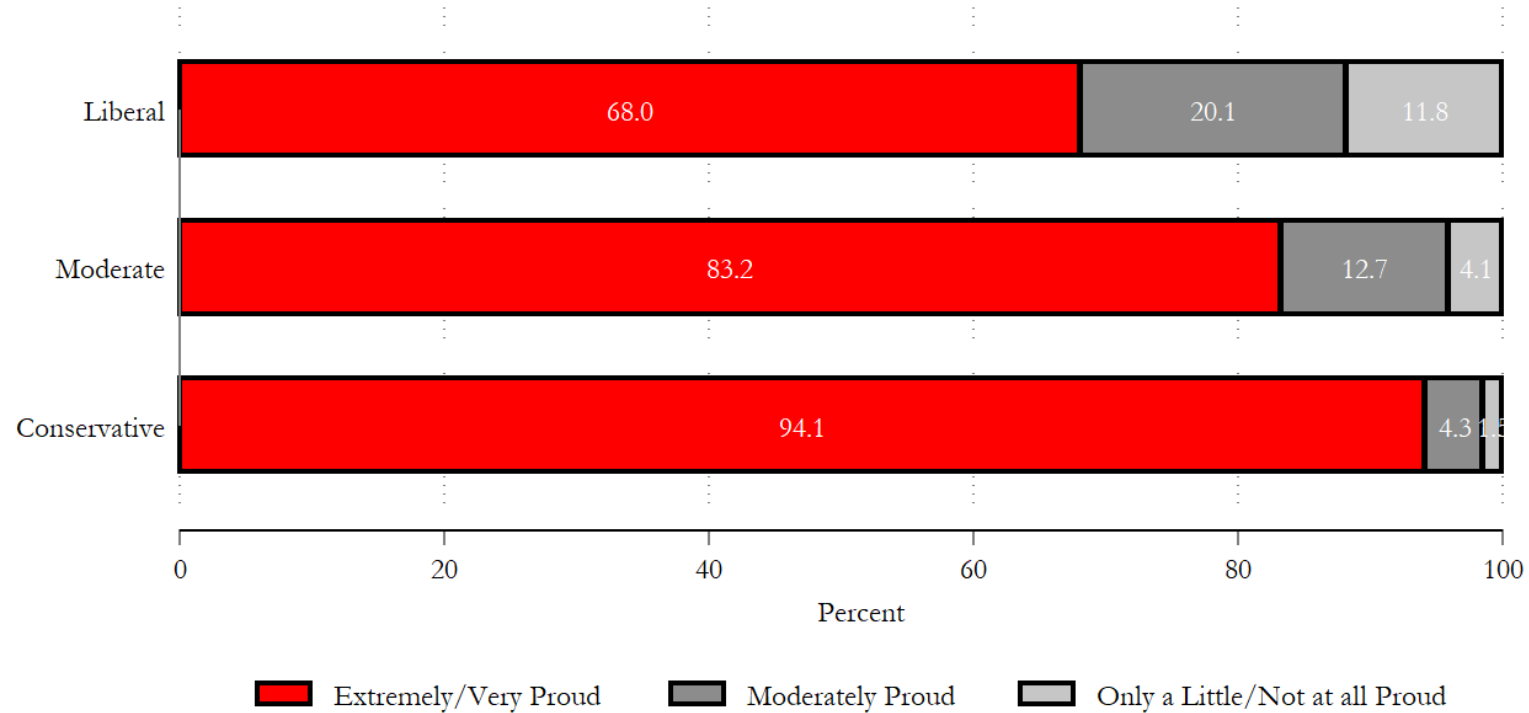
Extremely/Very Proud  
Moderately Proud  
Only a Little/Not at all Proud

Source: Gallup Survey - 2024

Question wording: 'How proud are you to be an American?'

# Liberal Veterans Express Less National Pride than Conservative and Moderate Veterans

Conservative and Moderate Veterans Significantly More Likely than Liberal Veterans to Express High Levels of National Pride

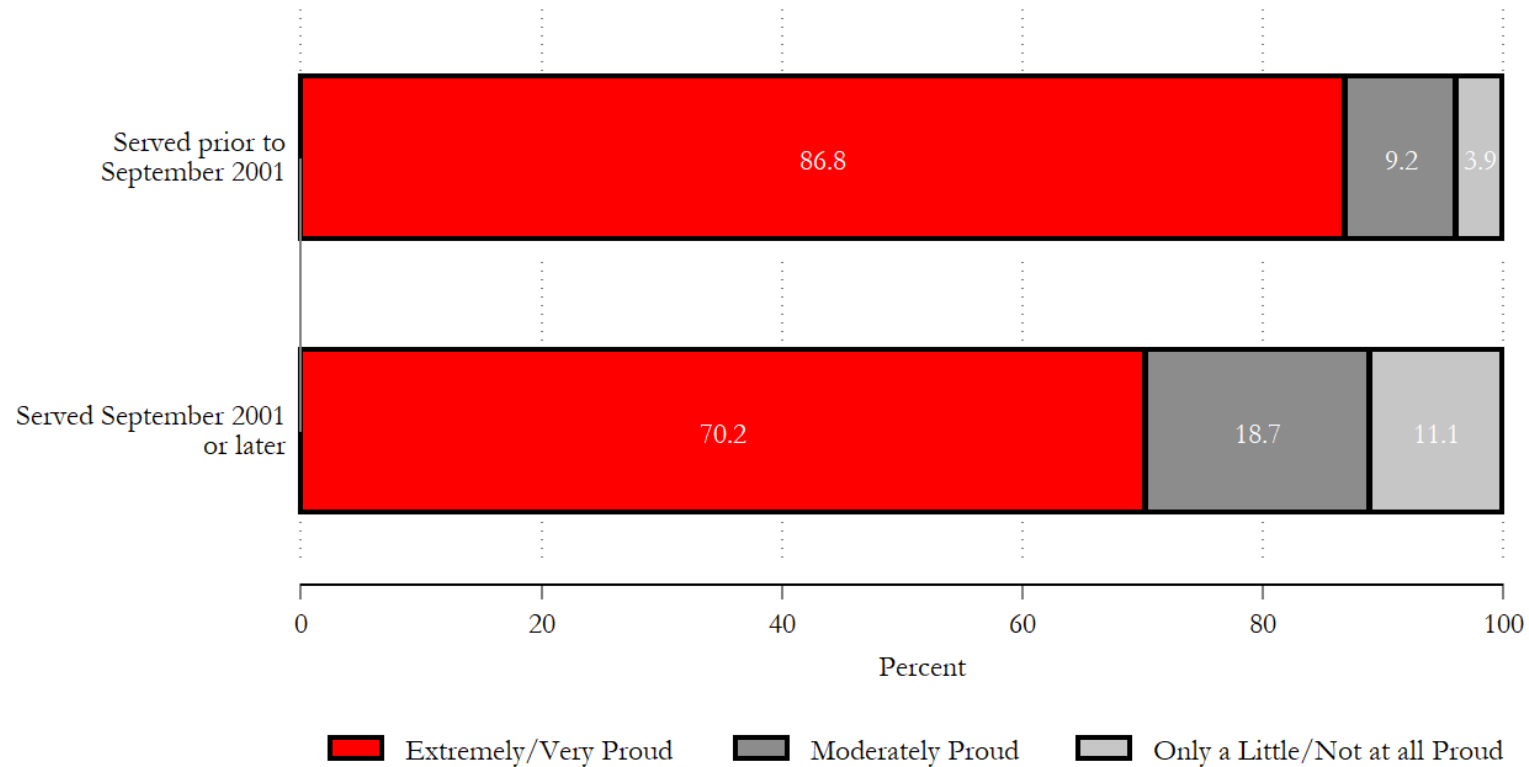


Source: 2024 Survey of Military Veterans

Question wording: 'How proud are you to be an American?'

# Post-9/11 Veterans Less Likely than Older Veterans to Express National Pride

Only 70% of Post-9/11 Veterans Express High Levels of Pride in Being American



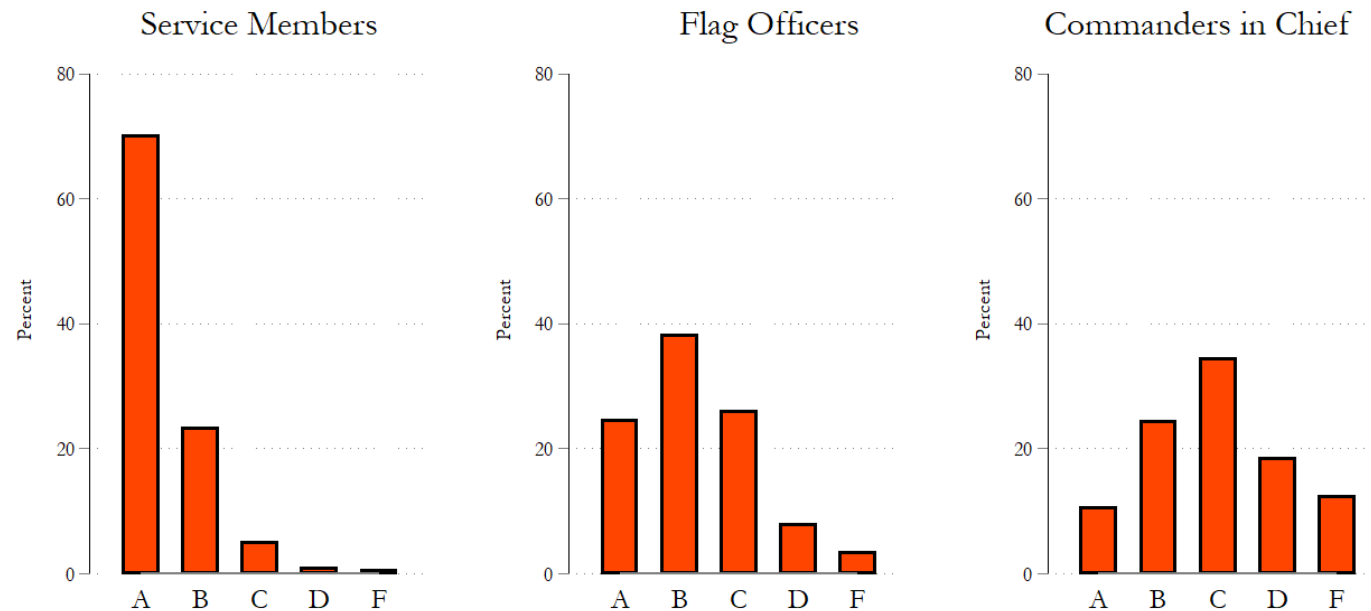
Source: 2024 Survey of Military Veterans

Question wording: 'How proud are you to be an American?'

# Perceptions of the Military

# Veterans Give Low Grades to Flag Officers and Presidents for Iraq and Afghanistan

Veterans Grade Service Members Highly  
but Flag Officers and Commanders in Chief Poorly  
for their Performance in Iraq and Afghanistan

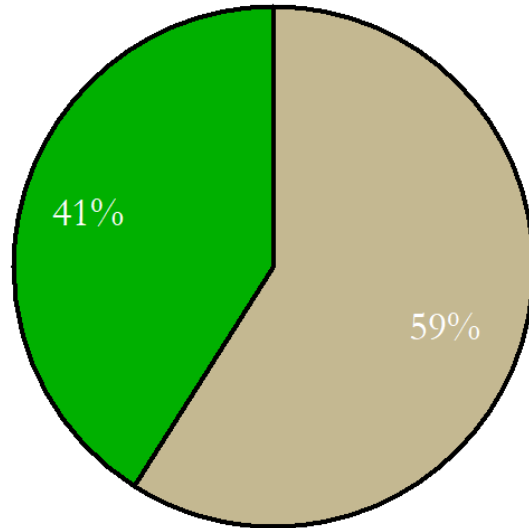


Source: 2024 Survey of Military Veterans

Question wording: 'Please grade the performance of each of the following during the wars in Iraq and Afghanistan - where 'A' indicates the best possible performance and 'F' indicates the worst possible performance.'

# Most Veterans Think the Military is Headed in the WRONG Direction

A Large Majority of Veterans Think the Military is Heading in the WRONG Direction



WRONG Direction  
RIGHT Direction

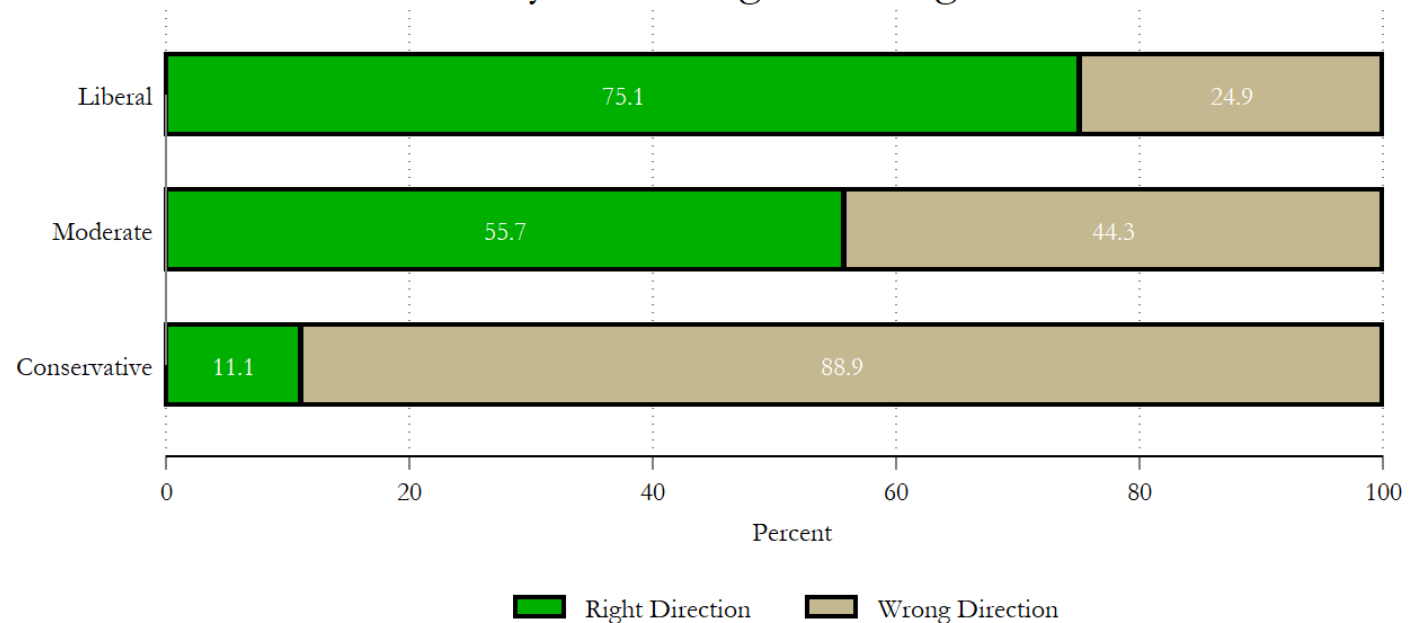
Source: 2024 Survey of Military Veterans

Question wording: 'Question wording: Generally speaking, would you say things with the military are heading in the RIGHT direction, or are they heading in the WRONG direction?'



# Liberal and Conservative Veterans Disagree about the Direction of the Military

Liberal Veterans are Nearly Seven Times More Likely than Conservative Veterans to Say the Military is Heading in the Right Direction

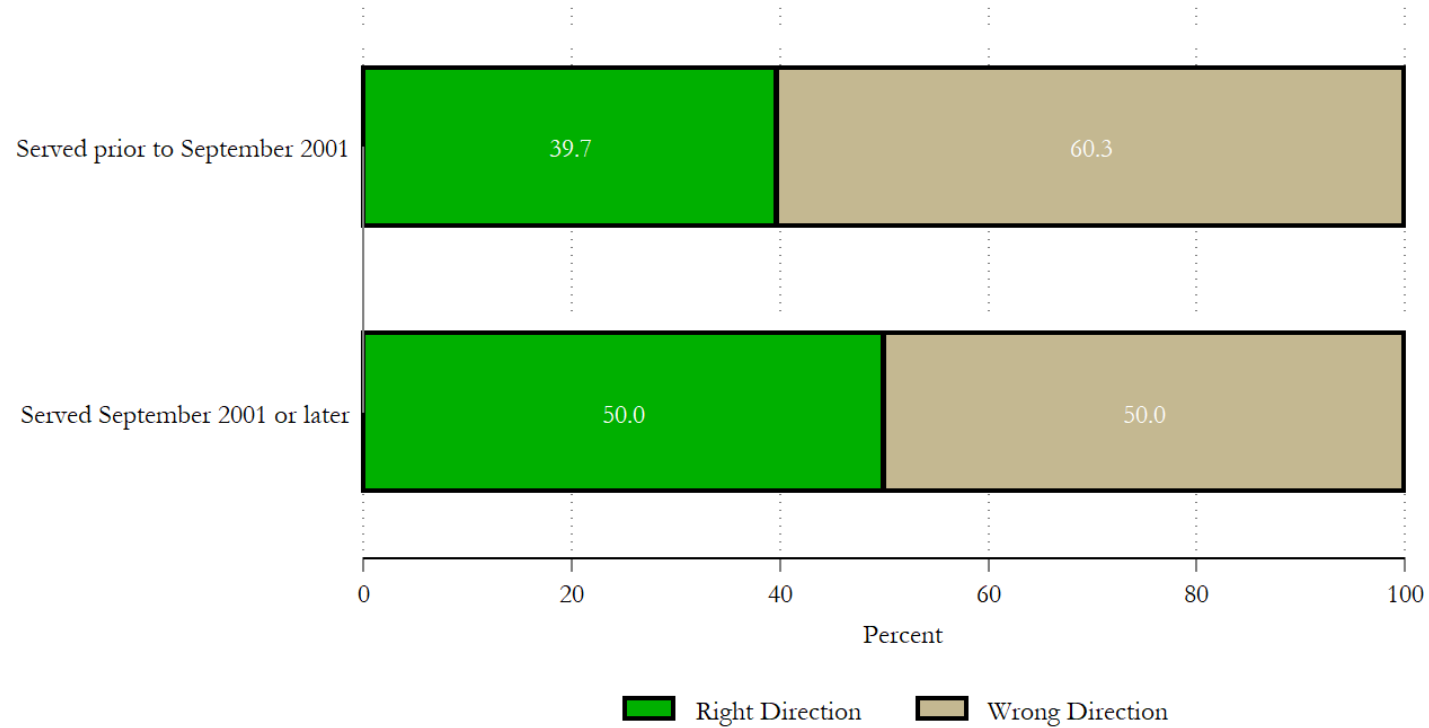


Source: 2024 Survey of Military Veterans

Question wording: 'Generally speaking, would you say things with the military are heading in the RIGHT direction, or are they heading in the WRONG direction?'

# Post-9/11 Veterans More Likely to Think the Military Heading in the RIGHT Direction

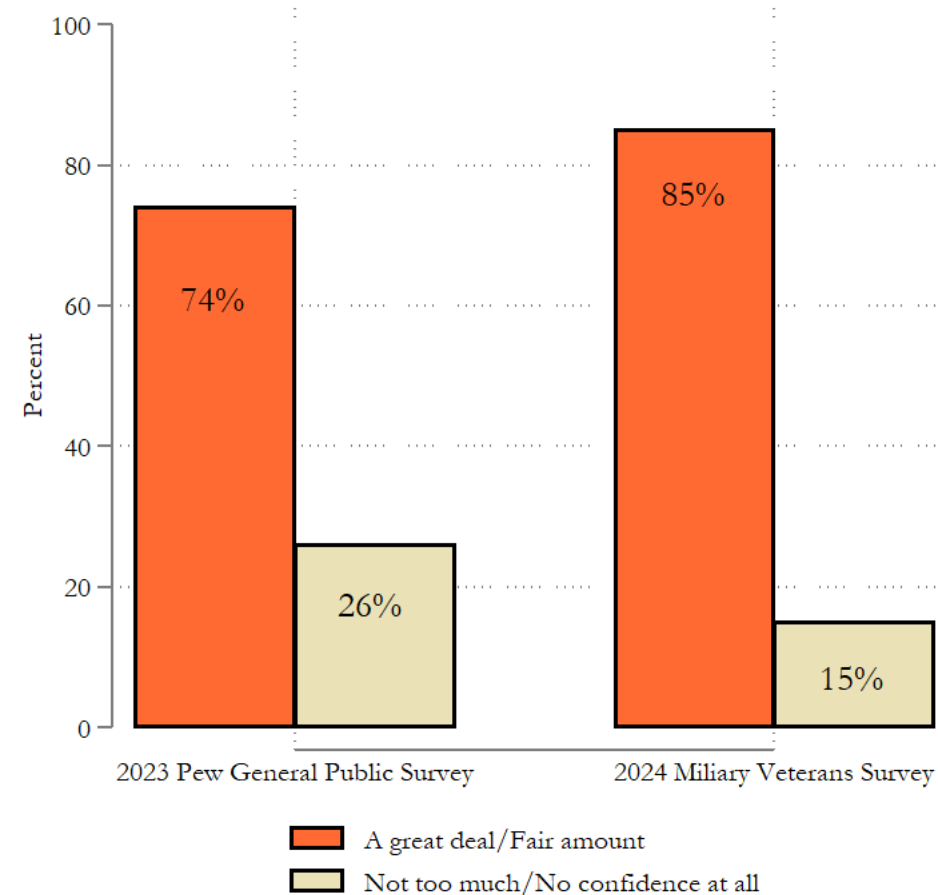
Post-9/11 Veterans More Likely than Older Veterans to Say the Military is Headed in the RIGHT Direction



Question wording: 'Generally speaking, would you say things with the military are heading in the RIGHT direction, or are they heading in the WRONG direction?'

# Veterans Express More Confidence in the Military than Average Americans

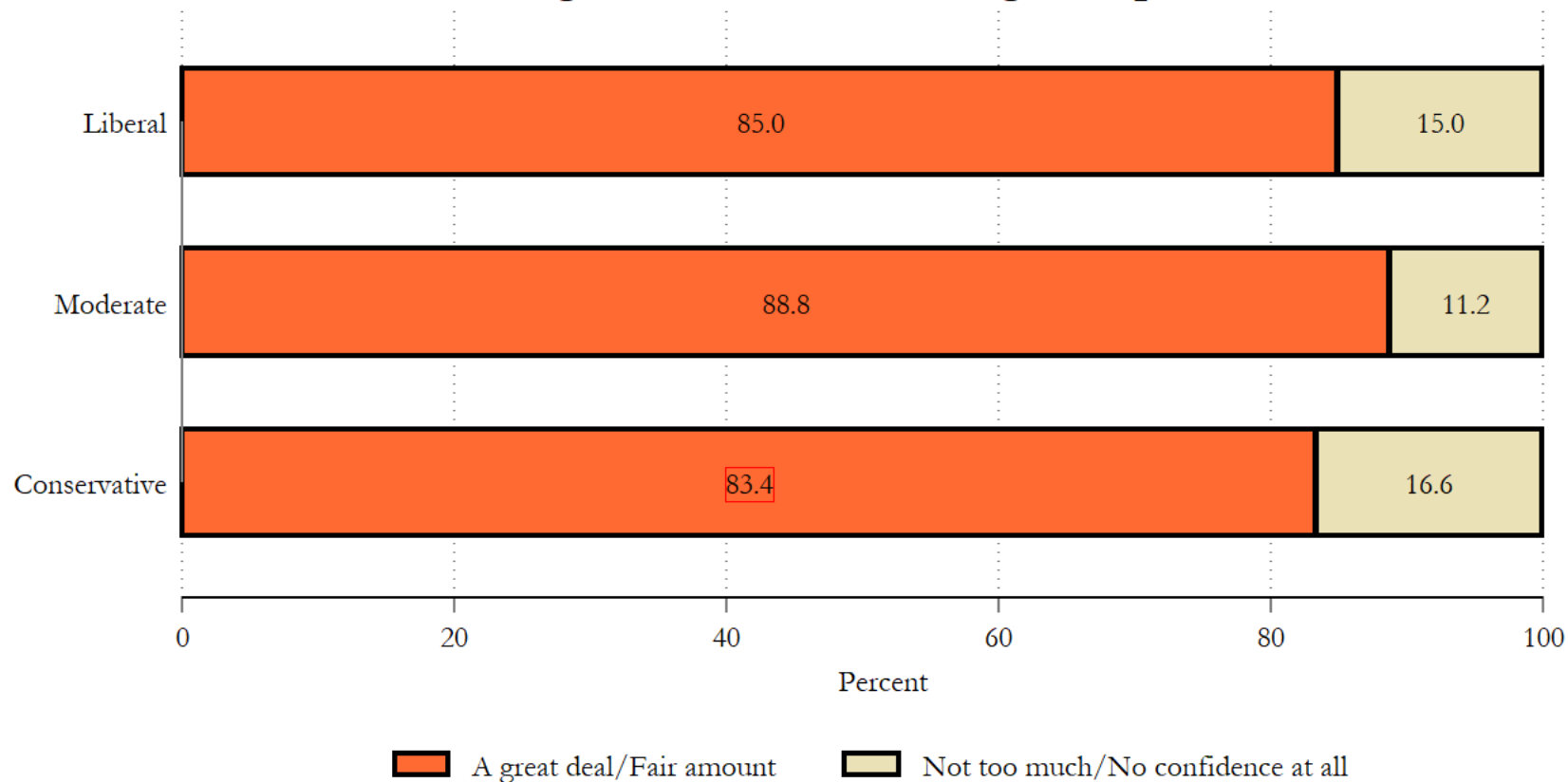
Veterans Express More Confidence in the Military than the American Public



Question wording: 'How much confidence, if any, do you have in the military to act in the best interests of the public?'

# Liberal, Moderate and Conservative Veterans All Express Confidence in the Military

Confidence in the Military among Veterans is High Across the Ideological Spectrum

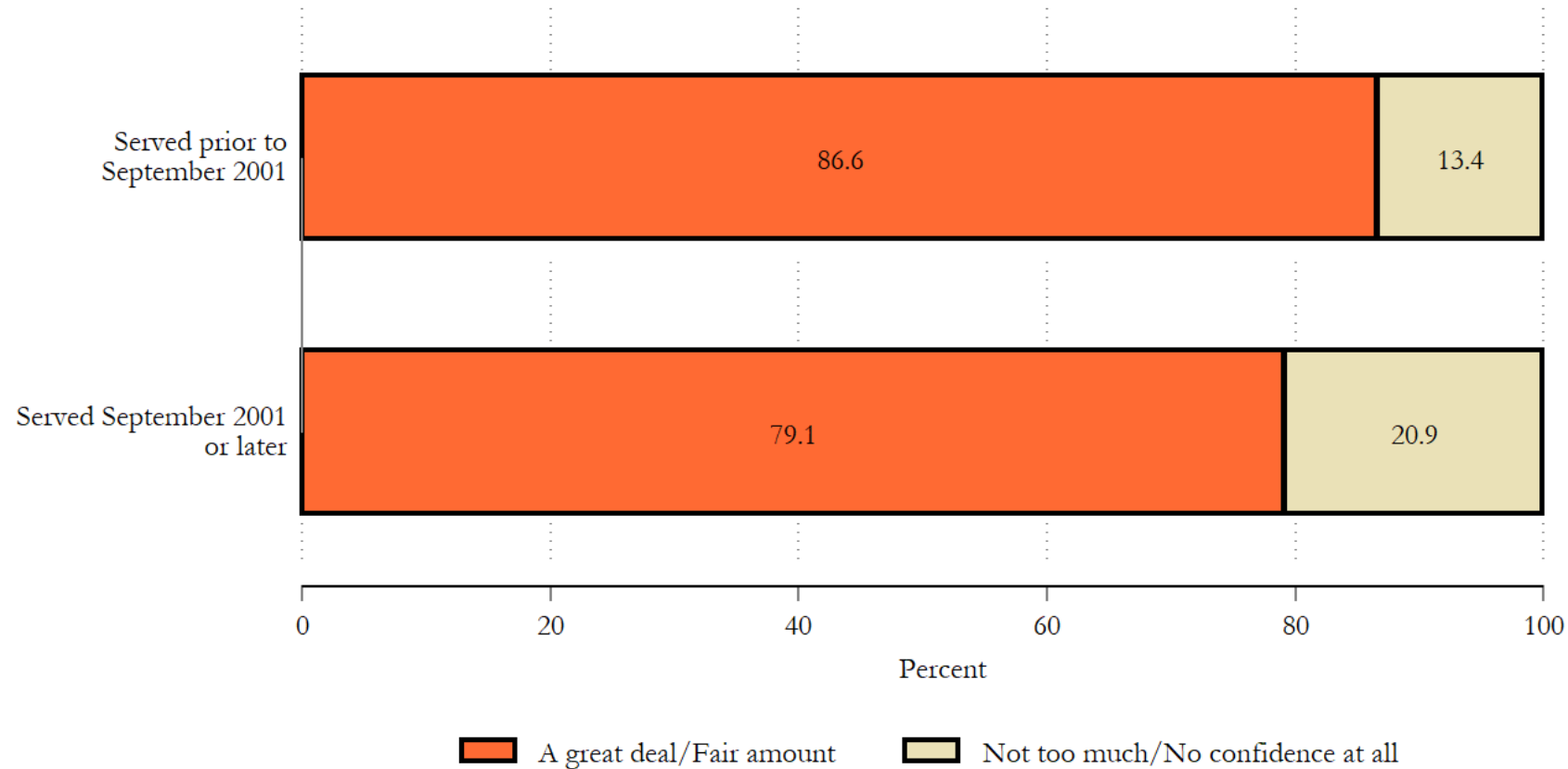


Source: 2024 Survey of Military Veterans

Question wording: 'How much confidence, if any, do you have in the military to act in the best interests of the public?'

# Post-9/11 Veterans Are Less Confident in the Military than Older Veterans

Post-9/11 Veterans Are Less Confident in the Military than Older Veterans

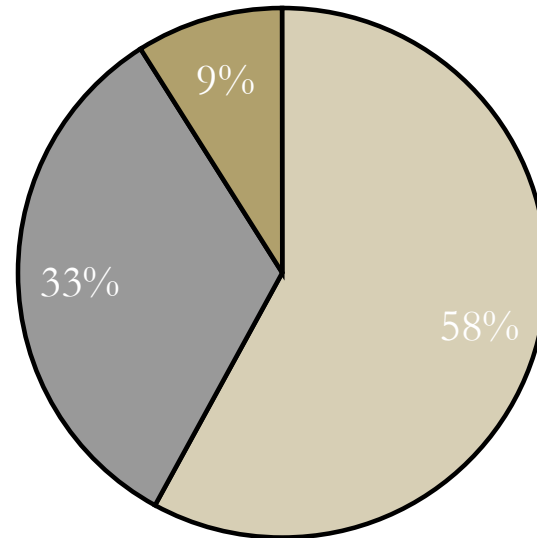


Source: 2024 Survey of Military Veterans

'Question wording: 'How much confidence, if any, do you have in the military to act in the best interests of the public?'

# Most Veterans Think Our National Defense is Not Strong Enough

Most Veterans Think  
Our National Defense  
is Not Strong Enough



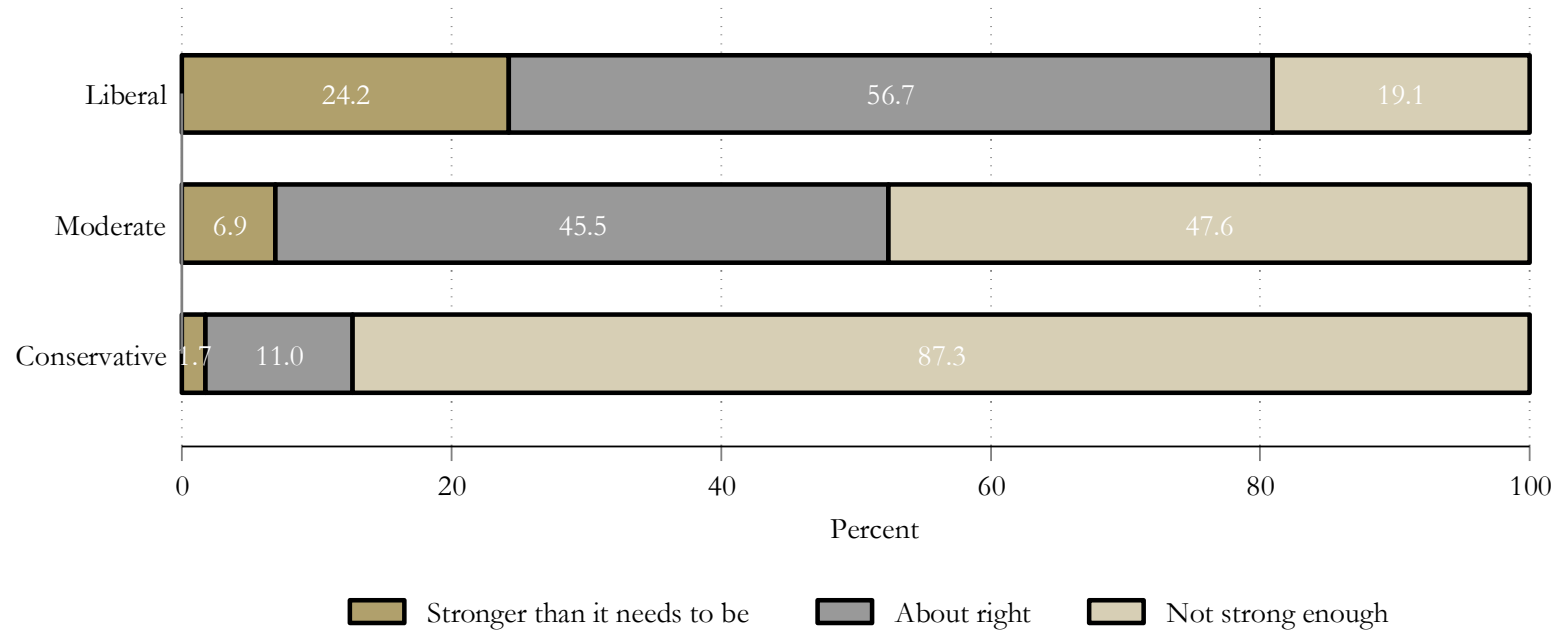
- Not Strong Enough
- About right
- Stronger than it needs to be

Source: 2024 Survey of Military Veterans

Question wording: 'Do you feel that our national defense is stronger now than it needs to be, not strong enough or about right at the present time?'

# Liberal and Conservative Veterans Disagree about the Strength of Our National Defense

Nearly 90% of Conservative Veterans  
but Less than 20% of Liberal Veterans  
Say Our National Defense is  
Not Strong Enough

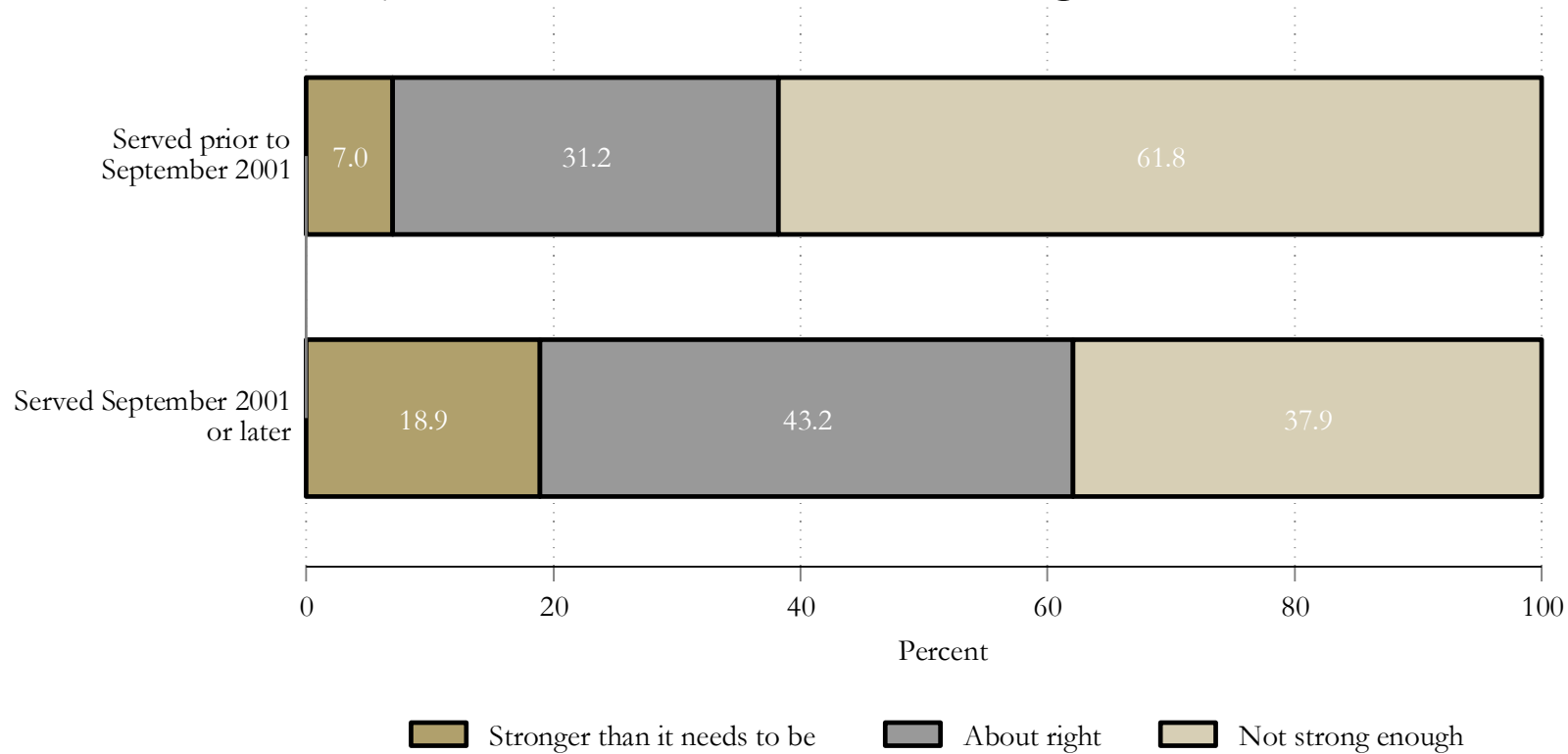


Source: 2024 Survey of Military Veterans

Question wording: 'Do you, yourself, feel that our national defense is stronger now than it needs to be, not strong enough or about right at the present time?'

# Younger and Older Veterans View the Strength of Our National Defense Differently

Post-9/11 Veterans Twice as Likely as Older Veterans to Say Our National Defense is Stronger than It Needs To Be



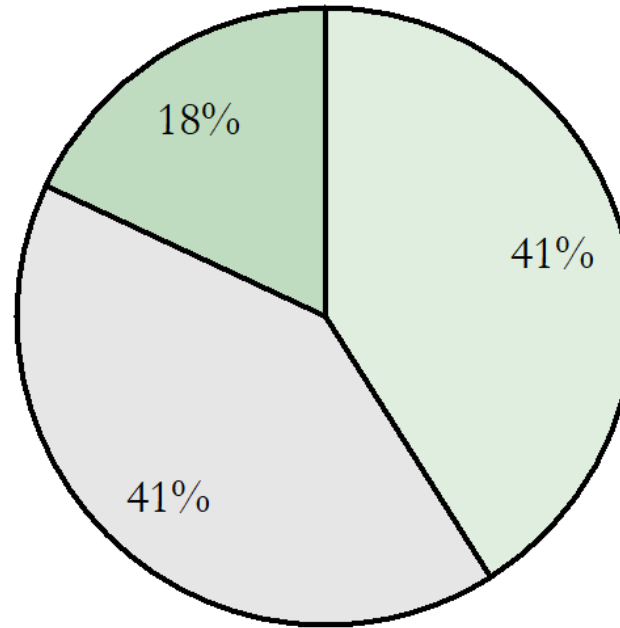
Source: 2024 Survey of Military Veterans

Question wording: 'Do you, yourself, feel that our national defense is stronger now than it needs to be, not strong enough or about right at the present time?'



# Many Veterans Think the Military Has Become Less Focused on Lethality

Few Veterans Think the Military Has Become More Focused on Warfighting and Lethality



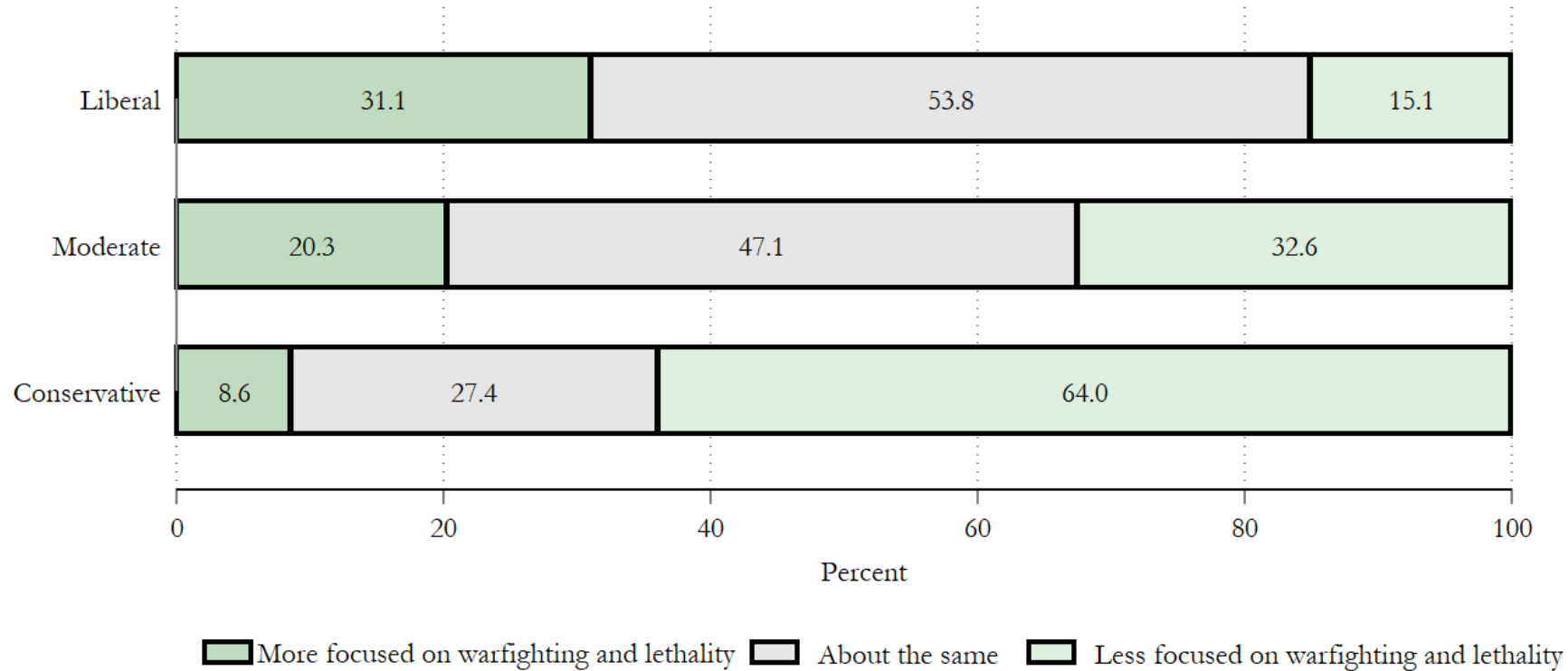
- Less focused on warfighting and lethality
- About the same
- More focused on warfighting and lethality

Source: 2024 Survey of Military Veterans

Question wording: 'In the time since you served, do you think the United States military has become more or less focused on warfighting and lethality?'

# Liberal and Conservative Veterans Differ on the Military's Recent Focus

Conservative Veterans Four Times More Likely Than Liberal Veterans to Say the Military is Becoming Less Focused on Warfighting and Lethality

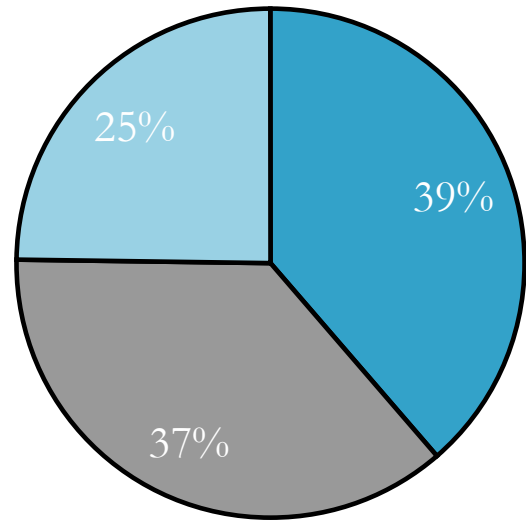


Source: 2024 Survey of Military Veterans

Question wording: 'In the time since you served, do you think the United States military has become more or less focused on warfighting and lethality?'

# No Consensus Among Veterans on Military and National Defense Spending

A Quarter of Veterans Say  
We Spend Too Much On  
National Defense and the Military



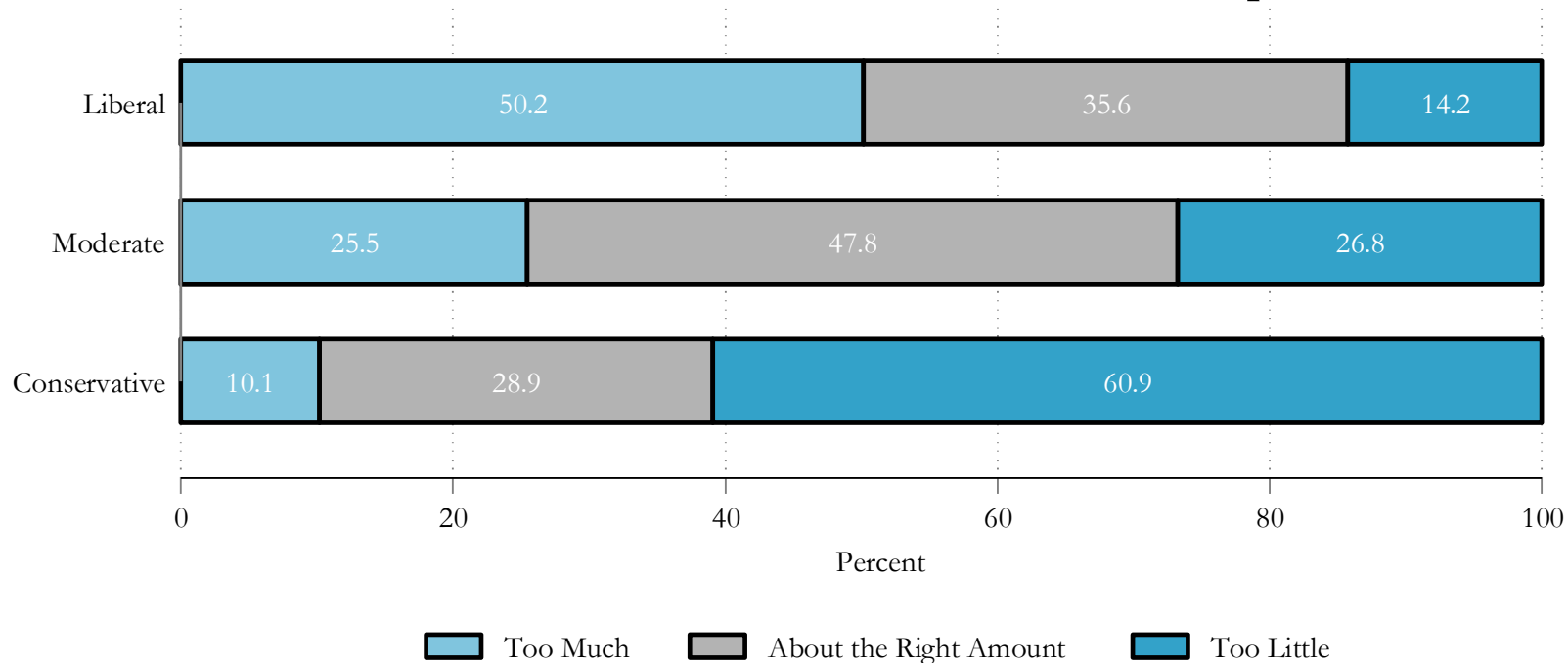
- Too Little
- About the Right Amount
- Too Much

Source: 2024 Survey of Military Veterans

Question wording: 'There is much discussion as to the amount of money the government in Washington should spend for national defense and military purposes. How do you feel about this? Do you think we are spending too little, about the right amount or too much?'

# Liberals and Conservatives See Military Spending Differently

More than Half of Liberal Veterans Think We Spend Too Much on National Defense and the Military While More than Half of Conservative Veterans Think We Spend Too Little

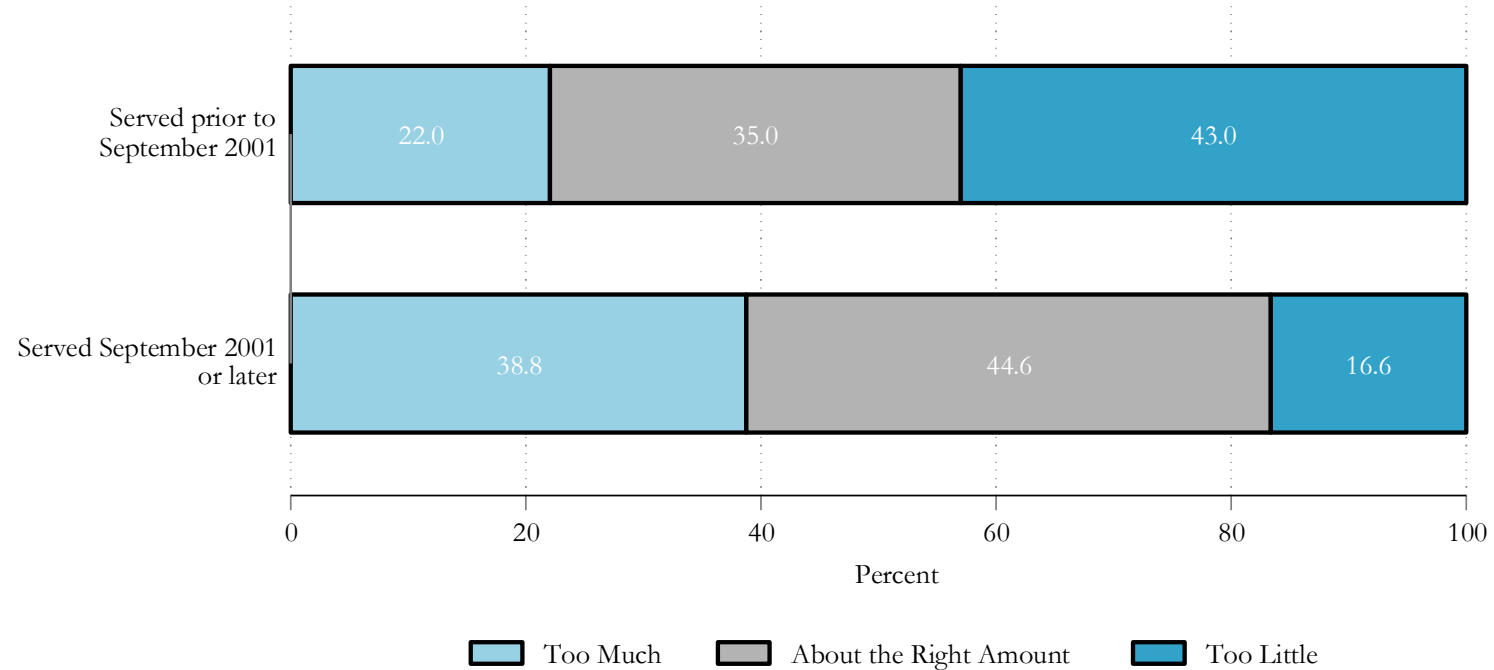


Source: 2024 Survey of Military Veterans

Question wording: 'There is much discussion as to the amount of money the government in Washington should spend for national defense and military purposes. How do you feel about this? Do you think we are spending too little, about the right amount or too much?'

# Post-9/11 Veterans More Likely to Say We Spend Too Much on Military

Older Veterans More than Twice As Likely as Younger Veterans To Say We Spend Too Little on National Defense and the Military



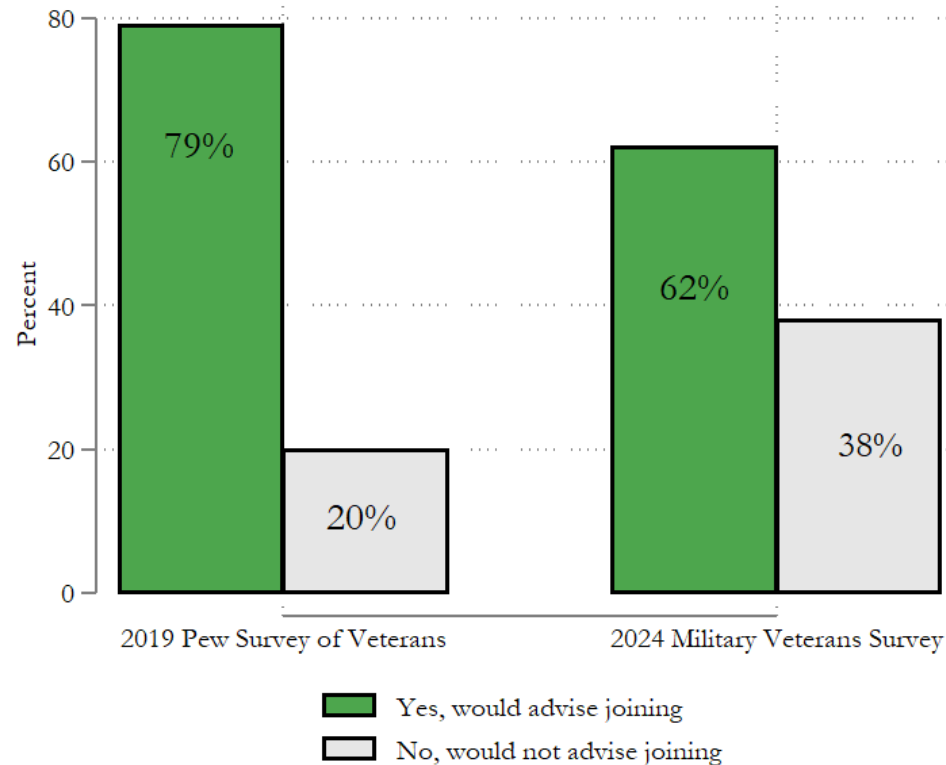
Source: 2024 Survey of Military Veterans

Question wording: 'There is much discussion as to the amount of money the government in Washington should spend for national defense and military purposes. How do you feel about this? Do you think we are spending too little, about the right amount or too much?'

# Willingness to Recommend Military Service

# Number of Veterans Who Would NOT Advise Service has Nearly Doubled Since 2019

Veterans Less Likely  
to Recommend Military Service  
than in 2019

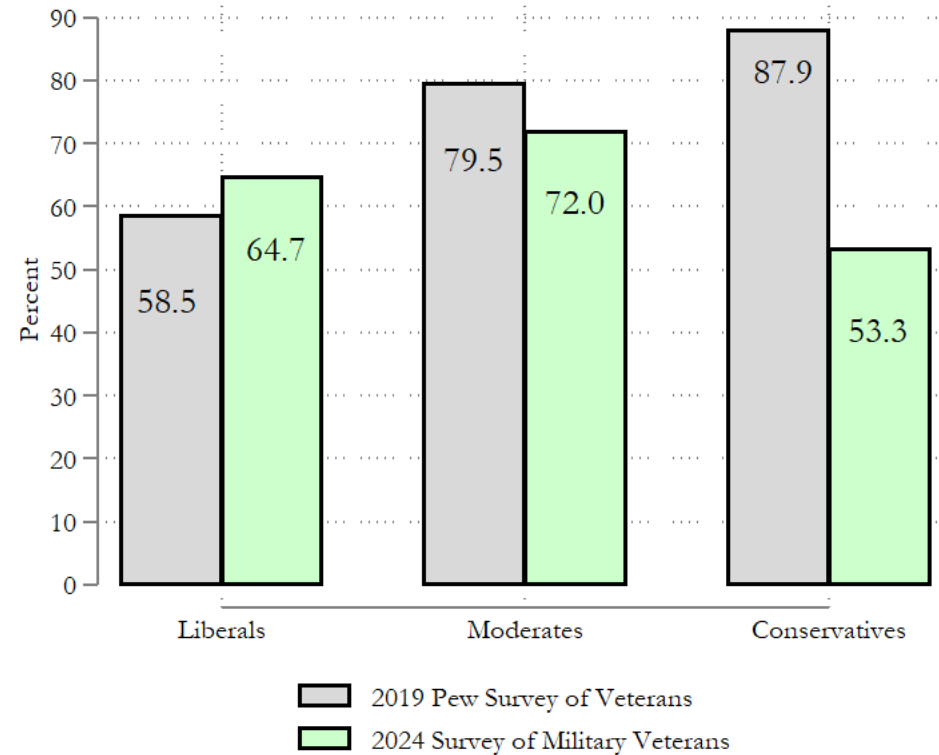


Note #1: 2019 Survey of Veterans question wording: 'Would you advise a young person close to you to join the military?'

Note #2: 2024 Survey of Military Veterans question wording: 'Would you advise a young family member (child, niece, nephew, etc.) to join the military today?'

# Willingness of Conservative Veterans to Advise Service Has Plummeted Since 2019

Conservative Veterans are  
35-Points Less Likely to Advise Service  
than in 2019



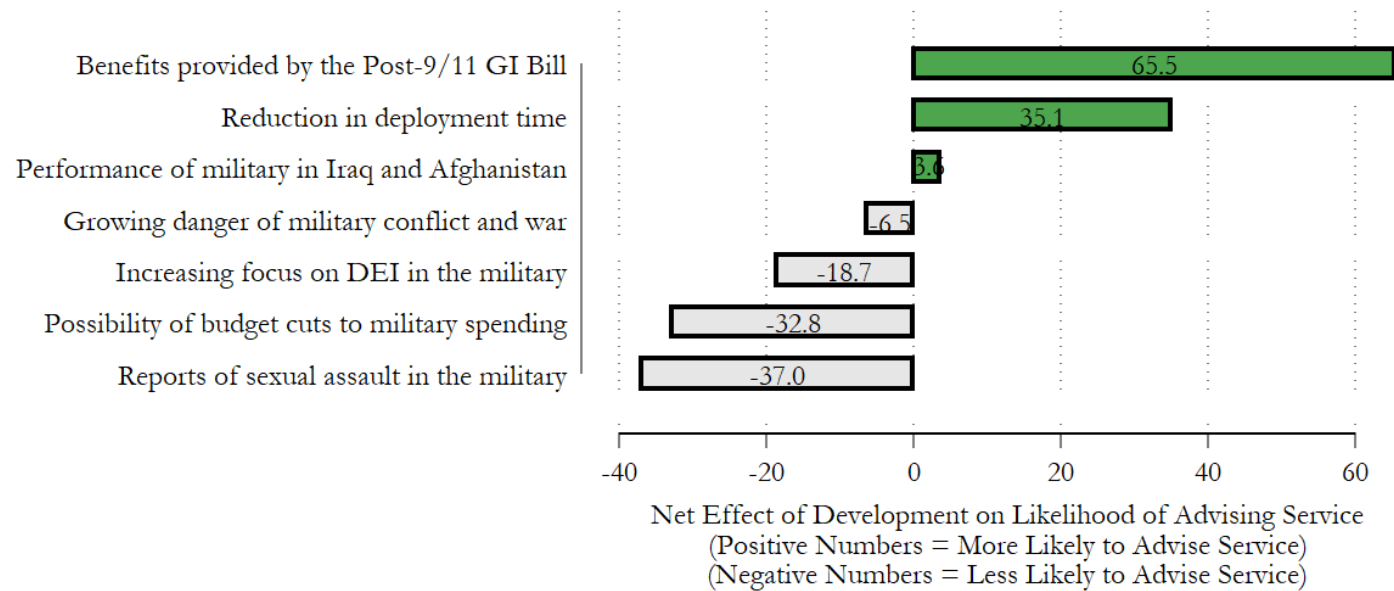
Note #1: 2019 Survey of Veterans question wording: 'Would you advise a young person close to you to join the military?'

Note #2: 2024 Survey of Military Veterans question wording: 'Would you advise a young family member (child, niece, nephew, etc.) to join the military today?'



# The Post-9/11 GI Bill Has Increased Veterans' Willingness to Advise Service

The Post-9/11 GI Bill Has Made Veterans Far More Likely to Advise Service While Reports of Sexual Assault and Budget Cuts Have Made Veterans Less Likely to Advise Service



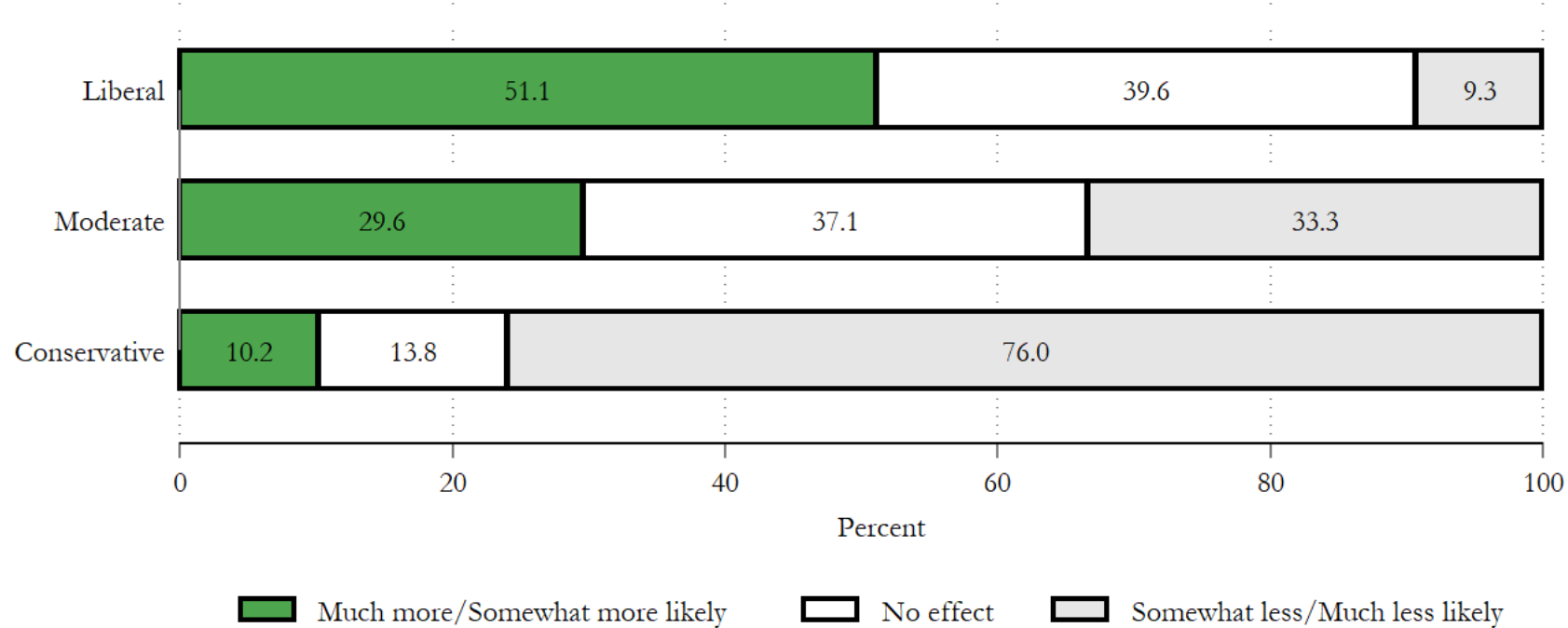
Source: 2024 Military Veterans Survey

Question wording: 'How do each following affect the likelihood that you would advise a young family member to join the military? Are you more likely or less likely to advise them to join?'

Note: Graph displays the percentage of respondents selecting 'Much/Somewhat less likely' subtracted from the percentage of respondents selecting 'Much/Somewhat more likely.'

# Focus on DEI Has Made Conservative Veterans Less Likely to Advise Service

Three-Quarters of Conservative Veterans Say the Military's Increasing Focus on DEI Has Made Them Less Likely to Advise Military Service

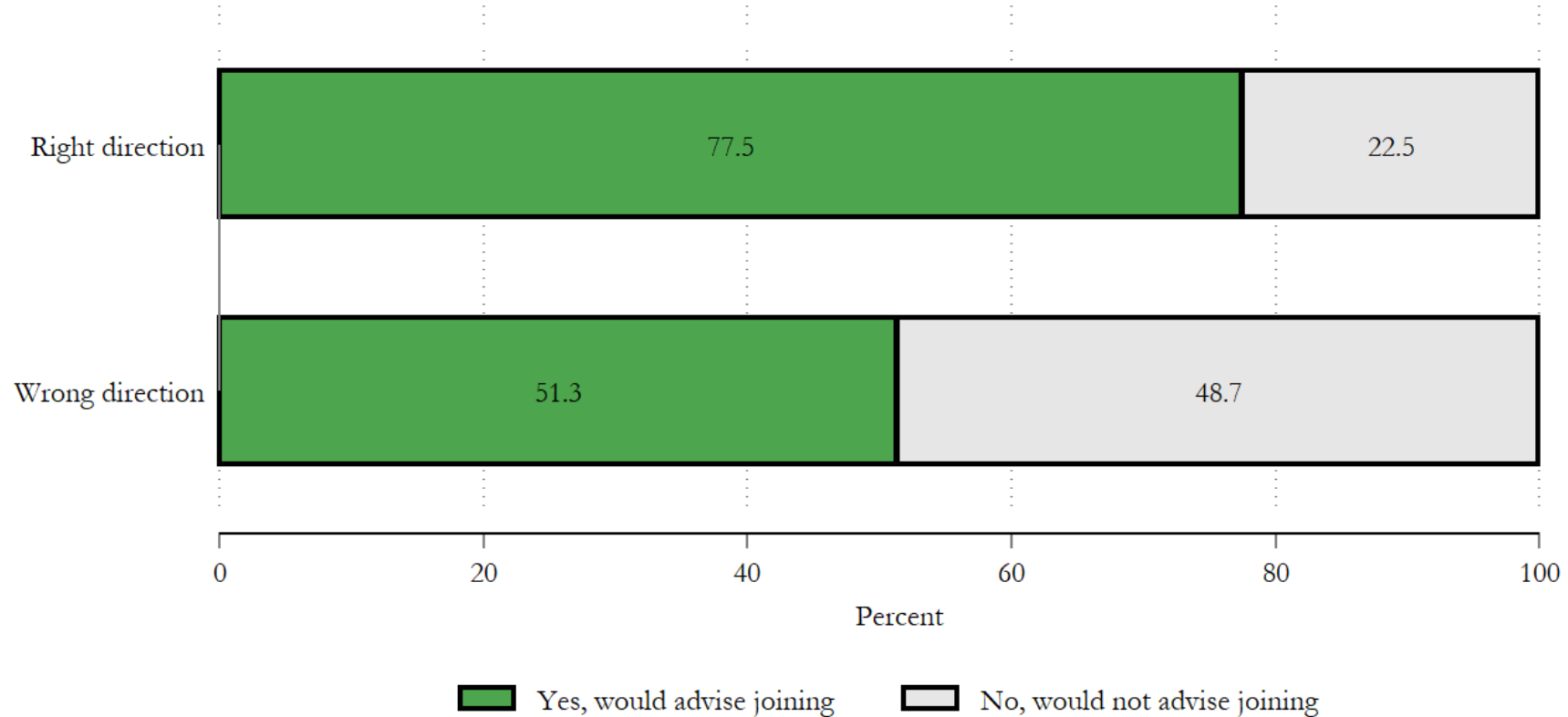


Source: 2024 Military Veterans Survey

Question wording: 'How do each following affect the likelihood that you would advise a young family member to join the military... The increasing focus on diversity, equity and inclusion at every level in the military?'

# Veterans Saying the WRONG Direction Less Likely to Advise Service

Veterans Who Say Military Headed in the Right Direction More Likely to Recommend Military Service than Veterans Who Say Military Headed in the Wrong Direction

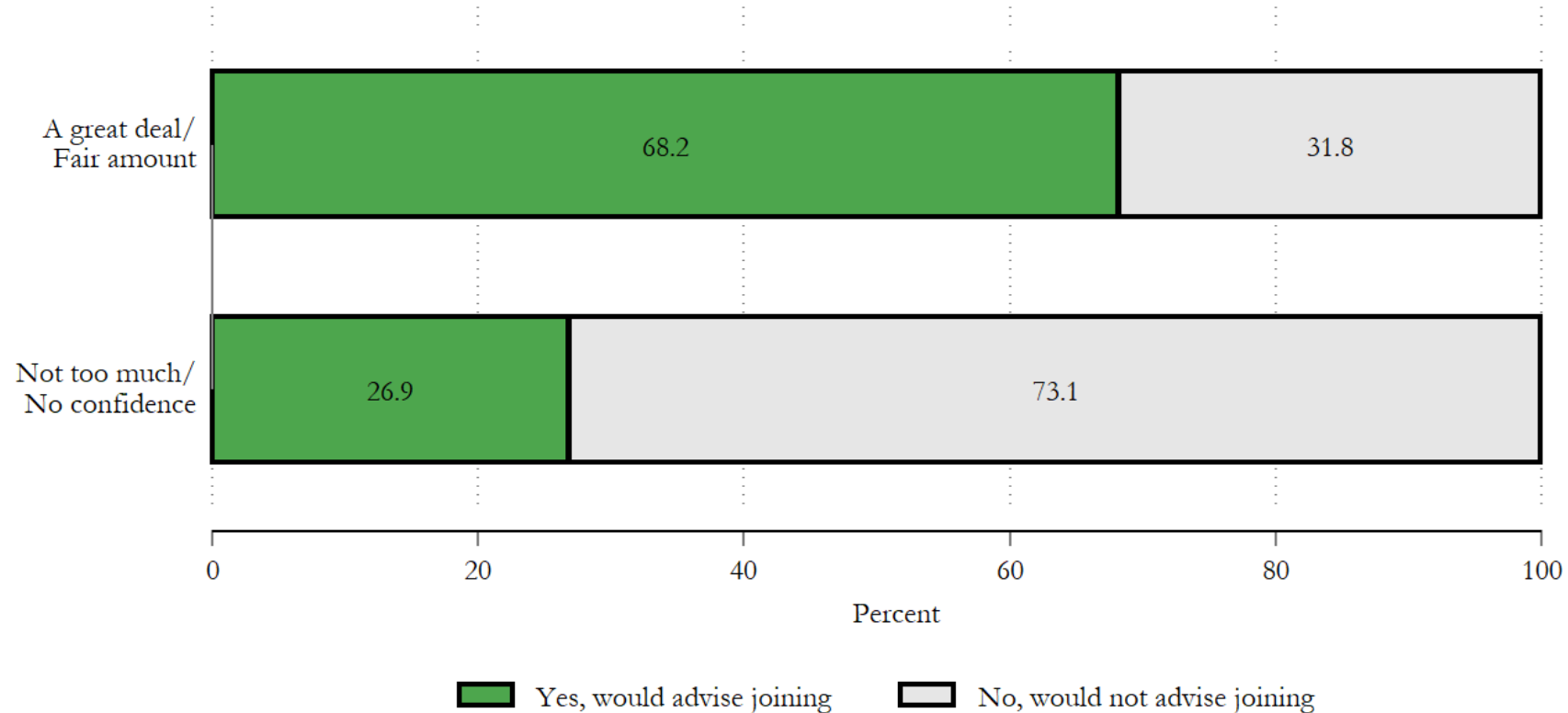


Source: 2024 Military Veterans Survey

Question wording: 'Would you advise a young family member (child, niece, nephew, etc.) to join the military today?'

# Veterans with Less Confidence in the Military Less Likely to Advise Service

Veterans With A Great Deal/Fair Amount of Confidence Twice As Likely as Veterans With Not Too Much or No Confidence to Recommend Service

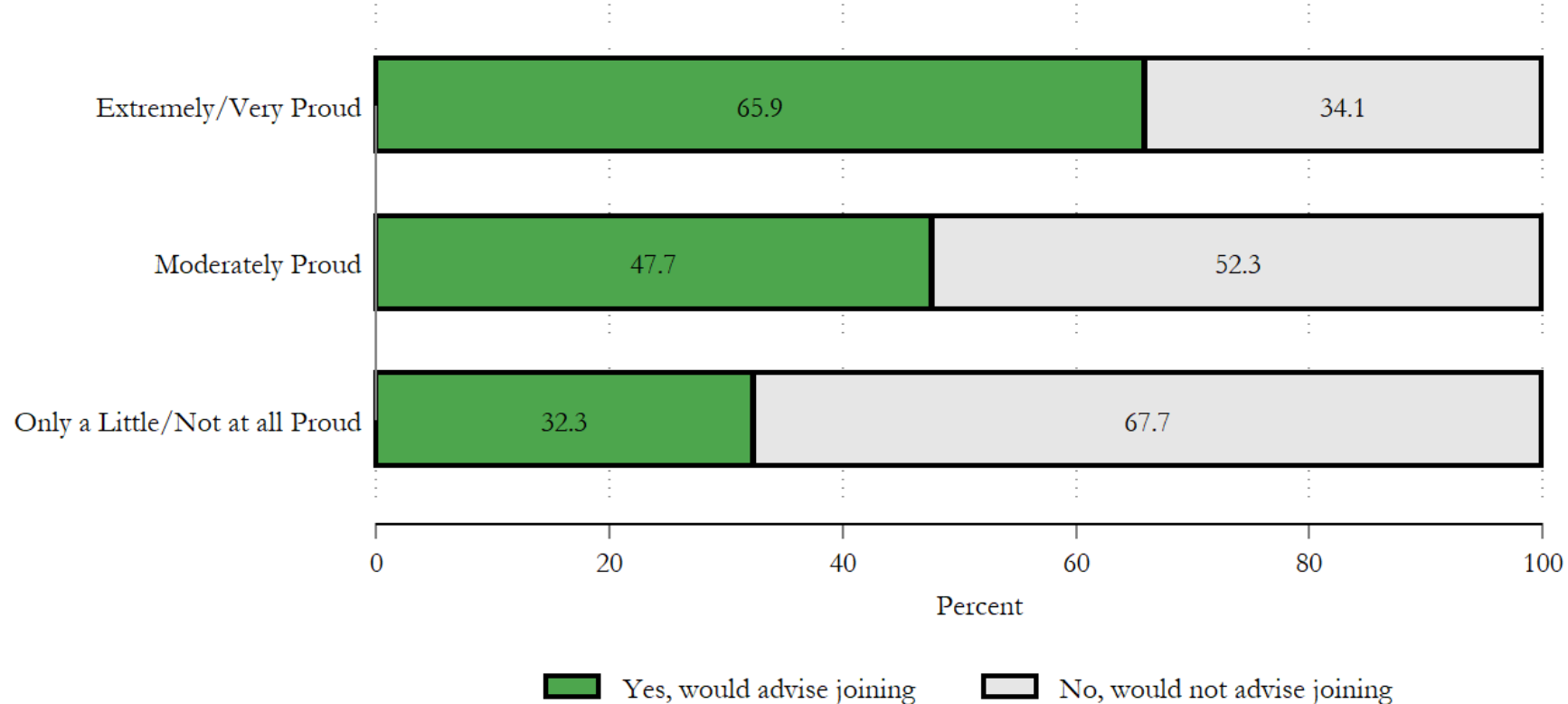


Source: 2024 Survey of Military Veterans

Question wording: 'Would you advise a young family member (child, niece, nephew, etc.) to join the military today?'

# Veterans Higher in National Pride are More Likely to Recommend Service

Veterans with High Levels of National Pride are Twice as Likely To Advise Military Service as Veterans with Low Levels of National Pride

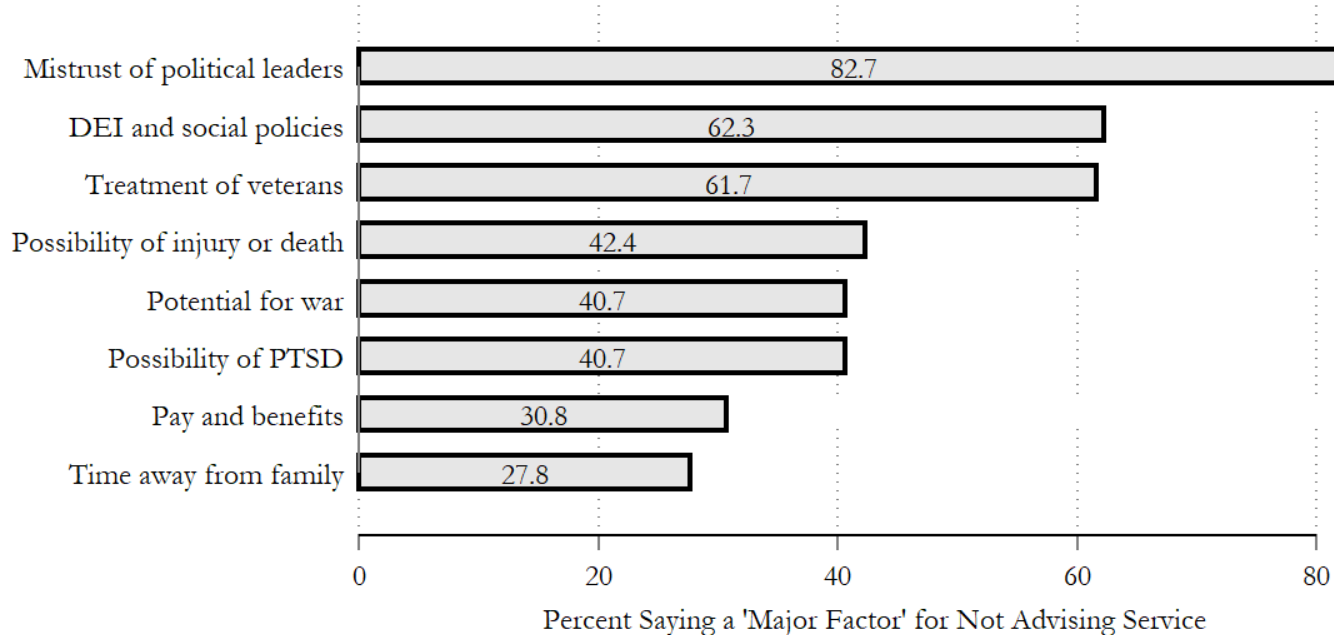


Source: 2024 Survey of Military Veterans

Question wording: 'Would you advise a young family member (child, niece, nephew, etc.) to join the military today?'

# Mistrust of Leaders and DEI Policies are Major Factors For Those Not Advising Service

More than 80% of Those Not Recommending Service Say Mistrust of Political Leaders is a 'Major Factor' In Their Decision



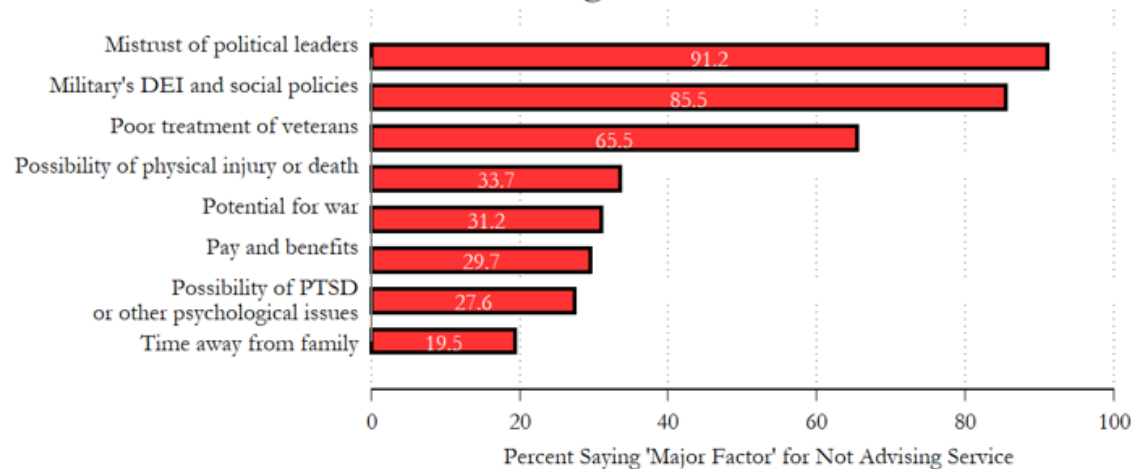
Source: 2024 Military Veterans Survey

Note: Among those who would said they would not advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would not advise a young family member to join the military?'

# Liberals and Conservatives Cite Different Factors as Reasons for Not Advising Service

Mistrust of Political Leaders, DEI Policies, and Poor Treatment of Veterans Are 'Major Factors' for Not Advising Service Among Conservative Veterans

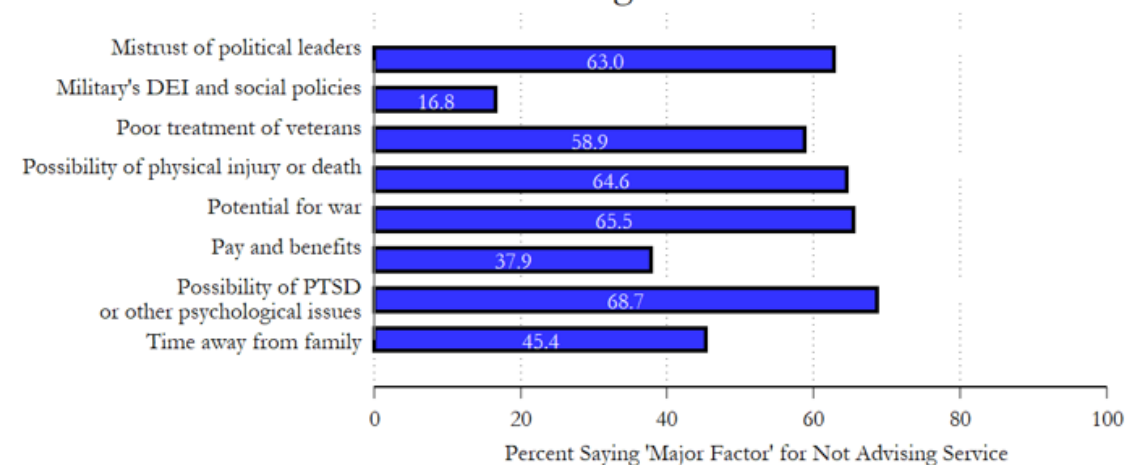


Source: 2024 Military Veterans Survey

Note: Among those who would said they would not advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would not advise a young family member to join the military?'

Possibility of PTSD, Possibility of Injury or Death, and Potential for War Are 'Major Factors' for Not Advising Service Among Liberal Veterans



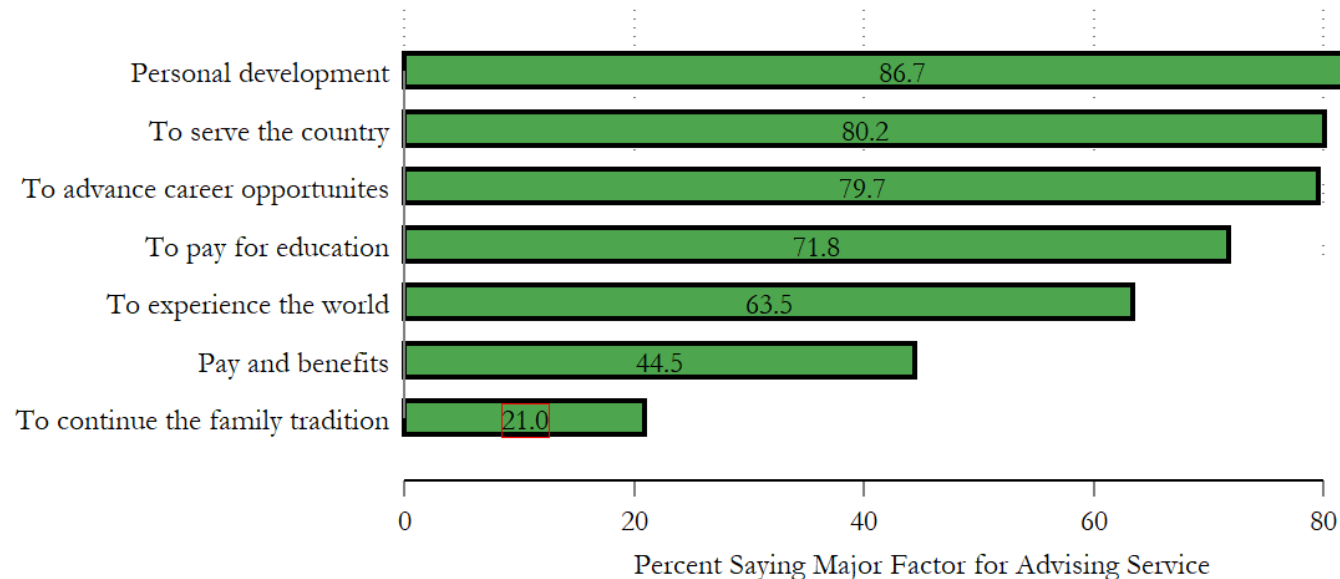
Source: 2024 Military Veterans Survey

Note: Among those who would said they would not advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would not advise a young family member to join the military?'

# Personal Development is a 'Major Factor' for Those Advising Service

Four in Five Veterans Say Who Would Advise Service Say Personal Development, Advancing Career Opportunities, and Service to the Country are 'Major Factors' In Their Decision



Source: 2024 Military Veterans Survey

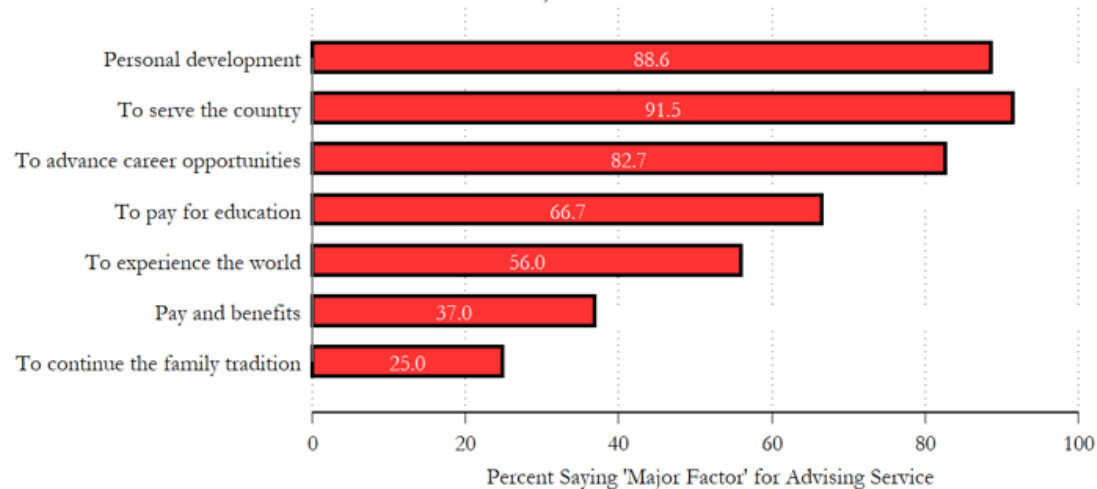
Note: Among those who would said they would advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would advise a young family member to join the military?'



# Personal Development is a Major Factor among Both Liberals and Conservatives

More than 90% of Conservative Veterans Who Would Advise Service Say Service to the Country is a 'Major Factor' in Their Decision

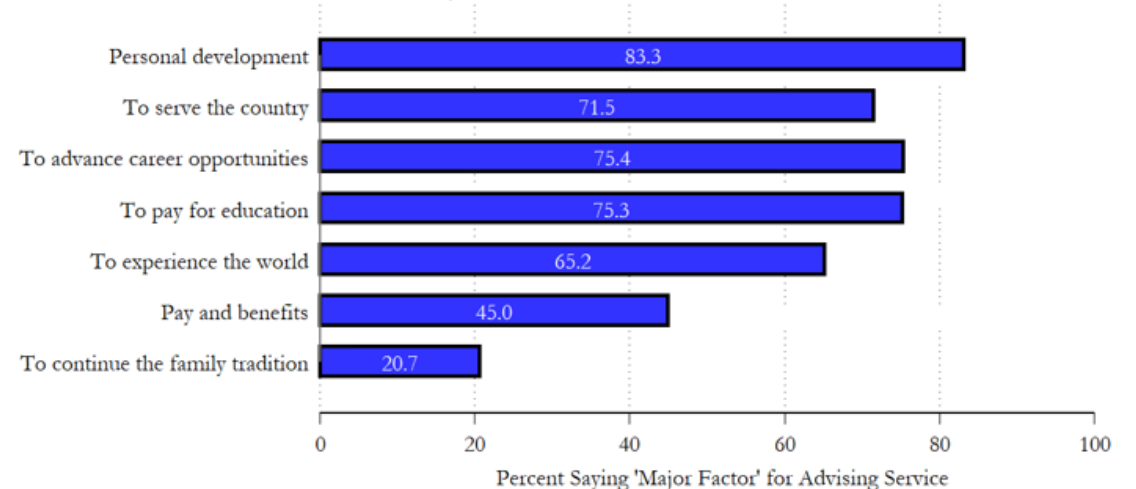


Source: 2024 Military Veterans Survey

Note: Among those who would said they would advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would advise a young family member to join the military?'

More than 80% of Liberal Veterans Who Would Advise Service Say Personal Development is a 'Major Factor' in Their Decision



Source: 2024 Military Veterans Survey

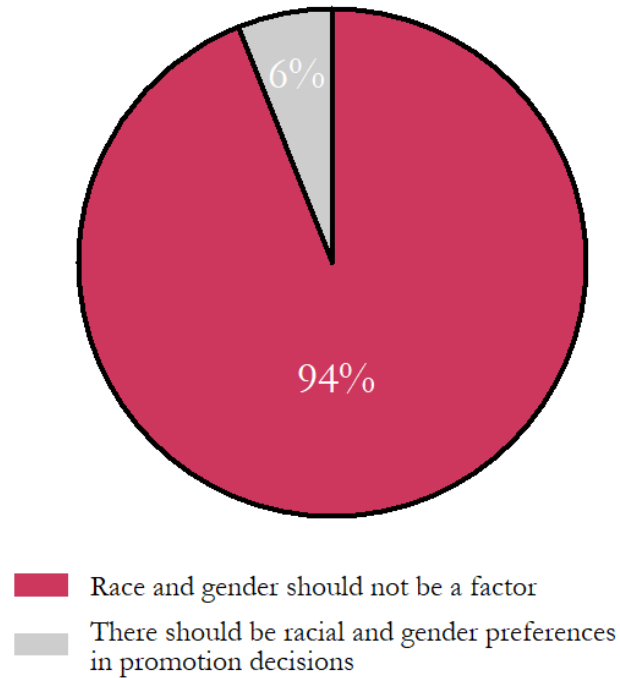
Note: Among those who would said they would advise military service to a young family member.

Question wording: 'Is each of the following a major factor, a minor factor, or not a factor in why you would advise a young family member to join the military?'

# Opinions About the Military's DEI Efforts

# Veterans Overwhelmingly Oppose Racial and Gender Preferences in Military Promotions

Opposition to Racial and Gender Preferences  
in Military Promotion Decisions  
is Nearly Universal Among Veterans

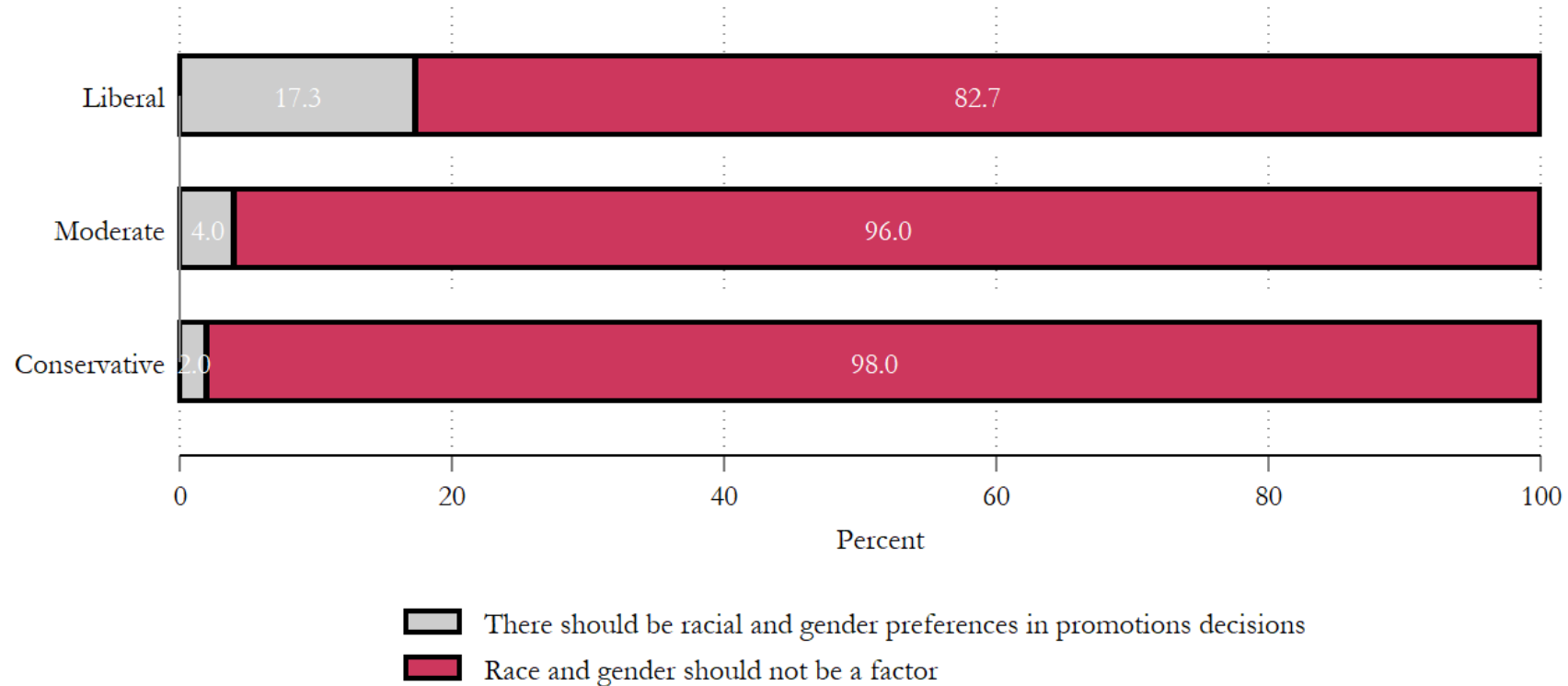


Source: 2024 Survey of Military Veterans

Question wording: 'Do you think that there should be racial and gender preferences in promotion decisions within the military, or do you think that promotion decisions should be determined only on merit and race and gender should not be a factor?'

# Opposition to Racial and Gender Preferences is Strong Across the Political Spectrum

More than 80% of Liberal Veterans and  
More than 90% of Moderate and Conservative Veterans  
Oppose Racial and Gender Preferences in Military Promotions

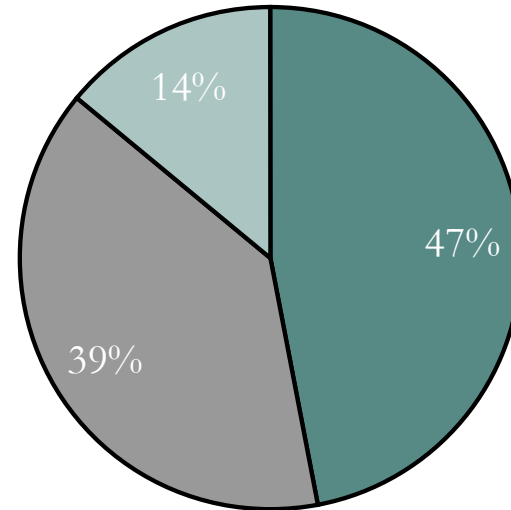


Source: 2024 Survey of Military Veterans

Question wording: 'Do you think that there should be racial and gender preferences in promotion decisions within the military, or do you think that promotion decisions should be determined only on merit and race and gender should not be a factor?'

# Very Few Veterans Believe the Military Pays 'Too Little' Attention to DEI Efforts

Nearly Half of Veterans Say the Military Currently Pays too Much Attention to Increasing DEI



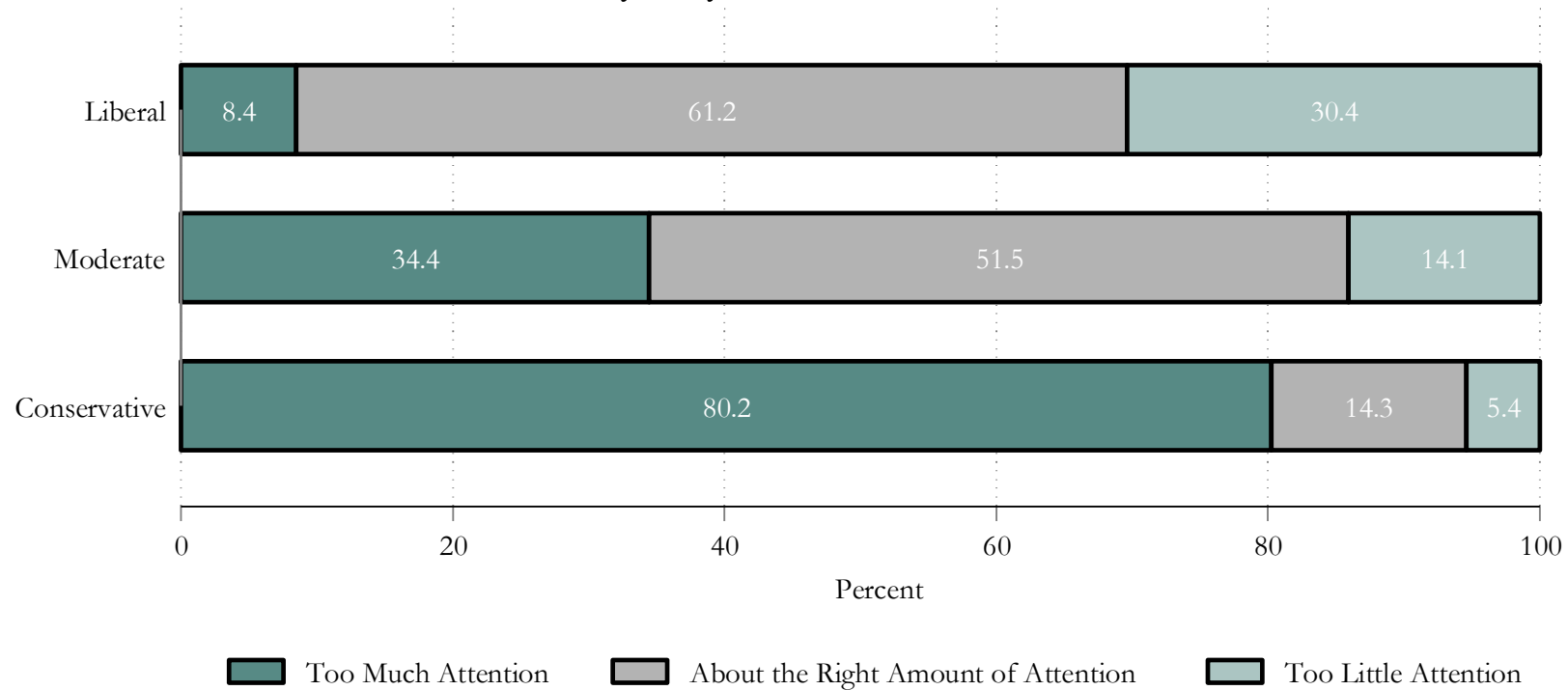
- Too Much Attention
- About the Right Amount of Attention
- Too Little Attention

Source: 2024 Survey of Military Veterans

Question wording: 'When it comes to how much attention the military currently pays to increasing diversity, equity and inclusion (DEI), would you say the military pays...'

# Liberal and Conservative Veterans Disagree about the Military's Attention to DEI

Conservative Veterans Nearly Ten Times More Likely Than Liberal Veterans to Say the Military Pays Too Much Attention to DEI

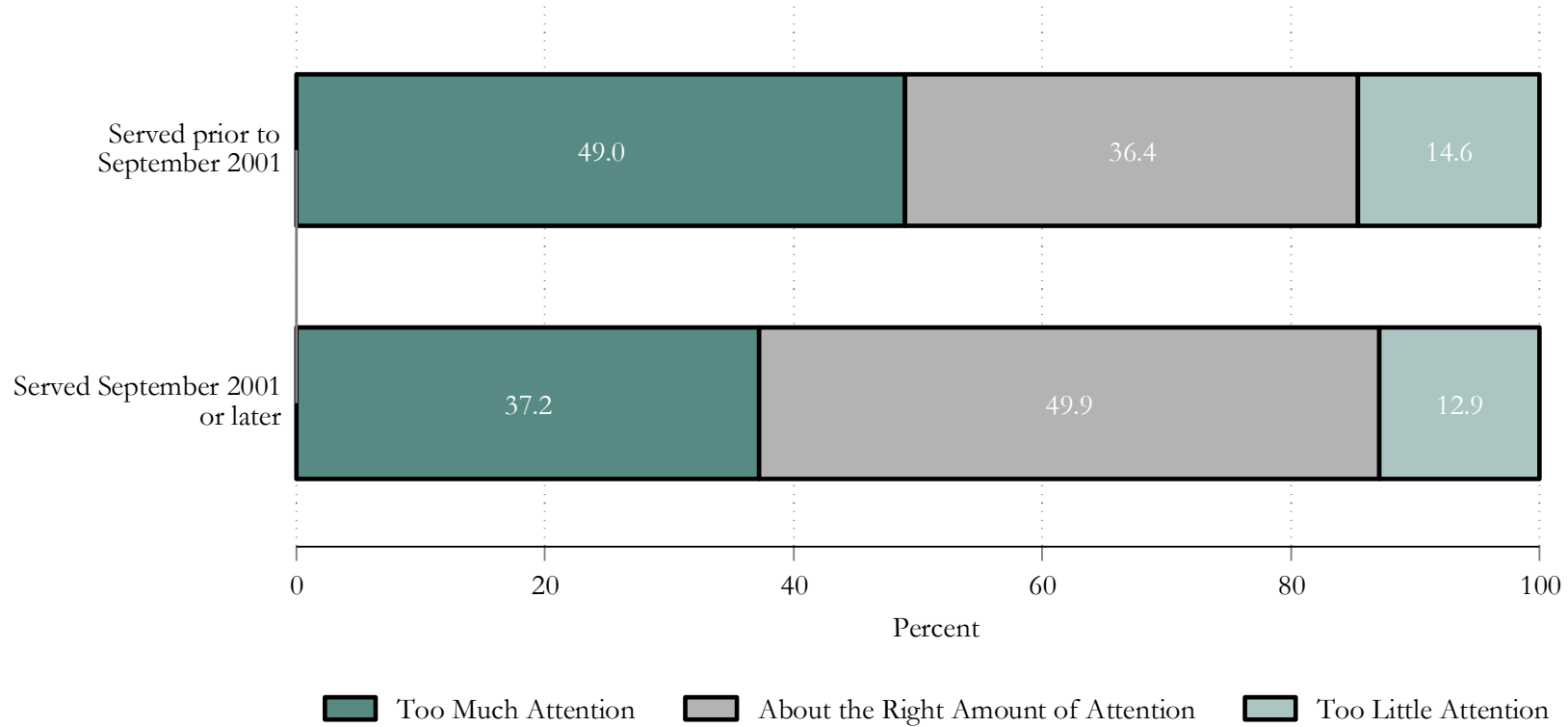


Source: 2024 Survey of Military Veterans

Question wording: 'When it comes to how much attention the military currently pays to increasing diversity, equity and inclusion (DEI), would you say the military pays...'

# Post-9/11 Veterans Less Likely to Say the Military Pays Too Much Attention to DEI

Roughly Half of Pre-9/11 Veterans Say the Military Pays Too Much Attention to DEI

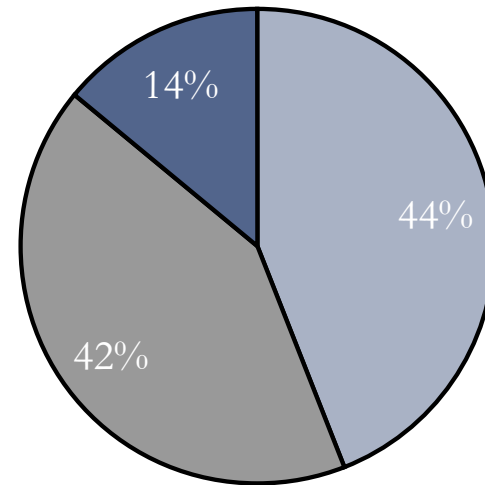


Source: 2024 Survey of Military Veterans

Question wording: 'When it comes to how much attention the military currently pays to increasing diversity, equity and inclusion (DEI), would you say the military pays...'

# A Plurality of Veterans Think the Military is Becoming Less Meritocratic

More than 40% of Veterans Think the Military Has Become Less Meritocratic Since they Served



- Become Less Meritocratic
- Remained About the Same
- Become More Meritocratic

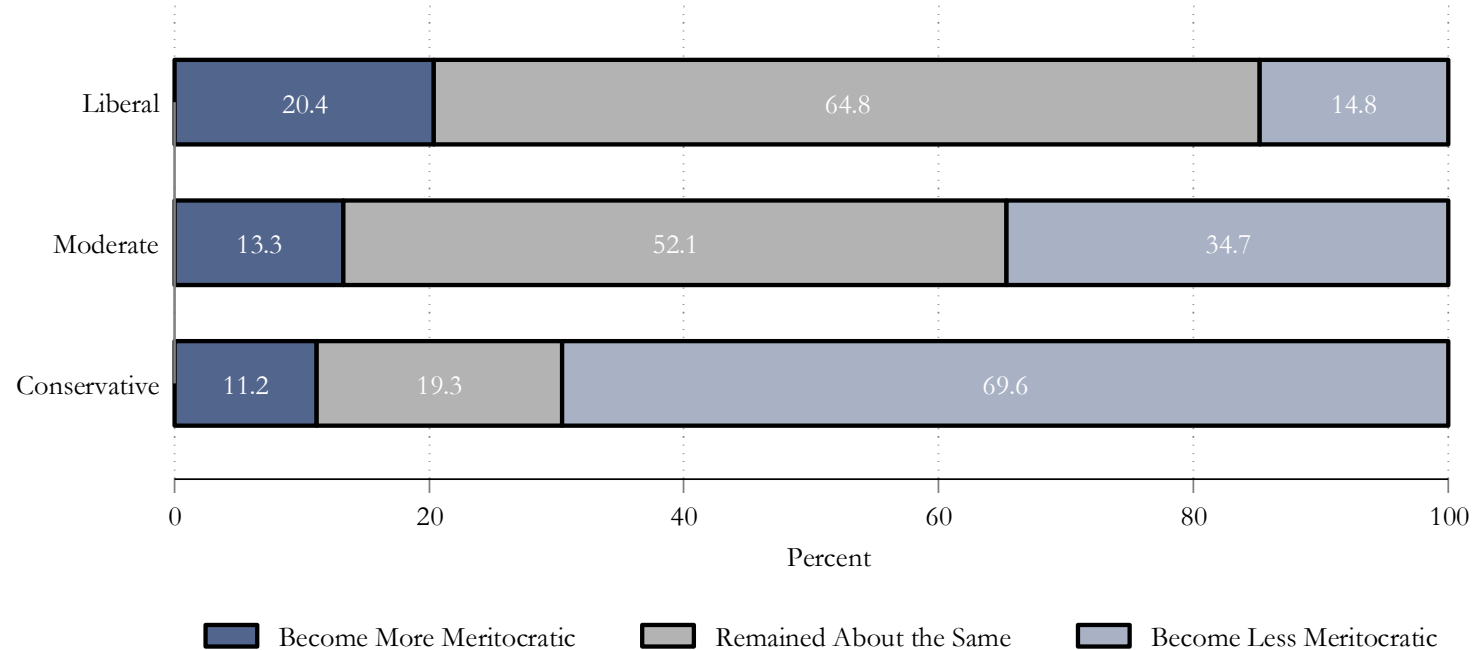
Source: 2024 Survey of Military Veterans

Question wording: 'Since the time that you served, do you think the United States military has become more meritocratic, less meritocratic or remained about the same with respect to meritocracy?'



# Conservative Veterans See the Military Becoming Less Meritocratic

While 70% of Conservative Veterans See the Military Becoming Less Meritocratic Only 15% of Liberal Veterans Do

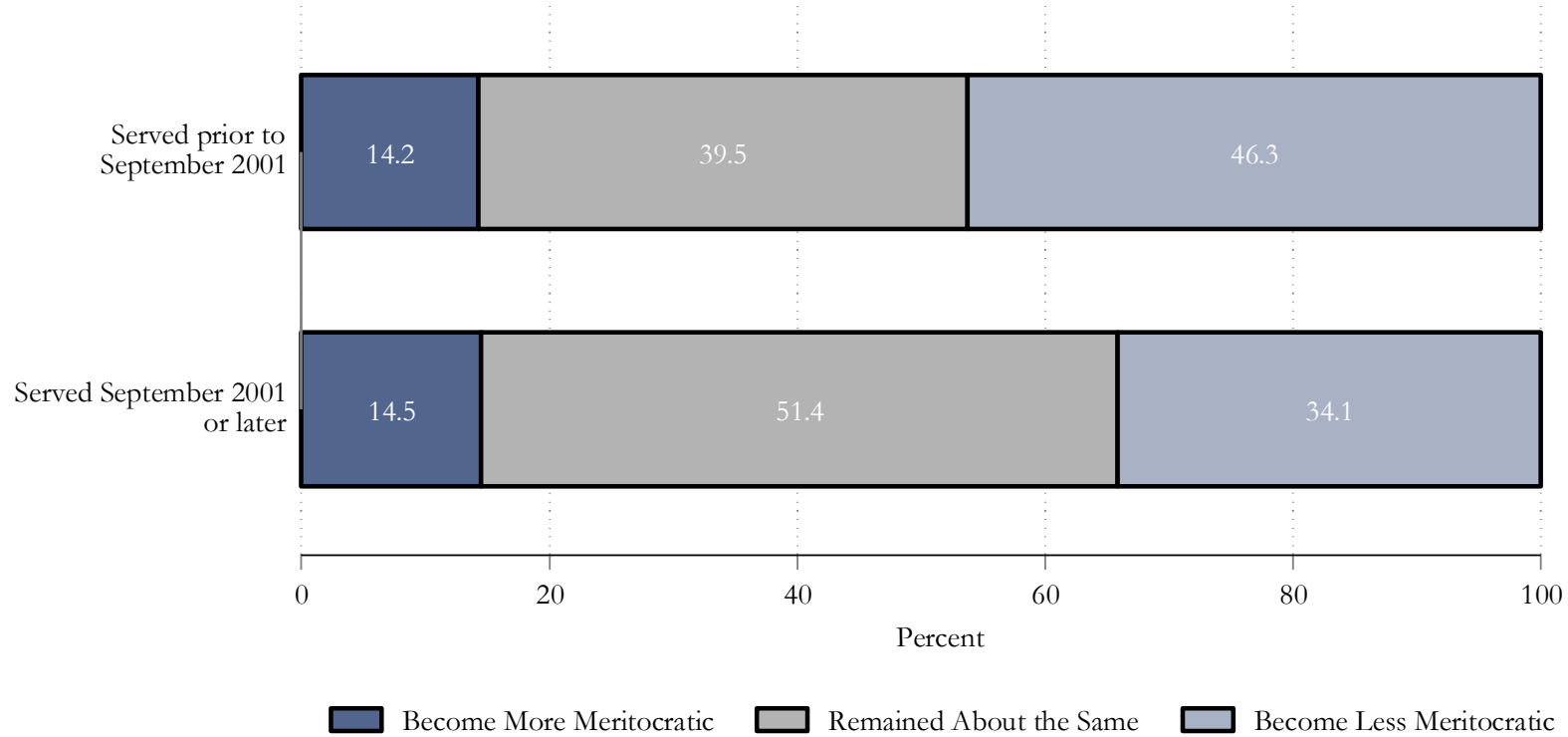


Source: 2024 Survey of Military Veterans

Question wording: 'Since the time that you served, do you think the United States military has become more meritocratic, less meritocratic or remained about the same with respect to meritocracy?'

# Post-9/11 Veterans Less Likely to Say the Military Has Become Less Meritocratic

More than Half of Post-9/11 Veterans See Little Change With Respect to Meritocracy in the Military

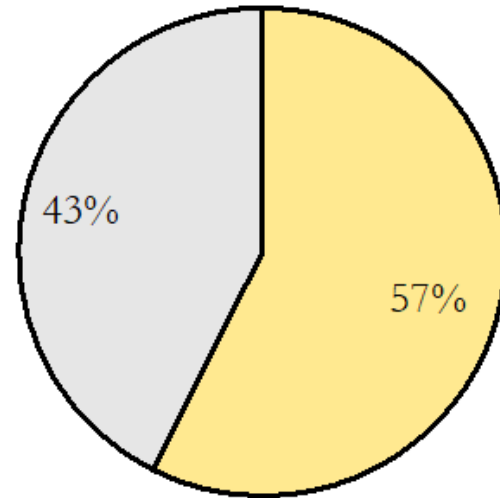


Source: 2024 Survey of Military Veterans

Question wording: 'Since the time that you served, do you think the United States military has become more meritocratic, less meritocratic or remained about the same with respect to meritocracy?'

# Most Veterans Say DEI Efforts are Not Essential for Warfighting

A Large Majority of Veterans Say that DEI Efforts Are Not Essential Parts of Warfighting and Are Not Essential for Successful Military Operations



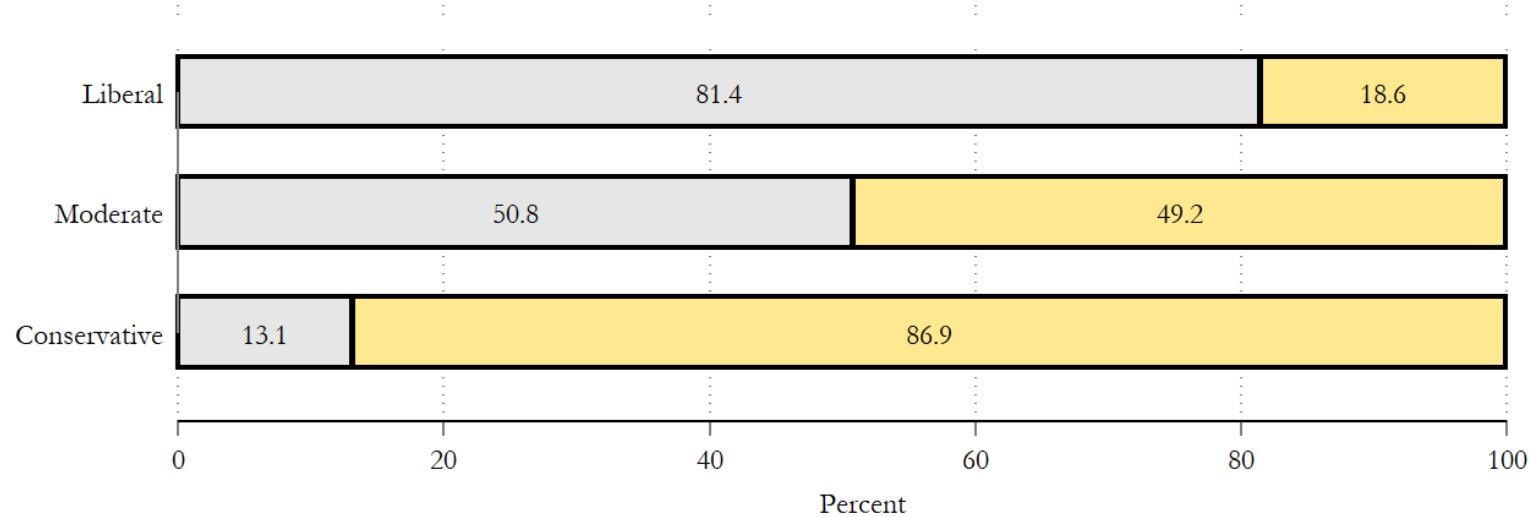
- Diversity, equity and inclusion (DEI) efforts are NOT essential parts of warfighting and are NOT necessary for achieving success in military operations.
- Diversity, equity and inclusion (DEI) efforts are essential parts of warfighting and are necessary for achieving success in military operations.



Source: 2024 Survey of Military Veterans

Question wording: 'Which of the following two statements comes closest to your view, even if neither is exactly correct?'

# Liberals and Conservatives Disagree about Whether DEI is Essential for Military Success

More than 80% of Liberal Veterans See DEI as Essential for Military Success but More than 80% of Conservative Veterans Do Not



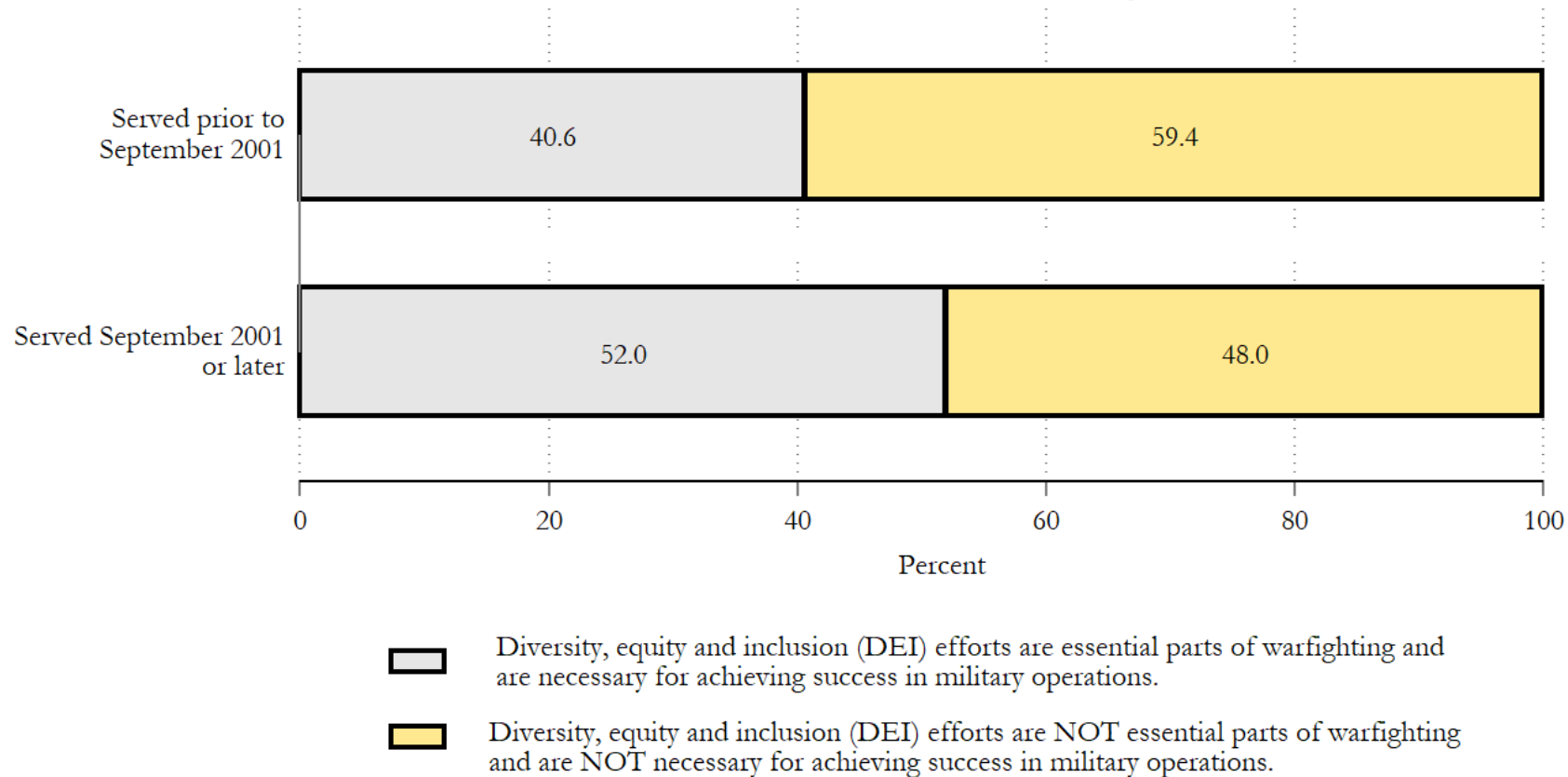
-  Diversity, equity and inclusion (DEI) efforts are essential parts of warfighting and are necessary for achieving success in military operations.
-  Diversity, equity and inclusion (DEI) efforts are NOT essential parts of warfighting and are NOT necessary for achieving success in military operations.

Source: 2024 Survey of Military Veterans

Question wording: 'Which of the following two statements comes closest to your view, even if neither is exactly correct?'

# Post-9/11 Veterans More Likely to Say DEI is Essential for Military Success

More than Half of Post-9/11 Veterans Say DEI is Essential for Military Success



Source: 2024 Survey of Military Veterans

Question wording: 'Which of the following two statements comes closest to your view, even if neither is exactly correct?'

# Further Details

- *Respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults subset on military veterans, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.*
- *The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, region, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight*
- *The study was funded by the Coalition for Military Excellence*