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Blue Star Families



Americans' Perspectives on Military Families

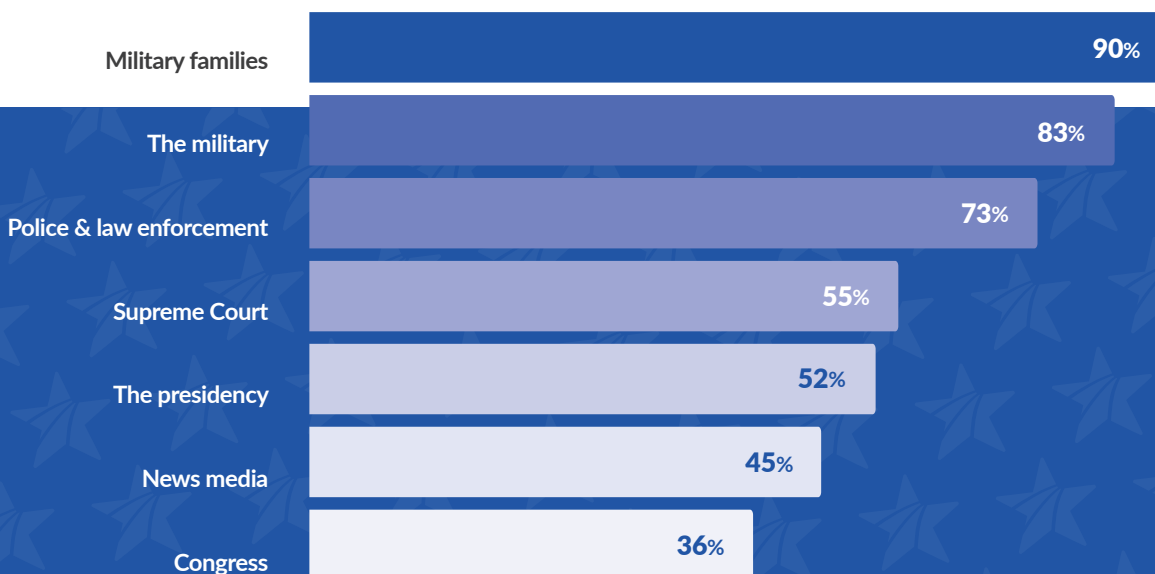
Americans highly favor military families, more than the military itself, and significantly more than other U.S. institutions, such as police and law enforcement, Congress, the presidency, and the news media.

Despite a highly favorable view, few Americans feel the general public is aware of military families' challenges, though they report higher levels of appreciation of military families' sacrifices.

Americans also believe that the U.S. military will face a major conflict in the near future and that military families play an important role in both national security and global stability. **Furthermore, the large majority agree that the United States, and Americans in general, have a responsibility to care for military families.** However, only one-third of Americans reported helping a service member or military family in the past year.

Military families viewed more favorably than other institutions

% of Americans who report favorable views



Most Americans believe military families play a critical role in global and national security.

67%

believe the U.S. will be involved in a major conflict in the next 3-5 years.

61%

believe that military families are important in creating a peaceful, stable world.

55%

believe military families play a pivotal role in national security.

Americans have a civic responsibility to care for military families.

85%

agree that the United States has a responsibility to care for military families.

71%

agree that Americans have a responsibility to care for military families.

38%

had done something to help someone in the military or a military family in the past year.

Methodology

Survey findings are based on interview data from a representative sample of 1,500 U.S. adults May 3 – 9, 2024. The margin of error is +/- 2.75. YouGov interviewed 1,798 respondents who were then matched down to a sample of 1,500 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative “modeled frame” of U.S. adults, 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.

