

# WE ARE THE MIGHTY

## Who we are

Military families are a unique and positive group who are passionate about life and the brands that they use

57%

say they are "optimistic about their future" (versus 53% of non-military)

54%

"feel satisfied with their life right now" (versus 47% of non-military)



58%

say "they enjoy discussing ideas, even when they are different than what is considered traditional or normal."

57%

"seek out brands that support the troops or are military friendly"

66%

are "more likely to buy brands made in the U.S"

70%

are more likely to buy brands that support U.S. Veterans

## Tech savvy & connected

45%

40%

I like to stay up to date on all the latest tech

Military Non-Military

friends and family always ask me for advice on latest tech

37%

25%

Nearly half of military personnel get their news from mobile news apps vs. only 27% non-military

## Entertainment driven

### Streaming movies subscriptions

66%

48%



Active/veteran military are heavy users of streaming movie services

### Average time spent streaming SVoD

9.8 hours per week

9 hours per week



They are also heavy users of SVoD services like Netflix, Hulu, and Amazon Prime Video



Military based films were big in 2017, for example, Dunkirk made nearly \$200 million in domestic box office alone.

## Seriously discerning

### Quality of a product is more important than price

Military families are not necessarily price sensitive and value quality in product choices

61%

54%



38%

33%



### Willing to pay more for a product that supports causes I care about

Military families are cause driven and passionate about making a difference

## Word for thought

Active military and veterans are a very diverse, engaged, and discerning population. They are confident in brand choices that fit their diverse lifestyles and re-enforce the value they put on supporting them and their country.



For more information and access to the full study which includes valuable insights about military families across several categories: retail, fast food, travel, and gaming, contact [sales@marumatchbox.com](mailto:sales@marumatchbox.com)