



2012 Troopons® Survey

Overview of the Survey

The objectives of the Troopons® Survey were to

- 1) provide a snapshot profile of the population that uses Troopons
- 2) analyze usage trends by the population Troopons serves
- 3) examine program benefits as perceived by users of Troopons

***** A brief summary of Troopons® Survey results are highlighted below *****

***** RESULTS for OBJECTIVE 1 *****

Survey's Findings: Military families stationed around the world depend on Troopons® to help make ends meet.

A. The typical Troopons user is a two-parent family with young children.

- 95% of Troopons users are married.
- 72% have young children.
- 80% of the adults are in their 20s and 30s.
- About 40% have annual household incomes under \$ 30,000.

B. Military families using Troopons are stationed around the world.

- Over 30% are stationed in Germany
- Over 15% are in Japan
- Over 10% are in Italy
- Over 15% are in Portugal
- Over 5% are in the United Kingdom
- Over 5% are in Guam

***** RESULTS for OBJECTIVE 2 *****

Survey's Findings: Military families served by the Troopons® Program are consistent users of Troopons when they shop for groceries.

A. Families served by the Program are frequent users of Troopons.

- 34% had used Troopons longer than 6 months.
- About 20% had used Troopons for over a year.
- Over 60% said they use Troopons several times each month.
- 33% said they use Troopons every week.

B. Troopons use is growing.

- Over 43 % said they used Troopons more frequently in the past year than ever before.
- 39% said their usage had remained consistent in the past year.



*****RESULTS for OBJECTIVE 3*****

Survey's Findings: Military families around the world make ends meet with the help of Troopons®.

- A. The #1 reason families use Troopons is to save money.
- Over half said they use Troopons because they “need to save money.”
 - 20% said they use Troopons to “make ends meet.”
 - 10% said they are able to purchase items they could not afford otherwise.
- B. Users of Troopons receive real financial assistance.
- 60% said the savings from Troopons goes to paying other bills.
 - 25% said the savings go to their child’s education.
- C. Users of Troopons stretch their grocery budget.
- Over a third of families reported saving between \$26 and \$50 per month with Troopons.
 - 29% reported savings between \$51 and \$150 per month.
 - Nearly 10% reported savings over \$150 per month.
- D. Military families appreciate the benefits of Troopons compared to coupons provided by other sources. They said that Troopons are
- Easier to use
 - More available
 - A better value
 - Provide time savings

The 2012 Troopons® Survey was designed to gather information to

- demonstrate that mission-driven goals have been met;
- identify opportunities for program improvement;
- provide visibility for internal and external reviewers to gauge the performance level of programs; and,
- communicate successes to potential funders and others interested in supporting the SOT mission.

Project Information

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Project name: Analysis of Troopons® Survey and Brief Impact Report

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