



NOVEMBER 2024

2024 VETERANS' WELL-BEING SURVEY

TOPLINE FINDINGS



KEY EVENTS IMPACTING VETERANS SINCE 2018

PREVIOUS SURVEY CONDUCTED (MAY - JUNE 2018)

- 1 VA MISSION ACT (JUNE 2018)**

There has been growing attention to mental health issues within the military and veteran communities, including legislative efforts to improve mental health services, reduce suicide rates, and address PTSD. The passage of the MISSION Act and other reforms aimed to improve healthcare access.
- 2 COVID-19 PANDEMIC (2020-2022)**

The pandemic had widespread effects on military operations, including disruptions in training and deployments, as well as challenges in managing health and safety for service members and veterans.
- 3 U.S. WITHDRAWAL FROM AFGHANISTAN (AUGUST 2021)**

The rapid withdrawal of U.S. troops from Afghanistan and the subsequent takeover by the Taliban led to a complex situation for veterans and current service members who had served in the region.

CURRENT SURVEY CONDUCTED (MAY - JULY 2024)

ADDITIONAL DEVELOPMENTS SINCE 2018

VETERANS AFFAIRS (VA) REFORMS AND FUNDING

- Ongoing reforms and funding changes have impacted how the VA delivers services to veterans.

MILITARY PAY AND BENEFITS LEGISLATION

- Adjustments to military pay and benefits, including increased pay raises and changes to retirement benefits, have been significant for both current service members and veterans.

RISE IN MILITARY SEXUAL ASSAULT AWARENESS

- Increased awareness and policy changes regarding sexual assault within the military have been a major focus.

U.S. NATIONAL DEFENSE STRATEGY UPDATES

- Changes in national defense strategies and priorities, including a shift towards focusing on great power competition with countries like China and Russia, have affected military training, deployment strategies, and resource allocation.

METHODOLOGY



AUDIENCES

SAMPLE SIZE

MARGIN OF ERROR

METHOD

FIELDWORK CONDUCTED

VETERANS	N=3,679	±1.62%
NON-VETERANS	N=1,000	±3.10%
EMPLOYERS	N=1,027	±3.06%
Human Resources Professionals	N=271	±5.95%
EDUCATORS	N=339	±5.32%
VSO	N=50	±13.86%
MILITARY SPOUSES	N=507	±4.35%

20-minute online survey; Partner organizations helped distribute the survey and we supplemented with paid sample as needed to achieve ideal sample sizes.

May 16 - July 25, 2024

Thank you to our partners - The Road Home, Student Veterans of America, Pat Tillman Foundation, Hiring Our Heroes, Bob Woodruff Foundation, HRMAC Institute at the Executives Club of Chicago and Blue Star Families.



STATE OF WELL-BEING

KEY INSIGHT

47%

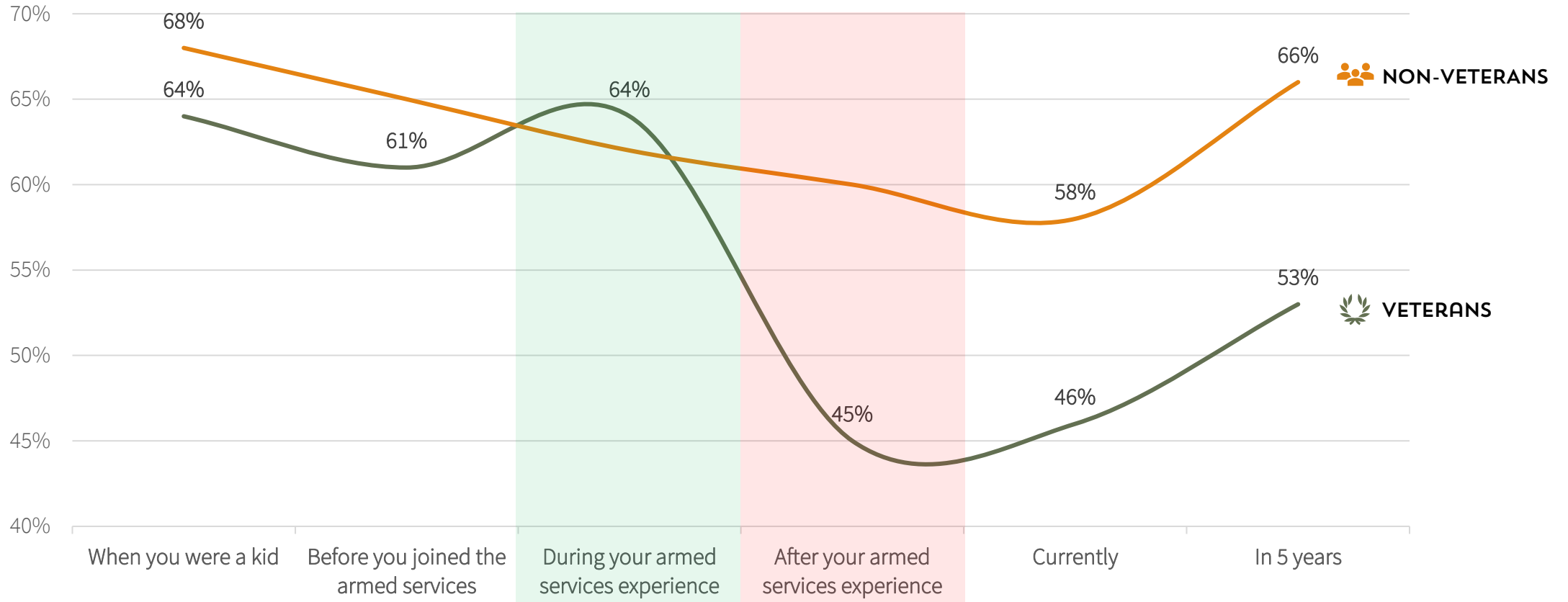
OF VETERANS SELF-REPORT THEIR WELL-BEING AS “GOOD” OR “EXCELLENT”, THOUGH THIS IS DOWN 13PTS FROM 2018

Q3: Which of the following do you feel best describes your overall well-being? (2024 base sizes: Veterans n=3,679) (2018 base sizes: Veterans n=2,000)

VETERANS' WELL-BEING CLIMBS ABOVE NON-VETERANS DURING TIME OF SERVICE, DECLINES AFTER ARMED SERVICE AND NEVER CLOSES THE GAP

Shown: Top 2 Box "Excellent/good"

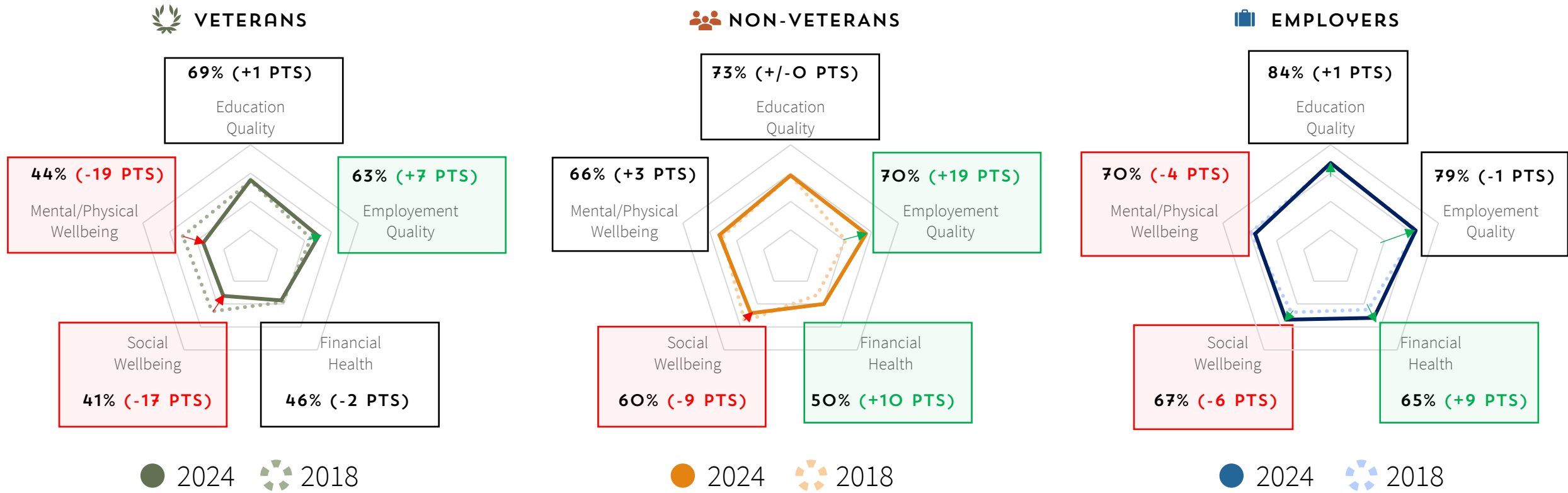
WELL-BEING AT DIFFERENT STAGES OF LIFE



Q4: Which of the following best describes your overall well-being at each phase of your life below? For reference: excellent well-being means having financial stability, being healthy (both mentally and physically), having the ability to have meaningful relationships, and possessing a desirable job/career. (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000)

VETERANS' MENTAL & PHYSICAL WELL-BEING DECLINED MOST SINCE 2018 AND REPRESENT THE BIGGEST GAP IN COMPARISON TO NON-VETERANS AND EMPLOYERS

Shown: Top two box (percent that selected "excellent" or "good")
2024 DIMENSIONS OF WELL-BEING COMPARED TO 2018



Questions and base sizes are in the notes.
Changes vs. 2018 survey outside the margin of error are highlighted in green or red.
© 2024 DANIEL J. EDELMAN HOLDINGS, INC. ALL RIGHTS RESERVED

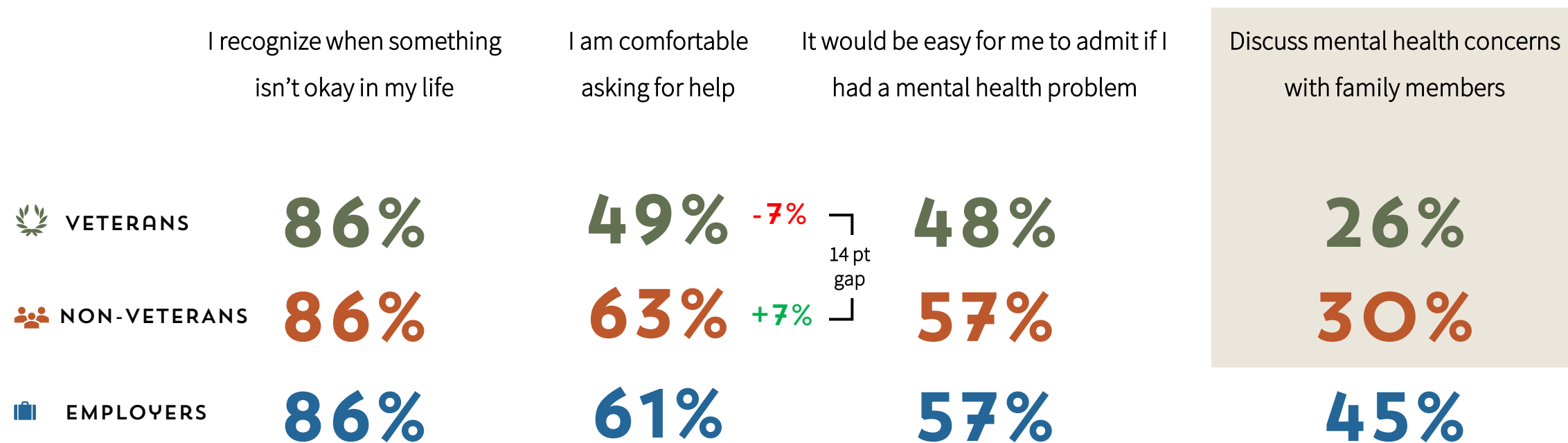


MENTAL HEALTH AS PART OF LIFE

BOTH VETERANS AND NON-VETERANS SHOW AN UNWILLINGNESS WHEN NEEDED TO DISCUSS MENTAL HEALTH CONCERNS WITH FAMILY MEMBERS

Shown: Top two box (Q15: "always" or "often", Q17: "strongly" or "somewhat agree", Q18: "strongly" or "somewhat agree")

THOUGHTS ON MENTAL WELL-BEING



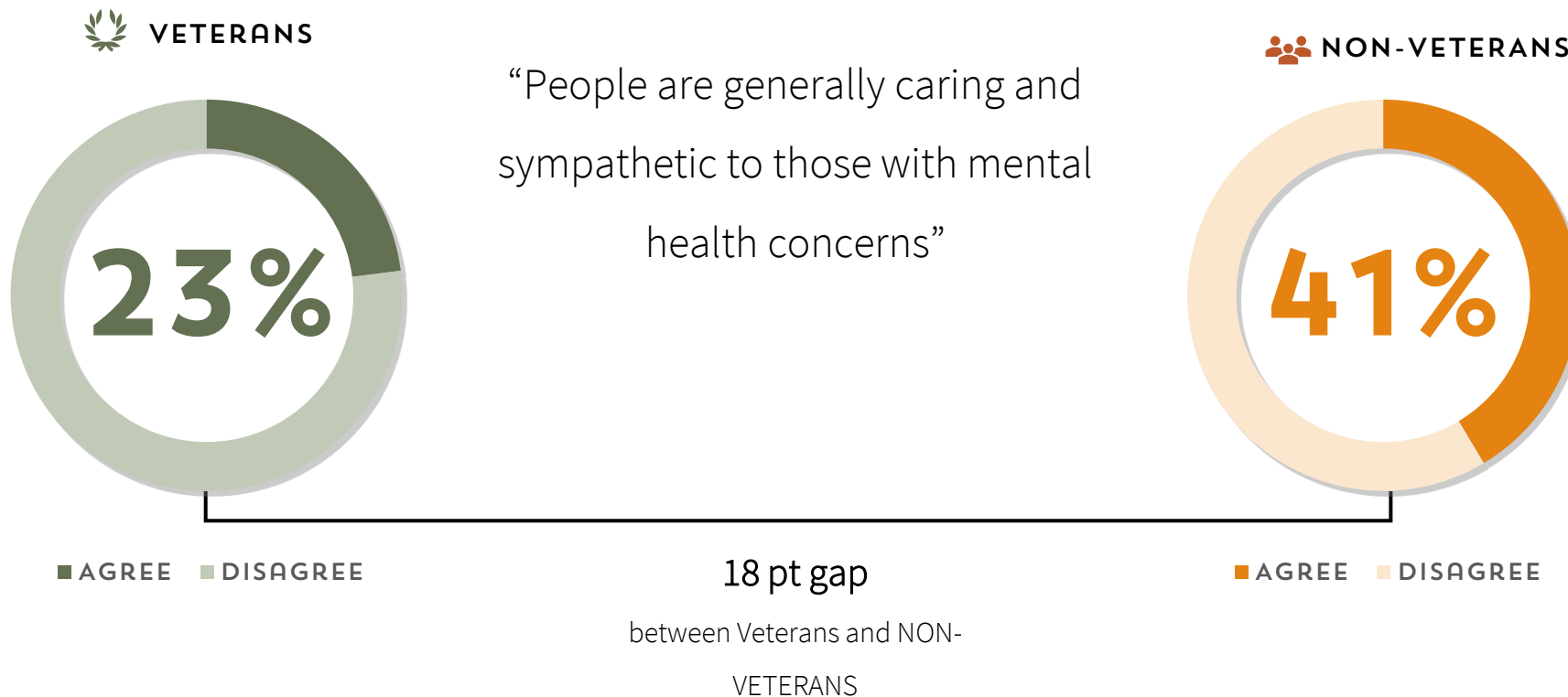
Changes vs. 2018 survey outside the margin of error are highlighted in green or red.

Q17: Below is a list of statements about mental health. Please select how much you agree or disagree with each of the statements below. Q15: How often do you do the following? Q18: Please select how much you agree or disagree with each of the statements below as they relate to mental health. (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027).

LESS THAN A QUARTER OF VETERANS BELIEVE PEOPLE ARE SYMPATHETIC TO THOSE WITH MENTAL HEALTH CONCERNS

Shown: Top two box (Percent selected “strongly” or “somewhat agree”)

THOUGHTS ON MENTAL WELL-BEING



Q17. Below is a list of statements about mental health. Please select how much you agree or disagree with each of the statements below (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000)

VETERANS AND MILITARY SPOUSES ARE EQUIPPED TO ADDRESS THEIR CHILDREN'S MENTAL HEALTH NEEDS MORE THAN THEIR OWN

Shown: Top two box (strongly/somewhat agree)

FAMILIARITY WITH AND KNOWLEDGE ABOUT CHILD MENTAL HEALTH

OF VETERANS AND MILITARY SPOUSES WITH CHILDREN...

82%

AGREE THAT THEY ARE COMFORTABLE ASKING FOR MENTAL HEALTH SUPPORT FOR THEIR CHILD/CHILDREN

76%

AGREE THAT THEY KNOW WHERE TO GO WHEN THEIR CHILD/CHILDREN NEED HELP REGARDING MENTAL HEALTH

79%

AGREE THAT THEY RECOGNIZE WHEN THEIR CHILD/CHILDREN NEED HELP REGARDING MENTAL HEALTH

73%

AGREE THAT THEY HAVE ACCESS TO MENTAL HEALTH SUPPORT FOR THEIR CHILD/CHILDREN

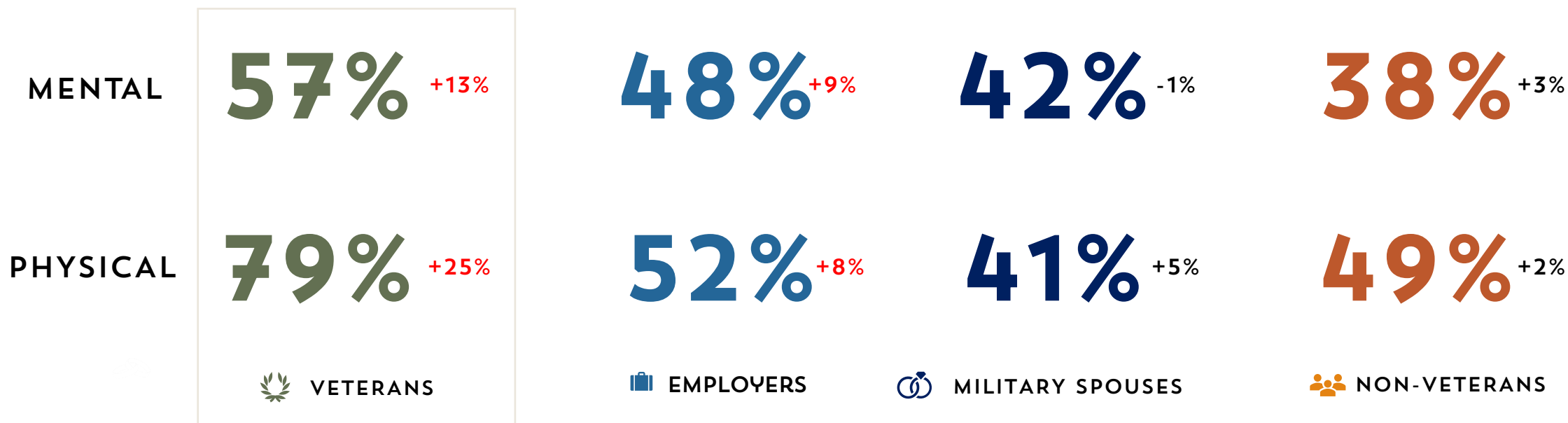


**PERSONAL MENTAL AND PHYSICAL
HEALTH EXPERIENCE**

SINCE 2018 THERE HAS BEEN A LARGE INCREASE IN MENTAL AND PHYSICAL HEALTH CHALLENGES AMONG VETERANS

Shown: Percent that selected "Yes"

EXPERIENCED A MENTAL/PHYSICAL HEALTH CHALLENGE IN THE PAST YEAR



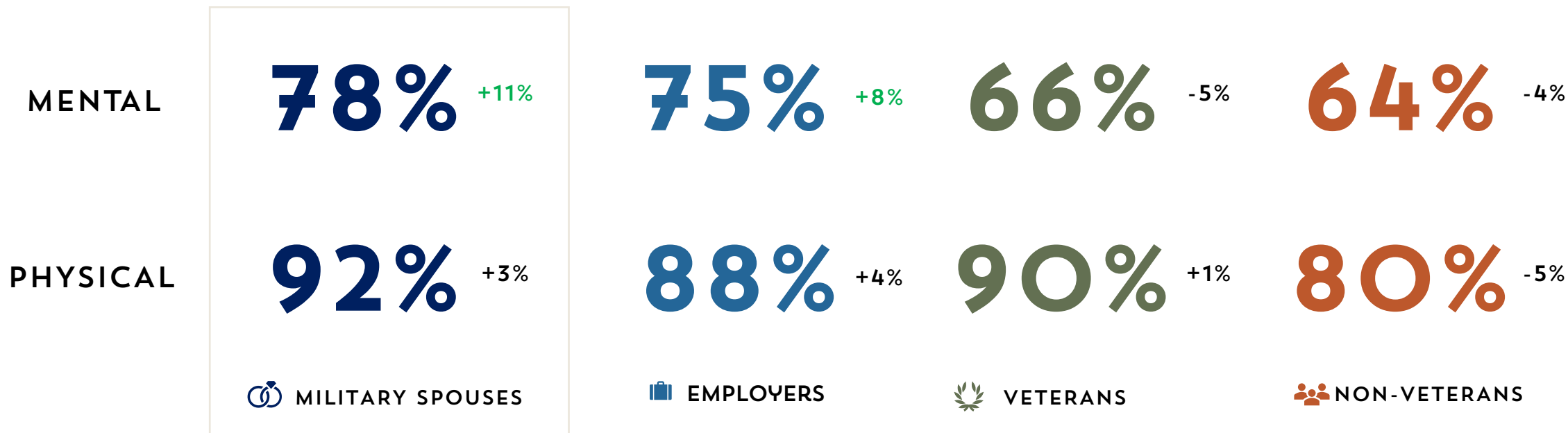
Changes vs. 2018 survey outside the margin of error are highlighted in green or red.

Q19: Please complete the following sentence with one response below: Within the past year, I have... (2024 base sizes: Among those who experienced a mental health challenge within the past year: Veterans n=2,110, NON-VETERANS n=376, Military spouses n=212, Employers n=1,027). Q21: Please complete the following sentence with one response below: Within the past year, I have... (2024 base sizes: Among those who experienced an issue with their physical health within the past year: Veterans n=2,898, NON-VETERANS n=487, Military spouses n=206, Employers n=1,027)

VETERANS ARE ON PAR WITH NON-VETERANS WHEN IT COMES TO SEEKING HELP FOR THEIR MENTAL HEALTH CHALLENGES; MILITARY SPOUSES ARE LEADING IN TAKING ACTION

Shown: Percent that selected "Yes"

SOUGHT HELP FOR MENTAL/PHYSICAL HEALTH CHALLENGE



Changes vs. 2018 survey outside the margin of error are highlighted in green or red.

Q20: You indicated that you experienced a moment when you had a mental health challenge within the last year. Did you get help? (2024 base sizes: Among those experienced a mental health challenge Veterans n=1,401, NON-VETERANS n=241, Military spouses n=166, Employers n=489) Q22: You indicated that you experienced an issue with your physical health within the last year. Did you get help? (2024 base sizes: Among those who experienced an issue with their physical health, Veterans n=2,602, NON-VETERANS n=392, Military Spouses n=189, Employers

ALL THREE AUDIENCES AGREE THAT MENTAL HEALTH IS THE LARGEST NEED AND EXPECT VA/GOVERNMENT PROGRAMS TO FILL THE NEED

TYPE OF SUPPORT PROGRAMS THAT ARE NEEDED TO SUPPORT VETERANS

 EDUCATORS

92%

MENTAL HEALTH

EMPLOYMENT: 83%
PHYSICAL HEALTH: 74%
EDUCATION: 68%

 VETERANS

77%

MENTAL HEALTH

EMPLOYMENT: 73%
PHYSICAL HEALTH: 63%
EDUCATION: 54%

 EMPLOYERS

76%

MENTAL HEALTH

EMPLOYMENT: 71%
PHYSICAL HEALTH: 61%
EDUCATION: 52%

*Q2: What kinds of support programs are needed in your community to support veterans? (2024 base sizes: Veterans n=3,679, Educators n=339, Employers n=1,027)
2024 base sizes: Veterans n=2,148, Educators n=243, Employers n=661)*

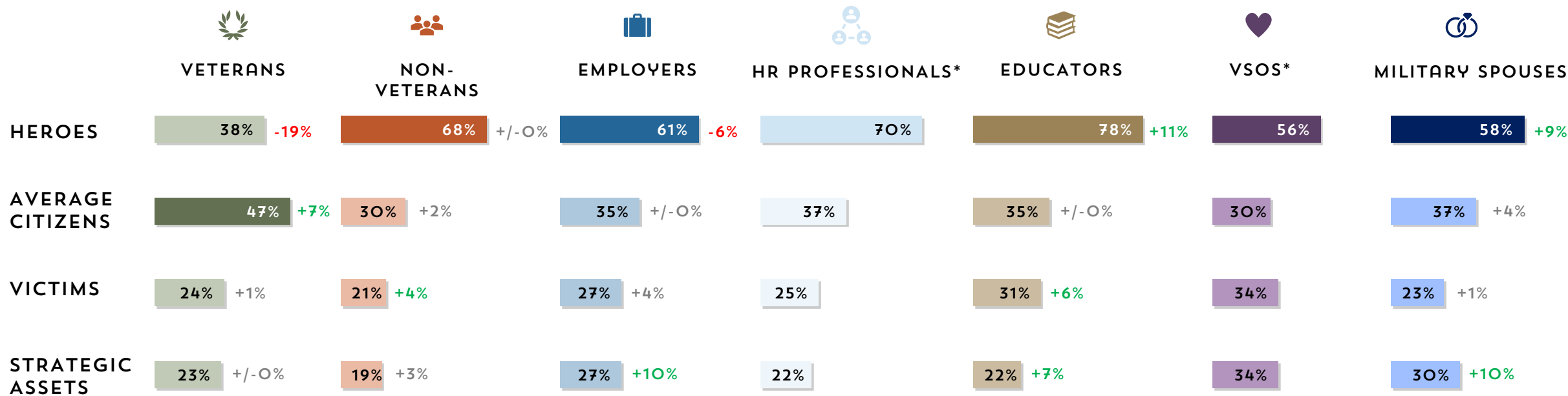


HOW VETERANS ARE VIEWED AND PORTRAYED WITHIN THE SOCIETY

AS WITH PREVIOUS YEARS, ALL GROUPS EXCEPT VETERANS THEMSELVES VIEW VETERANS AS HEROES INSTEAD OF AVERAGE CITIZENS OR STRATEGIC ASSETS

Shown: Percent that selected response

HOW VETERANS ARE VIEWED IN SOCIETY



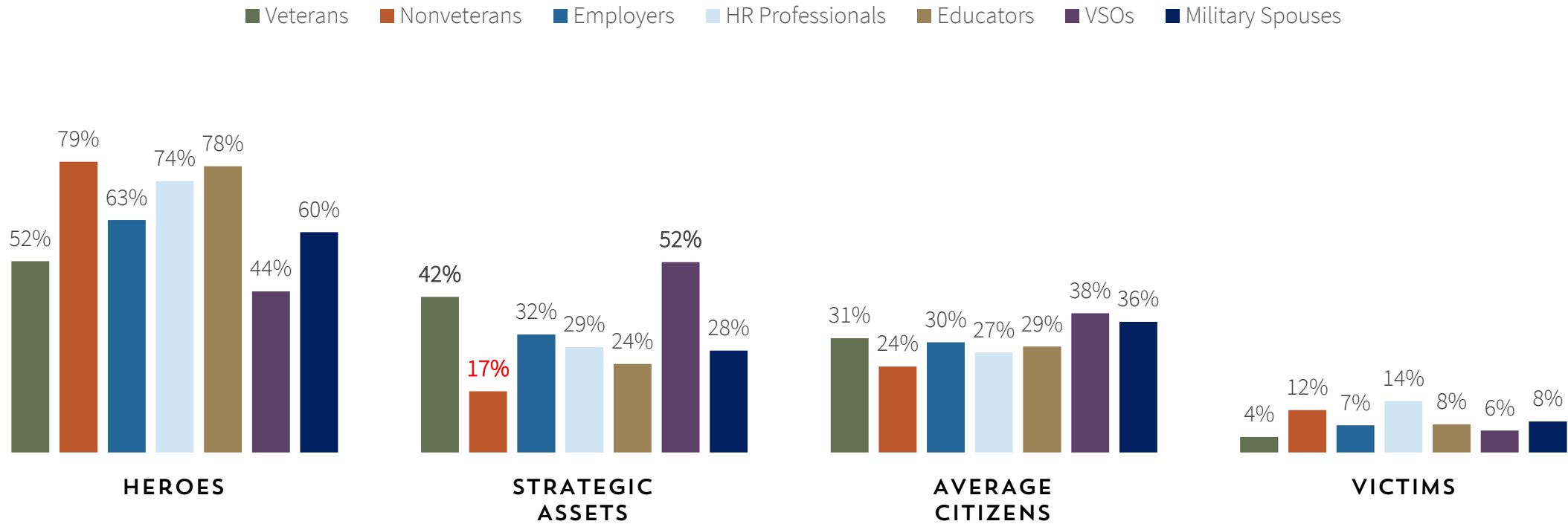
Most effective way to portray veterans:	Heroes: 52% Strategic assets: 42%	Heroes: 79% Avg. citizens: 24%	Heroes: 63% Strategic assets: 32%	Heroes: 74% Strategic assets: 29%	Heroes: 78% Avg. citizens: 29%	Strategic assets: 52% Heroes: 44%	Heroes: 60% Avg. citizens: 36%
-----------------------------------------	--------------------------------------	-----------------------------------	--------------------------------------	--------------------------------------	-----------------------------------	--------------------------------------	-----------------------------------

Changes vs. 2018 survey outside the margin of error are highlighted in green or red.

Q9. In your opinion, how are veterans typically viewed? Veterans are viewed as... (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, HR Professionals n=271, Educators n=339, VSOs=50, Military Spouses n=507). Q10: In your opinion, what is the most effective way to portray veterans to ensure they have support and opportunities as they return to our communities? Veterans should be portrayed as... (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, HR Professionals n=271, Educators n=339, VSOs=50, Military Spouses n=507).

EVEN THOUGH THE CONSENSUS IS TO PORTRAY VETERANS AS HEROES, ONLY VETERANS AND VSOS UNDERSTAND THE IMPORTANCE OF PORTRAYING THEM ALSO AS STRATEGIC ASSETS

Shown: Percent that selected response
EFFECTIVE WAY TO PORTRAY VETERANS



Q10: In your opinion, what is the most effective way to portray veterans to ensure they have support and opportunities as they return to our communities? Veterans should be portrayed as...
 (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, Military Spouses n=507)

KEY INSIGHT

ACROSS ALL GROUPS

77%

REPORT THAT PEOPLE TYPICALLY SAY
“THANK YOU FOR YOUR SERVICE”
WHEN THEY AREN'T SURE HOW TO
ENGAGE OR APPROACH SERVICE
MEMBERS

Q12: How much do you agree or disagree with the following statements? (2024 base sizes: Total of all audiences n=5,374)

ALL GROUPS AGREE THAT THEY SEE VETERANS AS DIFFERENT AND STRUGGLE TO RELATE AND ENGAGE; VETERANS REINFORCE THESE PERCEPTIONS

Shown: Top two box (strongly/somewhat agree)

CIVILIAN/MILITARY UNDERSTANDING

83%

OF ALL RESPONDENTS AGREE THAT AVERAGE
CITIZENS STRUGGLE TO RELATE WITH VETERANS

AND

77%

OF VETERANS FIND IT EASIER TO RELATE TO
INDIVIDUALS THAT ARE PART OF THE MILITARY
COMMUNITY

75%

OF ALL RESPONDENTS AGREE THAT MEDIA &
POPULAR CULTURE PORTRAY VETERANS AS
DIFFERENT THAN AVERAGE CITIZENS

AND

82%

OF VETERANS SEE THEMSELVES DIFFERENT FROM
THE AMERICAN PUBLIC

Q12: How much do you agree or disagree with the following statements? (2024 base sizes: Total of all audiences n=5,374 including Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, Military Spouses n=507, HR Professionals n=271, VSOs n=50, Educators n=339, Former Service Members n=3487, Active Service Members n=192; Veterans n=3,679) * Indicates small base sizes.*

KEY INSIGHT

ONLY

20%

OF VETERANS AGREE THAT AVERAGE
CITIZENS UNDERSTAND THE
SACRIFICES MILITARY FAMILIES MAKE
TO SERVE THEIR COUNTRY

Q12: How much do you agree or disagree with the following statements? (2024 base sizes: Veterans n=3,679)

DIFFERENT IDEAS/ACTIVITIES LAND WELL WITH ALL GROUPS TO INCREASE UNDERSTANDING OF SERVICE MEMBERS

PERCEPTION OF IMPACT OF ACTIVITIES

Shown: Top two box (extremely/somewhat impactful)

ALL GROUPS THINK IT IS IMPACTFUL WHEN NON-VETERANS...

74%

ATTEND LOCAL OR LIVE STREAM TOWN HALLS WITH VETERANS

78%

ATTEND OPEN HOUSES AT LOCAL VETERANS' ORGANIZATIONS

88%

WORK ALONGSIDE VETERANS TO COMPLETE CHARITABLE PROJECTS

81%

PARTICIPATE IN MILITARY IMMERSION/ DEMONSTRATION TO OBSERVE SERVICE MEMBERS LEADING, MANAGING & PROBLEM SOLVING WITH THEIR TEAMS

Q14: And how impactful, if at all, do you believe of the following would be in helping average citizens understand more about veterans and service members? (2024 base sizes: Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, Educators n=339, Military Spouses n=507)

A group of young women in white naval uniforms, including white short-sleeved shirts, white trousers, and white caps with black bands and gold buttons. They are standing in a line on a ship's deck, looking towards the right. The background is slightly blurred, showing a building with windows. The text "EDUCATION & EMPLOYMENT" is overlaid in white, bold, sans-serif font, with a vertical yellow bar to its left.

EDUCATION & EMPLOYMENT

HALF OF VETERANS COMPLETE THEIR HIGHEST LEVEL OF SCHOOLING AFTER THE ARMED SERVICES, AND A THIRD ARE CURRENTLY OR PLANNING TO PURSUE ADDITIONAL SCHOOLING

53%

OF VETERANS* COMPLETED THEIR HIGHEST LEVEL OF SCHOOLING AFTER LEAVING THE ARMED SERVICES

33%

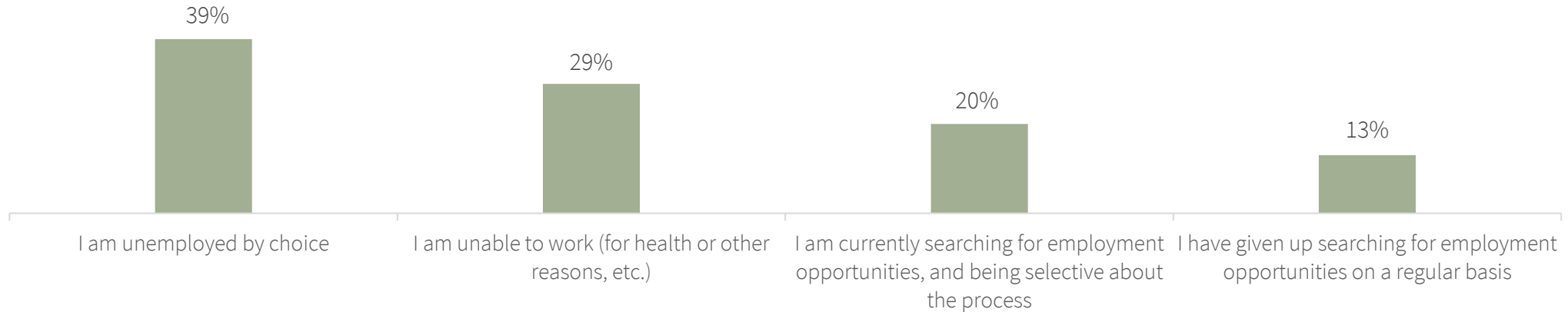
OF VETERANS* ARE CURRENTLY OR PLANNING TO PURSUE ADDITIONAL SCHOOLING

*Q27a: When did you graduate from school? (2024 base sizes: Veterans n=3,679, Military Spouses n=507) Q27b: Are you planning to pursue the following? (2024 base sizes: *Veterans that at least have highschool degree but not a graduate degree n=2,532)*

WHILE MOST UNEMPLOYED FORMER SERVICE MEMBERS ARE BY CHOICE, 29% ARE UNABLE TO FIND WORK FOR HEALTH OR OTHER REASONS AND 13% HAVE GIVEN UP SEARCHING FOR EMPLOYMENT ON A REGULAR BASIS

Shown: Percent that selected response

FORMER SERVICE MEMBERS' UNEMPLOYMENT STATUS



UNEMPLOYED FORMER SERVICE MEMBERS

Changes vs. 2018 survey outside the margin of error are highlighted in green or red.

Q31: Which of the following best describes your current unemployment status? (2024 base sizes: Unemployed Former Service Members n=1,700)

HOWEVER, 54% OF FORMER SERVICE MEMBERS WERE NOT ABLE TO FIND A JOB IN THE FIELD THEY DESIRED AND 62% WERE NOT ABLE TO FIND A JOB AT THE LEVEL THEY WANTED

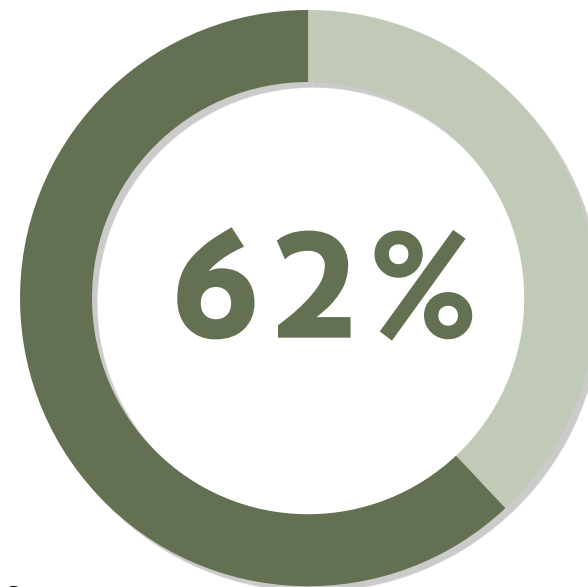
Shown: Percent that selected response

POST-MILITARY VETERAN EMPLOYMENT IN DESIRED JOB INDUSTRY



Shown: Percent that selected response

POST-MILITARY VETERAN EMPLOYMENT AT DESIRED LEVEL



■ YES
■ NO



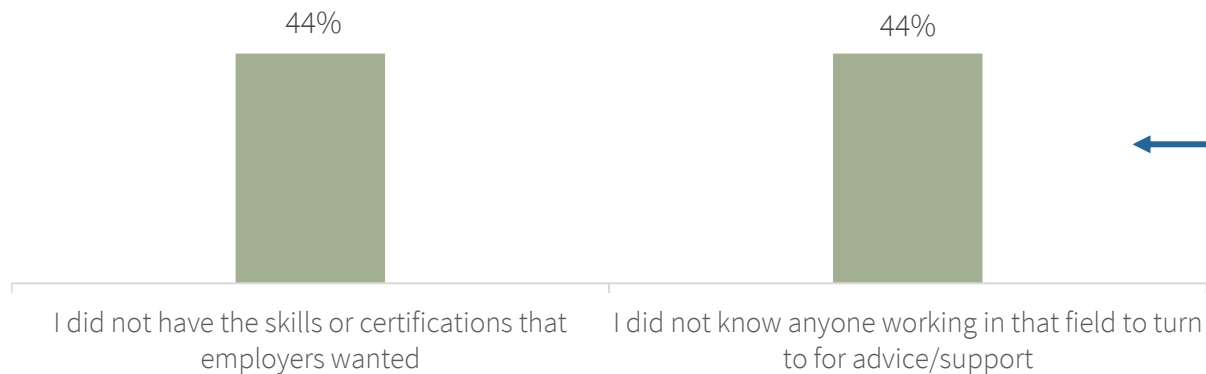
EMPLOYED FORMER SERVICE MEMBERS

Q32: When you first separated from the military, were you able to find a job in the field you desired? (2024 base sizes: Former Service Members n=3,487)

Q32b: When you first separated from the military, were you able to find a job at the level you desired? (2024 base sizes: Former Service Members n=3,487)

FORMER SERVICE MEMBERS WHO COULD NOT FIND A DESIRABLE JOB SAY THEY DID NOT HAVE THE SKILLS/CERTIFICATIONS EMPLOYERS WANTED OR DIDN'T KNOW ANYONE TO TURN TO FOR SUPPORT

REASONS FOR NOT BEING ABLE TO FIND DESIRED POSITION



YET,

74%

OF EMPLOYERS ARE INTERESTED IN SERVING AS AN ADVISOR IN A PROFESSIONAL OR RESOURCE GROUP FOR VETERANS



FORMER SERVICE MEMBERS UNABLE TO FIND A JOB IN DESIRED POSITION

Q33: Why weren't you able to find a job in the field or at the level you desired after separating from the military? (2024 base sizes: Former serving veterans unable to find a job n=2,277)

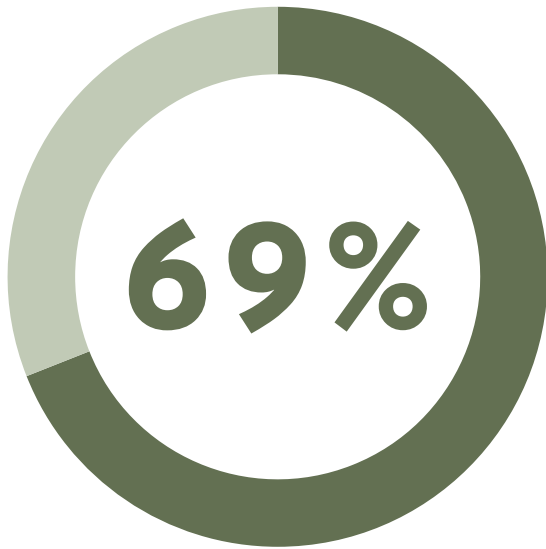
Q13: How interested, if at all, would you be in participating in the following types of activities to engage with and get to know more about veterans? (2024 base sizes: Employers n=1,027)

NEARLY 7 IN 10 EMPLOYED FORMER SERVICE MEMBERS ARE WORKING IN DESIRED FIELD

Shown: Percent that selected response

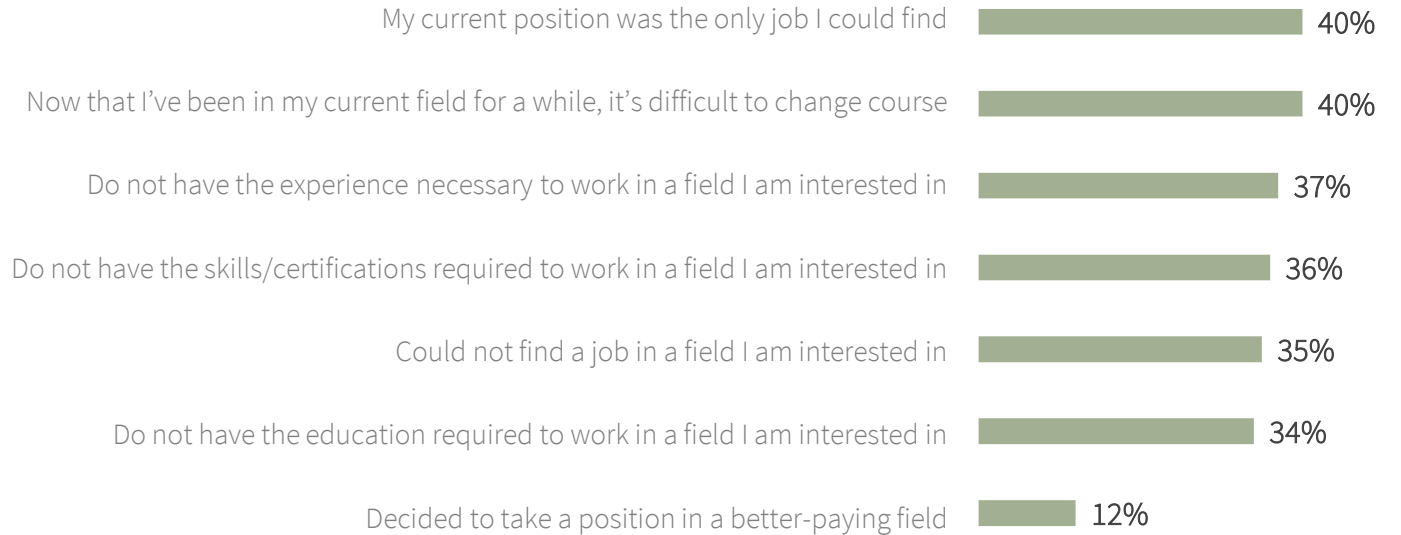
EMPLOYED FORMER SERVICE MEMBERS' CURRENT EMPLOYMENT

EMPLOYED IN FIELD THEY WANT TO BE IN



■ Yes ■ No

REASONS FOR NOT WORKING IN FIELD OF INTEREST



EMPLOYED FORMER SERVICE MEMBERS

Q34: Are you currently working in a field that you want to be in? (2024 base sizes: Employed Former Service Members n=1,545)

Q35: Why aren't you currently working in a field you want to be in? (2024 base sizes: Employed Former Service Members not working in a field they are interested in n=480)

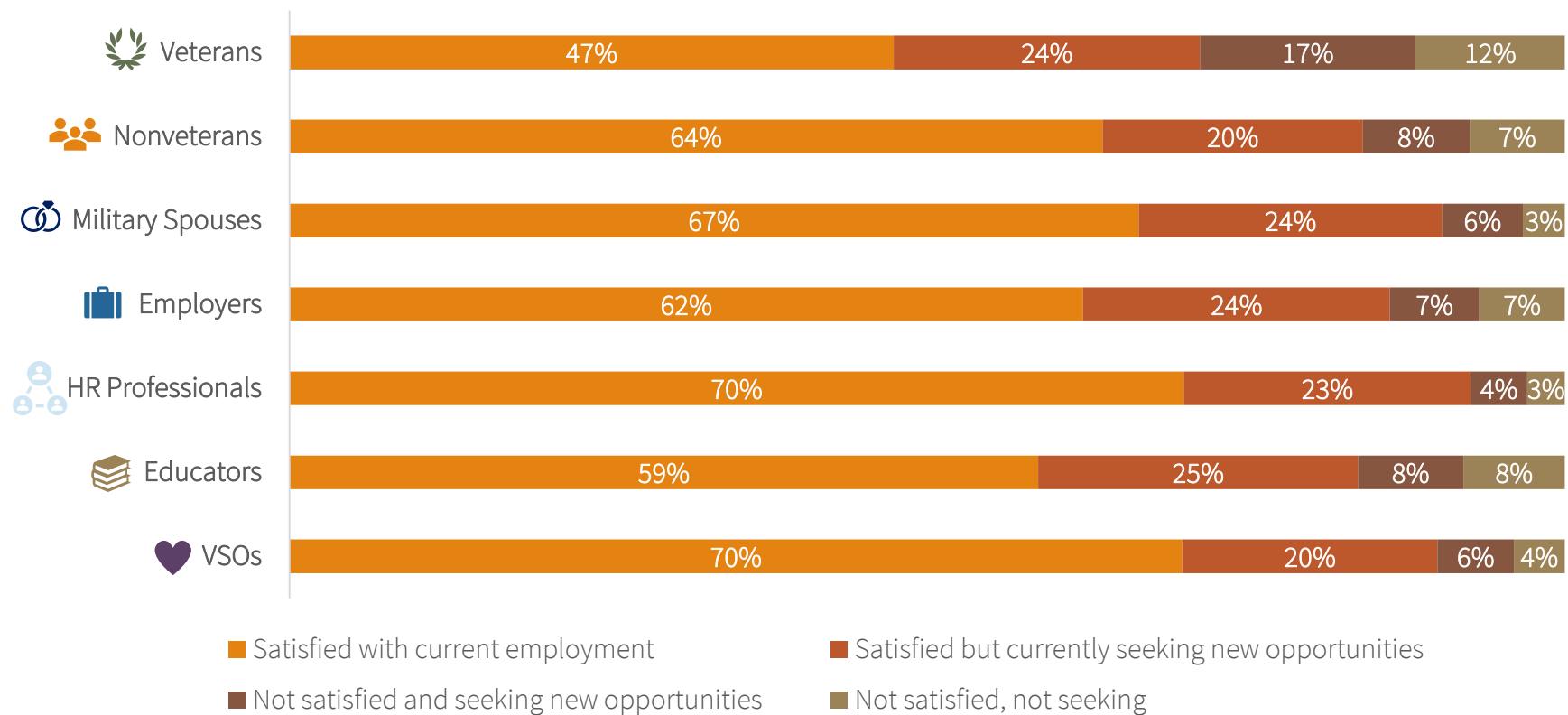


JOB SATISFACTION

VETERANS HAVE THE LOWEST SATISFACTION WITH EMPLOYMENT AND ALSO THE HIGHEST JOB SEEKING RATE OUT OF ALL GROUPS

Shown: Percent that selected response

CURRENT JOB SATISFACTION AMONG EMPLOYED RESPONDENTS

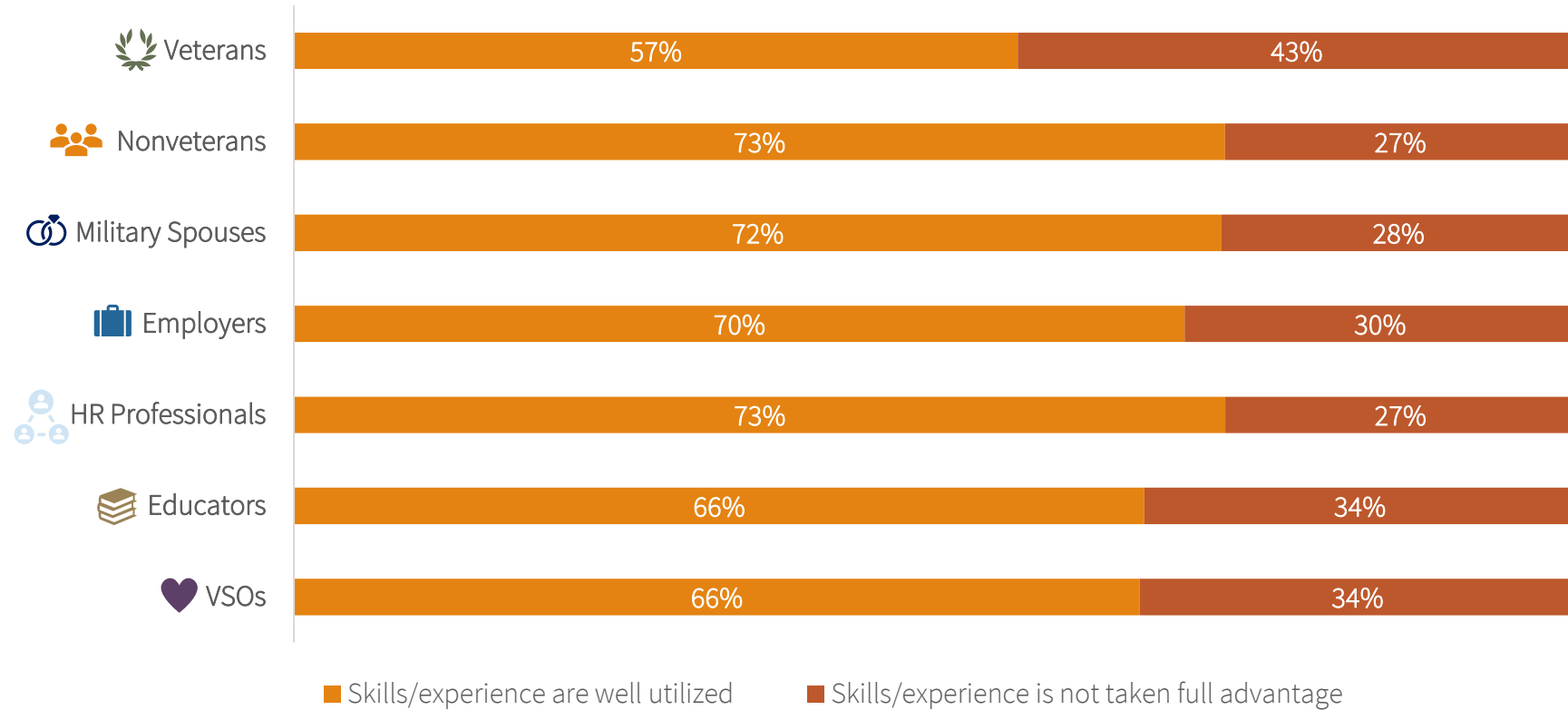


Q40: Which of the following best describes your current employment satisfaction? (2024 base sizes: (2024 Base sizes: Veterans n=1,545, NON-VETERANS n=549, Military spouses n=395, Employers = 1,027, HR Professionals n=271, Educators n=339, VSOs n=50*) *Indicates small base size

VETERANS BELIEVE THEIR SKILLS ARE NOT TAKEN FULL ADVANTAGE OF BY THEIR EMPLOYER

Shown: Percent that selected response

PERCEPTION OF UTILIZED SKILLS IN EMPLOYMENT

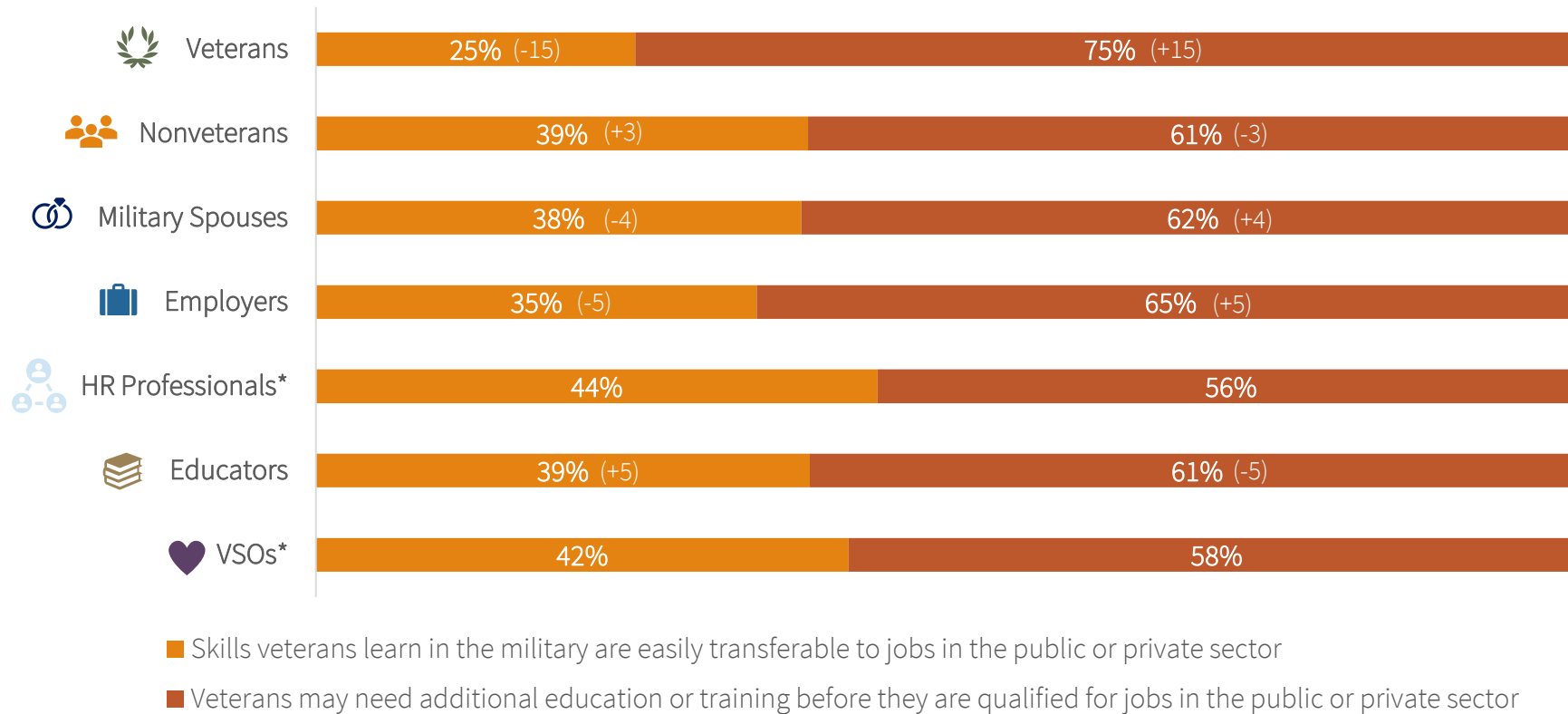


Q42: Which of the following best represents your views? My skills and experience are well-utilized in the job I currently hold / My current employer does not take full advantage of my skills and experience (2024 Base sizes: Veterans n=1,545, NON-VETERANS n=549, Military spouses n=395, Employers = 1,027, HR Professionals n=271, Educators n=339, VSOs n=50*) *Indicates small base

VETERANS ARE THE LEAST GROUP TO AGREE THAT THEIR SKILLS ARE EASILY TRANSFERABLE TO JOBS IN THE PUBLIC OR PRIVATE SECTOR; 65% OF EMPLOYERS THINK VETERANS NEED ADDITIONAL EDUCATION AND TRAINING


Shown: Percent that selected response

PERCEPTIONS OF VETERANS' JOB QUALIFICATIONS



**Audience not tracked in 2018*

Q51: Which of the following best represents your views? (2024 base sizes: Total of all audiences n=5,374 including Veterans n=3,679, NON-VETERANS n=1,000, Employers n=1,027, Military Spouses n=507, HR Professionals n=271, VSOs n=50*, Educators n=339) * Indicates small base sizes.

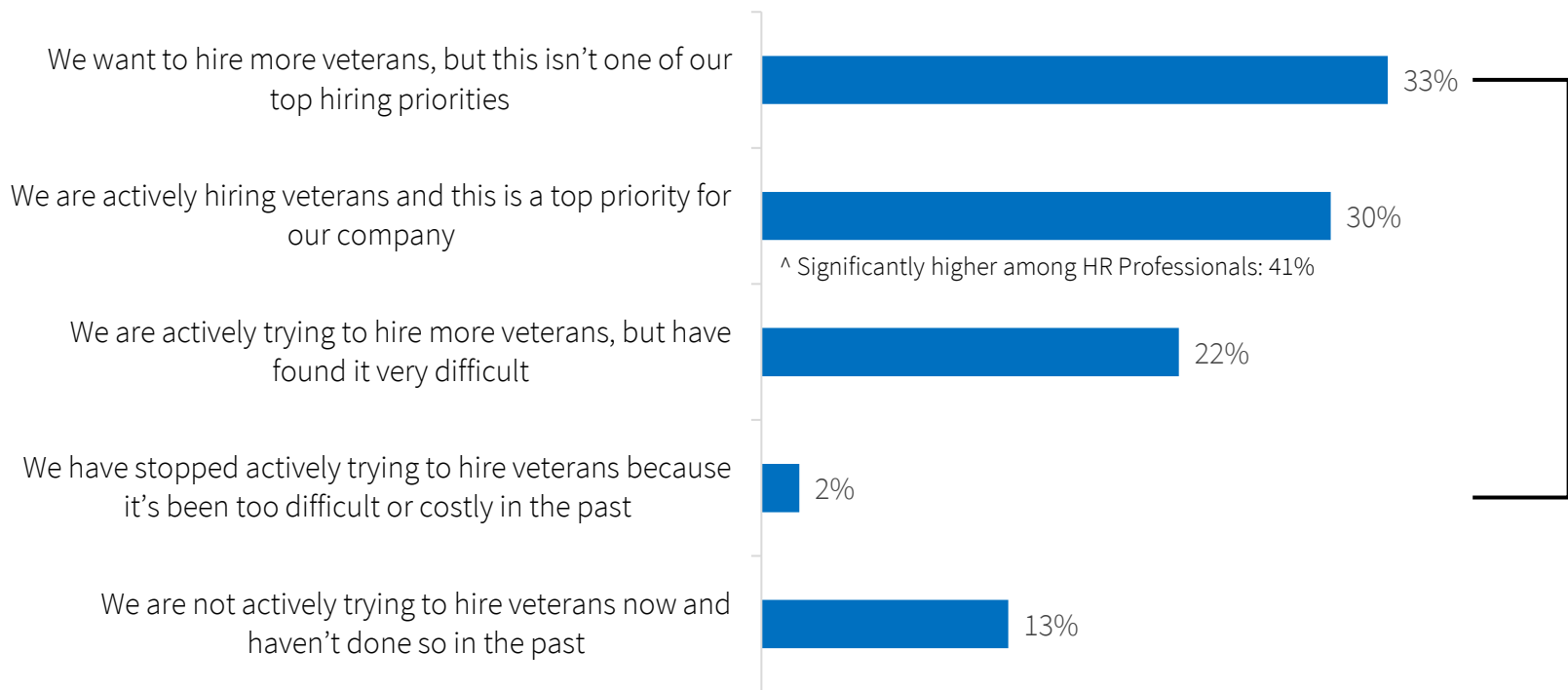


EMPLOYERS & VETERANS

87% OF EMPLOYERS HAVE AT LEAST TRIED TO HIRE VETERANS AT THEIR COMPANY – CHALLENGES INCLUDE EXPERIENCE, QUALIFICATIONS, AND SKILLS

Shown: Percent that selected response

COMPANIES' EXPERIENCE WITH HIRING VETERANS



^ Significantly higher among HR Professionals: 41%

TOP 5 CHALLENGES EMPLOYERS HAVE WHEN HIRING VETERANS:

1. Finding the skills we are looking for: 43%
2. Receiving enough veteran applicants: 42%
3. Finding the years of relevant experience: 31%
4. Finding the level of education we are looking for: 31%
5. Finding veteran applicants who fit in with our culture: 26%

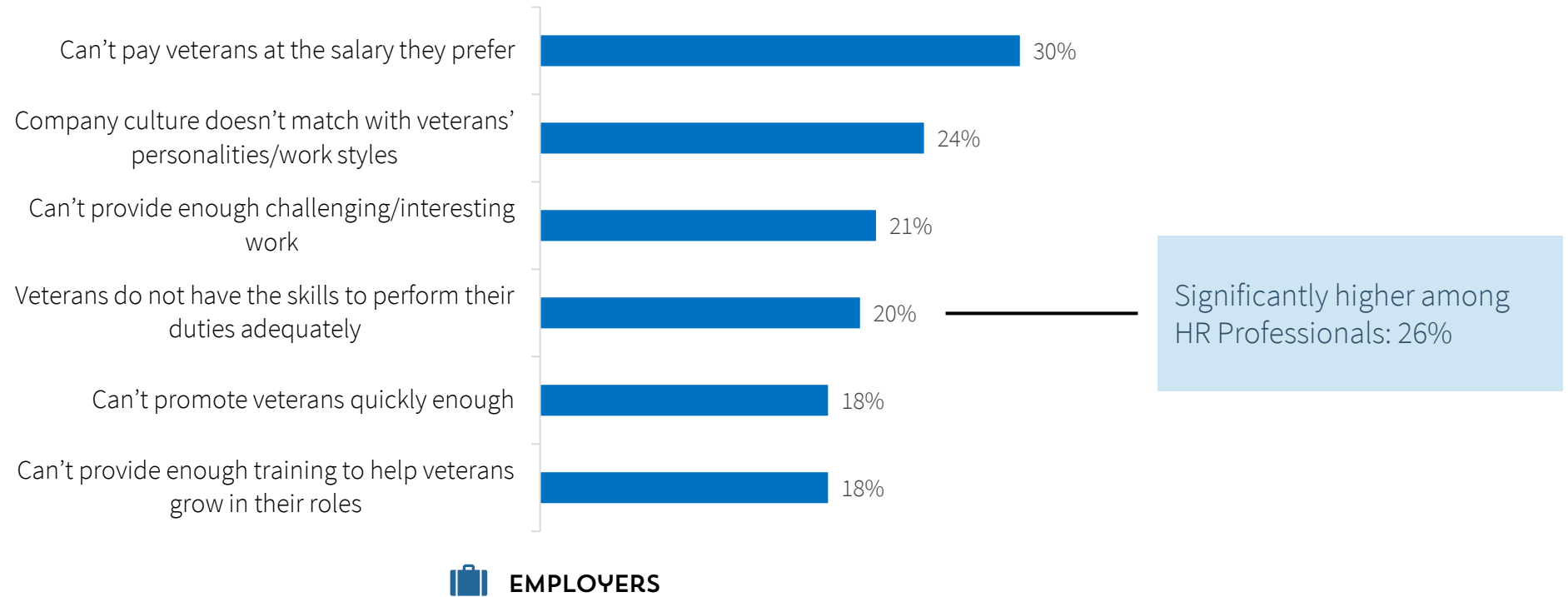
 EMPLOYERS

Q55: Which of the following best describes your company's experience with hiring veterans? (2024 base sizes: Employers n=1,027, HR Professionals n=271). Q56: What are some of the challenges you face when trying to hire veterans at your organization? (2024 base sizes: Asked among Employers who are actively hiring veterans or have tried to hire them, Employers n=896, HR Professionals n=262).

BARRIERS TO RETAINING VETERANS IN THE WORKPLACE LARGELY STEMS FROM SALARY EXPECTATIONS AND COMPANY CULTURE

Shown: Percent that selected response

COMPANIES' CHALLENGES WITH RETAINING VETERAN EMPLOYEES



Q57: What are some of the challenges you face when trying to retain veteran employees at your company? (2024 base sizes: Asked among Employers who are actively hiring veterans or have tried to hire them, Employers n=896, HR Professionals n=262).



INTERNSHIPS & ENTREPRENEURSHIPS

VETERANS SHARE THAT IMMEDIATE FINANCIAL IMPLICATIONS INTERFERE WITH INTEREST AN INTERNSHIP, MOREOVER LESS THAN A THIRD OF EMPLOYERS SAY THEY HAVE PROGRAMS GEARED TOWARDS VETERANS

47%

OF VETERANS SAY THEY WOULD BE INTERESTED IN INTERNSHIP OR APPRENTICESHIP PROGRAMS, BUT ARE UNLIKELY TO PURSUE DUE TO IMMEDIATE FINANCIAL IMPLICATIONS

29%

OF EMPLOYERS SAY THEY HAVE INTERNSHIP/APPRENTICESHIP PROGRAMS GEARED TOWARD VETERANS

Q76: Considering that pursuing internships or apprenticeships may not provide sufficient income to meet you and/or your family's needs during the time of the program, which of the following statements best captures your feelings about pursuing an internship or apprenticeship? (2024 base sizes, Veterans n=3,679)

Q59: Does your company have internship or apprenticeship programs geared toward any of the following groups? (2024 base sizes, Employers, n=1,027)

84% OF EMPLOYERS BELIEVE THEIR COMPANIES WOULD BENEFIT FROM A VETERAN-FOCUSED INTERNSHIP/APPRENTICESHIP PROGRAM...

...AND 82% OF VETERANS ARE OR WOULD HAVE BEEN INTERESTED IN PARTICIPATING IN THIS TYPE OF PROGRAM.

Q61: How much, if at all, do you believe your company could benefit by launching an internship or apprenticeship program geared toward veterans? (2024 base sizes: Employers n=1,027)

Q60: How interested, if at all, would you be/would you have been in participating in an internship or apprenticeship program after leaving the military to help you transition into the private sector? (2024 base sizes, Veterans n=3,679)

VETERANS WHO STARTED THEIR OWN COMPANIES WERE MOTIVATED BY PERSONAL PASSIONS. ACCESS TO CAPITAL WAS THE GREATEST BARRIER OF NOT STARTING A BUSINESS.

Shown: Percent that selected response “yes, I considered it and started my own business” or “yes, I considered it, but didn’t start my own business”

45%
OF VETERANS CONSIDERED STARTING A BUSINESS AFTER SEPERATING FROM THE MILITARY

16% Actually did

29% Considered it but didn’t

TOP 5 REASONS FOR VETERANS STARTING THEIR OWN BUSINESS

Wanted to be my own boss	60%
Provide my life with more purpose	47%
Wanted to turn a personal passion into a way to support myself/my family	46%
Wanted more flexible hours	35%
Found it difficult to work in the private sector environment and wanted to be on my own	30%

TOP 5 REASONS FOR VETERANS **NOT STARTING** THEIR OWN BUSINESS

Did not have/could not obtain the financial capital required	62%
Did not believe I could support myself/my family with my own business	48%
Did not have anyone to help me start the business	44%
Prefer the stability of working for an employer	27%
Wasn’t able to turn my idea for a business into a viable operation	27%

Q36: Did you consider starting your own business after separating from the military? (2024 base sizes: : Former Service Members n=3,487) Q37: What made you decide to start your own business? (2024 base size: Veterans that started their own business n=570) Q38: Why didn’t you end up starting your own business? (2024 base size, Veterans that did not start their own business n=998)

THANK YOU

