



## TOPLINE & METHODOLOGY

### Congressional Medal of Honor Foundation Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: February 24 to February 26, 2023

Number of interviews, adults: 1,023  
Number of interviews, military/veterans: 220

Margin of error for the total sample: +/- 3.2 percentage points at the 95% confidence level  
Margin of error for military/veterans: +/- 6.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. How important, if at all, do you believe having strong values and character are to Americans?

	<b>Total (N=1,023)</b>	<b>Military/Veterans (N=220)</b>
Very important	53	68
Somewhat important	25	18
Not very important	8	7
Not at all important	3	2
Don't know/Not sure	9	4
Skipped	1	-
<i>Very/Somewhat Important (net)</i>	<i>79</i>	<i>86</i>
<i>Not very/Not at all Important (net)</i>	<i>11</i>	<i>10</i>

2. Which of the following best describes the level or amount of focus placed on values and character traits in American society today?

	<b>Total</b>	<b>Military/Veterans</b>
There is not enough focus on values and character traits	71	84
The amount of focus on values and character traits is just right	17	12
There is too much focus on values and character traits	10	4
Skipped	2	*

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3. Values can be defined and understood differently by people. Based on the following definitions, how would you rate the importance of the following values?

### Total Very/Somewhat Important Summary

	Total	Military/Veterans
Integrity	93	95
Courage	93	94
Commitment	93	95
Citizenship	91	94
Sacrifice	84	87
Patriotism	82	91

- a. Integrity: choosing to do the right thing even when others aren't watching or aware.

	Total	Military/Veterans
Very important	81	86
Somewhat important	12	9
Not very important	2	1
Not at all important	1	1
Don't know/Not sure	3	3
Skipped	2	-
<i>Very/Somewhat Important (net)</i>	<i>93</i>	<i>95</i>
<i>Not very/Not at all Important (net)</i>	<i>2</i>	<i>2</i>

- b. Courage: doing what you believe is the right thing despite challenging circumstances.

	Total	Military/Veterans
Very important	67	77
Somewhat important	26	17
Not very important	2	2
Not at all important	1	2
Don't know/Not sure	3	2
Skipped	1	-
<i>Very/Somewhat Important (net)</i>	<i>93</i>	<i>94</i>
<i>Not very/Not at all Important (net)</i>	<i>3</i>	<i>4</i>

- c. Citizenship: contributing to your community and to society to make it better.

	Total	Military/Veterans
Very important	60	67
Somewhat important	31	26
Not very important	3	2
Not at all important	1	1
Don't know/Not sure	3	3
Skipped	1	1
<i>Very/Somewhat Important (net)</i>	<i>91</i>	<i>94</i>
<i>Not very/Not at all Important (net)</i>	<i>5</i>	<i>3</i>



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3. Values can be defined and understood differently by people. Based on the following definitions, how would you rate the importance of the following values? *(Continued)*

d. Sacrifice: intentionally losing something or giving something up for the sake of others or a better cause.

	Total	Military/Veterans
Very important	41	46
Somewhat important	44	41
Not very important	6	5
Not at all important	2	3
Don't know/Not sure	6	5
Skipped	1	*
<i>Very/Somewhat Important (net)</i>	<i>84</i>	<i>87</i>
<i>Not very/Not at all Important (net)</i>	<i>8</i>	<i>8</i>

e. Commitment: Staying true to something or following through on something even when it would be easier not to.

	Total	Military/Veterans
Very important	67	73
Somewhat important	26	22
Not very important	2	1
Not at all important	1	1
Don't know/Not sure	3	3
Skipped	1	-
<i>Very/Somewhat Important (net)</i>	<i>93</i>	<i>95</i>
<i>Not very/Not at all Important (net)</i>	<i>3</i>	<i>2</i>

f. Patriotism: Supporting one's own country and seeking to make it better even when it makes mistakes.

	Total	Military/Veterans
Very important	52	69
Somewhat important	30	21
Not very important	8	5
Not at all important	4	3
Don't know/Not sure	5	2
Skipped	1	-
<i>Very/Somewhat Important (net)</i>	<i>82</i>	<i>91</i>
<i>Not very/Not at all Important (net)</i>	<i>12</i>	<i>7</i>



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4. **[SPLIT SAMPLE]** How often do you believe community leaders in this country use the following values while carrying out their duties?

### Total Often/Sometimes Summary

	<b>Total (N=504)</b>	<b>Military/Veterans (N=122)</b>
Citizenship	63	59
Patriotism	61	59
Commitment	56	58
Courage	47	42
Integrity	45	50
Sacrifice	36	29

#### a. Integrity

	<b>Total</b>	<b>Military/Veterans</b>
Often	5	3
Sometimes	40	47
Rarely	40	37
Never	13	13
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>45</i>	<i>50</i>
<i>Rarely/Never (net)</i>	<i>53</i>	<i>50</i>

#### b. Courage

	<b>Total</b>	<b>Military/Veterans</b>
Often	8	1
Sometimes	40	40
Rarely	39	45
Never	12	13
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>47</i>	<i>42</i>
<i>Rarely/Never (net)</i>	<i>51</i>	<i>58</i>

#### c. Citizenship

	<b>Total</b>	<b>Military/Veterans</b>
Often	14	11
Sometimes	49	48
Rarely	26	26
Never	9	14
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>63</i>	<i>59</i>
<i>Rarely/Never (net)</i>	<i>35</i>	<i>41</i>



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4. **[SPLIT SAMPLE]** How often do you believe community leaders in this country use the following values while carrying out their duties? *(Continued)*

d. Sacrifice

	<b>Total</b>	<b>Military/Veterans</b>
Often	5	1
Sometimes	31	28
Rarely	45	51
Never	18	20
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>36</i>	<i>29</i>
<i>Rarely/Never (net)</i>	<i>63</i>	<i>71</i>

e. Commitment

	<b>Total</b>	<b>Military/Veterans</b>
Often	9	4
Sometimes	46	54
Rarely	33	29
Never	10	12
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>56</i>	<i>58</i>
<i>Rarely/Never (net)</i>	<i>43</i>	<i>42</i>

f. Patriotism

	<b>Total</b>	<b>Military/Veterans</b>
Often	14	6
Sometimes	47	54
Rarely	27	31
Never	10	10
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>61</i>	<i>59</i>
<i>Rarely/Never (net)</i>	<i>37</i>	<i>41</i>

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5. **[SPLIT SAMPLE]** How often do you believe business leaders in this country use the following values while carrying out their duties?

### Total Often/Sometimes Summary

	<b>Total (N=512)</b>	<b>Military/Veterans (N=104)</b>
Commitment	61	54
Citizenship	53	53
Patriotism	50	46
Integrity	46	46
Courage	46	41
Sacrifice	32	32

#### a. Integrity

	<b>Total</b>	<b>Military/Veterans</b>
Often	5	3
Sometimes	41	43
Rarely	38	38
Never	13	14
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>46</i>	<i>46</i>
<i>Rarely/Never (net)</i>	<i>51</i>	<i>53</i>

#### b. Courage

	<b>Total</b>	<b>Military/Veterans</b>
Often	7	2
Sometimes	39	39
Rarely	38	45
Never	13	12
Skipped	2	2
<i>Often/Sometimes (net)</i>	<i>46</i>	<i>41</i>
<i>Rarely/Never (net)</i>	<i>51</i>	<i>56</i>

#### c. Citizenship

	<b>Total</b>	<b>Military/Veterans</b>
Often	7	7
Sometimes	45	46
Rarely	35	37
Never	10	9
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>53</i>	<i>53</i>
<i>Rarely/Never (net)</i>	<i>45</i>	<i>46</i>



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5. **[SPLIT SAMPLE]** How often do you believe business leaders in this country use the following values while carrying out their duties? *(Continued)*

d. Sacrifice

	<b>Total</b>	<b>Military/Veterans</b>
Often	5	6
Sometimes	27	27
Rarely	46	50
Never	20	17
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>32</i>	<i>32</i>
<i>Rarely/Never (net)</i>	<i>66</i>	<i>67</i>

e. Commitment

	<b>Total</b>	<b>Military/Veterans</b>
Often	10	9
Sometimes	51	45
Rarely	28	37
Never	9	7
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>61</i>	<i>54</i>
<i>Rarely/Never (net)</i>	<i>37</i>	<i>45</i>

f. Patriotism

	<b>Total</b>	<b>Military/Veterans</b>
Often	7	4
Sometimes	42	42
Rarely	37	40
Never	11	13
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>50</i>	<i>46</i>
<i>Rarely/Never (net)</i>	<i>48</i>	<i>53</i>

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6. **[SPLIT SAMPLE]** How often do you believe government leaders (i.e., national, state, local, military, civilian) in this country use the following values while carrying out their duties?

### Total Often/Sometimes Summary

	<b>Total (N=515)</b>	<b>Military/Veterans (N=105)</b>
Citizenship	58	60
Patriotism	57	58
Commitment	47	46
Courage	45	37
Integrity	42	37
Sacrifice	35	28

#### a. Integrity

	<b>Total</b>	<b>Military/Veterans</b>
Often	6	3
Sometimes	36	35
Rarely	41	45
Never	15	17
Skipped	1	1
<i>Often/Sometimes (net)</i>	<i>42</i>	<i>37</i>
<i>Rarely/Never (net)</i>	<i>57</i>	<i>62</i>

#### b. Courage

	<b>Total</b>	<b>Military/Veterans</b>
Often	8	5
Sometimes	37	32
Rarely	38	48
Never	15	14
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>45</i>	<i>37</i>
<i>Rarely/Never (net)</i>	<i>53</i>	<i>62</i>

#### c. Citizenship

	<b>Total</b>	<b>Military/Veterans</b>
Often	14	5
Sometimes	44	55
Rarely	31	31
Never	10	8
Skipped	1	1
<i>Often/Sometimes (net)</i>	<i>58</i>	<i>60</i>
<i>Rarely/Never (net)</i>	<i>41</i>	<i>39</i>





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6. **[SPLIT SAMPLE]** How often do you believe government leaders (i.e., national, state, local, military, civilian) in this country use the following values while carrying out their duties?  
(Continued)

d. Sacrifice

	Total	Military/Veterans
Often	7	4
Sometimes	28	24
Rarely	44	49
Never	20	23
Skipped	1	1
<i>Often/Sometimes (net)</i>	<i>35</i>	<i>28</i>
<i>Rarely/Never (net)</i>	<i>64</i>	<i>71</i>

e. Commitment

	Total	Military/Veterans
Often	8	2
Sometimes	39	44
Rarely	40	44
Never	12	9
Skipped	1	1
<i>Often/Sometimes (net)</i>	<i>47</i>	<i>46</i>
<i>Rarely/Never (net)</i>	<i>52</i>	<i>53</i>

f. Patriotism

	Total	Military/Veterans
Often	15	7
Sometimes	41	51
Rarely	32	32
Never	10	10
Skipped	1	1
<i>Often/Sometimes (net)</i>	<i>57</i>	<i>58</i>
<i>Rarely/Never (net)</i>	<i>42</i>	<i>41</i>

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7. **[SPLIT SAMPLE]** How often do you believe education leaders in this country use the following values while carrying out their duties?

### Total Often/Sometimes Summary

	<b>Total (N=515)</b>	<b>Military/Veterans (N=109)</b>
Commitment	71	63
Integrity	66	62
Citizenship	66	58
Courage	64	53
Sacrifice	59	50
Patriotism	57	49

#### a. Integrity

	<b>Total</b>	<b>Military/Veterans</b>
Often	18	13
Sometimes	48	49
Rarely	27	26
Never	6	12
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>66</i>	<i>62</i>
<i>Rarely/Never (net)</i>	<i>33</i>	<i>38</i>

#### b. Courage

	<b>Total</b>	<b>Military/Veterans</b>
Often	18	9
Sometimes	45	43
Rarely	29	35
Never	6	12
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>64</i>	<i>53</i>
<i>Rarely/Never (net)</i>	<i>35</i>	<i>47</i>

#### c. Citizenship

	<b>Total</b>	<b>Military/Veterans</b>
Often	19	12
Sometimes	46	46
Rarely	28	33
Never	5	9
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>66</i>	<i>58</i>
<i>Rarely/Never (net)</i>	<i>33</i>	<i>42</i>



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7. **[SPLIT SAMPLE]** How often do you believe education leaders in this country use the following values while carrying out their duties? *(Continued)*

d. Sacrifice

	Total	Military/Veterans
Often	21	14
Sometimes	38	36
Rarely	31	36
Never	8	14
Skipped	2	-
<i>Often/Sometimes (net)</i>	<i>59</i>	<i>50</i>
<i>Rarely/Never (net)</i>	<i>39</i>	<i>50</i>

e. Commitment

	Total	Military/Veterans
Often	23	15
Sometimes	48	48
Rarely	23	27
Never	3	8
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>71</i>	<i>63</i>
<i>Rarely/Never (net)</i>	<i>27</i>	<i>36</i>

f. Patriotism

	Total	Military/Veterans
Often	14	11
Sometimes	43	39
Rarely	35	35
Never	7	15
Skipped	2	1
<i>Often/Sometimes (net)</i>	<i>57</i>	<i>49</i>
<i>Rarely/Never (net)</i>	<i>42</i>	<i>50</i>

8. Compared to previous generations, is American society now:

	Total	Military/Veterans
Less values-based	77	83
More values-based	6	6
No different from previous generations	17	10
Skipped	1	2



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9. Why do you say American society is less values-based now than it was in previous generations?

*Base: Selected "Less values-based" in Q8*

*Open-ended responses provided separately*

10. Where did you learn your own personal values and character traits? *Select all that apply or write in below. You may select up to 3 responses.*

	<b>Total</b>	<b>Military/Veterans</b>
At home/Family/My parents	85	77
School/Educational Setting	36	24
Places of worship (Church, Synagogue, Mosque, etc.)	35	32
Friends/Friends' parents	33	28
In the workplace	11	11
Community organizations (Scouting, 4H, Boys and Girls Club, YMCA, etc.)	10	12
Sports teams	5	4
In the armed forces	5	57
Television/Media/Entertainment	4	4
The Internet	4	1
Social Media (YouTube, Facebook, TikTok, Reddit, etc.)	3	1
Other	5	3
Skipped	1	*



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11. Where do you believe young people today learn personal values and character traits? *Select all that apply or write in below. You may select up to 3 responses.*

	Total	Military/Veterans
Social media (YouTube, Facebook, TikTok, Reddit, etc.)	53	50
At home/Family	46	46
The Internet	36	36
Friends	34	34
Television/Media/Entertainment	28	28
School/Educational Setting	24	25
Places of worship (Church, Synagogue, Mosque, etc.)	12	14
In the military	6	17
Sports teams	6	3
Recreational organizations (Boy Scouts, Girl Scouts, Boys and Girls Club, YMCA, etc.)	6	7
In the workplace	2	2
Other	4	3
Skipped	2	*

12. What do you believe are the biggest challenges to youth being able to learn values and character traits today? *You may select up to three.*

	Total	Military/Veterans
Less emphasis on values and character at home	47	49
Not enough exposure to the right kind of role models	47	43
Social media does not contain enough values-oriented content.	43	48
Less emphasis on values and character at school	24	30
Not enough participation in places of worship	22	21
Traditional media like television and movies do not contain enough values-oriented content	22	26
Not enough exposure to values and character curriculum in schools	22	33
Not enough participation in sports teams	4	4
Other	4	1
None/There are no challenges for youth to learn values today	8	4
Skipped	1	*



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13. For each of the following statements, please indicate if you think the statement is TRUE or FALSE.

### Total True Summary

	Total	Military/Veterans
Less than one half of one percent of those who have ever served in the military have received the Medal of Honor	33	58
Fewer than 4,000 military members in U.S. history have been awarded the Medal of Honor	27	47
There are fewer than 75 Medal of Honor recipients currently living	22	43
The first Medal of Honor was awarded during the Civil War	20	41
Congress decides who should be given the Medal of Honor	18	33
There are three different designs of the Medal of Honor	12	18
Federal law requires the Medal of Honor to be awarded within five years of an act of valor	7	8

- a. Less than one half of one percent of those who have ever served in the military have received the Medal of Honor

	Total	Military/Veterans
True	33	58
False	3	5
Don't know	62	37
Skipped	2	*

- b. There are fewer than 75 Medal of Honor recipients currently living

	Total	Military/Veterans
True	22	43
False	5	5
Don't know	70	52
Skipped	2	*

- c. Fewer than 4,000 military members in U.S. history have been awarded the Medal of Honor

	Total	Military/Veterans
True	27	47
False	4	6
Don't know	68	46
Skipped	2	*



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13. For each of the following statements, please indicate if you think the statement is TRUE or FALSE. *(Continued)*

d. The first Medal of Honor was awarded during the Civil War

	Total	Military/Veterans
True	20	41
False	3	6
Don't know	75	53
Skipped	2	1

e. Congress decides who should be given the Medal of Honor

	Total	Military/Veterans
True	18	33
False	17	30
Don't know	64	36
Skipped	2	*

f. Federal law requires the Medal of Honor to be awarded within five years of an act of valor

	Total	Military/Veterans
True	7	8
False	19	44
Don't know	72	48
Skipped	2	*

g. There are three different designs of the Medal of Honor

	Total	Military/Veterans
True	12	18
False	7	24
Don't know	80	57
Skipped	2	*



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14. To what extent do you agree or disagree with the following?

### Total Agree Summary

	<b>Total</b>	<b>Military/Veterans</b>
The Medal of Honor is a very distinctive recognition	74	89
The Medal of Honor is about more than military valor	59	76

a. The Medal of Honor is a very distinctive recognition

	<b>Total</b>	<b>Military/Veterans</b>
Strongly agree	59	82
Somewhat agree	15	7
Somewhat disagree	2	3
Strongly disagree	3	5
Don't know	19	3
Skipped	2	1
<i>Strongly/Somewhat Agree (net)</i>	<i>74</i>	<i>89</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>5</i>	<i>7</i>

b. The Medal of Honor is about more than military valor

	<b>Total</b>	<b>Military/Veterans</b>
Strongly agree	36	55
Somewhat agree	23	21
Somewhat disagree	5	10
Strongly disagree	3	7
Don't know	32	6
Skipped	2	*
<i>Strongly/Somewhat Agree (net)</i>	<i>59</i>	<i>76</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>8</i>	<i>17</i>





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As you may know, the Medal of Honor is the United States' Armed Forces highest military honor. It is awarded to service members who have distinguished themselves through uncommon acts of bravery during combat.

15. Can you name a recipient for any of the following awards?

### Total Yes Summary

	Total	Military/Veterans
An Olympic Gold Medal	69	76
The Nobel Peace Prize	59	69
An Oscar/Academy Award	55	52
The Presidential Medal of Freedom	27	41
The Medal of Honor	23	55
The Congressional Gold Medal	8	10

### a. The Medal of Honor

	Total	Military/Veterans
Yes	23	55
No	75	44
Skipped	2	1

### b. The Presidential Medal of Freedom

	Total	Military/Veterans
Yes	27	41
No	71	59
Skipped	2	*

### c. The Congressional Gold Medal

	Total	Military/Veterans
Yes	8	10
No	90	90
Skipped	2	*

### d. An Oscar/Academy Award

	Total	Military/Veterans
Yes	55	52
No	43	46
Skipped	2	1



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15. Can you name a recipient for any of the following awards? *(Continued)*

e. An Olympic Gold Medal

	Total	Military/Veterans
Yes	69	76
No	29	23
Skipped	2	1

f. The Nobel Peace Prize

	Total	Military/Veterans
Yes	59	69
No	39	30
Skipped	2	*

16. Would you be interested in hearing a person who received the Medal of Honor speak or meet them in person?

	Total	Military/Veterans
Yes	47	58
No	20	16
Not sure	31	25
Skipped	1	*

17. Which of the following, if any, do you believe show courage and can be called a “hero”?  
*Select all that apply.*

	Total	Military/Veterans
First responders (i.e., Police, Firefighters, EMTs, etc.)	83	83
Veterans	72	77
People currently serving in the military	69	72
Nurses	61	61
Doctors	58	48
Educators	46	37
Athletes	9	9
Lawyers	9	8
Action movie stars	3	2
None of the above	7	5
Skipped	1	*



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18. To what extent do you agree or disagree with the following?

### Total Agree Summary

	Total	Military/Veterans
You do not have to be a Medal of Honor recipient to act on the same values of courage and sacrifice in your everyday life	90	93
The courage and sacrifice of Medal of Honor recipients is inspiring	88	93
American society would be a better place if we had stronger values	87	93
Medal of Honor recipients would be excellent mentors for our youth	85	92
Children AND adults would benefit from connecting with a Medal of Honor recipient and hearing their story of courage and sacrifice	84	89
Medal of Honor recipients would be an excellent mentor for a community or business leader	81	81
Everyday Americans display bravery, courage, sacrifice, and integrity when called upon to do so	73	73

a. Children AND adults would benefit from connecting with a Medal of Honor recipient and hearing their story of courage and sacrifice

	Total	Military/Veterans
Strongly agree	37	46
Somewhat agree	47	43
Somewhat disagree	9	9
Strongly disagree	4	2
Skipped	3	1
<i>Strongly/Somewhat Agree (net)</i>	<i>84</i>	<i>89</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>13</i>	<i>10</i>

b. Medal of Honor recipients would be excellent mentors for our youth

	Total	Military/Veterans
Strongly agree	42	45
Somewhat agree	44	47
Somewhat disagree	8	7
Strongly disagree	3	1
Skipped	3	*
<i>Strongly/Somewhat Agree (net)</i>	<i>85</i>	<i>92</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>11</i>	<i>8</i>



## TOPLINE & METHODOLOGY

18. To what extent do you agree or disagree with the following? (Continued)

c. The courage and sacrifice of Medal of Honor recipients is inspiring

	Total	Military/Veterans
Strongly agree	50	66
Somewhat agree	38	27
Somewhat disagree	7	3
Strongly disagree	2	3
Skipped	3	1
<i>Strongly/Somewhat Agree (net)</i>	<i>88</i>	<i>93</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>9</i>	<i>6</i>

d. You do not have to be a Medal of Honor recipient to act on the same values of courage and sacrifice in your everyday life

	Total	Military/Veterans
Strongly agree	62	68
Somewhat agree	28	24
Somewhat disagree	6	5
Strongly disagree	2	2
Skipped	3	*
<i>Strongly/Somewhat Agree (net)</i>	<i>90</i>	<i>93</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>8</i>	<i>7</i>

e. Medal of Honor recipients would be an excellent mentor for a community or business leader

	Total	Military/Veterans
Strongly agree	37	40
Somewhat agree	44	42
Somewhat disagree	12	14
Strongly disagree	3	3
Skipped	4	2
<i>Strongly/Somewhat Agree (net)</i>	<i>81</i>	<i>81</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>15</i>	<i>17</i>

f. Everyday Americans display bravery, courage, sacrifice, and integrity when called upon to do so

	Total	Military/Veterans
Strongly agree	24	30
Somewhat agree	48	43
Somewhat disagree	19	22
Strongly disagree	5	5
Skipped	3	1
<i>Strongly/Somewhat Agree (net)</i>	<i>73</i>	<i>73</i>
<i>Strongly/Somewhat Disagree (net)</i>	<i>24</i>	<i>26</i>



## TOPLINE & METHODOLOGY

18. To what extent do you agree or disagree with the following? *(Continued)*

g. American society would be a better place if we had stronger values

	Total	Military/Veterans
Strongly agree	59	74
Somewhat agree	28	19
Somewhat disagree	7	5
Strongly disagree	2	1
Skipped	4	*
<b>Strongly/Somewhat Agree (net)</b>	<b>87</b>	<b>93</b>
<b>Strongly/Somewhat Disagree (net)</b>	<b>9</b>	<b>6</b>

19. Would you like to learn more about the following?

Total Yes Summary

	Total	Military/Veterans
The personal stories of those who have earned the Medal of Honor	58	61
Awards for regular people doing extraordinary things	57	58
The Medal of Honor	49	49
How to act on the values of courage, sacrifice, patriotism, citizenship, integrity, and commitment in your own life	48	47

a. The Medal of Honor

	Total	Military/Veterans
Yes	49	49
No	48	50
Skipped	3	1

b. The personal stories of those who have earned the Medal of Honor

	Total	Military/Veterans
Yes	58	61
No	40	38
Skipped	3	1

c. How to act on the values of courage, sacrifice, patriotism, citizenship, integrity, and commitment in your own life

	Total	Military/Veterans
Yes	48	47
No	49	51
Skipped	3	2



## TOPLINE & METHODOLOGY

19. Would you like to learn more about the following? (*Continued*)

d. Awards for regular people doing extraordinary things

	Total	Military/Veterans
Yes	57	58
No	41	41
Skipped	3	1

20. How likely, if at all, are you to support an organization that creates programs and communicates about the importance of the values of courage, sacrifice, patriotism, citizenship, integrity, and commitment?

	Total	Military/Veterans
Very likely	24	35
Somewhat likely	54	48
Not very likely	15	13
Not at all likely	6	3
Skipped	2	*
<i>Very/Somewhat Likely (net)</i>	<i>78</i>	<i>83</i>
<i>Not very/Not at all (net)</i>	<i>20</i>	<i>16</i>



## TOPLINE & METHODOLOGY

### About the Study

This Congressional Medal of Honor Foundation poll, conducted by Ipsos, was conducted February 24 to February 26, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 adults age 18 or older. The sample also includes 220 military/veterans, defined as those who are currently active duty or were on active duty in the past.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

This dataset also includes active and veteran members of the U.S. military, which were weighted to these demographic benchmarks:

- Gender (Male, Female)
- Age (18–44, 45-64 and 65+)
- Race/Hispanic Ethnicity (White/Other/2+ Non-Hispanic, Black Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Status of Military enrollment (Active duty, Veteran)



## TOPLINE & METHODOLOGY

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. For military/veterans, the margin of sampling error is 6.8 and the design effect is 1.07. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





## TOPLINE & METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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