

# Q1 2026 Veterans x Major Opinion

**Key Veteran Issues Quarterly Survey**

# Our Mission.

**Major Opinion is a market research, opinion and data analytics firm dedicated to empowering the Veteran community.** We amplify Veteran voices, deliver trusted insights, and support Veterans running for office and vet organisations with accurate, actionable data through:

- Our unique proprietary data set and approach
- Multi-Modal Data Collection (Internet panels, SMS, mail recruitment and in-person interviews)
- Impartial, actionable data analysis to inform decision-making for organizations and campaigns.

Our goal is the best research and data on US Veterans, period.

# Methodology.

Major Opinion conducted this quantitative study among a representative sample of 332 U.S. Veterans from February 12-16, 2026 using a **multimodal approach**: SMS outreach based on Vet samples provided by Alchemer Research, third party opt-in data and Major Opinions' proprietary Veteran Panel.

We have benchmarked our Q1 findings against national Veteran population data from **VA's VetPop2023** and the **2023/2024 American Community Survey (ACS)**. We have applied pre-stratification and weighting to our sample to ensure that underrepresented groups—including various service eras—are accurately reflected in our results.

Incentivization Disclosure: A portion of 3rd-party respondents participated via a points-based system redeemable for gift cards to maintain high completion rates without compromising data integrity.

Confidence level: 95%  
Margin of error: +/- 5.4%

# Demographics.

The Q1 2026 Veteran Issues Quarterly Survey targeted a comprehensive cross-section of the U.S. Veteran population, capturing respondents across all major service eras and demographics.

Category	Grouping	Raw Data Percentage
Era of Service	Post-9/11 (2001–Present)	41.0%
	Gulf War (1990–2001)	19.9%
	Vietnam Era	23.5%
	Peacetime/Other	15.6%
Gender	Male	68.1%
	Female	31.9%
Age Group	18–34	34.3%
	35–54	46.4%
	55–64	16.3%
	65+	3.0%

# Key Takeaways

# The 2028 Frontrunner

## Veterans Rally Behind JD Vance with 60% Support

Survey data indicates a consolidated Republican base within the community, as the Vice President maintains a commanding **30-point lead** over potential Democratic challengers like Governor Gavin Newsom and Representative Alexandria Ocasio-Cortez.



# Trump's Resilient Base

## Over 70% of Veterans Approve of Current Job Performance

Donald Trump maintains strong support within the Veteran community, with **72.1%** of respondents stating they approve of the way he is handling his job. This support includes a solid **45.9%** who say they "very strongly" approve of his presidency.



# Enemies Within?

## Majority of Veterans See Civil Division as Dangerous as China

In a significant shift in threat assessment, over **53% of respondents** now rank domestic political polarization as an existential risk equal to the geopolitical threats posed by foreign adversaries like China and Russia.

When asked to identify the nation's biggest geopolitical enemy, **45.4%** of Veterans named China, placing it far ahead of Russia at **20.8%**. Other nations such as Iran and North Korea were viewed as primary threats by only about **10%** and **5%** of respondents, respectively.



# Breaking the Brass Ceiling

## 2 in 3 Veterans Back Women in Combat

Reflecting a modernization of traditional military views, a decisive **64% majority** now supports women serving in combat roles, signaling that the community increasingly prioritizes merit and capability over historical role restrictions.



# Border Security Stronghold

## Majority of Veterans Rally Behind ICE Enforcement

In light of recent immigration enforcement reports, **55.7%** of Veterans express support for ICE agents, with **36.4%** identifying as "strong" supporters. In contrast, approximately **35%** of the community opposes the agency's current efforts.



# DEI Debate and Social Issues

## Veterans Split on Whether Diversity Initiatives Harm Military Lethality, Split on Transgender Service

The community is notably divided on the impact of Diversity, Equity, and Inclusion (DEI) programs, with approximately **33.4%** agreeing that they come at the expense of combat training. Conversely, nearly **33%** of Veterans disagree with that sentiment, while the largest single group remains neutral on the issue.

Likewise, when it comes to transgender service, Veterans are split.



# Security at the Polls

## Veterans United on Voter ID

Among Veterans there is a massive consensus on election integrity, with approximately **90% of respondents** support strict requirements for voting, with 56.9% backing standard photo ID and 33.2% demanding full proof of citizenship to register.



# Future of the VA

## Almost 80% of Vets Want to Keep The VA

Of that, nearly **half of all Veterans (48.6%)** prefer to keep the VA as a government-run provider rather than switching to a private-sector voucher system.

Hybrid model: An additional **30.1%** favor a hybrid model that keeps the VA for specialized care (like PTSD or amputations), while **21.3%** want a full private-sector voucher system.



# The Cool Factor

## Marines Win the "Cool" Factor While Army Takes the Lead on Benefits

When asked which branch is the "coolest," the **Marine Corps (24.5%)** took the top spot, narrowly beating out the Army (22.2%) and the Air Force (20.4%).

Despite the Army being perceived as having the **"best benefits" (34.3%)**, the Marines maintain their status as the most prestigious brand in the Veteran psyche.



# Melania's Screen Test

## Veteran Audience Shows a Three-Way Split in Interest for 'Melania' Documentary

Combined, about a quarter of Veterans have either already watched the documentary (**4.5%**) or have a definite plan to watch it soon (**20.6%**).

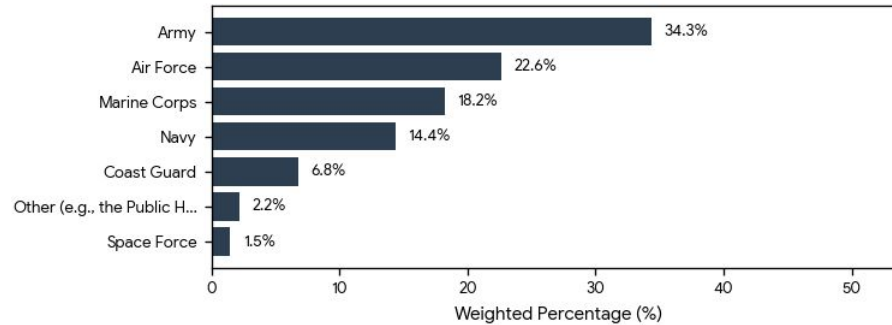
The largest single group for a specific positive or neutral answer is the "Maybe" category. These respondents are not closed off to the documentary but rank it as a lower priority.



# Survey Results:

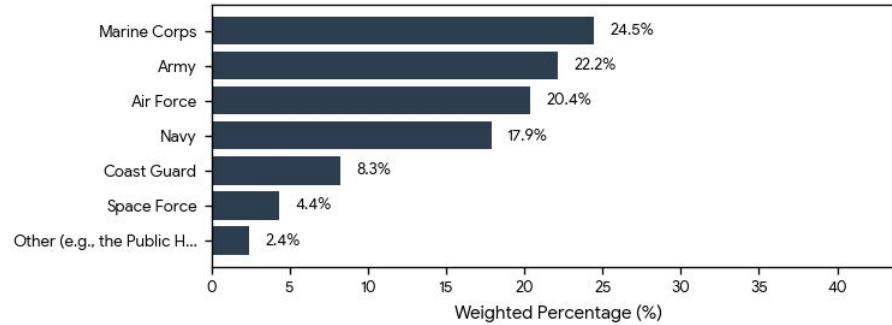
## *Raw & Weighted*

## Q1: Which branch do you believe has the best benefits?



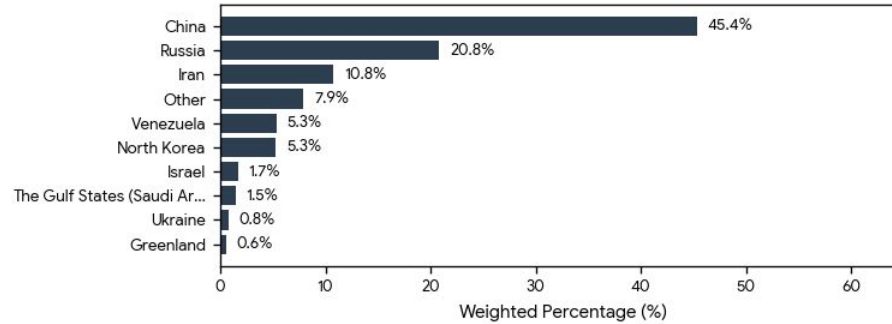
Response Option	Raw %	Weighted %
Army	30.1%	34.3%
Navy	17.2%	14.4%
Air Force	25.6%	22.6%
Marine Corps	15.4%	18.2%
Coast Guard	4.2%	6.8%
Space Force	2.1%	1.5%
Other (e.g., the Public Health Service, the Environmental Services Administration, the National Oceanic and Atmospheric Administration, U.S. Merchant Marine)	5.4%	2.2%

## Q2: Which branch do you consider the coolest?



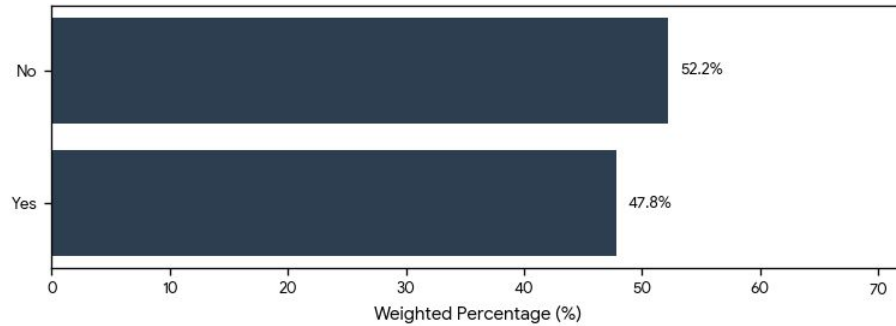
Response Option	Raw %	Weighted %
Army	24.5%	22.2%
Navy	16.6%	17.9%
Air Force	19.6%	20.4%
Marine Corps	23.9%	24.5%
Coast Guard	3.9%	8.3%
Space Force	6.3%	4.4%
Other (e.g., the Public Health Service, the Environmental Services Administration, the National Oceanic and Atmospheric Administration, U.S. Merchant Marine)	5.1%	2.4%

### Q3: What country do you believe is our biggest geopolitical foe? Choose one.



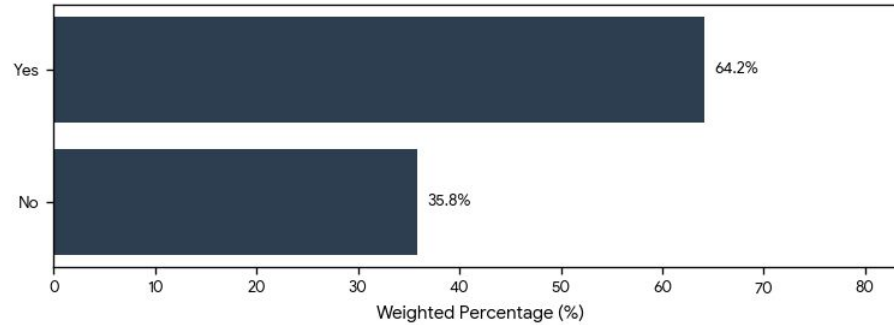
Response Option	Raw %	Weighted %
China	38.9%	45.4%
Iran	9.6%	10.8%
Israel	3.6%	1.7%
Russia	21.4%	20.8%
Ukraine	2.4%	0.8%
The Gulf States (Saudi Arabia, UAE, Qatar)	3.9%	1.5%
North Korea	9.9%	5.3%
Greenland	1.2%	0.6%
Venezuela	1.5%	5.3%
Other	7.5%	7.9%

#### Q4: Do you believe Trans people should serve in the military?



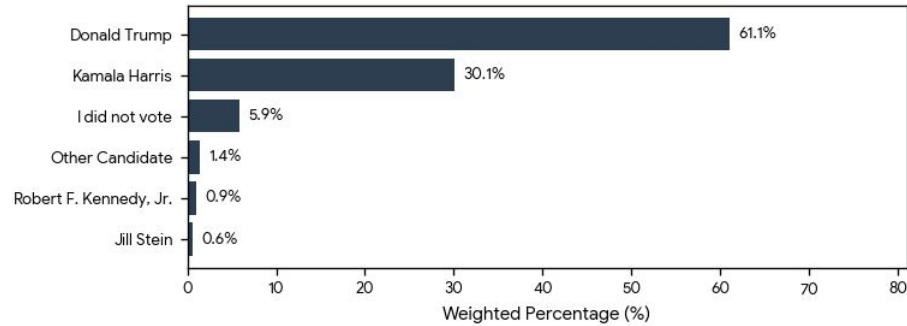
Response Option	Raw %	Weighted %
Yes	54.5%	47.8%
No	45.5%	52.2%

## Q5: Do you believe women should serve in combat roles in the military?



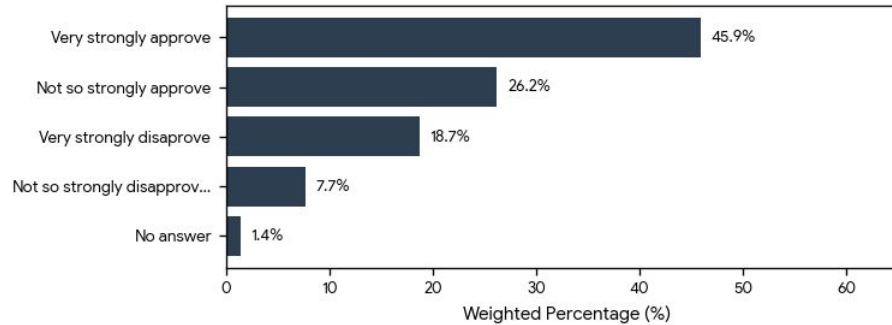
Response Option	Raw %	Weighted %
Yes	76.2%	64.2%
No	23.8%	35.8%

## Q6: In the last presidential election (November 2024), who did you vote for?



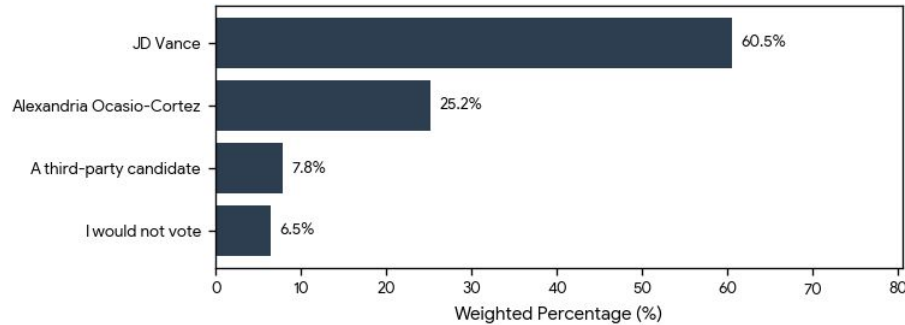
Response Option	Raw %	Weighted %
Donald Trump	47.3%	61.1%
Kamala Harris	37.3%	30.1%
Robert F. Kennedy, Jr.	1.2%	0.9%
Jill Stein	1.2%	0.6%
Other Candidate	2.1%	1.4%
I did not vote	10.8%	5.9%

## Q7: Do you approve or disapprove of the way Donald Trump is handling his job as president?



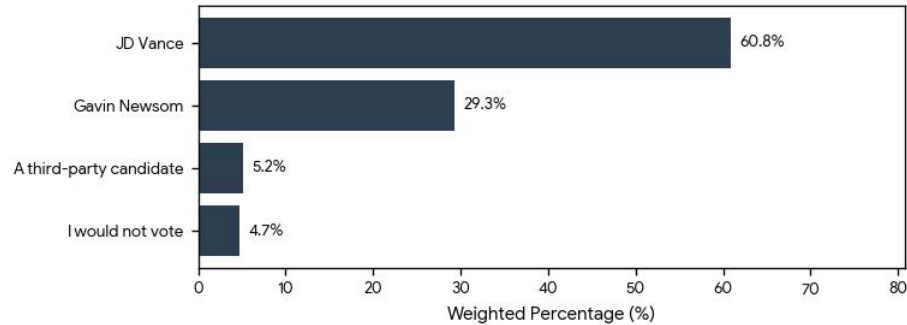
Response Option	Raw %	Weighted %
Very strongly approve	30.0%	45.9%
Not so strongly approve	23.5%	26.2%
Not so strongly disapprove	11.0%	7.7%
Very strongly disapprove	32.1%	18.7%
No answer	3.4%	1.4%

**Q8: If the 2028 Presidential Election were held today, and the candidates were Vice President JD Vance (R) and Representative Alexandria Ocasio-Cortez (D), for whom would you vote?**



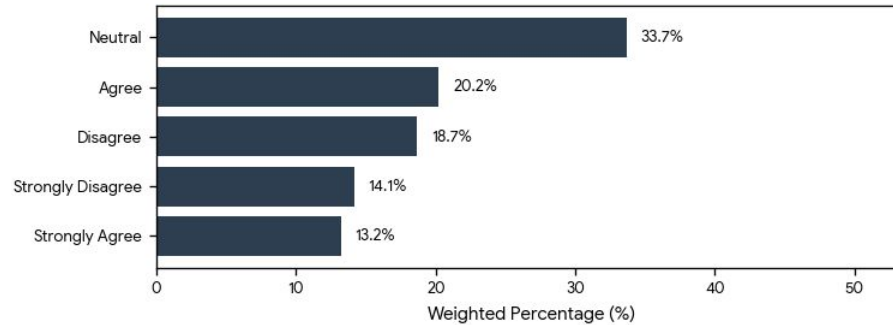
Response Option	Raw %	Weighted %
JD Vance	44.6%	60.5%
Alexandria Ocasio-Cortez	29.2%	25.2%
A third-party candidate	12.3%	7.8%
I would not vote	13.9%	6.5%

**Q9: If the 2028 Presidential Election were held today, and the candidates were Vice President JD Vance (R) and Governor Gavin Newsom (D), for whom would you vote?**



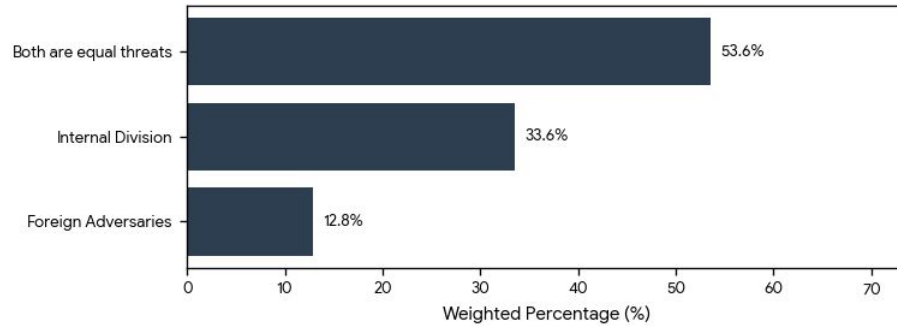
Response Option	Raw %	Weighted %
JD Vance	46.1%	60.8%
Gavin Newsom	33.4%	29.3%
A third-party candidate	9.9%	5.2%
I would not vote	10.5%	4.7%

**Q10: How much do you agree or disagree with the following statement: 'The U.S. Military is currently too focused on Diversity, Equity, and Inclusion (DEI) at the expense of lethality and combat training'?"**



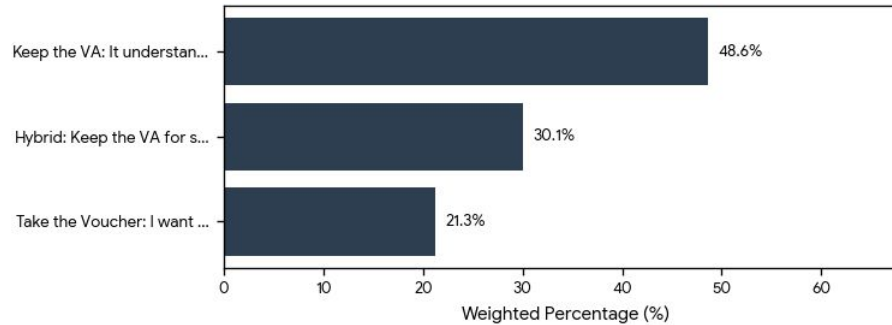
Response Option	Raw %	Weighted %
Strongly Agree	22.6%	13.2%
Agree	28.6%	20.2%
Neutral	26.8%	33.7%
Disagree	14.2%	18.7%
Strongly Disagree	7.8%	14.1%

## Q11: In your opinion, what is a greater threat to the future of the United States: Foreign adversaries (China/Russia) or internal political division?"



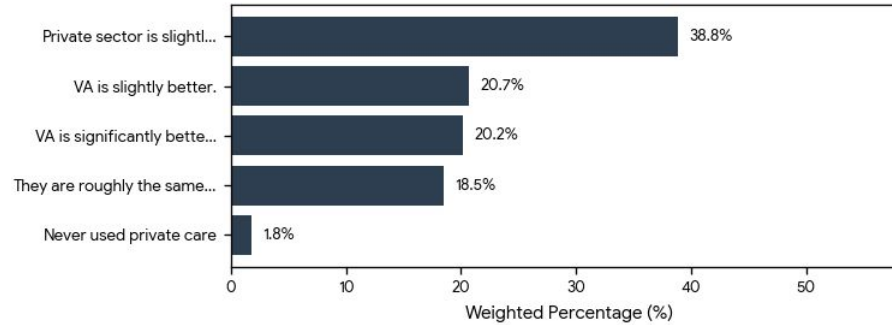
Response Option	Raw %	Weighted %
Foreign Adversaries	22.6%	12.8%
Internal Division	23.8%	33.6%
Both are equal threats	53.6%	53.6%

**Q12: If given the choice today, would you prefer to keep the VA as a government-run healthcare provider, or would you rather receive a private sector voucher (similar to a specialized Medicare) to choose your own civilian doctor?"**



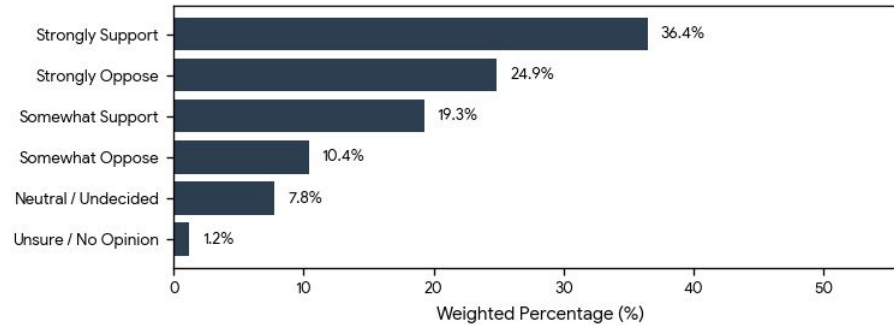
Response Option	Raw %	Weighted %
Keep the VA: It understands Veteran-specific needs better than civilians.	41.0%	48.6%
Take the Voucher: I want the freedom to go to any hospital I choose.	32.5%	21.3%
Hybrid: Keep the VA for specialized care (PTSD/Amputation) but use private doctors for routine care.	26.5%	30.1%

**Q13: Based on your personal experience, how does the quality of medical treatment at a VA facility compare to the private sector healthcare you have received?"**



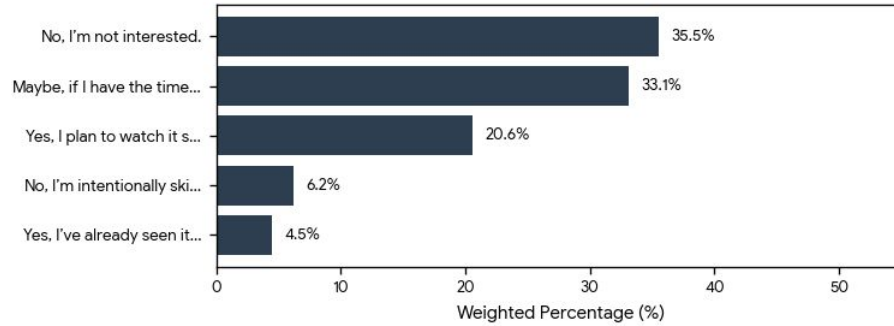
Response Option	Raw %	Weighted %
VA is significantly better.	22.6%	20.2%
VA is slightly better.	28.0%	20.7%
They are roughly the same.	21.4%	18.5%
Private sector is slightly better.	23.2%	38.8%
Never used private care	4.8%	1.8%

**Q14: In light of recent reports regarding immigration enforcement, how would you rate your level of support for ICE (Immigration and Customs Enforcement) agents?**



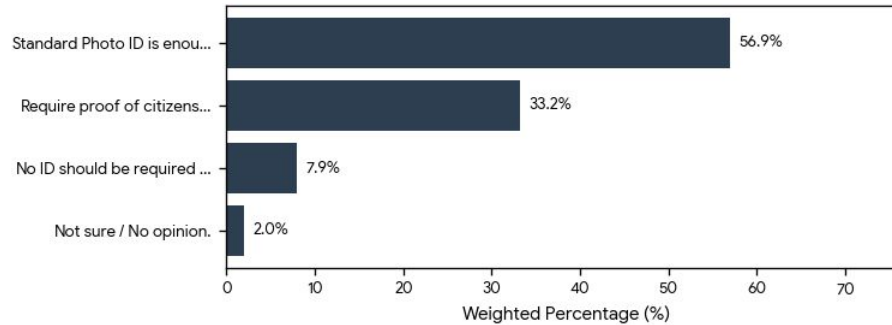
Response Option	Raw %	Weighted %
Strongly Support	27.4%	36.4%
Somewhat Support	19.9%	19.3%
Neutral / Undecided	15.7%	7.8%
Somewhat Oppose	10.8%	10.4%
Strongly Oppose	23.8%	24.9%
Unsure / No Opinion	2.4%	1.2%

## Q15: Do you plan on watching the new 'Melania' documentary?



Response Option	Raw %	Weighted %
Yes, I've already seen it.	10.2%	4.5%
Yes, I plan to watch it soon.	20.2%	20.6%
Maybe, if I have the time.	26.8%	33.1%
No, I'm not interested.	31.6%	35.5%
No, I'm intentionally skipping it.	11.1%	6.2%

**Q16: Should people be required to show proof of citizenship (like a birth certificate) to register to vote, or is a standard Photo ID enough?**



Response Option	Raw %	Weighted %
Require proof of citizenship (Birth Certificate/Passport).	42.8%	33.2%
Standard Photo ID is enough (Driver's License/Military ID).	46.1%	56.9%
No ID should be required to register.	5.7%	7.9%
Not sure / No opinion.	5.4%	2.0%

# Thank you.

**Do you have any questions?**

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## **About Major Opinion**

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