

Americans Views on
Values, Character, and
the Medal of Honor:
A Congressional Medal of
Honor Foundation/Ipsos
Survey



Methodology

This Congressional Medal of Honor Foundation poll, conducted by Ipsos from February 24 to February 26, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 adults, aged 18 or older. The sample also includes 220 military/veterans, defined as those who are currently active duty or were on active duty in the past.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

This dataset also includes active and veteran members of the U.S. military, which were weighted to these demographic benchmarks:

- Gender (Male, Female)
- Age (18–44, 45-64 and 65+)
- Race/Hispanic Ethnicity (White/Other/2+ Non-Hispanic, Black Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Status of Military enrollment (Active duty, Veteran)

Methodology

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. For military/veterans, the margin of sampling error is 6.8 and the design effect is 1.07. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

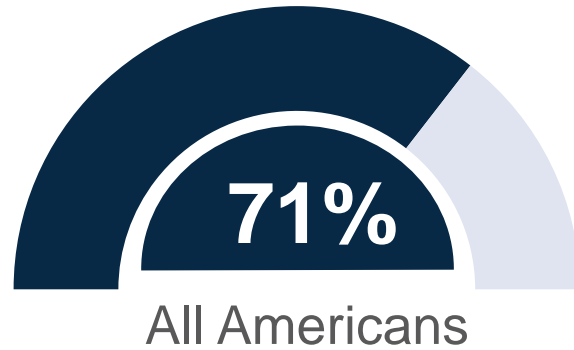
Key Findings

Key Findings – Importance of Values in America

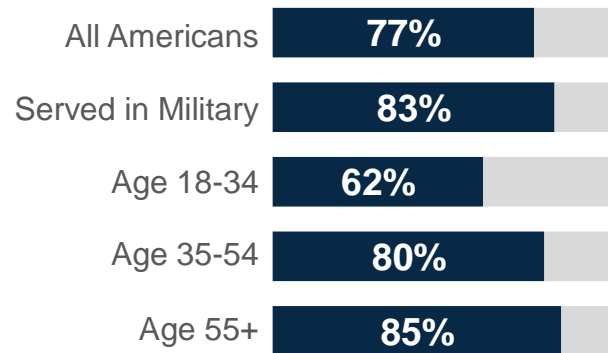
1. Americans view values and character as important but believe there is not enough focus on them today.
2. The vast majority of Americans rate the values associated with the Medal of Honor highly.
3. Americans believe education leaders display and live the Medal of Honor values more than other kinds of leaders.
4. While many Americans learned their own values at home, they believe social media is where young people are learning their values today.
5. Less emphasis on values at home and lack of exposure to the right role models are seen as the biggest challenges to youth being able to learn values.

Americans believe there is not enough focus on values in society

Percentage of Americans who believe there is not enough focus on values and character traits in American society today

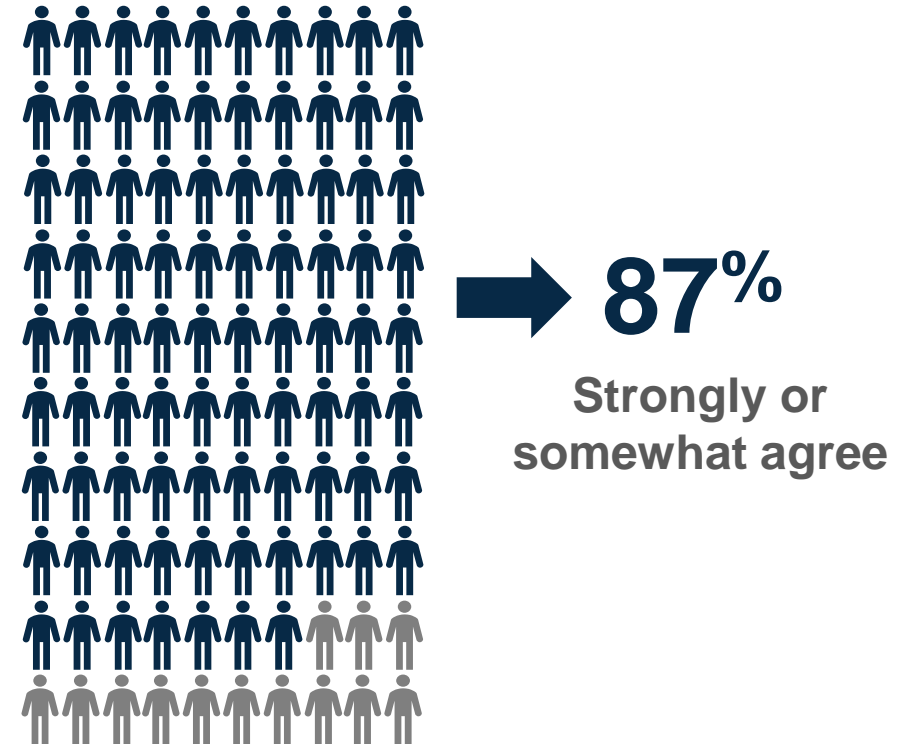


Percentage of Americans that believe society is now *less values based* than in previous generations



To what extent do you agree or disagree with the following: American society would be a better place if we had stronger values

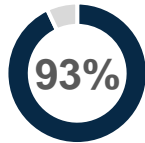
% among All Americans



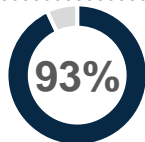
Medal of Honor values are held in high regard

Percentage of Americans who rate the following *very or somewhat important*:

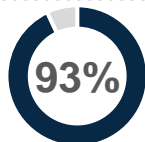
Integrity: choosing to do the right thing even when others aren't watching or aware



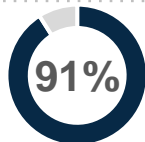
Courage: doing what you believe is the right thing despite challenging circumstances



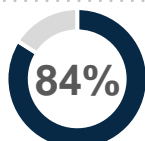
Commitment: Staying true to something or following through on something even when it would be easier not to



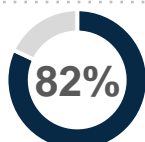
Citizenship: contributing to your community and to society to make it better



Sacrifice: intentionally losing something or giving something up for the sake of others or a better cause



Patriotism: Supporting one's own country and seeking to make it better even when it makes mistakes



Most likely to find all six values important...

Age 55+



College degree



Earn \$100K+



Married



Less likely to find all six values important...

Age 18-34



No college degree



Earn less than \$50K



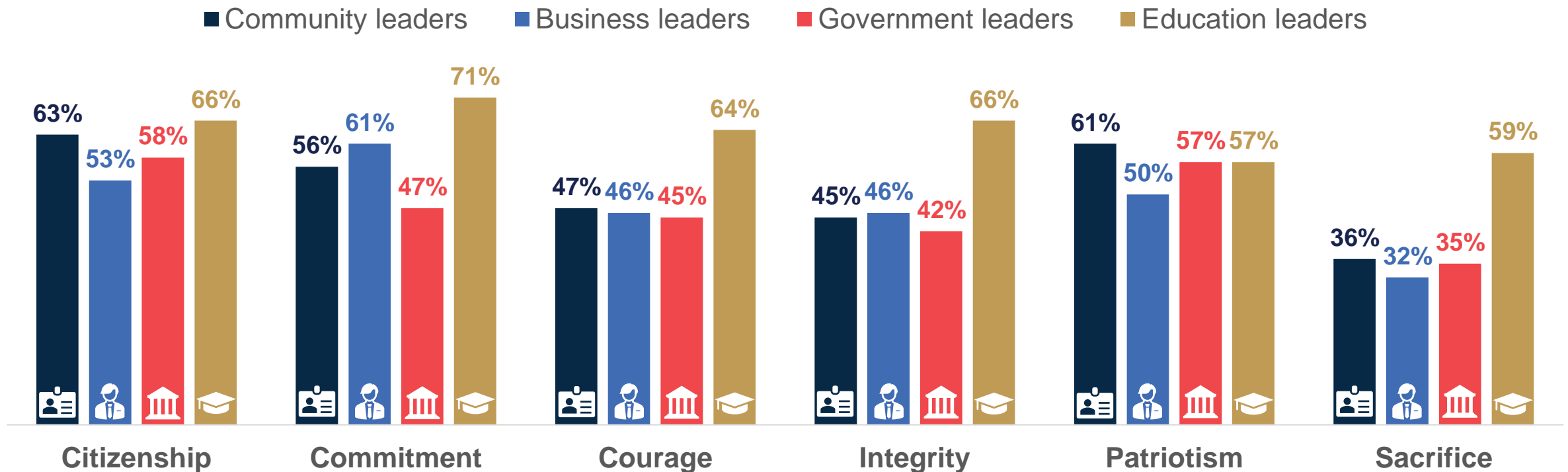
Not married



Americans view education leaders as most embodying the key values of commitment, courage, integrity, and sacrifice

How often do you believe [community, business, government, education] leaders in this country use the following values while carrying out their duties?

% selecting often/sometimes



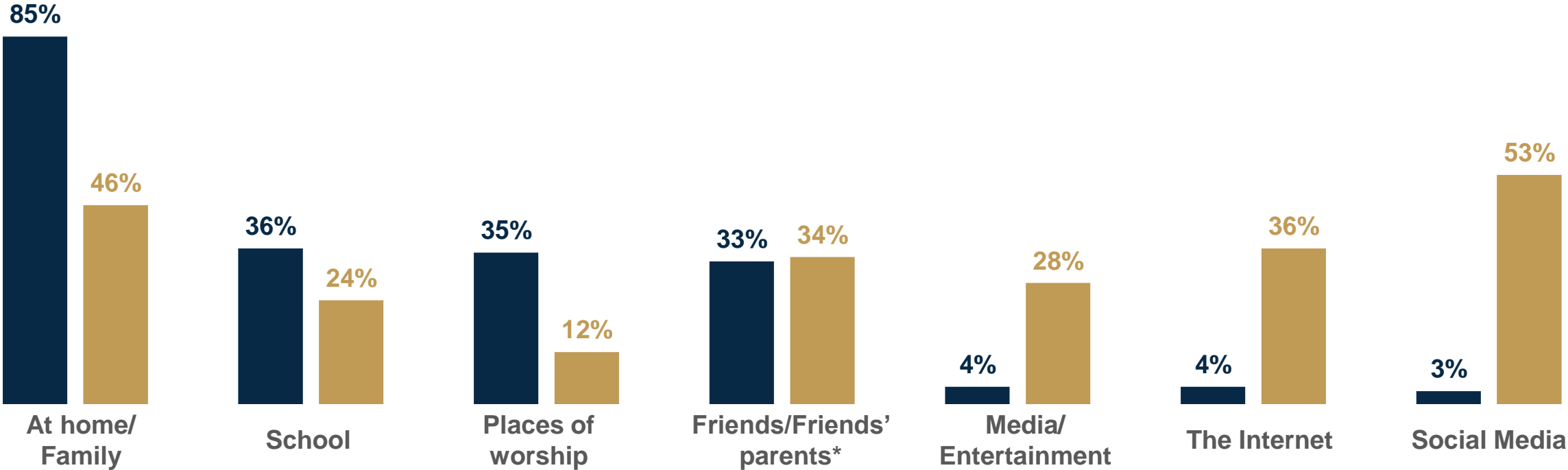
While many Americans learned their own values at home, they believe social media is where young people are learning their values today

Where did you learn your own personal values and character traits?

Where do you believe young people today learn personal values and character traits?

% selecting

■ Where you learned your own personal values ■ Where young people today are learning their values

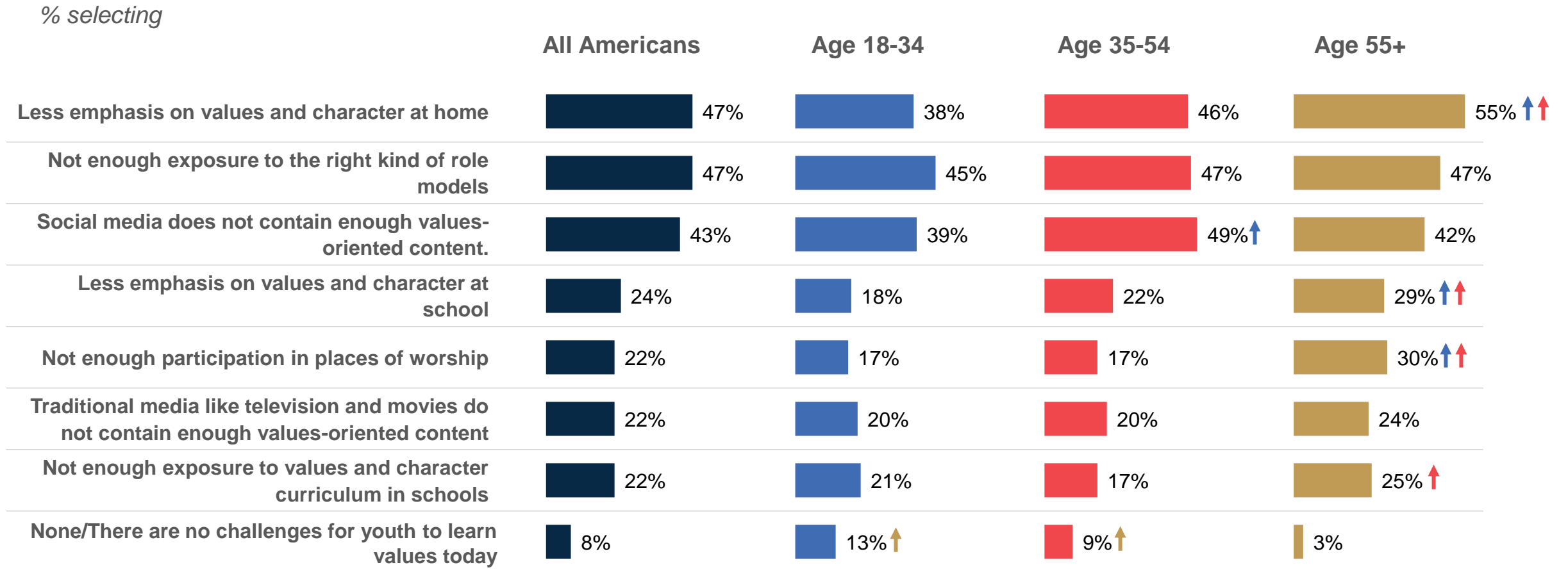


*This option was shown as "Friends" for the question "Where do you believe young people today learn personal values and character traits?"

Less emphasis on values and lack of exposure to role models seen as biggest challenges to youth learning values today

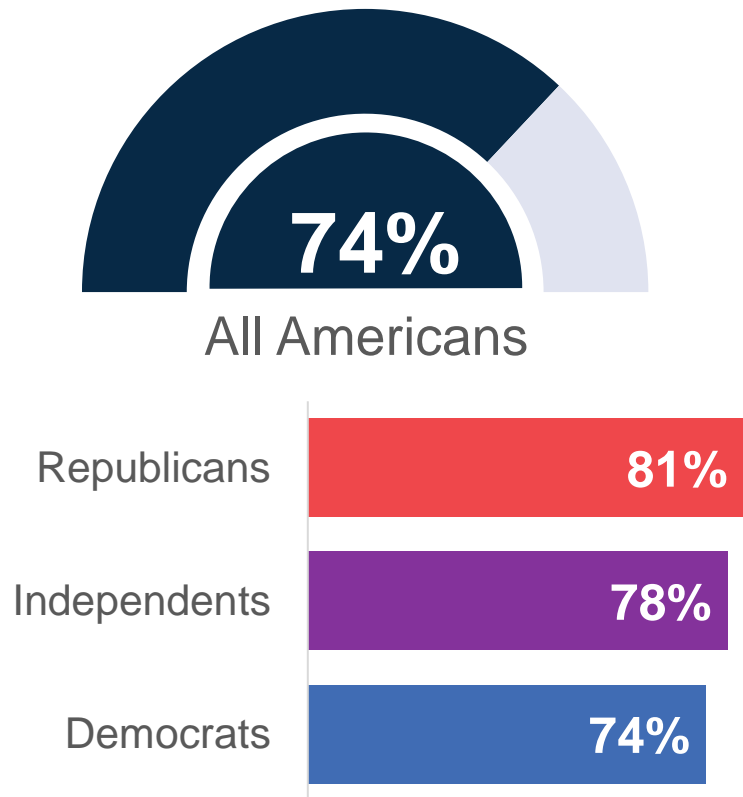
What do you believe are the biggest challenges to youth being able to learn values and character traits today?

↑ = Significantly higher than subgroup indicated by color of arrow

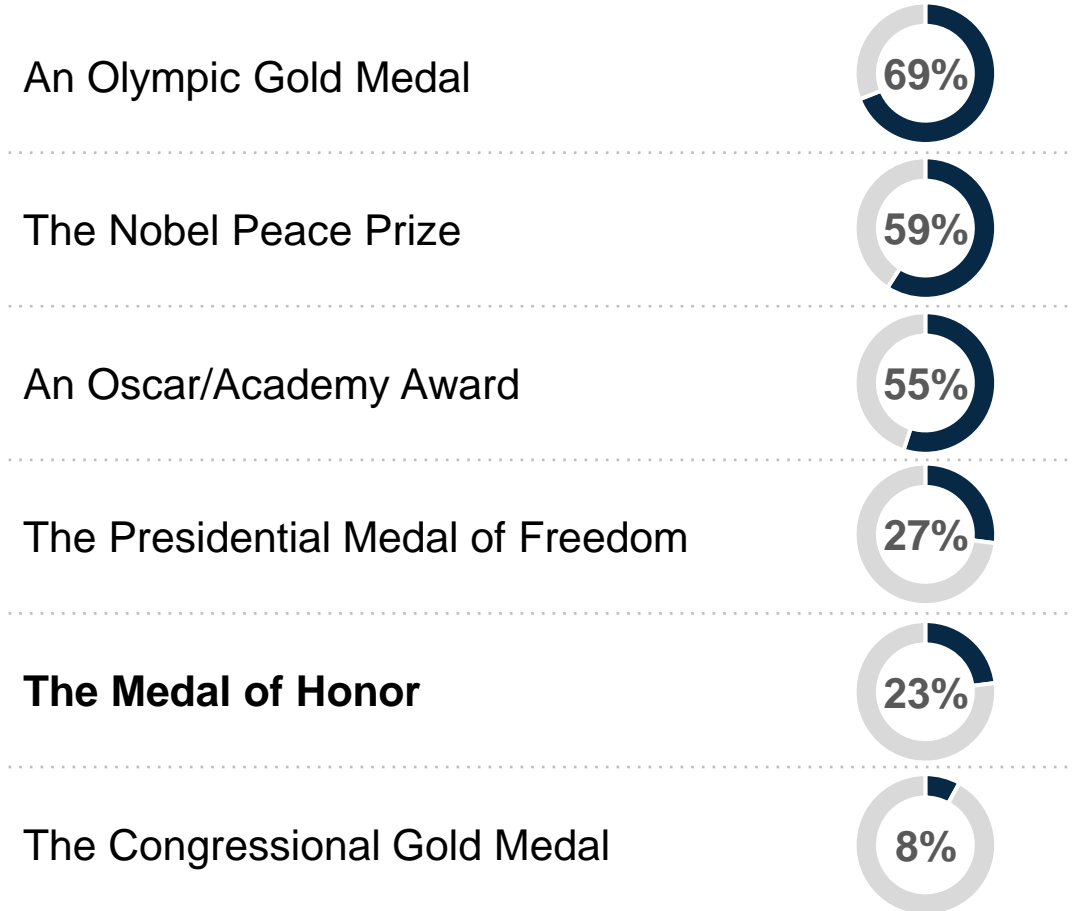


The Medal of Honor is seen as a distinctive recognition, but few Americans can name a recipient of the award

Percentage of Americans that *strongly or somewhat* agree that the Medal of Honor is a very distinctive recognition



Percentage of Americans who can name a recipient for the following awards



Americans believe everyday people can act upon Medal of Honor values

Percentage of Americans who *strongly or somewhat agree* that the Medal of Honor is about more than military valor



You do not have to be a Medal of Honor recipient to act on the same values of courage and sacrifice in your everyday life



90% strongly or somewhat agree

To what extent do you agree or disagree with the following statement: Everyday Americans display bravery, courage, sacrifice, and integrity when called upon to do so

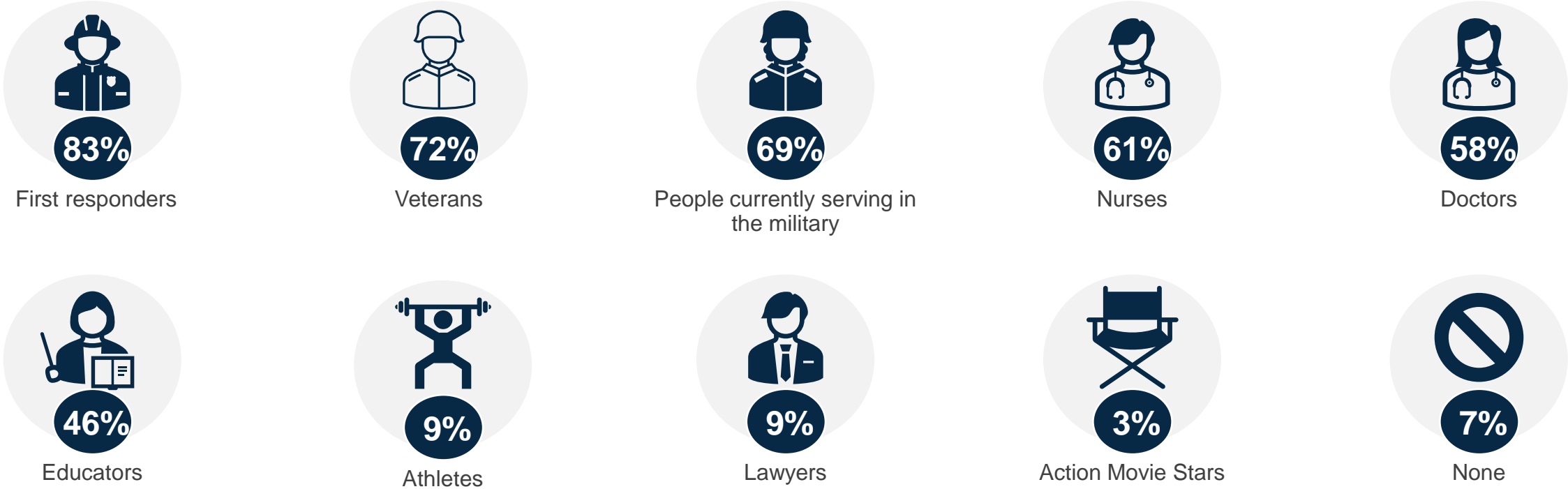
All Americans



First responders, veterans, and people currently serving in the military are those most likely to be described as heroes today

Which of the following, if any, do you believe show courage and can be called a “hero”?

% selecting



© Ipsos Source: Congressional Medal of Honor Society Poll, conducted by Ipsos, fielded February 24-26, 2023
Base: All Americans (n=1,023)