

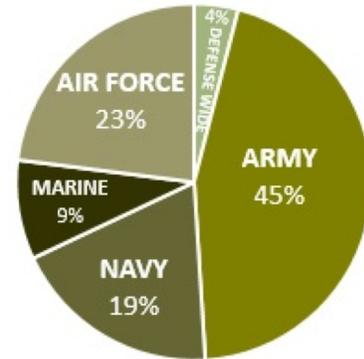
---

## MILITARY SURVEY RESULTS

---

Currently in the United States, the military community is made up of over 30 million consumers. The military community includes the 8.2 million men and women who are actively serving in the Armed Forces, as well as:

- Veterans
- Retirees
- DoD employees
- Reserves and National Guard
- Military Spouses and Dependents



Since so many people belong to the military community, it is no surprise that they have created a huge market that has a spending power of over \$1 trillion annually. One would think that a market with that much spending power would be targeted by every company, right? Unfortunately that's incorrect. Even though the military community creates a huge target market, many companies either overlook or do not know how to connect with the market. In order to help companies understand the best ways to connect with the military community, we recently conducted a survey to gain more insight into what military members want from their favorite companies.

In general, military members' and their families' spending differs from non-military members' and families', in that military members:

- Have 35% higher income
- Have **3x more** vacation
- Move **2x as often** to new address
- Travel over **5x as often**

In addition, over 250,000 military members, at an average age of 25, transition back to civilian life each year, meaning they are in need of many everyday necessities like a place to live, furniture, clothing and food... just to name a few.

- **90%** relocate and buy new homes
- **86%** of the troops leaving annually are men, who spend over **\$700 million** annually on clothing

With lots of competing companies in the market, military members have many options of where they want to spend their hard earned money. So, how can your company set itself apart from the rest? Simple solution. Provide in-store and online military discounts.

Military members said that they would be 94.7% more likely to shop with a company that offers a military discount because:

- **43.5%** want the discount
- **52.20%** appreciate the sentiment

86% even said that they like companies that offer special military discounts on appreciation days and holidays and would be more likely to shop there. Out of the 86% of folks who like special discount days, 54.6% of them said they would not only shop on those special days, but continue to spend money with a company year round because it shows interest and support in the hard work our military does.

**86%** of military

**members like companies that offer special military discounts on appreciation days and**

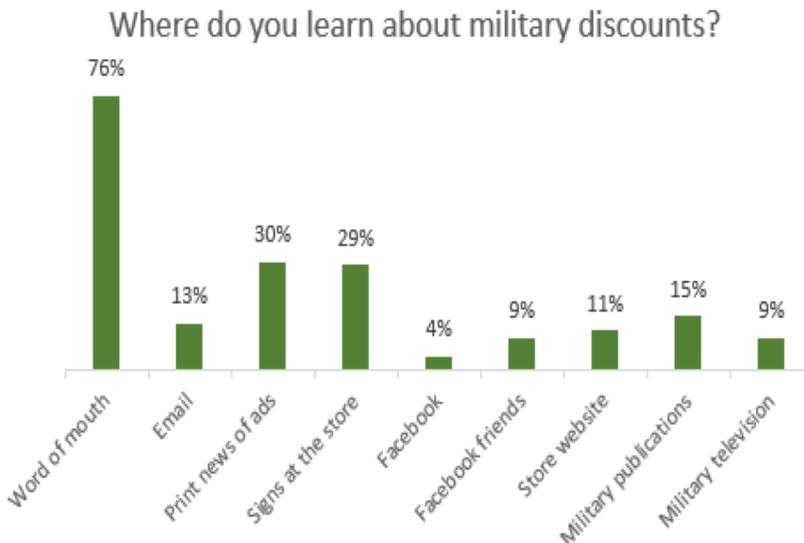
According to our survey 67.9% of military members currently take advantage of military discounts but one common theme among their answers showed that there was a lack of military discounts that are available to be used online.

With the rise of ecommerce, more and more Americans have access to the internet and are taking advantage of shopping online from the comfort of their own home. While members of the military are included in this, they wish there was more online access to the military discounts they are receiving in brick and mortar stores.

- **75.4%** said that they would use a military discount way more if it were available to use during an online shopping experience

One great thing about the military market is that they are easy to market to. Not only do they respond to print ads, emails and signs, but they also do a great job of marketing your company for you. 81.3% of the military members who took our survey said they hear about military offers from word of mouth. Military members love sharing about the discounts they find, especially if they had a good experience. There are also thousands of military bloggers that love sharing great deals with all their followers on social media.

This is where military members learn about military discounts:



A military discount can be the deciding factor that helps to shape a positive image about a company for a member of the military. We wanted to know specifically what military members think about military discounts, here is what they said:

- “Offering military discounts is excellent, it helps to save money.”
- “Military discounts are really appreciated where they are offered, but far too few are offered.”
- “Military discounts are great and show appreciation for the work we’ve done for our country.”
- “Once a year is good, but daily discounts are better.”
- “I shop with trustworthy retailers, but the discounts matter.”
- “Discounts are a great way to say ‘thank you.’”
- “I would shop at stores who offer discounts to vets even before I was one. I appreciate companies that do their part.”
- “I think our vets need to be honored and helped in any way possible.”
- “I like the discounts, I just wish businesses would advertise them more at the door or checkout counter.”
- “It’s a good feeling to be awarded special discounts to acknowledge service to our country.”
- “I tend to let all the veterans I know, know about military discounts when I find out about them.
- “They are the best way to show support for our troops.”

## Did you know **93%** of the nation’s **1.1 million** spouses are **women**?

### On average military wives...

- Are **35** years and under
- Have **2 children** under the age of 5
- Move every **2.9 years**
- Make due with **one income**

### In general women...

- Account for **85%** of all consumer purchases including everything from autos to health care
- **75%** identify themselves as the primary shoppers for their household
- Influenced **\$90 billion** of consumer electronic purchases in 2007
- Account for **58%** of all total online spending
- **22%** shop online at least once a day

It’s clear that offering exclusive military discounts in-stores and online is a great way to reach the military market, but it’s good to know that exclusive discounts tend to become major targets for fraud. Verification platforms are a great solution in order to make sure that only military members have access to your discounts.

They protect your offer, make your offer easier to redeem, and allow you to market your offer widely, which isn't happening often enough currently.

When choosing a verification platform, it's important to remember what information military members will be willing to disclose in order to verify their identity. Some verification platforms ask military members to provide sensitive information such as a social security number.

Most people, especially military members, are leery of giving out their social security number since in most cases, identity theft is directly related to obtaining social security information.

- 38% of identity theft victims have said that the perpetrator had obtained their social security number and used it in the crime.

Based on the responses we received from this survey, the top five takeaways are:

1. Military members prefer to shop with companies that offer military discounts
2. Military members appreciate like using discounts on appreciation days like Veterans Day
3. Military members will remain loyal to your company
4. Military members would shop more if military discounts were available both online and in brick and mortar stores
5. Military members will help advertise your discounts

SheerID understands how important the military market can be to your brand. With our eligibility verification service, let us be the safety net for all your exclusive offers and discounts. We're here to protect your offer, increase your ROI, and establish that important loyalty bond that will take your one-time buyer into a lifetime customer.

If your company is ready to engage military members, SheerID should be your first call.

Contact us at [sales@sheerid.com](mailto:sales@sheerid.com) to get started.

#### Sources:

Survey of 155 military members conducted by SheerID, September 2014

Demographics – Profile of the Military Community conducted by the Department of Defense 2012

ID Fraud Survey conducted by Javelin Strategy & Research, 2009

A Solute to Military Wives conducted by Yourlocalsecurity.com

