



Retention Influencers

ENLISTED		OFFICER	
Women	Men	Women	Men
TOP THREE INFLUENCERS TO STAY			
Job Security/Stability	Loyalty to Nation/Service	Job Security/Stability	Loyalty to Nation/Service
Benefits/Pay	Job Security/Stability	Benefits/Pay	Job Security/Stability
Loyalty to Nation/Service	Retirement	Loyalty to Nation/Service	Retirement
TOP THREE INFLUENCERS TO LEAVE			
Impact of career on ability to have a family	Impact of career on spouse/family	Impact of career on ability to have a family	Impact of career on spouse/family
Impact of career on spouse/family	Predictable Schedule	Impact of career on spouse/family	Predictable Schedule
Predictable Schedule	Work/Life Balance	Predictable Schedule	Work/Life Balance

- Job Security/Financial Incentives
- Loyalty to Nation/Service

- Impact of Career on Family
- Impact of Career on Personal Life