

The military community is one of the most highly regarded yet overlooked consumer categories in America.

With the upcoming 250th anniversary of the United States in 2026, REALTORS® have a powerful opportunity to extend to the military community a true understanding of their needs.

Many military veterans seek to partner with REALTORS® as they transition to civilian life and explore homeownership.

Here are seven facts about military veterans and their values that can help REALTORS® meet their needs.

Veterans are more likely to be married and college-educated than nonveterans. They are also more likely to own homes.













Veterans Nonveterans

Source: Kantar U.S. MONITOR, 2025



There are nearly 1.5 million U.S. military veterans in California, comprising approximately 8% of the U.S. military veteran population.

Source: U.S. Department of Veterans Affairs, 2024

The military is one of the most trusted institutions in the U.S. Yet, most veterans feel the American public doesn't understand the problems they face.

% of Americans who say they have a great deal/quite a lot of confidence in the

U.S. military in

2025

% of veterans who say the American public has little or no understanding of the problems that those in the military face

Source: Kantar U.S. MONITOR, 2025

**61**%

Extremely/very important in my personal life today



Having plans and routines that maintain stability in your life

Veterans

Source: Kantar U.S. MONITOR, 2025

Feeling that you are in control of what happens around you at all times

**62**%

Nonveterans

They highly value having a sense of control over their lives.



They have higher financial confidence, lower levels of financial anxiety and realistic financial expectations.

Severe/high economic anxiety



24% 34%

**Underbanked** 



**17**% **17**%

**35**% Getting out of debt

Keeping up with

50%

I am very/fairly worried about...



35% **Paying** monthly bills

33% 40% The cost of gasoline

Veterans **Nonveterans** 

When I invest my money, I always look for highest return, even if it means taking some risk

Source: Kantar U.S. MONITOR, 2025

I believe I'll become rich in my lifetime

Source: Kantar U.S. MONITOR, 2025

Outstanding customer service is extremely/very important in deciding where to shop

**Veterans** 

**Nonveterans** 

They highly value outstanding customer service.



They have lower levels of unemployment than nonveterans and are more likely to work in managerial positions.

**Nonveterans Veterans** 3.0% The 2024 unemployment rate for all veterans was lower than the rate for nonveterans.

**Employed Gulf War-era II veteran men** were more likely to work in management, professional, and related occupations than were nonveteran men.





59.3% Veteran

women

49.1% Nonveteran women

**Employed Gulf War-era II veteran women** were more likely to work in management, professional, and related occupations than were nonveteran women.

Source: Bureau of Labor Statistics, 2024 Employment Situation of Veterans, 2024