



FY 2015 EAS Enlisted Retention Survey Results



Retention Survey

- Purpose
 - Started in FY05 to determine satisfaction with USMC and military life
 - Determine factors and incentives that most influence retention
 - Conducted from 18 Dec 2013 to 14 Mar 2014
- Target population
 - All active duty enlisted Marines in Zones A through C with an EAS during FY 2015
 - ~38,000 Marines
- 4,238 respondents, 11.2% response rate
 - Historically 12 – 16%



FY15 BLUF

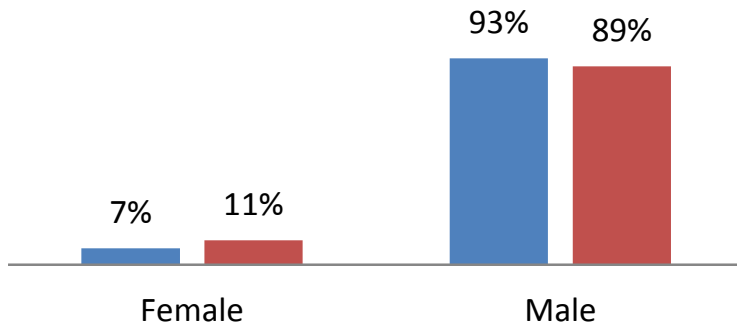
- **50% of FY15 respondents say they are likely to reenlist**
 - Numbers down 5% from FY14 respondents
 - Top 3 factors influencing their decision:
 - Pride of being a Marine, Pay & Allowances, Ability to Lead and Train Marines
- **12% of FY15 EAS respondents are undecided on reenlisting**
- **38% of FY15 EAS respondents said they were unlikely to reenlist**
 - Remained steady over past three years for Zone A Marines
 - Top 3 factors influencing their decision:
 - Civilian job opportunities, Desire to Attend College, Job satisfaction (lack of)
- **FY15 respondents likely to reenlist: Zone A = 38%, Zone B = 58%, and Zone C = 76%**
- **75% of respondents report being satisfied with USMC life. Only 13% report being dissatisfied**
 - *Holding relatively steady over last three years*



Population vs. Respondents

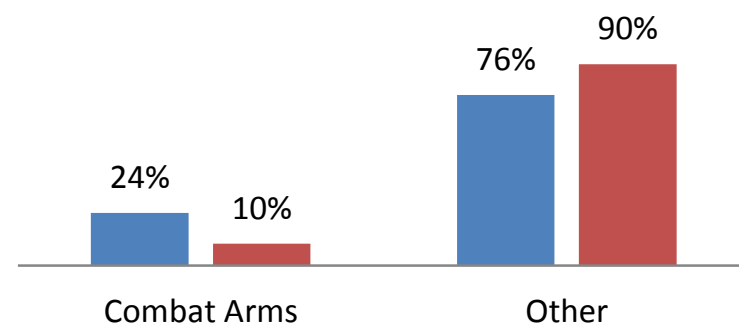
Gender

Population Respondents



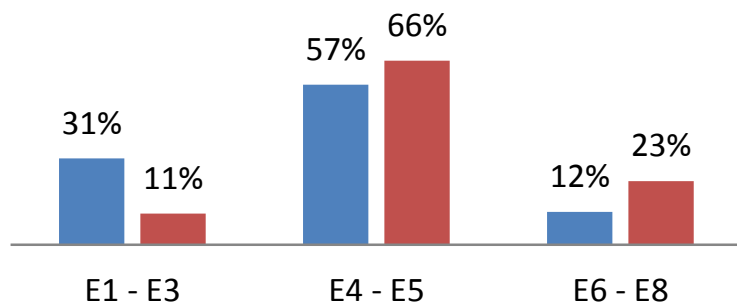
MOS

Population Respondents



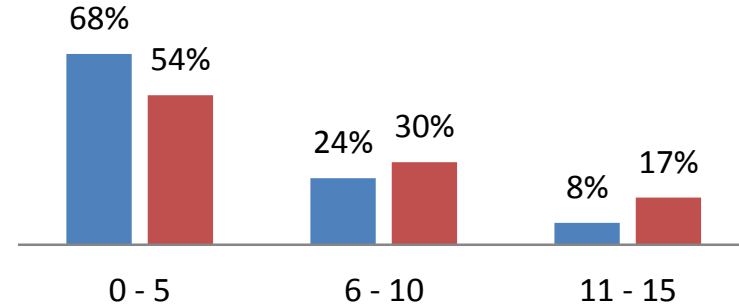
Grade

Population Respondents



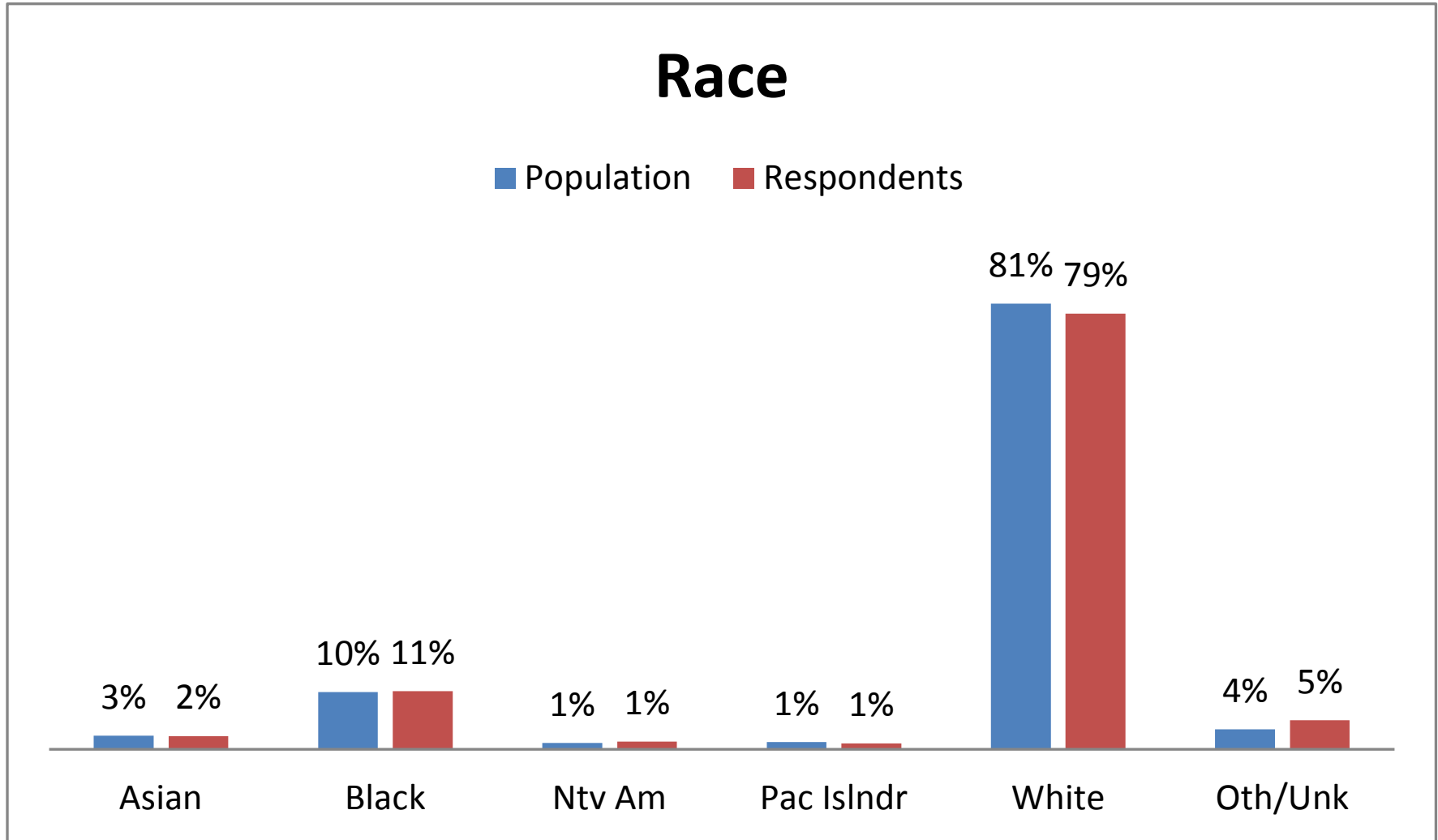
Years of Service

Population Respondents





Population vs. Respondents





Reenlistment Intent

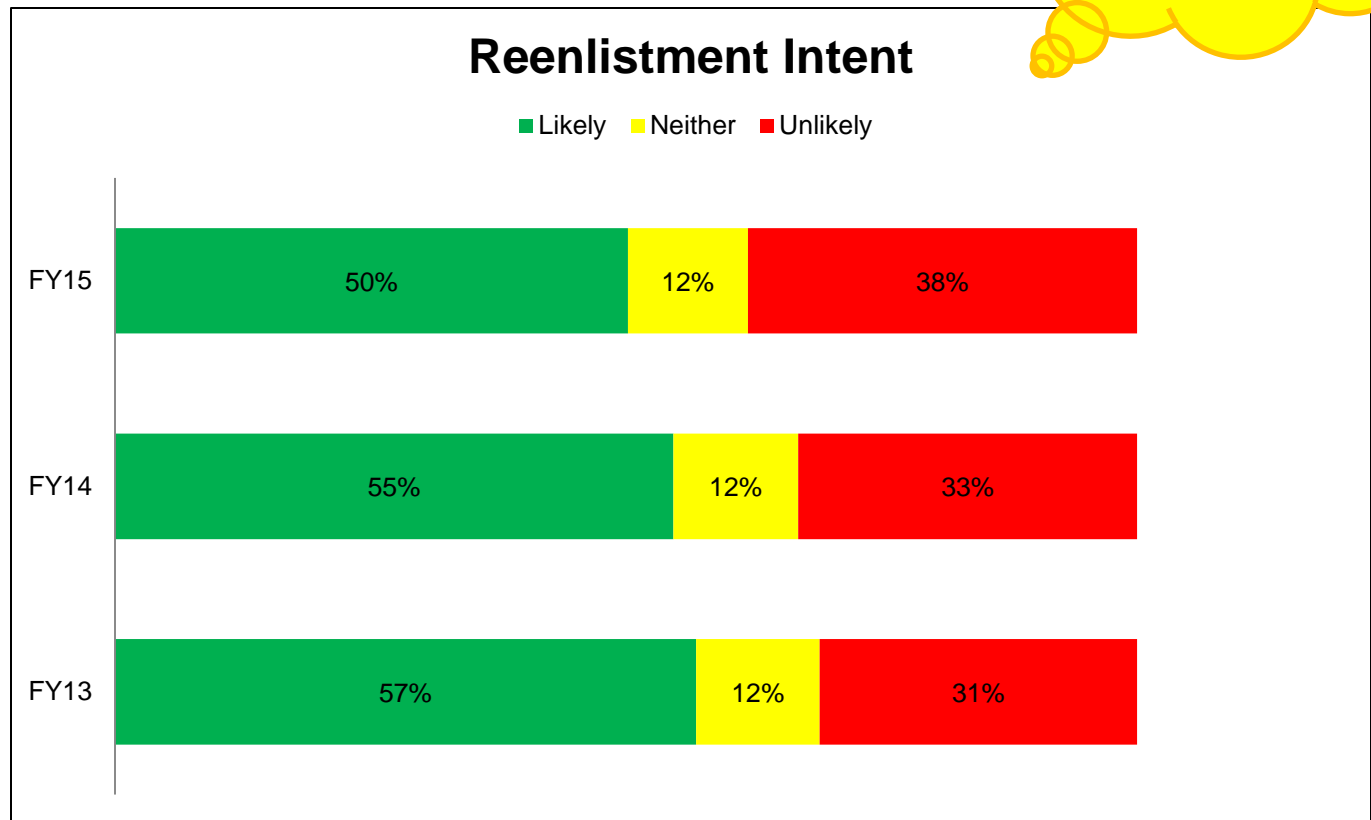
How likely or unlikely is it
that you will choose to
reenlist?

“Likely” intent
5% lower
than FY14

Zone A:
38 / 13 / 49
Zone B:
58 / 11 / 31
Zone C:
76 / 8 / 16

Zone A:
39 / 13 / 49
Zone B:
61 / 13 / 26
Zone C:
78 / 9 / 13

Zone A:
42 / 12 / 46
Zone B:
59 / 13 / 28
Zone C:
80 / 9 / 11





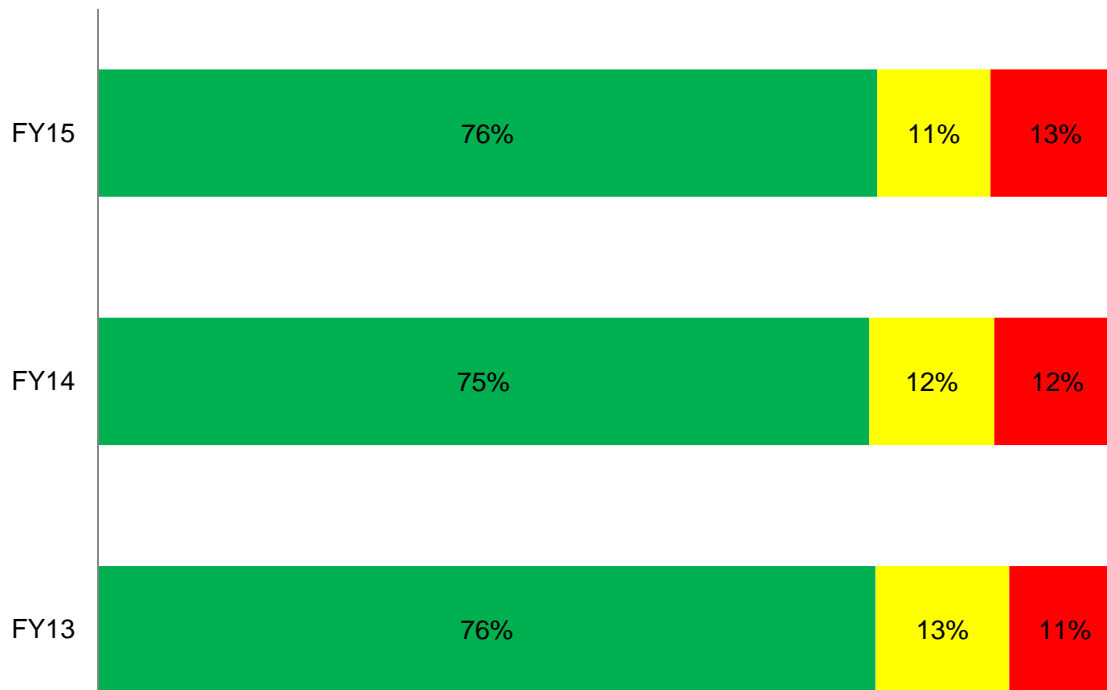
Marine Satisfaction

Rate your overall satisfaction with being a Marine.

Consistent over last three FYs

Overall Satisfaction with USMC

■ Satisfied ■ Neither ■ Dissatisfied



Zone A:
66 / 15 / 19
Zone B:
85 / 8 / 8
Zone C:
86 / 8 / 6

Zone A:
64 / 16 / 20
Zone B:
82 / 10 / 8
Zone C:
86 / 9 / 5

Zone A:
63 / 19 / 19
Zone B:
82 / 10 / 8
Zone C:
87 / 9 / 4



Factors Influencing Retention

Rank how the following factors have influenced your decision to stay on, or leave active duty.

FY15 ERS showed no significant changes from FY14. All differences were no more than one change of position.

N = 1,493 (35%)

Factors	FY15 Rank	FY14 Rank	Difference
Pride in being a Marine	1	2	1
Pay and allowances	2	1	-1
Ability to lead and train Marines	3	4	1
Job satisfaction	4	3	-1
Opportunity for promotion	5	5	0
Desire to attend college	6	6	0
Challenges you face as a Marine	7	7	0
Civilian job opportunities	8	9	1
Ability to take leave/liberty	9	8	-1
GI Bill benefits	10	11	1
Control over duty station assignment	11	10	-1
Housing quality	12	12	0
Command's leadership climate	13	14	1
Hours Worked	14	13	-1
Deployment tempo	15	15	0
Amount of SRB for your MOS	16	16	0
Lateral move options	17	17	0



Factors Influencing Retention

(Rankings by Reenlistment Intent Category)

Rank how the following factors have influenced your decision to stay on, or leave active duty.

Rank	Likely to Reenlist	Unlikely to Reenlist
1	Your pride in being a Marine	Your civilian job opportunities
2	Your ability to lead and train Marines	Your desire to attend college
3	Your pay and allowances	Your pay and allowances
4	Your job satisfaction	Your job satisfaction
5	Your opportunity for promotion	Your GI Bill benefits
6	The challenges you face as a Marine	Your commands leadership climate
7	Your ability to take leave/liberty	The number of hours you work
8	Your control over duty station assignment	Your ability to take leave/liberty
9	Your housing quality	Your pride in being a Marine
10	Your GI Bill benefits	Your opportunity for promotion
11	Your desire to attend college	Your housing quality
12	Your civilian job opportunities	Your ability to lead and train Marines
13	The number of hours you work	Your control over duty station assignment
14	Your deployment tempo	The challenges you face as a Marine
15	Your commands leadership climate	Your deployment tempo
16	The amount of SRB for your MOS	Your lateral move options
17	Your lateral move options	The amount of SRB for your MOS



Summary

- FY15 Respondents are generally satisfied with their USMC experience
- FY15 FTAP and STAP goals are achievable