



Vietnam Veterans...A Significant Consumer Segment

During October 2009, Intellitrends designed and implemented an extensive survey on behalf of the Vietnam Veterans of America (www.vva.org), the national organization serving Vietnam Veterans and their families. The on-line customized survey distributed to the membership base generated close to 3,500 responses from individuals who served in the U.S. military between February 1961 and May 1975. The survey among the membership of the VVA was designed to not only gather feedback regarding the organization and benefits to its members but also to better understand the profile of its members, topics of concerns and primary health related issues of their current life-stage.

Made in America still resonates...

Almost three quarters (73%) of Veterans responding say the label 'Made in America' is very to extremely important, when considering purchases. Seventy-five percent (75%) say they are more likely to buy from retailers who offer discounts or sales promotions specifically for Veterans.

Top three automotive brands members say they own or lease:

1. Ford (30%)
2. GM Chevrolet (26%)
3. Toyota (16%)



Shopping on-line is a primary mode. Fully 94% of those responding say they make purchases on-line with airline tickets, books/music/movies and clothing, apparel and electronics topping the list. Within in the next 12 months, they are looking to purchase either a vacation, do a home improvement and renovation or purchase electronics.

Ninety seven percent of those surveyed say they use the Internet or go on-line on a daily basis for information. Just under half (46%) of members say they use online social mediums, the most common cited Facebook and YouTube (69% and 45% among users respectively).

However, television is still a primary media for them with 96% saying they watch TV on a daily basis while 82% listen to the radio and 75% read a newspaper daily.

Healthcare is a primary area of concern



Eight in ten current VVA members agree that the topic of Healthcare for Vietnam Veterans is a primary issue of importance to them. Almost half (45%) of Veterans say they are reliant on private health insurance to pay for their healthcare. Only 24% say they are using VA Healthcare exclusively.

Eight in ten (81%) say they have at least one heart disease risk factor including high cholesterol, hypertension/high blood pressure, diabetes, high triglyceride levels and obesity while 57% say they currently struggle with Adult Onset Type II Diabetes.

According to U.S. Census Bureau figures, of the current 22.9 million U.S. Veterans today, Vietnam Veterans still account for the largest share at 33.8% or 7.7 million. Sixty-five percent are now aged 55 or older as compared to 31% of the national population however study results show they continue to share consistent profiles and habits making them a segment of which companies should take notice.

They Vote...

97% of Vietnam members responding say they are registered to vote and 98% say they vote regularly.

They represent couple households...

78% of members are married (78%) as compared to the national average of 50%.

They are grandparents...

70% say they are grandparents and one in five has a child or grandchild who have or are currently serving in a branch of the United States military.

They have higher than average incomes...

65% of Veterans who responded say their annual household income is \$50,000+ as compared to 52% of people nationally.

They are in retirement mode...

65% say they are retired while the balance are still working full-time.

Founded in 1978, Vietnam Veterans of America is the only national Vietnam Veterans organization congressionally chartered and exclusively dedicated to Vietnam-era veterans and their families. VVA is organized as a not-for-profit corporation and is tax-exempt under Section 501(c)(19) of the Internal Revenue Service Code.

VVA'S FOUNDING PRINCIPLE

"Never again will one generation of veterans abandon another."