

7 FACTS ABOUT MILITARY VETERANS REALTORS® NEED TO KNOW



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.

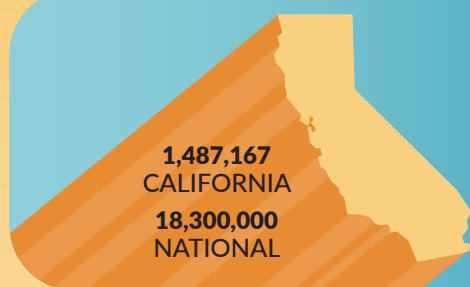
Here are seven facts about military veterans and their values that can help REALTORS® meet their needs.

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



Source: Kantar U.S. MONITOR, 2025

2 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

3 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.

62%

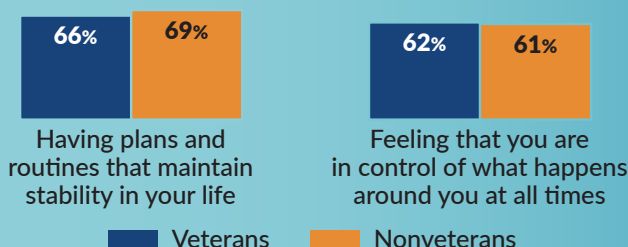
% of Americans who say they have a great deal/quite a lot of confidence in the U.S. military in 2025

84%

% 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

Extremely/very important in my personal life today

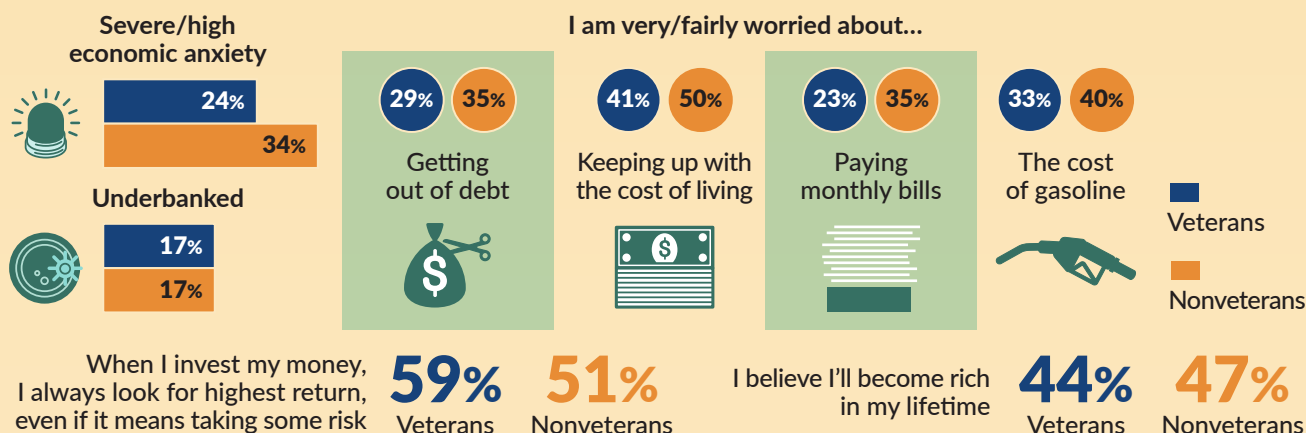


Source: Kantar U.S. MONITOR, 2025

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



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



Source: Kantar U.S. MONITOR, 2025

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



Source: Kantar U.S. MONITOR, 2025

6 They highly value outstanding customer service.



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



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



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