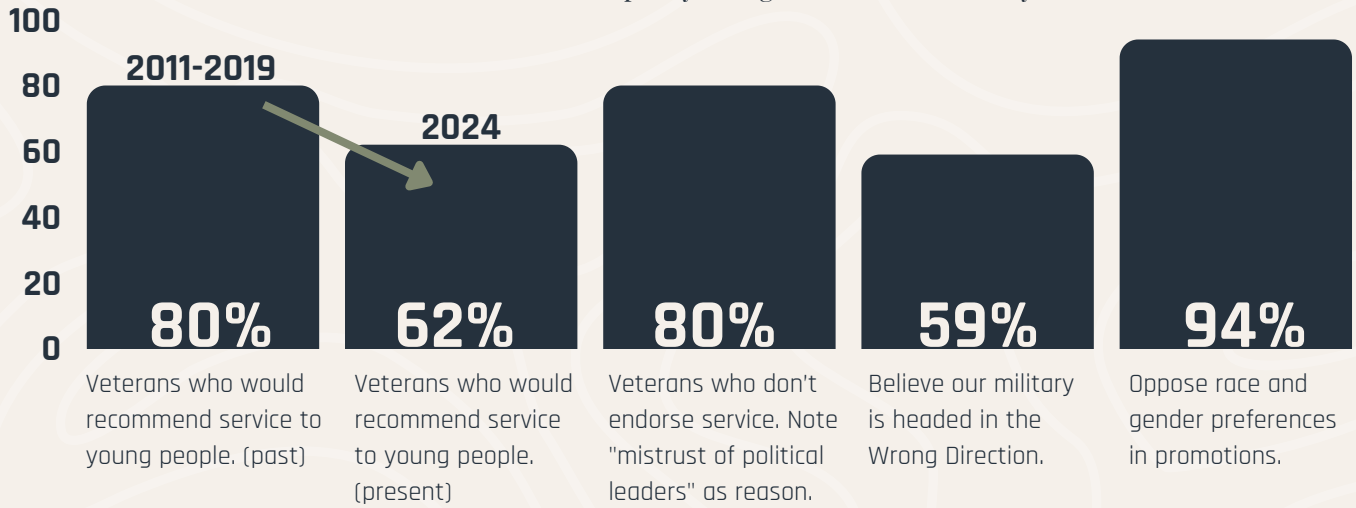


Veteran Service Recommendation Study

Eighty percent of recruits have family in the military, yet the Pentagon surveys random "influencers" over this key group. We commissioned a YouGov poll of 2,100 veterans to link policy changes to their vital family service recommendations.

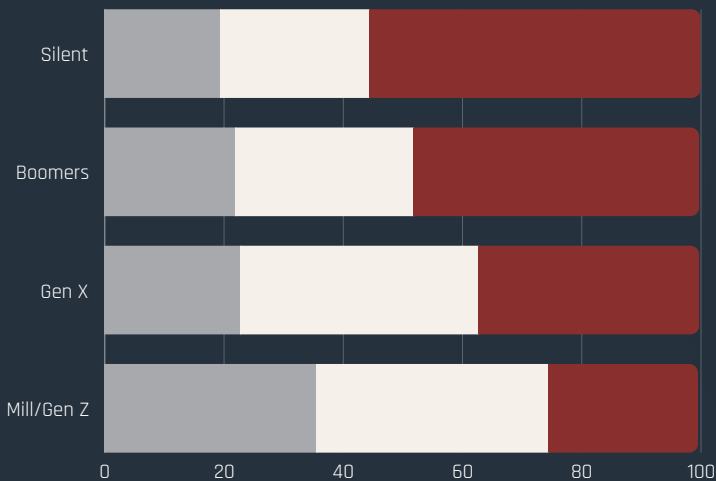


When asked to grade the performance in the Iraq and Afghanistan wars, veterans rated:

A-	Service Members
C+	Flag Officers (Generals & Admirals)
C-	Commanders-In-Chiefs

Political ideology of Veterans by Generation

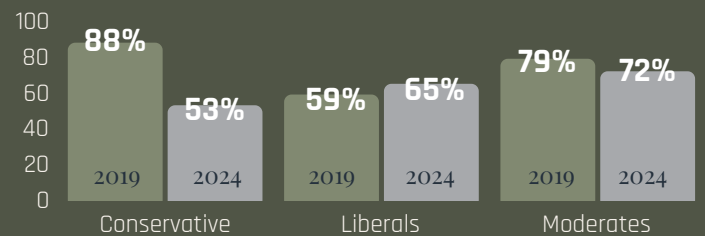
Legend: Liberal (Grey), Moderate (White), Conservative (Red)



Digging Deeper

YouGov asked what policies caused veterans not to recommend service, discovering political fault lines.

Service Endorsements over time by ideology



Conservative Veterans

Reasons for withholding endorsement:

- 85% DEI or other Social Policies
- 34% Possible injury or death
- 31% Potential for war
- 28% Possibility of PTSD

89% say the military is headed in the wrong direction

87% believe national defense is not strong enough

Liberal Veterans

Reasons for withholding endorsement:

- 69% Possibility of PTSD
- 66% Potential for War
- 65% Possibility of injury or death
- 63% Mistrust of political leaders

75% say the military is headed in the right direction

19% believe national defense is not strong enough