

2018 Impact Survey Overview



Vet Tix Mission:

Vet Tix is dedicated to giving back to all branches of currently serving military, veterans, their families, and family of KIA. We provide tickets to sporting events, concerts, performing arts, and family activities aimed at improving their quality of life.

Attending events with family and friends creates positive experiences, improves well-being, strengthens relationships, and encourages service members to stay engaged with American life and local communities.

2018 Survey:

Our 4th annual survey was conducted online August thru December 2018.

77 questions were asked regarding attendance impact, community engagement, well-being, social support, reintegration, and mental health. Over 52,000 VetTixers responded with an 86% completion rate.

The full 2018 survey is available at VetTix.org.

2018 Vet Tix Numbers Show Increasing Impact



5,867,682
Tickets



Year	New VetTixers	Growth
2015	117,295	+40%
2016	150,833	+37%
2017	146,926	+26%
2018	278,529	+39%

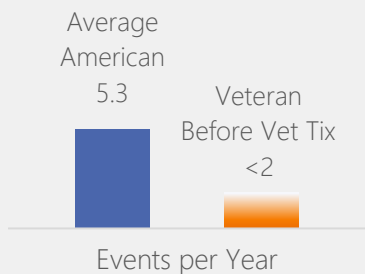


986,178
VetTixers

LIMITED EVENT ATTENDANCE

The average American attends 5.3 events per year, but 60% of our veterans report they attend two or fewer! Most are unable to afford attending events. Many veterans also tell us they feel uncomfortable in public, isolated from civilians, and have trouble readjusting to American and civilian life.

Veterans attend less than **HALF** the events as other Americans!



Social Support & Community Engagement

Reintegration literature recommends spending time with family, planning a date night, and finding a place in their community. Social support is essential for reintegration and well-being, but many struggle with this process and mental welfare. Service members and veterans need to engage in family activities and community events which support their reintegration processes and strengthen their social networks.

VET TIX 2018 SURVEY RESULTS



62% to combat
59% to overseas assignments
72% had multiple deployments



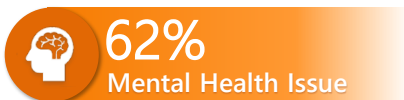
55% seldom or hardly ever participate in community groups or activities.



Feeling distant from family/friends, trouble sleeping, and feeling uncomfortable in public were most common.



39% reported recent family conflict.
39% have few close relationships.
25% feel lonely or avoid people a lot.



32% Depression
27% Anxiety
27% PTSD Symptoms



60% attended 2 or fewer events per year before Vet Tix.
Only 11% attended events regularly.



70% said civilians don't understand their military service.
29% felt their communities do not support veterans.



75% can't afford to attend events.
56% have less than \$100/month to spend on social activities.
\$100+ average date night/trip to zoo.

Vet Tix survey respondents reported struggling with reintegration, feeling separate from civilians, and are not involved in community groups. Combat veterans found reintegrating more difficult. Veterans who rated reintegration harder also rated their social networks significantly lower.

Over 90% of veterans who reported struggling with reintegration also reported experiencing depression, anxiety, or PTSD symptoms.

Recent research states that creating new, positive memories is essential for preventing depression and PTSD.

Vet Tix events provide a pathway to engage in social activities and American life. Quality time with family and friends strengthens relationships, improves state of mind, and creates new, joyful memories outside of the military.

VET TIX IMPACT

Improves Relationships

VetTixers overwhelmingly responded that attending events with family and friends improves their relationships.

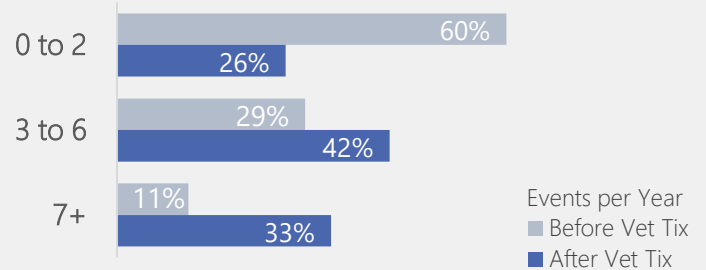
97%

92%

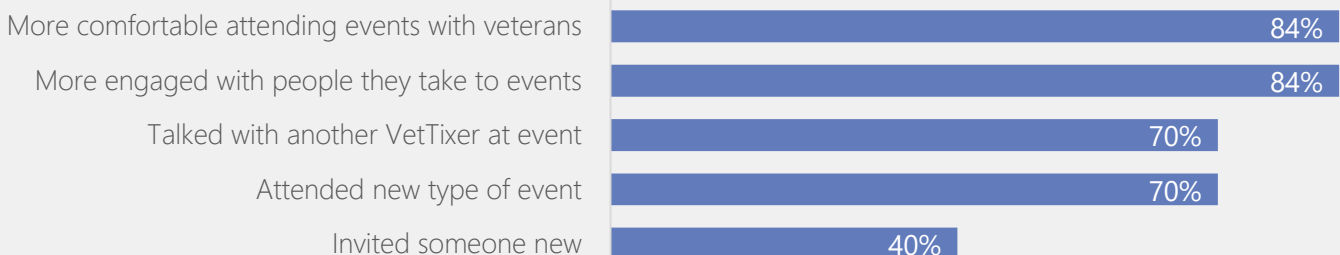
Improves Well-Being

VetTixers stated Vet Tix events improves their well-being before, during and after the event.

Vet Tix Increases Event Attendance!



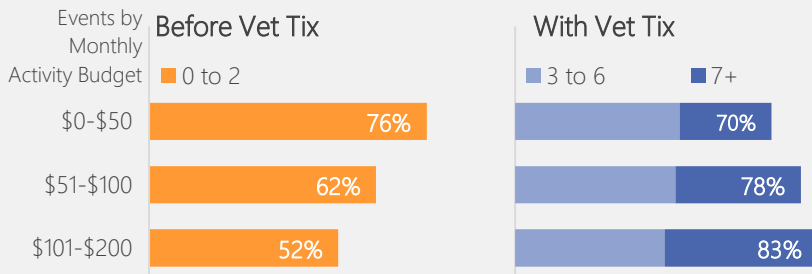
Benefits of Vet Tix Events:



VET TIX FINANCIAL IMPACT

Can Afford to Attend More Events

With Vet Tix veterans can attend twice the events on the same budget!



VetTixer Demographics

58% | VetTixer households make \$75,000 or less per year

The average VetTixer household is larger than US average (2.53)! **3.42**

57% | Have \$100 or less to spend on activities each month

INCREASED EVENT ATTENDANCE

VetTixer households are larger than average making regular events or activities too expensive. After joining Vet Tix, veterans can afford to attend events without financial burden. Vet Tix especially helps lower income and larger households attend more of events. Before using Vet Tix only 11% of respondents attended seven or more events a year after joining Vet Tix regular event attendance tripled! Vet tix helps veterans increase their social activity and take part in community events.

More importantly, Vet Tix benefits to the military community go far beyond just its financial impact.

VET TIX SOCIAL NETWORK IMPACT

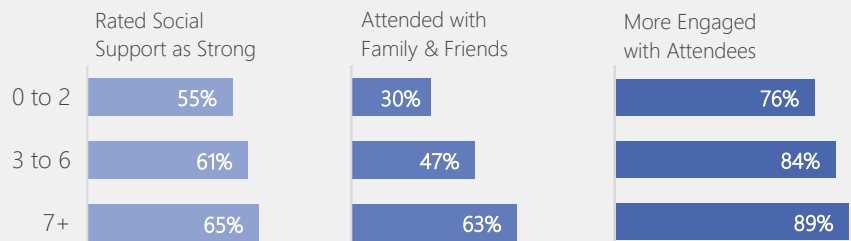
71% | Increased their social activity since joining Vet Tix.

Rated their social support higher than last year. **49%**

40% | Invited someone they do not usually socialize with to a Vet Tix event.

Increased Social Support

Attending more events increases & strengthens social networks.



STRENGTHENING SOCIAL NETWORKS

Vet Tix also increases social support. Attending events also allows VetTixers to spend time with family and friends which strengthens relationships, and inviting new people helps VetTixers increase their social circles. 49% of VetTixers who completed both 2017 and 2018 surveys rated they social support higher in 2018.

Attending more events increased positive outcomes like being more engaged with people they take to events and being able to spend time with more people from their social network. VetTixers are also expanding their social circles. 23% told us they had exchanged contact information with someone they met at a Vet Tix event.

VET TIX WELL-BEING IMPACT

Improved Well-Being

Attending more events improves mood and reduces depression.



62%

Said attending Vet Tix events lessened their depression and PTSD symptoms.

Increase in respondents replying they were very or almost always happy in 2018.

46%

89%

Said attending Vet Tix events has been very helpful to life-changing!

IMPROVED MENTAL WELFARE AND HAPPINESS

Increased social activity from attending Vet Tix events improves well-being. VetTixers reported that attending events reduced loneliness, improved mood, and even relieved depression and PTSD symptoms. Those who attended events with both family and friends reported increased well-being impact and sense of belonging. The unique benefits of Vet Tix events: talking to other VetTixers, taking family and friends, attending new types of events, and being around other vets work synergistically to increase feelings of community support, improve well-being and alleviate depression and PTSD symptoms which helps troops and veterans reintegrate and lead happier lives.

VET TIX IMPACT STORIES

My husband was separated from the military due to his injuries, and he spent the next few years struggling to find a new path. Not being able to do a job you love and not being able to physically participate in any of your hobbies takes a toll on you and on those you love. Last year when we went to our first Coyotes' game to celebrate my birthday on a very limited budget. It turned out to be so much more. While we were sitting in Gila River, something clicked into place for Jason. He needed an interest, a distraction, a hobby...badly. You guys gave him that. For the first time there's common ground between a father who has been deployed, on weird military schedules or dealing with his disabilities, and two little boys who are, at 8 and 9, finally getting to get to know their dad. Four seats to a hockey game to many people would seem like a minor or trivial thing, but to my family it truly has been a blessing. – Michelle & Jason US Air Force veteran

*Let me say "thank you" from the bottom of my heart ... You are enriching the lives of all of us, military & veterans, by offering deeper connections with our parents, spouses, siblings, peers and potential friends. Your sponsorship meant a lot to me, because **it tells me that you care about our quality of life and our well-being.***

– Ruel, US Navy Currently Serving

The thing I miss most about being active duty is camaraderie. Few times or activities can bring complete strangers to a mutual trust and understanding in the way the military can. Being at the Field Bowl I'm a section full of brothers and sisters brought back feelings of belonging I haven't felt in years. Thank you!

– Johnathan, US Coast Guard veteran

*I know it may seem like it's "just tickets" to a game or event, but for many of us it's an achievement to just go to these games. It's not something we would normally pay to do because it's a traumatic experience to go. Vet Tix opportunities have done much more than just entertain us, **it helps us heal and re-integrate into a society that can't see our injuries.***

– James, US Marine Corps veteran