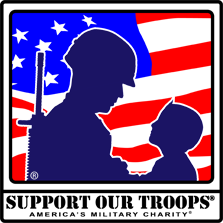
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**Americans Willing to Spend More to Help Companies Support U.S. Troops, Survey Finds**

**TAMPA, Fla.** — As America prepares for an annual celebration of active-duty military personnel, a new survey finds that most Americans believe U.S. companies have a responsibility — more than anyone besides the government — to support and give back to active-duty service members. Those surveyed are also willing to back up that belief with their wallets, with an overwhelming majority (85 percent) ready to spend more for products and services if a portion of the sales goes to support U.S. troops.

The survey found that 85 percent of active service members believe American companies are supporting active-duty personnel and their families well. Almost all survey respondents (93 percent) agreed that American companies should support our troops and their families.

“This research reveals the outpouring of support Americans have for companies that recognize the sacrifice made by our soldiers,” said Martin C. Boire, President of Support Our Troops. “So many outstanding companies show America’s troops that every soldier, on home soil and abroad, is important, valued, and supported by those of us back at home.”

The survey was commissioned by the nonprofit organization Support Our Troops ahead of National Day of the Deployed on October 26. National Day of the Deployed, which has been observed by all 50 states since 2012, honors all who have spent time abroad in service to this country and the families who sacrifice much in support of their service.

The survey of 1,037 Americans was fielded August 27 by Breakthrough Research and has a margin of error of +/- 3%. Among the findings:

* 93% believe American companies should support U.S. active-duty military and their families.
* 62% said that aside from the government, American companies should be most responsible to support and give back to active-duty service members. Individual citizens were identified by 30%, while 8% identified faith organizations as most responsible after the government.
* 85% said they would be willing to spend more on products or services to support troops and their families, including 26% who said they would be willing to pay at least 10% more for their purchases to be supportive.
* Asked how well they believe American companies currently support active-duty U.S. military and their families, 61% of those survey responded “very well” or “somewhat well.” However, this number jumped to 85% among current service members – none of whom felt companies supported them “not well at all.”
* 53% said they strongly prefer to buy from companies that support service members and their families, and another 36% said they somewhat prefer such a choice. Only 11% said they do not prefer to buy from supportive companies.
* More than half (52%) said their preferred method of supporting active-duty military personnel and their families is to buy products from companies that donate a portion of each sale to military causes. Another 28% selected direct donations to nonprofit organizations, while 11% prefer to volunteer with such organizations.

Support Our Troops, Inc., a 501(c)(3) organization that meets the critical needs of America’s deployed troops worldwide, will benefit in October from a promotion by Dr. Scholl’s in which the company will donate $1 from the sale of every pair insoles valued at $10 or more purchased in a Walmart store. Last year, Dr. Scholl’s parent company Bayer Healthcare donated more than half a million insoles to soldiers through a similar effort with Support Our Troops.

“We’re immensely grateful to Bayer and Dr. Scholl’s for organizing this program to raise funds for Support Our Troops,” Boire said. “As our survey shows, the American public stands strongly behind companies that support our troops.”

For more information about Dr. Scholl’s program and the full survey report [visit supportourtroops.org/ds2018.](http://www.supportourtroops.org/ds2018)

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*Support Our Troops is nationwide 501(c)(3) public purpose charity. Registered in 50 states and D.C. and working internationally, Support Our Troops has the comprehensive ability to serve the troops worldwide wherever located. If they’re there, we’re with them.® For more information, go to* [*www.SupportOurTroops.org*](http://www.supportourtroops.org)*.*