

# Valuing Veterans' Gifts in Community

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Funding for this research was made possible by the generous support of Lutheran Hour Ministries. Barna Group was solely responsible for data collection, analysis and writing of the report.

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# Introduction

**When we generously use our gifts for the common good, we can dramatically impact the lives of those around us for the better while creating the greater sense of human community God intended from the beginning. If we are to love our neighbors as ourselves, the gifts we have been given by God are valuable tools in achieving that call. It is by these God-given gifts that he has placed within each of us the resources we need to serve our communities and bring glory and honor to God.**

**—REV. DR. TONY COOK**

Vice President, Global Ministries, Lutheran Hour Ministries (from *Gifted for More*)

This briefing is part of an ongoing partnership between Barna Group and Lutheran Hour Ministries (LHM). In 2021 and 2022, we produced *Gifted for More*, a report that aimed to broaden and deepen research on personal gifts—that is, characteristics that are unique to an individual or certain abilities that they have to offer.

From that study emerged a growing conviction that the U.S. Church is due for a **fresh framework for individual gifts—one that is more transformative than transactional.**

Additionally, that research (which primarily focused on the general population and practicing Christians) accompanied a suite of resources, including LHM's EveryGift Inventory, helping people identify and develop their personal gifts.

Now, we're focusing the lens and the application of that work on one group in particular: veterans.

Specifically, we've had the privilege of surveying more than 600 veterans of the U.S. military to learn more about how they understand their own gifts. Veterans often face challenges upon return from military, including unemployment, physical and mental trauma, homelessness and strained relationships. Yet all veterans have valuable gifts—some undoubtedly gained during their time in service—that can continue to be identified, developed and shared with others as meaningful opportunities arise.

By helping organizations, churches and neighborhoods better understand and equip the gifts and callings of veterans, we believe we can honor and support those who have walked through the unique experience of military service.

This briefing offers an overview of the types of gifts veterans possess, the ways they are inclined to expand their knowledge and application of their gifts, and their awareness of how their skills can benefit others. Taken together, **these findings offer vision for a future in which greater value is placed on the personhood and purpose of veterans in our communities.** ●

WHO WE SURVEYED:

## A Breakdown of the Sample

This briefing is based on an online survey of 662 respondents who are veterans of the United States military. Here is an overview of the demographics and details of this sample.

### **Military Branch**

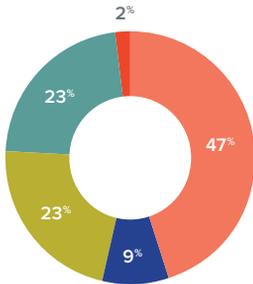
This survey includes members of all branches of the military: the Air Force, Army, Coast Guard, Marines and Navy. The Army is the largest branch in both the U.S. military at large and in this study. Army veterans may be overrepresented in this survey compared to the total number of active-duty individuals in the branch.<sup>1</sup> However, the rest of the breakdown of veteran respondents across the military branches is on par with numbers of active-duty members.

### **Gender**

Overall, the majority of respondents (82%) is male, while nearly one in five (18%) is female. This is consistent with estimates that approximately

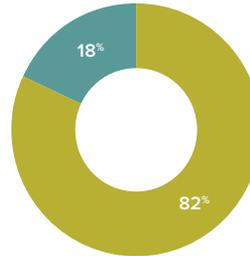
## Respondents, by Branch of Service

● Army ● Marine Corps ● Navy  
● Air Force ● Coast Guard



## Respondents, by Gender

● Men ● Women



*n*=662 veterans of the U.S. military, May 13–25, 2022.

16–20 percent of the U.S. military are women.<sup>2</sup> Within each specific military branch, gender representation looks similar to these overall numbers.

## Generation

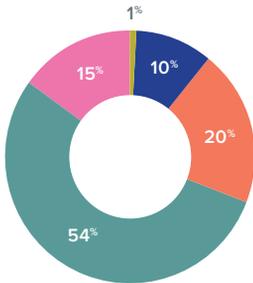
The generations represented in this survey include:

- Gen Z (born 1999–2006)
- Millennials (born 1984–1998)
- Gen X (born 1965–1983)
- Boomers (born 1946–1964)
- Elders (born 1945 and earlier)

Boomers comprise the largest proportion of respondents, followed by Gen X. Millennials and Gen Z make up smaller percentages, which is to be expected, as they have had less time to serve in and retire from military service. Additionally, there has been an overall decline in military service since 1990.<sup>3</sup> *Due to small sample size (4), Gen Z veterans are not included in this analysis.*

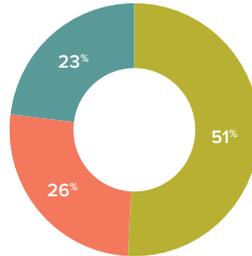
### Respondents, by Generation

● Gen Z ● Millennials ● Gen X  
● Boomers ● Elders



### Respondents, by Years in Military Service

● 1-5 ● 6-10 ● 11+



*n*=662 veterans of the U.S. military, May 13–25, 2022.

## Tenure

The military tenure of respondents primarily falls in the 1–5 year bracket, with about one in four either falling in the 6–10 year range or exceeding 10 years. This tracks with reports of the average length of service contract being about four years of active duty, especially for a new recruit or officer.<sup>4</sup> Younger generations are more likely to have served for less time; for instance, Gen Z is only represented among the group with 1–5 years served.

# What Gifts Do Veterans Have?

**Study your trials, your talents, the world's wants, and stand ready to serve God now, in whatever he brings to your hand.**

**—HORACE BUSHNELL**

*(Sermons for the New Life)*

This study explores 12 common skills, talents and abilities identified among veterans in the U.S. These gifts are defined as follows:



## **TECHNICAL**

Performing specific tasks that require a specialized set of skills



## **INTERPERSONAL**

Interacting with, caring for and building relationships with others



## **ENTREPRENEURIAL**

Identifying new opportunities, setting goals and designing strategies to achieve them



## **FINANCIAL**

Planning, organizing, directing and controlling financial activities



## **CRITICAL THINKING**

Processing data to problem-solve or make informed decisions



## **ARTISTIC**

Expressing oneself in creative and artistic ways

Lutheran Hour Ministries created the EveryGift Inventory to help people discover their gifts and how they can grow and share them with others. To learn more and take this free online assessment, visit [www.everygift.org](http://www.everygift.org)



### INTERCULTURAL

Relating to people from other cultures and social groups



### COMMUNICATION

Communicating with individuals or groups in a clear and engaging way



### LEADERSHIP

Organizing people to reach a shared goal and effectively leading them toward that goal



### MANAGEMENT

Managing both tasks and people



### CIVIC

Making an impact by participating as a citizen within an organized community



### TEAMWORK

Effectively collaborating with and working alongside others

We'll first present veterans' **self-identified** gifts—that is, those that were selected by the participants as their “primary,” “secondary” and “top five” gifts.

We'll then examine veterans' results from a computed score that points to participants' **mastery** of certain gifts.

Understanding these categories can highlight what veterans see themselves as being gifted in, and where that may or may not overlap with their actual gifts. This deepened understanding can allow veterans and groups that work with them to utilize and nurture their skills well in society as reintegration occurs.

## Self-Identified Gifts

Among veterans, the most common primary gifting is Technical, followed closely by Interpersonal gifts, then Management and Entrepreneurial gifts.

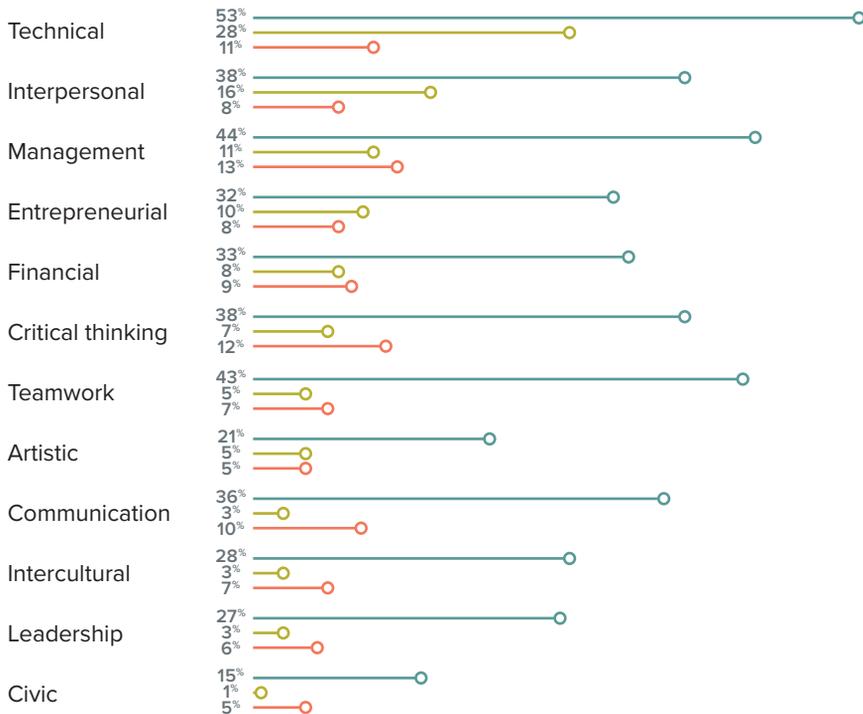
Communication, Intercultural, Leadership and Civic gifts are least common as primary gifts.

Common secondary gifts include Management and Critical Thinking.

At times, veterans are keen to say they possess skills among their top five yet are unlikely to select these same skills as a primary gift. For example, Teamwork often shows up among top five gifts for participants (43%) but is rarely selected as a primary (5%) or secondary gift (7%).

### Self-Identified Gifts

● Top 5 ● Primary ● Secondary

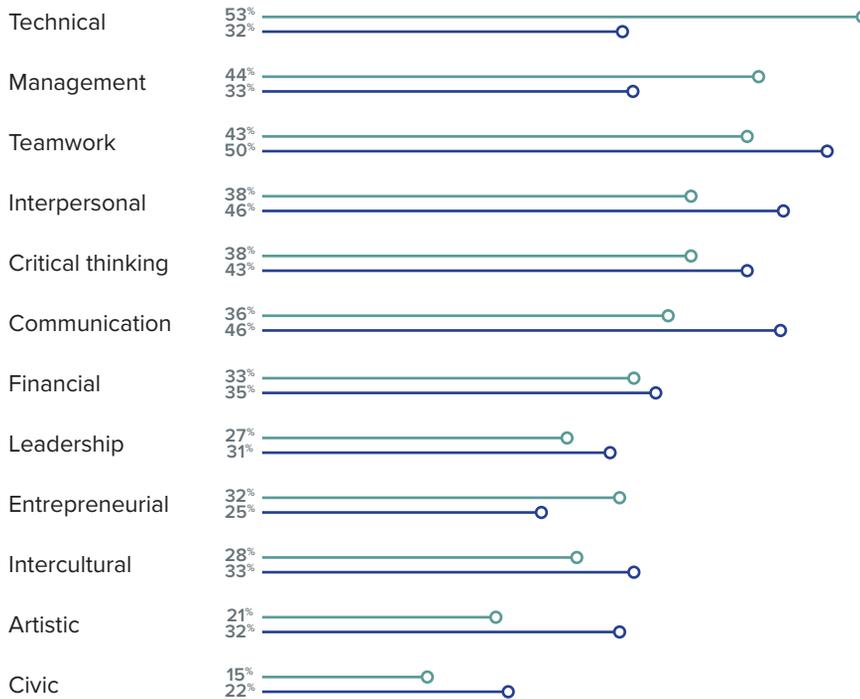


*n*=662 veterans of the U.S. military, May 13–25, 2022.

For the most part, as veterans select their primary and secondary gifts, there are few significant differences by age. **All generations are most likely to select Technical as their primary gift, a glimpse into the specialized nature of U.S. military service.** Cross-generationally, there are low responses around Communication, Artistic, Civic, Intercultural, Teamwork and Leadership gifts. This indicates there is at least some consistency across generations of veterans in how they view or practice specific gifts. It also may point to gifts that are underdeveloped in the modern military.

### Top Five Gifts

● Veterans ● All U.S. adults



n=662 veterans of the U.S. military, May 13–25, 2022;

n=1,019 U.S. adults, September 3–12, 2020.

Zooming out, among top five gifts, some generational nuances emerge. Millennial veterans are more likely than their Boomer and Elder peers to see themselves as entrepreneurial. Boomer veterans shy away from identifying Artistic or Civic gifts, and Elders lean into Management and Teamwork gifts in their top five lists.

Comparing top five gifts across this survey of veterans and Barna's previous study of giftings among all U.S. adults, we see just how much the Technical gift is associated with military service. There is a 21-point difference between the percentage of veterans (53%) and of all U.S. adults (32%) who see this among their top five gifts. Management is also a gift more likely to be selected by veterans than by the average U.S. adult. Meanwhile, the general population is more likely than veterans to identify personal gifts such as Communication or Artistic or Civic talent.

## Mastery of Gifts

Building upon other research on the concept of mastery, Barna analysts tested an assortment of indicators of proficiency and expertise with giftings, which we'll call "marks of mastery." These eight marks include:

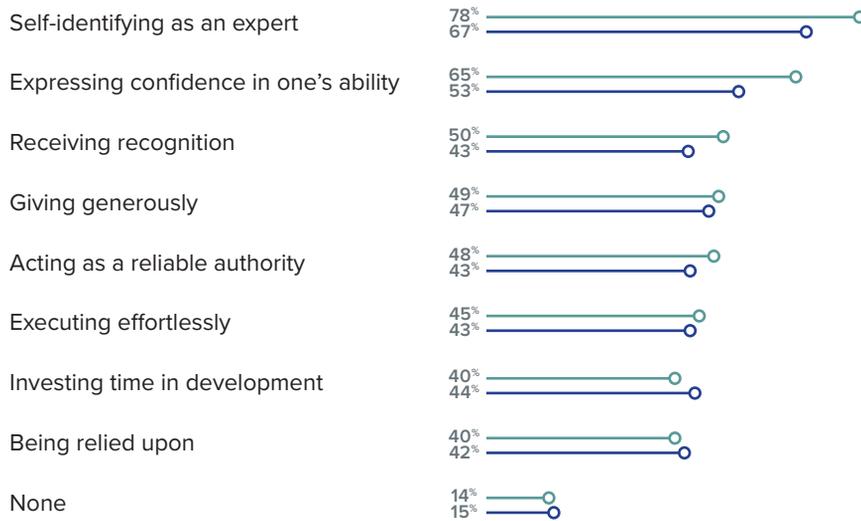
1. Self-identifying as an expert
2. Expressing confidence in one's ability
3. Giving generously
4. Investing time in development
5. Acting as a reliable authority
6. Executing effortlessly
7. Receiving recognition
8. Being relied upon

## Individual Marks of Mastery

**Veterans appear to be slightly more likely than the general U.S. population to exhibit various marks of mastery in their gifts. This gap**

## Marks of Mastery

● Veterans ● All U.S. adults



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*n*=1,019 U.S. adults, September 3–12, 2020.

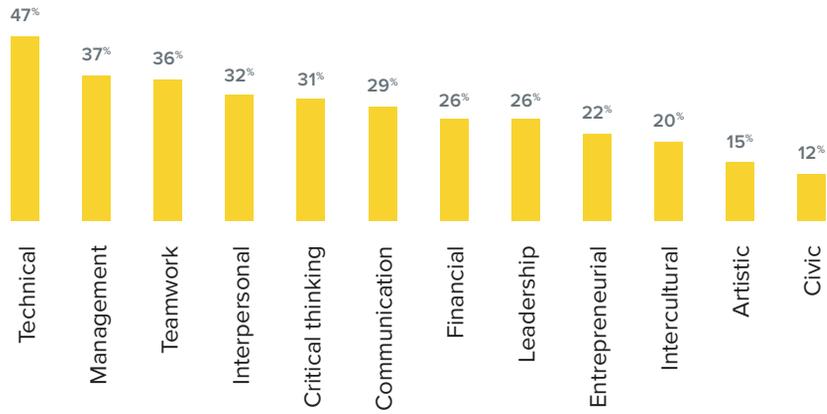
is especially prominent when it comes to identifying as an expert and expressing confidence in one's ability—veterans' top two marks of mastery—and receiving recognition for a gift.

Investing time in developing a gift or being relied upon for a certain gift are the least common marks of mastery among veterans, though these are still evident among two in five in our survey.

A "highest rated" gift is the gift for which an individual respondent shows the most mastery indicators. Depending on the individual, this could be as low as one mark of mastery or as many as eight marks.

Just as veterans gravitate toward Technical gifts when they self-select their primary gifts, Technical ability is also the highest rated gift for nearly half of veterans (47%).

## Highest Rated Gifts



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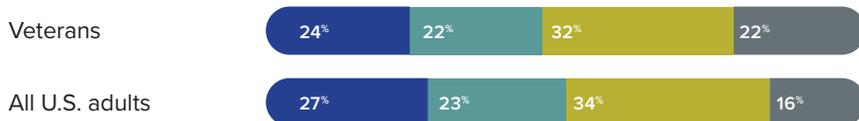
## A Scale of Mastery

Another key threshold of mastery we’ll report on is based on the number of marks exhibited. This allows analysts to identify differences between survey respondents that coincide with their phase of gift development.

Barna grouped and labeled these phases as “Developing” (1–3 marks), being “Accomplished” (4–6 marks) or being “Exemplary” (7 or 8 marks) in a gift.

## Levels of Mastery

- Exemplary (7 or 8 marks)
- Accomplished (4–6 marks)
- Developing (1–3 marks)
- No mastery

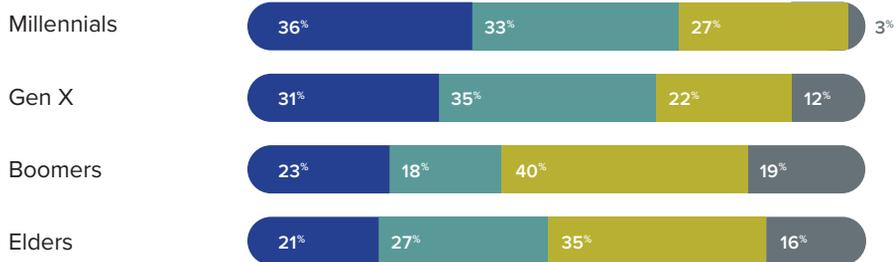


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## Levels of Mastery, by Generation

● Exemplary ● Accomplished ● Developing ● No mastery

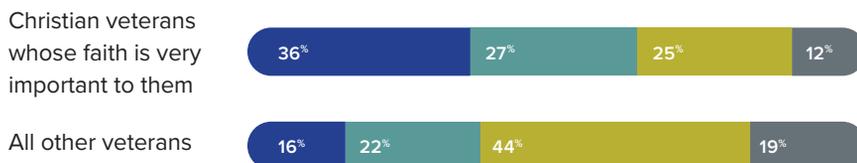


*n*=662 veterans of the U.S. military, May 13–25, 2022;

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## Levels of Mastery, by Faith Importance

● Exemplary ● Accomplished ● Developing ● No mastery



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*n*=1,019 U.S. adults, September 3–12, 2020.

The plurality of veterans (32%) is developing a gift. On the other end of the scale, one in four (24%) is exemplary in a certain skill. More than one-fifth is either accomplished in a gift (22%) or indicates no mastery of personal gifts (22%).

Here, we see that, though veterans stand out from all U.S. adults on some individual indicators of expertise, they are no more likely to fall into groups of mastery.

Younger generations of veterans, especially Millennials, are more likely to show higher levels of mastery, such as being exemplary or accomplished. Boomers are the generation most likely to be developing a gift. Some of this may reflect their current stage of life and its proximity to profession. For young adults, there may be a sense of immediacy or urgency around identifying and growing in gifts, as opposed to older veterans who are further from a period of service or firmly in a season of retirement.

**There is a strong correlation between faith and mastery among veterans.** Specifically, Christian veterans who say their faith is very important to them are much more likely to be exemplars in their gifts.

## Mapping Veterans' Gifts

By overlaying veterans' self-identified gifts (those they self-select among their primary, secondary and top five) with their level of mastery (gifts in which they rate highly and / or are exemplary), we begin to develop a detailed view of gift-awareness among this population.

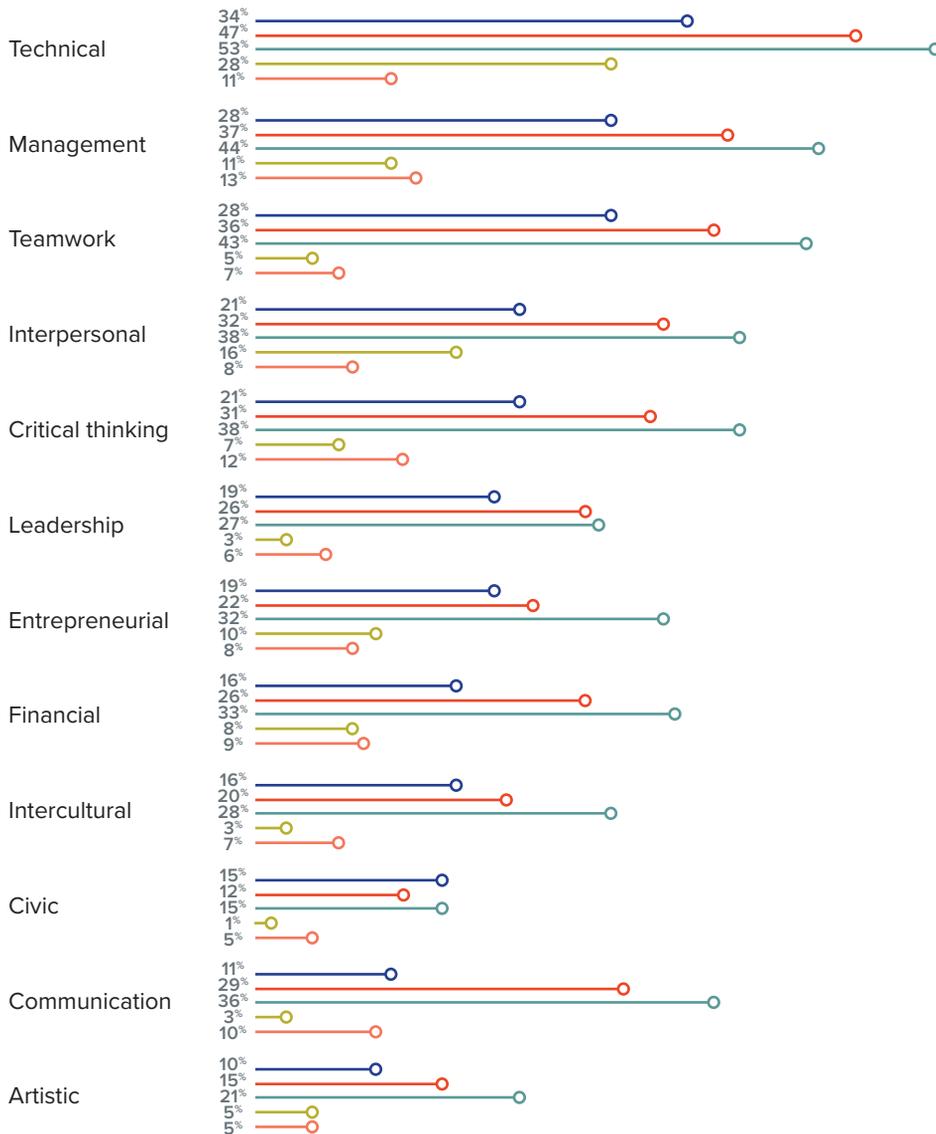
An interesting pattern emerges. Though there are themes to responses no matter how you decide to rank gifts (for instance, a Technical gifting always tops the list), **a veteran may score high in terms of mastery of a gift, even if they do not necessarily consider it to be their primary gift.**

Continuing with the example of Technical gifting, let's examine this lack of consistency in gift-awareness. One-third of veterans shows a mastery of this gift, and it is the highest rated gift for nearly half of veterans (47%). Yet just 28 percent recognize this as their primary gift.

This contrast is starkest surrounding the gifts of Teamwork, Management and Communication. Looking at the gaps between veterans who see these as their primary gifts and veterans who show the most marks of mastery in these gifts, we see a 31-point difference between the percentage who recognize Teamwork as a primary gift (5%) and the percentage who excel in this gift (it is the highest rated gift

## Veterans' Gifts Results

● Exemplary ● Highest rated ● Top 5 ● Primary ● Secondary



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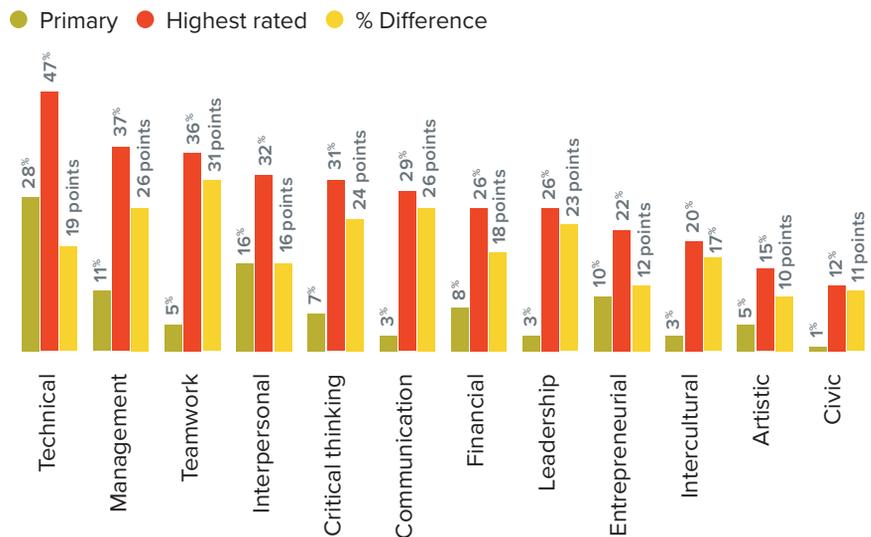
for 36% of veterans). For both Management and Communication, a 26-point gap emerges.

While some of the commonplace gifts seem to present more opportunity for varied skill levels within them, veterans who identify with some of the less-common gifts are typically very sharp in these areas. For example, an Artistic or Civic gifting—rare among the 12 giftings in this survey of veterans—produces the least variance between being self-selected by a veteran and being a veteran’s most-mastered gift (10 and 11 percentage points, respectively).

It’s important to look at these discrepancies because they represent the difference between self-perception and reality. This gap becomes particularly important for those organizations hoping to aid veterans in the transition to civilian life. **Veterans cannot be expected to find ways of utilizing their gifts in civilian life if they do not recognize their gifts.**

Where are veterans unaware of their true strengths?

### Differences Between Primary & Highest Rated Gifts



n=662 veterans of the U.S. military, May 13–25, 2022.

# How Are Veterans' Gifts Understood & Developed?

God's gifts aim at making us into generous givers, not just fortunate receivers. God gives so that we, in human measure, can be givers too.

—MIRASLOV VOLF

*(Free of Charge)*

Knowing and naming a person's gifts is important. Still, if these skills and abilities are not being utilized or developed well—individually and in community—then the label or profile applied to personal gifts may not matter so much. It is paramount to understand how gifts are being nurtured and employed. As our partners at LHM say, **everyone is a gift, with gifts to share.**

In Barna's 2022 report *Gifted for More*, the research outlined an individual's journey from awareness of gifts toward intentional investment

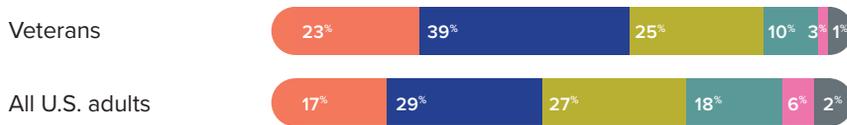
in those gifts and finally toward being generous with personal gifts. Here, we'll travel that same journey through the responses of veterans in particular.

## Understanding & Prioritizing Gifts

Overall, we see veterans say they know their gifts “very” or “extremely” well (62%). **Veterans are more likely than the general population to report awareness of their gifts.** The biggest leap occurs among the 39 percent of veterans who know their gifts “very well,” something just 29 percent of all U.S. adults report.

**How well would you say you know or understand your own giftings, abilities or skills?**

- Extremely well
- Very well
- Mostly well
- Somewhat well
- Not that well
- Not at all



*n*=662 veterans of the U.S. military, May 13–25, 2022;  
*n*=1,019 U.S. adults, September 3–12, 2020.

Military service may consistently, and under a great deal of pressure, put veterans in a position of exercising certain gifts—perhaps more often or with more intensity than the average U.S. adult experiences. This in turn may allow for an up-close awareness of what a veteran perceives their gifts to be. This is important information for those helping veterans broaden and use their giftings well, in light of some of the difficulty of reintegrating veterans back into society once they return from service.<sup>5</sup>

At least half of all generations of veterans feel sure in their knowledge of their giftings. This again speaks to the idea that there is something

about being in the U.S. military that allows someone to know and reckon with some of their personal skills.

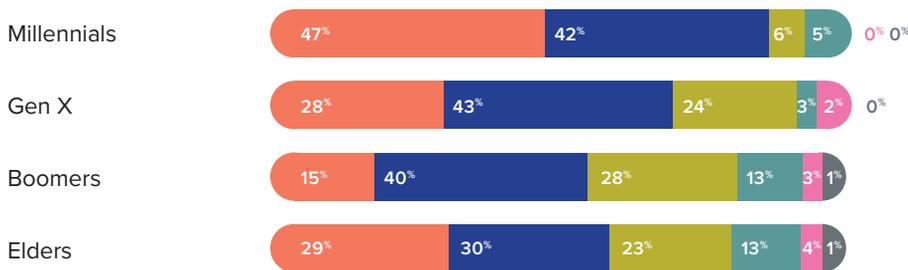
Millennial veterans significantly boost the overall gift-awareness of the group. Nearly half (47%) feel they know their gifts “extremely” well. This is consistent with the familiarity and comfort they express with their gifts in the survey. Some of this may be unique to their period of military service, or attributable to generational access to and fluency with personality and aptitude tests.<sup>6</sup>

Gen X follow Millennials in their level of understanding, while Boomer veterans are the generation least likely to report they understand their gifts well. Elders display a surprising security in their gifts on this point, given that elsewhere they are hesitant to name their gifts and don’t overwhelmingly show marks of mastery. It’s possible they have acquired a settled understanding of their abilities, owing to their age and stage of life and / or having come from a unique season or generation of military service.

### Understanding Gifts, by Generation

How well would you say you know or understand your own giftings, abilities or skills?

- Extremely well
- Very well
- Mostly well
- Somewhat well
- Not that well
- Not at all



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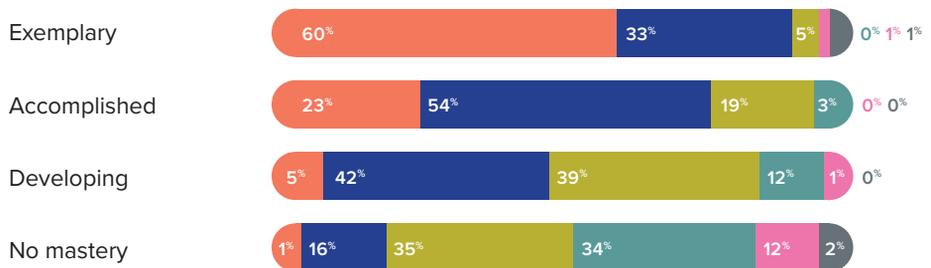
The more marks of mastery an individual veteran has, the more likely they are to feel that they understand their own giftings, abilities or skills. Three-fifths of veterans with an exemplary level of mastery in a gift (60%) say they know their giftings “extremely” well.

Some of this depth of understanding may stem naturally from veterans placing priority on gift-awareness. It likely doesn’t happen by chance. As a group, veterans seem to put more intention and emphasis on understanding their giftings. This could reflect the structure or environment of military service. Overall, veterans are more likely than U.S. adults in general to say it’s important to know their gifts. They are 11 percentage points ahead of the general population when it comes to saying this is an “extremely” important matter to understand (33% vs. 22%).

**Younger veterans especially see importance in the endeavor of knowing or understanding one’s gifts.** Millennials lead here, with more than half (52%) calling this “extremely” important (vs. 46% of Gen X, 28% of Boomers and 27% of Elders).

### Understanding Gifts, by Level of Mastery

● Extremely well 
 ● Very well 
 ● Mostly well 
 ● Somewhat well 
 ● Not that well 
 ● Not at all

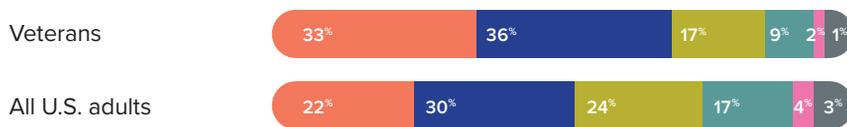


*n*=662 veterans of the U.S. military, May 13–25, 2022.

Again, there is a correlation between mastering gifts and valuing the knowledge of gifts. The strong majority of veterans who are exemplars in their gifts (69%) says it's extremely important to know and understand their skills and abilities. **Knowing gifts, prioritizing gifts and mastering gifts are qualities that hang together.**

**How important is it to you to know or understand your own giftings, abilities or skills?**

- Extremely important
- Very important
- Mostly important
- Somewhat important
- Not that important
- Not at all important



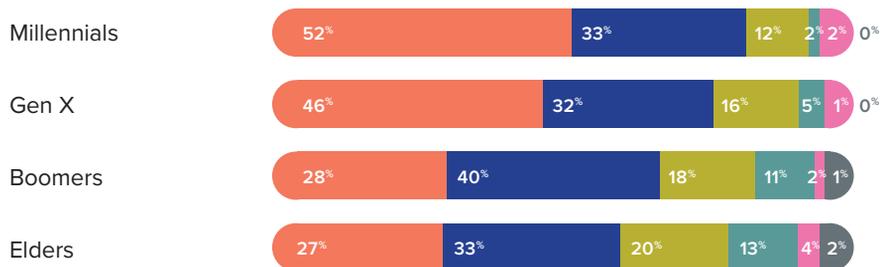
*n*=662 veterans of the U.S. military, May 13–25, 2022;

*n*=1,504 U.S. adults, June 16–July 6, 2020.

**Importance of Gifts, by Generation**

**How important is it to you to know or understand your own giftings, abilities or skills?**

- Extremely important
- Very important
- Mostly important
- Somewhat important
- Not that important
- Not at all important

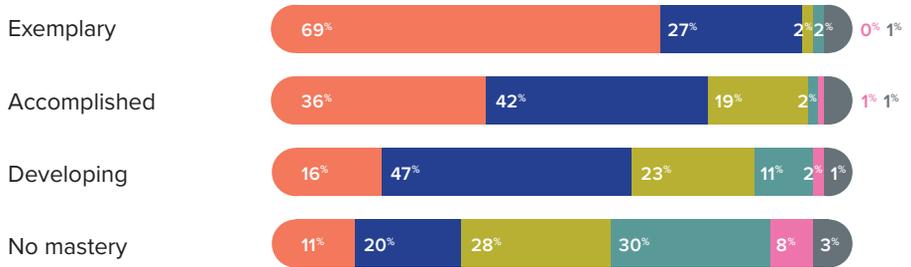


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## Importance of Gifts, by Level of Mastery

How important is it to you to know or understand your own giftings, abilities or skills?

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- Very important
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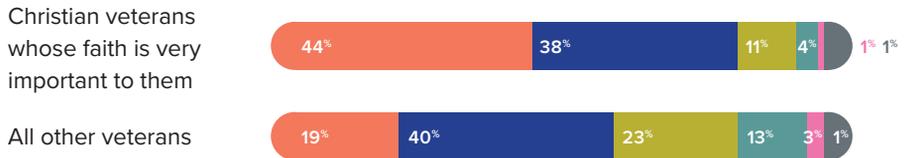


n=662 veterans of the U.S. military, May 13–25, 2022.

## Importance of Gifts, by Importance of Faith

How important is it to you to know or understand your own giftings, abilities or skills?

- Extremely important
- Very important
- Mostly important
- Somewhat important
- Not that important
- Not at all important



n=662 veterans of the U.S. military, May 13–25, 2022.

Faith is also an influence in this intentionality. Christian veterans who say their Christian faith is very important to them are more likely than other veterans to place high importance on knowing and understanding their own gifts and skills. In addition to a vocational leaning into gifts, these faithful veterans may be driven forward by scriptures (such as

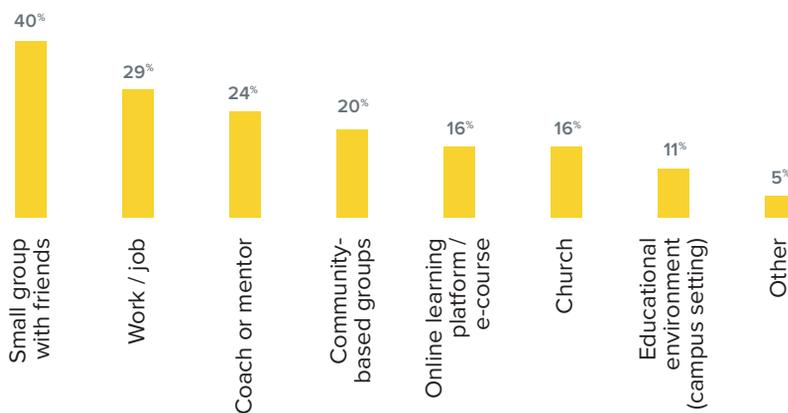
Galatians 6, Titus 1, 2 Timothy 1, 1 Corinthians 12 and 13, among others) that urge Christ-followers to know and grow in their spiritual gifts.

## Growing Gifts in Community

Skills and gifts are not static. Personal gifts grow and evolve over time, in certain environments and seasons, and with personal and social investment.

For the most part, veterans hope to develop their gifts in good company; two in five (40%) say they would be most interested in doing so with a small group of friends. Exploring gifts through work (29%) or with a coach or mentor (24%) also appeal to veterans. More formal efforts, such as through community-based groups, online platforms, churches or educational institutions, aren't often the top way veterans want to grow their gifts. If anything, these groups and organizations may be able to learn from and leverage veterans' greater desire to invest in their gifts through friendships, at work or in mentorships.

**Where, or with whom, would you be most interested in growing, developing or investing in your giftings, abilities or skills? Select all that apply.**



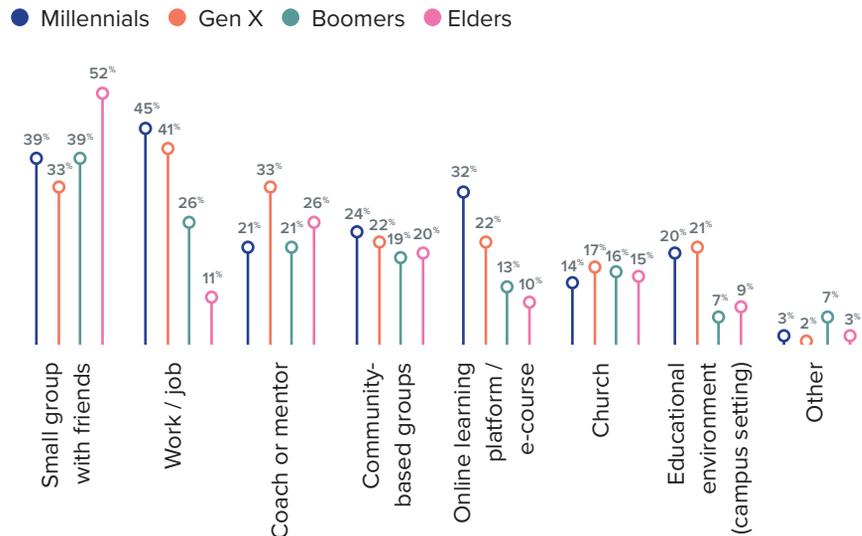
n=662 veterans of the U.S. military, May 13–25, 2022.

**Veterans are not unique in wanting to take a relational or vocational approach to growing their gifts:** This question is one of the few where there are not considerable differences between the responses of the general population and veterans (except for the general population being more open to online learning platforms, at 29% vs. 16% of veterans).

Some generational preferences are important to note. Elder veterans are most interested in growing their strengths with a small group of friends. Millennial and Gen X veterans, in their prime working years, have a bias toward development on the job (45% and 41%, respectively). Gen X are especially interested in having coaches and mentors (33%). Millennial veterans, familiar and at ease with digital innovations, are also the generation most open to growing their gifts through online learning options (32%).

### Preferred Environments for Gift Development, by Generation

Where, or with whom, would you be most interested in growing, developing or investing in your giftings, abilities, or skills? Select all that apply.



n=662 veterans of the U.S. military, May 13–25, 2022.

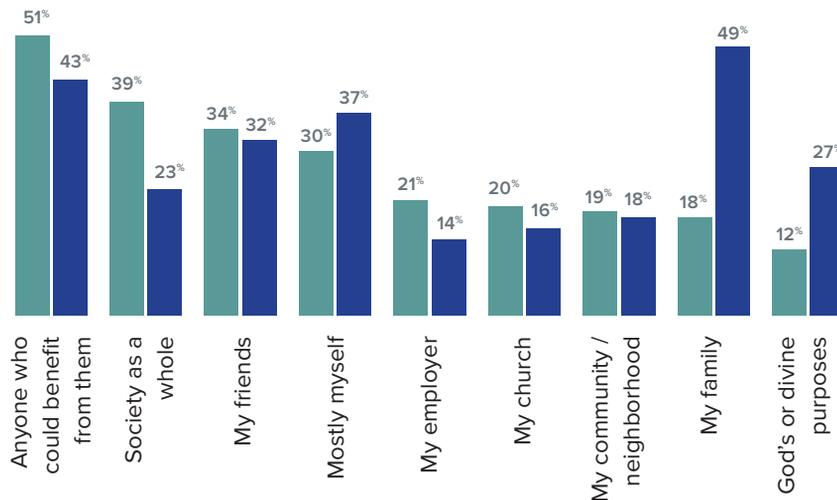
Faith doesn't produce as many differences on this point. Predictably, though, Christian veterans who say their faith is very important are significantly more likely than their peers to see the church (33% vs. 3%) as a prime place to invest in their gifts. Coaches and mentors are also more appealing to this Christian group (30% vs. 20%).

Developing and maturing one's gifts in community is one thing; being generous with one's gifts to share them with and benefit community is another.

On the whole, veterans are pretty open-handed with their gifts. More than half (51%) say their personal skills are for anyone who could benefit from them, something just 43 percent in the general population affirms. Similarly, two in five veterans (39%) feel their gifts are intended for society as a whole (vs. 23% of all U.S. adults).

**Who are your own giftings, abilities and talents for? Select all that apply.**

● Veterans ● All U.S. adults



n=662 veterans of the U.S. military, May 13-25, 2022;  
n=1,504 U.S. adults, June 16-July 6, 2020.

One profound difference: **While half of all U.S. adults feel their gifts are for their family, only 18 percent of veterans share this belief.** There may be a number of reasons for this; it is possible that, because of the nature of military service and the distance and personal cost it can require of veterans and their families, a service member doesn't immediately associate their gifts as a "good" for their family.

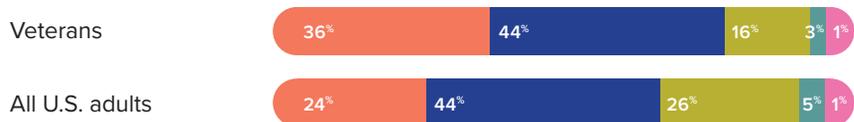
Millennial veterans, being more likely to be in seasons of child-rearing and family-building, have their household and loved ones in mind more often than their peers. They are more likely than Boomer and Elder veterans to say their gifts are for "family" (35% vs. 15% and 11%).

It's also interesting to note that a veteran is less likely than the average U.S. adult to say their gifts are meant for a divine purpose. Expectedly, this percentage climbs among Christian veterans who say their faith is very important to them; one in four (25%) says their gifts are for God's purposes. Still, this faith-related option falls behind society as a whole, community or neighborhood, friends, employer and, generally, anyone else who could benefit.

Overall, the cliché about loyalties lying with "God, family, country" does not manifest exactly in the reality of veterans' responses. At least when it comes to the cultivation and sharing of gifts, **veterans broadly acknowledge their talents are of some value to others, but rarely in a deeply personal, familial or spiritual sense.**

**"I feel I am able to make good use of or apply my giftings"**

- Agree strongly
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Disagree strongly



n=662 veterans of the U.S. military, May 13–25, 2022;

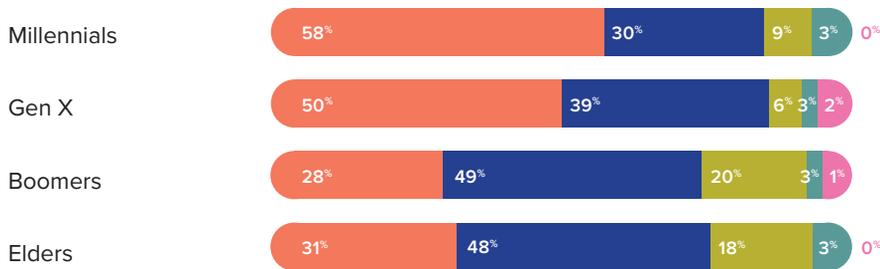
n=1,351 U.S. adults who know and understand their gifts well, June 16–July 6, 2020.

We nevertheless see that veterans think they are putting their gifts into meaningful practice. More so than the general population, veterans note they are putting their gifts to good use and are able to apply them. More than one in three (36%) agrees strongly with this (compared to 24% of all U.S. adults).

### Gift Stewardship, by Generation

“I feel I am able to make good use of or apply my giftings”

- Agree strongly
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Disagree strongly

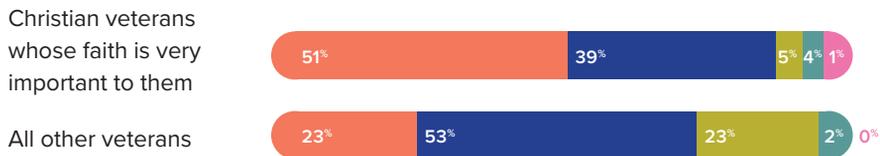


n=662 veterans of the U.S. military, May 13–25, 2022.

### Gift Stewardship, by Faith Importance

“I feel I am able to make good use of or apply my giftings”

- Agree strongly
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Disagree strongly



n=662 veterans of the U.S. military, May 13–25, 2022.

Younger veterans again show signs of being more rooted and active within their giftedness at present. The percentage of Millennial veterans who strongly agree they are making good use of their gifts leads the pack at 58 percent. Gen X are close behind, with 50 percent being this satisfied with the execution of their gifts. Meanwhile, the percentages of Boomers and Elders who share this sentiment sit at about half the proportion of their Millennial peers.

Veterans with deep Christian faith also excel on this point. Half of Christian veterans who say their faith is very important also feel they make good use of their gifts, more than doubling the proportion of other veterans who strongly agree (51% vs. 23%).

In summary, some qualities correlate with more fuel for the veteran's journey of growing in gifts. Momentum to nurture and share personal gifts is more natural among those who are also committed to following Christ or are in a stage of life where friends, family and vocation inspire focus and intention.

On the whole, however, church and organizational leaders may see in this data that to integrate veterans well into their congregations and neighborhoods, **veterans themselves may need help integrating their gifts, talents and abilities into the day-to-day and the heart of their communities.**

The transition to civilian life can be daunting. However, as the research demonstrates, veterans return to civilian life with a large suite of gifts that can be used for the betterment of their community, their churches, their families and their new occupations.

If you are part of a church or organization that is hoping to partner with veterans in this transition, this data can better help you to recognize the giftings frequently present within veterans, as well as the ways in which veterans are comfortable developing and sharing their gifts.

The **EveryGift Inventory** is a free resource that can help people, including veterans, discover their gifts and how they can grow and share them with others. To learn more and take this free online assessment, visit [www.everygift.org](http://www.everygift.org)

*You can find further resources at:*

**[lhm.org/veterans](http://lhm.org/veterans)**

## Methodology

### **ORIGINAL GIFTED FOR MORE RESEARCH:**

For this study, we conducted a quantitative survey of 1,504 U.S. adults with an oversample of 1,000 additional practicing Christians (meaning they self-identify as Christian, say their faith is very important in their life and, over the past year, on average, they attended church at least one time per month). In total, responses from 1,374 practicing Christians were analyzed in this report. This online survey was conducted from June 16–July 6, 2020. The margin of error for the sample is +/- 2.3 percent for all U.S. adults and +/- 2.5 percent for practicing Christians at the 95 percent confidence level.

Another quantitative survey focused on Lutheran Hour Ministries' Every Gift Inventory—that is, the 12 giftings and mastery measurements shown in this report. This online survey was conducted among 1,019 U.S. adults from September 3–12, 2020. The margin of error for this sample is +/- 2.9 percent at the 95 percent confidence level.

For these two general population survey efforts, researchers set quotas to obtain a minimum readable sample

by a variety of demographic factors and weighted the samples by region, ethnicity, education, age and gender to reflect their natural presence in the American population (using U.S. Census Bureau data and historical Barna data for comparison). Partly by nature of using an online panel, these respondents are slightly more educated than the average American, but Barna researchers adjusted the representation of college-educated individuals in the weighting scheme accordingly.

### **VETERANS' RESEARCH:**

Between May 13 and 25, 2022, Barna Group conducted an online quantitative survey of 662 veterans of the U.S. military. The respondents answered Lutheran Hour Ministries' Every Gift Inventory and several survey items from the *Gifted for More* survey. Minimal statistical weighting has been applied to maximize representation by age, gender and region. The margin of error is +/- 3.5 percent at the 95 percent confidence level.

## About the Partners

**BARNA GROUP** is a research firm dedicated to providing actionable insights on faith and culture, with a particular focus on the Christian Church. Since 1984, Barna has conducted more than two million interviews in the course of thousands of studies and has become a go-to source for organizations that want to better understand a complex and changing world from a faith perspective. Barna's clients and partners include a broad range of academic institutions, churches, nonprofits and businesses.

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**LUTHERAN HOUR MINISTRIES** is a trusted resource in global media that equips and engages a vibrant volunteer base to passionately proclaim the Gospel to more than 150 million people worldwide each week. Through its North American headquarters in St. Louis, Missouri, and ministry centers on six continents, LHM reaches into more than 50 countries, often bringing Christ to places where no other Christian evangelistic organizations are present.

[lhm.org](http://lhm.org)

[everygift.org](http://everygift.org)

*We extend our gratitude to the teammates at Barna Group and Lutheran Hour Ministries who supported this extension of the research and collaborated on the development of this resource. Special thanks to: Ashley Bayless, Jason Broge, Tony Cook, Daniel Copeland, Joel Frederick, Savannah Kimberlin, Jennifer Prophete, T'nea Rolle, Chanté Smith, Verónica Thames, Brenda Usery and Alyce Youngblood.*

## Endnotes

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