



The Veterans Insight Panel (VIP) is the nation's most comprehensive source of Veteran data.

A joint initiative between **NORC at the University of Chicago** and **RAND**, the VIP provides trusted, nationally representative data on the experiences, opinions, and well-being of U.S. Veterans from all eras and branches.

Why VIP Matters.

Most Veteran research focuses on VA-enrolled Veterans, who account for only about half of the Veteran population. Yet an even larger share receive at least some care through community providers rather than VA facilities. Many existing studies also rely on limited samples that fail to reflect the rich diversity of Veterans' lived experiences. These dynamics point to the need for more comprehensive research that captures the full range of Veteran experiences.

The Veterans Insight Panel Fills That Gap.

Built from a scientifically selected sample of U.S. Veterans, the VIP gives a true picture of Veteran life, ensuring that every era, branch, and demographic is represented.

What Sets VIP Apart

- **Largest Veteran panel** of its kind in the U.S.
- **Scientific sampling** ensures representation and minimizes bias
- **High response rates and rigorous recruitment** across mail, phone, and door-to-door channels
- **Prioritizes Veteran-informed design and messaging** to promote cultural sensitivity, trust, and research impact
- **Powered by NORC and RAND**, two of the most trusted names in Veteran research



Rapid, Actionable Insights Custom studies in weeks, not years



Comprehensive Reach Access Veterans not connected to VA



Flexible Design Add your questions to ongoing surveys



Policy-Ready Evidence Research designed for impact, not just publication

Turning Veteran Voices into Actionable Insights

Built for Decision-Makers Like You

The Veterans Insight Panel bridges the costly gap between research and implementation. This isn't academic research—it's operational intelligence for leaders who need to make evidence-based decisions.

Real-World Applications

Organizations use VIP data to:

- Assess policy impact across diverse communities
- Identify unmet needs across Veteran populations
- Evaluate program effectiveness
- Test new program concepts before launch

Why Clients Trust VIP

- Comprehensive recruitment reaching hard-to-reach Veteran groups
- Veteran advisors ensuring cultural sensitivity and trust
- Transparent methods and rigor that support policy and program change
- Data with proven impact—informing decisions at every level

Methodology

The NORC + RAND Veterans Insight Panel was built through recruitment from the two main nationally representative research panels in the U.S.: **NORC's AmeriSpeak** and **RAND's American Life Panel**. Additional information is available in the technical and methodology reports available on each organization's website.

The Veterans Insight Panel:

- By Veterans, for Veterans
- Built on scientific rigor
- Powered by NORC + RAND
- Delivering timely, actionable insights



Giving voice to former U.S. service members

Bring Veteran voices to the forefront. Use the Veterans Insight Panel for your next research study

Email us at VIP-BD@norc.org • Find out more at go.norc.org/VIP



NORC at the University of Chicago is an objective partner for decision-makers who need research they can trust.



RAND is a nonprofit, nonpartisan research organization that provides leaders with the information they need to make evidence-based decisions.